**Taste of Ulster Member Benefits**

**We are proud to be the founder and driver behind The Year of Food and Drink 2016 here in Northern Ireland. The most recent Visitor Attitude Survey which was completed at the end of October shows that the percentage of visitors who thought the NI food offer was either excellent or very good had increased from 60% in 2014 to 83% this year. Here are some benefits of becoming a Taste of Ulster member:**

* Inclusion in the 2017 Taste of Ulster Guide will be distributed in Spring time. Guides are distributed to media, the Guild of Fine Food writers (UK & ROI), placed in airports and tourist information centres in Northern Ireland, Connolly Station Dublin, places of visitor interest, serviced and non serviced accommodation and at all our events.
* A full page on our interactive mobile friendly website, driving customers directly to your website, social media with the ability to ring you direct from their mobile and access directions.
* Member news/success stories will be shared across our Twitter and Facebook Platforms, which combined has a reach of over 13,000 people, and growing daily. We also have a Taste of Ulster TV, YouTube channel which is becoming increasingly popular with our members. With over 250 subscribers, the channel is a great way to share content such as your food story.
* We also have a newsletter which we circulate every fortnight highlighting success stories, key information on upcoming events/ opportunities for the year ahead and any other relevant information for our members.
* Opportunities to have your recipes on our website with full credit to your chef/restaurant.
* You receive a Taste of Ulster plaque to show customers of your commitment to using, sourcing and promoting local produce.( T’s & C’s apply)
* We can help you to make the right connections to progress your business through our networking partnerships e.g. Tourism NI, Local colleges, Hospitality sector, Guild of Fine Food Writers UK and Ireland, and different award bodies.
* We support and organise events to help promote Northern Ireland food and drink, the jewel in the crown being the Food Pavilion at the Balmoral Show where in 2016, 47 Taste of Ulster member chefs hosted cookery demos to promote local food served in their restaurants. There is opportunity for your chef to take part in cookery demos at this and other events locally.
* We also have demo kitchens available to hire with discounted rates for members, please contact mollie@nigoodfood.com for booking information.
* Membership also entitles you to an annual mystery dining inspection, which covers customer service and the dining experience. You get a copy of the detailed report which is an excellent staff training tool.
* Members will receive emails about workshops, World Host training, FSA consultations, awards and anything which may be of interest to our members.
* We can also help source new products; work with you on menu writing, offer advice and help on a variety of topics.
* We have two food writers who are able to write and circulate content for industry and consumer press.

Celebrity Chefs Visited NI in 2016 and visited some of our TOU members:

* Academy of Chocolate- Poachers Pocket and Baker Street
* Jean-Christophe Novelli- Ballyrobin Country Lodge, The Sooty Olive and Browns Restaurant and Champagne Lounge
* Ursula Ferrigno- Warehouse No1 Bistro Café, Tamnagh Foods, Dart Mountain Cheese
* Charles Campion- The Slieve Donard, The Merchant, Baker Street Belfast, Peter Hannan and St. George’s Market
* Chef Wan- Culloden Estate and Spa, The Boathouse Restaurant, Mash Direct, Slieve Donard Hotel, Galgorm Resort and Spa, Broighter Gold, The Guildhall, Browns Restaurant, Lough Erne Resort and Spa, Armagh Cider Company, Europa Hotel, Coppi, Krazi Baker Cookery School, James Street South, Deanes Love Fish and OX.
* Tom Hunt- Old Schoolhouse Inn
* Pete Brown- Long Meadow Cider, Newforge House, Wine and Brine, Armagh Cider Company, Uluru and Grouchos

In 2017 we are keeping with the ribbons and decals, monthly calendar themes are still to be confirmed.

Membership starts from as little as £198 inc. VAT rising to £330 (for establishments with + 60 seats) for 12 months’ membership from the time of joining.

Please feel free to email us if you have any questions at all. We look forward to hearing from you.

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