



Terms and Conditions – Mar. 2017

General Rules

1. All decisions of the organisers and judging panel are final. Organisers, judges, promoters, and sponsors will not enter into any correspondence or discussion regarding any decision made or on the merits or otherwise of any entry. Organisers reserve the right to disqualify any entry which is deemed to be against the rules or against the spirit of the rules.
2. The organisers, judges or sponsors of the awards cannot accept responsibility for the validity of claims made by entrants, although care will be taken to verify details provided.
3. The organisers reserve the right to amend the judging criteria/terms and conditions if deemed necessary but will remain within the spirit of the published criteria/t&cs.
4. The organisers' decision on whether a location (home or business address, production facility, factory address etc.) is within the county of Northamptonshire is final. Locations will be verified using Northamptonshire County Council's mapping system; postcodes and postal addresses outside Northamptonshire will not be the determining factor.
5. The final decision on which category an entry falls under will be made by the organisers at their sole discretion within the spirit of these rules. The essence of the venue/product/drink/menu entered will be the determining factor.
6. The organisers' decision as to whether or not an entry meets the spirit of the rules is final and no correspondence will be entered into nor appeal possible.
7. No entry into a category will be accepted from the immediate past winners of that category. However there is no bar to a previous winner entering a different category; the exception is in the product and drink categories where an immediate past product champion may not enter any of the product categories nor indeed may an immediate past drink champion enter either of the drink categories.
8. All entries from businesses (Restaurant, Booker Food Pub, Spice Restaurant, New Local Drink, Artisan Local Sweet Product, Artisan Local Savoury Product, Artisan Local Drink, One To Watch, Community Pub of the Year, Weetabix Local Food Hero, Independent Café / Tea Room, F&B Achiever, Healthy Eating Workplace, Farming Innovation Award and Eat Out Eat Well) must contain the registered business number (from Companies House), or registered charity number (if applicable).
9. All venues participating in the Spice Restaurant, Community Pub, Healthy Eating Workplace, Independent Café / Tea Room, Eat Out Eat Well and, where applicable, Weetabix Local Food Hero and F&B Achiever of the Year categories must hold an Food Hygiene Rating Scheme (FHRS) score of 3 (Generally Satisfactory) or above at time of entry. Similarly, the venues of those participating in the Chef and Booker Young Chef of the Year categories must hold an FHRS of 3 (Generally Satisfactory) or above.
10. All venues participating in the Restaurant and Booker Food Pub categories must hold a Food Hygiene Rating Scheme (FHRS) score of 4 (Good) or above at time of entry.
11. All entries from individuals (Artisan Local Drink, New Local Drink, Artisan Local Sweet Product, Artisan Local Savoury Product, F&B Achiever, One To Watch, Weetabix Local Food Hero, Chef, Booker Young Chef,) must contain valid proof that the individual is legally entitled to live and / or work in the UK, and that the person lives or works in Northamptonshire.
12. A business/individual can put a maximum of three entries into any one category.
13. Where a business/individual produces products and drinks, they may put in a maximum of eight entries across the four product and drink categories. They may also enter 'F&B Achiever of the Year' or 'One To Watch' and/or be nominated as a 'Weetabix Local Food Hero'.
14. An individual product may be entered into only one of the product categories, not both.
15. An individual drink may be entered into only one of the drink categories, not both.
16. Businesses and individuals can enter any number of categories, as long as:-
 - a. they meet the necessary entry criteria of each category; and,
 - b. they complete a valid entry form for each entry; and,
 - c. the entries are not mutually exclusive. If an entrant meets the requirements for a category, then

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they may enter that category, for example:

- a pub restaurant may enter the 'Booker Food Pub of the Year' AND the 'Community Pub of the Year' categories and also be eligible for 'Weetabix Local Food Hero' or 'F&B Achiever of the Year'
- a food producer may enter the 'Artisan Local Product (Sweet and/or Savoury) of the Year' AND 'F&B Achiever of the Year' or 'One To Watch' categories AND be nominated for/enter the 'Weetabix Local Food Hero of the Year'

however,

- a restaurant cannot enter the 'Restaurant of the Year' category AND the 'Booker Food Pub of the Year' category.
- a person/business cannot enter both the 'F&B Achiever of the Year' and the 'One To Watch' categories.

17. The organisers and the judges are impartial. Any attempt to influence the judges or the judging process in favour of or against any entrant will result in the disqualification of the appropriate entry. The judges' decision on this is final and there is no appeal.
18. Finalists will receive two free tickets per venue/business/organisation to the Awards Dinner.

