

Category Criteria 2019

1) Trailblazer of the Year

This award is nominated by our esteemed panel of industry leading judges and given to an individual from a leading operator who has made an incredible contribution to the casual dining sector over the last 12 months.

2) New Casual Dining Concept of the Year

The winner will be either the first site for an independent operator or the first site of a new concept from a group. All concepts must have opened after 1st November 2017. Restaurant, pub and bar concepts are all eligible.

Judges are looking for an innovative, unique and distinctive new concept with clear growth potential as a brand in the marketplace.

All entries must be limited to 300 words in total. Please answer every question.

- **Please clearly explain the concept and how it was conceived?** (100 words max)
- **When did you open and how has the concept been received?** (100 words max)
- **What makes the concept unique and do you have plans for roll out?** (100 Words)

Please attach pictures of the site and any supporting information.

3) Best New Pub / Bar Site

The winner will be a new opening from an established multi-site brand. The opening must have opened after 1st November 2017.

Judges are looking for evidence of a successful roll out by opening a new site of an existing brand and the benefits and results that this has brought to the brand and the local area by providing a great new destination.

All entries must be limited to 300 words in total. Please answer every question.

- Why did you choose the new location? (100 words max)
- What did you do to ensure a successful launch of the site? What impact has it had on the local area i.e. brand engagement, return visits, employment etc (100 words max)
- What effect has the launch had on your brand? i.e. revenue, brand awareness. (100 words max)

Please attach up to four before and after pictures, and any other supporting documents.

4) Best New Restaurant Site

The winner will be a new opening from an established multi-site brand. The opening must have opened after 1st November 2017.

Judges are looking for evidence of a successful roll out by opening a new site of an existing brand and the benefits and results that this has brought to the brand and the local area.

All entries must be limited to 300 words in total. Please answer every question.

- Why did you choose the new location? (100 words max)
- What did you do to ensure a successful launch of the site? What impact has it had on the local area i.e. brand engagement, return visits, employment etc (100 words max)
- What effect has the launch had on your brand? i.e. revenue, brand awareness. (100 words max)

Please attach up to four before and after pictures, and any other supporting documents.

5) Ethical Operator Award

The winner of this award can be any restaurant or pub operator with 5 sites or more.

Judges are looking for an operator that has put ethical issues at the forefront of its business for the benefit of its customers, staff, local community and the world around it. This could include diversity, provenance, sustainability, environmental and social issues.

All entries must be limited to 300 words in total. Please answer every question.

- What is the number one thing you have done this year to make your business more ethical?
- What other things do you do as a business that show your ethical credentials?
- What feedback and results have you seen from customers, staff and the community?

Please attach pictures of the site and any supporting information.

6) Small Employer of the Year

The winner will be an operator brand with under 20 sites. Restaurant, pub and bar brands are all eligible.

Judges are looking for evidence that demonstrates incredible staff retention, training, empowerment, progression and happiness amongst other things.

All entries must be limited to 300 words in total. Please answer every question.

- What have you done to further improve the happiness of your teams in the last 12 months? (100 words max)
- What makes you the best small employer in the casual dining sector? (100 words max)
- What makes your staff the best staff in the casual dining sector? (100 words max)

Please attach any pictures or supporting documents.

7) Large Employer of the Year

The winner will be an operator brand with over 20 sites. Restaurant, pubs and bars brands are all eligible.

Judges are looking for evidence that demonstrates incredible staff retention, training, empowerment, progression and happiness amongst other things.

All entries must be limited to 300 words in total. Please answer every question.

- What have you done to further improve the happiness of your teams in the last 12 months? (100 words max)
- What makes you the best large employer in the casual dining sector? (100 words max)
- What makes your staff the best staff in the casual dining sector? (100 words max)

Please attach any pictures or supporting documents.

8) Menu Innovation Award

The winner of this category will be any casual dining operator, (pub or restaurant, independent or multi – site) that has launched a new menu since 1st November 2017.

Judges are looking for evidence of an innovative new menu that has had a positive impact on the brands business.

All entries are limited to 300 words in total. Please answer every question.

- What makes your new menu so innovative? What new item stands out above the rest?
- How has the menu been received by staff and customers?
- What has the impact of the new menu been on sales and customer retention?

Please attach a pdf of your old menu, your new menu plus any supporting documents.

9) Marketing Campaign of The Year

The winner of this category can be any casual dining operator, (pub, bar or restaurant, independent or multi – site) that has launched a new marketing campaign since 1st November 2017.

Judges are looking for a brand that has demonstrated exemplary practice in marketing and can show how they have marketed their brand above and beyond the competition. The brand will have consistently shown excellence in marketing (onsite and in the wider marketplace) and can clearly demonstrate the results of this.

All entries must be limited to 300 words plus supporting pdfs.

- What was the name of the campaign and the reason for the campaign? (100 words max)
- How was the campaign implemented? (100 words max)
- What were the results of the campaign? (100 words max)

Please attach up to 3 pdfs to support your entry.

10) Best Designed Pub / Bar of the Year

The winner of this category will be a single site from a pub or bar operator and will not be the designers. Designers are welcome to submit entries by way of nominating the operator. The design/re-design must have been completed since November 2017.

The judges are looking for innovation and uniqueness, brand consistency, impact, degree to which design reflects brief and evidence on how the design has resulted in a positive increase in revenue and/or customer satisfaction.

