



BEST RESTAURANT / BISTRO/CAFE / BAR SNACKS OF THE YEAR

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One of the great pleasures of any holiday or short break is eating out whether it be by a log burning fire after a brisk Autumn walk, watching the sunset outside a pub on a Summer's evening or spoiling yourself with a traditional Welsh tea treat. Anglesey is blessed with many excellent eating establishments where you can savour quality local produce and this Award is for the establishment which offers a high level of quality in the facilities, services and customer care as well as a warm Welsh welcome.

Who can enter?

This Award is aimed at all eating establishments on Anglesey.

The emphasis is on quality – the size of the eating establishment is less important than impeccable standards of food and service.

Shortlisted entries have been nominated by visitors to Anglesey over the summer and we now need the establishment to demonstrate its exceptional customer care and commitment to excellence in quality by completing the attached entry form.

Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.

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ENTRY FORM

1. How long have you been in business at this location? (years & months)
2. Please describe the type of establishment and the cuisine offered?
3. Describe why you feel the establishment would be a worthy winner of this award (maximum 100 words)
4. Name of the head chef?
5. Total number of employees?
6. Dining occupancy for the last 12 months?
 - a. Total occupancy for year _____ %
 - b. What percentage was repeat business _____ %
 - c. Occupancy during high season _____ %
 - d. Occupancy during low season _____ %
7. Please list your suppliers and their location for;
 - a. Meat _____
 - b. Dairy produce _____
 - c. Fresh vegetables _____
 - d. Fresh fruit _____
 - e. Wines and Spirits _____
8. How much of your produce is Welsh? _____ %
9. Do you have a food policy? If so, please outline it;
10. Are **all** your meals cooked to order? YES/NO

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11. Please list the top three customer favourites for;

a. Starter

b. Main Course

c. Dessert

12. Describe briefly how you deal with customer care, including enquiries, bookings and complaints. Give examples (max 100 words)

13. How often do you change your menu? Please attach a copy of your current menu.

14. Explain briefly your marketing campaign and how you attract new and/or repeat business. Entries should demonstrate excellence in the following areas:

- Identification of special target markets
- Targets set within the marketing programme
- Methods used to achieve these targets – including innovative ideas and their implementation
- Extent to which these targets have been met to date
- Monitoring methods used to measure success
- Examples of success/results – including coverage, case studies, DVDs etc
- How the website fits into and contributes towards the implementation of both business and marketing plans and its success over non-electronic forms of promotion/sales etc.

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15. What investment has been made (in time and/or money) in staff training and development? This investment must have been made no more than 2 years ago. How has this improved the services provided to guests? Please demonstrate excellence in the following areas:
- An innovative approach to training
Showing how new methods of training and staff development have been introduced to benefit the business, staff and customers
 - Investment in training
Staff should have gone through recognised training courses such as Welcome to Excellence customer care training
 - Customer care
Judges will be looking to see how the training used has led to a real improvement in service standards and customer care to all guests. Evidence should be provided of customer satisfaction
 - Staff morale
Judges will be looking for evidence of training leading to improved motivation, development of team spirit, better staff retention and increased levels of job satisfaction
16. Describe your bilingual provision in the following areas:
- Standard mark of business eg name/title of business, signage etc
 - Advertising and communication material
 - Oral Welsh
 - Please also tell us how important you feel it is to use the Welsh language for the business' benefit and if you would like to make more use of Welsh and would like us to arrange for information to be sent to you
 - Please let us know if you offer visitors an alternative Welsh experience
17. Please list your opening times.
18. Do you run a loyalty or dining scheme?
19. Has the establishment won any previous Awards?

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