

NEWS RELEASE - OCTOBER 2012

Lusmanns Restaurants in Hertfordshire recognised as Three Star Sustainability Champions



Lusmanns Fish & Grill Restaurants in St Albans and Hertford have been awarded the highest Star Rating given by the Sustainable Restaurant Association (SRA) in recognition of their commitment to sustainability in all aspects of their business.

The SRA re-assessed both restaurants across a wide range of areas and awarded them Three Stars for their excellent credentials in sourcing, environment and society.

The independent brasserie group is among four hundred restaurants across the UK, including major chains, independent favourites and fine dining establishments to have put their sustainability credentials to the test.

Owners and chefs say they are submitting their restaurants to independent scrutiny by the Sustainable Restaurant Association for three reasons: they believe it's what diners want, it's good for business and they believe sustainability is important.

Restaurant owner Andrei Lusmann said: *"We are delighted with our Three Star rating and to be recognised nationally for our efforts. With increasing consumer awareness, the SRA rating system is a great way to benchmark all hospitality businesses, big and small, and communicate how we're doing to our diners. It also encourages us all to look at our policies and procedures to make our industry more sustainable."*

Mark Linehan, managing director of the Sustainable Restaurant Association, said:

"Restaurants like Lusmanns are responding to customer demand. Consumers tell us they

would rather eat in a sustainable restaurant and now they have a simple means of finding somewhere to eat out that not only serves good food but also matches their values. Competition has never been tougher and by putting their sustainability claims to the test restaurants are establishing a genuine point of difference.”

The SRA Star Rating system is fast becoming the industry standard and will be included in a number of restaurant guides, including Harden's, from later this year. Already *The Times* critic Giles Coren includes an SRA sustainability rating as part of his restaurant reviews, recently giving Lussmanns St Albans a sustainability score of 8. The *Sundays Times* dubbed it the 'Michelin Stars of Sustainability'.

To be an SRA Sustainability Champion, restaurants provide answers and evidence to 65 questions across 14 areas of sustainability. The survey gauges whether a restaurant is serving local, seasonal, high-welfare food, how the resources and waste are managed, as well as how the staff are treated, the customers respected and the community valued. The SRA then assesses the results, collects evidence in support of answers and rates the restaurants accordingly.

This year, 50 restaurants have achieved the top rating – Three Stars – which means they've scored at least 70% in the survey of their all-round sustainability. Restaurants to have attained this exceptional result alongside Lussmanns include River Cottage Plymouth Canteen and Andrew Fairlie at Gleneagles. The SRA has awarded Two Stars to a further 60 restaurants and 110 have received One Star.

Diners looking for an SRA Star Rated restaurant and more details of the results can go to the SRA website www.thesra.org

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Notes

About The Sustainable Restaurant Association

- The Sustainable Restaurant Association (SRA) is a national, not-for-profit membership organisation providing more than 600 restaurants with expert sustainability advice through a team of specialist account managers.

- The SRA helps member restaurants source food more sustainably, manage resources more efficiently and work more closely with their community. Members enjoy the economic benefits of greater sustainability and the SRA promotes their activities to consumers.
- The SRA also the most comprehensive sustainability rating system in the sector, giving restaurants recognition for the good work they're doing and providing diners with a straightforward guide to finding a restaurant that matches their values. Restaurants must answer and provide evidence to 65 questions across 14 areas of sustainability. The results are then assessed and the restaurant rated accordingly.
- To be a Sustainability Champion a restaurant must demonstrate its all round sustainability; providing the evidence that it really is sustainable on a daily basis, by serving local, seasonal, high welfare food in a restaurant where the resources and waste are managed efficiently, the staff are well treated, the customers respected and the community valued. The best are rated as One, Two or Three Star Sustainability Champions:
 - **Three-Star Sustainability Champions** – These restaurants have demonstrated **exceptional** all round sustainability, scoring consistently well across every category totalling at least 70%.
 - **Two-Star Sustainability Champions** – These restaurants have demonstrated **excellent** all round sustainability, scoring at least 60%.
 - **One-Star Sustainability Champions** – These restaurants have demonstrated **good** all round sustainability, scoring at least 50%.
- For more information, please visit www.thesra.org

About Lussmanns Fish & Grill

- Lussmanns is the locals' fish & grill restaurant, championing the best welfare-driven British producers, and dedicated to looking after all the family.
- We are recommended by *The Good Food Guide 2010, 2011, 2012 and 2013*, rated as one of the UK's top restaurants by [Fish2Fork](#), members of the Sustainable Restaurant Association (SRA) and SRA Three Star Sustainability Champions.
- In 2011 and 2012, we won the Independent Restaurant category of the national RSPCA Good Business Awards.
- We have restaurants in St Albans and Hertford.
- For more information, including supplier details, please visit our website at www.lussmanns.com

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