

Jon Finds Perfect Excuse To Escape!

Over three years in the making, Jon Green's Robin Hood Project 2B epically passed its SVA in June 2005. Time to get out and about in his beautiful home county of Cumbria? Unspoilt vistas over The Langdales at the end of a hair-raising spin over Hard Knott Pass?

Not according to 'er indoors! There were still two border collies to walk (who, incidentally, refuse to even try and get their backsides into the boot for a ride!). The couple were still only one year into a 5-year renovation plan on their house, there was still a job to hold down, there were still mountains to climb and conquer on foot and on bike, waters to ski on, and rivers to kayak down (we can forgive her this nag, no wonder it took an age to build!).

What Jon hadn't bargained on was 'r missus coming up with an idea that would give him carte blanche to take the car out whenever he liked... not only with her blessing, but with what can only be described as - encouragement!

Being a complete pub food nut, Sharon hit upon the idea of a pub food recommendation website. They'd moved into a new village and didn't know where to eat. Many happy hours were spent touring from one pub to another (it's a hard life!) checking out menus, beer gardens and desserts. They wanted to impart this new found knowledge onto other newcomers to the area and, indeed, to the millions of visitors who flock to the Lake District annually.

www.EnjoyYourMeal.co.uk was launched in July 2006. If you've ever eaten out in a pub, and enjoyed it, log on to recommend it to others. If you're ever needing an excuse to take a spin with the better half on a Sunday, search online for the highest rating pubs near to you, and take her 'somewhere special'. There's also an online discussion forum where food lovers and publicans alike can get together and talk about food, beer, beer and food. If you're already out in the car, and start feeling peckish, get onto your WAP phone, click onto mob.EnjoyYourMeal.co.uk, type in your location, and the search will bring back the top recommended pubs in that area. What's more, everyone who recommends a pub in each month is automatically entered into a draw to win £50 towards another meal at the pub of their choice! The more recommendations you write, the better your chance of winning - can't be bad!

The site will take time to build; this is really just the start of another three year project for Jon. Enjoy Your Meal are encouraging people like us to help sort out these pubs. They can't, much as they'd like to, afford to visit and rate each one in turn. Cumbria is an obvious focus and starting point for the website to build a solid foundation on. The site can only benefit food lovers in the long run. One pub, having received a positive recommendation in the site's first week, has responded to the reviewer's comments by re-instating the fabulous steak pie that the reviewer so dearly missed!

And so, the car has become Enjoy Your Meal's best marketing tool. Stared at by onlookers, the happy 2B now boasts decals of a pie and a pint with the company logo

on the side. That 'crock of scrap' in the garage is, funnily enough, being treated like one of the family at last. As it should be. Jon wants a new exhaust? How quickly can we get him one? The car would benefit from a new set of alloy wheels? How shiny would you like them, Sir?

Anything to encourage, yes, there's that word again, anything to encourage Jon to get out and get noticed!

To discover more about 'Enjoy Your Meal' and see how you can win £50 see their main advert on page 26.



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