

AMA DataSet Limited



The Good Food Guide

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Waitrose – *The Good Food Guide*



Overview

Since 1951, *The Good Food Guide* has reviewed the best restaurants, pubs and cafés across the UK. Each year, the guide is completely rewritten and compiled from scratch. All reviews are based on the huge volume of feedback received from readers and this, together with anonymous expert inspections, ensures that every entry is assessed afresh.

In 2006 Which?, at the time the current owner of the publication, commissioned AMA DataSet to change the editorial procedure from manual to an automated process. This included public feedback with automatic allocation to restaurant; on-site inspection reports being submitted online; production workflow; full automated typesetting of the publication within minutes.

The Good Food Guide was sold to Waitrose in 2013 and the relationship between the publication and AMA remained with additional commissioning for APPs, public website and a full update of the original editorial system to including new production functionality.

Features

Promotion Site <https://www.thegoodfoodguide.co.uk>

Commissioned 2006 – Editorial and Typesetting
2014 – API for mobile APP
2016 – Editorial and Typesetting, major update
2017 – Public facing Website
2019 – Mobile APP

Sector Publishing
Location London
Platform AMA DataSet – Strata CMS

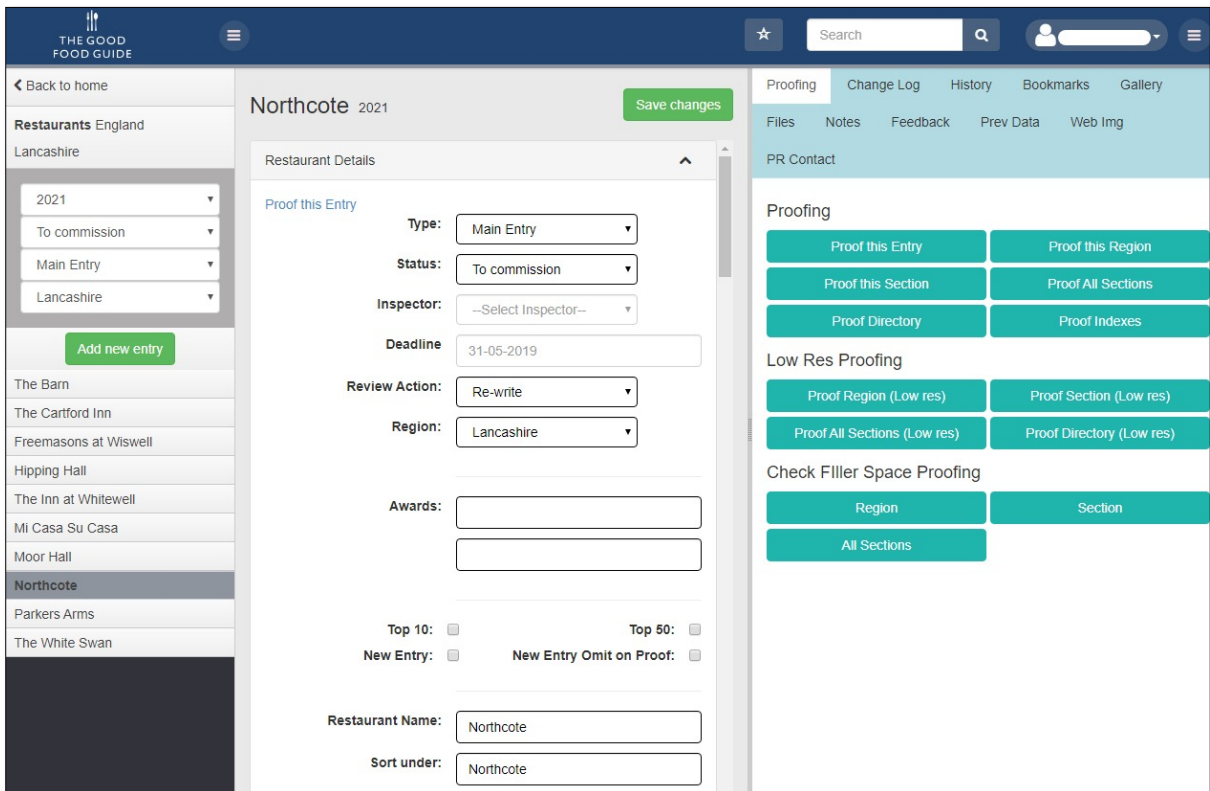
Editorial

- Multiple-user collection of data from inspectors
- Typesetting of entries, county, country and full publication
- Image, filler and feature placement control
- Search and filtering on restaurants
- Inspector administration and financial management
- Management of `Reader feedback` from the website
- Reporting and exporting features
- History of all restaurants back to 2007
- Full audit and change logs

