

# Eastern Daily Press **Norfolk** **FOOD & DRINK** **AWARDS 2012**

## THE CATEGORIES

### BBC RADIO NORFOLK

#### BBC Radio

##### Norfolk's Food and Drink Hero

##### In partnership with BBC Radio Norfolk

The judges of this new category will be looking for a person involved with food or drink in Norfolk who really stands out as a great ambassador for the county's food industry. The winning "hero" will be someone who is not only making their mark with top quality produce, but also really championing Norfolk ingredients and the county's fine traditions of excellence in food and drink; someone who has strong links to the community and who is truly working to promote the best of the county's food and drink.

#### Best Drink Producer

##### Sponsored by

##### Crisp Maltings

Judges are looking for producers of the region's very best drinks in terms of flavour, aroma, ingredients and sourcing. They are keen to see evidence of effective production, packaging and distribution as well as successful branding and inspired marketing. The size of the operation may be large or small, and contenders may have just one brand or many, but commercial viability is, of course, essential.



#### Best Family Dining

##### Sponsored by Larking

##### Gowen Chartered

##### Accountants

Judges of this new category will be looking for a restaurant, café or pub which really meets the needs of family dining, by demonstrating attention to the requirements across the generations of diners both in terms of its food offering, atmosphere, entertainment, sense of theatre, and the variety of menu for guests regardless of age. The award reflects the whole experience, so is aimed at establishments that place a great emphasis on standards of service, both front of house and in the food preparation, as well as having that "certain something" which makes it appeal to the whole family.



#### Best Food Sustainability Initiative

##### Sponsored by Easton College

This new award reflects the importance of managing and incorporating environmental awareness and responsibility within the food and drink industry in Norfolk. Judges will be looking for growers, producers, retailers and those working in the hospitality industry who have an in-depth understanding of the impact of their work on the environment and who have developed ways of ensuring sustainability within their work to lessen any or actual impacts. Judges want to see innovative and creative



responses to issues, together with initiatives that "stand out" in their sector. In addition, judges will be keen to meet nominees who demonstrate a willingness to share their "green" ideas across the wider community.

#### Best Independent Food and Drink Retailer

##### Sponsored by Archant Norfolk

Open to retailers as diverse as bakers, butchers, delis, farm shops, green grocers and general food shops, this award recognises retailers who combine vision, a passion for high-quality products and freshness of local produce. Marks will be awarded for clean, well laid-out shops offering a wide variety of great products, and for staff who demonstrate memorable standards of customer care, product knowledge and service. Judges will also look for innovation in products and presentation, as well as any added facilities the retailer has to offer.



#### Best Plough to Plate Champion

##### Sponsored by Anglia Farmers

Judges are looking for individuals or businesses with the ability and vision to produce and market quality food products in this region. These are growers and producers who are passionate about what they do and who have the talent and skill to grow, develop and market an outstanding and commercially scalable food product. They also need to show environmental credentials and demonstrate contribution to the local community.



#### Best Restaurant Experience

##### Sponsored by Adnams

One of our most coveted awards – with an emphasis on the restaurant that matches premier service with unforgettable dishes and pairing perfect wines to top ingredients and flavours. The winner of this award will create an all-round unforgettable experience for diners.



#### Best School

##### Food Project

##### Sponsored by the Royal Norfolk

##### Show

This new award showcases the best in food education, provision and innovation across the county's schools. Nominations will be accepted for outstanding school dinner staff, whole school or individual class projects encouraging interest and involvement in growing and using produce, and school-based food schemes that have involved the wider community, as well as teaching staff, partnerships and pupils who demonstrate a commitment to developing understanding of food production and cookery.



#### Chef of the Year

##### Sponsored by City College Norwich

This prestigious award is open to all chefs who are working in Norfolk. Nominees may come from all areas of the hospitality business, including hotels, restaurants, pubs, contract catering, fine dining, private and public sectors. Nominees are required to produce a creative menu for 100 guests that could be given for a special occasion to be held in the county. The menu must reflect local produce and seasonal availability, allowance per cover is £8.50 food costs. A menu form to be filled in and submitted by the nominee is available to download from the [www.2012foodanddrinkawards.co.uk](http://www.2012foodanddrinkawards.co.uk) website. From this paper entry, finalists will be



selected for a live cooking competition to decide the EDP Norfolk Chef of the Year, which will take place in the kitchens of the Hotel School at City College Norwich.

#### Coast Seafood Award Sponsored by Norfolk Coast Partnership and North Norfolk Fisheries Local Action Group

This new award celebrates the synergy between fresh, sustainable seafood and those who use it to create delicious dishes. It spotlights the link between fishermen operating in tune with the environment to catch high quality seafood, and local chefs serving fabulous menus – one of the very special qualities of the Norfolk coast area of outstanding natural beauty. Judges will be looking for close links between fisheries and the eateries where the produce is served, and a united approach to bringing the best from the sea to the table.



#### Exceptional Food Safety Award

##### Sponsored by Red Cat

##### Partnership

This award is for business that can demonstrate exceptional food safety management including staff training, education, accreditation and how these high standards are communicated to the consumer.



#### Outstanding Achievement Award

##### Sponsored by Animal Inns

The award recognises an individual who has made an outstanding contribution to the local food industry as long as they grow, produce, cook, serve, sell or educate anything to do with food. The judges will be looking for someone who is an expert in their chosen field, has a proven track record, inspires colleagues, educates the young and sets standards others aim to emulate.



### Norfolk County Council

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##### Excellence in Agriculture Award

##### Sponsored by Norfolk County Council

This new award will showcase the "future-proofed" Norfolk farm that balances the demands of conservation of its land with ensuring food security in terms of animal welfare and husbandry, crop development, plus training and preparedness for the future of farming. Judges will be looking for farms that have developed and diversified to play an important and respected role within the Norfolk food chain.

#### The Pride of Norfolk Award

##### Sponsored by

##### Bernard Matthews Farms

This new award aims to highlight the product or brand which is best demonstrating the excellence of Norfolk food and drink production to the UK or even further afield. Judges will be considering those which are respected brand leaders nationally, whether in terms of produce, product or a full brand range, and which instil a real sense of pride in the county.



## HOW TO ENTER

Enter online at:

[www.2012foodanddrinkawards.co.uk](http://www.2012foodanddrinkawards.co.uk)

or fill in the entry form overleaf.

## ENTRY FORM

For the award of.....

I would like to nominate.....

Nominee's address .....

Reasons why.....

If you would like to enter more than one award please use a separate sheet of paper for each entry;  
photocopy this page; or enter at [www.2012foodanddrinkawards.co.uk](http://www.2012foodanddrinkawards.co.uk)



Please complete the following before returning your form:

Your name.....

Address .....

Tel.....

Email .....

The closing date for entries is  
**Friday, June 1, 2012.**

Please send this form or a photocopy to:

**Sally Withey,  
EDP Norfolk Food and Drink Awards,  
Prospect House, Rouen Road,  
Norwich, NR1 1RE.**

Or submit your entry electronically at:  
**[www.2012foodanddrinkawards.co.uk](http://www.2012foodanddrinkawards.co.uk)**

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