

AFWS ANNUAL AWARDS 2011

ENTRY FORM



ACADEMY OF FOOD AND WINE SERVICE





Since its inception in 1988 the Academy of Food and Wine Service Annual Awards Ceremony has given recognition to the dedication, knowledge and professionalism of the Front of House staff within the Hotel, Restaurant and Catering Industry. Every day, service providers create a positive experience for guests and customers, and it is the goal of the Academy Awards for Excellence that the hard work and dedication of these individuals is truly noticed. The Awards celebrate and reward inspiring people and organisations whose hard work has raised the standards of service and the profile of the industry.

The Awards themselves are presented at a ceremony held every Autumn at one of London's Livery halls (this year, Butcher's Hall), where, in the presence of over 100 invited guests drawn from the "great and good" of our industry, a number of people from the on-trade receive awards in the form of prizes and travel opportunities and we award 3 'Excellence' awards to an individual, a business and an educational establishment. The date for this year's ceremony will be 18th October 2011.

These awards are all about the on-trade Front of House Service Staff having the opportunity to be rewarded for excelling in their chosen field. Some will win an all expenses paid overseas educational trip or a sought after 'stage' with top industry individuals, and others, product-related prizes. In the past, winners have visited the wine regions of Chile, Spain, Germany and Portugal. There is also an opportunity for awards to be won for the best Company, and College, The Rising Star and this year we have an additional special award sponsored by L'Academie de Lanson.

So, why not motivate your staff by nominating or encouraging them to enter one of these great awards. Entry details and questions can be found over the next few pages. Good luck to you all !



“The Academy of food & Wine Service Annual awards for Excellence have been running for over 22 years. They aim to reward and recognise the talent and dedication that both individuals and establishments show to the front of house service industry and education and training in the hospitality industry.” Nick Scade, Chairman, Academy of Food & Wine Service



L'Académie de Lanson Taste Award, launched in 2011, aims to recognise sommeliers who appreciate differing styles and the occasion suitability of different champagnes allowing them to make informed recommendations to the customer based on taste not brand.

The prize for the winner of the L'Académie de Lanson Taste Award will be a trip out to Champagne for the 2012 harvest, where the winner will be picking the 'Clos de Lanson' vineyard - the only vineyard within the walls of the city of Reims and one that is picked each year only by the family and friends of Lanson. The first release of champagne from this vineyard will also be available in 2012 - so it is a significant year. While out in Champagne, the winner will have the chance to meet Jean Paul Gandon, the Chef de Cave and taste champagnes from the entire Lanson International range - Lanson, Besserat de Bellefon and Tsarine.

Following completion of the questionnaire below, you will be invited to attend a short master class and tasting test at Lanson Head Quarters in London on the 6th of September between 9.30 and 11.30am.

- 1) There are two methods of making champagne, one entails malolactic fermentation and the other does not. Describe general characteristics of each style of champagne:
 - A) Malolactic champagne
 - B) Non-malolactic champagne
- 2) Other than Champagne Lanson, name one other Grand Marque that produces non-malolactic champagne exclusively?
- 3) How many grape varieties are permitted in champagne? Name each one and give a description of their individual aroma and taste characteristics.
- 4) What is the minimum ageing time required for:
 - A) Non-vintage champagne
 - B) Vintage champagne
- 5) What % of wine from each harvest must be kept back for blending of champagne in future years?
- 6) List your ideal food match and reasoning for the following wines:
 - A) Champagne Lanson Gold Label 1998
 - B) Lanson Extra Age NV
 - C) Lanson Noble Cuvée Blanc de Blancs 1999
 - D) Champagne Lanson Ivory Label demi-sec NV
 - E) Besserat de Bellefon Cuvée des Moines Brut NV
 - F) Champagne Lanson Brut 1979

L'Académie de Lanson's commitment to the AFWS Annual Awards is as a result of L'Académie's mission to educate the trade about champagne as a wine beyond the label. We support their work towards better service in the on-trade and this includes increased champagne knowledge, enabling sommeliers to recommend the appropriate style for the customer's needs. As Lanson focuses on taste, the tasting element of this award is key."

