

Scottish Wholesale Achievers Awards 2023

Celebrating 20 years of Achievement



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

Thursday 23 February 2023 | O2 Academy | Edinburgh

Official Entry Form 2023

New supplier
category:
**Local Supplier
of The Year**



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

Celebrating the 20th year of this prestigious awards scheme, Achievers 2023 is set to break all records, with a new venue and more entrants expected than ever before.

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 judging 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 25th July.



WHOLESALE 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.

[For full judging criteria click here](#)

Estimated judging time: 1-1.5 hours

WIN
£1,000

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 what you did differently, the learnings from last year, and how you have improved the service delivered to your customers.

Enter now and share your proudest moments and achievements during 2022.

[For full judging criteria click here](#)

Estimated judging time: 1-2 hours

WIN
£1,000

TICK
BOX TO
ENTER

BEST LICENSED WHOLESALE

This category is open to any wholesaler that 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.

[For full judging criteria click here](#)

Estimated judging time: 1-1.5 hours

WIN
£1,000

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? Did you offer your retail customers the advice and support they needed as they began to adjust to life following the pandemic?

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

[For full judging criteria click here](#)

Estimated judging time: 1-1.5 hours

WIN
£1,000

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 plans to achieve them.

[For full judging criteria click here](#)

Estimated judging time: 55 minutes

WIN
£1,000

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.

[For full judging criteria click here](#)

Estimated judging time: 1-1.5 hours

WIN
£1,000

TICK
BOX TO
ENTER

WHOLESALE AWARDS

BEST TECHNOLOGY INITIATIVE

Technology is pivotal to 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, back office & EDI systems; investment in data analytics to identify trends and growth opportunities or to assist with forecasting; deployment of the latest technology in buildings and/or fleets as well as digital technology for enhanced customer management or better customer experiences.

The winner of this category will be an exemplar to the sector of a wholesaler that has leveraged innovation and technology to measurably improve business performance.

[For full judging criteria click here](#)

Estimated judging time: 45 minutes

WIN
£1,000

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.

[For full judging criteria click here](#)

Estimated judging time: 45 minutes

WIN
£1,000

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.

[For full judging criteria click here](#)

Estimated judging time: 1-1.5 hours

WIN
£1,000

TICK
BOX TO
ENTER

COMMUNITY SERVICE AWARD

This award was born from the outpouring of care, support, and togetherness shown during Covid. SWA members, however, have been caring for their neighbours and 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 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.

[For full judging criteria click here](#)

Estimated judging time: 45 minutes

WIN
£1,000

TICK
BOX 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

[For full judging criteria click here](#)

Estimated judging time: 20 minutes

WIN
£1,000

TICK
BOX TO
ENTER

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

[For full judging criteria click here](#)

Estimated judging time: 20 minutes

WIN
£1,000

TICK
BOX 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.

[For full judging criteria click here](#)

Estimated judging time: not applicable

BEST ADVERTISING CAMPAIGN

SWA member wholesalers nominate their favourite advertising campaign of 2022.

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.

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

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.

[For full judging criteria click here](#)

Estimated judging time: not applicable

LOCAL SUPPLIER OF THE YEAR **NEW AWARD**

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 Dunns Food and Drinks or £1,000 marketing support, if already listed.

[For full judging criteria click here](#)

Estimated judging time: 1 hour

TICK
BOX TO
ENTER

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 2022, 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.

Supplier

Project title

[For full judging criteria click here](#)

Estimated judging time: 45 minutes

TICK
BOX TO
ENTER

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.



Sales executive name

Job title

Company

[For full judging criteria click here](#)

Estimated judging time: 30-45 minutes

TICK
BOX TO
ENTER

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 2022.

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 25 July 2022.

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

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