

All entries must be submitted by February 18th 2011

Entry questions:

In no more than 500 words (per answer) explain, in your view

a) What qualities in order of priority, make a successful Restaurant Manager and why and

b) What trends do you think will affect the restaurant industry in 2011?

Please write on a separate piece of paper and return with this entry form.

ENTRANT

Name: _____

DOB: _____ Nationality: _____

Job Title: _____

E-mail: _____

Telephone Number: _____ Mobile Number: _____

AFWS Membership number: _____

NOMINATOR

Name: _____

Job Title: _____ E-mail: _____

ESTABLISHMENT

Establishment Name: _____

Establishment Address: _____

Postcode: _____

Telephone Number: _____ Fax Number: _____

AFWS Membership number: _____

I have enclosed:

- Completed entry form
- An up-to-date Curriculum Vitae & photo
- A reference from your Manager, Supervisor or GM
- Answers to the entry questions
- Membership application (if not already a member)

I have read and understood the terms and conditions

Signed: _____ Date: _____

Email: competitions@afws.co.uk, fax back to AFWS on: 020 8661 4647 or post to:
AFWS, Trinity Court, 34 West Street, Sutton, Surrey SM1 1SH



The UK Restaurant Manager of the Year competition, now in its third year, is a nationwide search to find, acknowledge and reward the best Restaurant Managers in the UK. Go to www.afws.co.uk for more information.

The competition aims to be inclusive and we are looking for anyone fulfilling the role or responsibilities of a restaurant manager to enter; your job title does not have to be "Restaurant Manager" but you should be undertaking the majority of the typical work activities associated with the role, including responsibility for the business performance and coordinating the entire operation of the restaurant. A full list of the required knowledge can be found in the terms and conditions or on the Academy of Food and Wine Service website (www.afws.co.uk).

The final of the competition will take place on the 16th of May 2011 at the Corinthia Hotel, London. The winner of the competition will be presented with their award at the dinner, following the final, in front of a highly influential and inspirational audience.

How to enter:

Those individuals fulfilling the role or responsibilities of a Restaurant Manager are invited to enter the competition by submitting the following by February 18th 2011:

- a completed entry form
- a completed AFWS membership and D/D form*
- an up-to-date CV & photo
- a reference (this can be from your sponsor/manager/director/team or owner)
- the response to the first round questions

*if not already an individual member

How does the competition work?

Following the submission of the entry form, membership form, completed questions etc, the judges, comprised of representatives from the AFWS, sponsors and industry experts, will select the best entrants from across the UK.

Successful entrants will be invited to attend the semi finals at The Westbury Hotel in Mayfair, London on February 28th 2011. Here, they will be interviewed by different experts on their knowledge of several subjects (see T&C's for required knowledge).

Five finalists will be selected after this stage.

These five will be invited to compete in the finals, to be held at the Corinthia Hotel, London on the 16th of May 2011.

Final:

There are two stages to the final.

Stage 1: The finalists will be sent a paper outlining a particular scenario. They will have 14 days to familiarise themselves with the scenario and prepare an oral presentation.

Stage 2: The finalists will attend the 'closed door' final on 16th May 2011, where they will give a 5 minute oral presentation to the judges. Following this, the panel of judges will ask the candidates a number of questions, based on the scenario and their presentation.

Prizes:

The AFWS, UK Restaurant Manager of the Year 2011 will receive: A trophy, certificate and a superb, week-long trip to New York.

Staying in the luxurious, penthouse (subject to availability), 'Empire Suite' at the MAVE Hotel, a Modern Boutique Hotel in Manhattan, the winner will undertake a 'stage' at Eleven Madison Park, one of Danny Meyer's top New York restaurants or another restaurant within the Union Square Restaurant Group.

The nominating Restaurant will also be entitled to use an OpenTable system for 12 months. This includes free installation, on-site training, 24 hour technical support and access to the OpenTable online diner network through their own website, www.opentable.co.uk

The prizes will be presented at the Gala Dinner at The Corinthia Hotel London, following the final, in front of an audience of influential industry members. To book a table, or individual tickets, please download the booking form from our website www.afws.co.uk. Individual tickets are £60 + VAT for members of the AFWS or £120 + VAT for non-members. Tables of ten are £550 + VAT for members and £1100 + VAT for non-members.

Sponsors:

Hospitality Benchmark, powered by the National Skills Academy for Hospitality is proud to be working in close partnership with The Academy of Food and Wine Service in their quest to find The Restaurant Manager of the Year 2011. This award highlights the very best skills in being a restaurant manager in the UK and we are keen to shine a light on, and promote this excellence. This is a fantastic opportunity for those working in the industry to present their skills and to encourage others in recognizing that hospitality is an exciting industry, with valuable career prospects.

The National Skills Academy for Hospitality is devoted to providing excellent and accessible programmes designed to develop skills in training, customer service and chef skills across the board.

For more information on available programmes visit www.excellencefound.co.uk, and they can take you on the path to excellence!

OpenTable is a leading supplier of reservation, table management and guest management systems for restaurants, as well as a top provider of real-time on line reservations to consumers, concierges and PA's. Over 15,000 restaurants have adopted the OpenTable system and more than 175 million diners have been seated through OpenTable.com. The OpenTable hardware and software system replaces pen-and-paper at the host stand. It automates the process of taking reservations and managing tables, while allowing restaurants to build robust diner databases for superior guest recognition and targeted e-marketing. For diners, concierges and administrative professionals, the website (www.opentable.co.uk) provides a fast, efficient way to find available tables that meet desired criteria at a specified time. Search results reflect actual, real time availability and reservations are immediately recorded in the same electronic reservation book used by the maitre'd.

Terms & Conditions:

1. The competition is open to anybody, in the United Kingdom, who is exercising the profession of restaurant manager, for example, operating an efficient and profitable establishment and being responsible for high standards of service, working procedures, staffing and business development.
2. Entrants must be individual members of the Academy of Food & Wine Service.
3. Winners of the title "UK Restaurant Manager of the Year" will not be allowed to re-enter, although the second place finalist will.
4. Entry is by nomination only and each candidate may only be nominated by one sponsor
5. All entries must be registered before February 18th 2011.

6. All those who qualify must have been in employment in the UK for at least 6 months, be available at the time the semi-finals and finals take place and attend the gala dinner.
7. Candidates must wear their smartest work uniform at all stages of the competition.
8. Throughout the finals, the judges will observe the appearance, performance, customer approach and commercial awareness of the candidates.
9. The judges for the semi-finals and finals will be chosen by the Chairman of the AFWS, and will include people from the hotel/restaurant/wine trade, as well as food and wine writers.
10. In the event of a tie in the final stage 2, the results of the previous stages of the competition will decide the result.
11. The decision of the panel is final.
12. Entrants agree that if they are the winner of the UK Restaurant Manager of the Year they will act as an ambassador for the AFWS, for the period they hold the title.
13. Required knowledge:
 - Staff development and training
 - Training techniques
 - Supervisory techniques
 - Local, national and international market knowledge
 - Recruitment practices
 - Current trends in food, fashion, sustainability and service style
 - Business performance
 - Sales and profitability
 - Marketing and promotional activities
 - Budgeting
 - Menu planning/co-ordination
 - Restaurant operations
 - Customer service
 - Product knowledge
 - Stock management

