

Top taste marks for

FOOD BY
Breda Murphy

...where quality is a standard, not an extra

STAFF at Whalley restaurant, delicatessen and outside catering outfit Food by Breda Murphy are currently dining out on being the recipients of the county's top food award.



Breda celebrates her latest accolade. Pictured from left is Jodie Morgan manager, Gareth Bevan - head chef and proprietor Breda Murphy.

They have just been presented with a '**Highest Quality Assured**' award by Lancashire and Blackpool Tourist Board in partnership with Made in Lancashire under its Taste Lancashire scheme.

It comes following an assessment by Wigan-based Global Solutions Ltd, the main contractor to Visit Britain on its Quality in Tourism Initiative. Food by Breda Murphy was judged on the quality of its food, facilities, hospitality, cleanliness, service and efficiency. Points were also scored for the use of local produce. In all, the Station Road eatery totalled a **very impressive 88.73%** to achieve the prestigious accolade, which is only presented to venues with scores over 80%.

In presenting the award to proprietor Breda Murphy, who only launched the business just over a year ago, Steve Partington, head of business support at Lancashire and Blackpool Tourist Board, said: "Food by Breda Murphy's success in achieving the Highest Quality Assured award is fantastic news.

"When you consider that about a fifth of all visitor income is spent on food and drink, it is clear to see that eating out is a key part of the visitor experience. For this reason, we are keen to emphasise the importance of providing quality food, a quality eating out experience and a willingness to support local food produce."

He added: "The assessments are most definitely rigorous. Visitor expectations are increasingly high and so this award is well deserved and justified."

Of the accolade, Breda says: "We are delighted to have scored so highly. We are very much a team here, all of us committed to serving the finest food using the best local ingredients whether visitors eat in, take out from the deli or have us cater for a wedding or similar event."

Launched last year, the Taste Lancashire scheme is a two tier award system for eating establishments. Besides the 'Highest Quality Assured' award, there is also a 'Quality Assured' award for venues scoring 60% or above in assessments, which are undertaken annually.

Food by Breda Murphy, opposite Whalley Railway Station, is open 10a.m. to 6p.m. Tuesday to Saturday inclusively, with last food orders in the restaurant taken at 4-30 p.m. For further information, telephone 01254 823446 or log on to www.foodbybredamurphy.com <<http://www.foodbybredamurphy.com/>> .

January 2008

Food by Breda Murphy Abbots Court, 41 Station Rd, Whalley, Clitheroe, Lancs. BB7 9RH
t 01254 823446 e info@foodbybredamurphy.com w www.foodbybredamurphy.com

