

The Shropshire Code: Dine with Care



MICHELIN
2025



SUSTAINABLE GASTRONOMY
2024



The Shropshire Code: Dine with Care is Wild Shropshire Restaurant's commitment to fostering a responsible, ethical, and sustainable dining experience. Rooted in our core values of inclusivity, sustainability, and transparency, this code reflects how we care for our team, community, and environment. It's more than a set of guidelines—it's a promise to uphold the highest standards of ethics in everything we do, from how we treat our staff to the way we source and serve food. By adhering to these principles, we create an experience that benefits not just our guests, but also the world around us.

THE WILD TEAM

Nurturing Inclusivity & Personal Growth



Our approach to team culture is rooted in fostering an inclusive, growth-oriented environment where everyone can thrive, in line with the broader ethos of sustainability and care.

• Inclusivity & Collaboration

The whole of Wild Shropshire operates with a highly collaborative culture, where Head Chef James Sherwin ensures that every team member is actively involved in the creative process, whether it's developing daily menus or brainstorming new sustainable practices. This collective approach makes each individual feel valued, with their contributions directly shaping the guest experience and the restaurant's ethos of sustainability. Moreover, the restaurant's commitment to inclusivity extends beyond the team itself, promoting diversity and welcoming different perspectives to enrich both the workplace and the dining experience.

• Work-Life Balance & Time for Family

Wild Shropshire values its employees' personal time and prioritises a work-life balance that allows staff to spend time with family and recharge. Head Chef James Sherwin wanted there to be a focus on work-life balance and personal development within the hospitality sector. He is committed to ensuring that everyone has a workable schedule that accommodates their personal lives. By encouraging time off and flexible schedules, the restaurant fosters a healthier, more motivated team. This respect for personal time is a cornerstone of their work culture, reflecting their belief that well-rested, fulfilled staff contribute more effectively to the restaurant's success. This unique approach emphasises reducing burnout, a common issue in the restaurant industry, recognises the value of having time off with family, and providing a healthy, supportive space where team members can grow both professionally and personally.

• Continuous Education & Professional Growth

As part of our growth, we actively work on sustainability projects such as our organic farm and fermentation lab, which offer learning opportunities and skill development for staff in areas like regenerative farming, food preservation, and food sustainability. Additionally, we further the development of Front of House staff by aiding in funding WSET (Wine & Spirit Education Trust) courses. This gives team members the opportunity to gain internationally recognised qualifications in wine and spirits, which enhances their personal expertise as well as elevates the dining experience for guests. By investing in team members, we not only empower employees with valuable life skills, but also nurture their personal growth within the hospitality industry.

• Sustainability as a Core Value

Sustainability is a driving force behind both the restaurant's culinary operations and its team culture. The restaurant's ethos of minimal waste and regenerative farming extends to how the team functions. Together, they focus on reducing food waste, mastering preservation techniques, and incorporating sustainable practices into their daily routines. Additionally, by recognising the sustainability of having both tie This shared mission not only helps the environment but also cultivates a sense of purpose and pride among staff.

OUR SHROPSHIRE ROOTS



Commitment to the local Community

We support and give back to the community that nurtures us. This is how we emphasise our deep connection to the local Shropshire community through sustainable, community-driven practices.

- **Locally Sourced Ingredients**

Our commitment to supporting local producers is evident in our chosen micro-seasonal, terroir-led approach. By sourcing a majority of ingredients directly from our own farm located just 5 miles from the restaurant, we not only reduce food miles but also promote biodiversity and soil health for Shropshire. Anything that we don't have, such as dairy products, or animal protein, we get from local farmers. This strengthens the relationship between the restaurant and the surrounding agricultural and farming communities.

- **Sustainability & Regeneration**

Wild Shropshire's farm operates under regenerative farming principles, fostering an ecosystem that benefits both the environment and the local economy. Our dedication to enhancing local biodiversity and sustainable food practices allows us to contribute positively to the region's natural landscape while also sharing those benefits with the local community. All organic waste is brought back to the farm to be composted, thereby returning what came from the earth back to the earth.

- **Collaborative Efforts**

Beyond our in-house farm, Wild Shropshire engages with other local suppliers and artisans, creating a network of shared resources that support the community. This collaboration ensures that we remain a vital part of Shropshire's economy while highlighting the region's agricultural heritage. We are even beginning to do collaborative evenings with different restaurants to aid in educating others on how to cultivate a community of sustainability.

This focus on community extends not just to how we source food but also to our desire to give back, nurturing long-term, sustainable relationships within the area we call home.



SUSTAINABLE GASTRONOMY

Serving Nature Responsibly

Wild Shropshire Restaurant's commitment to sustainability is a core value reflected in nearly every aspect of our operations.

