



# FREDCO EATS

FREDERICK COUNTY, VIRGINIA

Celebrating and Elevating the Food & Beverage Economy in Frederick County, VA.

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## Umbrella Brand:

- Cultivate an engaged and supported food industry.
- Position Frederick County for further investment.

## Goals:

- Connect with & showcase growing dining scene.
- Strengthen agriculture. Address gaps in support.
- Serve as a business development tool.
- Leverage digital promotion to amplify partner efforts.



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Project Partners



**FredCo Food & Beverage Businesses**  
Farms • Food Manufacturers • Supply Chain • Restaurants

**Hub & Spoke Model**



**Businesses in Non-Food Sectors**  
Food Truck Hosts • Sponsors • Talent Engagement



**Residents & Visitors Supporting Local**  
Customers • Ambassadors • Potential Customers



**Business Support Organizations**  
Workforce Development • Food Ecosystem Builders

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## Project Outcomes:

- 73% increase in restaurant participation
- 16,500 menu guide downloads
- 130+ conference attendees
  - (2 events / 100% satisfaction)
- 20% EDA traffic
- Increased referrals
- Increased brand recognition



FREDCO EATS  
RESTAURANT WEEK  
2026

MENU  
GUIDE

## Transferability:

### Building FredCo Eats: The Process



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#### No. 1 Start Where You're At.

**(Organization)** Identified partners. Surveyed to identify gaps.

**(Vision)** Established desired outcomes.

**(Assessment)** Conducted industry analysis (historical/growing/emerging).

**(Asset Mapping)** Inventoried assets to determine competitive advantage.

**(Goals, Objectives, Strategies)** Prioritized key goals, objectives, actions, implementation plan, budget, and milestones.

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#### No. 2 Connect & Get Buy-In.

**(Collaboration)** Connected directly with stakeholders and target audiences.

**(Buy-In)** Earned end-user's commitment to engage in the plan. Ensured organizational leadership support of the strategy.

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#### No. 3 Create Your Identity.

**(Quality)** Built a brand people would want to be a part of.

**(Guidelines, Guardrails)** Established brand guidelines and guardrails.

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#### No. 4 Launch & Promote

**(Protocols)** Communicated often using traditional and emerging media.

**(Inclusivity)** Ensured inclusive process, inviting people in.

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#### No. 5 Adjust & Retool

**(Transparency)** Reported out on measured objectives.

**(Adjustments)** Identified roadblocks, new opportunities, and adjusted plan.

**(Retooling)** Revisited original analysis. Evaluated brand progress against milestones. Retired achieved goals. Generated new ideas.

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## Building an Ecosystem: Collaboration & Momentum



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