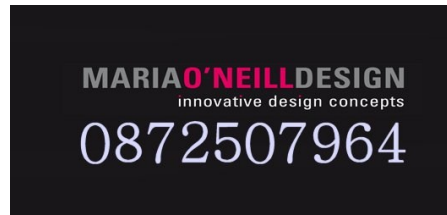




Application Form

~Sponsored by~



Type of business

Shopping centre

'High St'

Village/Rural

(Please tick most appropriate)

Name of Business _____

As you wish it to appear on award

Email address _____

Mobile phone number _____

Business phone number _____

Participation fee enclosed

€120

EVERY STORE WILL RECEIVE A REPORT OF THE JUDGE'S FINDINGS THAT CAN BE USED TO IMPROVE YOUR CUSTOMER OFFERING & OVERALL BUSINESS

Entrants must be current members of ACBI and paid up in respect of each and every shop entered. Judging will take place between the second and third week of October.

1) Mystery shop 90%.

Independent judge visits will take place unannounced between 10am and 4pm.

Main emphasis; customer's eye view, appearance of premises, product display, uniforms, greeting and interaction with customer, recipes, cooking tips and information.

While the mystery shopper is a once off visitor, you should treat all your customers as a "Mystery Shopper", every day.

Signage 10%

Posters, Information Signs, Traceability, Origin of Product, Pricing of Product

To inform the customer about your business and the products and services you offer in an open, transparent and informative way, and to help them purchase from you based on an informed decision. Have everything priced, with as much information as possible.

Awards: Overall Craft Butchers Star Shop of the Year Award

Best in each shop category Shopping Centre, 'High St' and Small Town/ Rural

Up to TOP 10 Shops based on judges marks

Every shop entry will go into a draw and 5 FREE shop audits by Maria O'Neill Design will be awarded

Closing Date for entries Wednesday 5th of October

Send Completed Form by post to ACBI, Ashtown Food Research Centre, Teagasc, Ashtown, Dublin 15 or by email to julie.cahill@craftbutchers.ie