



Please make sure that you are completing the correct entry form.

## Independent Café / Tea Room of the Year

Sponsored by Pidy UK

### Entry Form

Closing dates for entries – 17<sup>th</sup> June 2019

**PLEASE READ CAREFULLY:** You will receive an email confirming safe receipt of your entry – whether that is submitted by email or post. If you do not receive that confirmation email within seven days of your submission, please call the Awards team on 01933 664437. If you are posting your entry, please also ensure you add the appropriate postage for the size/weight of envelope.

#### 1. Business Contact Details

Business Name	
Registered company number	
Contact Name	
Position	
Business Address	
Postcode	
Telephone Number	
Mobile Number	
Email	
Website	
Twitter / FB / Insta	
Opening dates (if not all year round) and hours	

#### 2. Type of venue entered

To make sure that you entering the category correctly, please tick the appropriate following statements. Tick all that apply. This entry relates to a café/tea room which:-

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Is independent of a major chain</li> </ul>  |  |
| <ul style="list-style-type: none"> <li>Is part of a small, local chain (no more than six outlets)</li> </ul>                   |  |
| <ul style="list-style-type: none"> <li>Is part of a larger visitor attraction (e.g. country park, stately home etc)</li> </ul> |  |



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please ask Rachel on 01933 664437 or  
email [rachel@themallowscompany.com](mailto:rachel@themallowscompany.com)

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### 3. Brief description of the venue

Please describe the venue in no more than 250 words i.e. range of snacks, drinks offered  
(please note, this description may be used in later publicity material, if your venue is successful in being shortlisted)

### 4. Why are you the best in class?

Tell us in no more than 250 words why you are the best in class in Northamptonshire and what makes you special. Please include why your food and drink represents good value for money and ensure that you include a current sample menu with your entry to demonstrate your pricing.



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### 5. Allergen information

Please detail your level of food allergy awareness, explain the methods you have in place and the records you keep to identify the allergens in your dishes and how you communicate that to diners; include copies of any documentation and signs you may have on display in the venue to that effect, as appropriate.

### 6. Local suppliers

Please give a list of your local suppliers (a local supplier is a supplier which is based within Northamptonshire or which is based within 30 miles of your restaurant, pub or bar in Northamptonshire). If you do not use local suppliers or locally made ingredients please say why not (there might be a very good reason!).

### 7. Supporting Information

Please ensure that you provide a copy of your sample menu (food and drink) which is current at the time of your entry. In addition, you may also provide **up to ten sides of A4** containing other information in support of your entry (for example previous menus / marketing material / press coverage etc). If you wish us to refer to your internet site, please provide **printed** copies of up to five key pages (but this comes out of your allocation of ten additional pages). However, we cannot return any material.

### 8. Mandatory supplementary evidence

Yes No

Have you submitted all mandatory supporting evidence (listed below)?

• A brief description of the venue (no more than 250 words).		
• Commentary of no more than 250 words as to why your venue is the best in class and what makes it special.		
• Examples of promotional material (see limit on the amount).		
• Copies of your current food and drinks menus.		
• A list of local suppliers (a local supplier is a supplier which is based within Northamptonshire or which is based within 30 miles of the venue).		

**If you have answered 'no' to any of these questions your entry will be invalid.**



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**Data Protection**

By entering the Awards, you agree for us to store your details on our database and for us to contact you regarding all matters relating to the Awards. The database is accessed only by the Awards team and will not be shared with third parties, unless stated. If we are working with a partner whose work we believe may be of interest to you, we might share their information with you. If you would prefer not to be sent additional information by email, please let us know. You can be removed from the Awards database at any time – please just email [anna@themallowscompany.com](mailto:anna@themallowscompany.com) with UNSUBSCRIBE in the subject box and your name and contact details in the email.

Declarations	Yes	No
The details provided on this form and all supporting evidence are correct to the best of my knowledge and are submitted in accordance with the published Northamptonshire Food & Drink Awards 2019/20 rules.		
I agree to the details of my entry being passed to the category sponsors, to Northamptonshire Trading Standards and my local Council’s Environmental Health Department.		
I confirm that the venue holds a Food Hygiene Rating Scheme score of 3 (Generally Satisfactory) or above.		
I authorise Northamptonshire Trading Standards and my local Council’s Environmental Health Department to disclose to the organizers and judges of Northamptonshire Food & Drink Awards any relevant significant history, complaints, or breaches of relevant Regulations or law.		
If shortlisted, I agree to provide four ‘meals’ free of charge for the second stage of Mystery Shopping.		
I agree to participate in awards-related publicity.		
Neither I nor anyone connected with my company has attempted to or will attempt to influence the organizers, judges, or promoters, or in any way bring the Awards into disrepute.		
I confirm that this entry complies with the letter and the spirit of the rules of the competition.		
By entering, I am ‘opting-in’ to the Awards contacts database		
I’m happy to receive emails relating to Food and Drink in Northamptonshire, including the Northamptonshire Food and Drink Awards		

**If you have answered ‘no’ to any of questions above, your entry will be invalid.**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Entries can be submitted by hand, post, fax, or completed online.

