



BEST ANGLESEY PRODUCE



Anglesey is blessed with a variety of quality local produce and this Award is for the producer which offers a truly excellent product with a point of difference.

Who can enter?

This Award is aimed at all Anglesey local produce or products made using produce produced, grown or reared primarily from the Island or from North Wales where possible.

Shortlisted entries need to demonstrate exceptional customer care and commitment to excellence in quality.

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

BEST ANGLESEY PRODUCE

ENTRY FORM

1. How long have you been in business at this location? (years & months)
2. Please describe the local produce you produce and in which category it falls into? (if your products fall in to more than one category, please give as much detail as possible on all your products).
 - a. Meat & Poultry Products
 - b. Dairy Products
 - c. Baked & Confectionery Products & Ingredients
 - d. Drink Products
 - e. Fish Products
 - f. Speciality Products eg condiments, preserves, snacks
 - g. Fresh Produce Producer eg fresh fruit and vegetables
 - h. other
3. Please let us know whether your product falls into the following three categories and give further details (maximum 50 words);
 - a. Healthy eating (improved levels of salt, fat and sugar)
 - b. Organic product (approved by the UK Register of Organic Food Standards or similar)
 - c. Sustainable Development (a sustainable approach to your practices)
4. Describe which of the following categories you fall into (this may be more than one)
 - a. Farmer
 - b. Producer
 - c. Manufacturer
 - d. Processor
5. Please give a brief description of your business (maximum 100 words)

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6. Please list your suppliers for the main ingredients you use and their location;

7. Describe why you feel your produce would be a worthy winner of this award (maximum 100 words)

8. Please tell us the total number of employees and how many are Anglesey residents?

9. How much of your produce is Welsh? _____%

10. Do you have a food policy? If so, please outline it;

11. Please list the top three customer favourites;

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

13. 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
- Do you have a website? If so, please tell us how important it is in promoting your business.

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14. 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
15. If you have an outlet at your location, please list your opening times.
16. Have you won any previous Awards?

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