**Taste of Ulster Charter**

**The Taste of Ulster Vision:**

*“We will strive to source, use and promote the finest Northern Ireland produce, while delivering a positive and rewarding dining experience for all visitors who are welcomed to this establishment.”*

**Article** **1:** The member’s duty is to source, use and promote local food where possible.

**Article** **2:** The member will not intentionally mislead the customer’s good faith by serving food not sourced from the local origin stated.

**Article 3:** A member will work to deliver a positive experience for domestic and foreign visitors.

**Article** **4:** A member will display the correct Taste of Ulster certificate and plaque in their establishment.

**Article** **5:** A member will promote and interact with Taste of Ulster/ Food NI on digital media platforms.

**Article** **6:** A member will engage in Taste of Ulster activities and events where possible.

**Article 7:** A member should aspire to inform and educate their staff of the provenance of local food in their establishment.

**Article 8:** It is every member’s responsibility to promote innovative local suppliers to consumers.