



# The WHITE EAGLE NEWS

## MAELOG CLOSED FOR REFURBISHMENT

### Chef's Academy Planned for 2011

The Maelog Lake Hotel at Rhosneigr closed on November 1st ahead of a major makeover. The development will entail a new building that will house a chefs' school for disadvantaged young people on Anglesey who need a job and are looking to create a career.

Customers can expect the same quality and service they receive at The White Eagle. The pub, rising above the dunes, will have relaxing views of The Lake and easy access to the famous kite surfing beach.

The chefs' school has been in the planning stage for over 6 months. Linking with Coleg Menai Alex Timpson will be taking a close interest in this important opportunity for young people to find their feet.

"I saw the potential when we visited Jamie Oliver's '15' Restaurant near Newquay," says Alex. "For recruits to be an integral part of a team where the aim is to become a centre of excellence will, for some, provide inspiration throughout their working life."

The hope is to reopen the Maelog towards the end of next summer - we will keep you posted.



### ADRIENNE WINS

Adrienne Owen won The White Eagle personality of the year award at a major presentation lunch held in a marquee in the grounds of Alex and John Timpson's home in Cheshire.



Commenting on the award Alex said, "The White Eagle is full of personalities—Arri and Phil the other finalists fully deserved to be shortlisted for the award. It was a close decision, but by singling out Adrienne it gives me a chance to say that she provides the sort of amazing customer service that most other companies can only dream of."

### MICHELIN STARS



Head chef, Roger Gorman and White Eagle Senior chef, Phil Boyle are delighted that The White Eagle is the only kitchen on Anglesey to be mentioned in the 2011 Michelin Pub Guide.

### Best Ale on Anglesey

The awards keep coming—this certificate was presented for the Best Ale in Gwynedd and Anglesey.





# SEEN ON THE WEB

## Trip advisor—a few niggles and lots of compliments

If you surf the net and Google 'The White Eagle' you will find a significant collection of compliments under headings such as 'What a Find', 'Best food on Anglesey', 'Fantastic', 'Excellent'.

But amongst the bouquets there are a couple of brickbats most of the criticism is concentrated on the fact we don't take bookings and the times when children are not allowed.



We asked Alex to answer the critics:

### NO BOOKINGS



From the time we opened the rebuilt White Eagle in 2007 I banished the booking system, and increased our staffing level so everyone could get served as quickly as possible.

I have always found it irritating to go into a pub or a restaurant which has plenty of empty tables only to find it is fully booked.

Our first come, first served system works extremely well—as soon as the tables are free we start a waiting list and get customers seated as soon as we can.

For a time we tried to keep our large tables for big parties (that is why you might have seen the occasional 'Reserved' sign appear). But I do expect small groups to share a big table if that is all that is available.

Very rarely—at Christmas and special occasions during the winter we take the occasional booking but for most days in the year it is not possible to reserve a table at The White Eagle.

### CHILDREN

**NO!**



Children are always welcome at The White Eagle—except when they are barred by law. The licensing laws are quite clear—no children at the bar at any time—none in the pub after 9.30pm.



As most people know I love children—perhaps that is why we take a lot of trouble over our children's menu and provide a selection of books and games to

**NO!**

entertain young customers.

Some publicans break the rules (mainly for the convenience of adults not children!) but I am not willing to risk losing my licence.

## CRIMEWATCH

Sadly our annual security audit has revealed a continued catalogue of petty theft! It is amazing some customers think that paying for food and drink also entitles them to take glasses, knives, forks and pepper pots.

Here are the top 8 items stolen from The White Eagle during the summer:



**Tap Handles!**



**Tab Cards**



**Soap Dispensers**



**Bottles**



**Cups**

**Knives, Forks & Spoons**

**Salt & Pepper Pots**



**Unpaid Bills**



Just a thought—if people didn't pinch our property we could probably pay for the extra VAT without putting up our prices.

# According to ALEX



I can't wait until we complete our project in Rhosneigr and start training the first group of new recruits. But it will be well into next year before the Maelog reopens, in the meantime there is plenty going on at The White Eagle—it will be particularly interesting to see how Rupert Charles-Jones tweaks the interior design. As you see from the picture Rupert has shown me what is in his mind but Rupert has a habit of changing his mind so we will have to wait and see.



## Customer Comments

It is pleasing to get so many awards recognising our White Eagle team and although I don't go on the internet, John tells me there are plenty of complimentary comments being posted on sites like Trip Advisor. But there is the odd complaint which I have answered elsewhere in this newsletter—everyone is entitled to their views but I have learnt that you can't satisfy all your customers all of the time.

## Normal service will be resumed

Apologies to those customers that got caught by the odd gremlin that crept in during the year—in particular power cuts in the spring and a mid summer gas leak in the kitchen.

These things are outside our control—but we try our best to keep customers happy despite the odd local difficulty.

## SNOWDON BURGER COMPETITION



Plenty of customers have taken up James Timpson's challenge and conquered Snowdon—they were all presented with a certificate to prove the point. To qualify, Snowdon Burger Challengers had to leave a completely clear plate—

guess how many certificates have been presented since the Snowdon Burger was introduced at the beginning of June?



WIN a £30 White Eagle Voucher



Please leave your entry behind the bar.

### SNOWDON BURGER COMPETITION

No of Certificates:.....

Name: .....

Address: .....

Contact No: .....

## COMPETITION WINNERS

### CAPTION COMPETITION

Our Caption Competition Winner is **Jamie Wright from Rhosneigr** who receives £30 of White Eagle vouchers



Why did I have the second portion of Bara Brith bread & butter pud?



Jane Cook—Didsbury, Manchester

## DESIGN A SIGN

We have 2 **Winners** of the Design A Sign competition, winning £30 each of White Eagle vouchers



Cai Stodd-Jones—Llanddeusant

## FREE Photo Shoot



The Max Spielman photo shoot at the end of August raised £175 for St. Gwenfaens Church—many thanks to the team from Max.

