

Self Audit Questionnaire.

Complete this questionnaire to see how well your business tells the story of Welsh food and drink and Wales.

On a scale of 0-4, please rate your business on the following statements
(0 = not at all; 1 = a little; 2 = to some extent; 3 = quite strong; 4 = very strong)

0 1 2 3 4

- ○ ○ ○ ○ I know about the local food specialities in my region
- ○ ○ ○ ○ My front of house staff know about the local food specialities in my region
- ○ ○ ○ ○ I know about the local food traditions and heritage in my region
- ○ ○ ○ ○ My front of house staff know my local suppliers
- ○ ○ ○ ○ I use local/Welsh sourced producers
- ○ ○ ○ ○ I have dishes on my menu made from local/regional/Welsh sourcing
- ○ ○ ○ ○ I describe my dishes on my menu to reflect local/regional/Welsh sourcing
- ○ ○ ○ ○ My front of house staff tell customers about our homemade items, regional specialities and traditional recipes used.
- ○ ○ ○ ○ My food offering provides visitors with a distinctively Welsh or regional experience
- ○ ○ ○ ○ I use the Welsh language on my menu
- ○ ○ ○ ○ I and my front of house staff can make recommendations for other businesses/attractions which offer local or Welsh food.
We have printed information on local food and drink businesses, food and trails etc. to share with visitors.
- ○ ○ ○ ○ I use social media/my website to promote local/regional/Welsh food on my menus
- ○ ○ ○ ○ I and my team are ambassadors for Welsh food

Total Score:

0-20 Your food and drink offer reflects very little which is distinctively Welsh.

You could improve your customer experience by using some of the Wales Food and Drink Food Tourism tools to create a more authentically Welsh food experience. This could improve your turnover and bottom line.

21-50 Your food and drink business does reflect to some extent a distinctive Welsh character. However, there is more that you could do to actively promote an authentically Welsh food experience. Look at our action plan, tips and see where the gaps are. You could improve your turnover and bottom line by creating an even stronger Welsh offer.

51+ Congratulations! Your business is doing an excellent job of telling the story of Welsh food and Wales. You offer an authentic Welsh food & drink experience. Make sure you maximise the marketing and PR opportunities of your distinctive Welsh character. Look at the areas where you scored slightly lower – think about what else you can do to improve these areas.

My Action Plan

Self Audit Question	Self Audit Score	My actions to improve this area
I know about the local food specialities in my region		
My front of house staff know about the local food specialities in my region		
I know about the local food traditions and heritage in my region		
My front of house staff know my local suppliers		
I use local/Welsh sourced producers		
I have dishes on my menu made from local/regional/Welsh sourcing		
I describe my dishes on my menu to reflect local/regional/Welsh sourcing		
My front of house staff tell customers about our homemade items, regional specialities and traditional recipes used.		
My food offering provides visitors with a distinctively Welsh or regional experience		
I use the Welsh language on my menu		
I and my front of house staff can make recommendations for other local businesses/attractions which offer local or Welsh food. We have printed information on local food and drink businesses, food and drink trails etc. to share with visitors.		
I use social media/my website to promote local/regional/Welsh food on my menus		
I and my team are ambassadors for Welsh food		