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|  | Spirits Supermarket of the Year |

# Entry Form 2022

The IWSC invites supermarkets to take part in our Spirit Supermarket of the Year trophy, free of charge. Please compete the form below. The award will be based on your company’s achievements in the last 12 months.

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

**Please return completed forms to** [**kristen.dougall@iwsc.net**](mailto:kristen.dougall@iwsc.net) **no later than Friday 18 March 2022.**

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| **COMPANY INFORMATION** | | | |
| Contact name: | |  | |
| Contact email address: | |  | |
| Company name: | |  |  |
| Company address: | |  |  |
| Company phone number: | |  |  |
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| **Judging will take place the last week of March and the winner announced 7/8 April 2022.** | | | |
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| **SERVICE** |
| **What techniques do you use to engage with your customers and to encourage them to trade up?** (max 100 words)   |  | | --- | |  |   **What service do you offer for home delivery?** (max 100 words)   |  | | --- | |  |   **How are you trying to improve your customers’ shopping experience?** (max 200 words)   |  | | --- | |  |   **What spirit and other training do you offer to your staff?** (max 100 words)   |  | | --- | |  | |

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| **SUSTAINABILITY** |
| **What have you done to reduce your business’ impact on the environment?** (max 200 words)   |  | | --- | |  |   **What is your business’ environmental goal?** (max 100 words)   |  | | --- | |  |   **How do you engage with your customers on the subject of sustainability?** (max 100 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 last 12 months?** (max 200 words)   |  | | --- | |  |   **How many new spirit lines have you introduced in the last 12 months?** (max 100 words)   |  | | --- | |  |   **How many own-label spirits do you stock, and have you increased or decreased this number?** (max 100 words)   |  | | --- | |  | |

**What is the business’ rationale behind your spirits own-label range?** (max 100 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 100 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 last 12 months that sets you apart from your competitors and makes you the Spirit Supermarket of the Year?** (max 300 words)   |  | | --- | |  |   **How would you leverage this accolade within your marketing?** (max 100 words)   |  | | --- | |  | |

Thank you for entering the IWSC’s Spirit Supermarket of the Year award. Please return your completed form, with any photos to [**kristen.dougall@iwsc.net**](mailto:kristen.dougall@iwsc.net)before **Friday 18 March 2022.**