

“Taste Assessment” “Assessor Guidance Notes”

How well has the criteria been fulfilled?	
0	Failed to meet expectations
1	Adequate
2	Quite Good
3	Good
4	Very Good
5	Excellent

	Dining Experience
<p>First impressions Exterior decoration, signage, lighting and menu displays</p>	<p>Consider the age/type of building, note the condition of outbuildings/store areas, general maintenance, walls, paintwork window surrounds, doors & fascia Signage, clarity, cleanliness & maintenance, directional signage to entrance Levels of illumination, signage, car park, pathways, main building & entrances Plant enhancement, hanging baskets, window boxes & tubs, bear in mind the season</p>
<p>Quality & Maintenance Interior areas</p>	<p>Quality, suitability and condition, furniture, soft furnishings, floorings, drapery and seating</p>
<p>General Cleanliness Exterior areas, Bar, Restaurant & WC's</p>	<p>Obviously important first impressions are set here Do daily procedures appear in place for checking & removing litter? Frequency, constant attention or just once a day?</p> <p>Overall cleanliness of décor, floorings, seating, light fixtures, mirrors & pictures, upholstery, windows, ornaments, displayed plants, curios, memorabilia Neutral or fragrant smells? Glassware sparkling or smeared? Air cleaners/filters used - extraction in general? Use of fresh plants, foliage and fresh flowers - are they free of dust? Was the area neat, orderly and organised? Are surfaces above & below head height clean and dust free? Check table and chairs are clean including legs</p> <p>WC's, tidily appointed, clean, (sparkling) neat & tidy with a fresh smell? WC's/urinals/washbasins, clean, regular attention or just once a day? Note if “cleaning schedule” wall mounted diaries are used and adhered to? Check soaps/dispensers are clean/topped up? Towels/dispensers - regularly checked for re-filling? Hand dryers working Overall overview of all areas, attention to detail Particularly areas behind serving counters/open kitchens on view to customers.</p>

<p>Presentation Table appointment</p>	<p>Obviously the table appointment reflects the style of the operation, assess in context (Linen napkins would not be expected in an informal café) Did the table spacing allow a degree of privacy? Note positioning, kitchen access, close proximity to open fires, note any draughts When at the table was there enough room to eat in comfort and receive service? Table size sufficient for the amount of crockery and cutlery on it? Could a wheelchair user (with help) get to a table and use in comfort? Were the tables regularly cleared of used items and cleaned? Spillages quickly attended to? If linen table cloths/napery used, are they clean, stain free, regularly changed? If paper cloths/napery used, are they well presented - not torn? Note the provision of cruets, flower/bud vases or candles and the intrinsic quality used No items damaged, table cloth/napkins/covers, free from stains? Cutlery, crockery and glassware all matching?</p>
<p>Ambience</p>	<p>Bear in mind the style/age of the property and the ambience/atmosphere created Try not to compare, (pubs, cafés, tea-rooms, formal restaurants), assess in context The layout including the positioning of tables/easy seating, lighting, the use of background music and plants will all have an impact on expectations, close tables & loud music may meet expectation in some establishments whereas candlelight and classical music may meet expectations in others</p>
<p>Hospitality (Bar)</p>	<p>Were you acknowledged at the bar or ignored? Simple eye contact is really what we are looking for here. Was the service talkative & friendly when received?</p>
<p>Hospitality (Food service)</p>	<p>Consider staff attitude. Were they friendly, courteous and polite, recognising the needs of different customers? Ensure you look around and observe other tables. How friendly are staff to other guests? Note how lone guests are treated, thoughtful table allocation, any offer of reading material? Were the staff unobtrusive, at ease, knowledgeable/interested? Did the staff positively contribute to the atmosphere of the establishment? Was conversation genuine or contrived; was there a willingness to make conversation? Was there a genuine concern for customer comfort and satisfaction? Was the customer treated enthusiastically? Were problems (if any) genuinely and quickly attended to?</p>
<p>Hospitality (Restaurant drinks Service)</p>	<p>Was the service friendly? Unobtrusive? Is the style in keeping with type of establishment? (Dour or Upbeat!)</p>

