



Scottish Wholesale Achievers 2020

This feedback for participating wholesalers in the categories below has been provided by the sponsoring suppliers who identified best practice during the judging process and have highlighted these examples.

Best Marketing Initiative



Sponsored by Premier Foods

- Most wholesalers (not all) now employ Marketing Managers to deliver their key messages across multimedia platforms, and it's working and working very well.
- There is a real passion for marketing campaigns, targeting B2B & B2C
- Key messages are being delivered utilising the power of Web Sites, Radio, Social Media & Traditional Marketing collateral, all on very tight budgets.
- Core messages are resonating through internally as well as externally
- Collaborative engagement and inputs with Suppliers are also evident supporting the brand message dovetailing into the wholesaler's message adding value to both parties
- Multiple messages were evidenced delivering Local, National & Event themes
- Make great use of themes and trends
- Solutions being delivered to make the shopping journey less onerous for Retailer & Consumer

Best Delivered Operation – Retail



Sponsored by Lucozade Ribena Suntory

- This category had clearly focused on new technology to future proof their business.
- Across Scotland we witnessed businesses that had recruited the best people to take them into the future.
- The key areas of success have been live time deliveries with systems such as POD father.
- Customer service, was at the heart of this category, operating with industry leading service levels.
- Wholesalers have invested in training the retailer to use and get the most out of the new technology including social media.
- Other areas of development have been in pushing environmental issues such as route planning, recycling initiative to support the retailer and the use of renewable energy.
- Delivered wholesale in Scotland offers a wide range of services to the retailers underpinned by outstanding support from the wholesalers and their BDE teams.

Best Symbol Group



Sponsored by JUUL

- Solid examples of strong, positive category management principles adopted. Key categories identified with changes assessed, implemented then reviewed to ensure improvement.
- Technology is being harnessed internally & externally. Changes to Internal IT processes, forecasting, sales analysis, staff training and group WhatsApp communication all assisting with improved efficiencies and commercial decision making.
- In addition to external technological advances around social media, promotional mechanics and store events all contributing to raising store profile.
- Two-way communication between retailers and wholesaler is now more important than ever before. Having that open dialogue is another hugely tangible benefit to a symbol operator.
- Community involvement continues to be a real, tangible point of difference in setting a store apart from its competitors.
- Staff training, particularly with so much ever changing product/age legislation, is crucial for stores to adopt & apply.
- Non-traditional services, such as Click & Collect, Collect+, Hermes, laundrette etc, now a strong point of difference.
- Collaboration between retailers, wholesalers & suppliers now critical as multiples look to grow, but consumers still require local convenience.
- Symbol stores have huge opportunity for emerging/growing categories, vaping, health, fresh etc. More agile, flexible and able to adapt/apply new products/categories than the larger multiples.

Best Cash & Carry



Sponsored by JTI

- Fantastic new entrance offering digital advertising and category advice, as well as clearly displayed Mission Statement
- Excellent use of 'Power Aisles' to maximise pallet displays.
- All NPD clearly and tactically displayed.
- Promotional SKUs easily identifiable by colour coded SELs.
- Category advice available throughout the depot on aisle ends.
- 4 foot video rails also utilised for promotional activities/category advice.
- A high standard of product knowledge from staff.

Great Place to Work



SOFT DRINKS

Sponsored by AG Barr Plc

- There was a clear set of company values that were embedded into every aspect of the day to day running of the business, you could not miss the visual cues all around the site, they were embedded into the Performance review documents, they were discussed at every team meeting, most importantly every member of staff we spoke to could tell us the values and how they tried to display these in day to day role.
- The use of an employee engagement survey was evident with clear action plans coming out of the survey that were discussed at all levels of the business with regards to progress vs the action plans.
- Communication was flawless, from regular updates from the chief Exec, team meeting, tool box talks, briefings and a well used open door policy, all staff members knew how the full business was performing, how their department fed into this and the value they added to this overall performance.
- Every member of staff we interviewed had a clear career path mapped out for them, they all knew what role they plan now and what a role could look like in the future. This fed into excellent training and development plans and opportunities.
- The simple things matter, where they get to eat lunch, the toilet facilities, do they have a kitchen to heat food up, do they have a comfortable rest area?
- Understanding and acknowledging that employees can also have challenging lives outside of work, these come in many formats and guises, where we saw companies going over and above to support individuals through these situations was paid back 10 fold in the passion, commitment and loyalty this drove with the employee.

