



Quality in Tourism

Food Outlet Standard

Food by Breda Murphy

Clitheroe

**Highest Quality Assured
Food Outlet**

Made In Lancashire

Assessor: Paul Robson

Visit date: 29 Sep 2009

Visit type: Day

QiT No: 563591

Executive Summary

Summary

Food By Breda Murphy is a modern and contemporary well established Restaurant offering an excellent selection of local homemade delicacies which has quickly established a very strong local following, their simple mantra is offering "locally sourced sustainable high quality products and maintaining a stunning level of attentive service second to none".

Externally the property is extremely well presented with a clear strong branding which offers a bold and clear statement, car parking is limited on the front however there is ample on road parking within easy walking distance. The main frontage is attractively presented and the window displays promoting the adjoining delicatessen ensures a positive first impression for arriving guests.

Internally the property is tastefully decorated and furnished to an excellent standard again ensuring the best possible first impressions are favourable.

On arrival all staff are actively engaged in ensuring their guests are dealt with in a swift, polite and professional manner, guests are shown to table and offered drinks and menus whilst being carefully pointed to the many delightful specials from the blackboards. A timely service is maintained throughout offering a relaxed and positive experience which is evident by the positive comments overheard from the many dining guests.

Food By Breda Murphy deservedly retains the Taste Lancashire Highest Quality Assurance with a magnificent scoring of 89% and congratulations should be offered to all involved for a delightful experience, the accreditation for "Made In Lancashire" was also easily achieved at this visit.

Food items sampled

Crab, grapefruit and avocado cocktail, soda bread - a fresh and fragrant delicately flavoured dish of excellent quality indeed, a perfect marriage of soft flavoursome crab with slight piquant dressing and full acidity of pink grapefruit working extremely well on the palate, light and earthy fresh soda bread adding depth and texture.

Cumberland sausage, mashed potato, gravy, white bean and tomato mash, green beans - a traditional dish of meaty Cumberland curl with course texture and excellent balance of spice and richness complimented with a rich and flavoursome jus, topping of white bean and tomato fondue adding acidity and sweetness cutting through the dense protein well, dish finished with perfectly cooked vibrant green beans adding freshness.

Cheese plate of Garstang blue, cheddar, brie, biscuits, plum and apple chutney - a carefully chosen artisan cheese platter with very good provenance, delicate flavoursome cheeses accompanied with excellent chutney with warming properties, a very well received dish.

Minimum Entry Requirements

Standard: Food Outlet
Designator: Food Outlet
Rating: Higher Accredited
Specialities: Made In Lancashire

Quality Scores

	Score (%)
Overall	89
Exterior and Public Areas	90
Cleanliness	97
Bar and Restaurant	80
Hospitality	93
Service and Efficiency	86
Food	94

Visit Report

Exterior and Public Areas

(90%)

Exterior and public areas

Excellent

How well was the main entrance maintained	<i>Very Good</i>	Attractively maintained frontage with clear signage.
How well was the exterior painted	<i>Excellent</i>	
How well was the car parking presented / maintained	<i>Very Good</i>	Small car parking to front with easily accessible surface suitable for all abilities.
How well were the grounds / gardens presented	<i>Very Good</i>	
How good was the ease of access	<i>Excellent</i>	Level access allowing excellent manoeuvrability.
Do the public areas meet the expectations of the property	<i>Very Good</i>	
How well were the toilet facilities maintained	<i>Excellent</i>	Disables toilet facilities in place.
Were the public toilets accessible or had separate provision been made	<i>Excellent</i>	
How well are local tourist information leaflets provided / displayed	<i>Very Good</i>	
How well have environmental policies been considered, internally and externally	<i>Excellent</i>	Excellent demonstration of environmental policies evident.

Cleanliness

(97%)

Cleanliness

Excellent

How well presented were the external areas, first impression	<i>Very Good</i>	Frontage litter free and presenting to a very high standard.
How well were the public area kept	<i>Excellent</i>	Internally the property demonstrates excellent levels of housekeeping with attention to all high and low surfaces very evident.
Was used glassware removed and tables tidied	<i>Excellent</i>	Regular checks made by all staff to ensure best possible first impressions on arrival.
Was the eating area clean and tidy	<i>Excellent</i>	
Were tables clean and tidy	<i>Excellent</i>	All tables in immaculate condition and presentation.
How well were the toilet areas kept	<i>Excellent</i>	Fresh and clean smelling offering an excellent first impression.
How well were efforts made to enhance the overall appearance	<i>Excellent</i>	

Bar and Restaurant**(80%)****Restaurant / eating area****Very Good**

Was the decoration and soft furnishing in good order	<i>Very Good</i>	Contemporary styling with fresh clean lines, all decor scuff free and presenting extremely well.
Were the table well spaced for ease of service and accessibility	<i>Good</i>	
Were the fixtures, fittings and floorings well maintained	<i>Excellent</i>	Modern presentation of excellent quality perception, tables and chairs are sturdy and present to very high standard, hard wearing flooring of excellent standard and usability.
Were there comfortable ambient levels of heat, light and ventilation	<i>Very Good</i>	Comfortable levels maintained throughout stay.
How well does the tableware reflect the style of operation	<i>Very Good</i>	Bound menus of very good quality appearance suiting the style of business well, quality crockery, glassware and cutlery used to very good effect.
How well maintained was the tableware including menus	<i>Very Good</i>	
Was the menu presentation appropriate	<i>Very Good</i>	
How accessible was the menu	<i>Very Good</i>	Main menu printed in standard font, blackboard material slightly less accessible, perhaps a printed sheet presented with the menu would assist less mobile guests or at busy periods?

