

Drinks International Travel Retail Excellence Awards 2008

Drinks International Travel Retail Excellence Awards 2008

Terms & Conditions

1. The organiser of the Travel Retail Excellence Awards (the "Awards") is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.
2. By entering the Awards the entrant will be deemed to have read and understood these terms and conditions and to be bound by them. These terms and conditions include any instructions set out with the entry form.
3. The organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.
4. Entry forms and any supporting material must be sent by prepaid post or courier to arrive no later than 5pm on Monday Sep 29 2008. Proof of posting will not be deemed to be proof of delivery.
5. Entries will only be accepted if they are submitted on the entry form, completed in full and accompanied by the required photographs and product sample(s).
6. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
7. Responsibility cannot be accepted for any lost, late or mislaid entry. Any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions may be deemed invalid in the sole discretion of the organiser.
8. The Awards will be judged by a panel of judges selected by the organiser.
9. The judges will select up to three finalists from each category on Oct 13 2008 against the criteria set out in the entry form. Finalists will be notified by email within 14 days. There will be one Award winner selected from the finalists in each category at the Drinks International Travel Retail party on October 28 in Cannes.
10. The judges may decline to make an award for any category if in their opinion there are insufficient entries of a winning standard.
11. The Award finalists and winners will each receive a framed certificate. These will be presented at the Drinks International Travel Retail party on October 28 in Cannes.
12. Details of the winners will be published in the Dec 2008 issue of Drinks International.
13. The organiser reserves the right to change the categories and judging panel without prior notice to entrants.
14. The decision of the chairman of the judges on all matters affecting this competition is final and legally binding.
15. No correspondence will be entered into.
16. Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
17. Entrants consent to the publication by the organiser in connection with the Awards of any of the documents or materials constituting their entry.
18. Any winner may publicise the Award provided the year in which it was won is stated. The organiser licences any winner to use its Awards medal for promotional purposes until Jan 31 2010.

Travel Retail Party Sponsored by:

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About the Awards

The Drinks International Travel Retail Excellence Awards have been created to recognise the importance of the drinks sector in duty-free retailing. They are the only travel retail awards exclusively for the drinks sector.

The world of duty-free is buzzing with new ideas, creativity and dynamic individuals and this awards scheme, now in its second year, recognises these outstanding achievements.

The awards centre around the annual TFWA World Exhibition in Cannes where the winners will be announced at the Drinks International Travel Retail Party on Tuesday October 28 at the Hôtel Palais Stéphanie. Details of all the winners will then be published in a special feature in the December issue of Drinks International and on **drinksint.com**

There are nine categories in total and entries are welcomed from all areas of the drinks industry - spirits, wines and beers, suppliers and buyers.

There are two buyer specific awards – one for drinks outlets (the operating companies) and one for individual buyers (the people). These two awards recognise innovation in drinks retailing. We are looking for retailers that are leading the way in improving the consumer experience and duty free drinks buyers who have been particularly proactive in improving their offer and/or promoting new concepts or strategies.

For the six supplier specific awards we are looking for the most exciting developments in brands - products being unveiled for the first time in Cannes along with the best launches, most interesting packaging designs and most effective marketing and promotional campaigns of the year.

There is also an award for the pioneering personality of the year – buyer or supplier. This is where we want you to cast



your vote – we are looking for a drinks hero, a pioneering personality. This could be a supplier or retailer who has stood out from the crowd – someone who, for example, has been particularly proactive in promoting a new concept, brand or strategy.

2007 Winners

Viktor & Rolfe Rose Sauvage Champagne – Rémy Piper-Heidsieck
Grey Goose La Poire – Bacardi Global TR Division
Gran Patron Burdeos Tequila – Patron Spirits Company
Rémy Martin Louis XIII Black Pearl – Rémy Martin
Smokehead Extra Rare – Ian Macleod Distillers
Ron Zacapa XO – Ronces de Guatemala
Glengoyne Burnfoot – Ian Macleod Distillers
Beefeater Gin – Chivas Brothers/Pernod Ricard
Wild Geese Rare Irish Whiskey – Protégé International
Nemiroff – Nemiroff Vodka Company
Johnnie Walker – Diageo
Chivas Regal – Chivas Brothers/Pernod Ricard
Veuve Clicquot – Moët Hennessy
Krug Champagne – Moët Hennessy
Frank O'Connell – president ETRC
Ron Anderson – Diageo managing director global travel retail & Middle East

