



COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES

FOOD & BEVERAGE SECTOR



SUB-SECTOR | MARKET VENDOR, FOOD TRUCK & CATERING

GOVERNANCE, COMPLIANCE AND REGULATION

All Licences, Registrations and Certificates required by law are available on request	Yes	No
Your business complies with current accounting standards, is up to date with tax filing and record keeping	Yes	No
Food handlers and preparers must have a Public Health Certificate	Yes	No
Current Public Health Certificate	Yes	No
Your business has a current Public Liability Insurance policy	Yes	No

CULTURE AND HERITAGE

Management and staff understand the Kia Orana Values and guiding principles to foster authentic Cook Islands experiences	Yes	No
Showcase and promote Cook Islands culture and traditions by using one or more of the key components in your product or structures; artefacts, images, videos and visual art	Guideline	
Encourage visitors and guests to purchase locally made products in the Cook Islands	Guideline	
Management and staff use of 'Reo Maori' words to create awareness on the importance of the Cook Islands Maori language on the visitor experience	Guideline	
Implement a cultural or community initiative that engage local partners to be a part of your business	Guideline	
Promote the 'Pa Enuā' experience and its distinctive features in upholding Cook Islands culture and heritage	Guideline	
Promote local gastronomy and culinary experiences	Guideline	
Promote historical and cultural events for guests and customers to appreciate Cook Islands social practices, rituals, traditions, music, dance and performing arts	Guideline	
Ensure cultural information provided to guests are well researched, appropriate and accurate	Guideline	
Emulate Cook Islands culture through attire or presentation where applicable e.g. Kia Orana wear	Guideline	

HUMAN RESOURCES

All human resource matters must comply with all related labour, gender, human rights and tax laws	Yes	No
Recruitment of new staff must have an employment agreement and a reasonable job description	Guideline	
Staff engagement and satisfaction should be measured regularly as either part of the performance management system	Guideline	
Prioritise on the job training and development of staff to ensure the workforce is competently skilled	Guideline	
A performance management framework or an appraisal system is available for the staff to identify areas of strength and areas for development	Guideline	

ENVIRONMENT

Water conservation programme is in place and communicated to staff/guest as required (e.g. turn lights off etc)	Yes	No
Water quality communicated to staff/guests as required	Yes	No
All rubbish is collected, separated and correctly recycled	Yes	No
Recycling system in place for disposal of bottles / cans / plastics (Bar & Food sale area)	Yes	No
All organic waste is composted (not burned)	Guideline	
Local and organic produce is sourced	Guideline	
Single use plastics are avoided (e.g. straws, breakfast condiments etc)	Guideline	
Your business offers filtered drinking water vs. single use plastic bottles	Guideline	

MARKETING AND PROMOTIONS

All marketing material is a true representation of the establishment and facilities offered	Yes	No
Establish a marketing plan or strategy to ensure products and services are communicated through various channels to your business partners and consumers	Guideline	
Foster business-to-business partnerships to build a strong supply chain	Guideline	
Develop business-to-consumer platforms such as website and social media to reach to your consumers effectively	Guideline	
Leverage media partners to create greater awareness for your business and should extend to non-traditional partners e.g. social influencers, bloggers, etc	Guideline	
Promotions should incorporate elements of Cook Islands culture and heritage	Guideline	

HEALTH, SAFETY AND SECURITY

- GENERAL	Yes	No
High standards of safety, cleanliness and hygiene is observed in all areas	Yes	No
Pest control register is completed/dated and available for inspection	Yes	No
Your business has a health and safety policy in place	Yes	No
Employees understand and practice the health and safety policy	Yes	No
Your business understands and adheres to all market vendor policies (if applicable)	Yes	No
- FIRE, SAFETY & EMERGENCY PROCEDURES		
Employees have knowledge of fire equipment use, emergency and evacuation procedures and are able to communicate to customers	Yes	No
Current fire extinguisher and a fire blanket is in place and within easy access	Yes	No
First Aid kit available	Yes	No



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- KITCHEN AREA

Food Preparation Staff - hair covered	Yes	No
Food storage - designated facilities for raw product / cooked product and date/time label where applicable	Yes	No
Hot water available in kitchen area or self heating dishwasher (for all dishes)	Yes	No
Non porous bench tops and chopping boards	Yes	No
General Cleanliness of preparation area, fridges, cooking facilities, wiping cloths	Yes	No
Non smoking	Yes	No
- BAR & FOOD SALE AREA		
General cleanliness of bar area and floor area	Yes	No
Food chiller available for storage of pre-prepared food product for sale	Yes	No

CUSTOMER SERVICE

Staff in all areas are clean and tidy in appearance	Yes	No
Manager or senior staff available for contact during normal working hours	Yes	No
Hours of service displayed	Yes	No
Establish and maintain a positive and ethical track record in the marketplace	Guideline	
Ensure all staff complete the Kia Orana Customer Service course	Guideline	
Approach business dealings, marketplace transactions and commitments with integrity	Guideline	
Your business provides an EFTPOS terminal	Guideline	

LEGEND:

Standard refers to the **Yes | No** questions - These are compulsory standards and must be met to suffice accreditation.

Guideline - These are a guideline for best practices only (you do not need to meet these but we would love for you to indicate whether you do or not)

DISCLAIMER:

These Standards and Guidelines are effective from 01 January 2023. This document was updated on May 2023. For any updates or changes, please contact Cook Islands Tourism Corporation.