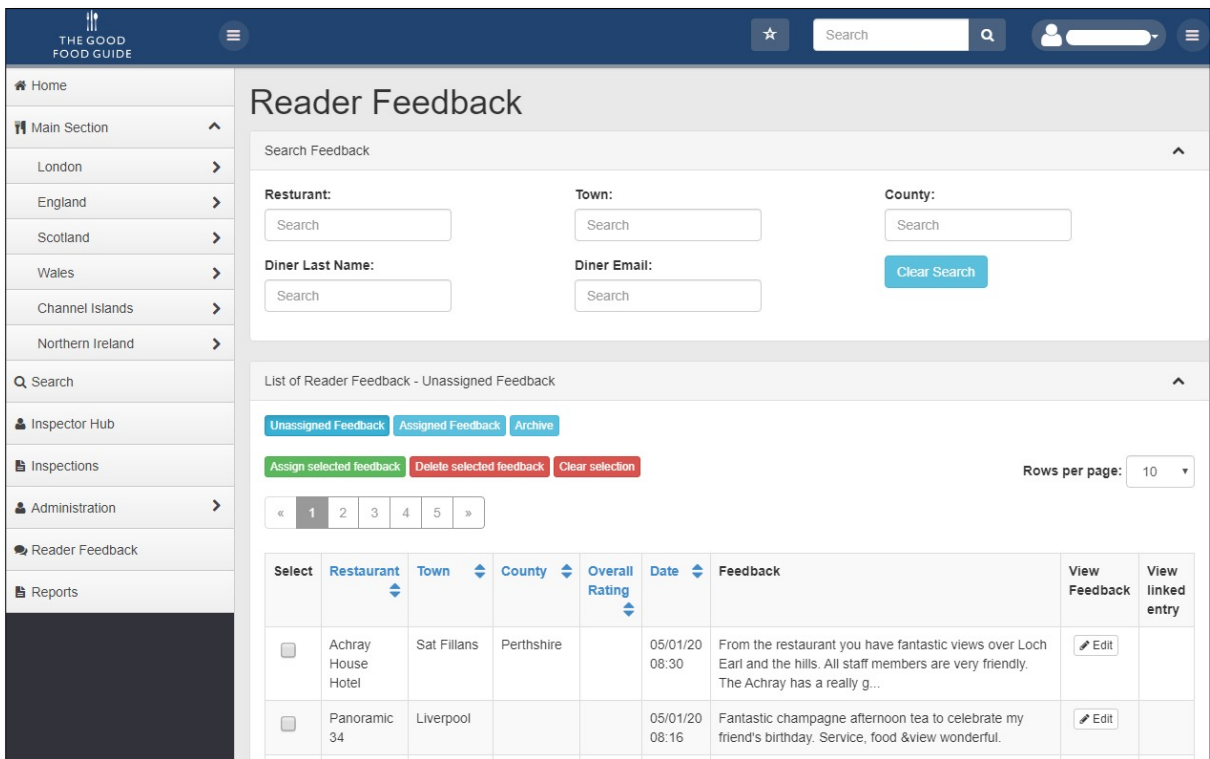
Website

- Edit of all web pages
- Restaurant editorial with image and map facility
- Management chefs
- Administration of all signed-up users
- Promotion control
- SEO control
- Sophisticated search
- Image management
- Payment portal for *The Good Food Guide* publication

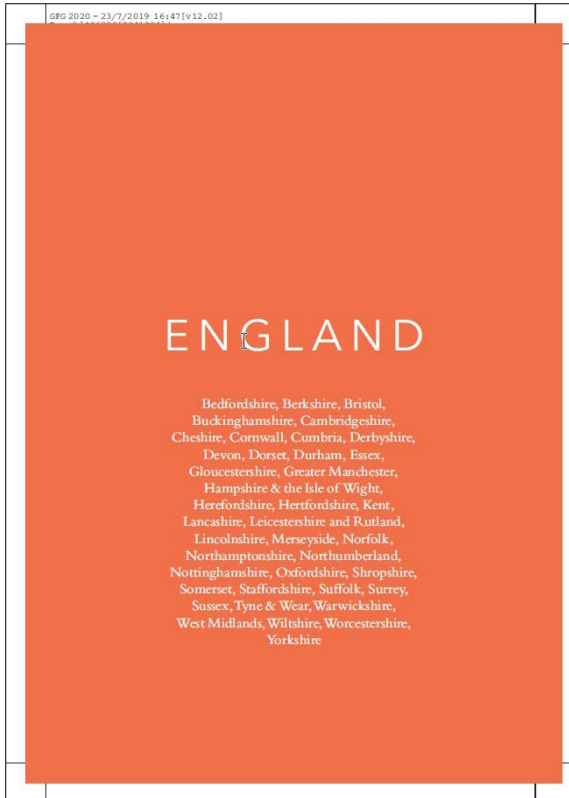
Sample screen shots from *The Good Food Guide* Editorial system