Entries must be limited to 300 words and must include before and after photos of both the exterior and interior.

- What was the project and brief and how did you meet this brief? (100 words max)
- What makes the design innovative and unique? (100 words max)
- What are the results and how have they benefited the operator? (100 words max)

Please attach up to four pictures including before and after photos of both the exterior and interior.

11) Best Designed Casual Dining Restaurant of the Year

The winner of this category will be a single site from a restaurant operator and will not be the designers. Designers are welcome to submit entries by way of nominating the operator. The design/re-design must have been completed since November 2017.

The judges are looking for innovation and uniqueness, brand consistency, impact, degree to which design reflects brief and evidence on how the design has resulted in positive increase in revenue and/or customer satisfaction.

Entries must be limited to 300 words and must include before and after photos of both the exterior and interior.

- What was the project and brief and how did you meet this brief? (100 words max)
- What makes the design innovative and unique? (100 words max)
- What are the results and how have they benefited the operator? (100 words max)

Please attach up to four pictures including before and after photos of both the exterior and interior.

12) Best Experiential Leisure Dining Brand

The winner of this award will be an experiential leisure concept brand (i.e. cinema, sport, competitive socialising venue).

Judges are looking for experiential leisure concept brand that has shown excellence in its food and beverage alongside its core concept, creating an unrivalled customer experience.

All entries must be limited to 300 words in total. Please answer every question.

- Please describe your core leisure concept along with your F&B offer?
- How have you improved your F&B offer in the last 12 months? What results has this yielded?
- Why are you deserving of this award over and above your rivals?

Please attach menus, pictures and any supporting information.

13) Best Family Dining Experience

This winner of this award can be any restaurant or pub brand with 5 sites or more.

Judges are looking for a brand that has excelled in family dining by creating incredible menus and family experiences for parents and kids alike.

All entries must be limited to 300 words in total. Please answer every question.

- How have you improved your food and beverage offer for families over the last 12 months?
- How have you improved the overall dining experience for families over the last 12 months?
- What makes your brand the best family dining experience over and above your rivals?

Please attach pictures of the site and any supporting information.

14) Pub of the Year

The winner of this category will be a single pub or bar site from an independent, chain or group operator.

Judges are looking at commercial success and excellence across the board including innovation, staffing, design, marketing, menus and customer satisfaction.

All entries must be limited to 300 words.

- What have you done to further improve your pub or bar in the last 12 months? (100 words max)
- What makes you stand out above and beyond your competitors? (100 words max)
- How have you been commercially successful and what are your plans for growth? (100 words max)

Please attach up to four supporting documents that could include any relevant background information, customer testimonials, strategy documents, budgets and marketing and business plans.

15) Independent Restaurant of the Year

The winner of this category will be a restaurant operator with under 5 sites.

Judges are looking at commercial success and excellence across the board including innovation, staffing, design, marketing, menus and customer satisfaction.

All entries must be limited to 300 words.

- What have you done to further improve your restaurant in the last 12 months? (100 words max)
- What makes you stand out above and beyond your competitors? (100 words max)
- How have you been commercially successful and what are your plans for growth? (100 words max)

Please attach up to four supporting documents that could include any relevant background information, customer testimonials, strategy documents, budgets and marketing and business plans.

16) Multi-Site Pub Brand of the Year

The winner of this category will be a pub or bar operator with 5+ sites.

Judges are looking at commercial success and excellence across the board including innovation, staffing, design, marketing, menus and customer satisfaction.

All entries must be limited to 300 words.

- What have you done to further improve your pub/bar brand in the last 12 months? (100 words max)
- What makes you stand out above and beyond your competitors? (100 words max)
- How have you been commercially successful and what are your plans for growth? (100 words max)

Please attach up to four supporting documents that could include any relevant background information, customer testimonials, strategy documents, budgets and marketing and business plans.

17) Small Multi-Site Restaurant Brand of the Year

The winner of this category will be a restaurant operator with 5 to 19 sites.

Judges are looking at commercial success and excellence across the board including innovation, staffing, design, marketing, menus and customer satisfaction.

All entries must be limited to 300 words.

- What have you done to further improve your restaurant brand in the last 12 months? (100 words max)
- What makes you stand out above and beyond your competitors? (100 words max)
- How have you been commercially successful and what are your plans for growth? (100 words max)

Please attach up to four supporting documents that could include any relevant background information, customer testimonials, strategy documents, budgets and marketing and business plans.

18) Large Multi-Site Restaurant Brand of the Year

The winner of this category will be a restaurant operator with 20 sites or more.

Judges are looking at commercial success and overall excellence including innovation, staffing, design, marketing, menus and customer satisfaction.

All entries must be limited to 300 words.

- What have you done to further improve your restaurant brand in the last 12 months? (100 words max)
- What makes you stand out above and beyond your competitors? (100 words max)
- How have you been commercially successful and what are your plans for growth? (100 words max)

Please attach up to four supporting documents that could include any relevant background information, customer testimonials, strategy documents, budgets and marketing and business plans.

19) Casual Dining Group of the Year

This award is nominated by our esteemed panel of industry leading judges and given to a group with at least three distinct multi-site brands.

Judges are looking at commercial success and overall excellence including innovation, staffing, design, marketing, menus and customer satisfaction.