



NACS

**European
Convenience
Retail Awards**

Thursday 4 June 2020

Berlin Marriott Hotel
GERMANY

2020 NACS European Convenience Retail Awards

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The NACS European Convenience Retail Awards

recognise outstanding achievements in the European retail community. For more than 10 years, this programme continues to be a high point for retailers, industry experts and suppliers who gather each June at the NACS Convenience Summit Europe to recognise and celebrate industry success and innovation.

The awards provide one of the greatest benchmarks of global convenience retailing excellence. Over the years, entrants from multiple European countries and diverse types of convenience format and company sizes have participated. The competition is rigorous and the benefits of participation are numerous.

Demonstrate to your peers, partners and customers the innovation and creativity found within your business. Boost your team morale and reward them for their hard work and dedication. Enter the NACS European Convenience Retail Awards today and celebrate with us—and the leadership of the most innovative convenience retailers across the globe—at the awards dinner on 4 June 2020.

Enter today!

conveniencesummit.com

Thank you to our 2020 Award Sponsors!



About the Awards

What are the European Convenience Retail Awards?

The European Convenience Retail Awards recognise and promote convenience retailing excellence in Europe, and provide retailers with the opportunity to showcase their innovation and creativity to the global retailing community.

Who are our judges?

Each year, the international Grand Jury is comprised of leading global convenience retailers, business and industry experts from NACS, subject matter experts, and representatives from the NACS International Board of Directors, which include leaders from well-known retail brands such as FreshStop, Migrolino, Shell and 7-Eleven as well as supplier leaders from Coca-Cola, Mondelez, and BAT.

Who can enter?

Convenience and fuel retailers from European countries may submit entries. (Supplier partners and advertising, design and PR agencies are welcome to submit entries on behalf of their retail partners, but they must have the approval of the retailer for which they provide services.)

What do I receive if I win?

Whether you win or are one of our esteemed participants, you will receive unparalleled global exposure through trade, national and international press and television. In addition to elevating your brand profile on the international stage winners will receive:

- + **Recognition in NACS and Insight Research print and digital publications**, which collectively reach an audience of more than 50,000 global retailers.
- + **Complimentary 2020 NACS Show registration** for up to 3 employees from the winner's company. (The NACS Show is in Las Vegas, Nevada, USA) **travel is not included*
- + **Recognition in the International Club at the NACS Show.**
- + **And most importantly, celebrating your victory** with global retailers and suppliers as well as your colleagues at the Awards Dinner in Berlin on Thursday 4 June 2020!



2019 International Retailer of the Year Winner: Reitan Convenience Denmark

International Convenience Retailer of the Year

Our globally recognised honour recognises the most innovative and successful international convenience and petroleum retail store of the year. The winner earns the accolade of “the best convenience store in the world.” This award honours flagship stores that break new ground and set new innovative standards for the industry. All-sized businesses can enter and entries can refer to broader initiatives or format roll-outs in a wider business.

Judging Criteria

The following will be considered by the Grand Jury in evaluating each submission:

+ Format Innovation

Do you have a new concept that is redefining your offer?

+ Technology, Loyalty, and Payment Systems

What innovations have you implemented that make your consumers' lives simpler?

+ Range

Have you developed new growth categories and services?

+ People Development

How do you engage and train your employees? Have you had success in “best place to work” awards?

+ Customer Service Initiatives

Can you demonstrate measured improvement in customer service focus and performance?

+ Results

Do you have clear performance indicators for the store, including customer growth, basket size, sales growth and future plans for roll-out. (Information will be treated with confidentiality and only shared with our judging panel.)

Entry Information

Successful entries will focus on one particular store as the central showpiece. The store you highlight from your company portfolio should best exemplify excellence across the judging criteria. Concepts and future locations will not be considered.

The following materials must be submitted

- + PDF presentation summary of criteria \ **10-12 slides**
- + High-res quality photos of the store \ **10 - 20 photos**
- + Video footage of the store \ **5 - 10 Minutes**

Profiles could be featured on NACS media platforms. Entrants will have the opportunity to approve materials prior to publication.

