



# THE STAFF CANTEEN

## AWARDS 2020 CASE STUDY

# TO BE PART OF A BIGGER AND BETTER AWARDS 2021

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### THE IDEA

2020 has not been a good year for hospitality - The Staff Canteen wanted to give our audience and the industry something to celebrate; an awards ceremony with a difference ... all nominations and winners chosen by our audience.

Six categories open to all areas of hospitality:  
Chef of the Year  
KP of the Year  
Social Media Influencer  
One to Watch  
Lockdown Community Hero  
Seasonal and Sustainable Dish.

We took our idea out to key partners and the work began!

**Hospitality celebrating Hospitality.**

### THE APPROACH

Nominations opened across all 6 categories; using our network to drive our audience to nominate anyone they felt deserved to be included in the awards.

The nominations were published and voted for by our audience. Again we promoted across all social channels and TSC website for maximum reach.

A shortlist of 6 for each category was created, based on those with the most votes.

Each finalist was contacted and given the good news, before the final voting stage was opened... The finalist with the most votes in each category was declared the winner.

All those shortlisted were invited to our virtual Awards Ceremony, where the winners were revealed!

### THE REACTIONS

“ We are delighted to have an opportunity to support the hospitality industry in these challenging times. The Staff Canteen Awards shed an important light on the community of hardworking and talented individuals within our industry. ”



“ It was great to connect with the chefs and celebrate their achievements via such a positive and interactive industry event. ”



**CHEF OF THE YEAR  
2020 WINNER**

“ I don't know what to say, my God, very unexpected. ... a career highlight, I would say. ”

**PETER MCKENNA,  
THE GANNET**

### THE RESULTS

**2,319,769**  
Opportunities to see

**129,819**  
Social engagement

**30,837**  
Votes

**8,097**  
Views

