



re:fresh
13 May 2010

Call for entries

**Entry deadline
9 April 2010**



Sponsored by



ORGANISED BY



Entry form also available at www.refreshawards.com



Awards categories

HOW TO ENTER

Compile your FREE entry using the following criteria.

- * Fill in the application form
- * Send your summary of not more than 1,000 words in a PDF format to angie@freshproduce.org.uk or post to Angie Stuart, FPC, Minerva House, Minerva Business Park, Lynch Wood, Peterborough, Cambs PE2 6FT
- * Provide 1 hard copy of supporting information ie brochure, pictures, financial information
- * Entry Deadline 9 April 2010

If you have enquiries, please email angie@freshproduce.org.uk or contact Angie Stuart on 01733 237117

Entry deadline 9 April 2010

The **FRESH DIRECT OVERALL PRODUCE TRADER OF THE YEAR** will be selected from the winners of the following categories:

- * **FOODSERVICE SUPPLIER OF THE YEAR**
- * **RETAILER OF THE YEAR**
- * **WHOLESALE OF THE YEAR**
- * **PACKER OF THE YEAR**
- * **IMPORTER OF THE YEAR**
- * **RETAIL FLORIST OF THE YEAR**

5 A DAY SUPPORTER OF THE YEAR

Recognising the organisation, company or individual, that has made the greatest contribution to support the healthy eating message over the last 12 months.

ELIGIBILITY

Open to any company, organisation or individual that has actively promoted a healthy eating message which compliments the 5 A DAY initiative with a view to increasing the consumption of fresh fruit and vegetables in the UK.

ENTRY CRITERIA

To be considered for this award, you will provide practical evidence and examples of your promotional activities, including first and third-party testimonials supporting your success.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

STUBBINS INNOVATION OF THE YEAR

ELIGIBILITY

For the new product, service or project that has most contributed to the development of the fresh produce industry in the UK since April 2009.

ENTRY CRITERIA

Provide evidence to demonstrate the success of your initiative e.g. impact on consumer, consumption, supply chain efficiency. Third-party testimonials would be an advantage, but not compulsory.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

PROPHET PR3 MARKETING CAMPAIGN OF THE YEAR

ELIGIBILITY

For the marketing campaign that has shown the greatest level of creativity and well targeted co-ordination to promote fresh produce for any source of fresh produce in the UK market.

Open to all fresh produce marketing campaigns launched between April 2009 and April 2010.

ENTRY CRITERIA

Describe the mechanisms used to ensure your campaign is unique and illustrate the impact on its intended audience. Where possible, provide third party testimonials to support the success of the campaign.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

CAPESPAN WHOLESALE OF THE YEAR

ELIGIBILITY

Open to any wholesaler of fresh produce or flowers operating within the UK, either based within or outside the recognised network of wholesale markets.

ENTRY CRITERIA

You will be able to demonstrate your technical superiority and commercial innovation. You will show how you have developed and implemented market leading business practices, including staff welfare, environmental awareness and food safety. You will be able to detail your 2010 business plan which will include promoting healthy eating.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

MVS FOODSERVICE SUPPLIER OF THE YEAR

Recognising the UK's leading foodservice supplier of fresh produce for 2009/2010 in the following two categories:

- 1) Regional
- 2) National

ELIGIBILITY

- 1) Regional: at least 90% of your customer base is within a 60 mile radius of your main depot or head office.
- 2) National: for all other foodservice suppliers that do not fall under the regional category.

ENTRY CRITERIA

You will be able to demonstrate your technical superiority and commercial

Entry form also available at www.refreshawards.com

innovation. You will show how you have developed and implemented market leading business practices, including staff welfare, customer relationship development, environmental awareness and food safety. Your 2010 business plan will include healthy eating promotions and supply chain efficiencies.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

NEW COVENT GARDEN MARKET RETAIL FLORIST OF THE YEAR

ELIGIBILITY

Open to all independent flower and plant retailers in the UK.

ENTRY CRITERIA

Demonstrate technical/commercial innovation that gives your business a competitive edge. Have you implemented new flower and plant marketing initiatives? Have you developed a strong local market where you actively promote your products and services?

Do your business management processes promote excellence, e.g. staff development, environmental issues or product sourcing? How does your business influence customer awareness?

Looking ahead, how do you plan to enhance your bottom line performance in 2010?

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

FPC/MVS PACKER AND PROCESSOR OF THE YEAR

ELIGIBILITY

There are two separate categories:

1. The FPC Packer of the Year, for the best packer of fresh produce in the UK
2. The MVS Processor of the Year, for the best packer of processed produce (prepared produce) in the UK.

For both categories we are looking for suppliers to wholesalers, the multiple or foodservice sectors, or all three.

