

About the Initiative

Manx Menu returns for 2025, celebrating the vibrant ecosystem of Manx producers, growers, suppliers, chefs, mixologists, and front-of-house staff who provide the Island with quality produce and service year-round. Now in its second year, Manx Menu will run from **14th February 2025 to 31st March 2025**, giving hospitality businesses and local producers the opportunity to showcase the best of what the Isle of Man has to offer through Manx ingredient-led dishes, cocktails and produce. The initiative has proved successful in encouraging the public to support local hospitality businesses during a recognised quieter trading period.

Businesses are invited to sign up and submit their entries during the registration period of **1st November 2024 – 31st January 2025**.

Why Should You Sign Up?

1. Benefit from the extensive marketing and PR campaign which may include digital, newspaper, social media, journalism and direct mail advertising. Receive branded content which will help promote your business and attract customers throughout the Manx Menu contest.
2. Opportunity to win a share of £9,500 worth of prizes in the form of marketing support across eleven unique competition categories. These marketing prizes can include photography, videography and funding for local advertisements/marketing campaigns. Winners will also receive Manx Menu winner plaques and trophies to display within their venue.
3. Easy application process: Once you have decided which categories you wish to enter, you can fill out the application survey using the dedicated links below. These may be existing menu items or created specifically for the initiative. Be sure to have ready:
 - a. Names for each of your dishes/products.
 - b. The showcase Manx ingredients that are in each dish including supplier names.
 - c. Allergy information.
 - d. Landscape photos of each of your food and drink offerings.
 - e. Landscape photos of your establishment and team.
 - f. Opening times during the contest period/where the product can be purchased.

How will Manx Menu work?

Manx Menu will be hosted on the Visit Isle of Man website. Participating businesses are required to complete an application form, which will gather all the necessary details to generate a unique listing for the contest. Businesses are encouraged to share as much detail as they can regarding the Manx ingredients used, and where these are sourced from. Any images shared should be of high quality to ensure maximum benefit from the promotional activities that will take place throughout the contest.

A comprehensive marketing campaign will drive traffic to the Manx Menu website. Customers will vote and rate their Manx Menu experiences using a QR code or the dedicated website, focusing on dish quality and customer service. To incentivise voting, there will be prizes available to the public in the form of vouchers for a participating Manx Menu business of their choice. The highest voted entries will then be reviewed by a panel of expert judges will evaluate entries based on the number of Manx ingredients used, innovation, and sustainability.

Manx Menu Award Categories for Hospitality Businesses

Manx Menu Small Plate Award	This category looks to celebrate appetizers, brunch items, starters, and smaller savoury menu items that showcase the flavours and local ingredients of the Isle of Man.
Manx Menu Large Plate Award	In this category, the focus is on the substantial larger dishes, main courses and sharing plates that demonstrate the culinary excellence of the Isle of Man. Participating establishments should look to submit unique dishes that showcase the variety and quality of locally available produce.
Manx Menu Dessert Award	The Best Manx Dessert category encompasses all things sweet and delightful. Participants are encouraged to showcase their creativity by crafting desserts, cakes, and other sweet offerings that accentuate the unique flavours and ingredients of the Isle of Man.
Manx Menu Cocktail Award	This category looks to highlight the greatest and most innovative cocktails and mocktails that feature a prominent Manx ingredient or locally produced drink.
Overall Manx Menu Award	All businesses that enter dishes into at least three out of four of the small plate, large plate, dessert and/or cocktail categories will be automatically entered into the Overall Award. The winner must also win one of those other awards . This category will focus on the overall offering of the hospitality businesses taking part, considering customer service quality, overall levels of Manx ingredients/local products used across all categories and feedback from the public.
Manx Menu Takeaway Dish Award	Open to bricks and mortar businesses and mobile vendors alike, this category was added by the judges in 2024 in recognition of the number and variety of takeaways the Isle of Man has to offer. Entries should be a headline dish designed for convenience and portability that represents the businesses' offering and celebrates Manx ingredients.
Manx Menu Customer Service Award	While the other categories focus on the food and drinks on offer, this category looks to honour restaurants and establishments that provide exceptional customer service by their front of house staff. All entrants to any of the above categories will automatically be entered into this award.

Manx Menu Award Categories for Food & Drink Producers

Manx Menu Product of the Year - Food	This category focuses on a specific Isle of Man based product or ingredient that is locally produced, grown, or has significant value added on the Isle of Man. It must be available for purchase to the public. We are looking to find the most innovative product that has made the biggest impact on the Island's food and drink scene this year.
Manx Menu Product of the Year - Drink	

New for 2025

Manx Menu is a new initiative, and as such it is naturally evolving. Following extensive feedback from the Hospitality sector, there are additional categories new for this year.

Recognising Sustainability and Innovation:

With any entry the business will have the opportunity to opt into one or both additional categories. Applicants will then be sent a secondary application form to complete to explain how they meet the criteria. The winners of these awards will be selected by specialist judges rather than public vote.

Manx Menu Sustainability Award	This award recognises businesses that have demonstrated a commitment to sustainability through their operations and menu choices. Applicants will need to self-nominate and explain how their business is contributing to a more sustainable future.
Manx Menu Innovation Award	This award celebrates creativity and forward-thinking in the Isle of Man's food and drink industry. Open to both hospitality businesses and local producers, applicants will self-nominate and demonstrate how they have pushed the boundaries in their field. Whether it's through innovative menu items, production techniques, or unique product offerings, this award recognises those who bring new ideas and experiences to the table.

