

issue30 spring2013

intouch

SUPPORTING YOUR BUSINESS

AWARDS UPDATES FOR 2013

PLUS...

PROFILING THE CINEMA SUITE AT 51
BUCKINGHAM GATE

TOP TIPS FROM THE INDUSTRY
EXPERTS

GET THE LATEST NEWS AND OFFERS
FROM THE AA

Hotel Services



inside...

Welcome

We are well underway with preparations for our upcoming awards events; the AA B&B Awards, which are being held on Tuesday 28th May at the St Ermin's Hotel in London, and the AA Hospitality Awards, held on Monday 23 September this year at the London Hilton on Park Lane; turn to page 11 for further details.

Establishments can benefit from an exciting range of opportunities this year, see page 8 to view our range of open training courses and don't miss out on your last chance to advertise in the 2013 editions of the guides – turn to the back page for booking deadlines.

Find out top tips for selecting wine and creating a professional wine list on page 14. You can also view details on the new Self Catering Quality Standards brochure on page 9.

This issue we profile the cinema suite at 51 Buckingham Gate located in London on page 10 and profiles chef-patron at L'Enclume, Simon Rogan on page 4

We also feature a great range of promotions from our sponsors and partners.

As ever, we're delighted to receive letters and questions. Intouch is your forum for communicating with the AA Hotel Services community so send us a letter or drop us an email at intouch@theAA.com.

Best wishes

The Marketing Team

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informed...

AA Campsites of the Year

In February, the AA Campsite of the Year Awards coincided with the launch of the AA Caravan and Camping Britain and Ireland Guide for 2013.



AA Campsite of the Year winners:

England & Overall Winner of Best Campsite of the Year: The Old Oaks Touring Park, Glastonbury, Somerset

Scotland: Milton of Fonab Caravan Site, Pitlochry, Perth and Kinross

Wales: Caerfai Bay Caravan and Tent Park, St David's, Pembrokeshire

The Roger Almond Award* for the AA's Most Improved Campsite: Hollins Farm Camping and Caravanning, Far Arnside, Lancashire

Holiday Centre : Freshwater Beach Holiday Park, Bridport, Dorset

Regional winners:

South West England: Carnon Downs Caravan and Camping Park, Truro, Cornwall

South East England: Kloofs Caravan Park, Bexhill, East Sussex

Heart of England: Woodhall Country Park, Woodhall Spa, Lincolnshire

North West England: Lamb Cottage Caravan Park, Whitegate, Cheshire

North East England: Vale of Pickering Caravan Park, Allerston, North Yorkshire

AA Hotel Services announces new AA Food Service Award!

There will be three awards – one winner and two runners up from across the whole of the UK. The winner and runners up will demonstrate excellent restaurant service and customer care standards delivered by well trained, professional teams.

Eligibility

- May be selected from any category (restaurant, hotel, townhouse, guest accommodation, restaurant with rooms)
- Must hold at least 1 AA Rosette.
- Deliver excellent standards of restaurant service and hospitality.
- Needs to have technical service skills and food and beverage knowledge of the highest standard.
- Must have clear commitment to staff training and development.



Four Rosettes for Edinburgh Restaurant 21212

We are delighted to announce the following restaurants were newly awarded AA Rosettes in January. The higher AA Rosettes, awarded just twice a year, celebrate the exceptionally high standards of cuisine that these restaurants offer. Just one restaurant, 21212 in Edinburgh, has been awarded the prestigious accolade of four AA Rosettes.



Thirteen establishments were awarded three AA Rosettes

The new three rosette restaurants range from Cartmel in Cumbria to Padstow in Cornwall with four restaurants coming from the North of England and just one in London.

