

Displaying your rating is good for business



Congratulations!

You have achieved the top food hygiene rating. A rating of 5 is something you should take a lot of pride in and share with your customers. After all, it's good for business.



Why it's good for business

- **It's what customers look for** – FSA research has shown that consumers are becoming more aware of the Food Hygiene Rating Scheme and are actively looking for hygiene rating stickers 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 that your business takes food hygiene seriously. If you've lost, damaged or misplaced your sticker, contact your local authority food safety officer who can provide you with a new one.
- **Promote your rating within your advertising** – this shows regular and new customers that they can have confidence in their choice to select your restaurant, pub, café or takeaway.

'I'm the only fish and chip shop in my area with a rating of 5 and I'm very proud of that. The food hygiene rating has led to my sales being increased. So it is definitely good for business.'

Mathew Williams, fish and chip shop owner

If you need more straightforward, cost effective tips to help you get the most out of your hygiene rating check out our free online 'How to' guide. It's designed to give you inspiration and advice, and help increase the number of customers who come through your door or order through your website.

The 'How to' guide includes downloadable images showing your rating that can be easily included in your promotional materials.

So make sure you check it out today at [food.gov.uk/business-toolkit-fhrs](https://www.food.gov.uk/business-toolkit-fhrs)

Thanks for taking the time to find out how and why your top 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



Continue your good work to make sure you keep your top rating

