

Scottish Wholesale  
ASSOCIATION

# achievers

Thursday 18<sup>th</sup> February 2027 | Edinburgh Corn Exchange

## Official Awards Entry Form



Our Principal Sponsors



Now in its 24<sup>th</sup> year, Achievers continues to recognise best practice, outstanding performance and innovation across all areas of the wholesale trade in Scotland, with categories for both wholesalers and suppliers, large and small.

As is the case every year, the SWA has considered feedback from wholesalers, suppliers, and our independent judges to enhance the awards, and particularly the judging criteria. For example, following the success of the customer interviews in the Best Cash & Carry and Best Symbol Group categories last year, we are introducing customer interviews for Best Delivered Operation – Foodservice and these will account for 50% of the total possible score. We have also introduced a new category – Wholesaler of the Year (Under £50 Million) – in acknowledgement of the importance of SMEs in the Scottish wholesale channel.

In addition to highlighting exceptional businesses, the awards recognise the dedicated people who work in our industry, and once again the SWA is offering prizes for individual finalists – there will be £1,000 for the Winner, £500 for the Runner-Up and £250 for the Highly Commended candidate in five categories: Wholesale Local Food Champion, Wholesale Driver of the Year, Employee of the Year, Rising Star of Wholesale, and Supplier Sales Executive of the Year.

Our independent judges will once again play a big part in the awards, pairing up with supplier judges from the start of the judging process and helping to compile the ‘best practice’ feedback. To help entrants prepare for the judging, we have added links to the judging criteria within the entry form. The timeline for entries and judging is:

#### 27th July 2026

Deadline for entry nominations. Complete this form by ticking the categories you wish to enter and return this to SWA.

#### 10th-31st August 2026

Supplier sponsors will contact the entrants in their respective categories. They will arrange judging dates with the entrant and outline the judging process.

#### September and October 2026

Supplier sponsors and independent judges will complete the judging of each entrant, as per the arranged dates.

#### December 2026

SWA will inform the shortlisted finalists within all the people categories. All other category finalists are announced on the night.

#### 18th February 2027

Winners will be announced at the Achievers Awards Dinner, Corn Exchange, Edinburgh.

Good luck!





## Best Cash & Carry

Do you believe that you have the Best Cash & Carry in Scotland?

We are looking for a cash & carry depot that does everything it can to keep customers keep coming back again and again.

Customer feedback accounts for 50% of the total possible score in this category in recognition of the importance of customer satisfaction.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Licensed Wholesaler - On-Trade

This category is open to any delivered wholesaler that serves the on-trade and out-of-home licensed premises.

We are looking for a wholesaler that drives sales through its customers' businesses, supports them in dealing with market challenges, and provides exceptional customer service.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Licensed Wholesaler - Off-Trade

This category is open to any cash & carry or delivered wholesaler that serves the off-trade.

We are looking for a wholesaler that provides exceptional customer service and supports its off-trade customers in meeting consumer trends and dealing with market challenges.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Delivered Operation - Foodservice

This award is open to any wholesaler delivering to any type of foodservice operator.

We are looking for a wholesaler that meets its customers' needs through its service, including ordering and deliveries, and supports them to develop their own business.

Customer feedback accounts for 50% of the total possible score in this category in recognition of the importance of customer satisfaction.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Delivered Operation - Retail

This award is open to any wholesaler delivering to the retail sector.

We are looking for a wholesaler that meets its customers' needs through its service, including range, ordering and deliveries, and supports them to develop their own business.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Wholesaler of the Year (Under £50m)

This category is open to any cash & carry or delivered wholesaler with a turnover of under £50m.

We are looking for a wholesaler that meets its customers' needs through its service and supports them to develop their own business.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Symbol Group

Do you believe that you have the Best Symbol Group in Scotland?

We are looking for a wholesaler that supports its symbol retailers through the service it provides and makes its symbol group stand out from its competitors.

Customer feedback accounts for 50% of the total possible score in this category in recognition of the importance of customer satisfaction.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Sustainable Wholesaler of the Year

This category is open to any cash & carry or delivered wholesaler that can demonstrate how they are developing or embedding environmental credentials throughout their business.

Judges will look at your sustainability objectives, how you measure impact, and what your achievements have been in the past year.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Use of Data & Insight

This award is open to any cash & carry or delivered wholesaler that can demonstrate how its use of data and insight has enhanced its business in the past year.

Judges will look at how data and insight have had measurable impact on your business and/or customers.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Best Marketing Initiative

This award is open to any cash & carry or delivered wholesaler that can demonstrate how its marketing initiative has enhanced its business in the past year.

Judges will look at your marketing initiative, what targets you set, how you measured impact, and your achievements.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Great Place to Work

Do you believe that your company or depot is a Great Place to Work?

This award is open to any cash & carry or delivered wholesaler that makes its employees feel valued at work through opportunities, working practices, equality and camaraderie.

**Win £1000** [Click here to view full judging criteria](#)

TICK BOX TO ENTER



## Wholesale Local Food Champion

This award is open to individuals who are able to demonstrate how their engagement with local producers has helped develop a company strategy that focuses on building a stronger local food and drink supply chain.

The judging process will apply many of the fundamentals of the SWA Wholesale Local Food Champion programme but is open to anyone working in wholesale, regardless of whether they have completed the programme. Only one person per depot can enter.



[Click here to view full judging criteria](#)

TICK BOX TO ENTER

ENTRANT NAME

JOB TITLE

CONTACT DETAILS





## Wholesale Driver of the Year

Do you have a driver who goes above and beyond the call of duty? Wholesale Driver of the Year offers a great opportunity to reward their achievements, efforts and adaptability over the past year.

