



FOOD AND BEVERAGE



QUALITY STANDARDS FOR FOOD AND BEVERAGE OUTLETS

ROYAL COMMISSION FOR ALULA
DMMO EXCELLENCE DEPARTMENT
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VERSIONS LOG

Version Date	Version No.	Responsible for Change	Changes
May 22, 2022	1.0		
August 19, 2023	2.0	Amro Alkhudair	<ul style="list-style-type: none"> Rewording and added description to increase clarity of the following standards: #6, #15, #19, #47, #48, #50, #51, #53, #146, #174, #175 Standard #16 made non-mandatory for Food Trucks. Standard #11 in Temporary and Stalls classification made non-mandatory for Food Trucks. Standard #19 made N/A for Food Trucks. Standard #50 made mandatory only Fine Dining. Standards and definition for Stalls added as new classification of F&B Outlet, combined in the temporary F&B outlets.
August 7, 2024	3.0	Hussein Alsheikh	<ul style="list-style-type: none"> Rewording and adding a description to increase the clarity of the following standards: #5, #24, #40, #46, #58, #85 and #96. Standard #118: Restaurant/ Café open & close timings is available on website or social networks, made mandatory for all classifications. In the previous version, Standard: #68 Restaurant entrance doors are clean and polished, #69 Restaurant entrance is unobstructed & easily accessed. Disabled access is available & safe for use, and #70 Smoking areas, where provided, are clean and tidy, are relocated to the interior category which will be standards #30, #31 and #32 in this version. In the previous version, Standards #174 The restaurant's website/social media account is available in several languages (at least Arabic & English), and #175 TripAdvisor and Google map are available and provide accurate information (location, opening hours & description of restaurant) are relocated to Online communication tools and E-services category. which will be standards #125 and #126 in this version. In the previous version, Standards #172 Presence of a system to pay via (i.e. Mada, Visa, MasterCard, American Express) is relocated to Payment & Departure category. which will be standards #92 in this version. Renaming "for the client" category to "children and elderly facilities" category. The following standards have been removed from previous version due to their inability to be measured during the quality audit. These standards incorporated into the Mystery Shopper standards for effective evaluation and measurement: #28, #52, #53, #54, #55, #56, #71, #74, #76, #77, #78, #82, #83, #84, #89, #93, #94, #95, #96, #97, #98, #99, #101, #120, #123, #124, #125, #133, #135, #136, #139, #140, #141, #173, #177, and #182. In this version, the Service & Food Quality category has been removed from the quality standards because they cannot be effectively measured during the quality audit. These standards have been incorporated into the Mystery Shopper standards for effective evaluation and measurement. Merged the online communication and E-services categories. Adding new requirement for the interior category as follows: #28 Ventilation and cooling throughout the restaurant create a positive ambiance for customers. Adding the mystery shopper standards to help the business understand the guidelines and requirements that will be evaluated.

Disclaimer

This guideline was produced after consultation with MKG, testing with responsible business owners over the course of a year and continued feedback from multiple departments. The guideline will be revisited as necessary to include amendments and addition/removal of standards.



INTRODUCTION

On a global scale, economies or companies want to maintain good quality standards and market image, therefore appropriate specification schemes are developed for most products. Food & Beverage (F&B) quality is marked by fulfilling certain regulatory requirements strictly focused on health, safety, and product specifications. However, specified guidelines with regulatory bodies monitoring the quality of F&B and service in any set area which is followed to the highest standard do not exist. Rather, business guidance for registering and setting up a food business is set to food safety and health demands solely.

As we move forward in the vision set for AlUla to become a quality destination for all, set standards specifically focused on the overall quality and customer engagement has been established to ensure certain quality aspects must exist for an operational F&B business. The standards are designated as a pre and post operational requirement for all F&B businesses that open within AlUla.

All F&B businesses working to establish within AlUla must ensure compliance to the grading processes detailed below prior to receiving a license to operate.





RESTAURANT CLASSIFICATION

CLASSIFICATION	DEFINITION
FINE DINING RESTAURANT	Includes all types of restaurants where an extensive menu is offered and/or the style of service adheres to the professional and traditional standards of food and beverage service. The main theme that connects establishments in this category is that the principal purpose of the establishment is managed food and beverage service whilst seated and offers comfortable and discrete customer facilities and services.
CASUAL RESTAURANT	Includes all types of restaurants where a limited menu but often extensive options within that menu are offered. Includes a wide spectrum of styles of establishments that are often themed and where service is mainly informal. Typical restaurants include bistro-type operations, specialty restaurants and restaurants in entertainment centers.
CAFE	Includes coffee shops of all types, delis and bakeries which often have specialty products. Also, that primarily serves hot & cold beverages with snacks. Such operations may be stand-alone or be part of a larger operation such as a visitor attraction, shopping centers or leisure and entertainment centers.
FOOD TRUCK	Includes nomad food service locations. Includes all type of restaurants. Such operations may be stand-alone or be part of a larger operation such as a visitor attraction, shopping centers or leisure and entertainment centers.
TEMPORARY & STALLS	Includes F&B vendors open for a limited amount of time with a maximum allotted period of 45 days. For vendors that plan to exceed 45 days, the full standards pertaining to the restaurant classification applies. Stalls refer to small food businesses typically found in open-air markets. Stalls often specialize in specific dishes or cuisines.





DEFINITION OF GRADING PROCESS

The proposed scheme distinguishes between different types of food and beverage outlets based on the service journey, the extensiveness of the food and beverage menu, and the style of service.

