



NACS

International  
Convenience  
Retailer of the  
Year Award  
2012



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# International Convenience Retailer of the Year Award 2012



## How to enter

The International Convenience Retailer 2012 award is open to all convenience store and petroleum convenience retailers operating a store format.

**Convenience retailers are required to provide a PowerPoint presentation of no more than 12 slides covering some or any of the following criteria:**

**Format innovation:** latest innovation in c-store and petroleum convenience designs, including 'multi-format' concepts in new locations like railway stations, airports, latest in store design/concepts, fresh food brand development and incorporating brand in design.

**Range:** including; new growth categories and services. Development in fresh, healthy and food for now, food for later categories, quickserve restaurant development, private label product innovation, multi-media evolution to expand growing e-commerce and services categories, portals for collection of products ordered online.

**People Development:** staff development and training, evidence of 'stand out' success in 'best place to work' awards.

**Customer Service Initiatives:** including for instance; local community marketing and support initiatives, facilities and ranging for female shoppers, smaller households, generation marketing for aging and choice for ethnically diverse populations, queue management techniques and loyalty programs.

**Corporate Social Responsibility:** including; energy efficient and environmental initiatives, local sourcing and sustainable development.

**Technology:** including; multi-media kiosks, contactless payment/marketing, latest self-checkout technology, in-store video, OPT development including video.

**Results:** performance indicators including; customer growth, basket size, trading densities, sales growth, future plans and outlook.

Video footage featuring the convenience retail format can also be submitted as supporting material, if available. (NB: footage from shortlisted retailers will be featured on the Insight online newsletter, Global Convenience Store Focus, for the reader vote).

Additionally, please supply a selection of colour photographs, ideally a store or business virtual tour (not to exceed 20 images), in a second PowerPoint file.

Complete the form on page 2 and include with your entry.

For further details on the event, please visit  
[www.insightresearch.co.uk](http://www.insightresearch.co.uk)



**The International Convenience Retailer 2012 award will be presented in front of an international audience of leading convenience operators at the Insight/NACS – Future of International Convenience Retailing 2012 event in London, 24th – 28th September 2012**

**Entries must be submitted on CD/or via email to:**

Insight Research & Insight Conferences Ltd  
2 Severn Street, Welshpool SY21 7AB,  
United Kingdom

Telephone +44 (0) 1938 556090

Fax +44 (0) 1938 555398

**hannah@insightresearch.co.uk by 15 June 2012.**

Please supply the following details with your entry:

Name of retailer being entered

Company

Address

Telephone number

Email

Website

Name and job title of individual submitting entry

Telephone number

Email

## Judges

Entries will be judged by an international panel of top convenience retailing executives and consultants.

And to provide true international rigour, the panel will be co-chaired by Fiona Briggs, editor, Global Convenience Store Focus, based in the UK; and Erin Pressley, editor, NACS magazine in the US.

The international judging panel will produce a shortlist of entries for the overall award.

These will be featured in the July, August and September editions of Global Convenience Store Focus and on the Insight web site.

The recipient of this award is ultimately decided upon by the vote of a global audience of grocery retailers, the international FMCG industry and industry observers from around the world.

Global C-Store Focus readers will vote for their top International Convenience Retailer by clicking on the relevant link.

The retailer with the most votes will win the International Convenience Retailer Award 2012.

The award will be presented at the Insight NACS Future of International Convenience & Petroleum Retailing 2012 event in London, 24th – 28th September 2012.



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