Typical entry showing proofing control



Panel showing Reader feedback from the public facing site



ENGLAND | LANCASHIRE

Aughton The Barn
 Cooking score: 8
 Modern British | £38
 Moor Hall, Prescott Road, Aughton, L39 6RT
 Tel no: 01695 572511
 moorhall.com

The British brasserie offspring of Mark Birchall's Moor Hall (see entry) shows another side to the chef's vision. Sited in an old barn adjacent to the main house, the ground floor is given over to a dairy, bakery, microbrewery, and meat ageing and curing room. The magnificently beamed and airy first-floor dining room makes an ideal casual dining spot. A menu of exemplary dishes with a strong seasonal accent is bang on the money. Evergreens such as traditional Sunday roasts are way above the norm and diners can feast on various steaks with a choice of peppercorn or béarnaise sauce, but king oyster mushroom with black garlic, shinkape parfait and Stilton, and slow-cooked veal cheek with organic carrot and parsley pesto are more typical of the kitchen's flexible approach. To finish, spiced pear with honey parfait, almond and thyme succeeds at every step. The wine list opens at £25 and there's a pretty garden terrace for sunny days.

Moor Hall
 Cooking score: 9
 Modern British | £70
 Prescott Road, Aughton, L39 6RT
 Tel no: 01695 572511
 moorhall.com

Without doubt the hottest restaurant in Lancashire by a country mile; many readers are in agreement that 'from the moment you

★ TOP 10 ★

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YORKSHIRE

Middleton Tyas The Forge
 Cooking score: 4
 Modern British | £75
 Middleton Lodge, Kneeton Lane, Middleton Tyas, DL10 6NJ
 Tel no: 01325 377977
 middletonlodge.co.uk

Tommy Banks
 The Black Swan, Oldstead & Roots, York

What do you enjoy most about being a chef?
 The people. I'm privileged to work with so many fantastic, like-minded individuals.

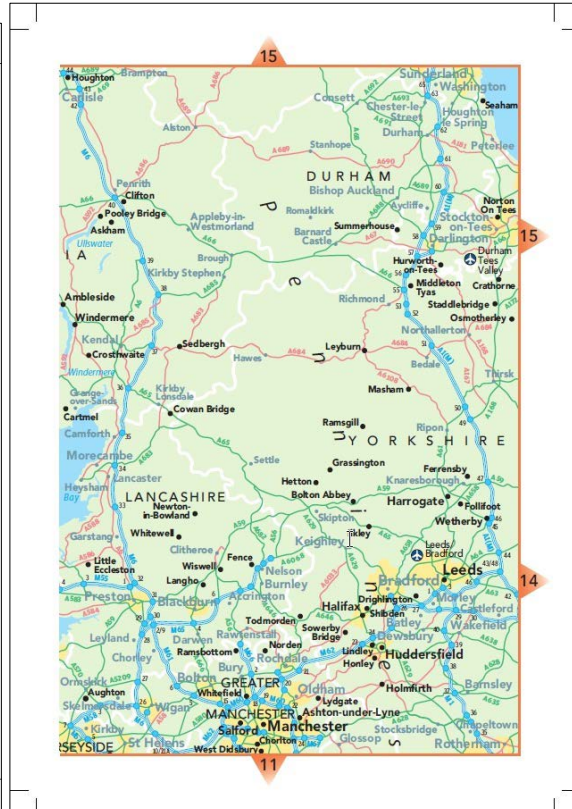
What is the most unusual cooking or preparation technique you use?
 I think the secret to our success is applying classic cooking techniques to unusual ingredients, rather than the other way around.

If you could ban one thing from your kitchen, what would it be?
 I already have. It's chewing gum. Why would a chef want a mouthful of artificial mint flavour when they're supposed to be tasting for a living?

