



## B2C Retailer of the Year Categories

### Consumer Educator of the Year

To recognise and reward the wine educator that has successfully delivered outstanding wine education for UK consumers. The Consumer educator of the year should demonstrate their passion and talent in providing inspiration and exceptional wine education, with the ambition to continue growing wine knowledge amongst professional teams. The winner would be seen by the judges as being influential in advancing wine knowledge and appreciation of wine, with extensive wine industry experience, excellent communication skills and sets high standards of teaching.

Winning this award should inspire others to achieve the highest standards of wine education.

#### Notes:

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10 MB) and use the Theme/Section headings.
- Marks are given against descriptive answers to guide the judges
- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 100*

*Fee per entry: £175.00*

### Rosé Retailer of the Year

To recognise and reward the investment and progress made by Specialists Wine Retailers in the UK.

These retailers are passionate in developing quality specialist ranges to elevate their wine offer. They support employees with wine knowledge that in turn positively impacts UK wine consumers experience and appreciation.

The winner would be seen by the judges as being influential in contributing growth in the UK and customer penetration and progressing the wine consumer's wine experiences for their specialist category.

Winning this award should inspire others to improve their approach to their wine knowledge, expertise and offer, elevating the customer's wine shopping experience.

#### Notes:

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10MB) and use the Theme/Section headings



- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 60*

*Fee per entry: £175.00*

### **Sparkling Retailer of the Year**

To recognise and reward the investment and progress made by Specialists Wine Retailers in the UK.

These retailers are passionate in developing quality specialist ranges to elevate their wine offer. They support employees with wine knowledge that in turn positively impacts UK wine consumers experience and appreciation.

The winner would be seen by the judges as being influential in contributing growth in the UK and customer penetration and progressing the wine consumer's wine experiences for their specialist category.

Winning this award should inspire others to improve their approach to their wine knowledge, expertise and offer, elevating the customer's wine shopping experience.

#### **Notes:**

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10MB) and use the Theme/Section headings
- Entrants may upload a selection of images/videos to support entry - a maximum of 10 images

*TOTAL JUDGING SCORE: 60*

*Fee per entry: £89.00*

### **Single to Multiple Site Retailer of the Year (single, two to five physical stores and six to ten physical stores) & Regional Awards**

**Entrants of single, multiple and large multiple retailers of the year categories, whose sites are all located in the same region, will automatically be nominated for a regional award. For eligible companies, this means one entry will put you in the running for two awards.**



To recognise and reward the investment and progress made by Wine Retailers in the UK. These retailers are passionate in developing exceptional wine ranges, elevating their wine offer, customer service and engagement.

They have experienced and knowledgeable teams, focussed on delivering a strategy that positively impacts the UK wine industry.

Winning this award should inspire others to improve their approach to deliver credible category initiatives and competitively valuable ranges, elevating the customer's wine shopping experience.

#### **Notes:**

- You will need to select the category you are entering: Single Site Retailer of the Year or Small Multiple Retailer of the Year (2 to 5 physical stores) or Medium Multiple Retailer of the Year (5 to 10 physical stores)
- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10 MB) and use the Theme/Section headings.
- Marks are given against descriptive answers to guide the judges
- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 70*

*Fee per entry: £89.00*

## **Large Multiple Retailer of the Year (more than ten physical stores) & Regional Awards**

**Entrants of single, multiple and large multiple retailers of the year categories, whose sites are all located in the same region, will automatically be nominated for a regional award. For eligible companies, this means one entry will put you in the running for two awards.**

To recognise and reward the investment and progress made by Wine Retailers in the UK. These retailers are passionate in developing exceptional wine ranges, elevating their wine offer, customer service and engagement.

They have experienced and knowledgeable teams, focussed on delivering a strategy that positively impacts the UK wine industry.



Winning this award should inspire others to improve their approach to deliver credible category initiatives and competitively valuable ranges, elevating the customer's wine shopping experience.

**Notes:**

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10 MB) and use the Theme/Section headings.
- Marks are given against descriptive answers to guide the judges
- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 165*

*Fee per entry: £175.00*

## **Supermarket of the Year**

To recognise and reward the investment and progress made by Wine Retailers in the UK. These retailers are passionate in developing exceptional wine ranges, elevating their wine offer, customer service and engagement.

They have experienced and knowledgeable teams, focussed on delivering a strategy that positively impacts the UK wine industry.

The judges would see the winner as being a major influential retailer, leading best-in-class initiatives growing wine sales in the UK, and customer penetration, all the more progressing the consumer's experience and appreciation for wine.

Winning this award should inspire others to improve their approach to deliver credible category initiatives and competitively valuable ranges, elevating the customer's wine shopping experience.

**Notes:**

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10 MB) and use the Theme/Section headings.
- Marks are given against descriptive answers to guide the judges
- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 210*

*Fee per entry: £260.00*



## Online Retailer of the Year

To recognise and reward the investment and progress made by Wine Retailers in the UK.

These retailers are passionate in developing exceptional wine ranges, elevating their wine offer, customer service and engagement.

They have experienced and knowledgeable teams, focussed on delivering a strategy that positively impacts the UK wine industry.

Winning this award should inspire others to improve their approach to deliver credible category initiatives and competitively valuable ranges, elevating the customer's wine shopping experience.

### Notes:

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10 MB) and use the Theme/Section headings.
- Marks are given against descriptive answers to guide the judges
- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 160*

*Fee per entry: £175.00*

## Wine Club of the Year

To recognise and reward the investment and progress made by Wine Clubs in the UK.

Winning this award should inspire others to improve their approach to deliver credible category initiatives and competitively valuable ranges, elevating the customer's wine shopping experience.

### Notes:

- You may upload a PDF or PowerPoint to support your entry. This must be no more than 10 pages (max 10 MB) and use the Theme/Section headings.
- Marks are given against descriptive answers to guide the judges
- Entrants may upload a selection of images/videos to support entry – a maximum of 10 images

*TOTAL JUDGING SCORE: 130*

*Fee per entry: £175.00*