

Taste of Northumberland Assessment and Criteria Flowsheet



Supply (i.e. Producers, Distributors)

Service (Hospitality, Retail)

Step 1 – Is your food hygiene rating 3 stars or greater? Yes/No

Provenance – Producer

Is your product grown, reared, caught, or “significantly processed” in N’land?

Provenance – Distributor

Do you actively seek local producers, stock more than 10% local, and tell the story

Provenance – Hospitality

Do you have 3 or more core ingredient per service that are sourced from within N’land?

Provenance – Retail

Will you conduct 2 or more activations per year to promote “Taste of Northumberland” ?

Y

N

Y

N

Y

N

Y

N

If Yes, to Step 1 and 2, then eligible for standard level membership. If “No”, then get feedback on gaps and support to help bridge the gaps. Feed into support ecosystem from Northumberland Small Business Service, Food and Drink North East or Visit Northumberland.

Membership



Standard Membership (≥ 3 Star Food Hygiene Rating)	Signature Membership (5 Star Food Hygiene Rating)
• Access to standard Visit Northumberland benefits • Access to Business Northumberland support • Access to Food and Drink North East Network • Initial call to introduce programme and assess provenance level • Invitation to Visit Northumberland, Business Northumberland & Food and Drink North East Events • Use of Taste of Northumberland logo • Profile listed on the relevant Taste of Northumberland/Visit Northumberland website • Inclusion on interactive map • Inclusion in consumer marketing campaigns £150 per year *subsidised rates available for existing Visit Northumberland partners	As for Standard level, plus: • Elevated profile on Taste of Northumberland/Visit Northumberland website and marketing activity. • 2 assessments per year – one provenance review; one business development guidance. • Listing on FD&H Connect (where buyers meet suppliers) • Invited to added value events as deemed appropriate • Preferential listing for retailer activations £250 per year *subsidised rates available for existing Visit Northumberland partners



Assessment and Criteria Definitions

What qualifies as a Producer?

- Manufacturers, primary and small scale producers.
- A supplier to distributor, retailer and hospitality.
- Sales from own shop/market stall and supply to a few other local businesses.
- Primary producer of goods i.e. brewer, distiller, baker, coffee roaster etc.

What qualifies as a Distributor?

- A business who supports producers in getting their goods to market.
- A purchaser of local produce for sale to the end user.
- A self-catering accommodation provider offering welcome packs to their guests.

What qualifies as Hospitality?

- A place serving, welcoming and providing services to guests.
- Primary offering being food, drink, lodging, events and entertainment.
- Includes hotels, B&B's, guest houses, restaurants, cafes, event venues and experience providers.

What qualifies as Retail?

- A physical or online shop that sells a varied range of Taste of Northumberland produce from verified producers.
- Clearly identifies goods that are Taste of Northumberland accredited.
- Committed to promote the provenance of local food and drink.