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|  | On-Trade Supplier of the Year |

# Entry Form 2020/21

**Criteria:**

Companies are invited to take part, free of charge, by completing the questionnaire below. The award will be based on the achievement in the last 12 months and the next year.

For a company to be considered an on-trade supplier more then 75% of their business must be supplying the on-trade (bars/pubs/restaurants) and not retail outlets.

**Submitting your entry:**

Please return this questionnaire to *Kirsten.Ferrone@iwsc.net* by 5th March 2021

Please send any additional online material by wetransfer link.

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| **COMPANY INFORMATION** |
| Company: |  |
| Contact name: |  |
| Address: |  |
|  |  |  |
|  |  |  | *Post code* |
| Phone: |  | Email: |  |

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| **ABOUT YOUR COMPANY** |
| **What is the ethos and three key values of your company?** (max 100 words) |
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| **What is the breakdown between your on-trade customers?(Pubs/Restaurants/Bars)?**

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**How does your customer engagement change depending on your customers market?** (max 100 words) |
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| **How have your innovated in the past 12 months that sets you apart from your competitors?** (max 200 words) |
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| **What training and promotions do you offer to your staff and customers?** (max 100 words) |
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| **How are you planning to grow the business portfolio in the next 12 months and the rationale behind it?** (max 100 words) |
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| **What have you done, and how are you planning in the future, to promote sustainability with your clients? Please highlight knowledge of carbon emissions, consumer and producer education and commitments the company has made to sustainable changes.** (max 300 words)  |
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Please include no more then 10 photos to support this part of your application.

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| **DRINKS RANGE** |
| **How many different producers across all ranges do you represent?** (max 100 words) |
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| **Which new producers have your signed recently or plan to sign? What was the rationale behind selecting them? (**max 100 words) |
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Please include no more then 6 photos to support this part of the application.

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| **WHY YOU?** |
| **What are the top three recent or planned achievements and innovations that set you apart from your competitors and makes you the On-Trade Supplier of the Year?** (max 300 words) |
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*Many thanks for your participation.*