

# THE GROCCER GOLD AWARDS 2010

WEDNESDAY 16TH JUNE 2010  
GUILDHALL, LONDON

## Entry Form >

Business Initiative of the Year  
Consumer Initiative of the Year  
Discounter of the Year  
Exporter of the Year  
Green Supermarket of the Year  
Green Supplier of the Year  
Green Wholesaler of the Year  
Independent Retail Chain of the Year  
Online Retailer of the Year  
Own-Label Range of the Year  
Wholesaler of the Year  
Specialist Wholesaler of the Year  
The Grocer of the Year

### **NEW AWARDS FOR 2010**

Food & Drink Brand of the Year  
Alcoholic Drink Brand of the Year  
Non-Food Brand of the Year  
Employer of the Year  
Technology & Logistics Supplier of the Year



[www.thegrocer.co.uk/goldawards](http://www.thegrocer.co.uk/goldawards)

# Welcome >

The Grocer Gold Awards is one of the most prestigious events in the grocery retail industry calendar, with the highly coveted trophies being handed out in front of an exclusive audience comprising of the industry's most influential players.

After last year sold out in record time, we are moving venue in 2010 to the Guildhall in the City of London. It's a stunning setting in which to celebrate the outstanding achievements of the past year.

One reason for the prestige of the event is that many of the categories are decided using independent and exclusively commissioned research from The Grocer and its partners.

This entry form is for use in the categories where retailers and suppliers are eligible for entry, to be assessed by a panel of expert judges. Entries for all categories is free.

This year we have also introduced a number of new awards, including the Employer of the Year, a new award for logistics and technology suppliers, and three new awards to recognise outstanding sales performance among existing brands. These new awards help us to reward outstanding achievement across the length and the breadth of this dynamic and fast-changing industry.

I do hope you enter. The Grocer Gold Awards is a great opportunity to network. But the bottom line is there is nothing quite like winning an award, in front of all your peers, customers and clients.

Best of luck,



**“After last year sold out in record time, we are moving venue in 2010 to the Guildhall in the City of London. It's a stunning setting in which to celebrate the outstanding achievements”**

**ADAM LEYLAND**  
EDITOR, THE GROCER



# Categories criteria >

## **BUSINESS INITIATIVE OF THE YEAR**

Open to multiples, symbol groups, independent retailers, wholesalers, or suppliers working in partnership with the grocery trade. The winning entry must be business facing (eg a new sales and marketing partnership, in-house training programme, a recruitment drive, B2B loyalty/membership scheme, or a supply chain development). Please detail objectives, how parties worked together, and tangible results.

## **INDEPENDENT RETAIL CHAIN OF THE YEAR**

Open to convenience, forecourt, supermarket, specialist food and drink retailers and multi-format chains. A chain must comprise at least three stores and be 50% owned by the family and/or management. Please focus on recent progress and include details of sales and profit performance, expansion programmes, and customer, business or employee initiatives introduced or enhanced in 2009.

## **NEW AWARD FOOD & DRINK BRAND OF THE YEAR**

Whether it's a relaunch, a reformulation, a brand extension or simply a reinvigoration, this award recognises outstanding performance by an existing food and drink brand over the past year, in response to changing trade and/or consumer needs. Please focus your entry on the strategy and tactics for 2009, and provide evidence of success, in terms of targets, sales and shares.

## **CONSUMER INITIATIVE OF THE YEAR**

The judges will be looking for the retailer, supplier and/or manufacturer who has done the most to capture the imagination, earn the admiration, and win the loyalty and business of shoppers. Examples might involve a promotion, a loyalty card, a new store format. Please detail the objectives together with the execution and evidence of the initiative's success.

## **ONLINE RETAILER OF THE YEAR**

Entries should focus on achievement in 2009, providing commentary on strategy, targets and objectives; details of new initiatives, design changes, marketing and promotion details, and evidence of success to include, where possible, financials such as sales figures and/or growth rates, profits, market shares and other KPIs. Please note that non-food sales must not exceed 30% of sales volumes.

## **NEW AWARD ALCOHOLIC DRINK BRAND OF THE YEAR**

Whether it's a relaunch, a reformulation, a brand extension or simply a reinvigoration, this award recognises outstanding performance by an existing alcoholic brand over the past year, in response to changing trade and/or consumer needs. Please focus your entry on the strategy and tactics devised for 2009, and provide evidence of success, in terms of targets, sales and shares.

## **OWN-LABEL RANGE OF THE YEAR**

This award recognises the best own-label range launched, relaunched, developed or extended by a retailer or wholesaler in 2009. Entrants must provide an explanation of the range; explain how it was developed and brought to the market; show evidence of its success, ideally to include market share, sales figures and comparatives, gross profit/contribution. Multiple entries by retailers are permissible.

