



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.