

SPONSORSHIP OPPORTUNITIES

WHAT IS SHOP OF THE YEAR?

Shop of the Year is an accreditation that recognises and promotes retail excellence. Retailers from all over the UK in the independent food retail sector will compete to win these highly coveted awards, covering the key areas of retail skills and operations.

WHY IS OUR SHOP OF THE YEAR AWARDS DIFFERENT TO OTHER AWARDS?

We have 35 years of experience, working with small businesses, deli people, cheese mongers, farm shops and grocers among many others. We've been putting a spotlight on them, through Shop of the Year for quite some time too.

The Guild understand what it is that makes a successful retailer – we want to do something to celebrate all 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.

The awards offer 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 they should be considered. Our panel of judges, selected for their genuine food retail experience, will then assess their entry, creating a shortlist of shops that will be mystery shopped by Insight6. This looks at customer service, merchandising and sales skills. On a separate announced visit, one of our judges will measure food knowledge, expertise and range, delving deeper into the business.

Any retailer on that short-list 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

Open for entry	21 September
Closed for entry	19 October
Mystery shops and announced visits	November onwards
Winners announced	March 2019





CATEGORIES

These categories can be sponsored

- **Delicatessen & Grocer**
- **Specialist Cheese Shop**
- **Farm Shop** (farmer owned)
- **Food Hall**
- **Specialist food or drink shop**
- **Newcomer** (to be awarded to any entrant from any category who has been trading less than 24 months)

SPONSORSHIP PACKAGES

There are two levels of sponsorship, but we are happy to discuss bespoke packages to ensure the partnership 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 drinks reception	●	●

OUR JUDGES...



Edward Berry

Edward Berry 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 One, ran a business that made seven cheeses and has judged at WCA and other regional cheese competitions.



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.



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.





OUR JUDGES...



Sam Rosen-Nash

Sam was previously food buyer at Fortnum and Mason and was head of food at Olives et AI. She now advises small producers and retailers and is well respected in the food industry.



Patrick McGuigan

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.



Judy Randon

Judy has worked in a variety of roles – food production, marketing, management and business development in food and farming businesses and also in speciality food production and retail. Her depth of knowledge from a wide background of businesses is highly regarded across the industry.