Confidentiality

19. The application form and all supporting material will become the property of the organisers and cannot be returned to entrants.
20. Other than as is necessary to run and publicize the awards, all material submitted will be treated with the strictest of confidence. Whilst every care will be taken, no responsibility can be taken for the loss or damage of submitted material.
21. Details of entries will be passed to Northamptonshire County Council's Trading Standards Department and the relevant Borough Council's Environmental Health Department to disclose to the organisers and judges any relevant significant history, complaints, or breaches of relevant Regulations or law. In the case of Spice Restaurant, Community Pub of the Year, Healthy Eating Workplace, Independent Café / Tea Room and, where applicable, Weetabix Local Food Hero, F&B Achiever of the Year and One To Watch categories, all entries must hold an Food Hygiene Rating Scheme (FHRS) score of 3 (Generally Satisfactory) or above at time of entry. Similarly, the venues of those participating in the Chef and Booker Young Chef of the Year categories must hold an FHRS of 3 (Generally Satisfactory) or above; those entries with a score of 2 or lower will be disqualified. All venues participating in the Restaurant and Booker Food Pub categories must hold a Food Hygiene Rating Scheme (FHRS) score of 4 (Good) or above at time of entry; those entries with a score of 3 or lower will be disqualified.
22. What constitutes relevant significant history, complaints, or breaches of relevant Regulations or law will be determined by Northamptonshire County Council's Trading Standards Department, or the relevant Borough Council's Environmental Health Department.
23. The organisers will determine what action to take as a result of any such disclosure.
24. Nothing in these Terms and Conditions will prevent the relevant enforcement authority from taking any action they deem necessary as a result of a serious breach.
25. Comments made by judges or members of the public (whether in the shortlisting, mystery shopping, public tasting, the final judging, or otherwise) are confidential and will not be released by the organisers, subject to the following rules.
26. On request, organisers will provide general feedback to entrants which are not shortlisted in the form of a short written analysis, based on the entry form, supporting materials, and the shortlisting.
27. If required, organisers will provide more detailed oral feedback to finalists in the form of an analysis based on the entry form, supporting materials, the shortlisting, and the final judging.
28. The result of the competition will be kept confidential until the Awards Dinner 2017 (date tbc) and any attempt to ascertain the result beforehand may result in the disqualification of the appropriate entry.

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Publicity

29. By signing or submitting an entry, all entrants agree to participate in awards-related publicity.
30. In each category, only the details of those entrants which are longlisted/shortlisted will be made public.
31. The organisers reserve the right to use recordings, film, and photographs taken at the shortlisting, the cook-offs, public tastings and the Awards Dinner and to use any non-confidential material supplied by applicants for promotional purposes.
32. Entrants who are selected as finalists may be asked at a later stage to prepare / produce further details or information to promote the Awards.
33. All publicity generated by entrants, finalists and winners must refer to the awards as the “Carlsberg UK Northamptonshire Food and Drink Awards”, or the “Carlsberg UK Northamptonshire Food and Drink Awards 2017/18”.
34. The Carlsberg UK Northamptonshire Food and Drink Awards logo will be provided to finalists for use in their publicity, on menus, on packaging, on leaflets etc. Any variation from the official wording or logo must be agreed with the organisers in advance. Failure to adhere to this rule may result in disqualification from the 2017/18 awards competition, or the competition in subsequent years.

Category Specific Rules

30. New Local Drink of the Year

- a. The closing date for entries is 5pm on 30th May 2017.
- b. Entries are open only to:-
 - businesses which produce a drink that is:-
 - made using raw materials grown and supplied from a farm in Northamptonshire; and/or,
 - made predominantly using raw materials produced or grown in Northamptonshire; and/or,
 - made in a production facility within Northamptonshire.
 - and,
 - whose registered headquarters are in Northamptonshire
- c. The drink submitted must not have been on sale to the public prior to 1 January 2016 and is reasonably expected to remain on sale until after 1 January 2018.
- d. The drink submitted must be “as supplied to the public” / “as sold” and must not be modified or enhanced in any way. The organisers retain the right to make commercial / retail purchases of drinks entered and substitute these for the entered items at their sole discretion.
- e. Businesses can enter any number of categories, as long as they meet the necessary entry criteria of each category.
- f. There is an overall entry maximum of three drinks per business in respect of this category.

