



Pub Grub!

Do you enjoy your food? Sharon Wood and Jon Green enjoy eating out so much, they have developed a website specifically for food lovers, to tell the world about their favourite haunt. Here they explain why...

Sharon and Jon are partners in all sense of the word. Both in their early thirties, they have over 15 years of business and academic expertise. Sharon trained as a primary school teacher and has a degree in European Business Management. Two years ago, she took the leap to self-employment, undertaking research and administration for local companies. Jon has a degree in Building Surveying and worked as a surveyor and office manager for over five years. A year ago, the duo took on the management of a busy Lake District Hotel, whilst at the same time converting a holiday home in the same area. In July this year, they set up Enjoy Your Meal Ltd, an online community for pub grub lovers everywhere. "We love pub food!" explains Sharon, "And whilst running the hotel and holiday home, we were inundated with people asking for recommendations on where they could eat out."

The entrepreneurial couple spent many of their weekends away and usually took potluck when choosing where to eat. "That's when we got the idea, we thought it would be great to get people to submit their recommendations online so that we could share their ideas. Through research, we found that around seven out of ten people choose where to eat out based on recommendations, so we knew we would be building a great resource."

www.EnjoyYourMeal.co.uk is a website bringing together people who love eating out in pubs. "If you are away from home,

working, on holiday, or just stuck for a fresh idea, recommendations are often hard to come by and that's where our site comes in. People simply visit the site, type in their location and the search brings back results listed in order of public recommendation. It's

"Seven out of ten people choose where to eat out based on recommendations."

especially great for people on the move, and you don't even need a computer, as you can access it from a mobile phone, or other WAP enabled device."

Like any new business, Enjoy Your Meal has had its fair share of teething problems. "We thought it would be better to get the publicans involved in enhancing their listings and that that would help to encourage the public to use the site. We really didn't think we could get the public on, without having the photos and menus online, but actually visitors want to see the recommendations and they don't seem to mind that there's no other information!"

Sharon's main focus now, is to encourage people to post recommendations onto the website, in order to attract more publicans to enhance their listings. With a no nonsense attitude, Sharon and Jon instructed local web designers,

Furness Internet, to designing the site within two days of deciding to take the leap. "The initial idea has been with us for two years now, but we only verbalised it in January this year. Since then, life has been a series of massive highs, when we are in a constant whirlwind, and lows, in which nothing goes right." Although they sometimes feel that everything is out of their hands, Sharon and Jon have loved almost every minute of Enjoy Your Meal Ltd and are already looking to expand. "We feel it's important to create a proven model in one area, before we can take it to another. Although saying that, we already have recommendations for pubs as far away as Taunton and Portsmouth!"

Recommend your favourite pub at <http://www.enjoyyourmeal.co.uk> and be entered into their free £50 monthly draw!

