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White Rose Awards get the Michelin Star Treatment

The UK's largest tourism celebration, The White Rose Awards, will this year get the Michelin Star treatment as Welcome to Yorkshire teams up with top Yorkshire chef and restaurant owner Simon Gueller.

The owner and chef of The Box Tree in Ilkley will be giving the huge event his Michelin Star flare as he works with the award winning CGC Event Caterers.

More than a thousand people will attend the ceremony which will be held at one of the world's best entertainment venues; the first direct arena, Leeds, on Monday 30 October.

Sir Gary Verity Chief Executive of Welcome to Yorkshire said: "This year's finalists and guests are in for a real treat! Not only will we be celebrating Yorkshire's tourism stars but we'll also be enjoying some of Yorkshire's finest food, created by an incredibly talented team in Simon and the chefs at CGC Event Caterers. Yorkshire has more Michelin starred restaurants than anywhere outside of London and I'm delighted to have Simon work with us to create a real culinary delight for our guests."

Simon Gueller said: "It's a huge honour to have been asked to collaborate with Welcome to Yorkshire and CGC Event Caterers. These chefs are used to creating stunning food for more than a thousand guests and I'm incredibly excited to bring my experience of working with some of the finest Yorkshire ingredients to create a very special menu that has a real wow factor; something that will really showcase Yorkshire produce and our Yorkshire culinary talent."

Kevin Pinnington, F&B Director Arenas & Theatres, CGC Event Caterers said: "We've been delighted to work with Welcome to Yorkshire to create their vision each year for the White Rose Awards and this year will be even more exciting. To have a chef of Simon's quality join our team is a real honour and I know our talented chefs will relish the experience and can't wait to get cooking up a storm for the guests at our great venue. The arena is a fantastic choice for this event and we'll be working closely with our SMG Europe colleagues at the venue to deliver another outstanding evening"

Jen Mitchell, General Manger, first direct Arena said: "We are thrilled to be welcoming the White Rose Awards back to the arena and to be working with our family, CGC Event Caterers, to deliver what we know will be an amazing evening. The event is a great showcase for Yorkshire's tourism industry and I know the team

here are delighted to be working with Simon to create an exciting experience for all the guests.”

This year’s White Rose Awards will have even more surprises as organisers plan to make it the biggest and best one yet with exciting guest stars and entertainment all to be revealed in the coming months.

Welcome to Yorkshire’s White Rose Awards are over a quarter of a century old and each year they honour the best and brightest of the county’s tourism businesses in 17 categories, covering everything from hotels to holiday parks, pubs to producers and arts to attractions.

Tickets are now on sale at £75+VAT and are available at www.whiteroseawards.com

- ENDS -

Images: first direct arena, Leeds

Images: Simon Gueller

Editors’ Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county’s visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £7 billion annually
 - The county’s industry employs almost a quarter of a million people

CGC Event Caterers are a subsidiary company of SMG Europe who manage the fd Arena.

For more news and a free image bank <http://www.yorkshire.com/mediacentre>

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The full list of finalists is:

Arts & Culture Award

Hull Truck Theatre
Impressions Gallery, Bradford
Kunsthuis Gallery, Crayke
Spear at Semerwater - Dales Countryside Museum, Hawes
The Craft Centre & Design Gallery, Leeds
West Yorkshire Playhouse, Leeds
Yorkshire Young Sinfonia, Scarborough

Business Tourism Award

National Railway Museum, York
The Camp Hill Estate, Bedale
The Country Park, Hessle
The English Institute of Sport Sheffield
York Conferences Limited
Yorkshire Event Centre, Harrogate

Guest Accommodation of the Year

Cambridge House, Richmond
Carr House Farm Bed & Breakfast, York
Grassfield Hall, Pateley Bridge
Low Mill Guesthouse, Bainbridge
No. 21 York
The Wold Cottage, Driffield

Holiday Park of the Year

Akebar Park, Leyburn
Camp Katur, Bedale
Forest Holidays, Keldy, Pickering
Harrogate Caravan Park
Humble Bee Leisure, Scarborough
Vale of Pickering Caravan Park

Inns & Restaurants with Rooms Award

Ellerby Country Inn
Estbek House, Whitby
The Plough Scalby, near Scarborough
The Saddle Room Restaurant, Leyburn
The Three Acres, near Huddersfield

Large Attraction of the Year

Brontë Parsonage Museum, Keighley
Fountains Abbey & Studley Royal, Ripon
National Science and Media Museum, Bradford
Newby Hall & Gardens, Ripon
Stockeld Park, Wetherby
The Forbidden Corner, Leyburn
The Wensleydale Creamery

Large Hotel of the Year

Devonshire Arms Hotel & Spa, Skipton
Holdsworth House Hotel & Restaurant, Halifax
Rudding Park, Harrogate
The Black Swan Hotel, Helmsley
The Coniston Hotel, Country Estate & Spa, near Skipton
The Principal York
Wentbridge House Hotel, Pontefract

Outstanding Customer Service Award

Pennine Cycles, Bradford
Team York Maze
The Grand Hotel & Spa, York
Tong Garden Centre, Bradford
Wentbridge House Hotel, Pontefract
Yorebridge House, Leyburn
York Racecourse

Producers and Makers Award

DeliVita Limited,
Masons Yorkshire Gin, Bedale
The Little Red Berry Co. Ripon
Tipple Tails, Sheffield
Yorkshire Dama Cheese, Sowerby Bridge
Yorkshire Heart Vineyard & Brewery, York

Pub of the Year

The Bay Tree, York
The Bruce Arms, Ripon
The Chequers Inn, York

The Duke of York Inn, York
The Swan & Talbot, Wetherby
The White Swan, York

Restaurant of the Year

Lanterna Restaurant, Scarborough
Prashad, Drighlington
The Hare Restaurant, near Thirsk
The Pheasant Hotel, Helmsley
The Westwood Restaurant, Beverley
Wentworth Restaurant, Malton

Self-Catering Accommodation of the Year

Broadgate Farm Cottages, Beverley
Cottage in the Dales, Leyburn
Dalesend Cottages, Bedale
Lendal Tower, York
Smallshaw Cottages & Spa, Sheffield
Thief Hole Cottages, Northallerton
Tunstall Road Farm, Catterick

Small Attraction of the Year

Burton Constable Hall & Grounds, Skirlaugh
Kilnsey Park, Skipton
National Emergency Services Museum, Sheffield
Scampston Hall & Walled Garden, Malton
Stillingfleet Lodge Gardens, York
The Georgian Theatre Experience, Richmond

Small Hotel of the Year

Feversham Arms Hotel & Verbena Spa, Helmsley
Goldsborough Hall, Goldsborough
The Victoria Hotel, Robin Hoods Bay
The West Park Hotel, Harrogate
Tickton Grange Country Hotel, near Beverley
Yorebridge House, Leyburn

Taste of Yorkshire Award

Cannon Hall Farm, Barnsley
Cedarbarn Farm Shop, Pickering
Fodder, Harrogate
Miller's Fish and Chips, York

The Firebox Café @ Stage1cycles, Hawes
Wold Top Brewery, Driffield

Tourism Event of the Year

Great Yorkshire Show, Harrogate
HallowScream at York Maze
Huddersfield Literature Festival 2017
The North York Moors Chamber Music Festival
Wakefield Festival of Food Drink & Rhubarb
York St.Nicholas Fair

Visitor Information Award

Bradford Visitor Information Centre
Bridlington Tourist Information Centre
Doncaster TIC
Harrogate Tourist Information Centre
Humber Bridge TIC, Hessle
Visit York Information Centre