31. Artisan Local Drink of the Year

- a. Terms and conditions of entry for this category are as those above for New Local Drink except in respect of the date from which the drink has been on sale, which does not apply. However, the condition that the drink is reasonably expected to remain on sale until after 1 January 2018 still applies.
- b. There is a maximum of three entries per business in respect of this category.

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32. Artisan Local Sweet Product of the Year and Artisan Local Savoury Product of the Year

- a. The closing date for entries is 5pm on 30th May 2017.
- b. Entries are open only to:-
 - businesses which produce a product that is:-
 - made using raw materials grown and supplied from a farm in Northamptonshire; and/or,
 - made predominantly using raw materials produced or grown in Northamptonshire; and/or,
 - made in a production facility within Northamptonshire.
 - and,
 - whose registered headquarters are in Northamptonshire
- c. The product submitted is reasonably expected to remain on sale until after 1 January 2018.
- d. The product submitted must be “as supplied to the public” / “as sold” and must not be modified or enhanced in any way. The organisers retain the right to make commercial / retail purchases of products entered and substitute these for the entered items at their sole discretion.
- e. Businesses can enter any number of categories, as long as they meet the necessary entry criteria of each category.
- f. There is an overall entry maximum of three products per business in each of these categories.

33. Restaurant of the Year

- a. Participation in this category is through direct register of interest from the venue itself or by inclusion in a list of venues recommended to the organisers through nomination or other external sources.
- b. The closing date for registering interest is 26th June 2017.
- c. The category is open only to restaurants in Northamptonshire.
- d. The restaurant must hold an FHSR score of 4 (Good) or above at time of entry/recommendation
- e. For the purpose of this competition, a restaurant is defined as a venue, the sole purpose of which is to serve food freshly prepared on the premises to visiting customers and where it is not possible to buy and consume alcohol without food. A ‘restaurant with rooms’ would enter this category. A restaurant within a larger venue such as an hotel would also enter this category. The organisers’ decision into which category an entry falls is final and there is no appeal. The decision will ultimately be based on the essence of the venue entered.
- f. The restaurant must be open for both lunch and dinner service.
- g. All registered/recommended venues will be put forward through a preliminary selection process which may involve telephone or online research in order to identify a longlist. Venues will be informed if they have been longlisted and, in the case of those venues which did not enter directly, will be invited to proceed further in the competition. Those venues which do not wish to proceed will be removed from the competition.
- h. All longlisted entries (unless otherwise having elected not to proceed) will be visited by at least one Mystery Shopper (stage 1) who will not reveal their identity. The cost of the meal/meals will be picked up by the Mystery Shopper(s).
- i. Mystery Shopping – stage 1 may take place at any time during the venue’s normal service between the date of longlisting and the date of shortlisting in early September (date tbc). Venues will be provided with Mystery Shopping feedback upon request after the Awards Dinner.
- j. Following the shortlisting, each finalist will be Mystery Shopped (stage 2) separately by two members of the expert panel, who may be accompanied. The Mystery Shoppers will identify themselves at the end of the meal and will pay for any drinks taken. The cost of the four meals will be subsidised by the entrant.

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- k. Mystery Shopping – stage 2 may take place at any time during each finalist's normal service (excluding a 'themed night'). Finalists will be advised of the dates.
- l. The identity of Mystery Shoppers must not be revealed by entrants until after the Awards Dinner, unless already published by the organisers.
- m. More details of the judging process, including the criteria used by the first and second stage Mystery Shoppers, are detailed at the end of this document.

