

ENTRY FORM

Name of business:	Name of shop (if different):
Name of shop owner:	Name of shop manager:
Address of shop:	Telephone number(s):
	Mobile:
	Shop:
	Home:
	Fax:
Email address:	Web site:
Please tick which region you are entering	
<input type="checkbox"/> Scottish Butcher of the Year	<input type="checkbox"/> Northern Ireland Butcher of the Year
<input type="checkbox"/> Welsh Butcher of the Year	<input type="checkbox"/> North England Butcher of the Year
<input type="checkbox"/> Midlands & East Butcher of the Year	<input type="checkbox"/> South England Butcher of the Year
<input type="checkbox"/> Farm Shop of the Year	<input type="checkbox"/> Butcher's Plus
<input type="checkbox"/> Innovation of the Year	<input type="checkbox"/> Young Butcher of the Year
Please note that from the regions an overall winner will be selected and awarded the coveted Butcher's Shop of the Year Award. We will also be awarding a Lifetime Achievement Award in 2008.	
Photographs Please submit clear photographs based on the content of your pack. You must include, at the minimum, the following with your entry: <ul style="list-style-type: none"> ● Front of the shop ● Inside of the shop. (Please clearly show the counter, storage areas, pre-packed displays and promotional material) ● Staff. (Please show your staff in standard dress and situations with customers or working with the products) 	Checklist <input type="checkbox"/> Have you completed all the questions where applicable? <input type="checkbox"/> Have you submitted photographs of the inside and outside of your shop, and your staff? <input type="checkbox"/> Have you clearly completed your contact details? <input type="checkbox"/> Have you marked and attached any additional sheets?

Please keep a copy of this form and send back to:
 Stephanie Smallwood
 Butcher's Shop of the Year Awards 2008
 William Reed Business Media
 Broadfield Park
 Crawley
 West Sussex
 RH11 9RT

For ticket enquiries please phone Elizabeth Ellis on 01293 846593 or email elizabeth.ellis@william-reed.co.uk
 If you have any queries, please do not hesitate to contact the events team on 01293 610433 or you can email stephanie.smallwood@william-reed.co.uk

ENTRY DEADLINE IS FRIDAY 1ST AUGUST 2008

TERMS AND CONDITIONS

William Reed Business Media will use this data for the purpose of administering the Awards and may also use it to send you information about its other products and services. If you do not wish this to happen please tick the appropriate box:
 Mail Fax Email Telephone

1. The Organiser of the Butcher's Shop of the Year Awards 2008 (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 Friday 1st August 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. 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 and 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 entrants from each category in August and September 2008 against the criteria set out in the Entry Form. Finalists will be notified BY POST and will be offered two complimentary places at the Awards lunch taking place at The Sheraton Park Lane Hotel, London on Tuesday, 18th November 2008. There will be one Award winner selected from the finalists in each category and announced at the lunch. 10. The judges may decline to make an award for any region if in their opinion there are insufficient entries of a winning standard. 11. The Award winners will each receive a trophy. 12. Details of the winners will be published in MTJ Extra in December 2008. 13. The Organiser reserves the right to change the 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 the Awards logo in connection with its award until 31st December 2009. 19. The Organisers reserve the right to reallocate an entry to another region or category if they consider it to be more appropriate.

ORGANISED BY

William Reed
BUSINESS MEDIA

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BUTCHER'S SHOP OF THE YEAR AWARDS 2008

Entry form

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INGREDIENTS



BUTCHER'S SHOP OF THE YEAR AWARDS 2008

The Butcher's Shop of the Year Awards are renowned as the premier awards for the UK butchery sector. They recognise excellence in craft butchery and winners enter an exclusive group representing the crème de la crème of British butchery. Farm shops are included and judged under a separate category.