A schedule of unannounced inspections to ensure compliance will commence, including inspections conducted prior to opening, post opening, and inspections conducted by the quality auditor and Mystery Shoppers, who will gauge the level of quality. If the level of quality falls below the required grade or mandatory requirements are not followed, permission to operate will cease until the findings are closed and a reinspection is conducted. Obtaining all mandatory requirements does not automatically qualify as fulfilling the required percentage to operate, and thus, a number of optional requirements must be fulfilled.

For Temporary classified F&B outlets, only mandatory requirements apply that all must be fulfilled. If renewal or extension is requested, the outlet must follow the full grading process outlined below.

GRADING PROCESS

- (1) **Mandatory Requirements:** All mandatory requirements ("M") must be met by the Restaurant. Without full compliance to these points, a classification is not possible.
- (2) **Minimum Points:** Even if all mandatory requirement points are achieved in the requested restaurant classification, the restaurant must comply with further optional points ("O") to reach a necessary minimum percentage.
- (3) **Minimum Required Percentage:** All mandatory and optional points are required as a percentage to be satisfactorily compliant with the minimum quality standards required to operate in AlUla.

QUALITY STANDARDS

CATEGORY	FOOD TRUCKS	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT	TEMPORARY & STALLS
Minimum points	151	215	226	348	141 (When Applicable)
Maximum achievable points	302	430	435	435	141 (When Applicable)
Minimum required percentage	50%	50%	65%	80%	100%
Mandatory Requirement Points	108	209	239	250	141 (When Applicable)

MYSTERY SHOPPER STANDARDS

CATEGORY	FOOD TRUCKS	CASUAL RESTAURANT /CAFE	FINE DINING RESTAURANT
Required percentage	100%	100%	100%
Mandatory Requirement Points	71	75	106



QUALITY STANDARDS

CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
PREMISES/ FIXTURES & FITTINGS	1	The layout of the dining area ensures that sufficient space is provided at, around and between tables. Movement through the restaurant is never obstructed due to inadequate space or overcrowding.	5	N/A	M	M	M
	2	Interior signage within the establishment is of good quality and provided in Arabic and in English. (If signage is in one singular language, a symbol must be clear to anyone who does not speak the language e.g. male toilets indicated by male symbol at door)	3	N/A	M	M	M
	3	Floor coverings of the establishment is clean, tidy and well kept.	5	O	M	M	M
	4	A high standard of cleanliness high practices is maintained throughout all parts of the establishment in compliance with all relevant hygiene regulations.	5	M	M	M	M
	5	A separate food-supplying area is provided away from disposal areas. This area must be kept clean and tidy at all times.	3	N/A	M	M	M
	6	Restaurant signage is at least clearly visible or illuminated at night (including Brand name, where appropriate).	5	M	M	M	M
	7	The exterior of the establishment is well maintained, visually appealing to customers and effectively preventing safety risks.	3	M	M	M	M
	8	The exterior of the establishment prevents safety risks for customers.	3	O	M	M	M
	9	The entrance to the establishment is always clean and tidy.	2	N/A	M	M	M
	10	Restaurant tables and chairs are appropriate for the style of establishment, ergonomic, comfortable and safe for customer use. Tables and chairs sit firmly on the floor and are not unbalanced or unstable.	5	N/A	M	M	M
	11	The volume of background music when provided is maintained at an appropriate level and not obtrusive to conversation.	2	M	M	M	M
	12	Curtains, window blinds or other similar items are well presented and clean If applicable.	5	N/A	M	M	M
	13	All toilets (employee and customer) are located in a separate area from the dining room & kitchen (if applicable).	5	N/A	M	M	M
	14	Separate ladies and gents' toilets and services are provided for customers. (If Applicable)	3	N/A	O	M	M
	15	Clean and accessible counter for customers to place their order, pay and pick their order up with fast service.	5	M	M	M	O



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	16	Sufficient number of covered litter bins with pedals that are clean & regularly maintained and emptied, available in toilets, kitchens and service areas	5	N/A	M	M	M
	17	Restaurant/café is free from pests	5	M	M	M	M
	18	All necessary procedures are in place to prevent infestation by rodents, insects, flies and cockroaches etc. The establishment has a contract with a pest /rodent control company and evidence is available to verify same. If No contract available with pest control company available, necessary tools e.g. fly traps, Electric fly killer, poison bait traps are available, activated and effective following Municipality Guidelines.	3	M	M	M	M
	19	Pathway to restaurant is easy to walk on (if applicable)	3	N/A	M	M	M
	20	All equipment used for the preparation and service of food and beverages is fit for purpose and hygienically maintained and presented.	3	M	M	M	M
	21	Separate hand washing sinks, with appropriate anti-bacterial soap is provided for food production employees.	5	O	O	M	M
INTERIOR	22	Lobby/reception area smells fresh, is clean, in good repair, properly lit, warm & well ventilated (if applicable)	2	N/A	O	O	M
	23	Quality and cleanliness of service equipment, crockery, glassware and cutlery is high	3	O	O	O	M
	24	Quality and adequacy of lighting is sufficient to read the menu	3	O	O	M	M
	25	Private dining facilities are available and of good quality	5	N/A	O	O	O
	26	Facilities are provided to cater for children including baby chairs etc. If applicable	3	N/A	O	M	M
	27	No back of the house items to be stored within visibility of customers (e.g. carts, return trays/plates)	2	N/A	O	O	M
	28	Ventilation and cooling throughout the restaurant create a positive ambience for customers.	2	O	M	M	M
	29	Temperature of the room is comfortable, unnoticed by customers. *For outdoor restaurants, do not evaluate temperature. However, an effort must be made by the restaurant to make the environment suitable for guests to be seated in comfortable weather (Air conditioning, warmers, etc.)	2	N/A	M	M	M
	30	Restaurant entrance doors are clean and polished	3	N/A	M	M	M