34. Booker Food Pub of the Year

- a. Participation in this category is through direct register of interest from the venue itself or by inclusion in a list of venues recommended to the organisers through nomination or other external sources.
- b. The closing date for registering interest is 26th June 2017.
- c. The category is open only to food pubs in Northamptonshire.
- d. The food pub must hold an FHS score of 4 (Good) or above at time of entry.
- e. For the purposes of this competition, a food pub is defined as a restaurant within a venue the main purpose of which is to serve alcohol, or where it is possible to buy and consume alcohol without food, but which also serves food freshly prepared on the premises to visiting customers. A separate eating area within a pub would enter this category but an entirely separate restaurant within a pub (with its own kitchen and entrance door) might enter the 'Restaurant of the Year' category. The organisers' decision into which category an entry falls is final and there is no appeal. The decision will ultimately be based on the essence of the venue entered.
- f. All registered/recommended venues will be put forward through a preliminary selection process which will may involve telephone or online research in order to identify a longlist. Venues will be informed if they have been longlisted and, in the case of those venues which did not enter directly, will be invited to proceed further in the competition. Those venues which do not wish to proceed will be removed from the competition.
- g. All longlisted entries (unless otherwise having elected not to proceed) will be visited by at least one Mystery Shopper (stage 1) who will not reveal their identity. The cost of the meal/meals will be picked up by the Mystery Shopper(s).
- h. Mystery Shopping – stage 1 may take place at any time during the venue's normal service between the date of longlisting and the date of shortlisting in early September (date tbc). Venues will be provided with Mystery Shopping feedback upon request after the Awards Dinner.
- i. Following the shortlisting, each finalist will be Mystery Shopped (stage 2) separately by two members of the expert panel, who may be accompanied. The Mystery Shoppers will identify themselves at the end of the meal and will pay for any drinks taken. The cost of the four meals will be subsidised by the entrant.
- j. Mystery Shopping – stage 2 may take place at any time during each finalist's normal service (excluding a 'themed night'). Finalists will be advised of the dates.
- k. The identity of Mystery Shoppers must not be revealed by entrants until after the Awards Dinner, unless already published by the organisers.
- l. More details of the judging process, including the criteria used by the first and second stage Mystery Shoppers, are detailed at the end of this document.

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35. Spice Restaurant of the Year

- a. Participation in this category is through direct register of interest from the venue itself or by inclusion in a list of venues recommended to the organisers through nomination or other external sources.
- b. The closing date for registering interest is 5pm on Monday 26th June 2017.
- c. The category is open only to spice restaurants in Northamptonshire
- d. The restaurant must hold an FHS score of 3 (Generally Satisfactory) or above at time of entry.
- e. For the purpose of this competition, a spice restaurant is defined as a venue, the sole purpose of which is to serve food freshly prepared on the premises to visiting customers and where it is not possible to buy and consume alcohol without food. It also serves food which is marinated in and/or which contains chilli peppers, mustard, horseradish, curry or other spices. It can include South East Asian, Caribbean, Japanese, or British cuisines or other spiced-flavoured cuisines.
- f. All registered/recommended venues will be put forward through a preliminary selection process which will involve telephone or online research in order to identify a longlist. Venues will be informed if they have been longlisted and, in the case of those venues which did not enter directly, will be invited to proceed further in the competition. Those venues which do not wish to proceed will be removed from the competition.
- g. All longlisted entries (unless otherwise having elected not to proceed) will be visited by at least one Mystery Shopper (stage 1) who will not reveal their identity. The cost of the meal/meals will be picked up by the Mystery Shopper(s).
- h. Mystery Shopping – stage 1 may take place at any time during the venue's normal service between the date of longlisting and the date of shortlisting in early September (date tbc). Venues will be provided with Mystery Shopping feedback upon request after the Awards Dinner.
- i. Following the shortlisting, each finalist will be Mystery Shopped (stage 2) separately by two members of the expert panel, who may be accompanied. The Mystery Shoppers will identify themselves at the end of the meal and will pay for any drinks taken. The cost of the four meals will be subsidised by the entrant.
- j. Mystery Shopping – stage 2 may take place at any time during each finalist's normal service (excluding a 'themed night'). Finalists will be advised of the dates.
- k. The identity of Mystery Shoppers must not be revealed by entrants until after the Awards Dinner, unless already published by the organisers.
- l. More details of the judging process, including the criteria used by the first and second stage Mystery Shoppers, are detailed at the end of this document.

36. Chef of the Year

- a. The closing date for entries is 5pm on 19th June 2017.
- b. Entries are open only to
 - Chefs aged 25 or over on 1st August 2017 who are legally entitled to live and / or work in the UK, and who:-
 - live in Northamptonshire and work in a food business based in Northamptonshire or beyond, or,
 - work in a food business based Northamptonshire.
- c. The business at which the entrant is employed must hold an FHS score of 3 (Generally Satisfactory) or above at time of entry.
- d. The business at which the entrant is employed must be open to the public.



