

Scottish Wholesale Achievers Awards

Official Entry Form 2022

Two new
wholesale
award categories:
**Best Technology
Initiative**
and
**Community Service
Award**



SCOTTISH WHOLESAL ASSOCIATION

The voice of the Scottish Food, Drink and Allied Trades

Wholesaler Awards

BEST CASH & CARRY

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? How have you supported the general trade during the last 12 months?

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.

TICK HERE 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?

Did you offer your retail customers the advice and support they needed during the pandemic?

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

TICK HERE 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 Covid-19 pandemic?

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.

TICK HERE TO ENTER

BEST DELIVERED OPERATION – FOODSERVICE

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

The judges will be looking at how wholesalers have helped and supported their customers with alternative solutions, products and ideas during THE most difficult time across the foodservice & hospitality industry.

Of particular interest will be what you did differently, the learnings that you have implemented and how this has benefited your business.

Enter now and share your proudest moments and achievements.

TICK HERE TO ENTER

EMPLOYEE OF THE YEAR

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).

NAME:

RISING STAR OF WHOLESALE

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.

NAME:

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.

TICK HERE TO ENTER

BEST BUSINESS INITIATIVE

This award recognises opportunities that wholesalers have taken during the pandemic and that demonstrate resilience and ability to adapt in the face of adversity.

Examples could include: pivoting; entering new markets; promotional/sales initiatives; digital activity; Covid/workplace safety; employee development.

TICK HERE TO ENTER

BEST LICENSED WHOLESALER

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

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, helps drive sales through their business, and clearly communicates and collaborates with the suppliers it works with.

TICK HERE TO ENTER

GREEN WHOLESALER 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 plans to achieve them.

TICK HERE TO ENTER

BEST TECHNOLOGY INITIATIVE

Technology plays a wide role in the development and advancement of the wholesale sector. This award recognises investment in and/or development of technology that has made a significant difference to the operation of the wholesaler.

Examples could include: online ordering & EDI systems; investment in data analytics to identify trends and growth opportunities; deployment in the latest technology in buildings and/or fleets.

TICK HERE TO ENTER

COMMUNITY SERVICE AWARD

This award was born from the outpouring of care, support, and togetherness during Covid. However, members have been caring for their communities long before Covid, and we would like to recognise those businesses who make significant contributions to their community, not just financially but through their actions, dedication and passion.

The winning business should serve as a role model for compassion and service, and be striving to make their communities a better place. They should demonstrate from the top of the business down a commitment to helping others within their community.

This will be a business-led recognition, not an individual within the business.

TICK HERE TO ENTER

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.

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.

BEST ADVERTISING CAMPAIGN

SWA member wholesalers nominate their favourite advertising campaign of 2021.

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.

Sales executive name	
Job title	
Company	

SUPPLIER OUTSTANDING ACHIEVEMENT AWARD

SWA member wholesalers nominate a supplier business, team or individual who went above and beyond anything expected of them during the last year. This award is not restricted to support of wholesale but could include fundraising, charity work or community activity. Suppliers can enter and nominate themselves or colleagues too.

Your nomination for the Supplier Outstanding Achievement Award	
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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. At the beginning of August the judges will send you the judging criteria and arrange appointments for the judging.

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

Please fill out the form and post to:

SWA, 30 McDonald Place, Edinburgh EH7 4NH

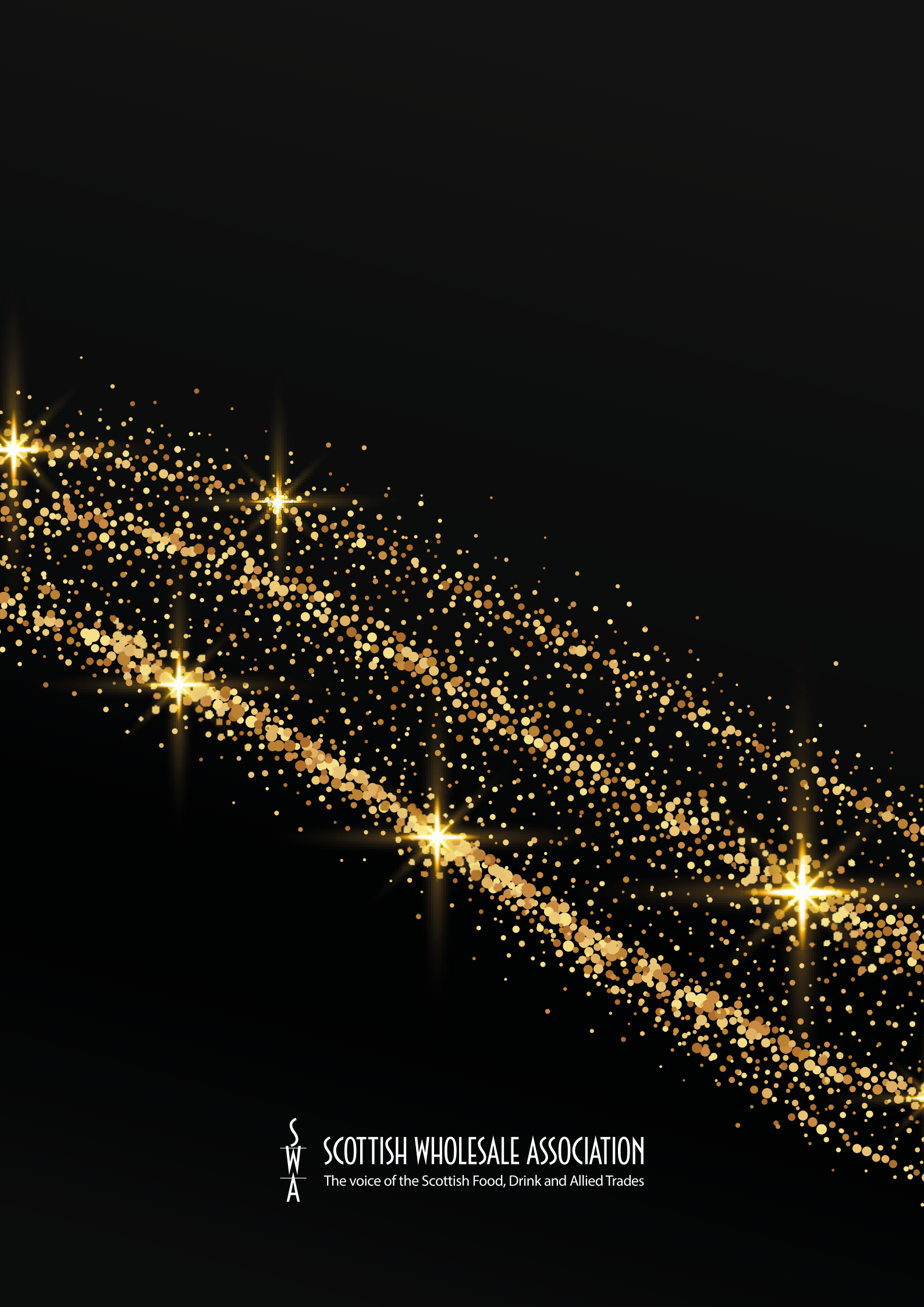
If you have an electronic (PDF) copy, please complete the form and submit using the buttons or email to: awards@scottishwholesale.co.uk

Closing date for entries is: Monday 26 July 2021.

Any queries, please phone: John Farrell on **074 8521 1669**
or Kate Salmon on **077 6722 7597**.

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