

Scottish Wholesale Achievers Awards 2024



Thursday 22 February 2024 | O2 Academy | Edinburgh

Official Entry Form 2024

New
Wholesale
Awards:
**Wholesale Local
Food Champion
and
Best Innovation**



SCOTTISH WHOLESale ASSOCIATION
The voice of the Scottish Food, Drink and Allied Trades

Celebrating the 21st year of this prestigious awards scheme, Achievers 2024 is set to be bigger and better than ever, with the addition of two new categories, Wholesale Local Food Champion and Best Innovation, and a return to our crowd-pleasing venue, the O2 Academy in Edinburgh.

Achievers highlights and rewards best practice, outstanding performance and innovation across all areas of the wholesale trade in Scotland. The awards also shine a spotlight on the dedicated, passionate people who keep the wheels of our industry moving, as well as the suppliers and manufacturers that keep our wholesalers stocked.

To ease entry of the awards and help entrants prepare for the judging, which will take place during September and October, this year we have not only linked the judging criteria within the entry form but also outlined the estimated time for the judging of each award. The judging format will vary for each award, and, where not indicated in the criteria, will be confirmed by the judges sometime in August and ahead of your pre-arranged judging date.

Of course, entrants can take as much or as little time to prepare for the judging as they wish, but by providing guidance at this stage about what they will be judged on, and how long the meeting will take, we hope to provide a clear picture of what to expect.

All you need to do now is complete the entry form by ticking the categories you wish to enter and send it back before entries close on Monday 31st July.



WHOLESALE AWARDS

★ BEST CASH & CARRY

Do you believe that you have the Best Cash & Carry in Scotland?

Do you and your team strive to deliver the best wholesale shopping experience around? Do you have a workplace culture where your staff have a passion for brilliant customer service and going 'above & beyond' to assist your customers?

How does your team help customers navigate their way through the depot with insightful category updates? How do you engage with customers to make sure they keep coming back again and again? What are you offering customers to help them drive continued and sustainable sales growth?

Enter now for your chance to show us why you deserve to win the prestigious and highly coveted SWA Achievers Award for Best Cash & Carry.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1.5-2 hours

TICK BOX TO ENTER

★ BEST LICENSED WHOLESALE

This category is open to any delivered wholesaler or cash & carry that serves the on-trade and/or off-trade, whether the wholesaler is a one-stop shop or a best-in-class specialist.

We are looking for the company that has clear strategies and promotions that are targeted at the licensed customers it services – a company that also supports those customers, particularly in light of current market challenges.

The winning wholesaler will also help drive sales through their customers' businesses, and clearly communicate and collaborate with the suppliers it works with.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1-1.5 hours

TICK BOX TO ENTER

★ SUSTAINABLE WHOLESALE OF THE YEAR

This category is open to any wholesaler who can demonstrate that good environmental practice is a key business strategy and part of the ongoing development of their business.

Judges will want to know everything you do in order to achieve your green objectives. This could include issues covering transport, energy and packaging waste, as well as customer and staff engagement and community involvement.

Entrants, you should show evidence of an overall strategy that sets out your targets and achievements.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
55 minutes

TICK BOX TO ENTER

★ BEST DELIVERED OPERATION – FOODSERVICE

This award is open to wholesalers delivering to foodservice operators. It recognises the efforts that wholesalers employ, delivering solutions, ideas and support to their customers.

The judges will be looking at how wholesalers help and support their customers through inflationary pressure, supply chain issues and legislation.

Of particular interest to us will be the steps you have taken to stand out versus your competitors.

Enter now and share your achievements during the past year.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1-2 hours

TICK BOX TO ENTER

★ BEST DELIVERED OPERATION – RETAIL

This award is open to any wholesaler delivering to the retail sector and recognises the best wholesalers delivering solutions, ideas and support to retailers.

Do you drive demand by effective customer-focused advertising and promotions? Do you have a structured sales/support team that provides high-quality support to your retail customers? Do you clearly communicate company and category plans and objectives? How have you helped your retail customers during the cost-of-living crisis?

Enter now and you could be the proud recipient of the award for Best Delivered Operation – Retail.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1-1.5 hours

TICK BOX TO ENTER

★ 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?
Have you adapted your approach to enable you to support your retailers, their customers and the community during the current market challenges?
Do you have a structured sales/support team that offers top-quality help and guidance to your symbol group retailers?
If you can answer 'yes' to all of these questions, please enter now and put forward your symbol group to win this prestigious award.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1-1.5 hours

TICK BOX TO ENTER

★ BEST INNOVATION NEW AWARD

All sectors must innovate to thrive and wholesale is no different. Innovation is pivotal to the advancement of the wholesale sector. This award will recognise an innovation that has made a significant difference to the performance of a wholesaler.
Innovation can be tiny tweaks or massive implementations, but the results must be significantly greater than the parts.
The best innovations are often the simple solution everyone wishes they had thought about, but the audacious innovations are the ones that take bravery and belief to achieve. Innovation can be delivered via technology, people, process, product range, customer mix or routes to market. Instances of innovation can be anywhere the impact should be simple to measure: how much has it improved performance and how rapidly has it driven progress?
The winner of this category will be an exemplar to the sector of a wholesaler that has leveraged innovation to measurably improve business performance.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1 hour