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	31	Restaurant entrance is unobstructed & easily accessed. Disabled access is available & safe for use	3	N/A	M	M	M
	32	Smoking areas, where provided, are clean and tidy.	2	N/A	M	M	M
TOILETS (IF APPLICABLE) *RESTAURANTS THAT ARE NOT ABLE TO CONSTRUCT TOILETS DUE TO GEOGRAPHICAL LOCATION (E.G. OLD TOWN) ARE NOT MEASURED	33	A toilet attendant is available to assist customers as appropriate	3	N/A	O	O	O
	34	Quality of design, décor, layout and fixtures & fittings used in the toilets is high	3	N/A	O	O	O
	35	Quality & adequacy of the lighting and ventilation is high	3	N/A	M	M	M
	36	Air freshener is manually/mechanically applied to counteract any unpleasant odors	2	N/A	M	M	M
	37	Adequate supply of electric hand driers and/or disposable paper towels available.	3	N/A	M	M	M
	38	Adequate supplies of toilet tissues and hand soap in dispensers is provided	3	N/A	M	M	M
	39	Floor is clean and tidy and regularly swept and washed.	2	N/A	M	M	M
	40	No chemicals for cleaning are visible to any of the customers and must be stored away in a safe storage	2	O	M	M	M
	41	There is clear evidence that regular checking and cleaning of toilets is carried out.	5	N/A	M	M	M
	42	Standard of cleanliness and hygiene of all areas of toilets is high and covered waste bins with pedals are regularly emptied and cleaned with evidence on that	5	N/A	M	M	M
HEALTH & SAFETY	43	General safety and security is maintained within the establishment. (e.g. CCTV)	2	O	M	M	M
	44	A fully stocked First Aid box is kept on the premises and visible Kitchen must have First Aid Box with colored bandages (non-transparent)	2	M	M	M	M
	45	Chemicals used for sanitizing or cleaning are safely stored to avoid contamination of food or danger to employees and customers.	3	M	M	M	M
CHILDRENS AND ELDERLY FACILITIES	46	Presence of an area dedicated to children, play area, kids' zone, etc.	3	O	O	O	O
	47	The restaurant can provide children kit (highchair, possibility to warm up a dish, bottle warmer...)	3	O	O	O	O
	48	The restaurant provides children entertainment (colorings with pens, dedicated games...)	2	O	O	O	O
	49	Members of the staff are trained to deal and interact with children and elderly (Any related certificate or training)	3	O	O	O	O



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	50	The restaurant has equipment adapted for elderly customers (e.g. Adjustable seating, easy-grip utensils)	3	N/A	O	O	O
	51	Presence of disabled facilities, if applicable/possible (e.g. If restaurant is up a staircase, elevator available for usage, ramps, elevated staircase for wheelchair accessibility available)	5	N/A	M	M	M
CUSTOMER SERVICE	52	Employees are always properly groomed, wear clean uniforms and name badges.	2	M	M	M	M
	53	Dish feedback from customers is sought and recorded as appropriate.	5	O	O	O	M
	54	All customer-facing employees have received a customer care training and records are available to verify same.	2	O	O	O	O
RESERVATIONS	55	Employee in charge with handling online & telephone reservations for the establishment all times and keeping the daily records. If reservations are not available 24/7, time available to take calls for reservations must be indicated on any E-online presence	5	N/A	O	O	O
	56	Online booking is available for reservations and confirmation is sent to the customer via email, telephone etc. with booking number.	5	N/A	O	O	O
LOCAL FOOTPRINT	57	The restaurant uses local products.	5	O	O	O	O
	58	All members of the staff are able to inform visitors about the destination (touristic sites, activates, hotels etc...)	3	O	O	O	O
	59	All members of the staff know the history where the restaurant exist and can share it with the customer	3	O	O	O	O
	60	The architecture of the restaurant matches with the location and history of the destination	5	O	O	O	O
	61	The decoration of the restaurant matches with the location and history of the destination	3	O	O	O	O
CAR PARK (IF APPLICABLE & NOT CAR FREE AREA)	62	Car park is neat and tidy and free from litter if applicable	2	N/A	M	M	M
	63	The car park surface is well maintained & car spaces are marked and disclaimer notices are well located and visible	3	N/A	O	O	O
	64	Paved areas are neat and tidy and free of litter and gardens, lawns and flower beds, where available, are well manicured	2	N/A	M	M	M
GREETING & SEATING	65	An effective queue management system is agreed and followed in order to cater for customers during busy periods.	2	O	O	O	O
	66	Customers are never seated at dirty tables (if applicable).	2	O	M	M	M
	67	Printed Menus or QR codes are showed or are opened and presented to each customer.	3	O	O	O	O



