

FEBRUARY 2019

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Achievers special

ACHIEVERS REWARDS EXCELLENCE ACROSS SCOTLAND'S WHOLESALE INDUSTRY

ACHIEVERS, organised by the Scottish Wholesale Association to reward and recognise professionalism and excellence across all sectors of the wholesale industry in Scotland, saw members – wholesalers and suppliers – gather in Edinburgh for a night of celebration.

JW Filshill, the Glasgow-based delivered wholesaler and cash & carry, was named the best wholesale business in Scotland at the prestigious awards.

The supplier to KeyStore outlets across Scotland and the north of England fended off stiff competition from businesses the length and breadth of the country to win the sought-after Champion of Champions accolade, sponsored by JTI.

It also won three other categories: Best Delivered Operation (Retail), sponsored by Philip Morris; Best Symbol Group, sponsored by Carabao; and Best Licensed Operation, sponsored by Halewood Wines & Spirits.



Almost 450 people attended the Achievers gala dinner and awards presentation, hosted by TV presenter Jennifer Reoch. The event took place at Edinburgh's Sheraton Grand on Thursday 31st January.

“Achievers is the perfect vehicle to recognise the very best in our industry and I applaud the exceptional levels of innovation that we are seeing from our members as they seek new revenue streams, develop their operational processes and strive to provide the best possible customer service”

Colin Smith, SWA chief executive



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Bidfood Scotland was also celebrating after claiming the Great Place to Work award, sponsored by Premier Foods.

And there were joint winners in the Best Delivered Operation (Foodservice) category, sponsored by Pritchitts: **Bidfood Scotland** and **Lomond Foods**.

Best Marketing Initiative, sponsored by Quorn Foods, went to **United Wholesale (Scotland)** for its 'Summer of Sport' initiative to drive a comprehensive wholesale and retail sales and marketing activation across all areas of its business.

Meanwhile, Best Cash & Carry, sponsored by AG Barr and one of the most closely contested categories, went to **Booker, Shawfield**.

The key Employee of the Year category, sponsored by AB InBev, was won by **Craig Shand**, stock control and replenishment supervisor at Booker, Shawfield.

In the suppliers' award categories, **Linda Fraser** of Nestlé was named Supplier Sales Executive of the Year, sponsored by Unitas Wholesale. She was praised by the judges for her commitment to customer service and described as "the ultimate professional".

Project Scotland, which highlights suppliers' understanding of the Scottish wholesale industry and their commitment to the sector, was won by **Quorn Foods** in partnership with Clackmannanshire-based Scot Serve for its 'Quornvenience' project.

"Success is hard won in challenging times such as these and it is only right that we sometimes take stock and acknowledge the success of our wholesaler and supplier members"

Colin Smith, SWA chief executive

AG Barr came out on top in the fiercely-contested category for Best Overall Service by Suppliers, judged by members of the SWA voting each month for the shortlisted suppliers over a four-month period.

A new award for Achievers 2019 – Best Foodservice Supplier – saw foodservice wholesalers vote on the performance of the shortlisted suppliers over a four-month period. The winner of this inaugural award was **Unilever Food Solutions**.

Finally, Best Advertising Campaign, which saw wholesalers vote for their favourite advert, went to **Bud Light** for 'Dilly Dilly'.

Archie MacLellan, multiple account executive (independent wholesalers) at JT1, who judged the Champion of Champions award, pointed out that standards were "exceptionally high across the board" but highlighted innovation as the trademark of Achievers this year.

"Innovation means many things – be that in use of technology, advances in customer service, investment in staff training and development, and evolving operational processes to meet the needs of customers," he said.

"Throw a sprinkling of entrepreneurial flair into the mix and what we have here is a buoyant and exciting wholesale sector led by SWA members who are experiencing growth and increased profitability across many areas of their business."



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The Project Scotland award was won by Quorn Foods in partnership with Clackmannanshire-based Scot Serve.



AG Barr came out on top for Best Overall Service by Suppliers, judged by members of the SWA voting each month for the shortlisted suppliers over a four-month period.

Colin Smith, SWA chief executive, said: "We are witnessing unprecedented change in our industry yet our wholesalers and suppliers continue to raise their game. Success is hard won in challenging times such as these and it is only right that we sometimes take stock and acknowledge the success of our wholesaler and supplier members.

"Achievers is the perfect vehicle to recognise the very best in our industry and I applaud the exceptional levels of innovation that we are seeing from our members as they seek new revenue streams, develop their operational processes and strive to provide the best possible customer service.

"And as our members strive for best practice, the SWA is working on your behalf, ensuring that your fight is our fight, and facing the legislative changes in the corridors of power at Holyrood and Westminster."

Colin also singled out suppliers for their support of the wholesale sector in Scotland. "We are very proud of the way Achievers has evolved," he said.

