

a taste of   
Staffordshire

**Good Food Awards 2009**  
Entry Form



sponsored by:

**Staffordshire**  
County Council

Staffordshire



**Patrons** The Rt.Hon The Lord Stafford DL  
Prue Leith, OBE

# a taste of Staffordshire

## Good Food Awards 2009

**A Taste of Staffordshire** encourages and promotes the distinctiveness of Staffordshire through the use of local foods and the development of local products, dishes and recipes. Every year, restaurants and eating places compete for the prestigious **Good Food Awards** which recognise quality and excellence in the food and drink that is served and produced in Staffordshire.

Entries are invited for the following awards; please choose the category that most closely describes your establishment.

### **Restaurant of the Year – European Influence**

- Establishments whose primary purpose is for dining, providing table service of meals of European influence where the menu typically consists of starter, main course and dessert dishes as a minimum
- Fully licensed, may have a bar which is available to diners only, for drinks as a precursor to meals
- Opening hours include evening opening
- No limit or distinction between seating capacity or size of establishment
- Likely to be elegant in style, with an emphasis on food presentation

### **Restaurant of the Year – Asian and non European influence**

- As above. To include establishments whose primary purpose is for dining, providing table service of meals of Asian and non-European influence where the menu typically consists of starter, main course and dessert dishes

### **Brasserie of the Year**

- Less formal than restaurant dining
- Ambience more relaxed, and likely to be contemporary in style
- Shares characteristics of both a restaurant and a bar
- Open to non-diners for alcoholic drinks

### **Pub/Inn of the Year**

- Fully licensed public houses
- Meals served in the bar area and/or a separate restaurant on the premises
- Must have a bar where it is customary for alcoholic drinks to be served without obligation to order food

### **Tea Shop/Coffee Shop of the Year**

- Establishments where customers' primary reason for visiting is for refreshment
- Refreshment could be simply a hot beverage, but a good range of food will be available, including - a range of teas, coffee, cakes and light snacks

### **Visitor Attraction of the Year (including Garden Centres)**

- Establishments where food and drink enhance the customers' experience but are not the primary reason for visiting, which will be to experience a visitor (or retail) attraction

### **An award is also presented to the Banqueting Venue of the Year.**

- Establishments which hold functions for 75 or more people are eligible to enter. A separate entry form is available on request.

### **All entrants will also be considered for the NFU Award for Best Use of Local Produce**



## who can enter?

The competition is open to dining venues provided that they comply fully with all current legislation in respect of fire, hygiene, health and safety and are located within the county of Staffordshire.

## benefits for your business

The **Taste of Staffordshire partnership** is a network of food producers and hospitality businesses. It is heavily subsidised and sponsored by public and private sector organisations. Entry fee to the Staffordshire Good Food Awards is only **£45 inc. VAT** which includes a range of added value benefits:-

- Full inspection by qualified assessors
- Comprehensive feedback report (additional fee £17.50 inc. VAT)
- Additional business – raising your profile with potential customers
- Press and PR resulting from the competition
- A free entry on the website [www.enjoystaffordshire.com](http://www.enjoystaffordshire.com) with links from [www.tasteofstaffordshire.com](http://www.tasteofstaffordshire.com)
- Membership certificate

A **specialty commissioned Steelite International trophy** will be presented to winners of each category at the prestigious Awards Dinner to be held on **Monday 5th October 2009**.

## what the judges will look for...

The judges are all industry-qualified inspectors who will pay a mystery visit, and introduce themselves at the end of their meal. They may book a table for one or two people, but please note that they may visit at any time within your stated food service hours. All entrants undertake to meet the cost of the meal for the inspector(s). During their visit they will consider:-

- Quality of food and drink
- Hospitality, customer care and service
- Use of local produce and seasonal ingredients
- Menus reflecting the county's distinctiveness (local dishes and local produce)
- Menus displaying additional healthy options
- Presentation
- Ambience
- General hygiene









## 2008 Award Winners

Restaurant of the Year (European influence)	Swinfen Hall, near Lichfield
Restaurant of the Year (Non-European and Asian Influence)	Mango Tree Indian Restaurant, Stonnall
Brasserie of the Year	Brasserie at The Shoes, near Leek
Pub of the Year	The Black Grouse, Longnor
Tea Room of the Year	Denstone Hall Farm Shop & Café, near Uttoxeter
Visitor Attraction of the Year	Eden Day Spa, Hoar Cross
Banqueting Award	Weston Park, Weston-under-Lizard
NFU Award for Best Use of Local Produce	Eden Day Spa, Hoar Cross
Service Science Personal Award for Outstanding Service	Kathryn Brooks and Kelly Alcock at The Summerhouse, Cheadle
Steelite International Award "Passion to Inspire"	The Olive Tree, Burton on Trent
Best Newcomer	99 Station Street, Burton on Trent
"Perfect Puddings"	Roaches Tea Rooms, near Leek
Warmest Family Welcome	Amerton Farm, near Stafford

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**Important: Closing date for entries is Friday 26th June 2009**

Please return completed entry form to  
A Taste of Staffordshire, PO Box 2172, Stafford. ST16 3ZW. Tel: 01889 880151