Important Deadlines

Nomination contact forms are due Friday, 6 March 2020
Video and all supporting media is due 31 March 2020

Past winners of the International Convenience Retailer of the Year Award

- + Reitan Convenience Denmark (2019)
- + Fresh the Good Food Market, Ireland (2018)
- + SPAR Gran Canaria, Spain (2017)
- + Applegreen, Ireland (2016)



2019 International Convenience Retailer of the Year: Reitan Convenience Denmark

European Convenience Industry Leader of the Year



Industry progress is not only driven by innovative companies, but by the energies, determination and inspiration of the individuals who lead them. This award recognises and honours the contribution of the most successful and influential European convenience industry leader of 2020.

Entry Information

Suppliers or retailers can nominate a Convenience Industry Leader of 2020. In the confidential submission, supporting evidence must be provided, detailing why they are nominating a certain individual and articulating that person's impact on the industry. Our Grand Jury Panel will follow up on all nominations, assessing the merits of each, before awarding a winner.

Achievements could cover the following areas:

- + Overall results: How has the retailer transformed his or her business?
- + Innovation: How has the leader delivered innovation?
- + Inspiration: What is it about this individual's management style and personality that has made him or her so effective?
- + Industry support: How has this individual also supported and contributed to the development of our industry?

Important Deadlines:

Nomination contact forms are due Friday 6 March 2020



2019 European Convenience Industry Leader of the Year: István Kapitány, Shell

European Convenience Retail Sustainability Award



The award recognises a convenience retailing company that has pursued a significant and compelling sustainability initiative that has significantly improved commercial performance, competitiveness, customer perception, staff engagement, and prospects for continued financial strength.

Entry Information

Convenience retailers, their suppliers or their customers are invited to nominate European convenience retailers pursuing noteworthy and meaningful sustainability initiatives. In each confidential submission, the advocating organization should include supporting evidence and opinion as to why the convenience retailer deserves to be recognised, how the retailer has demonstrated a company-wide commitment and share a proven business case for sustainability.

The following materials must be submitted:

- + A brief PowerPoint presentation of no more than 12 slides detailing the sustainability initiative(s)

Judging Criteria

The following will be considered by the Grand Jury in evaluating each submission:

- + **A sustainable business growth model**
- + **Leadership and management** of the sustainability policy or initiative
- + **How sustainability has been embedded in company culture**
- + **How customers have engaged** with sustainability policy or initiative
- + **The impact** of sustainability on organizational profitability or financial performance
- + **The innovative nature** of the sustainability initiative

Important Deadlines:

Nomination contact forms are due Friday 6 March 2020



2019 Sustainability Award Winner: Thornton Budgens, United Kingdom

European Convenience Retail Technology Award



The award recognises a convenience retailing company that has pursued a significant and compelling technology initiative. First introduced in 2015, the award honours retailers who are making far-sighted, long-term investments in technology innovation, keeping retailers convenient and hassle-free for customers.

Entry Information

Convenience retailers, their suppliers or their customers are invited to nominate European convenience retailers pursuing noteworthy and meaningful technology initiatives. In each confidential submission, the advocating organization should include supporting evidence and opinion as to why the convenience retailer deserves to be recognized as well as articulating their technology innovation.

The following materials must be submitted:

- + A brief PowerPoint presentation of no more than 12 slides detailing the technology initiative(s)
- + 5 - 10 High-res photos of the technology

Judging Criteria

The following will be considered by the Grand Jury in evaluating each submission:

- + Leadership and management of the technology initiative
- + How customers have engaged with the technology
- + The impact of technology on organizational profitability or financial performance
- + The innovative nature of the technology initiative

Important Deadlines:

Nomination contact forms are due Friday 6 March 2020



2019 Technology Award Winner: Applegreen (Dublin, Ireland)



Submit Your Entry

Entries for all awards must be submitted to NACS at **bit.ly/CSEAwards**

All awards submissions will be treated confidentially.

Nomination Contact Forms must be received by 6 March 2020 to be considered!

Supporting materials due by 31 March 2020

NACS | **Convenience Summit Europe**

Celebrate with Us!

The 2020 NACS European Convenience Retail Awards will be presented before an international audience of leading convenience retailers and suppliers at the NACS Convenience Summit Europe on Thursday evening, 4 June 2020, at the Berlin Marriott Hotel.

We hope you will join us!

Questions

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