

## Best Eating Experience

### Criteria and Questions

In Scotland there are eateries to suit every occasion and budget. This category is designed to recognise restaurants and eateries that provide an exceptional experience for diners, as well as a warm Scottish welcome. We are celebrating those with a quality food and drink offering, promoting local Scottish produce. Businesses should have sustainability at their heart, with a responsible approach to food sourcing and waste, and strive to support the local community.

**Who should enter?** Any business which considers its main activity to be providing customers with a distinctive, memorable experience centred around Scottish food and drink.

#### **Executive Summary . (200 words)**

The purpose of the Executive Summary is to give judges a general overview and better understanding of your business. Although not an exhaustive list, some examples of the type of information judges will be looking for are listed below. **This question is not scored and is for background information only.**

- Types of services on offer
- Size and purpose of your business
- How long you have been operating
- Any other information you feel is relevant

#### **1. Please demonstrate your approach to delivering an exceptional dining experience. Please provide examples of what sets you apart from the competition. (500 words)**

Provide **clear evidence** of activity and outcomes within the time period **1<sup>st</sup> May 2023 – 31<sup>st</sup> March 2024**.

- Attention to detail paid to all aspects of the dining experience – from pre-arrival (digital presence and booking procedure) through to post-visit – to ensure all needs are proactively met and the experience is personalised for every diner
- The unique aspects of the menu or eating establishment on which your diners comment most positively
- The ways in which you intentionally bring a sense of place to the dining experience – showcasing Scottish produce at its best. What local/Scottish suppliers do you work with? How do you communicate the provenance to diners?
- Any training or development your team has undergone to provide consistent standards across their service and knowledge of plates and produce
- Any examples of collaboration and partnership you may have with other high-quality suppliers and/or tourism providers to create an enhanced experience for your diners

#### **2. What actions are you currently undertaking to develop your business? What do you hope to achieve and how are you measuring success? (500 words)**

Provide **clear evidence** of current developments and how benefits will be **monitored / measured, e.g. through diner feedback, increased revenue, target market statistics**. Cover any areas you think are relevant, you may wish to include:

- Enhanced strategy for staff recruitment, training and retention
- Plans for new and innovative menus or events
- Obtaining accolades such as the VisitScotland *Taste our Best* award and AA *Rosettes*
- New collaboration and/or partnership working

#### **3. Please demonstrate your business's commitment to Responsible Tourism. (500 words)**

In line with the Outlook 2030 strategy's ambition for sustainable and responsible growth, it is important that the tourism and events industry in Scotland continues to develop in a responsible way. Please cover any of the [four priority areas of Responsible Tourism](#) where relevant, but you may wish to highlight:

1. Supporting Scotland's transition to a low carbon economy. e.g. Promote sustainable practices in your eatery, managing/minimising food waste; reducing packaging waste; prioritising produce with low food miles
2. Ensuring tourism and events in Scotland are inclusive. e.g. providing for diners with access requirements; ensuring menu choice and range caters for various dietary preferences and budgets
3. Ensuring tourism and events contribute to thriving communities. e.g. an intentional approach to using seasonal and local produce; working with local businesses, craftspeople and suppliers; hiring local staff
4. Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage. e.g. proactively encouraging diners to enjoy other tourism activities in the local area; sharing the history of your eatery, dishes or staff (if in family-run establishments, for example); reflecting the community and local area in your dishes