

ENTRY FORM



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Welcome to the elite

Thank you for your interest in the Convenience Retailing Awards 2010, organised by *Convenience Store* in partnership with our colleagues at *The Grocer*.

The quality of stores in the convenience retailing industry has been rising impressively in recent years, and the sector's top awards programme is the ideal platform for you to raise your profile on a national stage as well as giving your hard-working staff the recognition they so richly deserve.

I'm delighted that you are putting your business forward and hope that you will consider entering one or more of our special category awards, which are designed to recognise excellence in some specific disciplines of retailing, as well as the main store awards.

While we'd like to be able to visit every store that enters the awards, unfortunately that simply isn't possible, so this entry form is the vital first stage to help us evaluate this year's crop. We will be selecting a shortlist of

Store Awards

INDEPENDENT: Stores in independent ownership either as a single outlet or as part of a chain of nine stores or fewer, whether they trade under their own fascia or that of a wholesaler/symbol group.

MULTIPLES: Stores belonging to a chain of 10 or more outlets in the same ownership, whether they trade under their own fascia or that of a wholesaler/symbol group.

LARGE CONVENIENCE STORE: Stores in this category can be under independent, independent symbol or multiple ownership, and are 3,000sq ft to 10,000sq ft in size.

ENTRANTS WILL THEN BE CONSIDERED FOR THE FOLLOWING TITLES:

- ★ **Best Independent Convenience Store**
- ★ **Best Multiple Convenience Store**
- ★ **Best Large Convenience Store**

ONE OF THESE THREE WINNERS WILL THEN BE NAMED AS OUR OVERALL CHAMPION:

- ★ **Convenience Retailer of the Year**

TO ENTER THE STORE AWARDS, PLEASE FILL IN THE ENTRY FORM ON PAGES 6-7

A few pointers...

We can't visit every store that enters, but we will visit the ones that show the most promise, so make sure your entry shows your store at its best.

- Fill in all the fields on the form and include pictures that show all the key fixtures and the overall ambience of the store in its best light
- Include all the detail - we are looking for stores that score highly across the board but also have a genuine point of difference
- If you are entering one of the specialist category awards, check that your written entry addresses the judging criteria outlined on the entry form
- Don't leave it until the last minute to enter!



stores, who will then receive a visit by one of our judging panel, based entirely on the text and pictures that you supply with this entry form so I hope you will give it your best shot.

The judges will be looking for stores that show the highest possible standards in range, merchandising, service, shopping environment and retail theatre, but we are also interested in the way you run your business – how you empower your staff, engage with your customers and the local community, and create that all-important

point of difference to help you stand out from the crowd.

I wish you the best of luck, and I hope to see you at our awards evening in London in March.



David Rees, Editor, Convenience Store

Special Awards

There are also a number of special awards to recognise excellence in particular disciplines of convenience retailing. You can enter these whether or not you enter the main store awards.

- ★ **Best Customer Service** sponsored by P&H
- ★ **Responsible Retailing Award** sponsored by Imperial Tobacco
- ★ **Best Food to Go Retailer** sponsored by Country Choice
- ★ **Best Chilled Food Retailer** sponsored by Müller
- ★ **Best Seasonal Grocery Display** sponsored by Premier Foods
- ★ **Excellence in Impulse Award** sponsored by Britvic
- ★ **Category Management Award** sponsored by Unilever Partners for Growth
- ★ **Independent News Trader of the Year**
- ★ **Zero Tolerance Award for Crime Prevention**

TO ENTER THE SPECIAL AWARDS, PLEASE READ THE CRITERIA OVERLEAF AND SUBMIT A SEPARATE WRITTEN ENTRY AS WELL AS FILLING IN THE THE PANEL ON PAGE 6

Nominated Awards

On the night special awards will also be presented for

- ★ **Product of the Year** sponsored by Mace
- ★ **Best Wholesale Business Initiative**
- ★ **Lifetime Achievement Award**

TO NOMINATE A CANDIDATE FOR THESE AWARDS, PLEASE FILL IN THE PANEL ON PAGE 6

Special Awards

To enter these awards, please submit a separate written entry, with photographs, addressing the specific criteria listed below. Please also tick the box and complete the panel on page 6.