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Categories

Entries are welcomed from all areas of the alcoholic drinks industry - spirits, wines and beers. Winners will be announced at the Drinks International Travel Retail Party on Tuesday 28th October at Hôtel Palais Stéphanie and in the December issue of Drinks International magazine, as well as appearing on the drinksint.com website

SUPPLIER AWARDS – deadline September 29

- Best international drinks launch at TFWA Cannes 2008**
This must be a new alcoholic drinks product being unveiled at this year's TFWA World Exhibition in Cannes
- Best travel retail drinks launch of 2008**
This can be any alcoholic drink launched into the travel retail market during 2008. Supporting sales and penetration statistics should be sent to support this entry
- Best repackaging of an existing alcoholic drinks brand**
This can be any alcoholic drink repackaged since Nov 1 2007. The judges will be looking at every element of the complete package as it appears on the travel retail shop shelf including, for example, the bottle, label, closure and outer carton
- Most creative alcoholic drinks packaging design**
This can be any alcoholic drink launched since Nov 1 2007. The judges will be looking at every element of the complete package as it appears on the travel retail shop shelf including, for example, the bottle, label, closure and outer carton Please send a product sample and picture for each category entered
- Most creative marketing concept**
This award will go to the brand owner whose 2008 cross-media campaign is truly original, provocative and sets new standards in drinks promotion
- Most effective travel retail in-store promotion for an alcoholic drinks brand**
This award will be presented to the best travel retail in-store brand promotion since Nov 1 2007, which has proven popular with travellers and thereby substantially increased sales
Please provide us with photographic substantiation of your campaign or video footage

HERO – deadline September 15

Free entry, please nominate online at drinksint.com

- Pioneering personality of the year**
This award will be presented to the supplier or travel retailer who has stood out from the crowd. This could be someone who, for example, has been particularly proactive in promoting a new concept, brand or strategy
Please provide us with a brief explanation of why the person/outlet deserves to win
- ### BUYER AWARD – deadline September 15
- Retailer of the year**
We are asking for nominations for this award from supplier companies but retailers can also nominate their own store. The judges will be looking for outlets that are leading the way in improving the consumer experience in the drinks sector.

- Duty free buyer of the year**
This award recognises duty free drinks buyers who have been particularly proactive in improving their offer and/or promoting new concepts or strategies. We are asking for nominations for this award from supplier companies but retailers can also nominate their own buyers.

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Supplier Awards Entry Form

How to enter

To enter please detach and complete this entry form (one form per product/category entered) together with a typed explanation (no more than 500 words) about your entry and why it should be considered for an award. Please include any images necessary to support your entry on a CD.

We also need one sample bottle of each product entered. Images and prototypes will also be accepted.

Contact details

Cut Here

Name

Job Title

Company Name

Address

Postcode

Country

Tel

Fax

Email

We will use this data to contact you about William Reed products (including this one) or allow carefully selected third party companies to let you know how you can benefit from similar offers (mail and telephone only).

If you do not wish this to happen please tick the relevant box

William Reed	Mail	Telephone	Faxing	Email	Text Messaging
3rd party partners	☐	☐	☐	☐	☐

We do not share your data with third parties for Email, Fax or SMS purposes.

Entry details

Category entered

Recommended retail price (if applicable)

£

Unless specified, all products will be auctioned after the awards with the proceeds going to charity. Products that need to be returned must be specified at the time of entry and entrants will need to arrange for their collection.

Please fax or post:

- Your completed entry form
- Typed description
- Method of payment

Fax Justin Smith on +44 (0)1293 763200 or mail to Justin Smith, Drinks International Travel Retail Excellence Awards 2008, Shaw House, Pegler Way, Crawley, West Sussex, UK, RH11 7AF by September 29 2008

Payment details

1 category = £250 +VAT
3 categories = £600 +VAT Additional categories charged at £150 per entry

I wish to enter**categories**

(If you are entering 4 or more there is a 10% discount – please take this off the total price)

Payment Options

Please charge £ **to my**

(tick box accordingly) ☐ Visa ☐ Mastercard ☐ American Express

Card Number

Expiry Date**Security Code**

Credit card transaction will be in UK£ at the current exchange rate.

I enclose a cheque for £ **made payable to** William Reed Business Media Ltd

Signature:

Date:

For further information call Justin Smith on +44 (0) 1293 763293 or email justin.smith@drinksint.com

