

Remarkable Local Producer

Recognises excellent local food producers, providing top quality produce to the local area and beyond.

This category is open to producers, processors or growers of local food and drink products, vineyards, breweries, farms and co-operatives.

Entries must demonstrate creativity in their use or production of local produce, how the produce is made available to customers, and creative marketing used to promote their product and the region.

To consider in your application:

- Commitment to producing high quality local food and drink
- How do you encourage new and repeat business e.g. innovative promotional campaigns, use of social media
- Distinctiveness of product
- Consistent quality in delivery and presentation of local product
- Innovation of the product promotion and getting it to market - be able to show the process from producing to the product reaching the customer.
- Engagement with supply chain and employment of local people
- Improvement and developments to the quality and range of products in the last two years including any awards
- Demonstrate commitment to delivering excellent customer service
- Any efforts made towards sustainability and green credentials
- Where relevant including information on adaptations made in line with Covid-19 guidance will be beneficial to your application

Taste Application:

Applicant & Business Details		(Not scored)
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
Business Name Give the name you use when promoting your business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.		
Business Address		
Closures during judging period (the judging period runs from 28 th January to 4 th March 2022)		
Promotional description		

<p>Provide a promotional description of your business.</p> <ul style="list-style-type: none"> • Focus on its strengths and stand out features • Write your description with regard to this category • This wording will be used in PR and awards literature if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum 	
<p>Promotional images</p>	
<p>Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> • Photos should relate to this category • Photos should not be edited in any way e.g. embedded text or logos, a collage • Only include photos that you own the copyright for • If the photo requires a credit e.g. photographer, please provide details • These photos will be used in PR and awards literature if you are short listed as a finalist 	

Scored

- Please give a brief description of your business and produce.
 - eg. How long have you owned and operated the business
 - Location and style of the business
 - What is your target market for your produce and what is your product range
- Customer Service. How do your product(s) reach the customer?

-Tell us how your product reaches the customers including, stockists, shops, café, stalls at markets or events and festivals etc.

What is special about your customer service.

How has your customer feedback or industry trends influenced what you offer.

c. Demonstrate your commitment to quality including any awards won and/or ratings and accolades achieved in the last two years including title, awarding body, level and dates achieved. For example, TripAdvisor certificates, Michelin recognition, Green Tourism, AA, VisitEngland etc.

-What induction and training do you carry out with your team. How do you deal with customer feedback

d. What changes and improvements have you made to the quality and range of products you offer within the last 2 years

-eg. Were improvements made as a result of customer feedback?

How has your products/range adapted over time?

e. What innovative marketing have you done to attract new and repeat business in the last year and what was the result?

-Give examples of promotional activities undertaken and what effect this has had.

Promotional activities/campaigns can use a range of mediums such as literature, websites and social media.

f. What makes your products distinctive

-e.g what makes your product range unique or exceptional.

g. Have you made a significant and/or special contribution in the areas of sustainability? If so, what prompted this action

-eg. Do you have any special sustainable practices/measures to account for environmental, social and economic factors including supply chain and employment of local people.

h. Sum up what makes you offer unique and why you should win this award