



# AWG Excellence Awards

## Guidelines for Excellence Award Nominations

### AWG Brands

Key considerations for nominated retailer:

- Significant market penetration of AWG Brands across all four brands and throughout Center Store, Fresh, and Non-Food departments
- Aggressively advertises AWG Brands
- Strong appearance in digital marketing
- Executes special sales events around brands
- Carries an abundance of signature items
- Multiple displays (pallets, walls, endcaps, etc.)
- Well thought out cross merchandising
- In-store signage
- Promotes save a label
- Increased or strong AWG Brands sales above division average
- Speed to shelf on new items

### Center Store

Key considerations for nominated retailer:

- Fully stocked grand opening condition everyday
- Prominent displays
- Variety of natural, organic and specialty items
- Utilizes AWG category optimization
- Well thought out cross merchandising
- Competitive pricing
- Dedicated center store end caps
- Sales featuring center store items
- Actively markets center store items on various digital platforms
- In-store signage (good use of TPR and AWG Brands bib tags)
- Increased or strong center store sales

## **Bakery**

Key considerations for nominated retailer:

- Design/Décor/Layout
- Daily fresh baked options
- Samples
- Caters to local tastes
- Social media presence and promotions
- Baked options for all occasions (specialty & custom)
- Creativity/uniqueness
- Strength of team
- Excellent department sales

## **Food Service (formerly Deli)**

Key considerations for nominated retailer:

- Design/Décor/Layout
- Variety of fresh options (hot and cold)
- Samples
- Chef inspired menu items
- Grab-N-Go variety
- Healthy and dietary options
- Catering business
- Sanitation
- Social media presence and community involvement
- Strength of team
- Excellent department sales

## **Floral:**

Key considerations for nominated retailer:

- Fresh vibrant displays
- Creative and original arrangements
- Capable of decorating for any event
- Sets tone of freshness for the store
- Displays complement the season
- Offers grab & go convenience
- Cross merchandises
- Uses event selling tactics
- Increased or strong sales

## **Meat**

Key considerations for nominated retailer:

- Offers a wide variety of beef, pork and chicken
- Infuses value-added items (grillers, pre-seasoned, etc.)
- Uses events and sales to promote meat
- Cross merchandises
- Creative weekly ads and promotions focused on center plate
- Well-designed and merchandised displays
- Prioritizes fresh and quality
- Uses large brands as well as local producers
- Excellent customer service
- Increased or strong sales

## **Seafood**

Key considerations for nominated retailer:

- Offers a wide variety of seafood both fresh and frozen
- Infuses value-added items (pre-cooked, stuffed, pre-seasoned, etc.)
- Uses events and sales to promote seafood
- Cross merchandises
- Creative weekly ads and promotions focused on center plate
- Well-designed and merchandised displays
- Prioritizes fresh and quality
- Provides cooking tips and meal idea
- Excellent customer service
- Increased or strong sales

## **Produce**

Key considerations for nominated retailer:

- Ensures fresh produce everyday
- Uses events and sales to promote produce
- Large vibrant well-designed displays
- Promotes produce through ads and digital platforms
- Supports local
- Provides customers with tips for cooking, serving and storing produce
- Features a variety of organic, pre-cut and ethnic specialty items
- Promotes seasonal items regularly
- Offers POS material that calls out varieties and benefits of products
- Increased or strong sales

## Omnichannel Marketing

Key considerations for nominated retailer:

- Uses a large range of marketing and advertising tactics (Traditional / Digital)
- Print (Circular, Direct Mail & In-Store Signage)
- Heavy interaction through social, high social reach numbers
- Uses app, text and website, shows high number of app downloads, text participants & website traffic
- Utilizes loyalty (gas & continuity)
- Utilizes data analytics to identify number of transactions on card / unique identifiers versus without unique identifiers
- Promotes digital coupons, shows high average of clips and redemptions
- Clear evidence of increased foot traffic and sales through omnichannel marketing of long term or campaign efforts.



## **Merchandising Event**

Key considerations for nominated retailer:

- Uses event selling for sales increases
- Markets event through social, web, print (circulars, signage, outdoor signage, bag stuffers and/or mailers)
- Shows clear community engagement
- Creates a fun and unique experience for shoppers
- Collaborates with vendors and/or community sponsors
- Usage of TV and radio
- Event results in high foot traffic and increased sales

## **VMC**

Key considerations for nominated retailer:

- Offers a wide variety of VMC selections
- Takes advantage of power buys, web blasts, show deals and TPRs
- Competitively priced products
- Cross merchandises among multiple departments
- Utilizes incremental opportunities
- Promotes items through print and digital
- Increased or strong VMC sales

## **Store Manager of the Year**

Key considerations for nominated retailer:

- Has been a manager or director for at least a year
- Generates store sales growth
- Effectively communicates objectives
- Demonstrates leadership
- Builds strong teams
- Has exceptional customer service skills
- Integral part of their community

## **Lou Fox**

Key considerations for nominated retailer:

- Philanthropist
- Civic supporter
- Involved heavily in their community
- Supports key organizations that serve to help others
- Participates in various charity events
- Demonstrates a high level of leadership