



Application Form

Type of business

Shopping centre

'High St'

Village/Rural

(Please tick most appropriate)

Participation fee enclosed

€180

Name of Business _____

As you wish it to appear on award

Email address _____

Mobile phone number _____

Entrants must be current members of ACBI and paid up in respect of each and every shop entered. Judging will take place upon first visit in June and the second visit in September. Results will be combined to make up the overall mark.

Basic criteria

Mystery shop

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 customers, recipes, cooking tips and information.

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

Signage & Communication

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

You should inform the customer about your business and the products and services you offer in an open, transparent and informative way; thus helping them make an informed purchasing decision. It is advised that you 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'

√ Small Town/ Rural

Up to TOP 10 Shops based on judges marks



Closing Date for entries is Friday May 12th 2017

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