Front of House Heroes:

When the public place their vote for a hospitality entry, as well as scoring the customer service they will have the opportunity to nominate their server. There are three vouchers available, one each for **server, barista, and bartender**. The highest nominated individuals for each category will then be put forward for a public vote on social media (with their permission) and the winners will each receive a £250 voucher for the Manx Menu business of their choice. Participating hospitality businesses are encouraged to promote this as an opportunity to celebrate their front of house staff.

Prizes

Prizes will be awarded to the winners of each competition classification, with up to £1,000 worth of marketing support available within each category. Winners will also receive Manx Menu winner plaques and trophies to display within their venue. Winners and runners up will also benefit from additional promotional activities from Business Isle of Man and Visit Isle of Man.

Award Category	Prize Value
<i>Hospitality Businesses:</i>	
Manx Menu Small Plate Award	£1,000 in Marketing Support
Manx Menu Large Plate Award	£1,000 in Marketing Support
Manx Menu Dessert Award	£1,000 in Marketing Support
Manx Menu Cocktail Award	£1,000 in Marketing Support
Overall Manx Menu Award	£500 in Marketing Support
Manx Menu Takeaway Dish Award	£1,000 in Marketing Support
Manx Menu Customer Service Award	£1,000 in Marketing Support
<i>Food & Drink Manufacturers/Producers:</i>	
Manx Menu Product of the Year Award - Food	£1,000 in Marketing Support
Manx Menu Product of the Year Award - Drink	£1,000 in Marketing Support
<i>All participating businesses:</i>	

Manx Menu Sustainability Award	£500 in Marketing Support
Manx Menu Innovation Award	£500 in Marketing Support

Who can enter and take part?

To be eligible to take part in this Manx Menu initiative eligible businesses must have income wholly or mainly from operating a: -

- a) Commercial business premises which is registered with the Department of Environment, Food and Agriculture as a food business, such as coffee shops, cafes, restaurants, growers and producers.
- b) Or Commercial business premises in respect of which an on-licence, granted under the Licensing Act 1995, is in force, such as bars, nightclubs and public houses, whether or not they serve food;

The aim of the contest is to promote local hospitality businesses and producers and increase footfall during this period. Therefore, for hospitality businesses, the premises (including mobile vendors) must be open for a significant number of days between 14th February 2025 to 31st March 2025. Entries to the Product of the Year awards must be available to be purchased by the public during this period.

Sign up to take part!

Business Isle of Man and Visit Isle of Man are delighted to invite you to join Manx Menu 2025. The deadline is **31st January 2025** and you can sign up using the link below.

[Please Click Here to Apply](#)

Should you wish to contact a member of the Manx Menu team to discuss this initiative further, please do not hesitate to email the dedicated address: manxmenu@gov.im

Full Terms and Conditions available overleaf

By participating in 'Manx Menu', you agree to the following terms and conditions:

- Manx Menu is a promotional initiative organised by Visit Isle of Man and Business Isle of Man to promote hospitality businesses and producers which are participating in Manx Menu.
- While entries that were submitted in 2024 may be entered again, new dishes/products are encouraged.
- Provide accurate and up-to-date information about your business, including offerings, and availability.
- Ensure that all descriptions, images, and promotional materials provided for marketing purposes are accurate, truthful, and representative of your offerings.
- Visit Isle of Man and Business Isle of Man are not responsible for any loss of income as a result of any business participating in the 'Manx Menu' initiative.
- Participating businesses have the right to withdraw any entry at any time but must inform Visit Isle of Man or Business Isle of Man as soon as they choose to.
- Visit Isle of Man and Business Isle of Man reserves the right to terminate your participation in the initiative at any time, without prior notice. Although unusual this circumstance could arise if an applicant fails to comply with terms and conditions or if the Department believes that any information submitted as part of the application is incorrect or untrue.
- Each Manx Menu category submission for the following categories – Takeaway Dish, Small Plate, Large Plate, Dessert and Cocktail must comprise of at least one prominent showcase Manx ingredients from a local Isle of Man based supplier. To ensure entries are accurate, participating businesses may be selected for an audit to ensure they are using Manx ingredients and suppliers within their entries. It is therefore important that all supporting documentation relating to your Manx Menu items such as invoices and receipts are retained and available for inspection on request.
- Finalists in the Overall Award Category must be prepared to have their entries available for tasting by the judges after the Manx Menu contest closes to the public on the 31st March 2025.
- Each submission for the Product of the Year (Food or Drink) must be grown, made, or have significant value added locally. Entries must be available for purchase to the general public.
- Each restaurant can submit an item into each of the categories but cannot submit more than one entry to any category.
Visit Isle of Man and Business Isle of Man have the right to reject entries that do not meet the contest criteria.
- Visit Isle of Man and Business Isle of Man will market and promote the contest, providing information to visitors and potential customers about participating businesses and their offerings. However, Visit Isle of Man and Business Isle of Man are not responsible for the operation, quality, safety, or any issues arising from participating businesses.
- Participating businesses must be registered and operating businesses on the Isle of Man.

- Participating businesses are solely responsible for the operation of your business and the offerings provided under the contest. This includes ensuring the quality, safety, legality, and appropriate insurance coverage.
- Visit Isle of Man and Business Isle of Man reserves the right to modify or update these Terms at any time. Such changes will be communicated to you in writing or via the Visit Isle of Man website.
- Any personal data collected during the competition will be handled in accordance with data protection laws. <https://www.iomdfenterprise.im/footer/privacy-policy/>
- **Deadline to Enter: 31st January 2025.**