

## **SOUTHPORT FOOD AND DRINK FESTIVAL 2011**

**FRIDAY 8<sup>TH</sup> – 10<sup>TH</sup> JUNE 2012**

### **The Southport Food and Drink Festival Awards, Monday 11<sup>th</sup> June 2012**

The annual celebration of all that is great about food and Drink in Southport, the Southport Food and Drink Festival Southport's excellent dining and drinking scene, the Southport Food and Drink Festival will be back in town from 8<sup>th</sup> – 10<sup>th</sup> June. The Festival is now in its 6th year and is a firm fixture in the Northwest's food calendar.

It's all about celebrating the region's rich food culture and showcasing the town to the nation. The Festival aims to highlight everything from the town's businesses, chefs, waiters and waitresses, locations, producers, and all that is great about Southport's hospitality industry.



### **GALA DINNER AND AWARD CEREMONY**

#### **Supported by Southport Champion and Sefton Metropolitan Borough Council**

In 2010, the region welcomed a new set of awards; The Southport Food and Drink Festival Awards. These awards celebrate the best food and drink venues and retailers that Southport has to offer. In 2012, we are keen to establish these awards as the hottest in the region.

The awards have been hugely popular over the past two years, receiving some 10,000 votes from members of the public who wanted to support their favourite venue! Each category will have many entrants from across the town all vying for the top spot. This year, we have even added a couple more categories to celebrate even more venues in our great town!

The nomination process will work the same as last year; ANY qualifying venue can be nominated for as many categories as you want. In the first instance you must get lots of local support; get your regulars to recommend you and shout from the roof-tops about what makes your venue the best in Southport and worthy of the highly-sought after award.

Once the short list has been decided, all the nominees and their devoted fans are welcome to attend the exclusive Gala Dinner and Awards Ceremony, which is being held at The Vincent Hotel on Monday 11<sup>th</sup> June where Head Chef Andrew Carter will be serving a special designed menu for the event. There, the worthy winners will be crowned and presented with their prestigious trophy to proudly display in their venue.

## THE AWARD CATERGORIES

Below is the list of the 2012 Award Categories;

1. **Best Restaurant** – With so many fantastic restaurants in Southport who all are so passionate about their food; this will surely be a difficult category. What makes your establishment better than all the rest? Does your restaurant support ethical eating with ingredients all sourced locally? Do you strive for originality and innovation with a menu that changes seasonally or even weekly? Do you promote training and skills within your staff? *Best Restaurant 2011 Winner: Cloisters*
2. **Best Chippy** – Southport is renowned for its fish and chips, but which one delivers the crispiest and best fish and the most delicious chips and gives the best service? *Best Chippy 2011 Winner: Fylde Road Fish Bar*
3. **Best Bar or Pub** – Southport has an array of stylish bars and traditional pubs serving fine wines, interesting cocktails and great ale. But which one offers the widest range of drinks, best and most friendly service and a great atmosphere? *Best Bar or Pub 2011 Winner: The Tony Mc Gee Bar at the Vincent Hotel*
4. **Best Tea Room or Coffee Shop** – No classic resort can be complete without the traditional tearoom. Southport's has many excellent establishments that deservedly need to be recognized. *Best Tearoom or Coffee Shop 2011 Winner: A Great Little Place*
5. **Best Lunch-to-Go** – A good quality quick lunch can come from a range of different sources. Whether it is a sandwich shop, deli, restaurant or market trader, we have opened up this category to include everyone. Do you bake fresh bread, use the freshest ingredients, do something a different between those slices of bread or do you off a great deal on items to take away? *Best Sandwich Shop or Deli 2011 Winner: D'Vine*
6. **Best Family Friendly Venue** – Southport is a popular family destination which means that venues must consider additional provisions for families. This may mean providing a child-friendly menu, high chairs & other necessary items or offers for seniors or group bookings. Any category of venue can be considered for this award; you just have to welcoming for families. *Best Family Friendly Venue 2011 Winner: Le Boulevard*
7. **Best Producer** – Southport and surrounding area has a bounty of tasty, fresh and seasonal produce. From tomatoes to asparagus and Southport shrimp to samphire, all these local ingredients are available but which is it that Southport is most proud of? *Best Producer 2011 Winner: Flavourfresh*
8. **Best Food & Drink Retailer** – Calling all delis, wine merchants, cake shops, sweet shops, butchers, greengrocers, cheese shops etc; all retailers who sell the finest quality food and drink. We all know the perils of the big supermarkets and so here's your chance to become recognised. *Best Food & Drink Retailer Winner: Di Silvas Delicatessen*
9. **Southport Gem** – This award has a more industry-led focus. The Southport Gem is a person who has made a difference to the food and drink industry in the last 12 months or continues to do so over a period of time. We will be asking members of the hospitality industry for suggestions to create the shortlist. *Southport Gem 2011 Winner: Paul Drewery*
10. **Southport Food Hero (New Category for 2012)** – This is a brand new category aimed at Southport's favourite chefs, headwaiters, waiters/waitresses, in other words, someone who adds a memorable personal touch to their service.

