



Organic Served Here Award for Restaurants and Cafés






How do I enquire and apply?

Applying is easy and we will guide you at every step:

- 1 Email goorganic@soilassociation.org for your Organic Served Here application pack.
- 2 We will send you an application form and a spend calculator, which you fill out with a typical month's food invoices. You'll find out your star rating straight away.
- 3 If you're a few percentage points off your desired rating, we can help you source more organic in your area.
- 4 Return your application form, calculator and payment. Once we verify your spend, that's it! We issue your award!



   @SoilAssociation – #organicservedhere

For more information please visit www.soilassociation.org/organicservedhere



How does Organic Served Here work?

The *Organic Served Here* award was created both to celebrate eateries that source organic food, and to reassure customers that the food that is advertised as organic on menus is fully traceable and certified organic.

We award businesses one to five stars, depending on organic spend. The higher the spend on organic, the more stars the business will receive:



Organic Served Here is the only award of its kind and comes from the Soil Association Certification, the UK's leading organic certifier.

The award signals to your customers that your business sources high-quality organic ingredients that are produced to the highest standards of care and animal welfare, with minimum impact on the environment.

"It's easy to market because the name 'Organic Served Here' says exactly what it is, so as a mark of achievement it's a great thing to be able to tell customers about. In practical terms, working out the percentage of organic spend is not overly complicated, so it isn't a massive commitment in terms of time. It's just being rewarded for doing what you're doing anyway, plus a bit of an incentive to go the extra mile (we're determined to get 5 stars next time!)"

Better Food Company, Bristol – 4 stars



Why now?

The demand for organic is at its highest ever. At £2.2 billion in 2017, the UK organic market has never been more valuable. Mirroring this trend in food service, sales of organic food rose 10.2% between 2016-17*. Furthermore:

- **50% of consumers** would be more likely to choose a restaurant that highlights its ethical or sustainable credentials
- **72% of consumers** think it's difficult to tell if a restaurant is serving ethically or sustainably sourced food

Restaurants and cafés have a huge opportunity. *Organic Served Here* is a high-profile, affordable way to reach out to this growing market.



"Just this summer we have seen a 20% increase in our cafe turnover compared to last year – more people are choosing to eat organic more often and will continue to do so."

Pillars of Hercules, Fife – 5 stars

Benefits of the award

- Use of our logo on your front door, menus and website.
- Free marketing materials including: your certificate, door sticker, Z-cards and poster.
- Free marketing toolkit to help you communicate your organic credentials.
- Free updates on the organic market and insights into the organic consumer (*Organic Market Report RRP £100+VAT*).
- An online map, hosted by The Soil Association, so that consumers can find you.
- Advice on finding certified organic suppliers.
- Promotional opportunities through the Soil Association including our annual Organic September campaign.

The award is held for a year at a time. It costs £395+VAT and additional sites cost as little as £50+VAT extra. This can be paid in full or over 6 monthly instalments subject to a small service charge.



In our research,

72%

of respondents agreed that it was difficult to tell if a restaurant was serving ethically or sustainably sourced food.**



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