**All supporting information** and postal entries should be returned to:

The Mallows Company, Arch Villa, 23, High Street, Bozeat, Northamptonshire, NN29 7NF  
Fax: 01933 664556 Tel: 01933 664437. Email entries to: [rachel@themallowscompany.com](mailto:rachel@themallowscompany.com)



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## Independent Café/Tea Room of the Year

### Entry

Entries will be verified by the organizers to ensure compliance with the Terms and Conditions, and with the spirit of the Awards. Organizers will use their best efforts to assist all entrants to comply with the Terms and Conditions but cannot be held responsible if for any reason an entry has to be disqualified or rejected. 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 organizers and judges any relevant significant history, complaints, or breaches of relevant Regulations or law. The organizers will determine what action to take as a result of any such disclosure.

### Mystery shopping – stage 1

All entries will receive a visit from two separate Mystery Shoppers who will not identify themselves to you. The visits will take place at any time between the submission of the entry form and the date of the shortlisting session. The cost of the food and drink will be picked up by the Mystery Shoppers.

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

- 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, dietary considerations, healthy options etc
- 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 accessibility for pushchairs/wheelchairs, cleanliness of toilets, ambience etc

### Shortlisting

An expert panel of 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 refreshments, including healthy options and dietary considerations?
  - Is there a variety of drinks to complement the offer
- **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.



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### 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 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%

An additional visit (which would include an inspection of the kitchen) may also be carried out by an industry expert to gather any further material about the venue; the visit would be pre-booked and held at a date and time to suit the venue. No food would be consumed as part of this visit.

### 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 and additional visit (as appropriate) 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).

### Publicity

Please note, the details of those entries which were not successful in being shortlisted will not be made public; only the details of the 3-5 finalists (and subsequently those of the winner and runner-up or runners-up) will be made public via our promotional material, social media and via the Awards' website – [www.northamptonshirefoodanddrink.co.uk](http://www.northamptonshirefoodanddrink.co.uk)

You can also follow the Awards on Twitter and Instagram at @foodawardsHQ or on facebook at [www.facebook.com/foodawards](http://www.facebook.com/foodawards)

### Great Service Award

Finalists from this category and those in the Restaurant, Booker Food Pub and World Cuisine Restaurant of the Year categories will go forward for consideration for the Great Service Award, sponsored by Northampton College, which will be presented to one venue in recognition of its outstanding service. (See terms and conditions for more details.)



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### Dining For All Award

Finalists from this category and those in the Restaurant, Booker Food Pub and World Cuisine Restaurant categories will also go forward for consideration for the Dining For All Award, staged in partnership with NAB – Sight Support for Northamptonshire (Northamptonshire Association for the Blind), which will be presented to one venue in recognition of its excellence in provision of support for those diners with sensory impairments. (See terms and conditions for more details.)



## Key Dates

<b>Closing Date for nominations</b>	3 <sup>rd</sup> June 2019
<b>Closing Date for entry forms</b>	17 <sup>th</sup> June 2019
<b>Mystery Shopping – stage 1</b>	Date of receipt of the entry until early September
<b>Shortlisting</b>	w/c 16 <sup>th</sup> September (date tbc)
<b>Mystery Shopping – stage 2</b>	Mid Sept – early November (Finalists will be advised of the exact dates)
<b>Awards Dinner</b>	Thursday 14 <sup>th</sup> November at Royal & Derngate, N'ton

### Eat Out Eat Well

In partnership with Northamptonshire County Council and Environmental Health Northamptonshire, the Carlsberg UK Northamptonshire Food and Drink Awards are supporting Eat Out Eat Well (EOEW) – an award scheme which has been developed to reward caterers who make it easier for their customers to make healthy choices when eating out. The level of award is based on a scoring system that takes into account the type of food on offer, cooking methods and how it is marketed and promoted to customers.



There are 3 levels – bronze, silver and gold. The higher the score, the higher the level of award. To qualify for a gold or platinum award, key members of staff need accredited/recognised training in nutrition. More details are available by visiting [www.eatouteatwell.org](http://www.eatouteatwell.org)

All entrants in this category of the Carlsberg UK NF&DA 2018/19 are politely encouraged to participate in EOEW; the process involves an assessment visit by the relevant local Environmental Health Officer (lasting approximately 45-60 mins). The appropriate EOEW level will be awarded, giving venues the further opportunity to promote their success in this partner scheme.

Please note, a finalist's level of attainment within EOEW does not affect its status within the Carlsberg UK Northamptonshire Food and Drink Awards.



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