When you get home at the end of a long day, what do you like to eat?
 I rarely eat late at night. I've noticed a real change in chef's eating habits over the years. A lot of young chefs I know are as likely to have a protein shake as they are a beer at the end of the evening.

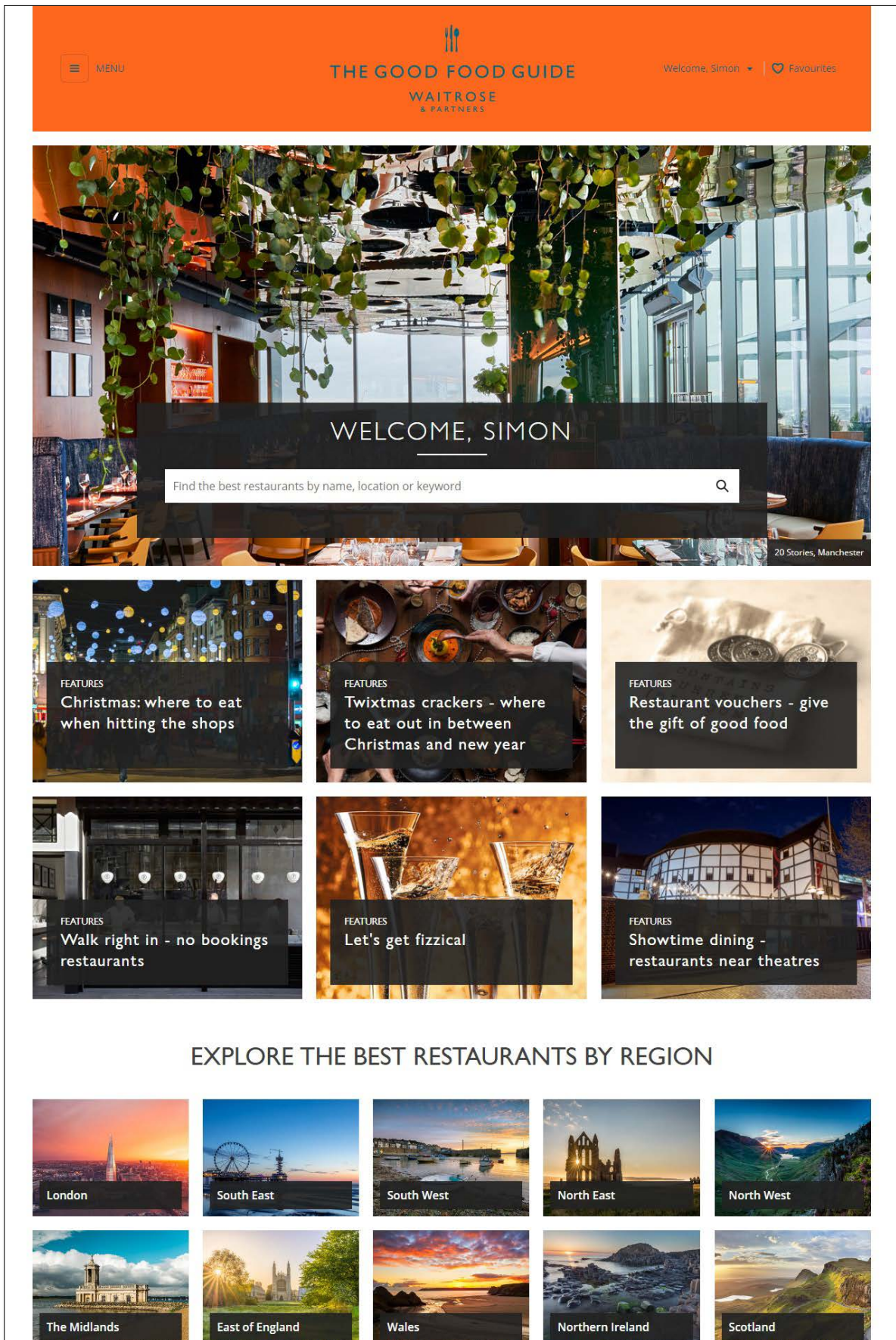
And finally... tell us something about yourself that will surprise your diners.
 When I go to the cinema I don't eat popcorn but I do take a little cheese, some cured meats and a few olives!

