

BURNS' WEEK

Wed 22 – Tue 28 Jan

Excludes: train stations, service stations and shopping centres

Date: Wed 22 Jan – Tue 28 Jan (Burns Night Sat 25 Jan)

The annual Burns Night promotion returns in 2025, celebrating Scotland's national poet, Robert Burns and Scottish dishes. As in previous years, the promotion will feature the Caledonian burger and the traditional haggis, neeps and tatties meal.

Food offer

Haggis, neeps and tatties (drink included)

Haggis served the traditional way with mashed potatoes and mashed swede.

Small haggis, neeps and tatties (drink included)

A smaller portion (of the above) for those with smaller appetites.

Caledonian burger (drink included)

Two 3oz beef patties served with half a portion of haggis on top, chips, six beer-battered onion rings and whisky sauce.

Airport: Caledonian Burger contains a 6oz patty and meals do not include a drink

Featured ale

Inveralmond Ossian

4.1% ABV | Golden | Hops: Cascade, Centennial, Citra, First Gold, Fuggles

Winner of many awards, this golden-coloured beer has a hoppy, zesty, citrus aroma, complemented by a malty backbone and a refreshing, hoppy finish.

One barrel will be allocated via East West Ales (EWA). Additional Scottish ales are available to order via EWA. Sell at your guest ale price. Ensure availability on Burns' Night. List on the app using 'product manager'.

POS

Burns Week Posters (A1/A2)

Pub specific delivery schedule to follow

Thu 26 Dec (Boxing Day) - Action:

- ☐ Display A1 poster on an internal easel.

Burns Week Table mats

Pub specific delivery schedule to follow

Wed 22 Jan – Sat 28 Jan - Action:

- ☐ Display one on each table at 11:30am
- ☐ Do not display in menu holders



Tills

- ☐ The burger will be located in the gourmet burger menu.
- ☐ The haggis meals will be located in the pub classics section.
- ☐ Once the promotion has ended, the products will remain on your tills and app to sell through any remaining stock.

Kitchen

Allocations

Allocations will be based on food volumes. Scottish pubs will receive an additional allocation to account for increased volume.

Free-order will open from Sat 18 Jan for England and Wales. Order ahead of time if you think you'll require additional stock.

Mashed potato will be auto-allocated to those pubs who currently do not stock.

Note: Airport pubs will not be auto-allocated any stock. Order using the below codes.

Product order codes

- Haggis - FMEAT315 (case of 40)
- Whisky sauce - FSAUC129 (case of 40)
- Mashed swede - FVEGE151 (case of 32)
- Mashed potato - FVEGE190 (case of 78)

Scottish pubs should continue to order whisky sauce on FSAUC118.

Kitchen screen names

- Haggis, neeps and tatties
Haggis, Neeps & Tatties
- Small haggis, neeps and tatties
Small Haggis Neep&Tat
- Caledonian burger
Caley Beef

Haggis

Food safety point - ensure the metal clips, from both ends of the haggis and the outer packaging, is removed before cooking. Dispose of the metal casing and packaging immediately in a general refuse bin to avoid the risk of physical contamination. This should be done away from ready to eat foods.

- Whole haggis (for Haggis, neeps and tatties)
 - ✓ Cook on 100% in the microwave for 1min 30secs
- ½ haggis portion (for Caledonian Burger, small haggis meal or breakfast upsell)
 - ✓ Cook on 100% in the microwave for 45secs

Note - the haggis is too long to fit whole in the bowl when cooking and will need to be cut in half.

Dish specs

Action: Print and display spec cards the kitchen ahead of Wed 22 Jan. Spec cards are available on myJDW.

- ☐ **Haggis, neeps and tatties:** spec card ([click here](#)), video spec: ([click here](#))
- ☐ **Small haggis, neeps and tatties:** spec card, ([click here](#)); video spec, ([click here](#))
- ☐ **Caledonian burger:** Spec card, ([click here](#)); video spec, ([click here](#))

Airports: The Caledonian Burger will use a 6oz patty rather than 2x 3oz burgers.