- Rogan and Co,** Cartmel, Cumbria
- Freemasons Country Inn,** Wiswell, Lancashire
- Wynyard Hall,** Billingham, Co Durham
- 1851 Restaurant,** Peckforton Castle, Peckforton, Cheshire
- The Sir Charles Napier,** Chinnor, Oxfordshire
- Titchwell Manor,** Titchwell, Norfolk
- Dabbous,** London
- Lewtrenchard Manor,** Lewdon, Devon
- Royal Crescent Hotel,** Bath
- The Feathered Nest Inn,** Nether Westcote, Gloucestershire
- Marquis at Alkham,** Dover, Kent
- Paul Ainsworth at No 6,** Padstow, Cornwall
- Stoke Park,** Stoke Poges, Buckinghamshire

Holdsworth House celebrates 50 years in business!



Holdsworth House Hotel in Halifax is one of Yorkshire's top hotels. In 2012 it became Halifax's first and only four-star hotel and was shortlisted for Small Hotel of the Year in the Welcome to Yorkshire awards. Yet this 39-room hotel on the outskirts of the former mill town has been established for half a century.

The house dates back to 1643 and sits amid beautiful landscaped gardens, with private courtyards and pink flowering clematis climbing the front façade.

In 1962 the Pearson family bought Holdsworth House and opened it as a private members' establishment, which became the stopover of choice for all the big name acts playing the northern clubs and theatres. In 1964 Hollywood's blond bombshell Jayne Mansfield stayed and in 1967 The Beatles stayed for John Lennon's 24th birthday, along with their manager Brian Epstein.

Along with the many famous faces, Holdsworth House was the place to be seen eating and drinking. 50 years later the hotel has retained its two AA Rosettes for outstanding dining.

In more recent times the Jacobean manor was handed down from the late Freddie and Rita Pearson to their daughters, who have preserved its unique character and charm. Now the hotel boasts three private dining rooms and a large function room and is a popular choice for weddings with over 150 taking place annually.

Co-owner Gail Moss said, 'We try to be innovative and creative in what we offer our guests, and yet we hold on to traditional values of outstanding customer service. That way we ensure that every guest is looked after to the best of our ability. I think it is this focus and attention to detail that has kept us successful for the past 50 years. Our teams are terrific and the house is so beautiful that we really are very lucky.'

For more information visit:
www.holdsworthhouse.co.uk



This edition of intouch profiles

Simon Rogan

Chef-patron at L'Enclume in Cartmel



How did you get where you are now?

Working for myself! After all my time training and working under other great chefs, I wasted a lot of time working for somebody in a senior roll. You cannot beat being in control of your own destiny so seek that out as soon as it is possible.

Who is your greatest inspiration?

I have worked for many great chefs but Novelli got me interested and Veyrat and Gagnaire inspired me to follow the direction I took.

What are your top tips for an aspiring chef?

Choose your career path carefully and do your research into working for the chefs that you feel will be relevant to your career. Work hard and learn hard, there is plenty of time to become a "superstar".

If you weren't a chef, what career would you have chosen?

It would have undoubtedly have been something to do with music.

What has been your greatest career achievement to date?

Tough one, the last couple of years have been pretty incredible but 5 AA Rosettes would be up there!

What is your favourite ingredient?

I have to say I'm pretty partial to kohlrabi.

What would be your 'last super'?

Probably a really good thai green curry or a spectacular T-bone with all the trimmings.

Where do you eat on your night off?

At the moment, nights off are a thing of the past.



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- Business Interruption
- Money with personal accident and assault benefits
- Live entertainment cover
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- Instant cover
- Friendly and highly experienced team of advisors

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AA Business Insurance

TOP 10 WALKS IN THE UK



8. Coniston

As the weather starts to warm up again, it's the perfect time to start thinking about how to get outside and enjoy a walk. Britain is spoilt for choice when it comes to varied terrain and stunning landscapes. Try our pick of ten great walks (and their great pubs):