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- e. Entrants must provide evidence of residence at their home address (if in Northamptonshire) or employment at a food business based Northamptonshire.
- f. Individuals may enter only once. However, up to five chefs from any one business may enter.
- g. Entrants have to submit a menu plan for a meal for two people to comprise: one starter, main course and dessert. There should be a Northamptonshire local food theme to the menu.
- h. The menu must be devised by the entrant and dishes must not feature on the menu of the entrant's business.
- i. The organisers' decision on whether or not a menu qualifies will be final and binding, and there will be no correspondence, discussion or appeal.
- j. All ingredients used must be approved for use in the UK and be commercially available (or from the entrant's own garden).
- k. For the final cook-off, finalists will firstly be given a 'skills challenge' (of up to fifteen minutes) before being provided with a basket of ingredients from which they will have to devise, prepare, and present a two course meal (starter and main or main and pudding) for two people. It will feature Northamptonshire produce.
- l. At the final cook-off, finalists will have:-
 - up to fifteen minutes for the awards team to check paperwork – no cooking or preparation will be allowed during this time;
 - thirty minutes to decide what to cook and how and to submit the menu to the organizing team – no cooking or preparation will be allowed during this time;
 - up to fifteen minutes to orient themselves in the kitchen and set up any equipment – no cooking or preparation will be allowed during this time;
 - during this first hour of preparation, finalists will be allowed access to cookery books only (no electronic devices) which will be removed at the end of the first hour;
 - two hours precisely to prepare and cook the dishes on the menu plan produced.
- m. No cooking or preparation is permitted before the official start time for the cook-off, and no cooking, serving, or presentational changes may be made after the end of the cook-off.
- n. The final cook-off will be held at one time only (see key dates). Any entrant who cannot attend will be disqualified and their place may be offered to another entrant at the organisers' sole discretion.
- o. The cook-off will take place in controlled circumstances and no-one other than the individual finalists, the judges, the awards team, and the awards team's official photographer and media team will be present during the cook-off. Only the judges and the awards team will be present during the final judging.

37. Booker Young Chef of the Year

- a. The closing date for entries is 5pm on 19th June 2017.
- b. Entries are open only to:-
 - Chefs who are aged between 16 and 24 on 31st July 2017 and who are legally entitled to live and / or work in the UK., and:-
 - live in Northamptonshire and work in a food business based in Northamptonshire or beyond, or
 - work in a food business based in Northamptonshire.
- c. The business at which the entrant is employed must hold an FHS score of 3 (Generally Satisfactory) or above at time of entry.
- d. The business at which the entrant works must be open to the public.
- e. Entrants must provide evidence of residence at their home address and employment at a food business based Northamptonshire.
- f. Individuals may enter only once. However, up to five young chefs from any one business may enter.



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- g. Entrants have to submit a menu plan for a main course for two people. There should be a Northamptonshire local food theme to the menu.
- h. The menu must be devised by the entrant and dishes must not feature on the menu of the entrant's business.
- i. The organisers' decision on whether or not a menu qualifies will be final and binding, and there will be no correspondence, discussion or appeal.
- j. All ingredients used must be approved for use in the UK and be commercially available (or from the entrant's own garden).
- k. For the first cook-off, longlisted entrants will be provided with a basket of key Northamptonshire ingredients from which they will have to devise, prepare, and present a main course for two people. Details of the ingredients will be provided up to 36 hours in advance.
- l. At the second and final cook-off, finalists will again be provided with a basket of key Northamptonshire ingredients from which they will have to devise, prepare and present a two course meal (starter and main or main and pudding) for two people. Details of the ingredients will not be provided in advance. Finalists will have:-
 - up to 15 minutes for the awards team to check paperwork – no cooking or preparation will be allowed during this time;
 - thirty minutes to decide what to cook and how and to submit the menu to the organizing team – no cooking or preparation will be allowed during this time;
 - fifteen minutes to orient themselves in the kitchen and set up any equipment – no cooking or preparation will be allowed during this time;
 - during this first hour of preparation, finalists will be allowed access to cookery books only (no electronic devices) which will be removed at the end of the first hour;
 - two hours precisely to prepare and cook the dishes from their menu plan entry.
- m. No cooking or preparation is permitted before the official start time for the cook-off, and no cooking, serving, or presentational changes may be made after the end of the cook-off.
- n. The final cook-off will be held at one time only (see key dates). Any entrant who cannot attend will be disqualified and their place may be offered to another entrant at the organisers' sole discretion.
- o. The cook-off will take place in controlled circumstances and no-one other than the individual finalists, the judges, the awards team, and the awards team's official photographer and media team will be present during the cook-off. Only the judges and the awards team will be present during the final judging.