## HOW DO I GET NOMINATED?

**Any venue can be nominated!** If you fit into any of the criteria listed above then your venue can be in with a chance of winning an award; so carry on reading for the steps to follow:-

As with last year, there is no Judging Panel in the initial stages. It's up to you to get your venue nominated! Make sure that your customers know that you want the award; make them rally behind you and get them to vote for your venue with the voting slips provided.

You will receive posters which you can proudly display in your windows.

## HOW DO PEOPLE VOTE?

**1. VOTING SLIP** – Enclosed in this pack are 2 voting slips. These should be photocopied and cut into individual slips, then supply to everyone who wants to vote for you.

Keep a pile of these on your counter, hand them out with the bill at the end of the meal, or put them in people's hands as they come in. Then, collect them up and keep them in a safe place until the voting period ends.

It is then your responsibility to bring all your votes to one of our drop-in boxes. These will be located at the **Southport Champion** Reception Desk (Clare House, 166 Lord Street, Southport, PR9 0QA) and **Tourist Information Centre** (Town Hall Gardens, 112 Lord Street). All your votes must be received by 3pm on the deadline day Friday 11<sup>th</sup> May 2012.

**2. ONLINE** – The Southport Champion will be hosting a voting page on their website. Direct your customers to [www.champnews.com/foodanddrink](http://www.champnews.com/foodanddrink) and follow the on screen prompts to vote for your venue.

Alternatively, they can send their nomination with the award they are nominating for (with name and contact details for verification purposes) to [awards@foodanddrinkfestival.com](mailto:awards@foodanddrinkfestival.com)

**3. POSTCARD** – Get your customers to send a postcard with the name of your venue and the award they are nominating you for together with their name and address to the Southport Champion Office at Clare House, 166 Lord Street, Southport, PR9 0QA or The **Tourist Information Centre** (Town Hall Gardens) Lord Street, Southport, PR8 1NY.

**ALL VOTES MUST BE RECEIVED  
BY 3PM ON FRIDAY 11<sup>TH</sup> MAY 2012.**

**ANY VOTES RECEIVED AFTER THIS TIME WILL NOT BE COUNTED.**



## HOW ARE THE WINNERS DECIDED?

After the closing date all votes will be counted and the top four nominees in each category will be selected and shortlisted.

You will be informed if you have been short-listed and given first chance to buy tickets for the Gala Dinner and Awards Ceremony on Monday 11<sup>th</sup> June at The Vincent Hotel.

Judges will then visit the shortlisted venues as a mystery shopper and submit reasons which will decide the winners. Judges will be experts in their field and will use detailed marking criteria which is tailored to each award.

## WHEN ARE THE WINNERS ANNOUNCED?

The winners of all the awards will be then be announced at the glittering Award Ceremony which is being held at The Vincent Hotel on Monday 11<sup>th</sup> June.

The evening is a ticketed event and is open to everyone. However, shortlisted venues will receive priority booking, so make sure to get your tickets early as we expect that the event will sell out! Tickets are available by calling 0151 934 2337.

Full details of the event are yet to be announced but it will be a fabulous dinner with a host to take charge of the proceedings and present the awards. The awards will be covered in The Southport Champion and the winners will be announced in the paper the following week.

## SO...

What are you waiting for! Get your customers voting today by sending in the voting slips, postcards or voting online. But make sure to get all your votes in by **3pm on Friday 11<sup>th</sup> May 2012** and shortlist to be announced week commencing **14<sup>th</sup> May**.

## CONTACT

For any questions, queries or further details, please contact:  
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**FRIDAY 8<sup>TH</sup> – 10<sup>TH</sup> JUNE 2012 AWARD NOMINATION FORM**  
 Return to **Southport Champion Offices**, Clare House, 166 Lord Street, PR9 0QA  
 or **Tourist Information Centre**, Town Hall Gardens, 112 Lord Street  
 by 3pm Friday 11<sup>th</sup> May 2012

<b>I would like to vote for...</b>	<b>Name of Venue:</b>	<b>Address of Venue:</b>
<b>For the Category of....</b>	<b>Best Restaurant</b>	
	<b>Best Bar or Pub</b>	
	<b>Best Lunch-to-Go</b>	
	<b>Best Chippy</b>	
	<b>Best Tea Room or Coffee Shop</b>	
	<b>Best Food and Drink Retailer</b>	
	<b>Best Family Friendly Venue</b>	
	<b>Best Producer</b>	
	<b>Food Hero</b>	
<b>Reason for nominating this business...</b>		
<b>Your name:</b>	<b>Your email:</b>	
If you'd <b>NOT</b> like to receive any information from Sefton MBC about upcoming events in Southport, please <b>mark</b> this box. Your details will not be sent to 3 <sup>rd</sup> parties.		

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