

THE GROCER GOLD AWARDS

2012 Wednesday 13th June
Guildhall, London

entry form

The Grocer of the Year
Symbol Retailer of the Year
Independent Retail Chain of the Year
Discounter of the Year
Online Retailer of the Year
Employer of the Year
Wholesaler of the Year
Specialist Wholesaler of the Year
Technology & Logistics Supplier of the Year
Exporter of the Year
Business Initiative of the Year
Consumer Initiative of the Year
Green Retailer of the Year
Green Supplier of the Year
Green Wholesaler of the Year
Food & Drink Brand of the Year
Alcoholic Drink Brand of the Year
Non-Food Brand of the Year
Own-Label Range of the Year



The Grocer Gold Awards, now in their 9th year, have grown year on year to become the most prestigious in the food and drink industry. The awards recognise the very best standards in grocery retail, and reward only the highest levels of service, initiative and commitment.

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the grocer gold winners 2011



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1. **Stephen Hider**, Waitrose: *The Grocer of the Year.*

2. **Rick Bendel**, Asda: *Britain's Favourite Supermarket.*

3. **Rob Newell**, The Happy Egg Company: *Food Brand of the Year.*

4. **Stuart MacFarlane**, AB InBev: *Drink Brand of the Year.*

5. **Lucy Neville-Rolfe**, Tesco: *Non-Food Brand of the Year.*

6. **Rob Hunt and Faith MacArthur**, Gist & EAT: *Technology & Logistics Supplier of the Year.*

7. **Mark Proudfoot**, The Proudfoot Group: *Independent Retailer of the Year.*

8. **Toby Baines**, Aldi: *Discounter of the Year.*

9. **Michael Boaler and Susie Goldberg**, Bacardi Brown Forman: *Top Launch of the Year.*

10. **Kieran Hemsworth**, Coca-Cola Enterprises: *Branded Supplier of the Year.*

11. **Di Walker**, Greencore: *Own-Label Supplier of the Year.*

12. **Chris Lewis**, Spar: *Own-Label Range of the Year.*

13. **Charles Wilson**, Booker: *Wholesaler of the Year.*

14. **Mandy Flatley**, Morrisons: *Employer of the Year.*

15. **David Milner**, Tyrrells: *Exporter of the Year.*

16. **Nathan Newark**, Asda: *Store Manager of the Year.*

17. **Mark Kupelian**, Asda: *Grocer 33 Price Award.*

18. **Mike Coupe**, Sainsbury's: *Grocer 33 Availability Award.*

19. **Bob Robbins**, Tesco: *Grocer 33 Customer Service Award.*

20. **Sean Toal**, The Co-operative Group: *Green Retailer of the Year.*

21. **Gerry Thomas**, Brakes Group: *Green Wholesaler of the Year.*

22. **Patrick Kalotis**, PepsiCo UK & Ireland: *Green Supplier of the Year.*

23. **Richard Brasher**, Tesco: *Online Retailer of the Year.*

24. **Tim Steiner**, Ocado: *Consumer Initiative of the Year.*

25. **Rob Cross** (The Dairy Trader) and **Dean Attwell** (Oakland Intl.): *Business Initiative of the Year.*



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welcome

As we celebrate our 150th anniversary, this year's Gold Awards will include a special award for 'Hidden Heroes', to highlight loyal and devoted employees who've dedicated a lifetime to the grocery trade. On the most prestigious night in the fmcg industry calendar, with the highly coveted trophies handed out in front of an audience comprising the industry's most influential players, it's sure to be an emotional moment.

There's also a new award for the 'Symbol Retailer of the Year', in recognition of the growing levels of support that symbols now offer to independent retailers.

Once again, this year's ceremony takes place at the Guildhall in the City of London, a stunning and historic setting in which to celebrate the outstanding achievements of the past year, across the length and the breadth of this vital and fast-changing industry. As befits the audience, The Grocer also serves some of the best food and drink you could possibly experience: we employ the finest chefs and select the best possible wines from gold award winners of the International Wine Challenge.