1. **Corfe Castle, Dorset** From picturesque Worth Matravers, join up with the Purbeck Way heading north to the craggy ruins of Corfe Castle. After lunch at The Greyhound Inn, head south over hills to the sea and along exposed cliff tops before completing the loop. (9 miles)
2. **Cuckmere Haven, East Sussex** Watch out for wildlife in the Seven Sisters Country Park at Cuckmere Haven, and follow trails down to the beach and back alongside the Cuckmere River. The Golden Galleon pub awaits on your return journey. (3 miles)
3. **Holborn, London** Follow a maze of roads between Temple and Holborn tube stations to visit hidden courtyards and the Inns of Court, with such varied literary links as Dickens and Dan Brown. There are several pubs en route – try the Cittie of York on High Holborn. (1.5 miles)
4. **Horseshoe Falls, Denbighshire** Explore a Welsh valley on this scenery-filled circuit from Berwyn to

Pen-y-Bryn, taking in landscaped waterfalls, Velvet Hill, views of the River Dee, abbey ruins, a disused quarry and a railway viaduct. The Britannia Inn marks the halfway point. (3.5 miles)



9. Bolton Abbey



3. Holborn



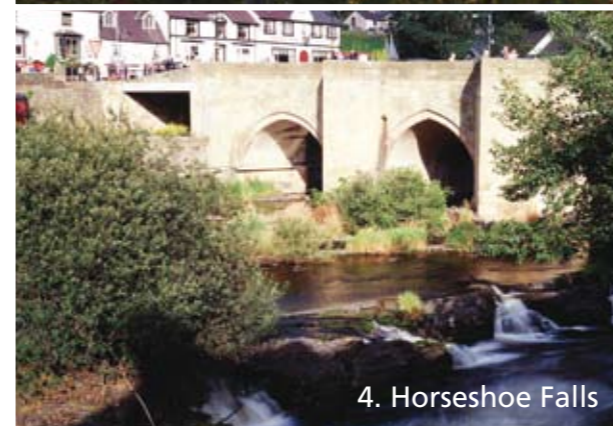
5. Chipping Norton



2. Cuckmere Haven



1. Corfe Castle



4. Horseshoe Falls

5. **Chipping Norton, Oxfordshire** In the depths of the Cotswolds, walk a figure-of-eight loop to four charming villages and the ancient Rollright Stones – some say they are prehistoric megalithic monuments, others a bewitched king and his army. Start or end with lunch at The Chequers. (8 miles)
6. **Matlock, Derbyshire** A climb up to the Heights of Abraham above Matlock Bath will give classic views of the Peak District, interspersed with peaceful woodland and reminders of the area's industrial heritage. The King's Head in Bonsall is said to be haunted. (4.5 miles)
7. **Foxton Locks, Leicestershire** Follow a staircase of ten working locks north from Foxton Locks along the Grand Union Canal, admiring the narrowboats

as you go. Return across fields for a stop at Bridge 61 and the option to hire a boat of your own. (5 miles)

8. **Coniston, Cumbria** For a taste of the Lake District, head out from Coniston through woods and fells to circle a stunning mountain lake at Tarn Hows, before descending via Yewdale and a classic Lakeland farm for a well-deserved drink at the Black Bull Inn. (6.75 miles)
9. **Bolton Abbey, North Yorkshire** Take a ramble over the Yorkshire Moors and back through woodland alongside the fast-flowing River Strid to climax at the romantic ruins of Bolton Priory. Lunch can be enjoyed at the Devonshire Arms. (6.75 miles)
10. **Roslin, City of Edinburgh** Starting with a castle and ending with Rosslyn Chapel, enjoy an easy walk around lovely wooded Rosslyn Glen. Follow the path of the River North Esk north, loop back through fields, and stop off at the Original Rosslyn Hotel before indulging in Knights Templar conspiracy theories at the chapel. (5 miles)

View most of our walks online at:
www.theaa.com/walk-and-bike-ride
 OR
 The AA's 50 Walk series is available from
www.theAA.com/shop



6. Matlock



7. Foxton Locks



10. Roslin

AA TRAINING COURSES IN 2013

These interactive day courses provide the perfect opportunity for attendees to increase their knowledge of the AA Rosette scheme and improve their understanding of the criteria by which the AA assesses quality.

