



# FRUIT LOGISTICA AWARD FOR RETAIL EXCELLENCE

2020

## ARE YOU A RETAIL CHAMPION?

Encouraging consumers to **eat more fruit and vegetables** every day requires imagination and inspiration from everyone involved in the fresh produce supply chain. However **no link in the chain is more important** in this respect than the retail **point of sale**.

In today's retail business, **effective category marketing needs to be given more focus**. And in the interests of the fresh produce sector as a whole, the champions need greater recognition.

This is the concept behind the new **FRUIT LOGISTICA Award for Retail Excellence**. As part of their own mission to encourage healthy eating and the increased consumption of fresh fruit and vegetables globally, FRUIT LOGISTICA and the leading news organisation Fruitnet Media International are launching the new FRUIT LOGISTICA Award for Retail Excellence. **FLARE** will be an international award to recognise and honour retailers all over the world who have achieved **excellence in the effective marketing of fresh fruit and vegetables**.



Retailers will be recognised in each of these three categories:

- **MERCHANDISING EXCELLENCE** 2020
- **CATEGORY EXCELLENCE – FRUIT** 2020 BERRIES
- **CATEGORY EXCELLENCE – VEGETABLES** 2020 TOMATOES

The Merchandising Excellence award will take into account areas such as **overall fresh produce category marketing, packaging and promotion**, while the two individual Category prizes will recognise **excellence for specific fruit and vegetable products**.

For the 2020 FLARE awards, the categories will be berries for the FLARE Fruit Award and tomatoes for the Vegetable Award. In 2021, different product categories will be chosen.

The FLARE awards will be presented for the first time on Tuesday, 4 February 2020 at FRUITNET WORLD OF FRESH IDEAS, the popular curtain-raiser to FRUIT LOGISTICA, which itself takes place from 5-7 February 2020.

FRUITNET  
MEDIA INTERNATIONAL



in partnership with  RIJK ZWAAN



**ARE YOU  
A WORLD  
CHAMPION  
IN FRESH  
MERCHANDISING?**

## HOW DO I NOMINATE A RETAIL WORLD CHAMPION?

**Retailers or their suppliers** should complete the nomination form on the right. The organisers will then send an application form to the retailer who will be asked to supply more detailed documentation – including statements on their retail philosophy and specific strategies in category marketing, as well as more specific documentation on category management and specific initiatives along the supply chain through to the point of sale. This documentation should be supported by photographs and/or videos.

An expert jury will evaluate the applications and make a short list for final decision by an international panel of judges. Where possible, personal visits and store checks will be conducted by the jury or their nominated representatives.

## FLARE CRITERIA 2020

### MERCHANDISING EXCELLENCE

- Novel ideas and specific creative initiatives for the effective sale of fresh produce
- Quality and excellence of in-store presentation including packaging
- Quality and excellence of category management policy and organisation
- Concepts for sustainability in product development, packaging and logistics
- Investment and innovation in effective product marketing
- Customer service and customer communication

### CATEGORY EXCELLENCE VEGETABLES – TOMATOES

### CATEGORY EXCELLENCE FRUIT – BERRIES

- Innovation in new products, formats, packaging
- Innovation in the specific category marketing and promotion
- Breadth and depth of the category, freshness and quality
- In-store presentation, POS and consumer promotions
- Product and category information
- Category management throughout the supply chain

## NOMINATE YOUR CHAMPION TODAY!

We would like to nominate the following retail organisation for

- MERCHANDISING EXCELLENCE**  
2020
- CATEGORY EXCELLENCE – FRUIT**  
BERRIES 2020
- CATEGORY EXCELLENCE – VEGETABLES**  
TOMATOES 2020

**APPLY NOW!**

### NAME OF RETAIL ORGANISATION

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Address

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Contact person (retailer)

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Mail (retailer)

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Phone (retailer)

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### MAIN RETAIL ACTIVITY

- Hypermarket operator       Discounter
- Supermarket operator       Smaller grocery store

### NOMINATING ORGANISATION (if different)

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Contact person (nominator)

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Mail (nominator)

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Phone (nominator)

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**Why is this retailer being nominated for this award category? What makes it stand out from the competition and be worthy of an award?**

Please provide further information separately in writing in a Word document and submit it with this form. The more specific you are in your recommendation, the better the chances are of selection by the jury.

**Please return this form with accompanying statements no later than 30 September 2019 to**

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