Some awards are decided using independent and exclusively commissioned research from The Grocer and its partners. This entry form is for categories where companies must self-enter in order to be considered. To make it even easier to enter, you can now edit and save the entry form as you work on it, before printing it off or emailing it along with supporting materials, when you're ready. The entry deadline is 9th March.

Entry for all categories is free.

I do hope you put yourself forward for a chance to win one of the prestigious trophies. 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,



“On the most prestigious night in the fmcg industry calendar, the feting of our ‘Hidden Heroes’ is sure to be an emotional moment”

*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.

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.

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 2011. 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.

green supplier of the year

This award is for the food and drink supplier that did the most in 2011 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.

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 2011.

online retailer of the year

Entries should focus on achievement in 2011, 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.

wholesaler of the year

Open to cash & carry, delivered or food-service 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.

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.

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 2011, and provide evidence of success, in terms of targets, sales and shares.

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.

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.

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.

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.

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.

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 2011, and provide evidence of success, in terms of targets, sales and shares.

symbol retailer of the year

Open to symbol group operators, franchises and fascia groups, the judges will look for evidence of strong business performance, innovation and retailer support and engagement in 2011. Please include details of your recent growth and recruitment strategy, tools and solutions you are providing retailers to improve their performance, as well as training and development of in-house teams.

green retailer 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.

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.

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 2011, and provide evidence of success, in terms of targets, sales and shares.

hidden heroes

To celebrate The Grocer's 150th year, we are looking for 'hidden heroes' who have dedicated a lifetime to serving the grocery industry. We are looking for store workers, store owners, factory workers, sales reps and back-office workers. Please provide the name, job title, company and years of service of the nominee, along with a description of their career and why they deserve special recognition.

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 2011.

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 one copy of the completed entry form along with one copy of the written submission and five copies of the supporting documents.

If you have downloaded this form from the website you can edit and save the entry form as you work on it, before returning it to us with your supporting materials.

ENTRIES MUST ARRIVE NO LATER THAN Friday 9th March 2012

Entries can be submitted by post, email or online. All completed forms, supporting material and queries should be sent to:

POST: The Grocer Gold Awards 2012, William Reed Business Media Ltd, Broadfield Park, Crawley, West Sussex, RH11 9RT.

TELEPHONE: 01293 610354

EMAIL: grocergold@wrwm.com

ONLINE: www.thegrocer.co.uk/goldawards

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 28th April 2012. The winners will be announced on Wednesday 13th June 2012 at Guildhall, London.

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 of the following: one copy of this entry form and the written submission (up to 2000 words) and five copies of supporting materials (up to five documents). Please complete a separate entry form and provide relevant materials for each category entered.

We will keep you informed of products and services from William Reed Business Media Ltd. If you do not want to receive such information please email data.manager@wrbm.com, or write to Data Manager, WRBM, Broadfield Park, Crawley RH11 9RT.

We may also make your contact details available to third parties offering products or services that may be of interest to you (excluding e-mail and mobile numbers). If you do not wish your details to be passed to third parties please tick here.

terms and conditions

- 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.
- 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.
- There is no restriction on the number of entries or the number of categories for which entries may be submitted.
- All entries must be sent by prepaid post to arrive no later than Friday 9th March 2012.

- Proof that entries have been posted will not be deemed to be proof of delivery.
- 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.
 - Entries must be signed by whoever is responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
 - Entries will become the property of the Organiser and will not be returned.
 - 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.
- The shortlist for the Awards will be announced on 28th April 2012. All Entrants will be notified by post as soon as practicable following the announcement.
 - Winners will be announced during the awards dinner on Wednesday 13th June at Guildhall, London and published in The Grocer on Saturday 23th June 2012.
 - 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.
- 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.
 - The Organiser's decision on all matters affecting this competition is final and legally binding.
 - No correspondence will be entered into.
 - Winners may be required to take part in some post-event publicity, and consent to their name and photograph being used for such purposes.
 - Winners may publicise their success in "The Grocer Gold Awards 2012" indefinitely

- provided the year is specified in all publicity and materials.
- 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.
 - The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley rh11 9rt.
 - These terms and conditions shall be governed by English law and the courts of England shall have exclusive jurisdiction.