"We go to great lengths to ensure that the awards remain meaningful for all involved but we couldn't do it without our supplier members and we are committed to working in partnership with our sponsors to offer them a solid return on their investment in the form of much closer working relationships with wholesalers and a far better understanding of the Scottish wholesale industry gained through the judging process."

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RECOGNITION FOR SWA'S KATE SALMON

SWA executive director Kate Salmon was officially recognised for her 35-plus years' service to the association at Achievers.

President Julie Dunn thanked Kate for her dedication, passion and commitment to the SWA and wider wholesale industry, and presented her with a special gift on behalf of the association – after which the audience took to their feet for a well-deserved standing ovation.

“She puts the association and our industry front and centre of all her endeavours and has been indomitable in ensuring our voice is heard in a challenging and dynamic world”

Julie Dunn, SWA President

Describing Kate as “one of the greats of our industry”, Julie said: “She has represented us through her curatorship of the SWA for 35 years and in that time the association has grown from strength to strength.

“Kate has remarkable intuition – backed up by insight and experience – as to what’s on the horizon and has been a force for transformation for the association, driving innovation through our pillars – lobbying and legislation, training, liaison, conference and, of course, the Achievers awards for excellence in wholesale.

“She puts the association and our industry front and centre of all her endeavours and has been indomitable in ensuring our voice is heard in a challenging and dynamic world.”

Chief executive Colin Smith has been working closely with Kate who officially steps down from her role at the end of February. She will continue to support Colin and the SWA in a member liaison capacity.

Scottish Wholesale Achievers 2019 Roll of Honour

CHAMPION OF CHAMPIONS – SPONSORED BY JTI

- **JW FILSHILL**

BEST CASH & CARRY – SPONSORED BY AG BARR

- **BOOKER, SHAWFIELD**
- Runner-up: United Wholesale (Scotland), Queenslie
- Highly Commended: Bestway Batleys, Glasgow – the former Sher Brothers depot

BEST SYMBOL GROUP – SPONSORED BY CARABAO

- **KESTORE, JW FILSHILL**
- Runner-up: Premier, Booker
- Highly Commended: Day-Today, United Wholesale (Scotland)

BEST DELIVERED OPERATION (RETAIL) –

SPONSORED BY PHILIP MORRIS

- **JW FILSHILL**
- Runner-up: United Wholesale (Scotland)

BEST DELIVERED OPERATION (FOODSERVICE) –

SPONSORED BY PRITCHITTS

- **BIDFOOD SCOTLAND AND LOMOND FOODS**
- Highly Commended: Fáilte Foods

GREAT PLACE TO WORK – SPONSORED BY PREMIER FOODS

- **BIDFOOD SCOTLAND**
- Runner-up: United Wholesale (Scotland)
- Highly Commended: JW Filshill

BEST LICENSED OPERATION –

SPONSORED BY HALEWOOD WINES & SPIRITS

- **JW FILSHILL**
- Runner-up: Sutherland Brothers
- Highly Commended: Dunns Food and Drinks

EMPLOYEE OF THE YEAR – SPONSORED BY AB INBEV

- **CRAIG SHAND**, stock control & replenishment supervisor, Booker, Shawfield
- Runner-up: Brian Williams, operations manager, Bidfood Scotland, Inverness
- Highly Commended: Sandra Morris, key account manager, JW Filshill

BEST MARKETING INITIATIVE –

SPONSORED BY QUORN FOODS

- **UNITED WHOLESALE SCOTLAND** for its 'Summer of Sport' initiative to drive a comprehensive wholesale & retail sales & marketing activation across all areas of its business
- Runners-up: Bidfood Scotland for its 'Source, Serve, Sustain' initiative to market Scottish local produce to customers
- and JW Filshill for its 'Project Voltage' campaign to generate incremental sales and awareness via its web & app-based sales platforms

BEST ADVERTISING CAMPAIGN

- **BUD LIGHT** for 'Dilly Dilly'

PROJECT SCOTLAND

- **QUORN FOODS** in partnership with Scot Serve for its 'Quornvenience' project
- Runner-up: JTI for its 'Kensitas Club: The Great Scottish Revival' project
- Highly Commended: Edrington-Beam Suntory for its 'Jim Beam presents The Class of 2018' initiative

BEST OVERALL SERVICE BY SUPPLIERS

- **AG BARR**
- Runner-up: Heineken
- Highly Commended: Pernod Ricard

BEST FOODSERVICE SUPPLIER

- **UNILEVER FOOD SOLUTIONS**
- Runner-up: Bellfield Brewery
- Highly Commended: Moorhead & McGavin

SUPPLIER SALES EXECUTIVE OF THE YEAR –

SPONSORED BY UNITAS WHOLESALE

- **LINDA FRASER, NESTLÉ**
- Runner-up: David Gibson, AG Barr
- Highly Commended: Kenny Magee, Treasury Wine Estates