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Sample proof pages from The Good Food Guide Editorial system

Sample screen shots from *The Good Food Guide* website



MENU

THE GOOD FOOD GUIDE
WAITROSE & PARTNERS


Welcome, Simon ▾ | Favourites

SEARCH


pr5

Refine results ▾


16 RESTAURANTS




LANGHO, LANCASHIRE
Northcote




WISWELL, LANCASHIRE
Freemasons at Wiswell




LITTLE ECCLESTON, LANCASHIRE
The Cartford Inn




WHITWELL, LANCASHIRE
The Inn at Whitewell




RAMSBOTTOM, GREATER MANCHESTER
Baratxuri



RAMSBOTTOM, GREATER MANCHESTER
Levanter




SOUTHPORT, MERSEYSIDE
Bistro 21



NEWTON-IN-BOWLAND, LANCASHIRE
Parkers Arms

PREVIOUS NEXT

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Map Satellite

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January 8, 2020 – [0.4]

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MENU






THE GOOD FOOD GUIDE
WAITROSE & PARTNERS

Welcome, Simon | Favourites

< Back to search results

MAIN ENTRY
NORTHCOTE



6  

Cuisine
Modern British

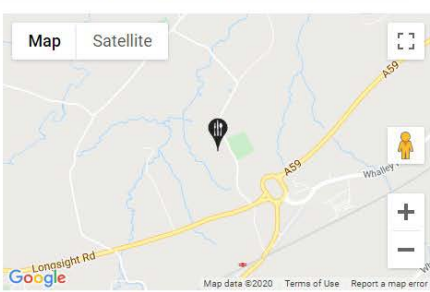
FAVOURITE
SHARE

northcote.com

01254 240555

Northcote, Northcote Road, Langho, Lancashire BB6 8BE

Map Satellite








Map data ©2020 Terms of Use Report a map error

Map location is approximate

Chef
Lisa Goodwin-Allen

Average price
£70

Other information
70 seats. Bar. Wheelchairs. Background music. Parking.

A recent change of ownership hasn't dulled the glow many readers get from a visit to Northcote. Lisa Goodwin-Allen's food remains the ultimate in country refinement and the wines aren't bad either. Readers warmly and consistently recommend an evening in Northcote's cossetting, fulsomely appointed dining room, although at inspection the staff's friendly approach had to make up for service that was rather less than pin-sharp. Founding chef Nigel Haworth made northern produce the star here, and it remains so on menus that take home-cooked flavours and run all the way with them. The six-course tasting menu feels like good value, and might go from Norfolk quail ballotine with liver slice, orchard apple and a prune purée, through a 'really wonderful' creamy veal sweetbread with onions and thyme, to the eye of Cumbrian mutton with confit carrot and fat mutton sausage. An interactive, spoonable coconut dessert rules the room at pudding time. It's luxurious in all the right places – a description that also fits the wine list, which demands (and repays) careful attention.

Sample screen shots from *The Good Food Guide* website back office

The dashboard features a purple header with the logo and navigation links: Home, Content, Restaurants, Customers, Pages, Settings, and Website. The user profile 'simon.mather' is visible in the top right.

Content

- Articles: 251 items
- Regions: 10 items
- Promotion Panels: 16 items
- SEO Overrides: Click to View

Restaurants

- Restaurants: 1,209 items
- Cuisines: 31 items
- Chefs: 1,529 items

Customers

- Users: 36,373 items
- Nominations: 12,096 items

Pages

- Homepage: Click to Edit
- Get Inspired (articles): Click to Edit
- About Pages: 6 items
- Information for Restaurants: 7 items
- Legal Pages: 3 items
- Buy The Book Page: Click to Edit
- Contact Page: Click to Edit

Settings

- Social Media: Click to Edit
- Reports: Click to View

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The 'Restaurants' page includes a sub-header with 'Restaurants', 'Cuisines', and 'Chefs'. A '+ Create' button is in the top right.

