

# PubChef

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## Craft Guild of Chefs seeks talent

The Craft Guild of Chefs is looking for the cream of cooking talent in its National Chef of the Year competition 2010.

The guild is looking for pub chefs to enter the contest's four categories, which have been created to reflect the diversity in modern cooking styles. A panel of experienced judges, with an ambassador head judge for each category, will select the finalists.

Four heats featuring 10 semi-finalists, who will be selected through a paper judging, will focus on Asian/Oriental, Modern British/Irish, European (Continental, Central and Eastern, Scandinavian and Mediterranean) and Africa, the Americas, Australia and New Zealand.

The competition will culminate in a live final at the Restaurant Show in October. For more information visit [www.craftguildofchefs.com](http://www.craftguildofchefs.com)

## Whitbread adds kids' ideas

Whitbread has introduced the menu ideas of some of its younger customers on its new Table Table offer.

The brand held a competition for younger diners to submit recipe ideas and the final 10 were invited to a tasting panel, where they judged what dishes should be included.

The kids menu now includes a create-your-own-pizza option and chilli con carne, which are available across the brand's 110 sites.

Table Table is also offering customers the choice of pre-ordered buffet menus, with a choice of four menus ranging from £4.95 per person to £10.95.

The spring menu also features dishes such as red pepper and crème fraîche tart, Scottish mussels and stuffed olives.

A new menu has also been introduced at the company's Beefeater brand.

New dishes include breaded Camembert, dough balls, surf 'n' turf, tandoori



Younger input: Table Table held a competition for children to give menu suggestions

**110** number of Table Table sites, all offering the new kids' menu

chicken, baked vanilla cheesecake with seasonal compote and an indulgent chocolate brownie.

Wine writer Matthew Jukes is continuing to endorse the

brand's wine menu.

Whitbread was a finalist in this year's Great British Pub Food Award's 2010 Food Operator of the Year (branded) award.

## Survey: 'deal with issues promptly'

Consumers want licensees to handle complaints promptly, according to a survey by The Mystery Dining Company (TMDC).

The majority of the 500 respondents (84%) said the acknowledgement of negative feedback by senior management is their preferred response.

However, around 66% of



Goodwill: offer free food

consumers felt their feedback only reached the correct person "sometimes".

Eighty-four per cent expected that a bad experience should attract some degree of compensation, while seven out of 10 would be happy with on-site goodwill gestures, such as complimentary food or drink.

Money off the bill was more popular than receiving a voucher to eat at the site another time.

"Customers don't relish the thought of making a complaint, but if they do it's actu-

ally to the operator's benefit as they have the opportunity to change the customers' perceptions by handling any issue competently while they are on-site," said TMDC director Sally Whelan.

More than half (55%) of respondents were equally likely to offer good comments as bad and only 22% spoke up after a negative experience.

Food was the most common cause for complaint, followed by service and seven out of 10 respondents would rather give negative feedback via an electronic format.

## Pubs join eco group

Four pub operators are launch members of the Sustainable Restaurant Association (SRA).

Eat, Sleep & Drink's Felin Fach Griffin, in Brecon, and Gurnard's Head, Cornwall, owned by the Inkin brothers; Geetie Singh's Duke of Cambridge, Islington, London, and the Thomas Cubbitt in London's Belgravia are among the 85 members listed on [www.sra.org](http://www.sra.org)