



Awards for Excellence Benefits

Take the opportunity to be recognised as Victoria's leading restaurant and be showcased to the industry and public as a result of the extensive media publicity lined up for 2010 Awards for Excellence.

In 2009, thirteen Victorian State winners went on to win their category in the National Savour Awards, including a MPG entrant winning Cafe Restaurant of the Year.

On entering the Awards your venue will be independently evaluated by two experienced and highly qualified Award judges. You will receive tailored and descriptive feedback that will hone in on areas where you excel and where there is room for improvement. Your venue will be statistically weighted against others in your category.

The professional recognition from the Restaurant & Catering Victoria Awards for Excellence leads to greater brand awareness for your business in the hospitality sector. Media generated by the Awards for Excellence will increase your exposure to potential diners and create a distinct advantage over your competition.

The prestige involved with being presented with an Award recognising your restaurant as the best in your cuisine increases the marketability of your business and becomes a powerful marketing tool.

The 2010 Awards for Excellence offers you these direct benefits:

- Opportunity to benchmark your business against others in your category.
- Opportunity to be independently evaluated by professionally trained evaluators with individually tailored
- Tailored and constructive feedback.
- Opportunity to promote your business as a driver of excellence in the hospitality industry.
- Opportunity to pursue a marketable edge through the media generated from the Awards.

System

The judging system is designed to mimic the dining experience of customers, focusing on the areas that make a difference to guests. The system ranks more than 50 individual criteria which span the entire dining experience, from booking through to service and beyond.

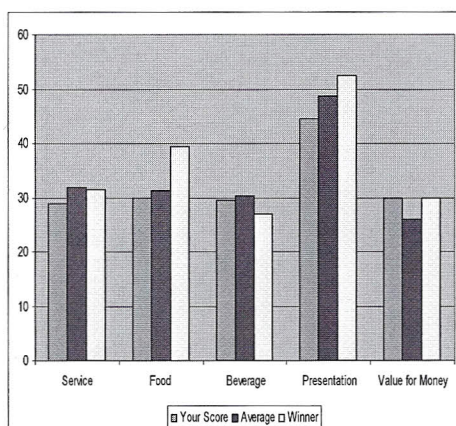
Process

The judging process includes a consumer preference survey which is used to moderate the raw data produced by the team of judges. Using this analysis as a guide, entrants can look at specific areas of the business where they excel and other areas that could benefit from further development.

Feedback

All entrants in both the restaurant and catering sectors receive statistical/benchmarked feedback. Awards participants have applauded the usefulness of this as a business development tool and appreciate the judge's assessment feedback.

Sample of Industry Benchmarking Statistical Report



Your service score was 91% of the average score.

Your food score was 96% of the average score.

Your beverage score was 97% of the average score.

Your presentation score was 91% of the average score.

Your value for money score was 115% of the average score.

Your service score was 92% of the winning score.

Your food score was 76% of the winning score.

Your beverage score was 109% of the winning score.

Your presentation score was 85% of the winning score.

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