Rosette Academy

Ideal for chefs, food and beverage managers and general managers, these courses feature a range of modules which demonstrate and provide advice on a host of topics including industry best practice, increasing your revenue, menu review and terminology, seasonality and locality, flavour and blind tastings.

Food & Beverage Workshop

The Food and Beverage Workshop is suitable for all levels of the front of house team, from Room Service to Breakfast; we discuss best practise and relate this to the AA Star rating process. Detail is focused towards hospitality aspects, how the customer chooses, the dining experience and food service styles.

The fee for either the Rosette Academy or Food & Beverage Workshop is £170+VAT. If delegates book both the fee is £285 + VAT (£342 Incl VAT).

Food & Beverage Workshop

16 September Close House Hotel, Newcastle
2 October Macdonald Ansley Hall, Coventry
15 October Alveston House Hotel, Bristol
4 November Novotel London West, Hammersmith

Rosette Academy

17 September Close House Hotel, Newcastle
3 October Macdonald Ansley Hall, Coventry
16 October Alveston House Hotel, Bristol
5 November Novotel London West, Hammersmith

WorldHost: Principles of Customer Service



Principles of Customer Service participants on this programme gain invaluable skills and techniques that are the fundamentals of service professionalism and are encouraged to take pride in what they do and where they live. The course includes participant workbook, badge and certificate for all delegates who successfully pass the days course.

£95 + VAT per delegate



2013 Venues

14 May The Cambridge Belfry, Cambridgeshire
18 July Crewe Hall, Cheshire
3 Sept The Oxford Belfry, Oxfordshire
15 Oct The Westerwood Hotel & Resort, North Lanarkshire

To book call
01256 844455

or email

Hospitality.Solutions@theAA.com

View

www.AAhotels.com/Hospitality-Solutions

for information on our full range of training and consultancy services.

College accreditation scheme

Hotel Services begin grading colleges

AA Hotel Services, in partnership with People 1st have started assessing colleges and other training establishments in the hospitality industry. This scheme is part of Hotel Services' plan to help raise professionalism within the industry through the training of skilled staff to meet employers' needs. The accreditation scheme recognises and celebrates the excellent delivery of training and qualifications by learning providers.

Colleges can be awarded the Gold Standard, for those at the top of their class, or Silver Standard for those working towards gold. Simon Numphud commented: "Assessment of catering colleges is a natural further channel, as it promotes quality standards at grass roots level and increased the awareness of AA Hotel Services role in the industry."

AA College Rosette

- The new AA College Rosette Scheme has been designed to reflect current industry trends within the realistic working environments.
- The Award will form two levels (Award and Highly Commended) with an additional 'AA recommended level' for those colleges who are working towards their goals of a higher award
- The Process mirrors the current industry recognition and relates in principle to the AA's 1 Rosette award.
- Additionally service, hospitality and kitchen management form a basis of this newly created award.



CHANGES TO COMMON STANDARDS

Self Catering Scheme

We are delighted to announce that the AA now operates under the common standard for Self Catering. This means that the quality standards are now the same as used by VisitEngland, VisitWales, VisitScotland and the Northern Ireland Tourist board.

The new standards have been sent to all existing AA self catering establishments.



Hotel & Guest Accommodation Schemes

The quality standards for both hotel and guest accommodation schemes were revised and circulated last year. This was as a direct result of a full review by the AA and other national inspecting bodies.

The standards for each scheme were updated accordingly, a few new requirements such as internet connection for hotels and best practice of both sustainability and accessibility added.

Hotel Scheme

Further to both industry and consumer research the most significant change is a move to Sectional Consistency in the key areas of the assessment. The five key areas of cleanliness, service, bedrooms, bathrooms and food have now been supplemented by an additional key area of hospitality.

Quality scores in these six key areas now need to achieve a consistent level relative to the expectation of the Star rating.

Guest Accommodation Scheme

There have been some increases to the level of quality expected in some of the key areas of the quality assessment and as with the hotel scheme, there has also been a move to full sectional consistency, although only across the existing five areas of cleanliness, hospitality, bedrooms, bathrooms and food.

