

Scottish Wholesale  
ASSOCIATION

# achievers

Thursday 19<sup>th</sup> February 2026 | O2 Academy | Edinburgh

## Official Awards Entry Form

2026  
PEOPLE AWARDS  
NEW PRIZE FUND

WINNER  
**£1000**

RUNNER-UP  
**£500**

HIGHLY COMMENDED  
**£250**



Watch our previous  
'Rising Stars of Wholesale'  
talk about the benefits of  
this award, and how it  
helped progress their  
career in wholesale

Our Principal Sponsors

AG Barr  
BUILDING GREAT BRANDS



CARLSBERG  
BRITVIC

Coca-Cola  
EUROPACIFIC PARTNERS



KP Snacks

Pernod Ricard UK



PREMIER  
FOODS



SAZERAC  
UNITED KINGDOM

SCOTLAND  
FOOD & DRINK

SUNTORY  
BEVERAGE & FOOD GB&I

twc  
Harnessing data  
Empowering wholesale  
foodservice & convenience

Unitas



Now in its 23<sup>rd</sup> year, Achievers continues to recognise best practice, outstanding performance and innovation across all areas of the wholesale trade in Scotland, with categories for both wholesalers and suppliers. As is the case every year, the SWA has taken into account feedback from wholesalers, suppliers, and our independent judges to enhance the awards, and in particular the judging criteria.

In addition to highlighting exceptional businesses, the awards acknowledge the dedicated people who work in our industry, and this year the SWA is introducing extra prizes for individual finalists in appreciation of their valuable contributions – there will be £1,000 for the Winner, £500 for the Runner-Up and £250 for the Highly Commended candidate in five categories: Wholesale Local Food Champion, Wholesale Driver of the Year, Employee of the Year, Rising Star of Wholesale, and Supplier Sales Executive of the Year.

Another change for this year is that our independent judges will play a bigger part in the awards, pairing up with supplier judges from the start of the judging process and helping to compile the 'best practice' feedback.

To 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. 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 28th July**.

Good luck!





## 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.

**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.

Do you meet your customers' needs with your ordering and delivering processes?

How do you help your foodservice customers to tap into food trends and consumer opportunities?

How are you managing the ongoing challenges of increased prices throughout the supply chain?

Of particular interest to the judges 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 meet your customers' needs with your ordering and delivering processes?

How do you help your retail customers to address market challenges?

Do you clearly communicate category plans and objectives to your customers and help grow their margins?

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**

☐



## 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**

☐


## Wholesale Local Food Champion

This award is open to individuals who are 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.

The judging process will apply many of the fundamentals of the SWA Wholesale Local Food Champion programme but is open to anyone working in wholesale, regardless of whether they have completed the programme.



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

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 only nominate one driver per depot.



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).



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

TICK BOX TO ENTER

☐

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.



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

TICK BOX TO ENTER

☐

NOMINEE NAME

JOB TITLE

CONTACT DETAILS

NOMINATED BY

NAME

JOB TITLE

Only required if not self-nominating



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 2025.

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 November 2025



## 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 2025, 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.



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 2025.

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 the SWA office on 0131 556 8753 or Kirsti Sharratt on 07989 025 658.

**Closing date for entries is Monday 28<sup>th</sup> July 2025**



**Print Form**



**Submit via Email**

Thank you to our principal Sponsors