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
MENU QUALITY & CHOICE	68	The menu is clearly presented, visible, prices indicated on each item, good colors and pictures where appropriate. (QR Menu or paper)	3	M	M	M	M
	69	Menu if paper must be clean from any debris	2	M	M	M	M
	70	Arabic & English menus are available if restaurant is Ala Carte (Set menu).	3	M	M	M	M
	71	Options suitable for children should be available on the menu	2	O	O	O	O
	72	Dish descriptions are accurate and information on traceability, where provided, is correct	2	O	O	M	M
	73	Menus have calories description	2	M	M	M	M
	74	Menu choices containing recipes with any allergens must be identified on the menu with appropriate symbols	5	M	M	M	M
	75	Buffet restaurants must have labels for all items including caloric information per every 100 gram and any allergenic contents (e.g. contains shellfish, etc.)	5	N/A	N/A	M	M
BEVERAGE LIST QUALITY	76	The beverage list descriptions are accurate and appropriately informative in the menu	2	O	O	O	O
	77	A selection of teas, coffees and hot beverage is offered	2	O	M	O	O
	78	Any special selections are promoted on the list	3	O	O	O	O
ORDER TAKING	79	An effective system is in place for taking orders to ensure accuracy and efficiency.	3	M	M	M	M
	80	The order is appropriately communicated to the kitchen and a copy of the order is forwarded to the cashier for billing purposes	3	O	O	O	O
DEALING WITH CUSTOMERS	81	The staff is trained to handle problematic situations with customers (Any training or certificate)	5	O	O	O	O
OUTSTANDING PROPOSITION	82	Tablecloths are made of high-quality fabrics if applicable	2	N/A	O	O	M
	83	Napkins are pressed all cotton or linen	2	N/A	O	O	M
	84	Regional art pieces are dispatched around the restaurant	2	O	O	O	O
	85	Valet service is available, and the service is prompt and efficient	3	N/A	O	O	O
	86	Presence of wellness menus	3	O	O	O	O
	87	Presence of vegetarian/vegan dishes & identified on the menu by means of the appropriate symbols.	3	O	O	M	M
	88	Low fat and celiac options are featured & identified on the menu by means of the appropriate symbols.	3	O	O	O	O



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	89	Presence of special offers/seasonal food	3	O	O	O	O
STORY TELLING	90	The visitor journey is designed to be perfect from pre-arrival to departure	3	M	M	M	M
	91	Local cuisine and tradition are emphasized	3	O	O	O	O
PAYMENT & DEPARTURE	92	Presence of a system to pay via (i.e. Mada, Visa, MasterCard, American Express.)	3	M	M	M	M
	93	An effective system is in place to manage billing and payment. Any customer data obtained during billing and payment is treated confidentially.	2	M	M	M	M
	94	Receipts are always issued to customers and charges accurate that are explained to the customer if necessary	3	M	M	M	M
	95	Car is brought promptly to entrance by valet, if applicable	3	N/A	O	O	O
ENVIRONMENTAL GUIDELINES	96	Use only biodegradable materials/recyclable	5	M	M	M	M
	97	When purchasing materials, ensure that all ordered goods that must be packaged, are packaged with recyclable materials if possible.	3	O	O	O	O
	98	Provide recycling bins instead of the conventional ones at the venue to encourage waste separation at source and reduce waste to landfill (one bin or several bins are available in the market called zero waste stations). A zero-waste plan should be considered when planning the event and during operation.	5	O	M	M	M
MANAGEMENT & EMPLOYEE COMPETENCE	99	The restaurant owner/manager has previous experience or training in hospitality or business management skills.	2	O	O	O	O
	100	Recipes with cooking or preparation methodology are written and precise for all menu items	5	O	O	O	O
	101	Professional and appropriate employee supervision and support is evident within the establishment, by the management and supervisory team across all sections and departments	3	O	O	M	M
SUSTAINABLE DEVELOPMENT	102	The restaurant hires local employees	5	M	M	M	M
	103	Presence of a waste management system (the restaurant sorts its waste)	3	O	O	O	O
	104	Facilities and amenities of the restaurant are plastic free	2	O	O	O	O
	105	The restaurant contributes to local associations	5	O	O	O	O
	106	The restaurant uses Eco-friendly cleaning products	2	O	O	O	O



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	107	The bins in service areas are clean and often emptied	3	O	O	O	O
	108	The restaurant puts in place procedures to reduce its use of energy and water	5	O	O	O	O
	109	The restaurant contributes to local initiatives. i.e. training of students to new job, internships etc.	2	O	O	O	O
EMPLOYEES' TRAINING AND EMPOWERMENT	110	Standards of Performance for key production and service tasks have been developed and implemented. Employees are trained on these standards and performance to standard is regularly monitored.	5	O	O	M	M
	111	Employees are aware and trained on basic standards and performance is regularly internally and externally monitored.	5	O	O	O	O
	112	Employees are trained and followed to preserve the location's signature and experience	5	O	O	O	O
	113	The company have an internal regular training schedule on specific topics (at least once per season)	2	O	O	O	O
ONLINE COMMUNICATION TOOLS AND E-SERVICES	114	The restaurant has an active presence on social networks and post regularly – e.g. Instagram, snapchat (may be shared with other locations)	3	O	O	O	O
	115	The restaurant's online presence is developed	5	O	O	O	O
	116	The restaurant has its own website or social media accounts and it should be operational prior to opening and have expected date of opening to generate interest	3	M	M	M	M
	117	Good quality images, information, site map, menu & beverage list are displayed on the website and social media	3	O	O	O	O
	118	Restaurant/ Café open & close timings is available on website or social networks	5	M	M	M	M
	119	The restaurant has an aesthetic and unique spot to take photos and selfies, signature, dishes)	2	O	O	O	O
	120	Regular promotion offers on the restaurant's social network	2	O	O	O	O
	121	Customers are rewarded for their loyalty	5	O	O	O	O
	122	Presence of a system to collect complains	5	M	M	M	M
	123	The restaurant answers to all complaints in a timely manner. Answers to complaints are polite and constructive.	5	M	M	M	M
	124	Complaints are considered for and actioned to be fixed with continuous improvement planned for products and services of the restaurant. Can be shown as existential via short/long term action plans.	5	M	M	M	M



