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|  | Spirits Supermarket Award |

# Entry Form 2023

The IWSC invites supermarkets to enter our Spirit Supermarket Award, free of charge. Please compete the form below. The award will be based on your company’s achievements in the past 12 months.

This award is open to all supermarkets, entry into the IWSC tasting competition is not required.

**Please return completed forms to marketing@iwsc.net no later than Friday 10 February 2023.**

**Please include a high-resolution company logo with your entry and an image of your business you are happy for the IWSC to use to illustrate your company if you are shortlisted.**

**Please send any additional online materials to support your entry.**

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| **COMPANY INFORMATION** | | | |
| Contact name: | |  | |
| Contact email address: | |  | |
| Company name: | |  |  |
| Company address: | |  |  |
| Company social media: | |  |  |
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| **Deadline for entry is Friday 10 February. Judging will take place shortly after this date. The shortlisted entrants will be announced w.c. 20 February and the winner announced w.c. 27 February. Good luck!** | | | |
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| **SERVICE** |
| **What techniques do you use to engage with your customers?** (max 200 words)   |  | | --- | |  |   **How are you trying to improve your customers’ shopping experience?** (max 200 words)   |  | | --- | |  |   **What product knowledge and other training do you offer to your staff?** (max 200 words)   |  | | --- | |  | |

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| **SUSTAINABILITY** |
| **What have you done over the past year to reduce your business’ impact on the environment?** (max 200 words)   |  | | --- | |  |   **What are your business’ environmental goals?** (max 200 words)   |  | | --- | |  |   **How do you engage with your customers on the subject of sustainability?** (max 200 words)   |  | | --- | |  | |

Please include any photos relevant to your answers – please only send up to a maximum of 10 photos for this section.

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| **SPIRITS RANGE** |
| **How diverse is your spirits range and how have you innovated this in the past 12 months?** (max 200 words)   |  | | --- | |  |   **How many new spirit lines have you introduced in the past 12 months?** (max 200 words)   |  | | --- | |  | |

**What is the business’ rationale behind your spirits own-label range?** (max 200 words)

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**How do you help your customers to navigate your spirits range? e.g. by category, quality designation, serving suggestion, price etc.** (max 200 words)

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Please include any photos relevant to your answers – please only send up to a maximum of 10 photos for this section.

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| **WHY YOU?** |
| **Describe what you have achieved in the past 12 months that sets you apart from your competitors and makes you worthy of the IWSC’s 2023 Spirit Supermarket Award?** (max 300 words)   |  | | --- | |  |   **How would you leverage this accolade within your marketing?** (max 100 words)   |  | | --- | |  | |

Thank you for entering the IWSC’s 2023 Spirit Supermarket Award. Please return your completed form, together with any images to illustrate your entry, plus a company logo and an image of your business to **marketing@iwsc.net** before **Friday 10 February 2023.**