Search: preston

Rows per page: 10

Cuisine: All

Type: All

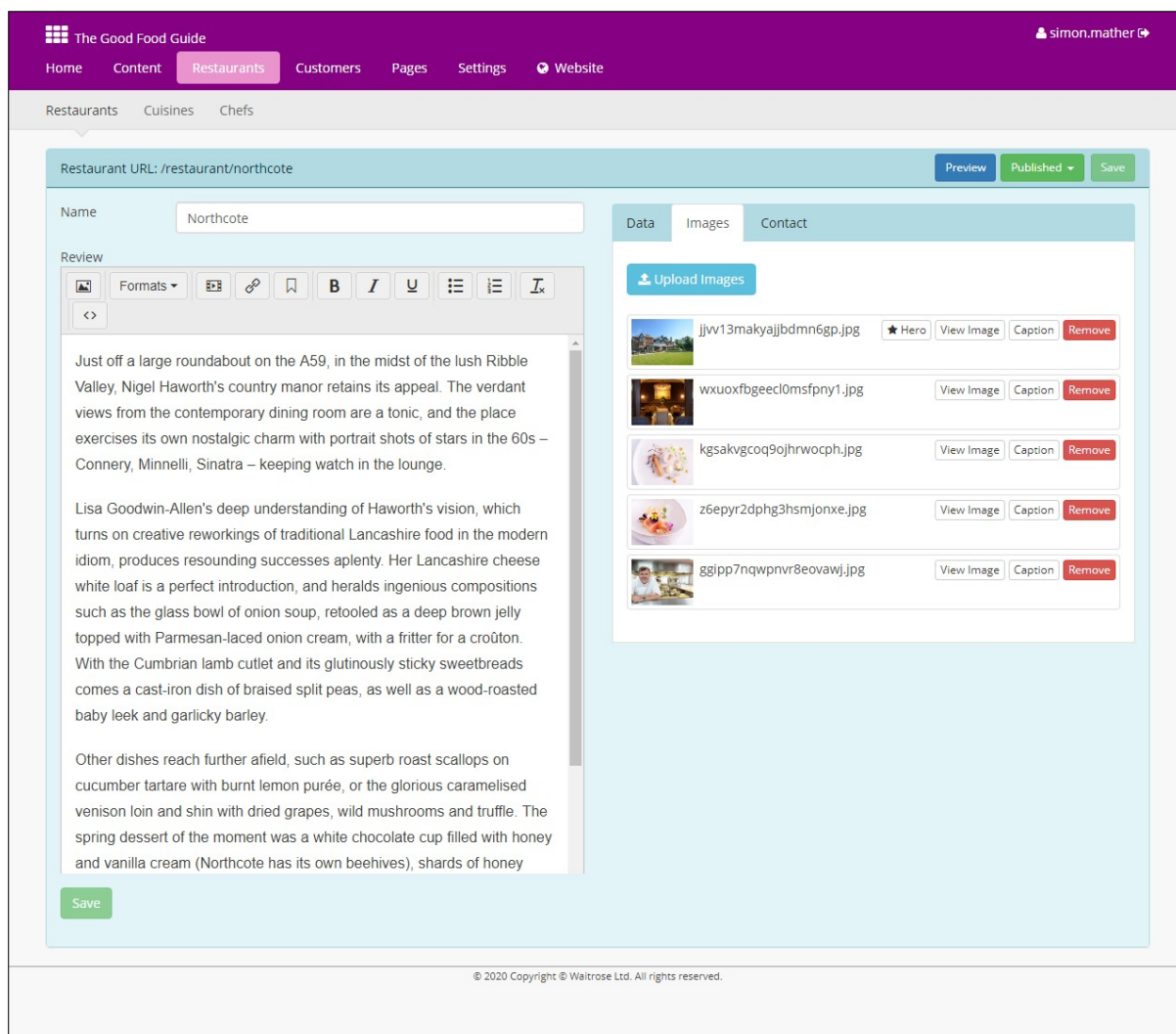
Status: All

Name	Cuisine(s)	County / City	Entry Type	Score	Status
+ Bincho Yakitori	Japanese	East Sussex	Main Entry	2	Published
+ Freemasons at Wiswell	Modern British	Lancashire	Main Entry	7	Published
+ Northcote	Modern British	Lancashire	Main Entry	6	Published
+ Parkers Arms	Modern British	Lancashire	Main Entry	2	Published
+ Rhubarb at Prestonfield	Modern British	Lothians	Main Entry	4	Published
+ The Cartford Inn	Modern British	Lancashire	Main Entry	2	Published

« 1 »

Showing 1 to 6 of 6 records.

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Summary

Software as a Service (SaaS)	From back-ups to user access, we fully support your solution.
Hosting and Support	Our dedicated servers provide high availability access to your solution.
Bespoke Enhancements	As the software manufacturer we are able to make quick and efficient enhancements to the solution.
Implementation and Configuration	We fully support your software project from setup through to training and launch.
Typesetting and production service	Fully trained in-house typesetter and production control to help with the day-to-day running of the system.
High speed pagination	Documents can be typeset concurrently up to 500 pages per minute in the background.
Consultancy Services	We use our experience gained from hundreds of projects to ensure the right solution for your business.