

Budweiser Budvar

TREASURED BY GENERATIONS



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Entry Form - **Newcomer of the Year**

The search is now on for the UK's top gastropubs in the **Top 50 Gastropub Awards 2012**

In addition to the industry poll to find the Top 50 Gastropubs, there are three awards open to entry, including Newcomer of the Year. 2012

■ **Newcomer of the year 2012.** This award recognises a gastropub which has been open under its current operator for under 18 months.

The award will be judged through an initial paper judging by a panel of industry experts followed by site visits to three shortlisted pubs. Judges will be looking for further business insights and to sample the pub's food offer. The winners will be announced at the Top 50 Gastropub Awards and lunch at the Olde Bell, Hurley, Berkshire, on Monday the 6th February 2012.

How to enter

Complete the entry form in BLOCK capital letters in black pen. If you run out of space on the entry form, you may also submit additional type written entries. Please submit any additional supporting material to your entry with this form. This may include marketing material, menus for special events, launch material, chef CV etc.

For further information about the awards please contact **Rikki Mudie** on 01293 610396, email rikki.mudie@william-reed.co.uk or visit www.top50gastropubs.co.uk

Please return to: Rikki Mudie, The Top 50 Gastropub Awards 2012, Publican's Morning Advertiser, William Reed Business Media, Broadfield Park, Crawley, West Sussex RH11 9RT

Entry deadline - 27 September 2011





Entry form

PLEASE COMPLETE ALL SECTIONS OF THE FORM AND PRINT YOUR ANSWERS.

Please include a current menu with your entry. Finalists will be notified if they are successful by 5 November 2011

Personal details

Name	Job title
Pub name	
Address	
	Postcode
Pub telephone number	Email address
Website	What type of pub are you? (eg freehouse)
If tenanted/leased, which brewery/pub company are you a tenant with?	

Background information **Please include a current menu from your pub**

How many covers does your pub hold?	Average covers a week	Average spend per head (food and drink)
What is the average cost of a two-course and three-course meal in your pub?		
Wet/dry split	How often do you change your menu?	
How many staff do you employ?	What is your wage bill as a percentage of turnover?	
Have food sales increased in the last 12 months? <input type="radio"/> Yes <input type="radio"/> No	Please state percentage increase?	
What is your annual turnover? (Tick box) <input type="radio"/> Up to £300,000 <input type="radio"/> £301-£500,000 <input type="radio"/> £500,000-£700,000 <input type="radio"/> £700,000 plus		
Please provide details of your pub's food offer (eg sourcing policy, menu focus etc - use extra sheets if necessary)		
Please provide details of your pub's drink offer and how you drive sales (eg best-selling beers, wine offer, soft drinks)		



Newcomer of the Year (please provide any supporting evidence with your entry eg marking material, pictures etc)

How did you launch the business?

What was your strategy for your first year of trading?

Who do you view as your main competition and how have you positioned yourself against them?

Please give details of any investment that has been made to the pub since opening?

Why does your business stand out from the crowd?

How have you built up the pub's trade?

Give details of the five best business ideas introduced since launch?



Please give details of marketing and PR initiatives you have used to drive the business

Empty text boxes for marketing and PR initiatives.

How do you motivate and incentivise your staff?

Empty text boxes for staff motivation and incentives.

What have been your greatest achievements so far?

Empty text boxes for greatest achievements.

How do you plan to develop the business in the next 12 months?

Empty text boxes for business development plans.

Why should you win this award? (no more than 600 words)

Multiple empty text boxes for the award justification.

Signature

I have read and agree to the terms and conditions.

Form fields for Name, Signature, and Date.

Please feel free to support your entry with further evidence such as photography or promotional material.

We will use this data to contact you about William Reed Business Media products (including this one) or allow carefully selected third party companies to let you know how you can benefit from similar offers (mail and telephone only). If you do not wish this to happen please tick the relevant box.

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