Paul Beavis, Managing Director, Lanson International.



THE DALMORE AWARD FOR EXCELLENCE is kindly sponsored by brand owners Whyte & Mackay. It is presented each year to an outstanding personality in the UK Hotel & Catering Industry associated with Excellence. The Dalmore distillery has been producing whiskies in the highlands since 1839, every bottle is adorned with a “Royal (12 pointer)” stag’s head. This iconic emblem dates back to 1263, when the ancestor of the late owners, Clan Mackenzie, saved King Alexander III of Scotland from being gored by a stag whilst out hunting.

Our very deserving winner, as well as being awarded The Dalmore Award for Excellence and a bottle of The Dalmore whisky, will also receive a day with The Dalmore's Master Distiller, Richard Paterson, to learn what makes The Dalmore one of the most sought after Malt Scotch Whiskies in the world. Spend the day with our Master Distiller, nosing and tasting The Dalmore range and some of our most exclusive expressions. With the oldest maturing stocks of any Highland Malt distillery, this will be a unique experience for our Dalmore Excellence Award winner. The prize will include assistance with train travel from a main UK city station.

In addition to the prize, The Dalmore will also donate a training session to the winners’ establishment.

To nominate your colleagues, staff for this award please complete the entry form and return with your reasons you feel they should be shortlisted for The Dalmore Award for Excellence.



“Our brand believes in shining a light on brilliance, and sponsoring this award means we can put a spotlight on the individuals who have excelled this year in the Food and Beverage Service in the Hospitality industry.” David Robertson, Rare Whisky Director at The Dalmore

Virgin LIMITED EDITION

The Virgin Rising Star Award recognises the up and coming stars who will be the future leaders of the hospitality service. Working with a top panel of hoteliers, restaurateurs and hospitality experts we will select those individuals demonstrating outstanding talent, aptitude and initiative in their roles, which help single them out as the ones to watch.

We will be looking for companies or individuals to nominate candidates who are under 30 years old and currently hold a position within the front of house hospitality function, who they believe are the ones to watch through their skills, results and career path to date. They have probably only been in the industry for one or two years but have already shown great promise. As well as returning the entry form, we would like to see written support outlining the following:

Why should the nominee win the category entered?

How has the nominee contributed to the success of the performance of the department they are in?

What have been the nominee's personal achievements to date?

What are the nominee's career plans and how are they going to achieve them?

On receipt of the nominations, the judges will shortlist 4 candidates to attend a brief interview before the awards ceremony with Jason Goddard, General Manager and Peter Avis, Restaurant Manager from the Roof Gardens on the 18th of October, whom will then decide on the winner. The winner of this Award will be given a 'stage' within the Virgin Limited Edition suite of businesses where they will be immersed in all aspects of the business and learn from some of the industry's best.



Peter Avis, Manager of Babylon Restaurant said: **“We are delighted to be the sponsor of such a prestigious and important award in the field of hospitality. The front-of-house role is an essential element in the whole customer experience that requires an individual of the highest calibre.”**



LOUIS  JADOT

The Very Essence of Burgundy

The Worshipful Company of Innholders and Maison Louis Jadot Sommelier Award goes to an individual Sommelier in the industry who who has demonstrated dedication and commitment to the art of Sommelierie or has achieved something outstanding in the past 12 months.

The Worshipful Company of Innholders is one of the Livery Companies of the City of London. The Innholders were originally known as Hostellers, but their name had changed by the time it was incorporated under a Royal Charter in 1514. The Company has, over the years, lost its status as an association of traders and businessmen, instead becoming, as have most other Livery Companies, an establishment dedicated primarily to charity.