Inspections

Your AA inspector will be helping and advising you during inspections on whether the changes to the standards will affect you in any way. Should you need to address any areas of assessment, they will identify which items specifically should be looked at.

How can I get more information?

If you don't have a relevant copy of the AA quality standards you can download these from:
www.AAhotels.com

Otherwise please feel free to contact your local AA inspector.

AA B&B AWARDS 2013-2014



The B&B Awards are an opportunity to recognise and acknowledge the excellent services provided by our very best establishments. Continuing in the footsteps of previous successful events, the event awards B&Bs in six different categories celebrating the best of their achievements.

The awards will be presented at a luncheon event on

Tuesday 28th May at **St. Ermin's Hotel** in London.

Finalists have all been sent an exclusive invitation and winners will not be announced in advance.



AWARD CATEGORIES FOR 2013:

- AA Guest Accommodation of the Year (England)
- AA Guest Accommodation of the Year (Scotland)
- AA Guest Accommodation of the Year (Wales)
- AA Guest Accommodation of the Year (London)
- AA Friendliest B&B of the Year
- AA Funkiest B&B of the Year



AA HOSPITALITY AWARDS 2013-2014



AWARD CATEGORIES FOR 2013:

- AA Hotel of the Year (England)
- AA Hotel of the Year (Scotland)
- AA Hotel of the Year (Wales)
- AA Hotel of the Year (London)
- AA Restaurant of the Year (England)
- AA Restaurant of the Year (Scotland)
- AA Restaurant of the Year (Wales)
- AA Restaurant of the Year (London)
- AA Pub of the Year (England)
- AA Pub of the Year (Scotland)
- AA Pub of the Year (Wales)
- AA Wine Award (England)
- AA Wine Award (Scotland)
- AA Wine Award (Wales)
- AA Hotel Group of the Year
- AA Small Hotel Group of the Year
- AA Chefs' Chef of the Year
- AA Eco Hotel of the Year
- AA Lifetime Achievement Award

This immensely successful annual event is attended by industry-leading chefs, hoteliers and restaurateurs and recognises the accomplishments of high-achieving establishments and individuals within the hospitality industry.

This year's spectacular black-tie event will be held on:

Monday 23rd September at the **London Hilton** on Park Lane

And will truly be a night to remember! Tickets are on sale now; to avoid disappointment, book before 30 June and receive an early bird discount.

For further information on the awards, venue and ticket availability, visit AAhospitalityawards.com or email Awards@theAA.com

We are pleased to enjoy the support of the following companies as sponsors of our AA B&B and Hospitality Awards events.

Sponsors

AA Friendliest B&B of the Year Award
Sponsored by eviivo



eviivo® is a global licensor of software solutions headquartered in the UK. In a global setting, we work with National Tourism Offices and Destination Management Organisations as well as private sector partners. In a local setting, we are focused on targeting accommodation providers, tours, attractions and event businesses in the SME sector with our unique and award-winning product eviivo frontdesk®.

AA Rosette scheme
Sponsored by Villeroy & Boch



Villeroy & Boch is a world-class designer and manufacturer of the finest tableware.

This iconic brand is highly sought after for restaurant, hotel and banqueting venues for its stylish elegance, versatility and hardwearing properties. The company's state-of-the-art manufacturing process ensures that every piece is individually crafted to the highest standards.

AA Wine Award
Sponsored by T & W Wines



T & W Wines was formed over 30 years ago by Trevor Hughes, a hotelier by profession who found his interest lay more and more in creating a remarkable wine list for his restaurant, rather than in the running of the hotel. So in 1977 he sold his shares and T & W Wines was born. Over the years they have built up a large portfolio of small, dedicated producers who make the type of wines that we like to drink. Quality is their prime criterion and their interests have spread too many countries, including America, Italy and Austria where the same values apply.