CATEGORY	NO	REQUIREMENT	POINTS	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	125	The restaurant's website/social media account is available in several languages (at least Arabic & English)	3	M	M	M	M
	126	TripAdvisor and Google map are available and provide accurate information (location, opening hours & description of restaurant)	5	M	M	M	M
EXTRA POINTS (OPTIONAL)	127	Members of the staff are trained to deal and interact with disabled customers (Any training or certificate)	3	O	O	O	O
	128	Staff know the name of regular customers either through personalized service or reservation knowledge of bookings.	3	N/A	O	O	O
	129	The staff knows the preference and habit of the loyal customers, if applicable	3	O	O	O	O
	130	If any, the concierge man is able to fulfil every customer's requests	3	O	O	O	O
	131	Employees are personable	3	O	O	O	O





QUALITY STANDARDS FOR STALLS & TEMPORARY F&B OUTLETS

CATEGORY	NO	REQUIREMENT	POINTS	STALL	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
Premises/ Fixtures & Fittings	1	The layout of the dining area ensures that sufficient space is provided at, around and between tables. Movement through the restaurant is never obstructed due to inadequate space or overcrowding.	5	N/A	N/A	M	M	M
	2	Floor coverings is clean, tidy and well kept.	5	M	M	M	M	M
		*Food trucks should maintain clear flooring inside the food truck						
	3	A high standard of cleanliness high practices is maintained throughout all parts of the establishment in compliance with all relevant hygiene regulations.	5	M	M	M	M	M
	4	A separate food delivery area is provided away from refuse disposal areas. This area is kept clean and tidy at all times. (Suppliers used by the establishment are authorized and licensed to produce, store, and transport food items).	3	M	M	M	M	M
	5	Restaurant signage is clearly visible and illuminated at night (including Brand name, where appropriate).	5	M	M	M	M	M
	6	The exterior of the establishment prevents safety risks for customers.	3	M	M	M	M	M
	7	The entrance to the establishment is always clean and tidy.	2	N/A	N/A	M	M	M
	8	All toilets (employee and customer) are located in a separate area from the dining room & kitchen (if Applicable)	5	N/A	N/A	M	M	M
	9	Separate ladies and gent's toilets and services are provided for customers. (If Applicable)	3	N/A	N/A	O	M	M
	10	Clean and Accessible Counter for customers to place their order, pay and pick their order up, with a fast service system and clear measurable standard operating procedures	5	M	M	M	M	O
	11	Sufficient number of covered litter bins with pedals that are clean & regularly maintained and emptied, available in toilets, kitchens and service areas	5	N/A	N/A	M	M	M
	12	Restaurant/café is free from pests	5	M	M	M	M	M
	13	All necessary procedures are in place to prevent infestation by rodents, insects, flies and cockroaches etc. The establishment has a contract with a pest /rodent control company and evidence is available to verify same. If No contract available with pest control company available, necessary tools e.g. fly traps, Electric fly killer, poison bait traps are available, activated and effective following Municipality Guidelines.	3	M	M	M	M	M
14	Pathway to restaurant is easy to walk on, e.g. not gravel or sand (if applicable)	3	N/A	M	M	M	M	



CATEGORY	NO	REQUIREMENT	POINTS	STALL	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	15	All equipment used for the preparation and service of food and beverages is fit for purpose, of good quality and hygienically maintained and presented.	3	M	M	M	M	M
	16	Separate hand washing sinks, with appropriate anti-bacterial soap is provided for food production employees. *Food trucks must have at least one sink that can be used for handwashing.	5	M	M	M	M	M
Health & Safety	17	A fully stocked First Aid box is kept on the premises and visible	2	M	M	M	M	M
		Kitchen must have First Aid Box with colored bandages (non-transparent)						
	18	Chemicals used for sanitizing or cleaning are safely stored to avoid contamination of food or danger to employees and customers.	3	M	M	M	M	M
Customer Service	19	Employees are always properly groomed, wear clean uniforms and name badges.	2	M	M	M	M	M
Environmental Guidelines	20	Use only biodegradable materials.	5	M	M	M	M	M
	21	Provide recycling bins instead of the conventional ones at the venue to encourage waste separation at source and reduce waste to landfill (one bin or several bins are available in the market called zero waste stations). A zero-waste plan should be considered when planning the event and during operation.	5	M	M	M	M	M
Interior	22	No back of the house items to be stored within visibility of customers (e.g. carts, return trays/plates). Food trucks may not store any items outside of the truck.	2	M	M	M	M	M
Toilets (If Applicable) *Restaurants that are not able to construct toilets due to geographical location (e.g. Old Town) are not measured.	23	Floor is clean and tidy and regularly swept and washed.	2	N/A	N/A	M	M	M
	24	No chemicals for cleaning are visible to any of the customers and must be stored away in a safe storage	2	M	M	M	M	M
	25	There is clear evidence that regular checking and cleaning of toilets is carried out.	5	N/A	N/A	M	M	M
	26	Standard of cleanliness and hygiene of all areas of toilets is high and covered waste bins with pedals are regularly emptied and cleaned with evidence on that	5	N/A	N/A	M	M	M
Seating	27	Customers are never seated at dirty tables.	2	N/A	M	M	M	M
Service & Food Quality	28	Food to be served with the required cutlery for customer either in a bag or on a tray.	2	M	M	M	M	O
E-services	29	Presence of a system to pay via (i.e Mada, Visa, MasterCard, American Express.)	3	M	M	M	M	M
Menu Quality & Choice	30	The menu is clearly presented, visible, prices indicated on each item, good colors and pictures where appropriate. (QR Menu or paper)	3	M	M	M	M	M
	31	Menu if paper must be clean from any debris	2	M	M	M	M	M



