

Application Form



SPONSORED BY



Type of business

Shopping centre

'High St'

Village/Rural

(Please tick most appropriate)

Participation fee enclosed

€120

Name of Business _____

As you wish it to appear on any award.

Email address _____

Mobile phone number _____

Business phone number _____

Entrants must be current members of ACBI and paid up in respect of each and every shop entered. Judging will take place the first week in September.

1) Mystery shop 85%.

Visits would take place unannounced but between 10am and 4pm.

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

2) ACBI signage 15%

Using a base of 40 marks. Assessment by mystery shopper

Marks for the following in good condition;

ACBI logo	5	Current posters	5
Oval craftbutcher	5	Price tickets	5
Long window sticker	5	Craftbutcher bags	10
Logo as shop feature (shop front, floor, fascia)	5	Old, unsightly, damaged material in any category	Up to 10 deduction

Bonus of 5 marks for outstanding or innovative use of ACBI images (to be judged by mystery shopper, but total not to exceed 40 marks. These will then be converted to % of the 15% allocated for this section

**Entries to arrive by 29th August. Send to : ACBI Teagasc Ashtown Dublin 15 or fax to 018682822
Payable by cheque, credit or laser card or electronic transfer.**