



Decanter
RETAILER AWARDS

2020 ENTRY PACK

*Championing the very
best in wine retail*



"The Decanter Retailer Awards celebrates those who make a pleasure of this business. None of us like to part with our hard-earned cash but when the result is a gratifying experience and a delicious bottle at a fair price (ideally also a desire to repeat the exercise) then it's worth it."

Peter Richards MW, Decanter Retailer Awards Chairman

"I have huge respect for UK retailers, particularly with the domestic outlook being so unclear. It takes guts to trust in your palate and back novel and original wines. The wine landscape in the UK is unquestionably one of the most - if not the most - exciting in the world, and we have them to thank for it."

Matt Walls, Decanter Retailer Awards judge, 2019

ABOUT THE DECANTER RETAILER AWARDS

The Decanter Retailer Awards aims to offer wine drinkers an indispensable guide to the best retail experiences. The awards celebrate and champion the very best of wine retail in the UK, rewarding innovation, drive, creativity, energy, evangelism – and even hedonism.



JUDGING

THE PANEL

The Decanter Retailer Awards judging panel consists of five independent wine experts that have been chosen based on their extensive knowledge in the retail environment.



Peter Richards MW, Chairman

Master of Wine, author and regular Decanter contributor. Peter's credits include more than a decade on BBC One, Sky One, ESPN, Financial Times, The Guardian, ITV1, Radio 4, BBC2 and The Sunday Times.



Laura Clay

Chairman of the Association of Wine Educators. Laura's experience includes working for Hallgarten Wines, running courses and tastings throughout the UK and founding the bi-annual festival, Love Wine.



Peter Ranscombe

Wine columnist for the Scottish Field and Decanter contributor. Peter also writes for publications including The Lancet's specialist medical journals, The Times and the Press & Journal.



Andy Howard MW

Andy is a Contributing Editor for Decanter and previously worked as a buyer for Marks & Spencers for over 30 years. He also has his own business (Vinetrades Ltd).



Kate Hawkings

Wine writer and author of Aperitif, shortlisted for the Fortnum & Mason Best Debut Drinks Book Award 2019, Kate is the wine columnist for Olive magazine and contributes to consumer and trade press including The Guardian, Imbibe, Harpers Wine & Spirit and The Buyer.

THE PROCESS

The judging process is based on what Decanter readers think is most important to them when purchasing wines:

Quality, Value, Range and Service.

The judging panel reviews entries, assessing, visiting, scoring, re-scoring and confirming evidence of excellence over the past year within each category.

STAGE 1 - FIRST ROUND OF JUDGING

Over the course of one month, the judges work in pairs and are assigned categories to assess entries (except Supermarket) which are evaluated by all the judges.

Entrants are scored from 1-10 on the following:

Staff training
Wine range
Customer service
Innovation
Performance

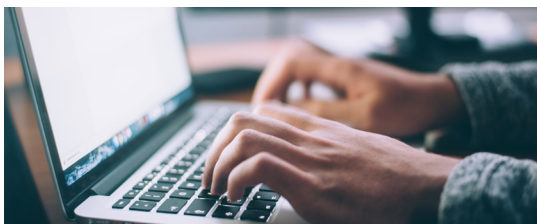
STAGE 2 - SECOND ROUND OF JUDGING

Across two weeks, the panel looks collectively at the shortlist of top-scoring entrants in each category.

STAGE 3 - FINAL ROUND OF JUDGING

The judging panel reconvenes for one intensive day to determine the runners-up and winners of each category, comparing, debating and reviewing findings from the previous rounds of judging to ultimately determine the results. In addition, they select the Outstanding Retailer of the Year and Judges' Choice. These awards are selected from all entrants in all categories.