AA Chef's Chef of the Year Award
Sponsored by Caterer.com



Caterer.com is the UK's leading and most successful hospitality recruitment website for hotel, restaurant, bar and contract catering professionals. We are the experts in providing e-recruitment advertising solutions, designed to deliver great candidates for recruiters of all sizes - throughout the UK. As a patron supplier for British Hospitality Association (BHA), Caterer.com is dedicated to creating strategic partnerships with key industry bodies and is proud to be recognised as the patron supplier to AA Hotel Services for recruitment services.

AA Restaurant of the Year London
Sponsored by Food & Travel Magazine



Food and Travel magazine is the trusted insiders' guide to the world of gourmet travel. Over the last 14 years, the magazine's focus has always been on provenance, authenticity and seasonality in both food and travel experiences. Every issue of Food and Travel magazine is filled with food, drink and travel features exploring UK and global destinations, plus news and reviews of hotels, bars and restaurants.

Supporters:



Hildon

Hildon is an English Natural Mineral Water and a recognised premium brand, its name synonymous with fine dining around the globe.



Northfields

Northfields - the home of the largest selection of table linen, chair covers, napkins and accessories available for hire.

We are delighted to announce that **Sat Bains** will be creating the menu for this year's AA Hospitality Awards at the Hilton Park Lane.



Sat Bains and his wife Amanda are the proprietors of Restaurant Sat Bains with Rooms in Nottingham which they opened in 2002. A Roux Scholar in 1999, Sat's innovative style of cuisine has gone from strength to strength achieving the ultimate AA accolade of 5 AA Rosettes in 2009 which has been held ever since.

Proud of his Midlands roots, Sat has long championed the use of quality local produce on his menus. He has appeared at congresses in Europe, the US, SE Asia, Japan and Australia demonstrating his dishes and ensuring the place of Britain's East Midlands on the international gastronomic stage.

He remains passionate about training for young aspiring chefs and the industry as a whole. He is an ambassador for numerous student and industry-focused activities and works closely with various local colleges and universities.

In April 2011, he was awarded an Honorary Doctor of Professional Practice by the University of Derby for his commitment to hospitality and the culinary arts and Master of Arts, honoris causa by the University of Nottingham in July 2012.

He has made numerous TV appearances including UKTV Market Kitchen, BBC Great British Menu and BBC Saturday Kitchen. His debut book titled "Too Many Cowboys, Only One Indian" was released on the 15th of October 2012.

Spotlight



51 BUCKINGHAM GATE, TAJ SUITES & RESIDENCES UNVEILS THE CINEMA SUITE

Part of the Taj Group, 51 Buckingham Gate Taj Suites & Residences combines the facilities and convenience of a luxury hotel in London with the space and exclusivity of a private home. It consists of three individually designed townhouses: Kings, Falconers and Minsters. 51 Buckingham Gate, Taj Suites & Residences has unveiled its new Cinema Suite, created by acclaimed Indian designer Sabyasachi Mukherjee. A journey through world cinema and an ode to tradition, this 1,832 square foot two bedroom suite, with a dining room, study, powder room and kitchen is designed in tribute to the history of film and takes inspiration from motion pictures across the globe. Aptly, the Cinema Suite opened just ahead of celebrations marking 100 years of Indian cinema in 1913.

The suite is inspired most notably by the era of 1940s and 1950s Hollywood and Indian Cinema. Guests will find reference to masters like Ray, Coppola and Bergman in the imposing study, world cinema leaders like Majidi, Wong Kar-Wai and Almodovar amongst the cultured kitch of the living room and echoes of The Stepford Wives in the kitchen. One bedroom

...one of the biggest private screens in any London hotel suite.

is reminiscent of the golden Hollywood era of Rita Hayworth and Marilyn Monroe whilst the other draws on colonial inspiration and renowned Indian artists such as Guru Dutt, Merchant Ivory and Bimal Roy.