<p>Hospitality (Arrival)</p>	<p>First impressions, any efforts made to put you at ease? Were you asked if help was required?</p>
<p>Hospitality (Departure)</p>	<p>Were the closing statements friendly and hospitable? Did staff state that they hoped to see you again? Were efforts made to see you to the door or open the door for you? Did they wish you a safe journey?</p>
<p>Service (Bar)</p>	<p>Were you promptly served in an efficient and knowledgeable manner? How long did you have to wait or was there instant acknowledgement Were you offered a choice of brands? If you ordered a bottled beer, was a glass offered and was the correct glass provided? Were you offered, ice, a fruit garnish, traditional accompaniments? Was the drink chilled? - if appropriate</p>
<p>Service (Food)</p>	<p>Were staffing levels sufficient for service style? Did staff have a good knowledge of the menu and were they able to recommend dishes? Were questions answered efficiently and accurately? Were all dishes available, did staff tell you or did you have to ask them? Was the information they provided correct? Were the staff aware of the Soup of the day, the vegetable selection? Did you have to ask for additional items? (Side plate, cruets etc) Was the cutlery/cover changed for the meal you ordered? Spare covers removed? Were tables regularly cleared? Was table clearing organised and unobtrusive? Was there evidence of trained staff who knew what they were doing? Was there evidence of technical ability? If the style of the operation warranted, crumb down, napkins presented? Did you feel ignored or rushed? Was there a balanced pause between courses?</p> <p>Staff appearance will vary depending on the style of the operation and staff's appearance will need to be assessed within that context. Customers may not expect uniformed staff in all establishments, but they should expect them to be smart, presentable and easily identifiable include chefs if they come out to the front of house A common sense approach will again prevail - were the staff appropriately presented? Was there obviously somebody in charge/easily identifiable? Was there an obvious service hierarchy? Was there evidence of in house training? Note how service is handled with good grace/impartiality or negatively/unenthusiastically? Note how other guests are treated? Staff willing to read the menu out loud? (partially sighted guests)</p>

<p>Hospitality (Restaurant drinks Service)</p>	<p>Did staff have a good knowledge of the wine list and were they able to recommend? Was the wine service appropriate to the style of the operation?</p>
<p>Service (Arrival)</p>	<p>Were you asked your name? Were you asked if you had a table booked? Were you told where and how to order your food? (Was it a self service operation or table service or a mix of service styles) Were you taken to the table, directed or left to your own devices? Who greeted you as you entered the restaurant/dining area? If you were shown to your seat, was a menu provided/presented?</p>
<p>Service (Departure)</p>	<p>Was the bill offered or did you have to ask for it? Was it correct and well presented? Was a receipt provided? Was payment managed efficiently?</p>
	<p>Food</p>
<p>Menu (Choice & Balance)</p>	<p>The menu style obviously is appropriate to the type of operation - fresh fish may not be expected at a Pizza establishment, although a vegetarian option may well be. Extensive menus do not necessarily indicate quality, they tend to suggest bought in items Note balanced menus, pay attention to imaginative & creative dishes Note the promotion of local dishes Bear in mind expectations within the context of the eatery Could you easily read the menu? Assess here the quality of the menu presentation Note the condition of menus - including display/chalk boards, are they current? Prices displayed?</p>
<p>Menu (Food Served matching menu description)</p>	<p>Did the finished product resemble what was ordered? Bear in mind the customer's expectations within the context of the establishment</p>
<p>Quality of Dishes</p>	<p>Has better quality produce been used in place of cheaper alternatives? Texture/flavours? Was there a balance of the ingredients used? Was it seasoned? Were all items correctly cooked, pre cook/bought/convenience foods/dishes? (Although could be from a local supplier) Note correct cooking methods - poor techniques greasy/undercooked commodities, overcooked/ burnt? Note excessive microwave usage. Are plates kept warm for hot meals? Was food crisp/straight from the oven/grill - or held in hot plates? (note cold plates for cold food) Do not be unrealistic assess in context - fast food operations or gourmet style eateries</p>

<p>Presentation of Dishes</p>	<p>Was there use of garnishes, contrasting/complimentary colours? Was it carefully presented? (appropriate plate size) If self serve operation overview the display was it topped up regularly presented with flair? Was it imaginative, home-made or bought in? Were ingredient/commodity lists available? Look for evidence of fresh produce - seasonal/obvious local produce. Home-made soups, fresh meat/poultry/fish - accompanying sauces and garnishes. Was there home-made bread or were efforts made to provide locally baked bread? Desserts; were they home-made or bought in? Note presentation, (hot plates) if displayed, refrigeration cleanliness Note local ice creams, traditional/local puddings/house specialities Cheese; was a selection available? How was this presented? Note locally made/regional or a continental selection Were traditional accompaniments presented - biscuits, butter/spreads grapes, celery, and homemade chutneys?</p>
	<p>Local Produce</p>
<p>In General</p>	<p>At present the definition of locally produced produce is "Food stuffs/Produce prepared & grown/reared within a 30 - 40 mile radius from the point of sale" Note - Regional dishes</p>
<p>Are local Ingredients identified?</p>	<p>Meat Dairy Fish Fruit and vegetables Beverages Other</p>
<p>Are local suppliers identified?</p>	<p>Retailers Farms Specialist suppliers Breweries Vineyards Other</p>
<p>Staff knowledge of local product/suppliers</p>	<p>Test/Assess by asking! When asked, did staff know if the ingredients were locally sourced? Were staff able to give information about farms or producers?</p>
<p>Generic Local Food questions</p>	<p>Menu and blackboard descriptions Range of suppliers evident on menus Were locally produced drinks available How often does the menu change? Quality of produce: Presentation of produce</p>