



International Convenience Retailer of the Year Award 2010

How to enter

The International Convenience Retailer 2010 award is open to all convenience retailers and forecourt retailers that operate a convenience store format.

Convenience and forecourt retailers are required to provide a PowerPoint presentation of no more than 12 slides covering *any* of the following criteria:

Format Innovation: the latest innovation in format development, including store design, in-store concepts, branding and incorporating brand in design.

Range: including; new growth categories and services. Development in fresh and food to go, in-store dining, private label product innovation and non-foods category development.

Customer Service Initiatives: including; innovation in store services and facilities, queue management techniques and loyalty programs.

Organisational Development: staff development and training, evidence of 'stand out' success in national 'best place to work' awards.

Corporate Social Responsibility: including; energy efficient and environmental initiatives, local sourcing, sustainable development and community based projects and involvement.

Technology: including; electronic shelf edge labelling, contactless payment, self-checkout technology, in-store video, OPT development including video.

Results: performance indicators including; customer growth, basket size, trading densities, sales growth, future plans and outlook.

Video footage featuring the convenience retail format can also be submitted as supporting material, if available. (NB: footage from shortlisted retailers will be featured on the Insight online newsletter, Global Convenience Store Focus, for the reader vote).

Alternatively, please supply a selection of colour photographs (not to exceed 20 images).

Complete the form on page 2 and include with your entry.

**For further details on the event, please visit
www.insightresearch.co.uk**



Insight

NACS

The International Convenience Retailer 2010 award will be presented in front of an international audience of leading convenience operators at the Insight/NACS Future of International Convenience Retailing 2010 event in London, 20th – 23rd September 2010

Entries must be submitted on disk/or via email to:

Insight Research & Insight Conferences Ltd
2 Severn Street, Welshpool SY21 7AB,
United Kingdom

Telephone +44 (0) 1938 556090
Fax +44 (0) 1938 555398

hannah@insightresearch.co.uk by 16 July 2010.

Please supply the following details with your entry:

Name of retailer being entered

Company

Address

Telephone number

Email

Website

Name and job title of individual submitting entry

Telephone number

Email

Judges

Entries will be judged by an international panel of top convenience retailing executives and consultants.

And to provide true international rigour, the panel will be co-chaired by Fiona Briggs, editor, Global Convenience Store Focus, based in the UK; and Erin Pressley, editor, NACS magazine in the US.

The international judging panel will produce a shortlist of entries for the overall award.

These will be featured in the August and September editions of Global Convenience Store Focus and on the Insight web site.

The recipient of this award is ultimately decided upon by the vote of a global audience of grocery retailers, the international FMCG industry and industry observers from around the world.

Readers will then have the opportunity to vote for their top International Convenience Retailer by clicking on the relevant link.

The retailer with the most votes will win the International Convenience Retailer Award 2010.

The award will be presented at the Insight NACS Future of International Convenience & Petroleum Retailing 2010 event in London, 20th – 23rd September 2010.



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