38. Community Pub of the Year

- a. The closing date for entries is 5pm on 14th August 2017
- b. Entries are open only to pubs and inns in Northamptonshire.
- c. Only pubs which complete a valid entry form will be considered for shortlisting.
- d. The pub must hold an FHRS score of 3 (Generally Satisfactory) or above at time of entry.
- e. Shortlisting will be based on:-
 - the quality of the entry form;
 - details secured through the personal testimony;
 - further research carried out by the Awards team.
- f. An external panel of judges (date tbc) will visit the finalists before selecting a winner and runner-up (or runners-up).

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39. Independent Café / Tea Room of the Year

- a. Participation in this category is through public nomination and/or direct entry by the venue itself.
- b. Entries are open only to businesses in Northamptonshire.
- c. Members of the public will be invited to nominate their favourite café /tea room. The closing date for nominations is 5pm on 5th June 2017.
- d. Once nominated, the manager / owner will be invited to complete an entry form, the closing date for which is 19th June 2017.
- e. Alternatively, venues may enter directly by completing an entry form. Again, the closing date for submission of the completed entry form is 19th June 2016
- f. The café /tea room must hold an FHRS score of 3 (Generally Satisfactory) or above at time of entry.
- g. The café/tea room must be willing to enter the Eat Out Eat Well Awards (see entry form), if selected as a finalist.
- h. All entries will be visited by a Mystery Shopper who will not reveal their identity to you. The cost of the food and drinks will be picked up by the Mystery Shopper.
- i. Mystery Shopping may take place at any time during each entrant's normal service between the date of receipt of the entry form and 24th July.
- j. Shortlisting will be based on:-
 - the quality of the entry form;
 - results of the Mystery Shopping
- k. Mystery Shopping may take place at any time during each entrant's normal service between the date of receipt of the entry form and 24th July.
- l. Following the shortlisting up to six finalists will be invited to take part in a final at which they will be invited to cook and serve a signature cake or biscuit and a scone with accompanying drinks to a panel of expert judges. The bake-off may be given a theme (for example, the 2017 final had a 'royal theme' to mark Her Majesty The Queen's 90th birthday); details will be confirmed with the finalists following the shortlisting.
- m. The judges will determine their winner and runner-up based on the quality of the food and drink and the service as well as the results from the previous stages (including the Mystery Shopping).
- n. As stated above, on being invited to take part in the bake-off, the finalists will commit to participating in the Eat Out Eat Well Awards (see entry form); their decision not to do so at this stage will see their removal from the NF&DA (including their removal from the bake-off).

40. Healthy Eating Workplace of the Year

- a. Participation in this category is through public nomination or direct entry by the venue itself.
- b. Entries are open only to businesses in Northamptonshire.
- c. Members of the public will be invited to nominate their favourite Healthy Eating Workplace. The closing date for nominations is 5pm on 24th July 2017.
- d. Once nominated, the manager / owner will be invited to complete an entry form, the closing date for which is 14th August 2017.
- e. Alternatively, venues may enter directly by completing an entry form. Again, the closing date for submission of the completed entry form is 14th August 2017.
- f. Entrants are encouraged to enter the Eat Out Eat Well Awards (see entry form), though their decision not to do so does not affect their status in the Carlsberg UK NF&DA.
- g. All entrants will undertake a phone interview to determine further information in support of their entry (further details in the entry form).
- h. Shortlisting of 3-5 finalists will be based on:-
 - the quality of the results of the 'phone interview
 - the quality of the entry form
 - the number and quality of the nomination(s) received, as appropriate



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- i. Each entrant will be advised if they have been selected as a finalist.
- j. An external judge, acting as the Awards' food consultant, will visit each of the 3-5 finalists to secure further information.
- k. A panel of judges will visit the finalists will take into account the results of the shortlisting and the additional information sourced by the Awards' food consultant, before selecting a winner and runner-up (or runners-up).

41. **F&B Achiever of the Year**

- a. Participation in this category is through public nomination or direct entry.
- b. Entries are open only to those employed in, or volunteer in, businesses in Northamptonshire.
- c. Members of the public will be invited to nominate their F&B Achiever of the Year. The closing date for nominations is 5pm on 3rd July 2017.
- d. Once nominated, the nominee will be invited to complete an entry form, the closing date for which is 7th August 2017.
- e. Alternatively, participants may enter directly by completing an entry form. Again, the closing date for submission of the completed entry form is 7th August 2017.
- f. Shortlisting of 3-5 finalists will be based on:-
 - the quality of the entry form
 - the number and quality of the nomination(s) received (as appropriate)
- g. Each entrant will be advised if they have been selected as a finalist.
- h. Each finalist will be interviewed on a chosen date (Thurs 14th September) to secure further information in support of their entry and a panel of judges will discuss the results of those interviews and take into account the results of the shortlisting before selecting a winner and runner-up (or runners-up). If an entrant is aware that they unable to attend the interview, either at the time of their entry or later, they are to advise the Awards team at the earliest opportunity.