## **EXPORTER OF THE YEAR**

Britain is well known for its expertise and innovation as a food and drink manufacturer and retailer. This award is open to UK-based companies, or the UK operations of foreign-based food and drink manufacturers and grocery suppliers who have, in the opinion of the judges, done the most to grow their business outside the UK either through product or sales channel development or both.

## **NEW AWARD NON-FOOD BRAND OF THE YEAR**

Whether it's a relaunch, a reformulation, a brand extension or simply a reinvigoration, this award recognises outstanding performance by an existing non-food brand widely sold within UK grocery/supermarket outlets over the past year. Please focus your entry on the strategy and tactics devised for 2009, and provide evidence of success, in terms of targets, sales and shares.

## **GREEN WHOLESALER OF THE YEAR**

This award is for the wholesaler who has done the most in the past year to lessen their impact on the environment while maximising B2B customer engagement. HQ, factory and warehouse build specifications and modifications, product sourcing, packaging, fleet and supply chain arrangements and execution, staff mobility and engagement and future plans will all be considered.

## **DISCOUNTER OF THE YEAR**

This award recognises the importance of discounters (including poundshops) in modern grocery retail. All entrants must stock at least 30% food and drink and groceries (by volume) at all times. The judges will look for evidence of a demonstrable impact on the sector in the past year based on market share, sales and profits, retail and marketing innovation, store expansion and other customer and business initiatives.

## **NEW AWARD EMPLOYER OF THE YEAR**

Open to retailers, wholesalers and grocery manufacturers, this new award is for the employer who, in the past year, has done the most to overcome the challenges of the current economic climate, by creating a positive working environment, motivating, redirecting and training its people, and developing the company's reputation.

## **GREEN SUPERMARKET OF THE YEAR**

This award is for the retailer that has done the most, in the past year, to lessen its impact on the environment and change consumer behaviour. Store and warehouse building, in-store ops, fleet arrangements and supply chain relationships, staff mobility and involvement, product procurement, packaging, food waste, consumer engagement along with future plans will all be considered.

## **WHOLESALER OF THE YEAR**

Open to cash & carry, delivered or foodservice wholesalers based in the UK. Please focus your entry on the progress you have made in the past year in growing, changing and/or improving the business, providing evidence of the success of strategies, policies and initiatives including financials such as sales, profits, market share and other KPIs.

## **NEW AWARD TECHNOLOGY & LOGISTICS SUPPLIER OF THE YEAR**

From back-end to in-store; from picking and packing to scanning and sorting; whether it's an internally facing process or technology, or a consumer-facing advance, this new award is for the technology and/or logistics-based supplier who has brought about the most tangible and long-lasting improvements to a retailer, manufacturer or wholesaler.

## **GREEN SUPPLIER OF THE YEAR**

This award is for the food and drink supplier that did the most in 2009 to lessen its impact on the environment, maximise retail customer engagement and change consumer behaviour. HQ, factory and warehouse build specs and modifications, product sourcing, packaging, fleet and supply chain arrangements and execution, staff mobility and involvement, along with future plans will all be considered.

## **SPECIALIST WHOLESALER OF THE YEAR**

Open to wholesalers with sales of less than £100m who supply retailers, caterers, pubs and other food and drink/grocery outlets in the UK. Please focus your entry on progress in growing, changing and/or improving the business in the past year, providing evidence of the success of strategies, policies and initiatives including financials such as sales, profits, market share and other KPIs.

## **THE GROCER OF THE YEAR**

This award is open to all UK-based and UK divisions of multiple grocery retailers. Please focus your entry on the progress you have made in the past year in growing, changing and/or improving the business, providing evidence of the success of strategies, policies and initiatives and including financials such as sales, profits, market shares and other KPIs.

## HOW TO ENTER

To enter please complete the entry form and write (on A4 paper) a submission of up to 2000 words on why you should win. You should include as much tangible evidence as possible of your success, such as sales and profit figures, market share data, membership figures etc. You may also accompany your entry with up to five supporting documents, such as reports and accounts, independent market research reports, samples from advertising campaigns, product shots and photography, testimonials and commendations, and internal brochures.

- Entries are free of charge
- All awards are based on achievements in the calendar year 2009
- These awards are for the entire grocery retail sector. There are no restrictions in terms of turnover. Specific rules applying to categories are detailed in the preceding pages
- Entrants should submit five copies of the completed entry form along with five copies of the written submission and five copies of the supporting documents.
- Entries must arrive no later than 12 March 2010

All completed forms, supporting material and queries should be sent to:

**by post:** The Grocer® Gold Awards 2010, William Reed Business Media Ltd, Broadfield Park, Crawley, West Sussex, RH11 9RT.

**by telephone:** 01293 610354

**by email:** grocergold@william-reed.co.uk

## JUDGING

A panel of expert judges will draw up a shortlist from the entries for each of the categories. The shortlist will be announced on 26 April 2010. The winners will be announced on Wednesday 16th June 2010 at Guildhall, London.

