

*Scottish Wholesale  
Achievers Awards*



Official Entry Form 2019

## Best Cash & Carry

*adjective: best – of the most excellent or desirable type or quality*

Are you the best in what is a very competitive and prestigious category? Does your depot clearly communicate your company's vision, mission and values to the customer? Is your management team always available to customers?

Is your depot maintained to a high standard with ease of shop at the forefront of the customer strategy? Does your company communicate promotions effectively to the customer – in shop/online/social media? Are your customers satisfied with your range and availability? Has your depot made improvements in the last year?

If so, we would encourage you to enter now and your depot could lay claim to this prestigious industry award.

## Best Delivered Operation – Retail

This award is open to any wholesaler delivering to the retail sector and recognises the best retail wholesalers delivering solutions, ideas and support to their end-user customers.

Do you drive demand by effective customer-focused advertising promotions? Do you deliver in full – and on time – to customers? Do you have a structured sales/support team that provides high-quality support to your retailers? Do you clearly communicate company and category plans and objectives?

If so, enter now and you could be the proud recipient of the award for Best Delivered Operation – Retail.

## Best Symbol Group

Does your symbol group take a longer-term strategic approach to the way it does business?

Are you responsive to customers' product needs? Do you have a structured sales/support team that provides high-quality support to your symbol group retailers? Do you drive demand by effective customer-focused marketing, promotions and advertising within the symbol group?

If you can answer 'yes' to all of these questions, put your symbol group forward to win this prestigious award by entering now.

## Best Delivered Operation – Foodservice

This award is open to any wholesaler delivering to foodservice operators and recognises the best foodservice wholesalers delivering solutions, ideas and support to their end-user customers.

The judges will be looking at how wholesalers are helping their operators understand legislation, menu planning, excellent service and doing things differently.

Enter now and you could be the proud recipient of this award.

## Employee of the Year

Do you have an employee who goes the extra mile to identify business opportunities and constantly looks to drive their self-development?

Employee of the Year offers a great opportunity to reward their achievements.

Please nominate one employee only (this should not be Depot/General Manager).

Enter employee name below.

## Best Marketing Initiative

This category is open to any wholesaler which has developed and implemented an initiative within the Scottish marketplace in the last 12 months.

Submissions must be fact-based and supported by the rationale behind the initiative along with the outcomes.

Entrants will be required to present, on any format they are comfortable with, to the panel of judges around mid-November 2018.

## Great Place to Work

This award is open to any cash & carry or delivered wholesaler that makes its employees feel valued at work through opportunities, working practices, equality and camaraderie.

We all know that our staff are our greatest asset. We all know that a happy workforce is one that is likely to be more successful where people are listened to and motivated, and are made to feel valued.

If you feel that your depot is a 'Great Place to Work' then please enter and win this award for your team.

## Best Licensed Wholesaler

This category is open to any wholesaler which delivers to the on-trade or off-trade, or is purely cash & carry selling to licensees.

As market dynamics continue to change, and the supply to the off-premise and on-premise is ever more blurred, are you the wholesaler that does it all or are you a best-in-class specialist?

We are looking for the company that has clear strategies and promotions that are targeted at the customers it services – a company that supports those customers to drive sales through their business, and clearly communicates and collaborates with the suppliers it works with.

## Champion of Champions

This is the ultimate accolade – the best in class – with the winner of this prestigious award the wholesaler which has demonstrated that it is at the top of its game and is outstanding within the Scottish wholesale industry.

The judges will be looking for the wholesaler that is an innovator; that has a positive approach to doing business for the mutual benefit of its customers and suppliers; and that is setting the gold standard that others follow.

This award will go to the wholesaler that scores highest in an individual category rather than a wholesaler that does well across various categories.

# Supplier Awards

## Best Overall Service

SWA member wholesalers nominate their top 20 suppliers based on deliveries (including admin support), wholesaler support and channel/customer support. Then, over a four-month period, the wholesalers vote on the performance of the top 20 suppliers using the same criteria applied to the nominations.

Each month, the suppliers in contention are sent a full breakdown on their scores. This allows them to identify their strengths and weaknesses and thereby enhance their service to the wholesale trade.

## Project Scotland

This award is designed to recognise and reward the efforts of suppliers' sales people in Scotland in building relationships with wholesalers through relevant initiatives.

The project can focus on a single wholesaler or multiple wholesalers throughout Scotland or in one geographical area and it can run for any period during 2018, ranging from a couple of weeks to all year.

The project does not have to run exclusively in Scotland. It can be a UK-wide initiative; if it is, the judges will be looking for Scottish-specific results and perhaps tailor-made Scottish support.

Wholesalers and suppliers can send in nominations for this award. Entrants will be invited to meet a judging panel of senior wholesale executives to discuss their initiative.

## Best Advertising Campaign

SWA member wholesalers nominate their favourite advertising campaign of 2018. This can be a TV, cinema, press, poster, online or outdoor advertising campaign but it must feature a product or service sold or used in the Scottish wholesale trade.

Stills of the shortlisted adverts are sent to wholesalers to prompt awareness, and they then take a final vote.

## Supplier Sales Executive of the Year

SWA member wholesalers nominate a sales executive who deserves special recognition for developing the business of his/her wholesaler customers in Scotland. It is not open to those who manage a sales team.

|                             |  |
|-----------------------------|--|
| <b>Sales Executive Name</b> |  |
| <b>Job Title</b>            |  |
| <b>Company</b>              |  |

# How to enter

Simply tick the boxes in the required panel and fill in your details below. You may enter as many categories as you wish.

|  |  |                  |  |
|--|--|------------------|--|
| <b>Name of cash &amp; carry/delivered wholesaler</b> |  |                  |  |
| <b>Depot address</b>                                 |  |                  |  |
| <b>Contact name</b>                                  |  | <b>Job title</b> |  |
| <b>Telephone</b>                                     |  | <b>Email</b>     |  |

Please fill out the form and post to: **SWA, 30 McDonald Place, Edinburgh EH7 4NH**

If you have an electronic (PDF) copy, please complete the form and submit using the buttons or email to: [joanne@scottishwholesale.co.uk](mailto:joanne@scottishwholesale.co.uk)

**Closing date for entries is: Friday 10 August 2018.**

Any queries, please phone Joanne Mathieson on 0131 556 8753.

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