CATEGORY	NO	REQUIREMENT	POINTS	STALL	FOOD TRUCK	CAFE	CASUAL RESTAURANT	FINE DINING RESTAURANT
	32	Arabic & English menus are available if restaurant is Ala Carte.	3	M	M	M	M	M
	33	Menus have calories description	2	M	M	M	M	M
	34	Presence of vegetarian/vegan dishes & identified on the menu by means of the appropriate symbols.	3	O	O	O	M	M
	35	Menu choices containing recipes with any allergens must be identified on the menu with appropriate symbols	5	M	M	M	M	M
Order Taking	36	An effective system is in place for taking orders to ensure accuracy and efficiency.	3	M	M	M	M	M
Food Quality	37	Food and beverages are delivered at the right temperature (cold/hot/warm)	5	M	M	M	M	M
Payment	38	The bill is compiled & checked for accuracy prior to presentation to the customer in a timely fashion	5	M	M	M	M	M
	39	An effective system is in place to manage billing and payment. Any customer data obtained during billing and payment is treated confidentially.	2	M	M	M	M	M
	40	Receipts are always issued to customers and charges accurate that are explained to the customer if necessary	3	M	M	M	M	M





MYSTERY SHOPPER STANDARDS

CATEGORY	NO	REQUIREMENT	POINTS	FINE DINING RESTAURANT	CASUAL RESTAURANT / Café	FOOD TRUCK
Premises/ Fixtures & Fittings	1	Was the restaurant/ food truck signage clearly visible and illuminated at night, including the brand name where appropriate?	1	M	M	M
	2	Was the exterior of the establishment well maintained and visually appealing to customers?	1	M	M	M
	3	Was the entrance to the establishment always clean and tidy?	1	M	M	M
	4	Was the dining area layout designed to provide enough space around tables and ensure smooth movement in the restaurant without overcrowding or obstructions?	1	M	M	N/A
	5	Were the restaurant tables and chairs comfortable and safe for customer use?	1	M	M	N/A
	6	Was the interior signage within the establishment of good quality and available in both Arabic and English?	1	M	M	N/A
	7	Was the restaurant clean and tidy from inside?	1	M	M	N/A
	8	Was the pathway to the restaurant/ food truck smooth and free from gravel or sand, making it easy to walk on?	1	M	M	M
	9	Was the floor outside the truck clean, tidy, and well kept?	1	N/A	N/A	M
Toilets	10	Were the toilets situated in a separate area from the dining room and kitchen?	1	M	N/A	N/A
	11	Were separate restroom facilities provided for women and men, along with corresponding services, for the customers?	1	M	N/A	N/A
	12	Was a toilet attendant available to assist customers as appropriate?	1	M	N/A	N/A
	13	Was the quality and adequacy of the lighting and ventilation high?	1	M	N/A	N/A
	14	Was the restroom free of any offensive odors?	1	M	N/A	N/A
	15	Were there electric hand dryers and/or disposable paper towels accessible?	1	M	N/A	N/A
	16	Were toilet tissues and hand soap available in dispensers?	1	M	N/A	N/A
	17	Was the floor clean and tidy, with no dust, smudging, or footprints visible?	1	M	N/A	N/A
	18	Were cleaning chemicals visible to customers, or were they safely stored away from view?	1	M	N/A	N/A
	19	Was there clear evidence of regular toilet checking and cleaning being conducted?	1	M	N/A	N/A
20	Is the standard of cleanliness and hygiene high in all areas of the toilets, with evidence of regularly emptied and cleaned covered waste bins with pedals?	1	M	N/A	N/A	
Reservations	21	Was the information given to customers during reservations accurate and representative of the offerings at the establishment?	1	M	N/A	N/A
	22	Were cancellation or table release policies explained to you at the time of booking?	1	M	N/A	N/A
	23	While reserving, did the phone operator ask you about your name, phone number, date of the reservation, time of reservation and preferred seating area?	1	M	N/A	N/A
	24	Was the reservation re-confirmed before the end of the call?	1	M	N/A	N/A



CATEGORY	NO	REQUIREMENT	POINTS	FINE DINING RESTAURANT	CASUAL RESTAURANT / Café	FOOD TRUCK
	25	Were you asked if you have any special requirements or if you were celebrating any occasion?	1	M	N/A	N/A
	26	Was online booking an option for reservations, and did customers receive a confirmation with a booking number through email, telephone, or other means?	1	M	N/A	N/A
	27	In case you called for reservation, did you receive a confirmation with a booking number through email, telephone, or other means?	1	M	N/A	N/A
	28	Did you face any issue during the reservation through the mobile app?	1	M	N/A	N/A
Interior	29	Was the interior clean and well maintained (tables, chairs, floor etc..)?	1	M	M	N/A
	30	Were the chairs of unused tables neatly tucked under them?	1	M	M	M
	31	Was the table well prepared when you got seated?	1	M	M	N/A
	32	Were the placemats, ashtrays, utensils, chinaware clean and well maintained?	1	M	M	M
	33	Were the menus clean and well maintained?	1	M	M	N/A
	34	Was the table cleaned within 5 minutes from the customers departure (check nearby tables)	1	M	M	N/A
	35	Was the restaurant/ food truck free of any kind of insects?	1	M	M	M
	36	Was the background music pleasant and kept at a suitable volume, not interfering with conversations?	1	M	N/A	N/A
	37	Was the front of the truck clean and well maintained (tables, chairs, floor etc..)?	1	N/A	N/A	M
	38	Was the dessert display well-lit and clean?	1	N/A	N/A	M
Greeting & Seating	39	Did the host greet you as you entered, while smiling and maintaining eye contact?	1	M	M	N/A
	40	Was the host well groomed, presentable and wearing a nametag?	1	M	M	N/A
	41	Did the host ask you whether you would like to be seated?	1	M	N/A	N/A
	42	In case the restaurant was full, have you been politely given a waiting time, and was the waiting time respected?	1	M	N/A	N/A
	43	Were you seated within the area that you have requested?	1	M	N/A	N/A
	44	Did the host lead you to your table and wish you an enjoyable experience?	1	M	N/A	N/A
	45	Upon leaving, did anyone of the staff members smile and bid you farewell?	1	M	M	N/A
Order Taking	46	Did the waiter greet you and gave you the E-menu as a first option (QR code to be scanned) - if not applicable by guests to access the internet they should ask for the hard copy?	1	M	M	N/A
	47	Was the waiter well-groomed and wearing proper uniform and nametag?	1	M	M	N/A
	48	After handing you the menus, did the waiter ask you what you would like to drink?	1	M	N/A	N/A
	49	Did the waiter approach your table within 3 minutes of being seated to take your order?	1	M	M	N/A
	50	Did the waiter have good menu knowledge and are they aware of daily specials?	1	M	M	N/A