Maison Louis Jadot From the tip of Chablis to the toe of Beaujolais, from regional, village, 1er Cru and Grand Cru wines Louis Jadot produces Burgundy and nothing but Burgundy. The familiar *bacchus* head label has become the reliable stamp of quality and consistency from what can often be a confusing region. Louis Henry Denis Jadot founded the business in 1859. His vision was to build a business with a high quality reputation. One of his key aims as well as to make top wines was to build a significant vineyard base. This vision remains core to the business today. The business is headed up by Pierre Henry Gagey, son of Andre Gagey who was entrusted with the management of Louis Jadot in 1962, by Madame Jadot following the tragic death of her son Louis Auguste Jadot whose vision was to build a business with a high quality reputation. One of his key aims as well as to make top wines was to build a significant vineyard base. The vision remains core to the business today and allows Louis Jadot wines to present the very essence of Burgundy.

So if you would like to nominate yourself or a member of your team for this prestigious award, simply complete the entry form attached and return it along with a summary as to why you believe the Scholarship is deserved by this particular individual.



The winner of the Worshipful Company of Innholders and Louis Jadot Sommelier Scholarship, wins an educational visit to the Burgundy region and will be given first hand practical experience in understanding advanced technical vineyard and winery procedures.

The winner will be flown to the Burgundy region and will be given first hand practical experience in understanding advanced technical vineyard and winery procedures. The visit to Burgundy will include both the Cote d'Or and Beaujolais, in particular visiting Louis Jadot's Château des Jacques estate and Jadot's own cooperage.



SAVOY EDUCATIONAL TRUST

The Phillip Thornton Award was launched in 2005 and given by Mrs. Thornton in recognition of her husband Phillip's many achievements in the Hospitality Industry.

Philip Thornton, L.V.O., past trustee of the Savoy Educational Trust, devoted his life to the Industry understanding, absolutely, the vital importance of Food Service as one of the many disciplines essential to success in this business. It was because of this that his family wished to set up an Award which both recognised and encouraged the service of food; Hence the Philip Thornton Award continues this year.

The Award is given to someone who, like Philip, understands and promotes the role of front of house service in the hospitality business. The winner of this years' award will be given work experience at The Jumeirah Carlton Hotel in London. Here they will get to experience the various facets of the business including food and beverage service, customer service and the back office operations. It is a fabulous opportunity for a dedicated student or junior member of staff to experience.



So, if you have someone who you believe deserves recognition for their hard work and who would benefit from the prize, please complete the entry form and send this along with a summary as to why you believe the individual deserves this award to Helen Glen at the address or email supplied on the entry form.

Katharina Praus 2010 winner said "Having worked at only one hotel so far after I left the Hospitality School the award gave me the opportunity to gain an insight into the operation of a big hotel that's part of a well known hotel chain as well. It showed me how important it is to maintain a good communication in between the different departments and to work as a team. It was interesting to see that the different managers are more focused on their particular area of work whereas in a small hotel the managers work in different areas if needed. It was worth taking part in the award as I am sure the award will help me in the future when I am looking for a different job as it is definitely a plus factor in my CV."

