

The Cricket Inn

Sheffield, South Yorkshire

Owner: Brew Kitchen

Head chef: Marco Caines

What is on offer: All the food is home-made and priced to represent good value for money. Head chef Caines boasts an impressive background, having spent five years working at the Juniper restaurant in Altrincham, just south of Manchester. The pub offers four ales from associated company Thornbridge Brewery, which are often incorporated into its dishes.

Best-selling dishes: Winter lamb hotpot with home-made pickled red cabbage and chunky bread (£14); steak and Thornbridge ale pot pie with Cheddar, thyme and grain mustard, pastry dripping roast potatoes, buttered green veg and pie gravy (£13).

Business innovations: The pub introduced big sharing boards with Sunday lunch, meaning that people are offered extra Yorkshire puddings, roast potatoes or another jug of gravy. The pub serves around 400 people on a Sunday and around 60% of them will choose a Sunday roast.

Plans for 2011: The pub plans to carry on with the offer and work on interacting with the community more. Some alterations may be made to the kitchen to keep it up-to-date and ahead of the game.

