

**NACS**

**Convenience  
Summit Europe**

# **NACS EUROPEAN CONVENIENCE RETAIL AWARDS**

Hilton London Bankside Hotel  
6 June 2018

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**The NACS European Convenience Retail Awards** recognise outstanding achievements in the European retail community. Now in its tenth year, the programme is 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 6 June 2018.

**We wish you luck!**



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## 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, BIC 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 get 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 2018 NACS Show registration** for up to 3 employees from the winner's company. (The NACS Show will be held on October 7-10, in Las Vegas, Nevada, USA.) *\*travel is not included*
- + **Recognition in the International Lounge at the NACS Show.**
- + **Your entry video will be shown on NACS TV at the NACS Show** to our audience of roughly 23,000 attendees.
- + **And most importantly, celebrating your victory** with global retailers and suppliers as well as your colleagues at the Awards Dinner in London on Thursday 7 June 2018!



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## International Convenience Retailer of the Year Award

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. Successful entries will focus on one particular store as the central showpiece.

### 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 store(s), 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.)

### The following materials must be submitted:

- + PowerPoint presentation of no more than 12 slides
- + Video footage of the store
- + Up to 20 quality photos of the store

(Profiles could be featured on NACS and Insight Research media platforms. Entrants will have the opportunity to approve materials prior to publication.)

**Deadline for entries:** 30 March 2018

### Past winners of the International Convenience Retailer of the Year Award include:

- + Applegreen, Ireland
- + Topaz, Ireland (two-time winner)
- + Rutters, USA
- + Freshstop, South Africa
- + Centra, Ireland
- + SPAR Gran Canaria, Spain



# European Convenience Industry Leader of the Year Award

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 2017.

## Entry Information

Suppliers or retailers can nominate a Convenience Industry Leader of 2017. 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?

**Deadline for entries:** 30 March 2018

This award is sponsored by 



# 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

**Deadline for entries:** 30 March 2018

This award is sponsored by



## 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)

### 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

**Deadline for entries:** 30 March 2018

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## How to Submit Your Entry

Entries for all awards must be submitted to NACS at [bit.ly/CSEAwards](http://bit.ly/CSEAwards).

All awards submissions will be treated confidentially.

## Contact Us

**Award Submission Inquiries:**

**Melody Ain**

*Meetings & Registration Coordinator*  
[main@convenience.org](mailto:main@convenience.org)

**[conveniencesummit.com](http://conveniencesummit.com)**

## Celebrate with Us!

The NACS European Convenience Retail Awards 2018 will be presented before an international audience of leading convenience retailers and suppliers at the NACS Convenience Summit Europe Awards dinner on Wednesday 6 June 2018, at Hilton London Bankside Hotel.

**We hope you will join us!**  
**Register at [conveniencesummit.com](http://conveniencesummit.com) today!**



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