BEST CUSTOMER SERVICE



Your entry should show that you are committed to high levels of customer service, and 'going the extra mile' for your customers.

THE JUDGES WILL BE LOOKING FOR:

- Evidence in writing of a clear commitment to high standards of customer service, including details of staffing levels; staff training and communication; assistance for elderly or infirm customers; product sourcing; and out-of-store developments such as home delivery
- Evidence of any specific initiatives, such as themed events or store development to make shopping easier for your customers
- Please include where possible a customer endorsement of your high levels of service, either by written testimonial or from press coverage

RESPONSIBLE RETAILING AWARD



Your entry should demonstrate how you are actively preventing underage sales of age-restricted products, following best practice and ensuring that your store trades in accordance with local community values.

THE JUDGES WILL BE LOOKING FOR:

- Implementation of best practice in preventing sales of age-restricted goods to underage purchasers
- A proactive relationship with enforcement authorities
- Support for local initiatives to foster good community relationships
- Evidence of and commitment to staff training

BEST SEASONAL GROCERY DISPLAY



Your entry, through the use of a written statement and supporting photographs, should describe how you devise and implement seasonal grocery displays to capitalise on peaks in demand, drive additional sales and create a genuine point of difference for your store.

THE JUDGES WILL BE LOOKING FOR:

- Originality and creativity, including effective use of pos material and special offers where appropriate
- Use of leading grocery brands and products with specific local demand to grab customers' attention
- Sales figures to show the beneficial business effect of the displays

ZERO TOLERANCE AWARD FOR CRIME PREVENTION



Your entry should provide details as to how you have minimised or eliminated a persistent specific problem connected to crime or anti-social behaviour in or around your store.

THE JUDGES WILL BE LOOKING FOR:

- A problem-solving approach to crime and anti-social behaviour issues
- Resourcefulness and a determination to succeed
- Evidence of working with local people and law enforcement authorities to improve the environment for the entire community.

BEST CHILLED FOOD RETAILER



Your entry should reflect the growing importance of chilled food in the convenience retailing industry and include pictures of your store displays and a written entry describing how you manage the category both operationally and in terms of range stocked.

THE JUDGES WILL BE LOOKING FOR:

- A strong range of products, backed up with eye-catching promotional activity and customer communication
- High standards of food safety
- An understanding of the key categories in chilled food and a commitment to providing them for your customers

INDEPENDENT NEWS TRADER OF THE YEAR

Your entry should describe your skill in managing the category and your focus on customer service, along with evidence of best practice in range, merchandising and activities such as home news delivery and shop save copies.

THE JUDGES WILL BE LOOKING FOR:

- Commitment to the news category and your customers
- Innovation and best practice in managing the news and magazines category
- Constructive working relationships with relevant parties in the news supply chain

Nominated Awards

To nominate a candidate for these awards, please fill in the relevant panel on page 6 and include a letter of nomination where appropriate.

BEST FOOD TO GO RETAILER

CountryChoice
Catering for retailers

Your entry should demonstrate excellence in best practice and include a clear description of the relevant consumer offering.

THE JUDGES WILL BE LOOKING FOR:

- An understanding of the business benefit of food to go
- Steps taken to ensure quality and safety on product delivery
- Creative and impactful use of marketing and merchandising materials in-store

PRODUCT OF THE YEAR



This award will be given to the manufacturer of the product that has produced the biggest boost to retailers' business during the past 12 months, as determined by a telephone poll of *Convenience Store* readers.

IF YOU WOULD LIKE TO NOMINATE A PRODUCT TO BE PUT ON THE BALLOT, PLEASE FILL IN THE PANEL ON PAGE 6

CATEGORY MANAGEMENT AWARD

Your entry should include a written statement and photography to show how you carefully manage your range stocking and display of key categories to maximise sales, on-shelf impact and availability.

THE JUDGES WILL BE LOOKING FOR:

- Examples of categories where you have amended and refined your range for your specific catchment area and produced a positive sales uplift as a result
- An outline list of sources of information used to arrive at your final range and display (eg supplier, wholesaler, trade press, internet)
- Evidence of a category management approach being applied in various locations around the store

BEST WHOLESALE BUSINESS INITIATIVE

Wholesalers should submit a separate written entry outlining the initiative.