ENTRY CRITERIA

You will be able to demonstrate your technical superiority and commercial innovation. You will show how you have developed and implemented market leading business practices, including staff welfare, environmental awareness and food safety.

Your 2010 business strategy will include effective waste disposal and packaging efficiencies.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

FPJ IMPORTER OF THE YEAR

ELIGIBILITY

Recognising the best UK-based Importer and/or distributor of fresh produce or flowers.

ENTRY CRITERIA

You will be able to demonstrate your technical superiority and commercial innovation within your industry sector. Detail development and implementation of good business practice, including staff welfare, environmental awareness and food safety.

Explain your business strategy

and include any aspects of fresh produce or floral promotional campaigns.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

QV FRESH APPROACH RETAILER OF THE YEAR

Recognising the UK's leading Retailer of 2009/2010 in the following 4 categories:

- 1) Independent Retailer
- 2) Market Trader
- 3) Multiple Retailer
- 4) Convenience Retailer

ELIGIBILITY

- 1) Independent Retailer: an independent greengrocer, with 5 stores or less in the UK which stock fresh produce.
- 2) Market Trader: a NEW AWARD for a regular fresh produce trading stall at a local UK indoor market hall or outdoor street market.
- 3) Convenience Retailer: for the smaller chains of more than 5 stores, all under 3,000 sq ft. You can be a symbol or franchise group, multiple-owned chain, convenience specialist or a forecourt, but you must be based in the UK.
- 4) Multiple Retailer: for chains of more than 25 stores within the UK which stock fresh produce.

ENTRY CRITERIA

Describe your point of difference from the consumers' perspective. Detail your passion for fresh produce and your focus on healthy eating promotions. Demonstrate active co-operation with your supply base to achieve your business goals.

CHALLENGE

Detail key challenges to your business sector and describe your strategy to overcome them.

PROMOTION

How would you promote this award to help your business grow and develop throughout the next year?

MOREPEOPLE YOUNG PERSON OF THE YEAR

ELIGIBILITY

Help us celebrate the success of the people who represent the future of your industry. Nominations are invited from an employer, customer or supplier, on behalf of an individual who has worked in any discipline of the floral or produce industry for a minimum of 3 years. Confirmation is required that the nominee is under 30 years of age at the time of the entry deadline.

ENTRY CRITERIA

Demonstrate how the nominee has made significant contributions to his/her area of responsibility, and detail how he/she has interfaced effectively with internal and external customers. Applications should be supported by the individual's manager and with at least one third-party reference.

FLORETTE LIFETIME ACHIEVEMENT

ELIGIBILITY

For the person who has made the most outstanding individual contribution to the fresh produce industry. Nominations are invited from an employer, colleague, competitor, customer or supplier on behalf of an individual who deserves recognition for their dedication to the industry over a lifetime's career.

ENTRY CRITERIA

The Re-refresh judges will consider all nominations for this award and at their sole discretion may consider other candidates.



ENTRY PROCESS IS SIMPLE AND FREE

SPONSORED BY



Return to:
Refresh Awards, Fresh Produce Consortium, Minerva House,
Minerva Business Park, Lynch Wood, Peterborough, PE2 6FT

Entry Form

Title:.....First name:.....
Surname:.....
Job title:.....
Tel:.....Fax:.....
Mobile:.....
Sector of Business:

Company name:.....
Address:.....
.....
Postcode:.....
Email:.....

ENTRY DEADLINE 9 APRIL 2010

Categories Entered

Companies can enter as many categories as desired and the judging panel will be pleased to accept nominations for other companies and individuals

.....
.....
.....
.....

* The decision of the judges on any matter relating to the awards will be final and no correspondence will be entered into concerning their decisions

Terms and Conditions

The decision of the judges on any matter relating to the awards will be final, and no correspondence will be entered into concerning their decisions. On receipt of payment, confirmation will be sent with a VAT receipt. All refunds will be subject to a 20% administration charge, plus VAT. There will be no refund if notice of cancellation is received less than 4 weeks prior to the event. The organiser reserves the right to change the venue, date of the awards at any time. The organisers also reserves the right in its absolute discretion and without liability to cancel the event. **Reservations:** As places are limited we can reserve seats for you but this must be followed up with a confirmation booking and payment within 7 days. **Remittances:** Please make cheques payable to Lockwood Press for the VAT inclusive amount. **Special Requirements:** Guests who require assistance or have any special requirements, including diet, should contact the organisers who will make special arrangements. **Delegate Property:** the organisers cannot be held responsible for loss or damage to delegates property whilst attending the event.

To download an additional entry form, please visit
www.refreshawards.com or email angie@freshproduce.org.uk

ORGANISED BY