CATEGORY	NO	REQUIREMENT	POINTS	FINE DINING RESTAURANT	CASUAL RESTAURANT / Café	FOOD TRUCK
	51	Did the waiter upsell/cross sell any menu item (appetizer/Salad etc.?)	1	M	M	N/A
	52	Did the waiter ask if you would like all the items served together and implemented it?	1	M	N/A	N/A
	53	Were all the ordered items available in the restaurant?	1	M	M	N/A
	54	In case of an unavailable item, did the waiter suggest an alternative?	1	M	M	N/A
	55	Did the waiter write down the order, and repeat it in a clear voice? (In case of modified item, the waiter should address them to the customer who requested it)	1	M	M	N/A
	56	Was the waiter regularly checking your table and changing the ashtray?	1	M	M	N/A
	57	Did the waiter perform a table visit to check on your satisfaction after the main course is served?	1	M	M	N/A
	58	Did the waiter ask you if he/she could clear the unfinished plates?	1	M	M	N/A
	59	Did the waiter retrieve the empty plates within a short time?	1	M	M	N/A
	60	In case you didn't finish your meal (more than 50% left in the plate), did the waiter ask you about your reasons?	1	M	N/A	N/A
	61	Did the waiter hand you the dessert menu, and suggest dessert or hot beverages?	1	M	M	N/A
	62	Did the waiter reset the table with the adequate cutlery before serving desserts?	1	M	M	N/A
	63	In case of a complaint did the waiter handle the situation in an appropriate way?	1	M	M	N/A
	64	Were all the waiters behaving in a professional manner (No horse play, no gathering, no body touching, no phones in their pockets)?	1	M	N/A	N/A
	65	Were all the waiters well-groomed and presentable?	1	M	N/A	N/A
Outstanding Proposition	66	Were the napkins made of pressed cotton or linen?	1	M	N/A	N/A
	67	Were condiments provided in suitable containers, avoiding full-sized bottles or portion packs except for sweeteners?	1	M	M	M
	68	Were regional art pieces displayed around the restaurant/ food truck?	1	M	M	M
	69	Were there any special offers or seasonal food items available at the restaurant/ food truck?	1	M	M	M
	70	Did the restaurant offer a children's kit that included a highchair, the option to warm up a dish, and a bottle warmer?	1	M	M	N/A
	71	Did the restaurant offer children's entertainment like coloring materials with pens and dedicated games?	1	M	M	N/A
	72	Did the restaurant/ food truck have facilities tailored for elderly customers, like an elevator for use if the restaurant was located upstairs, or a wheelchair-accessible ramp for elevated areas?	1	M	M	M
	73	Did the establishment have facilities for people with disabilities?	1	M	M	M
	74	Did the restaurant /food truck have visually appealing and distinctive areas suitable for taking photos and selfies, along with signature dishes?	1	M	M	M



CATEGORY	NO	REQUIREMENT	POINTS	FINE DINING RESTAURANT	CASUAL RESTAURANT / Café	FOOD TRUCK
Menu Quality & Choice	75	Were the menus clearly displayed and easily readable, with prices indicated for each item, and visually appealing colors and pictures used where appropriate?	1	M	M	N/A
	76	Was there an available menu in both Arabic and English?	1	M	M	M
	77	Was there a menu selection suitable for children, or did the restaurant have a separate children's menu available?	1	M	M	N/A
	78	Did the menus include calorie descriptions for dishes?	1	M	M	M
	79	Did the menu options include recipes with allergens?	1	M	M	M
	80	Did the menu include vegetarian/vegan dishes that were clearly marked with appropriate symbols?	1	M	M	M
	81	Was there a wellness menu with healthy options available on the menu?	1	M	M	M
	82	Were low-fat and celiac options featured on the menu and identified using appropriate symbols?	1	M	M	M
	83	Were the descriptions on the beverage list accurate and adequately informative, including ingredients for non-bottled beverages like smoothies?	1	M	M	M
E-Services	84	Does the restaurant/ food truck have its own website or social media account?	1	M	M	M
	85	Is the restaurant's/ food truck's website or social media account available in multiple languages, including English?	1	M	M	M
	86	Is the restaurant/ food truck listed on TripAdvisor and Google Maps, providing accurate information about its location and description?	1	M	M	M
Food Services	87	Did you receive all ordered items and as requested?	1	M	M	M
	88	Did the ordered items have an appetizing appearance and taste?	1	M	M	N/A
	89	Did the ordered items have an adequate temperature?	1	M	M	N/A
	90	Were the beverages served within 5 minutes of placing the order?	1	M	M	N/A
	91	Were the desserts served within 7 minutes of placing the order?	1	M	M	N/A
	92	Were the hot beverages served within 5 minutes of placing the order?	1	M	N/A	N/A
	93	Were the starters/Salads served within 7 minutes of placing the order?	1	M	M	N/A
	94	Were the main courses served within 20 minutes of placing the order?	1	M	M	N/A
	95	From the time you finished ordering at the counter to the time the food was handed to you, was the total time between 5 to 8 minutes?	1	N/A	N/A	M
	96	Were all the items properly packed with no spillage?	1	N/A	N/A	M
	97	Were cold items packed separately from hot items?	1	N/A	N/A	M
98	Was the number of cutlery packs equivalent to the number of ordered items?	1	N/A	N/A	M	
99	Did the ordered items have an appetizing appearance?	1	N/A	N/A	M	



