

A vibrant, celebratory poster for the SLR Rewards 2019 competition. The background is a light blue sky with white clouds, a city skyline silhouette, a hot air balloon, a rocket, and fireworks. The central text is 'SLR Rewards' in a purple script font, with '2019' in a bold yellow font on a purple ribbon. A large gold trophy with a white star is in the bottom left. A blue ribbon in the bottom right says 'ENTRY KIT 2019', and an orange ribbon below it says 'Entry Deadline: 15 MARCH 2019'. The website 'www.slrawards.com' is at the bottom center, and social media handles '@SLRAWARDS' and '@SLRMAG' are in the bottom right corner.

SLR
Rewards

2019

ENTRY KIT
2019

Entry Deadline:
15 MARCH 2019

www.slrawards.com

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THE MOST REWARDING EVENT IN RETAIL RETURNS!

Entries for the SLR Rewards 2019 are now open so it's time to start preparing your entries for the only awards programme in the industry to offer every winner fantastic Rewards!

SLR is once again delighted to announce that the most Rewarding awards programme in the UK local retailing industry is back! The search for the winners of the SLR Rewards 2019 officially starts here.

First launched back in 2003, the SLR Rewards have grown and evolved over time with last year's event the biggest we've ever hosted – but one thing has remained consistent: the awards have always been committed to recognising and rewarding excellence in Scottish local retailing.

The event will once again be unique in offering valuable, often money-can't-buy Rewards for every category winner. Last year's Rewards included everything from trips to Las Vegas and Amsterdam to exhilarating flights in a microlight and high-speed Ferrari track days.

This year's awards look set to be just as Rewarding with yet more amazing prizes up for grabs, including a trip to the massive NACS Conference in Atlanta for the Scottish Local Retailer of the Year.

So could it be you this year? The only way to win it is to be in it! So set aside some time and make sure you give yourself the chance of being among the winners on the 19th of June.

General Information

The SLR Rewards 2019 are open to all independent and symbol convenience stores in Scotland. The content of your entry should cover the 12-month period running up to March 2019 and your store, or the project you are submitting in your entry, should have been operational throughout that period.

HOW TO ENTER

Step 1: Visit www.slrawards.com.

Step 2: Click on 'Enter now' to view the list of categories.

Step 3: Click on each category name to access the entry forms.

Step 4: Fill in your details and submit – along with supporting photos and/or videos. You will then receive a confirmation message and email.

Microsoft Word versions of the forms are also available by emailing events@55north.com stating what categories you wish to enter.

TOP TIP! Please make sure you answer all relevant questions on the entry form as fully as possible. Judges like supporting facts and figures!



MAKE YOUR ENTRY COUNT!

To help make sure that your entry has the best possible chance of being shortlisted by the judges, here are a few top tips and helpful hints.

STICK TO THE FACTS

- * Be concise and provide as many reliable facts and figures as you can. Epos data is a great source of information and can add real weight to your argument.
- * Don't skip any questions! Blank spaces in an entry form don't help the judges and can even hinder your entry.

MAKE IT VISUAL

- * A photo is indeed worth a thousand words – so include as many photos as required to illustrate the quality of your entry.
- * Feel free to include other visual documentation that might help strengthen your case: letters of commendation, certificates, other awards, newspaper clippings – it's all good.

ADD VIDEO

- * Even better, why not add a short video to enhance your entry and really bring it to life for the judges?

MAKE IT EASY FOR THE JUDGES TO CHOOSE YOU

- * We receive hundreds of entries every year and the judges have to analyse each of them to pull together a shortlist, so don't give them any excuses to discard your entry at the first stage.
- * The judges are instructed to ONLY judge what's in front of them on the entry forms.

They are not allowed to be influenced by information they may already know about your store but which isn't on the entry form.

- * Make sure you are answering the key questions:
 - * What you have done
 - * How you did it
 - * What the results were

THINK OUTSTANDING

- * The judges are always on the lookout for innovation, creativity, thought and passion. When compiling your entry, make sure you go above and beyond simply best practice or basic good standards.
- * Don't be afraid to blow your own trumpet, or sing the praises of you and your team. That's what the Rewards are all about!

SPECIAL CATEGORIES

- * In the special category awards, the judges are seeking those who go that extra mile to deliver something exceptional. Most retailers are doing exceptional things but often fail to mention it in awards entries. Put some detailed thought into your entry to make sure you have a chance of being a winner.
- * Be creative! If you've got something to say that doesn't fit neatly into the entry form, feel free to present it however you like: PowerPoint, video, folders of information; it's all acceptable and can help ensure you have a great chance of being among the winners on the night!
- * Good luck!

IMPORTANT DATES

ENTRY DEADLINE
15 MARCH 2019

SHORTLIST ANNOUNCED
EARLY APRIL 2019

THE AWARDS
19 JUNE 2019

As always, if you have any other questions, please contact the SLR Events team: Cara Begley, Events & Operations Manager, 0141 222 5381, events@55north.com

JUDGING

There are two stages to the judging process:

PAPER JUDGING

- * The paper judging will be carried out by a judging panel made up of the SLR editorial team plus a team of independent judges. They will vote for the shortlist for each category with every member of the panel carrying equal voting rights.
- * All entrants will be contacted by the events team to notify them if they have been selected or not.

STORE VISITS

- * All shortlisted stores will be visited by a member of the judging panel.
- * All winners will be announced at the Awards on 19 June 2019.

SUPPORTING PHOTOGRAPHS & VIDEOS

We cannot stress enough how essential supporting photographs are – entries without photos will be discounted.

- * **For Category Rewards** – confectionery, crisps, e-cigs and so on – you must submit at least one photograph of the main fixture plus photographs of any relevant secondary sitings, or anything else that you feel adds weight to your entry.
- * **For Special Rewards** – community, best refit, team and so on – please ensure that the photography you supply clearly illustrates the work you have done and allows the judges to fairly assess that work.

Photos can be uploaded with your entry form via our rewards website www.slrawards.com.

This year, you can also upload videos of the category within your store.

TOP TIP! WE WOULD ENCOURAGE EVERYONE TO SUBMIT AT LEAST FIVE PHOTOS RELEVANT TO EACH CATEGORY ENTERED.

Also, it might sound a bit obvious but if the entry is for Soft Drinks, the judges want to see photos of the store's soft drinks display/chillers – not a picture of the retailer outside their shop.

CATEGORY REWARDS

- Beer & Cider Retailer of the Year
- Confectionery Retailer of the Year
- Crisps & Snacks Retailer of the Year
- E-cigs Retailer of the Year
- Food to Go Retailer of the Year
- Newstrade Retailer of the Year
- Soft Drinks Retailer of the Year
- Spirits Retailer of the Year

SPECIAL REWARDS

- Community Involvement
- Retailer of the Year
- Forecourt Retailer of the Year
- Scottish Brands Retailer of the Year *NEW***
- Post Office Retailer of the Year *NEW***
- Best Refit/ New Store of the Year
- Responsible Retailer of the Year
- ThinkSmart Innovation Award
- Team of the Year



All category winners will be considered for the overall Scottish Local Retailer of the Year



Entry forms can be completed directly at: www.slrawards.com

This is the preferred entry method.

Alternatively, you can request entry forms by emailing events@55north.com and listing the categories you wish to enter. You will then be sent Microsoft Word versions of the entry forms.