• Farm-to-Table Philosophy

Central to our sustainability efforts is our farm, which supplies much of the produce used in the restaurant's dishes and drinks, and which we use to compost any organic waste. By growing ingredients locally under regenerative farming principles, we drastically reduce food miles and environmental impact. The farm provides a sustainable and self-sufficient source of high-quality ingredients, making our operations eco-friendly while enhancing the quality of the menu. For any animal products that our farm currently cannot meet demands for, we turn to local farmers. By adopting a nose-to-tail philosophy for animal products, we use nearly every aspect of the animal, thereby honouring the animal, minimising waste, and keeping in line with sustainable dining.

• Ethical Sourcing of Beverages

Our drinks menu is an extension of our commitment to sustainability, featuring organic, biodynamic, and regenerative viticulture. We focus on natural wines and sustainably sourced beverages (usually made in-house with local produce), ensuring that the environmental impact of every drink matches the standards we set for the food. While some of the wineries that we use are not certified organic, we support them as we are well aware the cost that organic certification weighs on small businesses.

• Zero-Waste Initiatives

Wild Shropshire follows a zero-waste philosophy, striving to use every part of the produce we grow, working intentionally with products, and reusing whatever possible. Our fermentation lab plays a big role in the first effort, allowing us to preserve excess produce and transform it into new elements for dishes, soft drinks, and cocktails. This cyclical use of ingredients minimises waste and maximises flavour. Additionally, by simply monitoring portion sizes for dishes, we depreciate the amount of food that would be wasted by guests not being able to finish their course. Even simple measures like reusing untouched drinking water to wash the floor or water our plants shows that small choices can make a big impact.

By integrating sustainability into our farming, food preparation, and even beverage choices, Wild Shropshire takes a holistic approach to responsible dining, creating a dining experience that honours both nature and the future of the planet.

RESPECTING HUMAN RIGHTS

A Foundation of Care



Wild Shropshire Restaurant prioritises human dignity and ethical practices not only within its team and guest experiences but also through its commitment to an ethical supply chain.

- **Empowering Employees**

At the heart of Wild Shropshire's operation is the belief that the well-being of our staff directly contributes to the overall quality of the dining experience. By fostering a culture of respect, fair treatment, and personal growth, we are helping to combat the traditionally high-stress environment of hospitality. This ensures that staff are treated with dignity and that their rights as workers are upheld.

- **Guest Inclusion & Ethical Transparency**

Our commitment to ethical sourcing extends to its open and honest communication with guests. By being transparent about where ingredients come from and our own limitations in accommodating certain requests, we do our best to foster an inclusive atmosphere. Our attempted integrity in ensuring that only ethically sourced products are used will hopefully reassure guests and the wider hospitality industry that any meal can be part of a sustainable and humane food system.

- **Ethical Sourcing & Local Supply Chain**

The restaurant works exclusively with local, small-scale producers who meet our ethical standards. By using our own farm and carefully choosing suppliers, Wild Shropshire avoids doing business with companies that engage in unfair labor practices or exploit workers. This focus on local suppliers means that every ingredient used is not only sustainably grown but ethically produced, supporting fair wages and humane working conditions

- **Supply Chain Accountability**

Wild Shropshire actively ensures that the suppliers we work with share our values of fairness and ethical responsibility. This means avoiding business with companies or farms that do not adhere to humane labor practices, such as exploitative wages, unsafe working conditions, or disregard for human rights. The restaurant's selection process for partners ensures that ethical integrity is maintained throughout the entire supply chain, from farm to table

By championing human rights through fair labor practices, responsible sourcing, and avoiding unethical suppliers, Wild Shropshire ensures that every step of their operation aligns with their core values of care and respect.

TRANSPARENCY IN EVERY BITE

Ethics at Our Core



Wild Shropshire Restaurant's dedication to ethical practices is evident through their commitment to integrity in sourcing, food preparation, and transparency with their guests.

- **Ethical Sourcing of Ingredients**

Our hyper-local approach to sourcing, particularly through our farm, ensures that all our produce is grown under ethical, sustainable conditions. By focusing on regenerative farming practices, we are reducing harm to the environment while promoting biodiversity and soil health, which are ethical priorities in today's food industry. We have long-standing relationships with the farms around us, and with our supplier agreement and procurement policies we ensure that the relationships are ethical for all parties involved.

- **Honesty in Food Practices**

The restaurant has strict guidelines regarding dietary restrictions and allergies. Our openness about what we can and cannot accommodate due to the nature of our kitchen highlights the commitment to ethical communication and fairness toward guests.

- **Transparency in the Dining Experience**

Although we are a blind tasting menu, we note the irony in boasting about transparency. However, we practice complete (eventual) transparency with our guests regarding the menu and sourcing. There's no fixed menu; instead, dishes are crafted daily based on what is available in the moment from our farm and local suppliers. This allows guests to experience the freshest ingredients and understand the direct connection between what's on their plate and where it came from.

By ensuring every element of their food journey is ethically sourced and their processes are open to the public, Wild Shropshire Restaurant upholds a strong ethical code in its culinary practices.