**SLR AWARDS 2024**

Please save this document before you start your submission.

Please send your completed entry form to [events@55north.com](mailto:events@55north.com).

All entries should be received before the deadline of Wednesday 21 February 2024

Judges encourage you to send supporting information in addition to your entry - please send via [wetransfer](https://wetransfer.com/) to [events@55north.com/](mailto:events@55north.com/), stating the store name and category in the message box.

Thank you!

**WHAT ARE WE LOOKING FOR?**

With many hundreds of entries every year, it’s vital that you ensure that you do all that you can to ensure that your entries stand out. Here are some great tips and hints on ensuring that you catch the judges’ attention.

**STICK TO THE FACTS**

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.

Try to be concise and to the point, highlighting relevant information and citing data or facts to

strengthen your argument. Try to avoid vague or statements like “my store is a lot better” unless you can demonstrate that through data, feedback and results. Remember to focus on each entry one category at a time! All questions answered for that category should relate directly or indirectly to

the category. Providing one generic entry form for multiple categories rarely proves successful.

**TELL A STORY**

When you’re entering awards, you’re telling a story. So tell it the way you would if you were standing in front of the judging panel. Give a little context but focus on what you did, why you did it, how you did it and what the results were. Be precise and concise; use stats and facts to reinforce your arguments! Don’t say ‘sales improved’ when you can say ‘sales grew by 34% in a single month year on year’. Don’t say you ‘increased shelf space for the category’ when you can say ‘we added four linear metres of chilled space for the category’. Don’t say ‘customers loved what I did’ when you could include some customer testimonials or screen grabs from your Facebook page showing positive customer comments. You get the idea.

**HIGHLIGHT WHAT MATTERS**

It’s tempting to try to share everything about your store – but experience tells us that focusing on the areas where you’ve seen real success and shown real innovation and passion and rigour is what catches the judge’s eye. What have you done in the category that has really transformed it?

What have you done to make your category pop for your customers? What have you done that is different? Remember too that making real progress in developing a category in-store doesn’t always need to mean innovation and creativity. Real success can equally come from going back to basics and doing the simple things well. If, by taking that approach, you’ve seen sales and profits grow substantially – that’s a great story and is equally likely to help you make it onto the shortlist.

**CONTACT DETAILS AND STORE INFORMATION**

Please complete this section for every entry form you submit.

|  |
| --- |
| Your name |
| Contact number |
| Contact email |
| Store name |
| Store address |
| What size is your store? *(sq feet or sq metres)* |
| How long have you been a local retailer? |
| How long have you owned/managed this store? |
| How many stores do you own/manage in total? |
| What is the average basket spend? |

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**OFF TRADE RETAILER OF THE YEAR**

Open to all convenience stores in Scotland with the exception of the convenience format stores owned by large supermarket chains.

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| --- |
| How much space in store do you dedicate to alcohol? |

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| --- |
| What percentage of your alcohol is chilled? |

|  |
| --- |
| Do you stock craft beer, cider or spirits from any local or regional producers? *Please give details* |

|  |
| --- |
| Do you stock low or no alcohol beer, cider and/or wine? *Please give details* |

|  |
| --- |
| What are the major changes that you have seen in alcohol categories over the last year and how have you responded? |

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| --- |
| How do you find out information about this category? |

|  |
| --- |
| How do you train your staff in this category? |

|  |
| --- |
| How are your sales in this category performing year-on-year? |

|  |
| --- |
| When did you last invest in the category (time and/or money)? |

|  |
| --- |
| If you have invested, what were the changes, and what was the result of the changes? |

|  |
| --- |
| What sets your store apart from the competition in this category? |