

GET THE TASTE OF STAFFORDSHIRE QUALITY MARQUE FOR YOUR FOOD & DRINK BUSINESS



taste of
Staffordshire

PROUDLY IN PARTNERSHIP WITH



NFU Mutual

INTRODUCING THE NFU MUTUAL TASTE OF STAFFORDSHIRE ACCREDITATION MARQUE



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NFU Mutual

With more than 100 years of offering insurance products, NFU Mutual are experienced in dealing with food and drink producers and a vast array of different businesses within the hospitality sector. Today NFU Mutual is proud to support the Taste of Staffordshire accreditation and awards.

As the leading rural insurer, insuring over 850,000 customers nationally, our reputation is built upon putting our members first with a strong commitment to building long-term relationships with an emphasis on service.

These core values and experience make NFU Mutual the perfect partner for this sector excellence accreditation and with the help of its members, aims to put Staffordshire firmly on the map as the region with the most recognised local food accreditation in the UK.



TEN REASONS TO JOIN TASTE OF STAFFORDSHIRE

1

'Silver' level entry on Taste of Staffordshire and Enjoy Staffordshire websites, plus listing in the Where to Stay and Visit brochure

2

Promotion on Taste of Staffordshire social media channels

3

Automatic entry into the annual Good Food Awards

4

Potential to represent Staffordshire in the national Visit England Awards for Excellence (specific categories only)

5

Positive media coverage for winners of Good Food Awards

6

Participate in journalist visits to the destination

7

List relevant events and promote special offers via the website to Staffordshire Enjoy Card holders and visitors (65,000 cards distributed)

8

Opportunity to network and trade with other Staffordshire food and drink businesses

9

Display the Taste of Staffordshire logo on your website, at your venue and on printed material such as menus to prove you have one of the best food & drink businesses in the county

10

Discounts on trade stands at Staffordshire's biggest food and drink festivals

GOOD FOOD AWARDS



In October 2017 we brought back the Taste of Staffordshire Good Food Awards and hosted them at the beautiful Lichfield Cathedral.

Compered by the BBC's Michael Collie, and attended by 140 guests, we awarded 12 accolades to the crème de la crème of Staffordshire's pubs, restaurants, tea rooms and other food and drink businesses.

Liam Dillon from The Boat Inn created the canapés at the Reception, while the team at McKenzies Restaurant provided the evening meal.

The preparations for the 2018 Good Food Awards have begun. Please look out for further details on venue and date.

Every business with the Taste quality marque will be automatically entered into the awards.



2017 WINNERS

Special Award for Recognition within the Industry, sponsored by The Boat Inn, Lichfield - Richard Stevens, Chair of Stone Food & Drink Festival

Industry Ambassador Special Award, sponsored by Porsche Wolverhampton - Keith Bott MBE, Titanic Brewery, Stoke-on-Trent

Food Processor, Producer or Distributor of the Year, sponsored by SBS Insurance - Essington Fruit Farm, Essington

Specialist Food & Drink Retailer of the Year - Has Bean Coffee, Stafford

Drinks Manufacturer of the Year - Nelson's Gin, Uttoxeter

Afternoon Tea of the Year - The Red Lion, Bradley

Tea Room & Coffee Shop of the Year
- Pom's Kitchen & Deli, Lichfield

Farm Shop of the Year, sponsored by NFU - Essington Fruit Farm Shop, Essington

Brewery of the Year, sponsored by Marston's Brewery - Limestone Brewery, Stone



Public House of the Year, sponsored by Majestic Wines - The Sun Inn, Stafford

Casual Dining Restaurant of the Year, sponsored by Rainbow International - The Three Horseshoes Country Inn, Leek

Independent Restaurant of the Year, sponsored by Porsche Wolverhampton - The Four Seasons Restaurant at Swinfen Hall Hotel, Lichfield

TESTIMONIALS

ESSINGTON FRUIT FARM

Essington Farm is a family run farm retail business based in South Staffordshire. Taste of Staffordshire accreditation system helps to give our customers and importantly potential customers a guarantee that they will only receive the best in quality and service when they visit us. This is an important marketing tool for us as we can use it to demonstrate our values to our customers and gives them increased confidence in us and I believe we then benefit from increased levels of customer loyalty. The Taste of Staffordshire Good Food awards is always an excellent opportunity to promote our business. We have been fortunate enough in the past to win some of these awards which has given us great publicity. We are always striving to differentiate ourselves from the competition and the awards are a great way of achieving this. Not only is it good for our customers but it is also gives our staff a real boost and helps to keep motivation high.

WILL SIMKIN



THREE HORSESHOES COUNTRY INN AND SPA

By winning the Best Casual Dining Restaurant and, the overall winner, it has allowed us to reach out to new customers, as well as reminding old customers of the quality food and service we provide. But most importantly it has been a great morale boost to our team to receive recognition for the great work they do.

