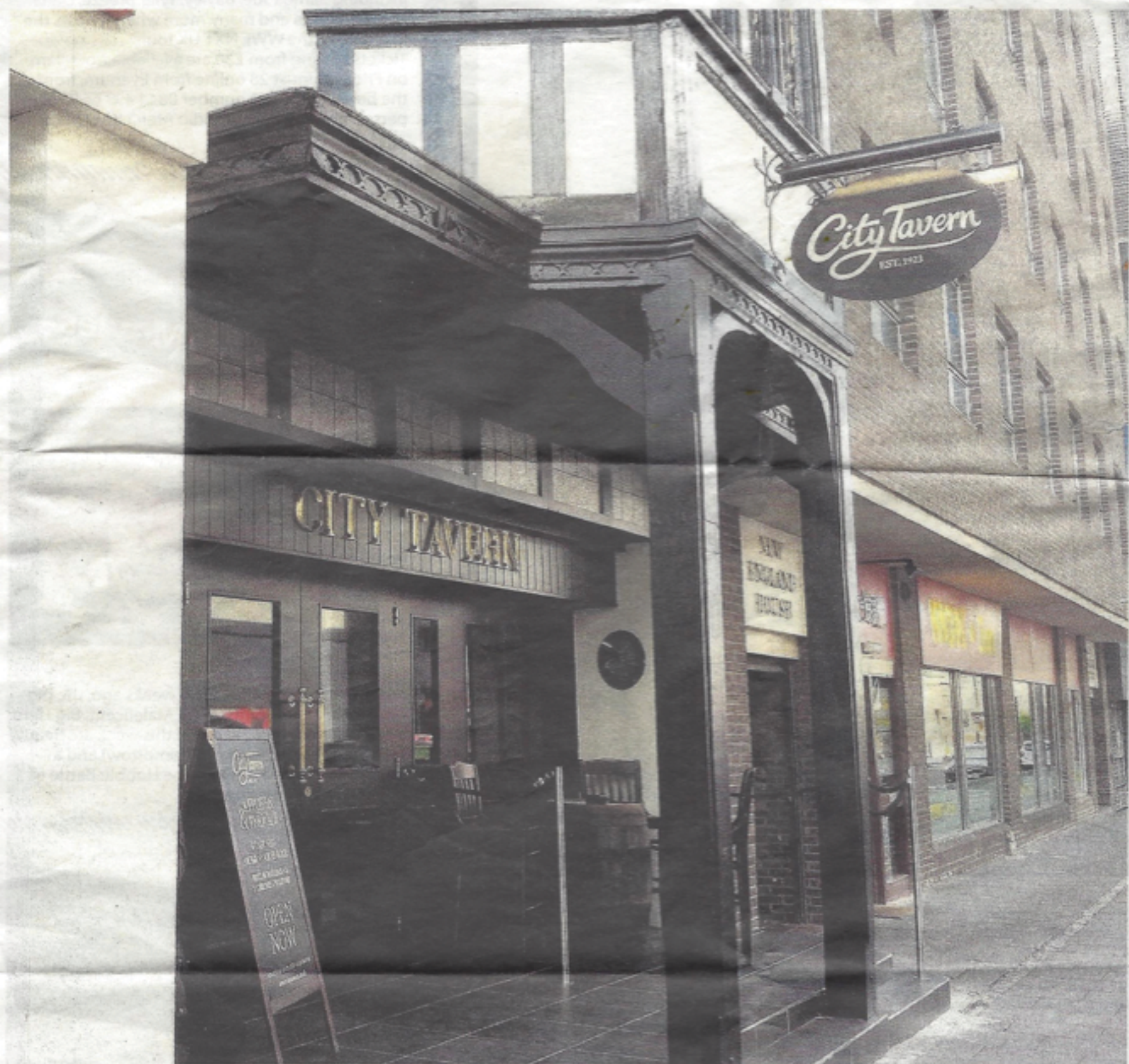


Responding to the customers key to award nomination



NEWCASTLE'S City Tavern has been shortlisted from among 1,300 pubs across the UK in three categories of Heineken's annual Star Pubs and Bars awards.

The news comes almost a year after the Northumberland Road pub won Heineken's Retailer of the Year Award.

This year City Tavern, which re-opened less than two years ago following a £250,000 refurbishment, has been shortlisted in both the Team Training and Pint Perfection categories, and will also be defending its current title in the Retailer of the Year category.

It is good news for City Tavern's operator, David King, managing director of Bar Hound Ltd, whose ambition when taking on the venue was to establish it as a food-

led destination pub offering craft ales. Despite competition from national chains, City Tavern has enjoyed a significant increase in turnover and profitability.

City Tavern boasts 10 cask ales, three of which are brewed specially for Bar Hound. It has also increased the number of spirits it offers in direct response to customer demand.

Of the award, David King says: "I am delighted to have been shortlisted for a second year in three categories.

"I believe our success is down to that fact that we invest heavily in staff training and continually monitor what is on trend with regard to both food and drink which allows us to respond to the discerning tastes of our growing customer base.

"We also work hard to stand out from our

competitors."

In the Team Training category the judges will be looking for the pub that best demonstrates driving sales and standards through staff tuition and development.

With regard to Pint Perfection, the judges are looking to see whether the range of brands offered is appropriate for the pub, that staff possess detailed knowledge of the brands and that the quality of both the product and how it is served meet with brewery standards.

Finally, in the Retailer of the Year category, the judges are looking for innovative retailers who can spot an opportunity and are unafraid of trying new ideas to increase profits.

The award ceremony will take place in London in November.