Best Licensed Operation

HALEWOOD

Wines & Spirits

Sponsored by Halewood Wines & Spirits

- Use of technology; be it in the order capture process, picking, deliveries etc, development in this area is key in helping to wholesalers drive the best possible service.
- Legislation – working with retailers closely to ensure compliance on legislation. Brexit, MUP, track and trace and DRS have all been high on the agenda for retailers – ensuring retailers have access to the required information on websites, leaflets, apps was well received.
- Green initiatives – This is becoming increasingly important for all stakeholders. Plastic and cardboard return schemes have been successful as well as wholesalers who have switched to greener vehicles and changed / updated delivery routes to ensure more efficient deliveries.
- Driving NPD – Offering a full launch package for NPD; displays, sales team briefings & incentives, telesales app & website advertising. This has helped drive pull through of stock from day one of launch by offering a comprehensive package.
- Ranging advice – All entrants offered some ranging advice to customers and on-going access to this is key; through leaflets, websites and apps.

Best Delivered Operation – Foodservice



Sponsored by Pritchitts

Whilst it could be said some practices could be seen as the norm and expected in our option the main form of best practice that we witnessed and was clearly demonstrated was the way that a Scottish Wholesaler is prepared to adapt any of their current processes to go the extra mile to help and support their customers' needs/requirements, showing a real true passion for the industry and their customers.

- Engagement with supplies to ensure the “right product” are stocked, available and supported from the start to the finish of the supply chain operation (Farm to Fork) adding value and moving above a purely price conversation.
- Engagement from all total businesses to “Getting it right and doing it better”.
- Engaging with the wider shareholder to raise issues of the industry supporting customers and the key challenges they face; i.e. how can we drive sugar reduction, packaging, recycling, Brexit etc.
- Spotting trends ahead of the mainstream and relating these to customer activation to support driving business for both parties – providing innovative solutions / driving local / driving veganism etc. bringing in experts in the field to support harnessing these trends to add value to customers.
- Supporting with industry led needs such as allergens, food safety, recycling, wastage, sustainability and striving to improve on their current position.
- Recognising the daily challenges and ongoing changes with Foodservice to offer flexible approaches and ways of doing business – extended ordering hours, multiple ways to place orders, size of orders, Size of product / product split orders.
- Local autonomy at depot level (within different departments/functions within businesses) to drive individual geographical and customer challenges.
- Supporting employees through on- going training, graduate programmes, mentoring schemes, along with reward and recognition within businesses.
- Monitoring of customer feedback and auctioning results to improve service – transparency across the business on the results to have total depot ownership.

Green Wholesaler of the Year



Sponsored by Zero Waste Scotland **Innovative thinking**

- Innovative thinking.
- Don't accept the status quo.
- Being forensic in your efforts to reduce energy usage, through installation of LED lighting at your depots and sites.
- Offering customers a more sustainable option, such as Vegware packaging or re-usable cups.
- Being ruthless about efficiency gains in fleet and transport, through driver training, optimum driving styles, making petrol go further.
- Exploring and implementing hybrid and electric vehicle options to reduce fuel consumption and carbon footprint.
- Re-organise delivery routes
- Optimise delivery times
- Rethink storage and packing in deliveries to maximise how much you're delivering at the same time, reducing fuel consumption and carbon footprint
- Partnerships with nearby businesses to reduce food miles
- Be constantly aware of new developing technologies
- Challenge suppliers to reduce packaging, for example on multipacks
- Offer customer onsite recycling facilities
- Put sustainability at the heart of your mission statement and company ethos
- Increase use of video conferencing or Google hangouts to cut business travel
- Engage your staff and encourage their ideas for saving resource and energy
- Check freezer temperatures to save energy

- Move to digital marketing to reduce paper use
- Increase home working to reduce commuting footprint
- Challenge your customers and supply chain
- Reduction of diesel emissions and noise through the battery-operated refrigeration in lorries
- Re-use and repair of items like fridges like fridges, to avoid buying new
- Trailing a reverse vending machine for cans and plastic bottles ahead of the new Deposit Return Scheme
- Accreditation from The Carbon Trust
- Have a coherent system for managing stock by best before date, to reduce food waste.