

SWA achievers

Thursday 20th February 2025 | O2 Academy | Edinburgh

Official Awards Entry Form 2025



Our Sponsors



Celebrating the 22nd anniversary of this prestigious awards scheme, Achievers continues to highlight and reward best practice, outstanding performance and innovation across all areas of the wholesale trade in Scotland. The awards also shine a light on the dedicated people who keep the wheels of our industry moving, as well as the suppliers and manufacturers that keep our wholesalers stocked.

Achievers 2025 builds on the successes of previous years and features three new categories: **Wholesale Driver of the Year**, **Best Licensed Wholesaler On-Trade**, and **Best Licensed Wholesaler Off-Trade**.

Another notable change for this year relates to the judging criteria for Best Cash & Carry: 50% of the total possible score will now come from interviews with customers in each entrant's cash & carry, in recognition that customers' opinions are key to a successful cash & carry business.

To ease entry of the awards and help entrants prepare for the judging, which will take place during September and October, we have added links to the judging criteria within the entry form and 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.

All you need to do now is complete this form by ticking the categories you wish to enter and send it back before entries close on **Monday 29th July**.

Good luck!



Scottish Wholesale Achievers Awards 2024



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





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.

NEW FOR THIS YEAR: 50% of the total maximum score will come from customer interviews – the judges will speak to random customers in your depot.

Win £1000

Estimated judging time: **1.5–2 hours** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

☐

Best Licensed Wholesaler - On-Trade

This category is open to any delivered wholesaler that serves the on-trade.

We are looking for a company that works closely with the on-trade customers it services – supporting those customers in dealing with the various challenges they face.

The winning wholesaler will help drive sales through their customers' businesses, taking account of market trends, and will provide exceptional customer service. It will also clearly communicate and collaborate with the suppliers it works with.

Win £1000

Estimated judging time: **1–1.5 hours** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

☐

Best Licensed Wholesaler - Off-Trade

This category is open to any cash & carry or delivered wholesaler that serves the off-trade.

We are looking for a company that prides itself on the support it gives to its off-trade customers, from helping them deal with market challenges to advising them on market trends and new opportunities.

The winning wholesaler will provide excellent customer service and work collaboratively with suppliers to drive growth.

Win £1000

Estimated judging time: **1–1.5 hours** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

☐



Sustainable 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 sustainability 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 £1000

Estimated judging time: **55 minutes** | [Click here to view full judging criteria](#)

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 £1000

Estimated judging time: **1-2 hours** | [Click here to view full judging criteria](#)

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 £1000

Estimated judging time: **1-1.5 hours** | [Click here to view full judging criteria](#)

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 £1000

Estimated judging time: **1-1.5 hours** | [Click here to view full judging criteria](#)

TICK BOX TO ENTER

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Best Innovation

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 £1000 Estimated judging time: **1 hour** | [Click here to view full judging criteria](#)

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 £1000 Estimated judging time: **1-1.5 hours** | [Click here to view full judging criteria](#)

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 £1000 Estimated judging time: **45 minutes** | [Click here to view full judging criteria](#)

TICK BOX TO ENTER

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Wholesale Local Food Champion

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.



Win £1000 Estimated judging time: **30 minutes** | [Click here to view full judging criteria](#)

TICK BOX TO ENTER

☐

ENTRANT NAME

JOB TITLE

CONTACT DETAILS



Wholesale Driver of the Year New

achievers
2025

Do you have a driver who goes above and beyond the call of duty at work? Wholesale Driver of the Year offers a great opportunity to reward their achievements, efforts and adaptability over the past year.

Please nominate one driver only.

Win £1000

Estimated judging time: **40 minutes** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

☐

NOMINEE NAME

CONTACT DETAILS

NOMINATED BY

NAME

JOB TITLE

CONTACT DETAILS



Employee of the Year

Are you, or 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).

Win £1000

Estimated judging time: **20 minutes** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

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NOMINEE NAME

JOB TITLE

CONTACT DETAILS

NOMINATED BY

NAME

JOB TITLE

CONTACT DETAILS



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.

Win £1000

Estimated judging time: **20 minutes** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

☐

NOMINEE NAME

JOB TITLE

CONTACT DETAILS

NOMINATED BY

Only required if not self-nominating

NAME

JOB TITLE

CONTACT DETAILS



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.

[Click here](#) to view full judging criteria



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.

[Click here](#) to view full judging criteria



Best Advertising Campaign

SWA member wholesalers nominate their favourite advertising campaign of 2024.

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.

Nominations are sought from wholesalers and co-ordinated by SWA, in October 2024



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 Lomond or £1,000 marketing support.

Estimated judging time: **1 hour** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

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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 2024, 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.

Estimated judging time: **45 minutes** | [Click here](#) to view full judging criteria

TICK BOX TO ENTER

☐

SUPPLIER

PROJECT TITLE



Supplier Sales Executive of the Year

SWA member wholesalers are asked to 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 £1000

Estimated judging time: **30-45 minutes** | [Click here to view full judging criteria](#)

TICK BOX TO ENTER

☐

NOMINEE NAME

COMPANY

JOB TITLE

CONTACT DETAILS

NOMINATED BY

NAME

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 in the form on the right.

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. Judging will take place during September and October 2024.

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.

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

Alternatively, please fill out the form and post to:
SWA, 30 McDonald Place, Edinburgh EH7 4NH

NAME OF CASH & CARRY / DELIVERED WHOLESALER / SUPPLIER

DEPOT ADDRESS

CONTACT NAME

JOB TITLE

TELEPHONE

EMAIL ADDRESS

Any queries, please phone John Farrell on 07485 211 669 or Kirsti Sharratt on 07989 025 658.

Closing date for entries is Monday 29th July 2024



Print Form



Submit via Email

Thank you to our Sponsors