42. **One to Watch**

- a. Participation in this category is through direct entry.
- b. Entries are open only to those employed in, or volunteer in, businesses in Northamptonshire.
- c. The closing date for entries is 7th August 2017.
- d. Entry is only open to a food and/or drink manufacturer less than five years old at the closing date.
- e. Shortlisting of 3-5 finalists will be based on:-
 - the quality of the entry form
 - the number and quality of the nomination(s) received (as appropriate)
- f. Each entrant will be advised if they have been selected as a finalist.
- g. Each finalist will be interviewed on a chosen date (Thursday 21st September) to secure further information in support of their entry and a panel of judges will discuss the results of those interviews and take into account the results of the shortlisting before selecting a winner and runner-up (or runners-up). If an entrant is aware that they unable to attend the interview, either at the time of their entry or later, they are to advise the Awards team at the earliest opportunity.

43. **Weetabix Local Food Hero of the Year**

- a. The closing date for nominations from the public is 5pm on 24th July 2017.
- b. The category is open to:-
 - any person who is legally entitled to live and / or work in the UK, and who lives or works in Northamptonshire; and
 - any organization based in Northamptonshire;which also meets the following criteria:-
 - is involved in the production of a food product or drink; or

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- is involved in the food and drink sector in supplying, promoting, or selling local food goods or food services; or
- champions local, Northamptonshire products, drinks, food venues, or food markets; and who:-
- has a strong connection with their community; and
- is a 'hero' in the accepted sense of the word.

44. **Farming Innovation Award**

- a. The closing date for register of interest is 5pm on 12th June 2017.
- b. The category is open only to farms in Northamptonshire.
- c. Where part of the farmland may extend into neighbouring counties, the business may still be included as long as the farm is registered in Northamptonshire.
- d. Shortlisting of 3-5 finalists will be based on the quality of the entry form and other background information collated.
- e. Each entrant will be advised if they have been selected as a finalist.
- f. Each finalist will be interviewed on a chosen date to secure further information in support of their entry and a panel of judges will discuss the results of those interviews and take into account the results of the shortlisting before selecting a winner and runner-up. If an entrant is aware that they unable to attend the interview, either at the time of their entry or later, they are to advise the Awards team at the earliest opportunity.

45. **Great Service Award**

Please be aware that this Award does not involve register of interest or direct entry; it is presented to the venue selected from a shortlist of the finalists in the four venue categories (Restaurant, Booker Food Pub, Spice Restaurant and Independent Café / Tea Room of the Year) following a Mystery Shopping visit by the Awards' Customer Service Consultant. The shortlist will be determined by the results of the service elements of the first and second stage Mystery Shopping as well as further research.

Judging Criteria

The judging criteria for the Weetabix Local Food Hero of the Year and subsequently the Restaurant, Booker Food Pub and Spice Restaurant of the Year categories are set out below. Details of the criteria for other categories are set out in the relevant entry form.

Weetabix Local Food Hero of the Year

Entry

Members of the public, and food related businesses and individuals will be invited to nominate their Weetabix Local Food Hero of the Year. The nomination process will be advertised but will require the person making the nomination to furnish correct contact information, in the case that further information in support of their nomination is required. The closing date for nominations is 24th July 2017. Nominators may not own or work for the business/ organisation which they are nominating, or nominate themselves.

Longlisting

A panel of judges will select a longlist from the nominations received and further research will be carried out by the Awards' team in support of the nomination. Nominators and/or longlisted entries **may** be contacted and asked to provide further information.

Shortlisting

From the longlisted nominations received, a panel of local judges will select 3 to 5 finalists. The finalists will be chosen using the following criteria:-



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- **Public Support:-**
 - comments made on nomination forms submitted by members of the public
 - reviews for community involvement
 - the efforts of the entrant to promote and champion local produce.
- **Hero status:-**
 - the fitness of the status 'Local Food Hero'

Each entrant will then be advised whether they have been selected as a finalist.

Judging

A panel of judges will visit each of the finalists (at a mutually convenient date) in order to determine the trophy-winners who, in their opinion, best fit the title 'Weetabix Local Food Hero' in the spirit of the awards. The panel will select a winner and runner-up (or runners-up).