WHY ENTER



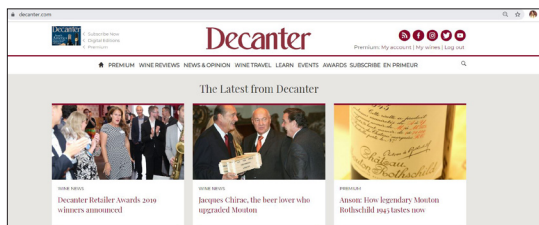
1. Have your business assessed by wine experts with extensive knowledge in the retail environment



2. Benchmark your company against the competition



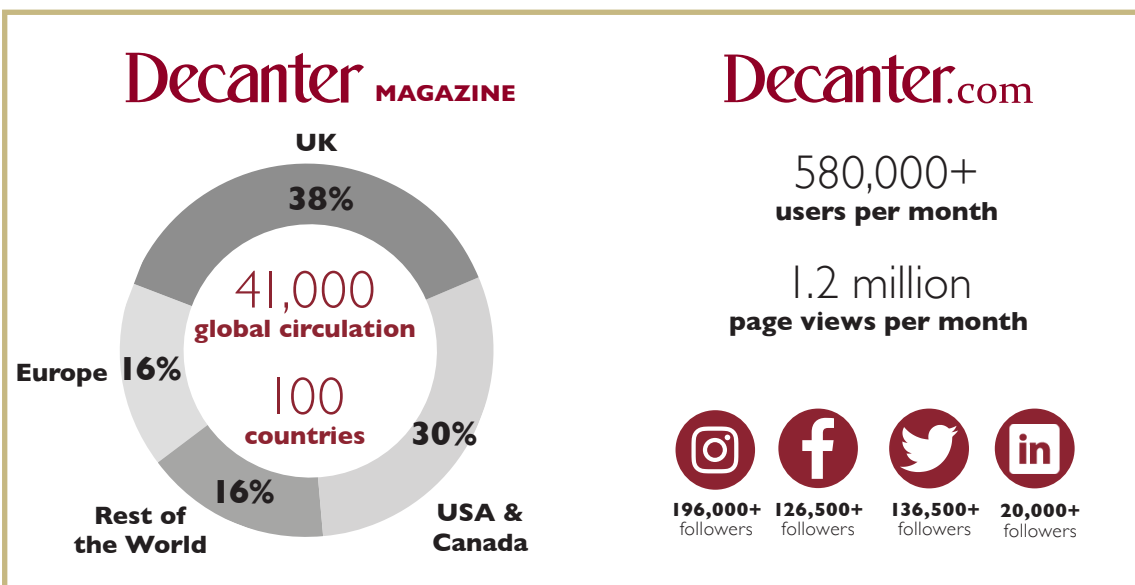
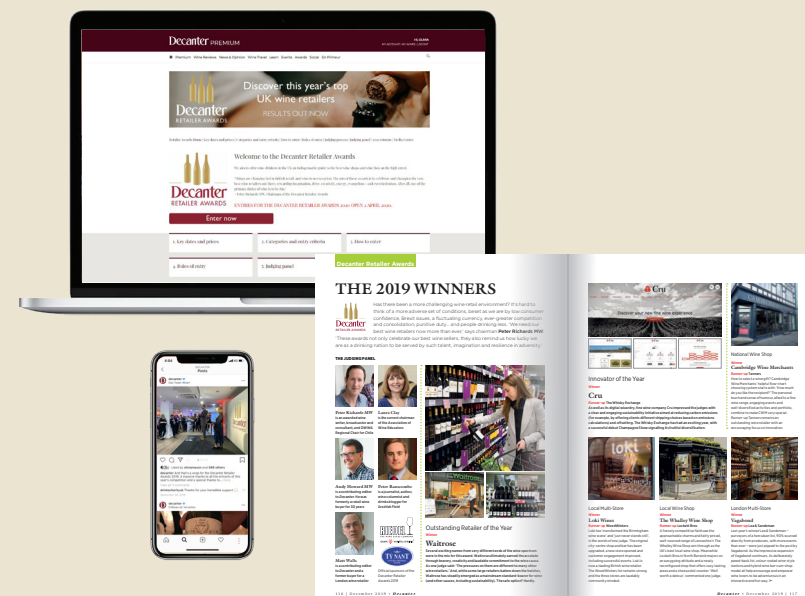
3. Attract the attention of new customers and suppliers



4. Benefit from Decanter's endorsement and media reach to boost the profile of your business

PROMOTION OF YOUR WIN

Winners will be announced in the December 2020 issue of Decanter magazine, on Decanter.com and across social media to promote your success.



"Winning a Decanter Award for me is the absolute pinnacle in our industry."

Tom Jones – Whalley Wine Shop
Best Local Wine Shop of the Year, 2019

"We promote our win across our site and in store regularly. The Decanter logo and alliance certainly provides us with kudos for Decanter readers as well as providing new customers a stamp of approval by being crowned with an internationally recognised award."

