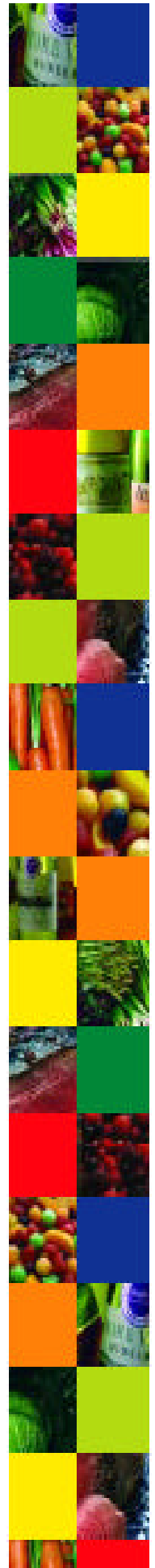




# Extending Regional Hospitality



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# 4: SPECIALITY COOKING USING LOCAL INGREDIENTS

*“On the menu herbs are married to the produce from Head Chef’s Stuart Phillips allies, his local suppliers; the ultra sweet lamb, mated marbled beef, free range Hereford ducks, Gloucester Old Spot pork, wild boar from a nearby wood, cox’s apple juice.”*  
The Hundred House Hotel, Norton

If you go to another country for a holiday you don’t necessarily expect to eat the same food that you get at home. It’s fun to try different products and dishes that have authenticity. Food and drink that derives from the local area often tastes better eaten in that area – it doesn’t always travel well. You may remember a bottle of wine that you loved on holiday but just didn’t taste right at home! Speciality cooking is best eaten with local produce the dish was intended to have and in the same environment the produce was grown in.

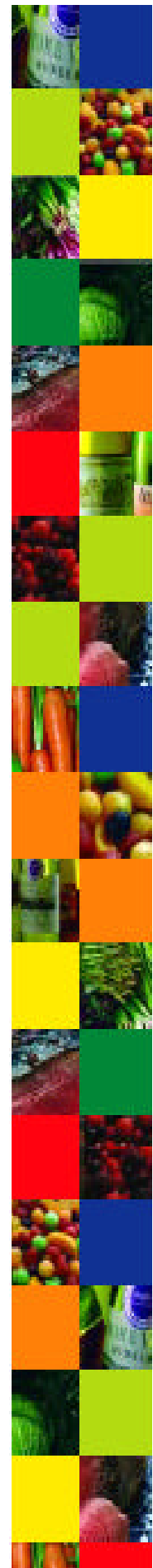
Surveys are continually being carried out to assess the validity of offering local food – one survey of overseas visitors showed that 70% of visitors said they would like to see more quality regional food on the menu. Nearly a third said the availability of quality regional food was a key factor in influencing their holiday destination - Food from Britain.

Just based on this one survey you can see there is plenty of scope to promote and gain business and along with the recent growth of the UK short break market there are other markets which can be tapped into.

The consumer is becoming more aware of local foods as gastronomic guides are on the increase and many TV programmes promote local specialities.

In this section you will:

- Support your reasoning for introducing or maintaining regional dishes or products in your business
- Establish the types of speciality cooking that can be used
- Identify types of speciality dishes you could offer



## ■ Case Study

“We’ve only been going 2 ½ to 3 years now but our business has tripled its turnover because people do like to see what they’re buying, where it comes from...they like to see quality produce they know has been farmed correctly.”

Richard Arnold, Crown Inn, Munslow

### Questions:

- ◆ If this was your business how would you benefit?
- ◆ What customer benefits do you see?
- ◆ What benefits would there be for your suppliers?
- ◆ What benefits do you think there might be for the local area?

Speciality cooking can be looked at in 3 ways:

- Traditional dishes
  - ◆ For example: Traditional dish for the West Midlands (tracked through regional recipe books). Spiced beef – a traditional speciality of the Midlands area - salted rolled silverside, roasted with a tangy mustard flavoured crust. Shropshire Damson Cheese.
  - ◆ Example books:  
Jane Grigson – English Food  
Gary Rhodes – New British Classics  
Traditional Recipes of Old England – Helen M Edden  
Track through Amazon Books – search: british cookery – 190 books
- ‘House specialities’ using local produce
  - ◆ Track through [www.heff.co.uk](http://www.heff.co.uk) and look at their section of recipes people have sent in using local produce e.g. Three layer apple tart
  - ◆ Pen y dyffryn Country House Hotel Oswestry - Pan fried medallion of organic rare breed pork served with a Shropshire blue cheese sauce and quince jelly
- Generally known dishes using local ingredients (including ethnic styles)
  - ◆ Goats cheese with spicy pesto
  - ◆ Beef Wellington – using prime Hereford beef
  - ◆ Stir fry - using freshly grown local vegetables

**Beware:** Be careful of advertising speciality local dishes and not using genuine local products e.g. sourcing your promoted ‘locally made’ sausages from Scotland!

## ■ Sourcing West Midlands specialities

The 'taste of the region' includes –

- Prime beef
- Fruit and produce
- Dairy
- Pies
- Cakes
- Ales and ciders
- Wines

### EXAMPLE DISHES:

- ◆ Crown Country Inn, Munslow - Warm Spears of Bridgnorth Asparagus with Corvedale Quails Eggs and Lemon Salsa Verdi
- ◆ Roast Rump of Eardington (Bridgnorth) Lamb with Potato Fondant Caper And Tarragon Sauce  
Selection of Top House Farm Dairy Ice Creams with Shrewsbury Biscuit
- ◆ The Stag Inn - Fillet of Herefordshire beef with red wine sauce and celeriac puree  
Local goats cheese and fennel tart

“Cider making has not only shaped the distinctive Herefordshire landscape, with its 9,500 acres of orchards, but now contributes to the local cuisine and the events calendar. Cider has been made here for over 350 years. It takes 6 months to make a decent drink: Black Foxwhelp, Bloody Turk, Brown Snout, Cider Lady’s Finger, Green Thorn, Sam’s Crab and Strawberry Norman .....” Herefordshire Cider – TIC Leominster 01568 616460

“Try the unmistakable Shropshire Brown loaf – it’s almost black from the malt. Cake lovers will find Bog Bake, Blizzard cake, Mitchells’s magical loaf and Devils Chocolate cake.” Tracked through The Bog Visitor Centre - the centre is in the heart of the Shropshire Hills Area of Outstanding Natural Beauty and provides a wealth of information to visitors about its mining history, its people, and the current work to restore the surrounding landscape.

The Dog Inn, Worfield – Highly commended – Heart Of England Excellence in Food awards  
Traditional pork sausages made in Worfield served with chips or mash potatoes, gravy and fresh vegetables, Fillet Steak, 8ozs prime Shropshire fillet served with mushrooms and tomato.

## ■ EXERCISE:

Pick 2 local products and find a recipe or product for each one you could use on your menu sourced from your local area.

Time and effort spent in producing dishes from local sources has benefits:  
Heart Of England Tourism Awards – Burnt Gate Inn. “Regional signature dishes such as Staffordshire Oatcake stack and Staffordshire Dream of the Valley cheese are not only delicious but ensure long lasting memories of your trip to the country.”

## ■ Summary

- Surveys show an increasing number of consumers looking to eat local speciality foods.
- Speciality cooking can be looked at in 3 ways:
  - Traditional dishes
  - ‘House specialities’ using local produce
  - Generally known dishes using local ingredients (including ethnic styles).
- Be careful of advertising speciality local dishes and not using genuine local products e.g. sourcing your promoted ‘locally made’ sausages from Scotland!