



# THE CODE

„JERRONIME AWARDS“

INTERNATIONAL ASSOCIATION and TRADE MARK

# THE CODE

## „JERRONIME AWARDS“

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### THE ESTABLISHMENT

The International Association „Jerronime AWARDS“ (further as “the Association” or “Jerronime AWARDS”) has been established in the Slovak Republic in 2017 by the following members:

1. Kamila Dolná
2. Theodoros Kalathakis
3. Eliška Jačuďová

### THE AIM AND MAIN SCOPE

The main scope of the Association is to promote small restaurants with traditional or special cuisines based on a familiar or personal approach of the owner, who is fully partaking in every aspect of the operation of such place.

### THE SLOGAN

*“Keeping the local traditional or special cuisine.”* The cuisine is very “unique”, homemade or traditional. The place is therefore usually limited in size of the kitchen or number of tables available. Therefore the revenue of such place could never increase higher level, as that would mean a loss of this “personal touch”.

### PURPOSE

The Jerronime AWARDS's intention is to assess and evaluate such places; and to guide and support the best of them in fulfilling the regulations of „Jerronime AWARDS“ so they can earn the award/rating for 3 – 5 years. The outcome will be benefits such as high recognition by costumers, guarantee in the quality of food and hygiene and advantages of growing the volume of the business.

As there is not a lot how to increase the volume of work, because the capacity of such specific place is limited and usually cannot be larger, as it would lose the main image, the “personal touch”, therefore the owners will have the possibility to receive the „Sub-Jerronime AWARDS“ award/rating for another 3 – 5 places, which can be open as a “Franchisee” – directly with the attained „Jerronime AWARDS“ rating. The Franchisee contract shall be strict and new owners of such places shall get training at the place of origin as well as shall guarantee all specific conditions set up in the Regulation of Franchisee agreement.

„Sub-Jerronime AWARDS“ award/rating can be awarded up to 5 years – according to the quality level of the place of origin.

## **PRELIMINARY CRITERIA**

### **Criteria for a potential candidate**

The main criteria to be considered when choosing the restaurant or other gastronomy center are:

- 1.** Should be simple like Home cuisine;
- 2.** The food should be real, genuine;
- 3.** Reasonable prices;
- 4.** Made with love;
- 5.** Hygienic (If not, there will be simple regulation how to improve);
- 6.** It must have a philosophy – special concept based on some idea;
- 7.** Should be “traditional” or “special” with a specific “animation” concept;
- 8.** Sharing with costumers;
- 9.** Family name – the person which is making concept is the one who is running the place;
- 10.** Little history behind the place;
- 11.** Some animation program made by the chef;
- 12.** The owner wants to be full of guests’ feelings and guests want to be full of owner’s feelings;
- 13.** The Recipes – to always have/present some recipes with a story behind.

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## THE EVALUATION PROCEDURE

A restaurant is certified as follows:

1. The owner of a restaurant (hereinafter referred to as the "Owner"):
  - 1.1. Completes an application;
  - 1.2. The catalogue from the restaurant is requested as amendment of the application;
  - 1.3. Submits the irreversible fee (amount of 150,- €) to the bank account listed in the application.
2. Within one month from the date of submitting the application, the assessors come to the restaurant without any previous contact; appear as customers and make the evaluation. Once they finish, they ask to speak with the Owner and explain to him/her how they evaluated the restaurant. They also give him/her a short note with their findings and observations.
  - 2.1. If the evaluation is **at least 70% or higher**, the restaurant receives the evaluation report and the „Jerronime AWARDS“ hearts in a few days;
  - 2.2. If the evaluation is negative or **less than 70%**, the restaurant receives a detailed report and is eligible for a second evaluation. Then a new date is set up with the owner in order to comply with the evaluators' comments and after this date a new evaluation takes place without a new application;
  - 2.3. If at the second time the evaluation still does not reach evaluation at least 70%, the application will be rejected.
3. With the certification, a restaurant acquires rights and obligations. Its rights are to participate in the network of certified restaurants and the benefits of its advertising. Its obligations are to continue to follow the program guidelines and to accept the program assessors without any previous contact, because according to the program, each restaurant will be checked at least once per year. A contract will be signed, upon receipt of the „Jerronime AWARDS“ hearts; this contract guarantees the rights and obligations of the restaurant Owner.

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## **THE EVALUATION CRITERIA**

These instructions are divided into three parts:

### **OBLIGATORY TERMS**

There are 3 main areas of simple prerequisites for any restaurant. If one of them is not followed, the evaluation is negative. Otherwise the evaluation goes according to the following criteria:

#### **1. CLEANLINESS**

A restaurant which applies should definitely:

- Have perfect cleanliness in the manufacturing, catering, food displays and storage areas;
- Follow hygienic regulations (or any modification of hygienic regulation, however they are called in each country) but with one condition: **PERFECT CLEANLINESS**;
- Staff should adhere to the conditions of personal hygiene.

Assessors review is not replacing the control of the responsible authorities. It is a control like the one that a customer does – “Cleanliness control like the customer sees it”. In this control the restaurant must be categorized as clean.

#### **2. TASTING TEST**

The purpose of the tasting test is to find out that the cuisine offered at the restaurant is decent and accepted as a local traditional cuisine.

The assessors look at the tasty result. They adjudge positively if the food is acceptable, local, traditional/special and decent.

A good tasting result can be negatively evaluated in the extreme case when the service is bad or slow, or the dish presentation is too bad.

The assessors do not rate the food, they simply decide whether it passes or it does not pass, ensuring that the restaurant does not serve bad food.

