



Italian Restaurant Awards 2010

Sponsored by Pasta King

About this Award: These awards aim to identify the best in genuine Italian restaurants in the UK. To this end, the award will be presented to a specialist restaurant where the food served is rooted at the heart of Italian cuisine and which offers a genuine taste of Italy and experience. Those judging these awards will be looking for restaurants (whether independent or chains) which set a standard for others to follow. Judges will be focusing particularly on standards in terms of product, service and the ambiance of the restaurants.

Judging will initially involve entries being assessed on the material submitted and those short-listed will be asked to provide a voucher for a meal for two which will be used by independent judges who will report on the restaurant from a customer's perspective – a copy of their reports will be sent to each restaurant visited after the awards are presented. **What to send in:** Your entry should include a **brief note** saying why you think the restaurant or chain should win, a **copy of the menu** and **photographs** showing the outside, customer area and preparation areas, (*with preparation underway*). If your entry is for a chain, please provide a list of sites which can be visited by judges.

Contact Details:

Name of contact:

Position

Business Name

Address

Post Code

Tel. No.

Fax No.

Email address

Please state why you think this business deserves to win this award?

What supporting evidence can you provide? (e.g. examples of marketing initiatives, photographs, menus etc.)

If a chain, please attach a list of addresses for all your sites so that our judges can select a location to visit:

Please attach (or send) a voucher for a meal for two which can be used by the judges:

**Please send completed form to: Pam Sainsbury, PAPA, Association House,
18c Moor Street, Chepstow, Mon NP16 5DB or email: pam@jandmgroup.co.uk
Tel: 01291 636341**

CLOSING DATE: 13th September 2010