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## Wiveton Bell restaurant named favourite in the East

Wiveton Bell, Norfolk, has been named as the East of England regional winner of **The Good Food Guide Readers' Restaurant of the Year Award** today.

More than 25,000 diners nominated\* their favourite restaurants, pubs and cafés. Among the many recommendations, Wiveton Bell was put forward for its 'great food, wonderful warm service and lovely atmosphere'.

Wiveton Bell owners, Berni Moritt and Sandy Butcher were delighted. Berni says:

*"We are over the moon to be the East of England winners of one of the most prestigious awards in the industry. It means so much to be recognised in this way.*

*"We're thankful to all of the customers that nominated us, as well as our fantastic local suppliers and amazing team at Wiveton Bell who have worked so hard to be awarded this accolade by The Good Food Guide."*

The judges have been searching for independently-owned eateries that deliver excellent regional dishes and use local producers where possible. In line with this year's **Which? Awards** theme of 'Who cares, wins', they were also looking for impeccable customer service.

Elizabeth Carter, Consultant Editor, The Good Food Guide, says:

*"It's so exciting to find culinary gems that go the extra mile for their customers and Wiveton Bell is no exception. Local ingredients get top billing at this rejuvenated inn, with cooking following unfussy brasserie lines."*

The ten regional winners\*\* will now go head to head to become the overall winner of **The Good Food Guide Readers' Restaurant of the Year** at the Which? Awards\*\*\* on 19 May 2010. Further information is available at [www.which.co.uk/gfgaward](http://www.which.co.uk/gfgaward) .

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Notes to editors

For further information or an interview with Elizabeth Carter, please contact Nicole Gross on [nicole.gross@which.co.uk](mailto:nicole.gross@which.co.uk) or 0207 770 7564.

\*The public were invited to nominate their favourite independently-owned restaurants, pubs or cafés either online or by submitting a postcard that was available in restaurants.

\*\*The ten regional winners are:

- > Wales: Slice, Swansea
- > East England: Wiveton Bell, Norfolk
- > London: The French Table, Surbiton
- > Midlands: Saffron, Oldbury, Birmingham
- > Northern Ireland: Ginger Bistro, Belfast
- > North East: Northcote, Lancashire
- > North West: Artisan, Hessele
- > Scotland: La Garrigue, Edinburgh
- > South East: Vanilla Pod, Marlow
- > South West: The Swan at Southrop

All ten regional winners will appear in The Good Food Guide 2011.

\*\*\*The Good Food Guide Readers' Restaurant of the Year award is one of the annual Which? Awards, taking place this year on 19 May 2010. At the Awards, Which? publicly recognises those companies and individuals that consistently get it right for the consumer. The Good Food Guide Readers' Restaurant of the Year award is the only annual award based on nominations submitted by the general public.

#### **About The Good Food Guide**

The Good Food Guide is the UK's longest-running, bestselling restaurant guide. Unlike other guides, it does not accept any sponsorship, advertising or freebies. It includes reviews of the very best establishments in the UK, from great value pubs to fine dining.

The Good Food Guide 2010 can be ordered on 01903 828557 (£16.99, p&p free), at [www.which.co.uk/gfgbook](http://www.which.co.uk/gfgbook) or bought from bookshops. The Good Food Guide iPhone app is priced at £4.99 and can be downloaded at [www.thegoodfoodguide.com](http://www.thegoodfoodguide.com) or found on the iTunes app store. Users will get full access to The Good Food Guide's reviews.