The assessors take into account for the tasty result that the food is served as hot as it has to be, it is made with good quality ingredients, and the food is fresh. The assessors also check the correct execution of recipes which are referred in the catalogue with their traditional/special name. Therefore, if the restaurant does not follow the right food preparation or it does not use the right ingredients, it should not mention the dish with its traditional/special name in the catalogue.

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Special care is provided for restaurants that serve creative traditional/special cuisine. In this case, the evaluation is carried out by a selected group of special assessors. The need for a special evaluation is find out from the catalogue which is attached at the application. In case of creative cuisine, in order to characterize as a local traditional cuisine, dishes should be based on classic flavors of traditional local cuisine.

**Good food is the most important reason to certify a restaurant.**

### **3. INSTRUCTIONS**

There are five directives that take into account the category and the type of a restaurant. The assessors score each one and the restaurant must amass at least 70/100.

If the restaurant satisfies the obligatory terms of the standard and passes the tasting test, then it is evaluated in a series of instructions. In this evaluation, it counts the type, the category and the size of the restaurant.

#### **3.1. Menu**

The menu is evaluated on the following points:

- Originality – the restaurant's attempt to include traditional local recipes which are typical for the area and they are not very common, in a way that differs from other restaurants in its area;
- If there is a translation it has to be right;
- The catalogue must explain the dishes, mentioning the origin, the basic ingredients and the way of the production, especially if it is addressed to non-local customers;
- The aesthetics of the catalogue.

For the program, the menu is important, while the catalogue is not. By this meaning, if a restaurant cooks three meals every day and presents them on a blackboard, it is completely respected. However, originality is essential because it leads to the search and the rescue of the tradition, that's why assessed with 20 points out of a total of 45 for this guideline. After the originality it follows the catalogue interpretation which assessed with 10 points, interpretation is very important especially for the restaurants with foreigner customers. The explanation of the dishes assessed with 9 points and the aesthetics of the catalogue assessed with 6 points. As an aesthetic we mean that the catalogue must not be dirty or inelegant at a point that is disturbing.

### **3.2. Service**

The waiters (if any) must be informed about the food and the wines which the restaurant offers. The network will aim to contribute to this process through educational programs, but this does not relieve the restaurant owner from the obligation to train his staff about the ingredients and the origins of traditional dishes, the wines origin and the year of their production.

### **3.3. Storefront, space, aesthetics**

The storefront, the decoration and the furnishing should not be of a low aesthetics and cheap material value.

Plastic dishes, cheap plastic seats, cheap plastic plants, consists a reason for a negative evaluation. Smells and kitchen noises are unacceptable in luxury restaurants. The purpose of this instruction is to evaluate whether a restaurant provides a pleasant and a good quality environment.

The assessors do not judge the decoration or its cost but they are asked to answer the two following questions:

- Has the restaurant a pleasant environment?
- Would I come back with my company for food?

A restaurant needs to score **at least 70/100** in the evaluation.

### **The final rating/score reached in evaluation:**

- **91-100%:** 5 „Jerronime AWARDS“ for 5 years  
+ 5 „Sub-Jerronime AWARDS“ for 5 years
- **81-90%:** 4 „Jerronime AWARDS“ for 4 years  
+ 4 „Sub-Jerronime AWARDS“ for 4 years
- **70-80%:** 3 „Jerronime AWARDS“ for 3 years  
+ 3 „Sub-Jerronime AWARDS“ for 3 years

**The Evaluation Committee/The Judges** are chosen by the Founders of „Jerronime AWARDS“ Association; and consist of 6 (or 5 – 10) people in each country or region. The judges are:

- a well-known chef;
- an owner of a well-known restaurant;
- an inspector of hygiene or from a ministry;
- a journalist or publicist from the gastronomy/culinary area;

- a person from showbiz which is a consumer;
- a person from showbiz which is a culinary fan or a chef (certified from gastronomy)

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# Cleanliness control

“Cleanliness control like the customer sees it”

## QUESTIONNAIRE – EVALUATION

EACH CRITERIA EVALUATED ON SCALE 1 – 100 AS A REACHED SCORE

### BEFORE THE MEAL

#### 1. HALL

How do you evaluate the restaurant in correlation to its category, does the restaurant respond to its category (food displays, tables, chairs, wine displays, dinnerware, glasses etc.)?

*If you are not satisfied, please describe the problem:*



#### 2. TOILETS

How do you evaluate the restaurant in correlation to its category, does the restaurant respond to its category (cleanliness, hot water, soap etc.)?

*If you are not satisfied, please describe the problem:*



#### 3. STAFF

How do you evaluate the Halls staff cleanliness, hygiene, and appearance?

*If you are not satisfied, please describe the problem:*



## AFTER MEAL

### 4. KITCHEN

4.1 How do you evaluate the restaurant in correlation to its category, does the restaurant respond to its category (laundries, refrigerators, kitchen tools, meat mincer, room separation, waste bins, the water in the show display case for the hot food, fryer oil, adequate ventilation etc.)?

If you are not satisfied, please describe the problem:

Reached score

4.2 How do you evaluate KITCHEN staff cleanliness, hygiene and appearance?

If you are not satisfied, please describe the problem:

Reached score

### 5. WAREHOUSE

How do you evaluate the restaurant in correlation to its category, does the restaurant respond to its category (storage of wines, storage of dry products, flour, pasta, in general frail products, onions, potatoes, WATER storage etc.)?

If you are not satisfied, please describe the problem:

Reached score

**Have you noticed something else that would help to improve the appearance and the services of the restaurant?**

TOTAL Reached score