Hospitality**(93%)****Hospitality****Excellent**

Were positive efforts made by staff to acknowledge you on arrival	<i>Excellent</i>	Greeted immediately on arrival with pleasant hospitality.
Were you offered a choice of places to eat	<i>Very Good</i>	Limited choices due to the volume of business which is a good problem to have!
How friendly and positive was the service during the meal	<i>Excellent</i>	Extremely positive and friendly service maintained by all staff which should be congratulated.
Were you asked if you enjoyed your meal while dining	<i>Excellent</i>	Regular checks made at strategic points along meal progression demonstrating good practice and proactive approach.
Did staff generally make conversation	<i>Excellent</i>	Very warm and friendly conversation offered with all staff confident in presentation.
How well was departure handled	<i>Very Good</i>	

Service and Efficiency**(86%)****Food service****Very Good**

How well were you greeted on your arrival	<i>Excellent</i>	Warmly greeted ensuring best possible starting point.
How well was the method of service explained	<i>Very Good</i>	
Were staff knowledgeable about menus	<i>Excellent</i>	Staff fully versed in menu and diversities and confidently able to converse with customers.
When menus were offered were special dishes mentioned, local produce promoted	<i>Excellent</i>	Very positive direction to specials board offered.
Were tables set appropriately	<i>Very Good</i>	Tables set according to guests choice as expected.
Were used items cleared during the meal	<i>Very Good</i>	Timely service methods demonstrated with all staff actively taking part.
Were service / technical skills evident	<i>Very Good</i>	
Was the meal served at a comfortable pace	<i>Very Good</i>	Meal served in very good time scales even though busy.
Were additional drinks offered	<i>Very Good</i>	Additional drinks positively promoted.
Was tea / coffee offered	<i>Very Good</i>	Creatively marketed in positive manner.
Was the check out process efficient	<i>Very Good</i>	
Was your bill correct	<i>Very Good</i>	Bill correct and well presented.

Other areas**Excellent**

Were staff in the property neatly presented and appropriately dressed	<i>Excellent</i>	All staff clearly recognisable in very smart uniform with clear branding apparent.
Was there evidence of effective management / supervision throughout the property	<i>Excellent</i>	Excellent supervision apparent with clear demarcation.
Were special requests handled positively	<i>Very Good</i>	Receipt requested and dealt with in positive manner.

Food **(94%)**

Food		Excellent
Was the food as described on the menus an accurate description and did it meet expectations	<i>Excellent</i>	All food items accurately described and fully meeting expectations.
Was the food well presented	<i>Very Good</i>	Simple presentation with eye pleasing finish meeting expectations.
What was the overall quality of the food	<i>Excellent</i>	Sampled courses all utilising the best possible quality ingredients which is very apparent.
Were good culinary skills demonstrated	<i>Very Good</i>	Menu explores very good diversity and culinary skill base.
Was the food served at the correct temperature	<i>Excellent</i>	Internal core temperatures maintained to an excellent standard demonstrating effective HACCP systems and practices.
How good was the range of vegetarian / dietary options	<i>Very Good</i>	Well recognised on menu and special board.
Was local produce used	<i>Excellent</i>	Very clear evidence of "low food mileage" apparent on menu, literature and specials.
Was there evidence of fresh food commodities	<i>Excellent</i>	Menu offers an excellent selection of fresh food commodities.
Was the range and quality of desserts appropriate to the establishment	<i>Excellent</i>	All homemade desserts and cakes of excellent quality presentation in delicatessen area.
Was the range and quality of cheeses appropriate to the establishment	<i>Excellent</i>	

Food - Taste Lancashire **(88%)**

Made in Lancashire		Very Good
Significance of local produce, how well was it identified and promoted on the menu?	<i>Very Good</i>	Well recognised throughout with appropriate provenance afforded.
Are Lancashire recipes used with imagination and flair, and marketed creatively?	<i>Very Good</i>	Balanced selection available as expected along with traditional Irish influences from proprietors heritage which blends exceptionally well.
Does the menu allow diners to identify producers?	<i>Very Good</i>	Recognition afforded.
How knowledgeable are staff on local produce - are they able to identify local suppliers?	<i>Very Good</i>	Staff confidently able to converse with guests on questioning.
Does the establishment operate a local policy?	<i>Excellent</i>	Very clearly in the "core values" of the business and very apparent.
Are menus regularly reviewed, reflecting local seasonality?	<i>Excellent</i>	Menus and blackboards changed on regular basis to reflect seasonal variation.
How varied is the selection of Lancashire produce?	<i>Very Good</i>	
Did the dessert menu include named local ice creams?	<i>Very Good</i>	
Was there a named Lancashire cheese board and what was the range?	<i>Excellent</i>	Excellent quality and presentation of Lancashire cheeses such as Garstang Blue.
Did the establishment offer locally produced beverages?	<i>Excellent</i>	