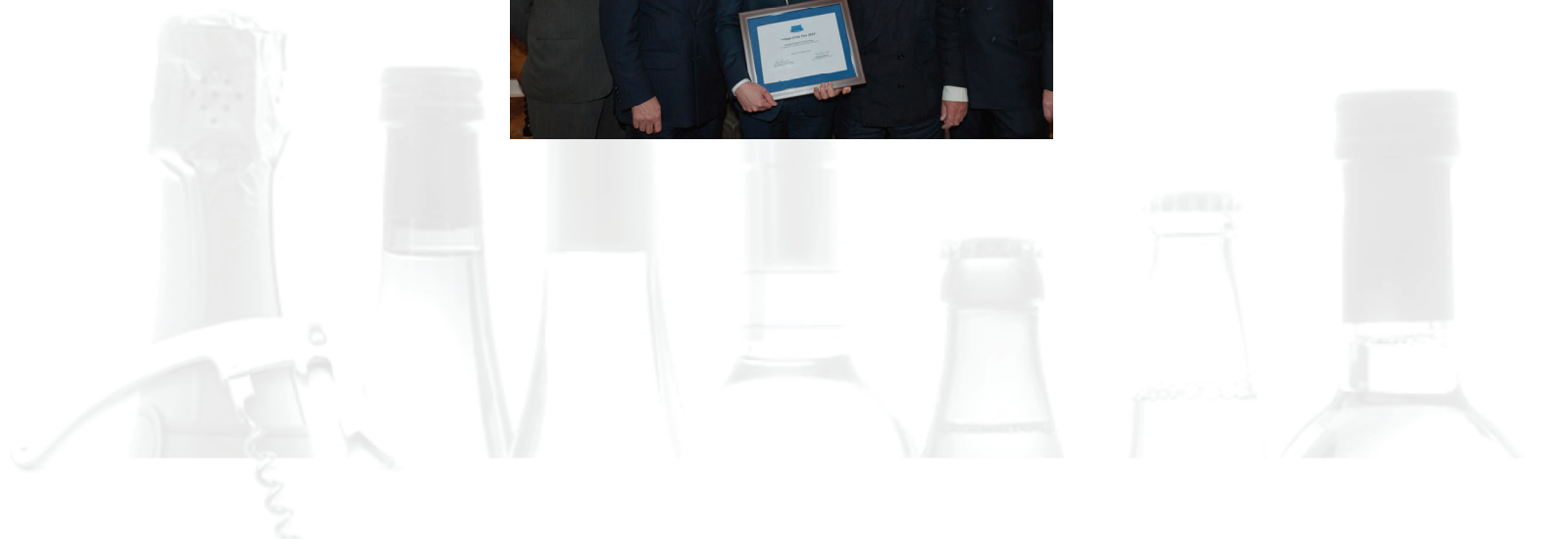
COMPANY AND COLLEGE OF THE YEAR AWARD'S

The Academy of Food and Wine Service works with many company's and colleges up and down the country all year, but every now and again one stands out in providing outstanding support for the Academy and encouragement for the industry as a whole. These awards recognise that 'extra mile' .



So if you would like to Nominate your College or Company for this prestigious award, simply complete the entry form attached.

And return it along with a summary as to why you believe the award is deserved by your nominated company or college !





RAMOS PINTO
Est. 1880

ADRIANO RAMOS PINTO TRAVEL AWARD

Founded in 1880 by brothers Adriano and Antonio, this Port house has always had a pioneering spirit. In the early 20th century it became noted for its innovative and enterprising commercial strategies including the distinctive art nouveau advertising campaign. Ramos Pinto is run today by the heirs of these two energetic vintners: Jorge Rosas, Export Director and João Nicolau de Almeida, the enologist who was responsible for officially identifying the five key grape varieties (out of over 70 originally grown) that are best suited to wine production in the Douro region.

The winner of this award will receive a 2 night trip to stay at Ramos Pinto in the Douro Valley (includes flights from London, accommodation in Portugal, transfers in Portugal and meals at Ramos Pinto to be taken in Sept/Oct 2012 to coincide with the harvest. All other incidental costs (UK transfers, mini bar, entertaining) are to be incurred by the winner. The prize is for one person only.



Questions for the Adriano Ramos Pinto Travel Award:-

Encouraging consumers to order a glass of port in restaurants is becoming increasingly difficult as they become more concerned with health and the level of alcohol in certain wines.

- 1) How should port be presented in a wine list (ie. to encourage consumption)
- 2) Which styles of port should be included on the list and why?
- 3) How would you sell a glass of port to your customer (please answer for each style of port you have listed in question 2).

Maximum 200 words per question.





NEW ZEALAND WINE

PURE DISCOVERY

New Zealand is a land like no other; New Zealand wine is an experience like no other. Our special combination of soil, cool maritime climate and water, our innovative pioneering spirit and our commitment to quality all come together to deliver pure, intense and diverse experiences. In every glass of New Zealand wine is a world of pure discovery

Enter the New Zealand Wine Travel Award and potentially win the opportunity to travel to the city of Düsseldorf in Germany in March 2012 and attend the International ProWein Trade Fair being held at the Messe Düsseldorf from 4th - 6th March 2012. As a guest of New Zealand Winegrowers, you will meet the NZ winemakers attending the Fair and taste over 200 premium New Zealand wines alongside sommeliers, journalists and trade buyers.