JUDGES WILL BE LOOKING FOR:

- A initiative that has brought a discernible business benefit to a large number of retailers
- Originality and creativity

IF YOU WOULD LIKE TO NOMINATE A WHOLESALE BUSINESS INITIATIVE TO BE CONSIDERED FOR THIS AWARD, PLEASE FILL IN THE PANEL ON PAGE 6

EXCELLENCE IN IMPULSE AWARD

BRITVIC
soft drinks

Your entry should show how you have implemented plans in your business to target the impulse shopper that have been delivered effectively at point of sale. Please include photographs of displays and floor plans where relevant, covering impulse offerings in the key categories of soft drinks, confectionery and snacks. Please also include photographs and evidence where applicable on how you have linked the key categories together through the use of meal and snack deal offers to maximise impulse spend.

THE JUDGES WILL BE LOOKING FOR:

- Effective targeting of impulse customers with ranges to match
- Excellence in merchandising, managing traffic flow and promotions
- Effective use of display equipment and pos material to drive impulse sales

LIFETIME ACHIEVEMENT AWARD

IF YOU WOULD LIKE TO NOMINATE A FELLOW RETAILER WHO IS DESERVING OF THIS AWARD FOR A LIFETIME'S COMMITMENT TO RETAILING, CUSTOMER SERVICE AND THE LOCAL COMMUNITY, PLEASE FILL IN THE PANEL ON PAGE 6 AND ENCLOSE A LETTER OF NOMINATION OUTLINING THEIR ACHIEVEMENTS AND WHY YOU THINK THEY SHOULD WIN THE AWARD.

entry deadline: **November 13**

Your checklist

Completed entry form

Tick box for entry category for your store

Tick box for any special category award entries

Labelled set of photographs for store awards

Labelled set of photographs for special award entries

Confirmation of your working hours & location details

Local marketing material

TERMS & CONDITIONS

1. By entering the Awards the Entrant will be deemed to have read and understood these terms and conditions and to be bound by them. These terms and conditions include any instructions set out with the Entry Form.
2. Entrants must be aged 18 or over.
3. Only one entry per category will be accepted per store.
4. Any employees (and their families) of the Organiser, its agents and anybody professionally connected with the competition are not eligible for entry.
5. The Awards are open to UK retail convenience stores only. Overseas entrants are not eligible.
6. The Organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.
7. Entry forms and any supporting material must be sent by prepaid post or courier to arrive no later than 5pm on Friday, November 13th 2009. Proof of posting will not be deemed to be proof of delivery.
8. Entries will only be accepted if they are submitted on the Entry Form completed in full and accompanied by the required photographs and any other supporting material.
9. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
10. Responsibility cannot be accepted for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions may be deemed invalid in the sole discretion of the Organiser.
11. The Awards will be judged by a panel of judges selected by the Organiser.
12. The judges will select eight finalists from each category on November 20 against the criteria set out in the Entry Form. Finalists will be notified IN WRITING and will be offered two complimentary places at the Awards dinner taking place at the Sheraton Park Lane, London on Thursday, March 11, 2010. There will be one Award winner selected from the finalists in each category and announced at the dinner.
13. The judges may decline to make any award in any category if in their opinion there are insufficient entries of a winning standard.
14. The Award winners will each receive a certificate with overall winners each receiving a trophy.
15. Details of the winners will be published in *Convenience Store* and *The Grocer* in March 2010.
16. The Organiser reserves the right to change the judging panel without prior notice to entrants.
17. The decision of the Chairman of the judges on all matters affecting this competition is final and legally binding.
18. No correspondence will be entered into.
19. Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
20. Entrants consent to the publication by the Organiser in connection with the Awards of any of the documents or materials constituting their entry.
21. Any winner may publicise the Award provided the year in which it was won is stated. The Organiser licences any winner to use the Awards logo in connection with its award until January 31, 2011.
22. By entering the Awards all Entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the Data Controller for the purposes of the administration of the Awards and any other purposes to which the Entrant has consented.
23. These terms and conditions shall be governed by English law and the courts of England shall have exclusive jurisdiction.
24. The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.