## TIMETABLE

**12 March 2010** Deadline for entries

**16 June 2010** The Grocer Gold Awards

## THE GROCER GOLD AWARDS 2010 ENTRY FORM

Please complete all parts clearly in **BLOCK CAPITALS**

contact name

job title

company name

company address

postcode

tel

fax

email

signature

### Should you be a winner, who will collect the award?

name

job title

tel

email

## CONFIDENTIALITY

We understand that some information is highly sensitive and confidential. All the judges will be required to sign a non-disclosure agreement so they can assess your achievements with all the facts at their disposal. The information provided in your entry may also be published in connection with the Awards. Confidential material will not be published so long as it is clearly marked as CONFIDENTIAL and provided the information is not already in the public domain.

Your entry should comprise five copies of each of the following: this entry form, the written submission (up to 2000 words) and supporting materials (up to five documents). Please complete a separate entry form per category.

William Reed Business Media Ltd will use this data to administer The Grocer® Gold Awards and may also use it to send you information by mail, fax, email or telephone about its other products and services. If you do not wish to receive information, please tick the appropriate box.

Mail  Fax  Email  Telephone

We may pass your details to other carefully selected businesses whose products and services may interest you. If you do not wish to receive information, please tick the appropriate box

Mail  Fax  Email  Telephone

## TERMS AND CONDITIONS

- 1 By entering the Awards, the Entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the Awards details.
- 2 The Organiser may publish any information submitted as part of an entry in connection with the Awards unless the information has been clearly marked "CONFIDENTIAL" when submitted and is not in the public domain.
- 3 There is no restriction on the number of entries or the number of categories for which entries may be submitted.
- 4 All entries must be sent by prepaid post to arrive no later than 12th March 2010. Proof that entries have been posted will not be deemed to be proof of delivery.
- 5 Entries will only be accepted if they are submitted on the Entry form, completed in full and in ink and accompanied by any supporting documents.
- 6 Entries must be signed by whoever is responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
- 7 Entries will become the property of the Organiser and will not be returned.
- 8 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 and may be deemed invalid under the sole discretion of the Organiser.
- 9 The shortlist for the Awards will be announced on 26th April 2010. All Entrants will be notified by post as soon as practicable following the announcement.
- 10 Winners will be announced during the awards dinner on 16th June 2010 at Guildhall, London and published in The Grocer on 19th June 2010.
- 11 The Organiser reserves the right to change the categories and to transfer an entry from one category to another should the judging panel deem it appropriate and without prior notice to entrants.
- 12 The judges may decline to make some or all of the awards in any category if in their opinion, there are insufficient entries of a winning standard.
- 13 The Organiser's decision on all matters affecting this competition is final and legally binding.
- 14 No correspondence will be entered into.
- 15 Winners may be required to take part in some post-event publicity, and consent to their name and photograph being used for such purposes.
- 16 Winners may publicise their success in "The Grocer® Gold Awards 2010" indefinitely provided the year is specified in all publicity and materials.
- 17 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 this draw and any other purposes to which the entrant has consented.
- 18 The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.
- 19 These terms and conditions shall be governed by English law and the courts of England shall have exclusive jurisdiction.



## GROCER GOLD WINNERS 2009

**1** Tony Baines, Aldi – *Grocer of the Year.* **2** Lucy Neville-Rolfe, Tesco – *Britain's Favourite Supermarket.* **3** Geoff Hallam, Tates (left) – *Independent Retail Chain of the Year.* **4** Tony Baines, Aldi – *Discounter of the Year.* **5** Ian York, Premier Foods – *Top Launch of the Year.* **6** Trevor Bond, Cadbury – *Branded Supplier of the Year.* **7** Colin McIntyre, McBride's UK – *Own Label Supplier of the Year.* **8** Alison Tracey and Kate Jones, The Co-operative Group – *Own Label Range of the Year.* **9** Mustafa Kiamil, JJ Food Service – *Wholesaler of the Year.* **10** Jon Knight, Suma – *Specialist Wholesaler of the Year.* **11** Sean Ramsden, Nisa International – *Exporter of the Year.* **12** Mike Tooth, Waitrose – *Store Manager of the Year.* **13** Andy Bond, Asda – *Grocer 33: Price Award.* **14** Martyn Jones, Morrisons – *Grocer 33: Availability Award.* **15** Mark Gunter, Morrisons – *Grocer 33: Service Award.* **16** Ben Lovett and James Matthews, Ocado – *Online Retailer of the Year.* **17** James Matthews and Ben Lovett, Ocado – *Green Retailer of the Year.* **18** Ian Crawford, 3663 – *Green Wholesaler of the Year.* **19** Trevor Bond, Cadbury – *Green Supplier of the Year.* **20** Judith Batchelor, Sainsbury's brand – *Consumer Initiative of the Year.* **21** Susan Beetlestone, Co-operative Group – *Business Initiative of the Year.*