Air travel to Düsseldorf on 5th March 2012 and one night's hotel accommodation will be provided by New Zealand Winegrowers.

Applicants must answer the following questions about New Zealand wine and the opportunities in the UK on-trade.

Question 1. New Zealand is the host for the Rugby World Cup Tournament 2011 being held from 9th September – 23rd October and this highly popular event is providing NZ wineries with an ideal opportunity to showcase their wines and their regions to the 95,000 visitors arriving for the games. What type of innovative activity would you suggest on-trade establishments embark upon during the tournament in order to highlight and promote New Zealand wines?

Question 2. What, in your view, are the two most interesting New Zealand wine regions and why?

Question 3. New Zealand already has a reputation for producing fine red and white wines beyond just the popular Kiwi Sauvignon Blanc and in fact some interesting plantings of grape varieties such as Gruner Veltliner have already started in areas such as Marlborough. In your view, should New Zealand keep doing what they are well-known for or should producers be experimenting with cool climate examples of other European grapes? If so, what varieties?

Question 4. New Zealand has declared that all its wines will be grown and produced in a sustainable way by vintage 2012 and these sustainable practices will be audited by an independent body. In addition to this commitment, New Zealand has also announced a commitment to produce 20% of all wines using certified organic & biodynamic principals by 2020. How would you communicate New Zealand's sustainable practices to your restaurant customers and, in your view, is it important to them?



The UK wine consumer has developed a love affair with New Zealand wine and evidence suggests that they are expanding their repertoire beyond Sauvignon Blanc and are increasingly interested in trying the abundance of other premium varietal wines that have seen New Zealand gain international recognition. This travel award is designed to assess the important role you play in making more of these exceptional wines available to consumers in the on-trade and also to provide you with an opportunity to taste many New Zealand wines that you may not have come across at the internationally-recognised ProWein Fair in the city of Düsseldorf.

David Cox – Director – New Zealand Winegrowers

The British Institute of Innkeepers, Pub list of the Year Award will recognise On Trade outlets which demonstrate raised standards in licensed retail through improved wine business performance and professional standards.

The criteria reviewed in order to determine the best pub wine list will look at the following supporting factors for each outlets wine list:

- **Demonstrable increase in wine turnover/ revenue.**
- **Evidence of business knowledge (identification of the market /consumer opportunity at outlet level and the consumer occasion.)**
- **Skill demonstrated in matching identified outlet opportunity to product range & price. (Merchandising correctly including wine list).**
- **Skill demonstrated in staff selling consistently and confidently to the needs of customers. (Staff training)**
- **Skill demonstrated in delivering consistent product quality through high levels of product storage, serving and service.**

The winner of this award will receive a case of Charles Heidsieck Champagne along with a free wine list consultation with Yohann Joussein this years UK Sommelier of the Year .

To enter please complete the entry form and send a copy of your wine list along with documentation to support the criteria above to the Academy of Food and Wine Service. On receipt of this information, a panel of both BII and Academy experts will shortlist 4 establishments to visit as a “mystery drinker” to decide on the winner.

The BII recognises that there is a significant opportunity to improve and develop wine sales within the On Trade. Wine sales are worth £1.5 billion in annual turnover, growing at +0.6%. The wine category is bigger than cider, stout and FAB. Graham Threader BII Sales and Marketing Director





The Hospitality Apprenticeship Awards recognise practical skills, competence and achievement, with winners from each of the different work areas in hospitality, including professional food preparation and cookery, restaurant service, pub, housekeeping, reception, portering and concierge, and customer service. Restaurant service will include both bar and wine service skills.

