



What is Shop of the Year?

Shop of the Year is an accreditation that recognises and promotes retail excellence. Independent retailers from all over the UK will compete to win these highly coveted awards, covering the key areas of retail skills, food know-how and operations.

Why is Shop of the Year different to other awards?

We have 35 years of experience working with small businesses, deli people, cheesemongers, farm shops and grocers.

We've been putting a spotlight on them, through Shop of the Year, for quite some time too. The Guild understands what makes a successful retailer and SotY will celebrate the wonderful things small shops and independent retailers are achieving. This year sees the award scheme expand and improve. We have additional retail categories and an even more robust judging procedure.

Shop of the Year offers retailers the opportunity to showcase innovation and creativity within their business to the wider world.

How does the judging work?

Each retailer will be asked to complete a simple entry form and submit supporting evidence on why you should be considered. Our panel of judges, selected for their genuine food retail experience, will then assess the entry, creating a shortlist of shops that will be mystery shopped by Shopper Anonymous to look at customer service, merchandising and sales skills. On a separate visit, the shop will be assessed by one of our food retail judges to measure the food knowledge, expertise and range and to delve deeper into the business. This visit will be announced, and the retailer will know the judge is visiting and be able to prepare.

Any retailer shortlisted will receive constructive feedback to help them improve or, simply to give an enormous pat on the back to their team.

Shop of the Year timings 2018

Open for entry	12 February
Closed for entry	13 April
First round anonymous judging	June/July
Second round announced judging	August/September
Winners announced	Late September/early October



Categories

1. Deli
2. Farm shop, garden centre with food hall
3. Specialist Cheese Shop
4. Grocer, village or community shop
5. Retail Hero
6. Newcomer of the Year (to be awarded to any entrant in categories 1-4 who has been trading less than 24 months)
7. *delicious.* readers award
(This category cannot be sponsored)

Sponsorship Packages

There are two levels of sponsorship, but we are happy to discuss bespoke packages to ensure the event meets your business requirements

	Trophy Sponsors £2,500	Supporter Sponsors £1,000
Your brand is associated with a particular trophy	●	●
Coverage in post awards press releases	●	●
Coverage in <i>Fine Food Digest</i> and <i>Good Cheese</i> magazines	●	●
Logo on website around the results pages for maximum coverage	●	●
Rights to use Shop of the Year logo on marketing and supporting materials	●	●
Two invitations to the awards drinks reception	●	●

Some of our judges...



Edward Berry

Edward runs The Flying Fork. He has substantial industry experience as well as a range of expertise in fields such as retailing, marketing, food production and food service, coffee, wine and hotel operations. Edward has completed the Academy of Cheese Level 1, ran a business that made 7 cheeses and has judged at WCA and other regional cheese competitions.



Karen Barnes

Karen is the editor of *delicious.* and has a wealth of food and drink judging experience.



Stuart Gates

Stuart has 30 years of experience working in the speciality food market including key roles in buying, product development, marketing and senior management. Formerly, he was Chairman of Guild of Fine Food. Stuart is now supporting emerging and established food companies.





...some of our judges



Tracey Colley

A previous award-winning deli owner, Tracey has worked in cheese retail, wholesale and events. Tracey has an extensive knowledge of cheese production, due to years of working closely with all types of cheesemakers in the UK and overseas. She has previously worked at Harvey and Brockless since 2008 and is now working for the Academy of Cheese.



Georgina Mason

After a successful career in fashion, Georgie turned her trained eye to the launch of Gonalston Farm Shop, Nottinghamshire. Over the last decade she has transformed the outbuildings on her family farm into one of the country's leading farm shops. The butchery is of particular note and she is herself, a past winner of Shop of the Year.



Food journalist and cheese writer **Patrick McGuigan** has interviewed many of the world's best cheesemakers, affineurs and mongers, writing extensively on the subject for national newspapers and magazines, and appearing on BBC Radio 4's The Food Programme. He hosts talks and tastings for the public, trade and press, and is a senior judge at the World Cheese Awards.

