

## **NEWS RELEASE**

# **ANOTHER WIN FOR THE ASSHETON ARMS**

The fast-growing Seafood Pub Company's most critically acclaimed gastro pub has picked up another award.

The Assheton Arms, in the conservation village of Downham, has taken the 'Tourism Team' title in this year's Ribble Valley 'Stars in Tourism' Awards.

The Ribble Valley Tourism Association honoured the professionalism of the Assheton Arms staff for offering "the highest standards of personal customer service".

The association said the team "has been key to the transformation of an old village pub into a highly popular dining experience with a reputation that attracts diners from across the region while maintaining the warmth, atmosphere and charm of a classic English country pub."

The 'Tourism Team' title - one of 13 awards presented for 2014 - was, said Joycelyn Neve, "a credit to everyone at the Assheton Arms who plays any part in creating the food, waiting on tables or serving drinks. They're a great team and deserve the recognition."

The Assheton Arms won its first award, within months of reopening in 2012 when it was named 'Lancashire Life Dining Pub of the Year'. It has since been a Great British Pub Awards 'Best Food Pub', holds the 'Tourism Pub' title in the current Lancashire Tourism Awards and is listed in the 2014 Good Food Guide.