



# SUPPLIER AWARDS ENTRY FORM

**Tuesday 20th October,  
Hotel Majestic, Cannes.**

The industry's finest will gather at the Hotel Majestic, Cannes to celebrate the ninth annual Drinks International Travel Retail Awards. The winners are announced at a prestigious cocktail party which takes place on Tuesday 20th October, during the week of the TFWA World Exhibition.

Our supplier awards celebrate the quality of drinks brands and their initiatives within this luxury retail sector. Entries are welcome from spirits, wines and beer producers.

Category trophy winners will be published in the December 2015 issue of Drinks International magazine and archived on [www.drinksint.com](http://www.drinksint.com)

## AWARD CATEGORIES

### **Best Drinks Launch at TFWA Cannes 2015**

This must be a brand new alcoholic drinks product not seen before and being unveiled for the first time at the 2015 TFWA World Exhibition in Cannes.

### **Best Luxury Drinks Launch of the Year**

This award celebrates the world's finest and luxury drinks brands launched into the travel retail sector in the last twelve months. Products entered must have a minimum retail value of \$500 or more.

### **Best Travel Retail Exclusive / Limited Edition Launch of the Year**

This award recognises exclusive brands that have launched specifically for the duty free sector. This can be either limited Limited Editions or Travel Retail Exclusives.

### **Best Drinks Launch of the Year**

This can be any alcoholic drink launched into the travel retail market since November 2014. Supporting sales and penetration statistics should be sent to support this entry.

### **Best New Packaging of a Drinks Brand**

This award recognises brands with new packaging launched into travel

retail within the past twelve months. The judges are in search of the design which successfully executes the objectives set within its original brief.

### **Best Repackaging of a Drinks Brand**

We are in search for the best overall design of an existing drinks brand that's been repackaged and launched into travel retail within the past twelve months. The award will recognise the design which successfully executes the reasons for change, set within its original brief.

### **Best Presentation Box / Gift set**

With eye catching drinks brands on offer at airport outlets, often it's the design of the presentation box or gift set that captures the consumer's attention and influences their purchasing decision. This award celebrates the best design for the travel retail sector.

### **Most Creative Marketing Concept / Travel Retail in Store Promotion**

This award will recognise the brand owner whose cross-media campaign is truly original, provocative and sets new standards in travel retail in-store brand promotion. Please provide us with photographic substantiation of your campaign or video footage.

**Entry Deadline Thursday 27th August**

Awards Party sponsored by:



## THE JUDGING PANEL

Each year we form an expert panel together to judge the award entries. The Drinks International Travel Retail Awards are home to some of the most respected leaders in the business. Each of our judges has demonstrated their skill and knowledge in the travel retail sector and are truly representative of the industry.

### Previous judges have included:

- **SUSAN KELLY** Trade Planning & Category Strategy Manager at Dublin Airport Authority
- **MAGNUS SKORSHAMMER** Director of Tallink Silja Line
- **JOE BATES** Travel Retail Correspondent
- **STEPHEN BOLES** Buyer at Gate Retail Onboard
- **CHRISTIAN DAVIS** Editor at Drinks International
- **LIZ WOODLAND** Consulting for Retail

## JUDGING PROCESS

The judging process will begin in September where the judges will read through and examine each of the submissions. A discussion panel will then decide from the shortlist, the winner of each category which will be revealed at the Drinks International Travel Retail Awards Party on Tuesday 20th October in Cannes.

### The judging panel will assess entries based on any of the following criteria:

- **Objective of the brand strategy**
- **Execution of the brand strategy**
- **Relevance of the brand to the travel retail sector**
- **Examples of creativity and innovation**
- **Evidence of promotional initiatives and marketing activity**
- **Evidence of any positive results and statistics**

## HOW TO ENTER

1. The Drinks International Travel Retail Supplier Awards are open for entries to drinks producers that operate within the travel retail sector. There is no limit to how many categories you enter. Please clearly indicate the category you wish to enter. The cost for entering is:

**1-2 entries is £250 each**

**3-4 entries is £225 each**

**5+ entries is £200 each**

For each entry you must submit:

- A completed entry form
- A statement of up to no more than 1000 words based on the entry criteria provided.
- Supporting visual material including logos, photographs, charts and images and video files at 300 dpi
- A bottle sample to support the entry

2. Complete the entry form in capital letters in black ink using the appropriate accents where applicable. All details will be reproduced for results and certificates. Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
3. Please fill in one entry form for each product entered (competitors may enter as many categories as they wish).
4. Please email a typed explanation (max 1000 words) and product/ campaign images (max 3) to support your entry to [helen.Fallowell@drinksint.com](mailto:helen.Fallowell@drinksint.com) Prototypes bottles will be accepted.
5. Images should be in colour with both high resolution and low resolution jpg files supplied. Please do not send more than 3 images per product/ campaign and ensure email size does not exceed 5MB providing zipped files where appropriate. Please do not provide bound documents or CD-Roms.
6. Please send in a sample bottle for each product entered. Samples should be sent to: **Travel Retail Awards 2015, Agile Media, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ UK. Tel: +44 (0) 1293 590050.**
7. Please ensure all samples are clearly labeled '**Drinks International Travel Retail Awards**'. All bottles must be received by **Thursday 3rd September 2015**. Products delivered will not be returned.

