

AA Rosette Academy

This interactive day course provides 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 food quality.

Course overview



This unique interactive full day course seeks to inform chefs and businesses on what elements are required to achieve AA Rosette Awards. Delegates will be tested on their overall culinary knowledge and ability to taste flavours. From blind tastings that evaluate the palates' responsiveness to flavours, to talking through a live demonstration of a food inspection, the course covers all key subjects that chefs as well as food and beverage staff will find useful. Topics include ingredients, suppliers, flavour and dish construction, cooking techniques, menu design and dish presentation all with the view to improving food quality to an AA Rosette Award standard.

Two inspectors will talk to chefs about food, food and more food; no GP percentage, no wage cost percentage, and no kitchen hygiene. This is a full day interactive course in which we home in on what your chef knows or doesn't about food, and what we look for when awarding Rosettes. We give guidelines on how to gain up to two AA Rosettes and how to broaden your chef's knowledge.

*Delegates will receive an attendance certificate after the course.



Who should attend the course

This full day interactive, multi-media workshop is designed for:

- Chefs
- Senior food service staff
- Food & beverage managers
- General managers



Modules covered on the day

- Meat cuts - do you know them?
- The AA Rosette Scheme
- What is seasonal?
- What is local?
- Cheese
- Where does high quality produce come from?
- How to verbalise flavour
- How to write menus/ discouraged technology
- How to construct dishes effectively
- The 16 criteria against which the AA assesses food
- Industry awareness
- Reading great books
- Technique v Flavour
- The Rosette Escalator
- Blind tastings
- Live quality test of real dishes
- Matching best practice proteins and garnishes
- Menu review
- How to balance your business concept with the market
- Finding harmony with food and wine
- Do you know what fresh seafood looks like?
- Most common errors that hold chefs back from Rosettes

* The course content is subject to change

Over 1,500 delegates have attended such workshops.

Success of the AA Rosette Academy

With the success of the AA Rosette Academy over the last 5 years, the AA in 2012 have decided to enrich the experience further by including a copy of 'Seasonal Food' by Paul Waddington per delegate.

AA Rosette Academy Hall of Fame

The AA Rosette Academy includes a Hall of Fame, a celebration of the top ten delegates who perform to the highest standards across the year. Those delegates who reach the Hall of Fame at the close of the annual competition will be invited to an industry dinner. This provides highly positive PR for the hotels and hotel groups whose chefs have conquered the course.

* Terms and conditions apply

Testimonials

'Not so much a course about awards, though you do learn every tip and trick to achieve AA Rosettes. This course though is more about road testing your chefs against industry best practice, raising awareness of food quality, and increasing revenue from enhanced performance, knowledge and rejuvenation. This content is not just for chefs, it's also relevant for senior F&B staff and General Managers. Highly interactive, highly enjoyable, certainly unique, and good value.'

Alan Swinson – Food and Beverage Director. Macdonald Hotels

'The AA rosette academy is a fantastic and interactive tool, which re-motivates not only chefs but your front of house team. The course is designed to focus on all aspects of quality in order for you to achieve AA Rosettes whilst maximising revenues for your restaurant. A highly enjoyable and good value course which will put your chefs on the spot'

Gary Klaner - Executive Chef. The Landmark

Who will be carrying out the course?

The AA Rosette Academy will be led by one of the AA's experienced and professional inspectorate team.

BOOK NOW!

To book call **01256 844455** or email
HotelServicesCustomerSupport@theAA.com

This course is also available for private bookings for individual hotel and restaurant groups

View www.AAhotels.com for information on our full range of training and consultancy services