TICK BOX TO ENTER

★ 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.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
1-1.5 hours

TICK BOX TO ENTER

★ COMMUNITY SERVICE AWARD

SWA members have long been caring for their neighbours and communities, and we would like to recognise those businesses who make significant contributions to their community – not just financially but also through their actions, dedication and passion to make their community a better place to live.
The winning business should serve as a role model for compassion and service, and should be striving to make their communities a better place. They should demonstrate from the top of their business down a commitment to helping others within their community.
This will be a business-led recognition award and not directed at an individual within the business.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
20 minutes

TICK BOX TO ENTER

★ BEST MARKETING INITIATIVE

Marketing plays a wide role in the promotion and advancement of the wholesale sector. This award recognises investment in marketing and/or promotional strategy that has made a significant difference to the operation of the wholesaler.
Examples could include marketing and promotional campaigns either online or in print or investment in the deployment of B2B or B2C engagement initiatives. The marketing initiative can be a one-off or a multi-activation campaign.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
45 minutes

TICK BOX TO ENTER

★ WHOLESALE LOCAL FOOD CHAMPION NEW AWARD

WIN £1,000



This award is open to individuals who have completed the SWA Wholesale Local Food Champion programme.

Entrants will be able to demonstrate how their knowledge, understanding and engagement with local producers has helped develop, or support, a company strategy that focuses on building a stronger local food and drink supply chain.

[Full judging criteria](#)

Estimated judging time:
30 minutes

TICK BOX TO ENTER

Name

Job title

Contact details

★ EMPLOYEE OF THE YEAR

WIN £1,000

Do you have an employee who goes the extra mile regardless of whatever challenges they face? Employee of the Year offers a great opportunity to reward their achievements, resilience and adaptability over the past year.

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

[Full judging criteria](#)

Estimated judging time:
20 minutes

TICK BOX TO ENTER

Name

Job title

Contact details

★ RISING STAR OF WHOLESALE

WIN £1,000

Do you have an employee (26 years old or under) who is showing great attitude, ambition and potential? This award could give them recognition for their achievements to date and encouragement for the future.

Please nominate the rising star in your organisation and/or encourage them to nominate themselves.

[Full judging criteria](#)

Estimated judging time:
20 minutes

TICK BOX TO ENTER

Name

Job title

Contact details

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 of their scores. This allows them to identify their strengths and weaknesses and thereby enhance their service to the wholesale trade.

[Full judging criteria](#)

Estimated judging time:
not applicable

★ BEST FOODSERVICE SUPPLIER

Similar to Best Overall Service, this award involves foodservice wholesalers nominating their top 15 suppliers and then voting for the shortlisted companies each month over a four-month period.

Each month, the suppliers in contention are sent a full breakdown of their scores.

[Full judging criteria](#)

Estimated judging time:
not applicable

★ BEST ADVERTISING CAMPAIGN

SWA member wholesalers nominate their favourite advertising campaign of 2023.

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; they then take a final vote.

Estimated judging time:
not applicable

★ LOCAL SUPPLIER OF THE YEAR



This award seeks to recognise an outstanding Scottish food and/or drinks supplier with strong local roots by looking beyond commercial size and instead taking a holistic overview of the supplier's offering alongside their understanding of and engagement with the Scottish wholesale channel. The judging process will apply many of the fundamentals of the SWA Delivering Growth Through Wholesale (DGTW) programme but the category is open to any SME Scottish supplier and not exclusive, or restricted, to DGTW participants.

Winner will receive a product listing at CJ Lang & Son or £1,000 marketing support if already listed.

[Full judging criteria](#)

Estimated judging time:
1 hour

TICK BOX TO ENTER

SUPPLIER AWARDS

★ PROJECT WHOLESALE

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

The project can focus on a single wholesaler or geographical region or multiple wholesalers throughout Scotland. It can run for any period during 2023, 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, any tailor-made Scottish support, and demonstration of how it has developed the growth of the wholesaler(s).

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 and present their initiative.

[Full judging criteria](#)

Estimated judging time:
45 minutes

TICK BOX TO ENTER

Supplier

Project title

★ SUPPLIER SALES EXECUTIVE OF THE YEAR

SWA member wholesalers nominate a sales executive who deserves special recognition for their role in positively developing the business of their Scottish wholesale customers. The award recognises individual merit, and is therefore not open to those in senior positions who manage a sales team.

WIN £1,000

[Full judging criteria](#)

Estimated judging time:
30-45 minutes

TICK BOX TO ENTER

Sales Executive name

Company

Job title

Contact details

HOW TO ENTER

Simply tick the box next to the Award(s) you want to enter and fill in your details below. You may enter as many categories as you wish.

In August, entrants will be contacted by the sponsoring judge(s) to arrange appointments for judging your category/categories and which will take place during September and October 2023.

For multi-depot wholesalers, please submit one form for each depot that wishes to enter the awards, completing the contact details for the person dealing with the award entry at that location.

Name of cash & carry/delivered wholesalers/supplier			
Depot address			
Contact name		Job title	
Telephone		Email	

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:
awards@scottishwholesale.co.uk

Closing date for entries is: Monday 31 July 2023.

Any queries, please phone: John Farrell on **074 8521 1669**
or Kirsti Sharratt on **079 8902 5658**.

OUR SPONSORS