The suite is a celebration of personalised detail and global culture. Visitors will marvel at breathtakingly rare Bollywood film prints, remarkable history books, vintage mirrors and a myriad of portraits and drawings. From the leather Chesterfield to precious glassware, intriguing art and antique rugs, world arts and crafts are displayed throughout. Each wall is a work of art in itself, with striking Nina Campbell wallpapers in burnt orange, black and red and curios collected from over 32 different cultures. The suite displays sumptuous silk drapery, magnificent oak flooring, priceless antique furniture and ornaments such as rare Chinese porcelain, Bhutanese frames and 1920s embroidered Indian lamps.

The Cinema Suite is an urban cocoon featuring cutting-edge technology blending perfectly with glamorous design. The 85 inch plasma cinema screen, with a 3D state of the art home theatre system, is the biggest private screen in a London hotel suite.

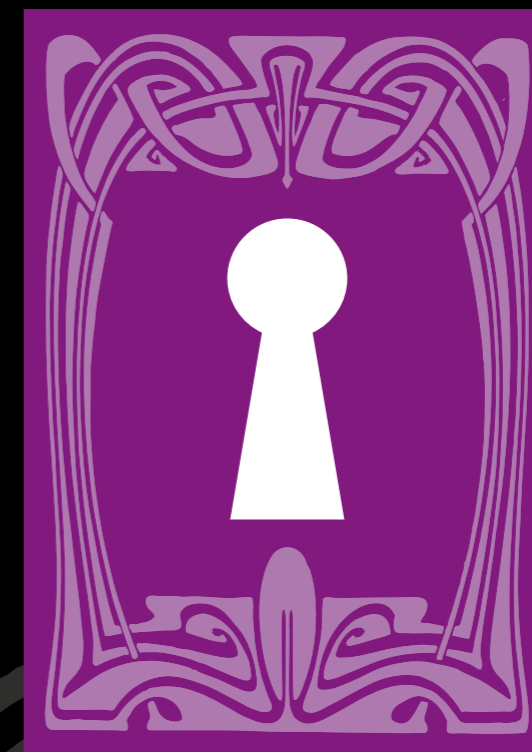
The world-class Steinway Lyngdorf cinema system makes for a fully immersive cinematic experience which raises the bar for in-hotel audiovisual offerings. Preloaded with a repertoire of over 300 international motion pictures, books and music, it acknowledges that time is well spent amongst films, art and culture. Whilst utterly different in style, the Cinema Suite is the second designer collaboration for 51 Buckingham Gate, following the autumn 2011 launch of the world's first Jaguar Suite which was conceived by Jaguar Design Director, Ian Callum.

For more information on 51 Buckingham Gate visit:

www.51-buckinghamgate.com



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TOP TIPS for CREATING A WINE LIST

How to select wine and create a professional wine list



Wine is an eclectic mix of both subjective, often emotional, aspects - and hard nose objectivity, such as turning over stock which makes targeted margin and revenues! However, in this process, it is also easy to forget how important a well selected and presented wine list is in terms of good PR for your business.

There may not be such a thing as the perfect wine list, but here are some rules and recommendations which make for both a fine and balanced offering:

- Fundamentally important is to buy wines from a reputable, knowledgeable and empathetic merchant (using several different merchants is common practice and can give greater diversity to the wine list) – such as T&W Wines - one whose very *raison d'être* are founded on quality, provenance, service and adding value to your business
- Supplement this process by having the confidence to work in partnership with your suppliers – let them understand and be part of your business
- Never build a list by buying the cheapest – with heavy duty and tax costs the quality to price ratio has never been lower at the cheap end of the wine market
- Invest significant time and research in putting together an exciting and diverse range of wines by the glass – and of course in sympathy with your menu. Your wine merchants will be experienced and “tuned in” to what quality restaurateurs require in this vital area
- Look to refresh your list and wines by the glass 4 times a year in line with the seasons – you will probably be looking to do the same with your food menu
- Consider the structure and presentation of your list – for a very traditional operator and menu the formal geographical presentation may still be the answer. For more brasserie style businesses selection and marketing by style – eg “dry, crisp, unoaked whites”, or “full bodied, rich and dry reds” may be more desirable. This approach cuts across geographical categories and often tunes in with the way the diner naturally thinks about selecting wine themselves
- Correlate your list, wherever possible, with your food menu and seasonal offering – and whilst a broad and exciting range maybe required, size doesn't always matter! Lists which grow and grow eventually get out of control and create financial strains on your business without providing any PR benefit
- Keep wines which require to be turned over quickly as fresh as possible - with latest available vintages. There are no prizes for an offering of a 2008 Marlborough Sauvignon Blanc which may well be passed its sell by date, for example
- Train, train and keep training! Ensure your staff (at every level) are familiar and confident about your list and able to assist your customers with their selections in a relaxed but confident manner. Try to include the kitchen in this process. Your wine merchant should be able to support your training needs and are a good resource to use
- Keep abreast of wine and market trends and evaluate their relevance to your own business. Consult with your merchant in this process as well as your own research and intuition
- Overall, have fun in the process and let your wine list be a reflection of this, as well as a professional and structured working sales document



T&W
WINES



Now there's an easy way to bring customers to your table

If you own a restaurant with AA Rosettes after its name then you already have a good reason for customers to walk through the door. But now you could give them even more reason to by being part of our new AA Restaurant Voucher Scheme.

Sign up and your restaurant will be included in a national network of AA approved establishments that customers can spend their vouchers in. This means bringing you extra business from a wide range of consumers, as well as the lucrative corporate market. Advertising and promotion will be taken care of by us, leaving you to concentrate on what you do best – delivering food and service of exceptional standards.

To find out more, call **01494 887 627**

AA

Increase your visibility and impact by advertising in the 2014 Guide!

Advertising in the AA Hotel or B&B Guide is an effective way of maximising your establishment's exposure to the public.



Booking deadlines are still open for the following guides:

Hotel Guide 26th April 2013
(Copy deadline 17th May)

B&B Guide 10th May 2013
(Copy deadline 6th June)

Why advertise in the guide?

- The AA has the biggest market share in lifestyle guides – we reach more people than anyone else
- Choose an advertising option to suit your establishment
- Dedicated design and artwork team to produce your advertisement
- Receive a FREE copy of the guide on publication

Options range from including one or two photographs with your listing, to selecting a third, half, or full page advertisement.

For further information, contact advertising sales on
01256 491547 sales
or advertisingsales@theaa.com

Get intouch...

Hotel Services Customer Support

All establishment enquiries, including inspections, reports, ratings, signage, training and consultancy.

01256 844455 Fax: **01256 491647**

HotelServicesCustomerSupport@theAA.com

Hotel Services Accounts

All financial and payment enquiries.

01256 491740

Advertising Sales

Adding photographs to guide listings, advertising in the guides.

01256 491545

contactadvertisingsales@theAA.com

Lifestyle Guides

For information on your guide listing and establishment questionnaires.

LifestyleGuides@theAA.com

Hotel Services Marketing

Logo requests, on and offline promotional opportunities, award event enquiries.

01256 494974

emma.davis@theAA.com

intouch Newsletter

Submitting articles/letters for the members' newsletter.

01256 494974

InTouch@theAA.com

Expedia

Online room reservations service

0203 450 9581

joinexpedia.com

AA Hospitality Awards

www.AAHospitalityAwards.com

01256 494974

awards@theAA.com

AA Routeplanner

Incorporate the popular AA Routeplanner into your website.

01256 493696

beacon Purchasing

Join the UK's largest purchasing consortium for the hospitality industry.

01904 695588

new@beaconpurchasing.co.uk

SK Chase

Gift vouchers for your hotel

0870 609 4513

enquiries@skchase.com

eviivo

Real-time room booking service for small hotels and guest accommodation.

0800 422 0088

enquiries@eviivo.com

AA Hotel Services

14th Floor, Fanum House, Basing View, Basingstoke, Hants, RG21 4EA.

www.theAA.com/travel

www.AAHotels.com

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