

Displaying your rating is good for business



FOOD HYGIENE RATING

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authority
logo
position

 Food
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Well done for achieving a food hygiene rating of 3 or 4. Your rating puts your business in the top half of the 0 to 5 scale. Not only can this be good for business now but it's also only a step or two from the top rating, something which every business is able to reach.



Why it's good for business

- **It's what customers look for** – research by the FSA indicates that the majority of consumers find a rating of 3 and above acceptable. Research also shows that more consumers are actively looking for ratings when they are out and about.
- **There's a profit to be made** – an increasing number of food businesses are displaying their hygiene rating stickers and more than a third of them say that this is having a positive impact. This includes greater customer confidence, better reputation among customers and, most importantly, more customers.

Making your rating good for business

- **Make sure you display your rating sticker** – put it in a place where your customers can easily see it, for example in a window or on the door. This immediately reassures them about the hygiene standards of your business. If you've lost, damaged or misplaced your sticker, contact your local authority food safety officer who can provide you with a new one.
- **Continue to improve** – look at your food safety management system for food storage, preparation and hygiene, and work on the areas that your food safety officer highlighted at the time of your last inspection. After all, it's businesses that have a rating of 5 that will benefit the most from the scheme.



Every food business can get a top rating

'As the rating increased, so did our footfall... There's no doubt that the scheme has led to increased business and helped us expand into a second premises.' Joe Fraser, restaurant owner

Thanks for taking the time to find out how and why your food hygiene rating can be good for your business. We know that you're the expert when it comes to serving up delicious dishes. We just want to make you aware of how you can benefit from the Food Hygiene Rating Scheme. For more information simply visit food.gov.uk/business-toolkit-fhrs

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