STEPHEN KIRK



STONE FOOD & DRINK FESTIVAL

Stone Food and Drink Festival has enjoyed a long and happy association with Taste of Staffordshire and there can be no doubt that without their support the Festival would not have become the leading foodie event in the county that it is today. We both share a common aim to promote the fantastic food and drink producers and suppliers in Staffordshire. Long may we continue to do so!

RICHARD STEVENS



APPLY FOR TASTE OF STAFFORDSHIRE QUALITY MARQUE

All applicants are visited and assessed by professionally qualified inspectors in the form of a mystery diner or shopper.

COST

£150+VAT

Your entry on www.enjoystaffordshire.com has the potential to be seen by 45,000 visitors a month and includes:

- 350 words of editorial overview
- 6 high quality images
- Appears higher in the listings
- Opening Times, Facilities and Prices
- Public Directions
- Telephone number, email address link
- Website link
- Map location
- Promotion of Enjoy Card special offers
- YouTube Videos
- Related Events

ADDITIONAL ADVERTISING OPPORTUNITIES

DIGITAL BANNER ADVERTISING

Leaderboard Banner **from £70**
DMS Banner 3 x Block **from £50**

FEATURED HIGHLIGHTS SCROLLER

Home page **£40**
Food and Drink page **£30**
Ideas and Inspiration page **£30**
B&B sub page **£20**
Self-Catering sub page **£20**

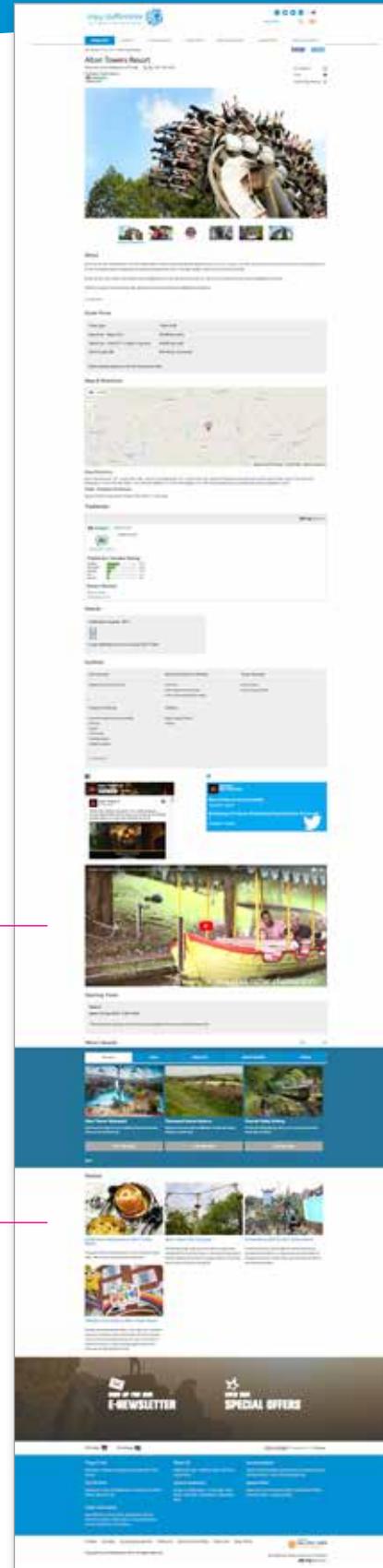
All rates quoted per month excluding VAT.
Please contact us for further details

SPREAD THE COSTS WITH DIRECT DEBIT



Paying your membership fees by Direct Debit allows you to spread the costs, **interest free**, over a period of up to **12 months** - meaning you could be paying as little as **£15.00 per month**.

To take advantage complete the direct debit mandate form and return.



Package example

TASTE OF STAFFORDSHIRE CATEGORIES

1. Business premises must be located within the county of Staffordshire, and pay business rates to a Staffordshire local authority.
2. Businesses must comply with all current legislation in respect of fire, hygiene, employment, health and safety.
3. Must have a minimum Rate My Place hygiene rating of 4-star (or equivalent).

INDEPENDENT RESTAURANT

- The primary purpose of the business is for dining, providing table service of meals 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 and dinner service.
- Opening hours include evening opening.

CASUAL, INFORMAL OR CONTEMPORARY DINING RESTAURANT

- Establishments whose primary purpose is for dining, providing table service of meals in a casual atmosphere.
- Most likely licensed, but if not, allows customers to bring their own alcoholic drinks.
- No limit or distinction between seating capacity or size of establishment.
- Any style and décor is eligible.

PUBLIC HOUSE

- Must serve a choice of traditional ales, at least one of which to be locally-sourced.
- Fully licensed.

