

Diageo Rewards FoodWorks

FoodWorks Bunyip (Victoria) was presented with the major prize of a brand new Holden Combo Van as the winner of the Retailer Rewards Program which run exclusively with the world's leading Spirits and RTD business, Diageo.

The program was created to reward the retailer who most effectively demonstrated their ability not only to set high standards but who, through their entrepreneurial skill, could grow sales and transcend their peers.

FoodWorks Chief Executive Officer Mr Peter Noble said: "FoodWorks Bunyip really shone in all of the key criteria and are well deserving of this honour. "They have proved themselves to be an exemplary example to other retailers of best retail practise in terms of standards, layout, service, promotion and flair."

Running over a four month period, the scheme was designed to pitch retailer against retailer with the best reward for the major winner being the recognition of their achievement from their peers. An additional incentive was the winner's prize of a new Holden Combo Van inclusive of on-road costs, ideal for local liquor deliveries.

The alcohol consumer, while purchasing less volume, is spending more on quality and is actively seeking out retailers who are aware of their needs as well as offering a shopping experience at a competitive price.

"We devised this initiative in partnership with Diageo to show consumers that we are committed to their needs as well as allowing our retailers to exercise their entrepreneurial skills to grow their business with a program that other retailers in the liquor industry can look up to with envy," Mr Noble said.

The competition was also aimed at encouraging retailers to learn new retail techniques and bold innovations and was judged by measuring retailers on the following criteria:

- Advertising: catalogue compliance, pricing tickets, promotion schedule, signage to FoodWorks standards and advertising flair;
- Internal Standards: responsible service of alcohol, trading hours displayed, shelf fixtures, supplier POS, products on offer and display flair;
- Stock Standards: stock level and out-of-stock maintenance, Diageo ranging - 700ml glass products, Diageo ranging - RTO products, promotion and pricing flair.

FoodWorks Bunyip co-owner Michael Masterson said: "We're thrilled to have won this sensational prize. It really brought our staff together and was an incredible team effort. Winning this competition not only provided us with a great prize, but was terrific credit for a lot of hard work and creativity.



Photo Caption (l-r): Celebrating the presentation of the major prize are Wallabies flanker Rocky Elsom, FoodWorks Bunyip co-owner Michael Masterson, Diageo Australia State Manager Victoria & Tasmania Jeremy Goodale, FoodWorks CEO Peter Noble and Wallabies captain Stirling Mortlock.

"As a result of our dedication to improving these merchandising areas being judged, we significantly lifted our liquor sales for this period," Mr Masterson said.

There was a special luncheon held at South Yarra Botanical Gardens to honour FoodWorks Bunyip, which had key staff from the store in attendance along with representatives from Diageo and FoodWorks' support office. As a major sponsor of the Wallabies Rugby Union squad, Diageo arranged to have special VIPs at the event, the team's captain Stirling Mortlock and flanker Rocky Elsom.

Mr Noble said at the event: "We were delighted to partner with Diageo for this highly successful retailer competition which has driven our stores to raise the bar across numerous key retail functions. We would like to sincerely thank Diageo for their wonderful support."

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