Maximum of one driver nomination per depot.



[Click here to view full judging criteria](#)

TICK BOX TO ENTER

NOMINEE NAME

CONTACT DETAILS

NOMINATED BY	NAME	JOB TITLE
	<input type="text"/>	<input type="text"/>
CONTACT DETAILS	<input type="text"/>	



## Employee of the Year

Do you have an employee who goes the extra mile? Employee of the Year offers a great opportunity to reward their achievements, efforts and adaptability over the past year.

Please nominate one employee only (should not be Depot/General Manager/Manager).



[Click here to view full judging criteria](#)

TICK BOX TO ENTER

NOMINEE NAME

JOB TITLE

CONTACT DETAILS

NOMINATED BY	NAME	JOB TITLE
	<input type="text"/>	<input type="text"/>
CONTACT DETAILS	<input type="text"/>	



## Rising Star of Wholesale

Do you have an employee (26 years old or under) who is showing great attitude, ambition and potential? This award could give them recognition for their achievements to date and encouragement for the future.

Please nominate the Rising Star in your organisation and/or encourage them to nominate themselves.



[Click here to view full judging criteria](#)

TICK BOX TO ENTER

NOMINEE NAME

JOB TITLE

CONTACT DETAILS

NOMINATED BY	NAME	JOB TITLE
<small>Only required if not self-nominating</small>	<input type="text"/>	<input type="text"/>
CONTACT DETAILS	<input type="text"/>	



## Best Overall Service

SWA member wholesalers nominate their top 20 suppliers based on deliveries (including admin support), wholesaler support and channel/customer support. Then, over a four-month period, the wholesalers vote on the performance of the top 20 suppliers.

Each month, the suppliers in contention are sent a full breakdown of their scores. This invaluable insight allows each supplier to work with their own sales team, identify their strengths and weaknesses, and work with the wholesale channel to enhance their service during the judging period and beyond.

Nominations will be sought from wholesalers and the voting will be co-ordinated by SWA

[Click here](#) to view full judging criteria



## Best Foodservice Supplier

Similar to Best Overall Service, this award involves foodservice wholesalers nominating their top 15 suppliers and then voting for the shortlisted companies each month over a four-month period.

Each month, the suppliers in contention are sent a full breakdown of their scores. This invaluable insight allows each supplier to work with their own sales team, identify their strengths and weaknesses, and work with the wholesale channel to enhance their service during the judging period and beyond.

Nominations will be sought from wholesalers and the voting will be co-ordinated by SWA

[Click here](#) to view full judging criteria



## Best Advertising Campaign

SWA member wholesalers nominate their favourite advertising campaign of 2026.

This can be a TV, cinema, press, poster, online or outdoor advertising campaign but it must feature a product or service sold or used in the Scottish wholesale trade. Stills of the shortlisted adverts are sent to wholesalers to prompt awareness; they then take a final vote.

Nominations will be sought from wholesalers and the voting will be co-ordinated by SWA in November 2026



## Project Wholesale

This award is designed to recognise and reward the efforts of suppliers and their salespeople in Scotland in growing the wholesale channel through relevant initiatives.

The project can focus on a single wholesaler or geographical region or multiple wholesalers throughout Scotland. It can run for any period during 2026. The project does not have to run exclusively in Scotland. It can be a UK-wide initiative; if it is, the judges will be looking for Scottish-specific results.

Wholesalers and suppliers can send in nominations for this award. Entrants will be invited to meet a judging panel of senior wholesale executives to discuss and present their initiative.

[Click here](#) to view full judging criteria

TICK BOX TO ENTER

SUPPLIER

PROJECT TITLE



# Supplier Sales Executive of the Year

SWA member wholesalers are asked to nominate a sales executive who deserves special recognition for their role in positively developing the business of their Scottish wholesale customers.

The award recognises individual merit and is therefore not open to those in senior positions who manage a sales team.



[Click here to view full judging criteria](#)

TICK BOX TO ENTER

NOMINEE NAME

COMPANY

JOB TITLE

CONTACT DETAILS

NOMINATED BY	NAME	JOB TITLE
	<input type="text"/>	<input type="text"/>
CONTACT DETAILS	<input type="text"/>	

## HOW TO ENTER

Simply tick the box next to the Award(s) you want to enter and fill in your details in the form on the right.

You may enter as many categories as you wish.

In August, entrants will be contacted by the sponsoring judge(s) to arrange appointments for judging your category/categories. Judging will take place during September and October 2026.

For multi-depot wholesalers, please submit one form for each depot that wishes to enter the awards, completing the contact details for the person dealing with the award entry at that location.

If you have an electronic (PDF) copy, please complete the form and submit using the buttons or send via email to: [awards@scottishwholesale.co.uk](mailto:awards@scottishwholesale.co.uk)

Alternatively, please fill out the form and post to: **SWA, 30 McDonald Place, Edinburgh EH7 4NH**

NAME OF CASH & CARRY / DELIVERED WHOLESALER / SUPPLIER
<input type="text"/>
DEPOT ADDRESS
<input type="text"/>
CONTACT NAME
<input type="text"/>
JOB TITLE
<input type="text"/>
TELEPHONE
<input type="text"/>
EMAIL ADDRESS
<input type="text"/>

Any queries, please leave a message on the SWA digital office number 0131 556 8753 or phone Kirsti Sharratt on 07989 025 658.

**Closing date for entries is Monday 27<sup>th</sup> July 2026**



Thank you to our Principal Sponsors