TEA ROOM & COFFEE SHOP

- Owned and/or operated within Staffordshire and not part of any branded chain or franchise.
- Hours of business extend to the end of normal business hours.
- A small, informal café type business, offering light refreshments, cakes and light meals.

FARM SHOP

- Owned and/or operated within Staffordshire.
- Sells a minimum of 20% of locally produced products.
- Sells a wide range of products.

AFTERNOON TEA

- Establishments, based in Staffordshire, that offer afternoon tea including tea rooms, restaurants, hotels, heritage sites and visitor attractions.
- Businesses need to operate permanently rather than seasonally or temporarily.
- The afternoon tea service might be traditional or more contemporary and innovative in style.

SPECIALIST FOOD & DRINK RETAILER

- Retail offering that provides a distinctive and alternative option to a multi-unit high street retailer.
- Can be single or multi-site operator but operating a majority of their business within Staffordshire.
- Can be a retailer with an on-line presence only.

BREWERY

- A brewery owned and/or operating within Staffordshire producing cask-conditioned beer.
- Relevant industry accreditation.

DRINKS MANUFACTURER

- Owned and/or operated within Staffordshire.
- Relevant industry accreditation.

FOOD PROCESSOR, PRODUCER OR DISTRIBUTOR

- Businesses, whose primary purpose is to process, produce, pack or distribute food and drink. Could be of any size and could sell directly or via intermediaries.
- The head office and/or the main processing/production/distribution facility must be in Staffordshire.

FOOD & DRINK EVENT

- Events must be based in Staffordshire, have a specific food and/or drink theme, and be open to the general public.
- It can be a paid entry or free audience/attendance event.

Please fill out a separate application form for each category you wish to be considered for.

APPLICATION FORM



Contact name:

Business name:

Address:

.....

Postcode: Telephone:

Email:

Website:

Establishment to be inspected:

Inspectors may visit alone or accompanied, and will introduce themselves at the end of their meal by producing an authorisation warrant as proof of identity. For ease of inspection, please provide us with an operational contact for our inspector.

Operational contact for inspector:

Which category/categories do you wish to apply for?

(Additional £150 + VAT will be incurred if more than one category is applied for)

- | | | |
|--|---|--|
| Independent Restaurant <input type="checkbox"/> | Tea Room & Coffee Shop <input type="checkbox"/> | Brewery <input type="checkbox"/> |
| Casual, Informal or Contemporary Dining <input type="checkbox"/> | Afternoon Tea <input type="checkbox"/> | Drinks Manufacturer <input type="checkbox"/> |
| Public House <input type="checkbox"/> | Farm Shop <input type="checkbox"/> | Food Processor <input type="checkbox"/> |
| | Specialist Food & Drink Retailer <input type="checkbox"/> | Food & Drink Event <input type="checkbox"/> |

As an applicant to the Taste of Staffordshire accreditation I undertake to bear the cost of a meal for the inspector(s).

Signature: Date:

Different invoicing address (you will be contacted for these details)

Photographs

For your web entry we need a selection of images, landscape orientation, minimum 1300 pixels wide.

Email images to: info@enjoystaffordshire.com

Your business must be located within the county of Staffordshire and pay business rates to a Staffordshire local authority. Please state the District/Borough to whom business rates are paid:

Your business must comply with all current fire, hygiene, employment, health and safety legislation and therefore your business must have achieved a minimum 4* environmental health assessment (Rate My Place or equivalent scheme). Please state the level of accreditation that you have achieved:

Please give serving times (opening times for retail) for each day e.g. 12:00 - 15:00, 18:30 - 23:00

(if not available on a particular day please cross through those days)

Serving Times	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Lunch							
Evening							
Bank Holidays (If different from above)							

Please complete this section where possible

Head Chef		Seating Capacity		Licensed	Unlicensed
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Please complete section(s) only for those categories applied for

For Independent Restaurant and Casual Dining categories

Style/Type of Cuisine offered e.g. modern British/Indian

For Pubic House category

List of cask conditioned ales on offer	
Are meals offered?	Yes No
If yes, which meals are offered?	

For Tea Room/Coffee Shop and Afternoon Tea category

Are you an independent establishment?	Yes	No	
Examples of cakes and light meals offered			
Is afternoon tea offered all year round?	Yes	No	
Type of Business	Standalone Tea Room Visitor Attraction	Restaurant Heritage	Hotel
If none of the above please state			

For Farm Shop category

Are you owned or operated within Staffordshire?	Owned	Operated
Are 20 % of products on offer produced locally	Yes	No

Brewery and Drinks Manufacturer categories

Are you owned or operated within Staffordshire?	Owned	Operated
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For Specialist Food & Drink Retailer category

Are you an independent company?	Yes	No	
How many sites do you have?		How many of those are in Staffordshire?	
What Channels do you use?	Retail only	Online only	Both

For Festival and Event category

Date of Event	
Number of trade stands	