

# GUILD OF FINE FOOD MEMBERSHIP CHARTER

Support | Knowledge | Connection | Advocacy

*We are committed to supporting, celebrating and encouraging independent food and drink retailers and the producers that supply them*

## WHAT ARE THE GUILD'S OBJECTIVES?

| Objective   | How will we achieve this?   |
|---|---|
| To represent, celebrate and champion the independent food and drink sector  | <p>Bringing together independent food &amp; drink retailers and producers from across the UK and around the world through Guild membership</p> <p>Organising and hosting events and shows, including Fine Food Show North and Great Taste Markets</p> <p>Through news and reports in our trade and consumer publications, including <i>Fine Food Digest</i> and associated bonus supplements, <i>Good Cheese</i>, <i>Best Brands</i> and <i>Great Taste Book</i></p> <p>Providing a voice for the industry by listening to concerns, sitting on active committees, lobbying government and feeding back news and advice to members</p> <p>Running and feeding into coordinated regional, national and international PR campaigns</p> <p>Conducting business with integrity and understanding at all times</p> |
| To promote excellence and best practice in independent food and drink retail and production   | <p>Highlighting and celebrating representative companies and practice through coverage in our trade and consumer publications and online news offering</p> <p>Organising awards including Great Taste and World Cheese, and supporting other industry awards to celebrate excellence across the industry. Driving trade and consumers to seek out these award-winning products and retailers through PR, directories and events</p> <p>Identifying and communicating key industry developments and advice to promote and uphold good working practices</p> <p>Being committed to sustainability, ensuring business practices have a positive impact upon people and place</p>   |
| To facilitate a network for like-minded companies to communicate and trade  | <p>Offering communication and knowledge sharing opportunities between Guild members through dedicated forums and access to current membership lists as required</p> <p>Enabling introductions between producers and retailers (and connecting these businesses to consumers) at events and shows that have been organised by or through the Guild</p> <p>Developing directories to enable businesses to locate potential stockists, source new products and gain new customers</p> <p>Editorial and advertising opportunities in our trade publications, including <i>Fine Food Digest</i> and associated bonus supplements, <i>Good Cheese</i> and <i>Best Brands</i></p>  |
| To provide advice and a knowledge base to assist with continuing development within the industry  | <p>Running a retail training programme covering a breadth of subjects from across the industry, designed to help increase turnover and improve staff knowledge and confidence</p> <p>Conducting and disseminating research and industry data through polls, surveys and case studies, and reporting the results to key committees and steering groups to inform dialogue with government</p> <p>Supporting new entrepreneurs and start-ups through our work with The Seed Academy mentoring programme</p>   |
| To offer independent retailers and producers access to the tools and resources needed to meet legislative requirements, providing a level of protection for their day-to-day business | <p>Writing, maintaining and affording access to Codes of Practice, which provide specific guidance on meeting essential food safety and trading standards requirements, and provide a level of protection against disputes over processes</p> <p>Providing regular communications to the trade reporting on news and legislative updates that impact upon the industry, and offering support and guidance</p> <p>Offering access to business support such as HR, Health &amp; Safety, benchmarking and law, through helplines, publications, webinars and signposting</p>   |



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*Guild of Fine Food members are representative of the best of independent food & drink retail and production. Our producers, independent retailers, wholesalers, importers and distributors should be committed to these shared objectives.*

## WHAT DO WE EXPECT OF OUR MEMBERS?

| Objective  | How might this be achieved?  |
|--|--|
| To uphold the highest levels of food safety standards and aim constantly for excellence through demonstrable adherence to industry legislation and best practice                       | <p>By registration with a competent authority in their county and/or country</p> <p>Through active use of, and adherence to the Codes of Practice, Food Standard Agency's Safer Food Better Business and a documented HACCP plan (or equivalent)</p> <p>Demonstrating an active commitment to sustainability</p>   |
| To play an active part in their local business community and wider independent trade network, demonstrating commitment to the future of independent food & drink retail and production | <p>Championing and promoting the Shop Local ethos to customers</p> <p>Supporting and participating in the provision of industry data through completion of surveys, polls and research undertaken by the Guild</p> <p>By actively seeking to network with other independent retailers and food &amp; drink producers</p> <p>Conducting a significant amount of their business within the independent retail sector</p> |
| To demonstrate dedication to looking after their customers and enhancing customer experience   | <p>Offering excellent customer service, whether in store, online or through click &amp; collect</p> <p>Providing opportunities for customers to learn about and understand their products, or the products they stock, through interaction with knowledgeable staff</p> <p>Engaging with customers, seeking out and acting upon customer feedback</p>  |
| To commit to investment in their team  | <p>Providing ongoing staff training and development opportunities to promote confidence, increase knowledge and strengthen skills. Aiming to train and retain, which will benefit both the individual and the business</p> <p>Maintaining accurate staff records and ensuring that they have access to current contracts of employment that take into account wider legislative changes</p>                            |
| To maintain support for their suppliers & stockists  | <p>Ensuring suppliers and stockists are paid a fair price for goods and services</p> <p>Ensuring that they source or produce only high quality, responsibly sourced products and ingredients, with an emphasis on provenance</p> <p>Conducting business with integrity and understanding at all times</p>  |

