



Knorr
PROFESSIONAL

KNORR RECOMMENDED ROAST 2024

'Setting the Standard' – Qualifying
Criteria



QUALIFYING CRITERIA – STAGE 1



The agreed approach for the revamped roast competition is an “always-on” programme that is currently titled “Knorr Recommended Roast”. The programme is open to any venue who believes it serves a roast of the highest standard and would qualify as a “Knorr Recommended Roast” venue.

There are two stages as part of the assessment of venues who put themselves forward as a recommended roast venue:

STAGE 1 - INITIAL ASSESSMENT – VENUES ENTER ONLINE BASED ON STATED CRITERIA

STAGE 2 - MYSTERY DINING – VENUES WHO MEET THE QUALIFYING STANDARDS SET-OUT IN STAGE 1 ARE MYSTERY DINED.

STAGE 1 - INITIAL ASSESSMENT



Venues entering the Knorr Recommended Roast programme must first meet the qualifying standards set-out in the initial assessment, which comprises uploading a photo of their roast offering and answering 2/3 simple questions.

For the photo, there are strict criteria to ensure the venue can be assessed accurately. **Instructions** will be laid out clearly on the website. Examples of photos will also been given (based on previous winners/ entrants).

- *The photograph must be of an actual Roast offering served in your venue.*
- *The photo must be of the full plate of food, including meat, vegetables, gravy and any additional sides.*
- *Venues can submit up to 3 photos but they must be of the same dish – from above, side, etc.*
- *Photoshopping or use of filters is prohibited.*
- *Photos can be used by UFS/ Knorr for marketing purposes relating to the Knorr Recommended Roast programme.*
- *Entrants' submissions to the programme will be assessed by [XX] and all decisions are final.*

STAGE 1 - INITIAL ASSESSMENT

PHOTOGRAPHY EXAMPLES – PREVIOUSLY SUBMITTED PHOTOS



The following are purely for internal use only at this point to demonstrate the type/ standard of photo that will be accepted. *These are not the actual images proposed to be displayed on the UFS “Knorr Recommended Roast” webpage but used to demonstrate style.*



Athlone Springs Hotel



The Elm Tree



Templemore



Eden House

STAGE 1 - INITIAL ASSESSMENT



Along with submitting photo(s), venues will be asked to **answer 2/3 questions**. This is something that has been done previously and is a good way of identifying venues that really value being awarded “Knorr Recommended Roast”.

Examples of questions:

- 1. What makes your venue's roast special?*
- 2. What influences your venue's menu in relation to Roast options?*
- 3. Do you use local suppliers for the ingredients for your Roast offering?*
- 4. If we asked your customers 'Why do you choose to eat Roast at this venue?', what would be their response?*
- 5. If photos were not allowed, how would you describe your Roast offering in 150* words or less?*

**just for example purposes only*



STAGE 2 – MYSTERY DINING



In order for a venue to be recognised as a “Knorr Recommended Roast” venue, they will be required to meet an agreed standard. This standard is based on the venue attaining a **minimum level (75%)** against agreed criteria set out below. It’s important that this standard and how it is assessed is simple, clear and transparent.

Criteria	Marks/ Scoring	Supporting Notes* – marks deducted for:
Photo verses Actal <ul style="list-style-type: none"> Entry submission (photo) accurately represents the Roast served 	X/ 10	e.g. <i>“The Roast served on the day differed: the gravy was splashed on the plate/ roast potatoes under-cooked/ less care given to plating & presentation than shown in photo submission – therefore loss of 5%”</i>
Roast - Taste/ Flavour/ Presentation <ul style="list-style-type: none"> Meat (25), Veg (15), Gravy (15), Presentation (15) 	X/ 70	e.g. <i>“Meat & Veg cooked to perfection and tasted delicious – full marks. Gravy was a little salty – loss of 3%. The dish itself was presented very nicely and served to diner – full marks”</i>
Venue <ul style="list-style-type: none"> Comfort, Cleanliness, Staff 	X/ 10	e.g. <i>“Overall the venue was comfortable and clean and staff very polite and attentive. However, the toilets required attention – loss of 2%”</i>
Overall Customer Experience Would recommend to a friend 0 – 10 scale: 0 – would absolutely recommend to a friend 10 – definitely not recommend to a friend	X/ 10	e.g. <i>“Customer experience was excellent, from entering the venue until paying & leaving. The food was first class and the roast meat cooked to perfection. The venue is worthy of being recognised as a ‘Knorr Recommended Roast’ venue.</i>
TOTAL: 100% - Marks Deducted	X/100	

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