Restaurant, Booker Food Pub and Spice Restaurant of the Year

Venues will be verified by the organisers to ensure compliance with the Terms and Conditions, and with the spirit of the Awards. Organisers will use their best efforts to assist all participants to comply with the Terms and Conditions but cannot be held responsible if for any reason an entry has to be disqualified or rejected. Venue details will be passed to Northamptonshire County Council's Trading Standards Department and the relevant Borough Council's Environmental Health Department to disclose to the organisers and judges any relevant significant history, complaints, or breaches of relevant Regulations or law. The organisers will determine what action to take as a result of any such disclosure.

Registering of interest

All qualifying venues are invited to register their interest in taking part in the competition by completing and submitting the 'Register of Interest' form on the Awards website before the closing date of 26th June 2017. Register of interest constitutes direct entry into the competition.

Longlisting

All venues which have registered interest in taking part, or which have been recommended to the Awards teams, will be put forward through a preliminary selection process which will may involve telephone, online or other research in order to identify a longlist. Venues which registered interest will be informed if they have been longlisted and, in the case of those venues which did not register interest, they will be invited to proceed further in the competition. Those venues which do not wish to proceed will be removed from the competition. All longlisted entries (unless otherwise having elected not to proceed) will then be visited by at least one Mystery Shopper (stage 1) who will not reveal their identity. The cost of the meal/meals will be picked up by the Mystery Shopper(s).

Eat Out Eat Well

Entrants are encouraged to enter the Eat Out Eat Well Awards (see entry form), though their decision not to do so does not affect their status in the Carlsberg UK NF&DA.

Mystery Shopping – stage 1

All entries will receive a visit from at least one Mystery Shopper who will not identify themselves to you. The visit(s) will take place at any time between the submission of the entry form and the date of the shortlisting session. The cost of the meal/meals will be picked up by the Mystery Shopper(s).

The criteria for the Mystery Shopping – stage 1 are as follows:



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- Quality of service; including welcome, nature and appropriateness of front of house contact, communication, speed of service, knowledge of menu etc.
- Food and drink; including variety of the menu, presentation, use of seasonal produce, combinations of flavours, dietary considerations, healthy options, portion size, variety of drinks to compliment the menu
- Use of local produce; including extent of local produce across the menu, and whether local ingredients are clearly shown on the menu or celebrated elsewhere in the venue
- Overall experience; including parking facilities, cleanliness of toilets, ambience

Shortlisting

An expert panel of 4-6 local judges will then select their shortlist based on the report from the Mystery Shopper(s), the entry form and supporting material only, the criteria being:-

- **The entry form** including:-
 - quality of the entry form and supporting material
- **Range of menu and value for money**
 - Does it offer a variety of dishes, including healthy options and dietary considerations?
 - Is there a variety of drinks to complement the Menu, including the wine list?
- **Ingredients**
 - Are seasonal/local products used?
 - Are local suppliers' names mentioned / celebrated on the menu or in the venue?
- **Compliance** including:-
 - Any advice received from Northamptonshire County Council's Trading Standards Department and the relevant Borough Council's Environmental Health Department

The panel will select between 4-6 finalists and each entrant will then be advised whether they are a finalist.

Mystery Shopping – stage 2

The 4-6 finalists will be Mystery Shopped separately by two members of an expert panel who may be accompanied. The Mystery Shoppers will identify themselves at the end of the meal and will pay for any drinks taken. The cost of the four meals will be subsidised by the entrant. Again, finalists will be advised of the period during which this Mystery Shopping stage will take place.

The criteria for the Mystery Shopping – stage 2 are as follows:

- Ease of booking
- Presentation and quality of food
- Staff awareness of menus and an ability to explain the locality, seasonality and choice of ingredients.
- Quality of service, e.g. welcome, nature and appropriateness of front of house contact, communication, speed of service etc.
- Overall experience (for example parking facilities, cleanliness of toilets, ambience etc)

The Mystery Shopping – stage 2 will use the following guideline marking scheme:-

Quality of food	50%	Use of local produce	10%
Quality of service	30%	Overall ambience	10%

External Panel

External judges will discuss the results of the Mystery Shopping – stage 2 and will take into account the results of the Mystery Shopping – stage 1, shortlisting, public voting and additional visit before selecting a winner and runner(s)-up. The results will be announced at the Awards Dinner (see key dates) and all finalists will receive two free tickets to the event (per company).