Melanie Brown – The New Zealand Cellar
Best New Zealand Specialist Retailer of the Year, 2019

THE CATEGORIES

Categories have been selected with both the retailer and the customer in mind, rewarding innovation, drive and creativity while providing wine drinkers with an indispensable guide to the best UK wine shops, online retail, wine support services and wine lists on the high street. *There is no limit to how many categories can be entered. See full category details and entry criteria at www.decanter.com/retailer-awards.*

RETAILERS:

Best Supermarket

This category is open to any large retailer outlet selling food and other household goods on a self-service basis.

Best National Wine Shop

Open to retailers with more than one wine shop, with retail outlets in different areas of the UK.

Best London Multi-Store

For retailers with more than one wine shop within the M25.

Best London Wine Shop

For retailers with a wine store within the M25 with a turnover over £1 million.

Best London Neighbourhood Wine Shop

For retailers with a wine store within the M25 with a turnover up to £1 million.

Best Local Wine Shop

Open to retailers with one wine shop outside the M25.

Best Local Multi-Store

Open to retailers with more than one wine shop outside the M25. All must be located within one area/region. *Area/region details available online.*

Best Online Retailer

Open to retailers with a comprehensive wine range available to buy online.

There are two categories for this award:

• Large Online Retailer

Open to online retailers with a turnover over £1 million.

• Small Online Retailer

Open to online retailers with a turnover under £1 million.

Best Specialist Retailer

Open to retailers (online or physical storefront) specialising in a specific region, country or category. There is no limit to how many categories can be entered:

- Australia
- Austria
- Bordeaux
- Burgundy
- Central & Eastern Europe
- Champagne/Sparkling
- England & Wales
- Germany
- Italy
- Loire
- New Zealand
- Organic & Biodynamic
- South & Regional France
- Rhône
- South Africa
- South America
- Spain & Portugal
- Sweet & Fortified
- USA

Best Newcomer

Open to retailers (online or physical storefront) established in the past three years.

Green Champion Award

This award aims to recognise a retailer that is making a commitment to reduce its negative environmental impact.

WINE SUPPORT SERVICES:

Best En Primeur Campaign

This category is for retailers selling wines en primeur to their customers. This award is for a single en primeur campaign.

Best Subscription Wine Club

Open to retailers offering a monthly/bi-monthly membership club to promote and sell wine.

JUDGES' CHOICE AND OUTSTANDING WINE RETAILER

Every entrant is automatically considered for these categories. There is no charge for these categories.

Judges' Choice is awarded at the judges' discretion to highlight a retailer who is doing something different, innovative and creative.

Outstanding Wine Retailer of the Year is awarded to a retailer who, in the eyes of our panel of judges, has delivered the best wine retail experience for UK consumers.

2020 KEY DATES & DEADLINES

Entries open:	Thursday 2 April
Entry deadline:	Friday 3 July
First round of judging:	13 July – 3 August
Second round of judging:	7 – 17 August
Final round of judging:	Thursday 20 August
Shortlist published:	Tuesday 25 August
Results announced:	September 2020

"I knew British wine retailers were special, I just hadn't realised quite how special. Wine drinkers of the UK have never had it so good."

Wine merchants no longer just buy wine and hope to sell it. They train their staff so that they are qualified to help their customers; they run courses and tastings; they offer in-store tastings to encourage their customers to try something new; they deliver actually and physically but they also deliver knowledge, inspiration and a great deal of joy.

The best supermarkets that sell wine know they need to stock more than the big brands from the main regions and countries. They need to offer diversity along with value. The Decanter winners do this really well."

Laura Clay, Decanter Retailer Awards judge



in association with

— THE —
DRINKS TRUST
— EST. 1886 —

SUPPORTING DRINKS INDUSTRY PEOPLE

ENTER AND PAY ONLINE

www.decanter.com/retailer-awards

RETAILERS: **£150 + VAT per category**

WINE SUPPORT SERVICES: **£75 + VAT per category**

All revenue from the 2020 Decanter Retailer Awards will go to The Drinks Trust, a charitable organisation providing support, care and assistance to the drinks industry since 1886.

An additional donation will be made to Scottish drinks industry charity



Contact the Decanter Retailer Awards team:
E: retailerawards@decanter.com

Learn more at: www.decanter.com/retailer-awards



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