WHY YOU SHOULD ENTER

- Be rewarded in front of industry VIPs at a prestigious lunch at The Sheraton, Park Lane Hotel, London
- Create a platform to promote your shop to others
- Generate local press stories
- Showcase your achievements
- Use of the Butcher's Shop of the Year logo after the event
- Reward yourself and your team
- Raise your profile and enjoy coverage in MTJ Extra and on www.meatinfo.co.uk
- Gain new business and contacts

HOW TO ENTER

- Select which region you are entering
- Complete the questions on the opposite page to support your entry
- Submit the relevant photos of your shop
- Complete your details
- Post everything back to William Reed Business Media

CRITERIA

All entries will be judged against the following criteria:

- 1 Shop front entrance and window display (does not have to be a display of meat, just a good - perhaps themed - display).
- 2 Shop interior layout and design
- 3 Cabinet displays
- 4 Use of marketing and promotion material
- 5 Efficiency, team-working abilities, knowledge and presentation of staff, staff training
- 6 Back-of-shop organisation
- 7 Hygiene
- 8 Business development plans
- 9 Awareness of, and involvement with, local community
- 10 Awareness of, and involvement with, local food supply chains

BUTCHER'S PLUS

In addition to the above, shops will be judged on their range of non-meat and poultry items on display, including:

- other foods
- giftware
- wines
- cafe, restaurant and foods offered for consumption on the premises
- specialist services eg: outside catering, consultancy, other related businesses

Please note that activities other than those listed may be relevant, so please add detail where you believe useful and specify, below, the range of activities undertaken: (Please attach additional sheets, where required, marked Butcher's Plus).

INNOVATION OF THE YEAR

Please submit a separate entry if entering this award.

This can be any initiative, enterprise or business development undertaken in the last 12 months that you feel is above and beyond normal butchery retail activity. It could, for example, relate to support in the local community or local supply chain, an environmental initiative, marketing or media work. It may be something else. If you are entering this category please specify (below) the initiative (Please attach additional sheets where required marked Innovation).

YOUNG BUTCHER OF THE YEAR

This should be an entry by the young butcher themselves and should comprise of the following:

A short statement of 100 words or more covering the following - why you became a butcher, where you see your career heading over the next five years and why you deserve to be named Young Butcher of the Year. Please also include details on what area of your working life you enjoy most and what area you consider yourself to particularly excel at or specialise in.

Please also list any qualifications/training/awards gained to date.

Please provide photographic evidence of your work (perhaps your best display) and a supporting statement from your manager/employer on what makes you stand out as a young butcher, again of a 100 words or more.

Young butchers are also free to submit any other supporting material with their entry should they wish to mark your entry Young Butcher.

THE JUDGING

All entry packs will be judged. The best will be selected for a visit by judges in August or early September. Following this, all finalists plus a guest will be invited to the awards final and lunch in London

THE EVENT

This year's awards will be announced at a prestigious lunchtime awards ceremony at The Sheraton Park Lane Hotel, London on Tuesday November 18.

ENTRY DEADLINE FRIDAY 1ST AUGUST 2008

ABOUT YOUR SHOP

Please complete the following clearly

(Please attach additional sheets if required, but please mark clearly with your name, shop names and question number)

Size of front of shop	Sales area in square feet	How many staff does the shop employ?	
		Full time:	Part-time:
1. Describe the responsibilities of key staff (maximum four descriptions)			
2. Briefly describe the shop layout, highlighting special features and newly introduced elements		3. Does the shop sell items other than fresh meat? (briefly specify)	
4. How is the shop marketed and promoted? (provide examples)		5. Briefly outline your business plan	
6. What plans are there in place for your business in the next 12 months?		7. Tell us about your involvement with the local community	
8. Describe the food supply chain network that the shop operates in (eg: farm, livestock mart, processor links, buying group, etc)		9. What is the shop's annual turnover?	

INITIATIVES

Briefly describe how these trading periods were organised in the last year:

10. Christmas	11. Easter
12. Summer	13. Special event (maximum two)

SUPPLY CHAIN INFORMATION

Have you had business dealings with any of the following? (Maximum two per category. NB: You are not expected to have dealings with all of them) If yes, briefly outline:

<input type="checkbox"/> Farmers and livestock producers	<input type="checkbox"/> Abattoir or cutting plant	<input type="checkbox"/> Foodservice sector
<input type="checkbox"/> Regional or local agency	<input type="checkbox"/> National or overseas agency	
Initiative: Contact: Address:	Initiative: Contact: Address:	Initiative: Contact: Address:
Telephone:	Telephone:	Telephone:

14. Please use the space below to tell us about anything else you think will help with your entry ie staff training