There are three categories of Award to recognise excellence on the part of Apprentices, Employers and Apprenticeship Providers:-

Hospitality Apprentice of the Year

Open to all those of any age registered on, or who have recently completed, an advanced apprenticeship in the hospitality industry and who have made an exceptional contribution, exceeded expectations or overcome particular challenges. Those successfully completing a practical work-based project will take part in a national final during October 2011, to include a two-day residential event of individual, group and team activities.

The work areas to be included are: Professional Cookery, Restaurant Service, Pub, Housekeeping, Reception, Portering and Concierge and Customer Service.

Hospitality Apprentice Employer of the Year

Open to all employers in the hospitality industry who can demonstrate a substantial and sustained commitment to developing their workforce through apprenticeships, together with the measurable impact this has had on tackling skill shortages and improving business performance. Evidence will also be sought of best practice in the employment, mentoring and support of apprentices.

Hospitality Apprentice Provider of the Year

Open to all colleges, organisations and private work-based learning providers who deliver apprenticeships in the hospitality industry and who can demonstrate high levels of achievement. Evidence of performance improvement and innovation will be sought, together with endorsements from both apprentices and their employers.

Recognising Excellence and Achievement in Hospitality Apprenticeships

Hospitality Apprentice of the Year 2011 route winners will receive a one week work experience scholarship at one of the Pride of Britain Hotels, including the Holbeck Gill Country House Hotel, the Luton Hoo Hotel, the Northcote Manor Hotel and the Grand Hotel, Jersey.

The overall winner of the Hospitality Apprentice of the Year 2011 will receive a fabulous visit to the world famous House of Champagne Gosset in France, **plus** a two week work experience scholarship at the world famous *Le Manoir aux Quat' Saisons* which, under the leadership of Raymond Blanc OBE, has retained Two Michelin Stars for 27 years and, in 2011, became Hotel of the Year in the "Catey Awards".

Those wishing to enter or requiring further details should contact Barbara Barnes – email: bb@halm.co.uk – telephone 020-8977 4419 or go to the website www.halm.co.uk for information and download an entry form.

ENTRY FORM

NOMINATOR'S NAME: _____

ESTABLISHMENT: _____

ADDRESS: _____

POSTCODE: _____

EMAIL: _____

FACE BOOK _____ **TWITTER NAME** _____

TELEPHONE: _____ **MOBILE:** _____

NOMINEE'S NAME: _____

EMAIL: _____

FACE BOOK _____ **TWITTER NAME** _____

TELEPHONE: _____ **MOBILE:** _____

AWARDS ENTERED:

- L'ACADEMIE DE LANSON TASTE AWARD
- DALMORE AWARD FOR EXCELLENCE
- VIRGIN RISING STAR AWARD
- LOUIS JADOT & WORSHIPFUL COMPANY OF INNOLDERS,
SOMMELIER SCHOLARSHIP
- SAVOY EDUCATIONAL TRUST PHILIP THORNTON AWARD
- COLLEGE OF THE YEAR AWARD
- COMPANY OF THE YEAR AWARD
- RAMOS PINTOS TRAVEL AWARD
- NEW ZEALAND WINES TRAVEL AWARD
- BII PUB LIST OF THE YEAR AWARD
- HOSPITALITY APPRENTICESHIP AWARDS

All winners agree for details of them and their entry to be publicised by the AFWS and the Category Sponsor.

Only entrants who can attend the presentation on the 18th of October 2011 between 11am and 2pm will be eligible to win.

I understand and agree with the information above.

.....
Signed

.....
Date

PLEASE COMPLETE AND RETURN THE ENTRY FORM ABOVE WITH THE ANSWERS AND/OR THE SUPPORT MATERIALS REQUIRED FOR EACH AWARD

**TO: Helen Glen, Event Manager, Academy of Food and Wine Service Trinity Court,
34 West Street, Sutton, SM1 1SH**

TEL : 020 8661 4646 / FAX: 020 8661 4647 Email: Helen@afws.co.uk

CLOSING DATE 9TH SEPTEMBER 2011