CATEGORY	NO	REQUIREMENT	POINTS	FINE DINING RESTAURANT	CASUAL RESTAURANT / Café	FOOD TRUCK
	100	Did the ordered items have an appetizing taste?	1	N/A	N/A	M
	101	Were the ordered items delivered at an adequate temperature?	1	N/A	N/A	M
Online Communication Tools	102	Does the restaurant/ food truck have an active presence on social networks and post regularly, such as on Instagram and Snapchat (which may be shared with other locations)?	1	M	M	M
	103	Is the timing of the restaurant/ food truck available on the website or social networks?	1	M	M	M
	104	Is there a system in place to collect customer complaints?	1	M	M	M
	105	Does the community manager or a member of the staff respond to these complaints within 24 hours?	1	M	M	M
Local Footprint	106	Did the restaurant/ food truck emphasize the use of local products on the menu, particularly those sourced from AlUla?	1	M	M	M
	106	Were all staff members capable of providing visitors with information about the destination, including tourist sites, activities, hotels, and more?	1	M	M	M
	108	In case you asked, was the waiter able to inform you about the restaurant's/ food truck's history?	1	M	M	M
Sustainable Development	109	Were the facilities and amenities of the restaurant/ food truck plastic free?	1	M	M	M
	110	Were the bins in service areas clean and not overflowing?	1	M	M	N/A
Payment & Departure	111	Was your satisfaction with the meal checked before the bill was presented?	1	M	M	N/A
	112	Was the check folder clean and without any writing on it?	1	M	M	N/A
	113	Was the bill prepared, reviewed for accuracy, and presented to the customer in a timely manner?	1	M	M	M
	114	Did the server look at you while handing you the check and thank you while giving you back the change?	1	M	M	M
	115	Is there an effective system in place to manage billing and payment? (i.e. Mada, Visa, MasterCard, American Express.)	1	M	M	M
	116	Was the change brought within 2 to 5 minutes?	1	M	M	M
Staff Member Performance - Counter	117	Was the wall menu/ QR Code clean and well maintained?	1	N/A	N/A	M
	118	Was the wall menu clearly understood?	1	N/A	N/A	M
	119	In case there was a queue, did the Staff member acknowledge you with a smile? (in case he/she can see you which means your second or third in queue)	1	N/A	N/A	M
	120	In case there was a queue, state the waiting time	1	N/A	N/A	M
	121	When you reached the counter, were you immediately greeted by someone?	1	N/A	N/A	M
	122	Were the staff members well-groomed and presentable?	1	N/A	N/A	M
	123	Did the staff member introduce himself/herself and ask you how he could help you?	1	N/A	N/A	M
	124	Did the staff member possess the knowledge to answer all of your queries adequately?	1	N/A	N/A	M



CATEGORY	NO	REQUIREMENT	POINTS	FINE DINING RESTAURANT	CASUAL RESTAURANT / Café	FOOD TRUCK
	125	Did the staff member recommend any menu items in case you were hesitant or upon your request?	1	N/A	N/A	M
	126	Did the staff member attempt to up-sell any side items?	1	N/A	N/A	M
	127	In case you did not order drinks; did the staff member suggest drinks?	1	N/A	N/A	M
	128	In case an ordered item was unavailable, did the staff member suggest a suitable alternative?	1	N/A	N/A	M
	129	Did the staff member repeat the order?	1	N/A	N/A	M
	130	Did the staff member state the time for the food to be ready?	1	N/A	N/A	M
	131	In case of a delay in the order, did the staff member inform you?	1	N/A	N/A	M
	132	Did the staff member check and confirm the items before handing them to you?	1	N/A	N/A	M
	133	Did the staff member state the amount due and ask for payment mode preference?	1	N/A	N/A	M
	134	Was the bill readable and well presented?	1	N/A	N/A	M
	135	While handing you the bill, did the Staff member ask you to put your feedback on any social media platform?	1	N/A	N/A	M
	136	Were you charged the correct amount?	1	N/A	N/A	M
	137	Were you given the exact change back immediately - in case you paid cash?	1	N/A	N/A	M
	138	In case of a complaint, did the staff member handle the situation in a professional manner?	1	N/A	N/A	M
	139	Were all the Staff members behaving in a professional manner (No horse play, no gathering, no body touching, no phones in their pockets)?	1	N/A	N/A	M
	140	Were all the Staff members well-groomed and presentable?	1	N/A	N/A	M
	141	Were you thanked upon departure?	1	N/A	N/A	M