Please be aware: *The Commissioners of HMR&C require evidence of payment of duties and VAT as enshrined in The Alcoholic Liquor Duties*

*Act 1979 and enforced by The Customs & Excise Management Act 1979. Procedures to achieve this are stipulated in the Customs Tariff and Public Notices covering alcoholic products. It is an offence to avoid the payment of these taxes on samples. Further guidance may be obtained from the HMR&C National Advice Service - telephone +44 (0)8450 109000.*

8. Fax or post your entry form to **Rick Beaumont – Drinks International – Travel Retail Awards, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex, RH10 6AQ UK. Fax: +44 (0) 1293 474010**
9. Entry forms and supporting information must be received by **Thursday 27th August**.

## IMPORTANT NOTES

1. The Travel Retail Excellence Awards are organised by Agile Media Ltd, publishers of Drinks International under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex, RH10 6AQ UK. Registered number 6646125. VAT number: 938 4452 95.
2. Please ensure you have the brand owners consent before entering the Awards.
3. Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid product or entry. Proof of posting is not proof of delivery.
4. The awards will be judged by an expert and independent panel selected by the organiser. The judges may decline to make an award for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
5. A list of winners and those highly commended will appear in the December issue of Drinks International and on our website [www.drinksint.com](http://www.drinksint.com). Product images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
6. Those awarded may publicise their award in association with the relevant product provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Travel Retail Awards logo in connection with its own award for a period of 3 years from the date of the award.

Entries must be submitted by Thursday 27th August

# DRINKS INTERNATIONAL TRAVEL RETAIL AWARDS

Email to: [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com)

## ENTRY DETAILS

Please photocopy this form for each product entered.

Entry  of  products entered

Name of company entering the awards:

Address:

Country:

Contact name:

Job title:

Phone number:

Email:

Product entered:

Brand owner:

Please tick the category(ies) you wish to enter this product into:

## SUPPLIER AWARDS

- Best Drinks Launch at TFWA Cannes 2015
- Best Luxury Drinks Launch of the Year
- Best Travel Retail Exclusive / Limited Edition Launch of the Year
- Best Drinks Launch of the Year
- Best New Packaging of a Drinks Brand
- Best Repackaging of a Drinks Brand
- Best Presentation Box / Gift set
- Most Creative Marketing Concept / Travel Retail in Store Promotion

\* Products entered into the Luxury Drinks Brand of the year category must have a minimum retail value of \$500 or more.

Please email your supporting statement (max 1000 words) and product/ campaign images to [nikayla.langley@drinksint.com](mailto:nikayla.langley@drinksint.com)

For any design and packaging entries, please provide details of your design brief and target audience. For repackaging entries please include reasons for change and clearly marked before and after images.

Entrants may submit a sample bottle to support their entry for the judging day, but this is not essential.

## PAYMENT

1. Cost per entry is 1-2 entries is £250 each, 3-4 entries is £225 each, 5+ entries is £200 each.
2. Orders totalling less than £500 (excluding VAT) must be paid by cheque or credit card. Orders exceeding £500 (excluding VAT) may request an invoice.
3. VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

Please send an invoice to the address below (or provide a different address). Invoices can only be issued for orders exceeding £500 (excluding VAT)

Competition	Quantity	Net price	VAT @ 20%	Amount
Travel Retail Awards				

VAT number: \_\_\_\_\_

## Currency

We wish to pay in:  £ Sterling  € Euros  \$US dollars

The relevant exchange rate will be calculated as at date of processing.

## Payment options

1. Payment by credit card

Please charge £ \_\_\_\_\_ to my credit card  
(please include VAT amount, if applicable)

VISA  Mastercard  AMEX

Card number:

Expiry date:   Security code:

Name on card:

Cardholders address:

Signature:

2. Payment by cheque  Please make cheques payable to Agile Media Ltd
3. Please send an invoice to the address overleaf (or provide a different address here). Invoices can only be issued for orders exceeding £500 (excluding VAT)

We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition.

Please send any entries and sample bottles by post to Travel Retail Awards 2014, Agile Media, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ UK.

We confirm that we have read and understood the rules and instructions set out overleaf.

Signature:

Print name:

Date:

## DATA PROTECTION

We will use this data for the purposes of administering your entry into the Drinks International Travel Retail Awards and to contact you with any queries.

We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, Drinks International Travel Retail Awards sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

	Mail	Telephone	Email	Fax	Text
Drinks International	<input type="checkbox"/>				
Agile Media	<input type="checkbox"/>				
Sponsors	<input type="checkbox"/>				
Third Parties	<input type="checkbox"/>				

Drinks International Magazine, Agile Media, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ UK

For more information please call Rick Beaumont on +44 (0)1293 558130 or email [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com)