

NEW CATEGORIES FOR 2015

**Lunch** BUSINESS  
**GRAB & GO**  
AWARDS 2015

The Gable, 25 Moorgate, London EC2R 6AR  
14th September 2015

# The Lunch Business Grab & Go Awards

The Lunch Business Grab & Go Awards are returning for their fourth year running, offering a fantastic way to celebrate success in the eating out of home market. The event offers people in this growing market the chance to be judged by their peers and to shine for their excellence and outstanding contribution.

It is an event that will really get to the heart of what makes the lunchtime trade tick. It highlights the talent of the people, the innovation of organisations and the success of their initiatives.

If you or if you have a colleague who you believe should be acknowledged for their outstanding contribution to the smooth running of their operation, please let us know as soon as possible.

Read the following pages, select the appropriate category for you or your nominee and then complete the nomination form at the back of this brochure.

## How to nominate

- You can nominate yourself or on behalf of someone else
- Entries must be in before the closing date of 15th June 2015
- You can submit your entries via the nomination form overleaf
- As part of your submission you must prepare an A4 script with evidence to support your nomination
- Your submission must be relevant, concise and factual and in line with the criteria

The nomination form on the back of this brochure needs to accompany your submission.

An online nomination form can also be found at [www.lunchbusiness.co.uk](http://www.lunchbusiness.co.uk).

## Best Coffee Experience

This award will go to an independent outlet or group operating in the lunchtime sector. Judges are looking for entrants to provide and answer the following:

1. Why is this business eligible to win? (answer in no more than 500 words)
  2. Attach a menu of the coffee and food offering
  3. Prove the team has indepth knowledge of coffee. This could be through examples of training, CV, awards etc
- Your outlet will be mystery dined as part of the judging process. Things we will be looking for include product, provenance and service

## Best Tea Experience

This award will be given to an independent outlet or group operating in the lunchtime sector.

Judges are looking for entrants to provide and answer the following:

1. Why is this business eligible to win? (in no more than 500 words)
  2. Attach a menu of your tea and food offering
  3. Prove the team has indepth knowledge of tea. This could be through examples of training, CV, awards etc
- Your outlet will be mystery dined as part of the judging process. Things we will be looking for include product and service

## Best Lunchtime Menu on the high street

This award will go to the establishment in food to go with the best lunchtime menu offering on the high street.

Judges are looking for entrants to provide and answer the following:

1. Why is this lunchtime concept eligible to win this award? (answer in no more than 500 words)
2. Provide evidence of sales growth/commercial performance over the last year
3. Attach an example of the menu

## Best Lunchtime Menu in the workplace

This award will go to the establishment in food to go with the best lunchtime menu offering in the workplace.

Judges are looking for entrants to provide and answer the following:

1. Why is this lunchtime concept an award winner? (answer in no more than 500 words)
2. Provide evidence of lunchtime sales growth/commercial performance in the last year
2. Attach an example of the menu

## Brand of the Year

This award is open to a brand with a minimum of five sites. The brand will have shown clear evidence of innovation. Judges are looking for entrants to provide and answer the following:

1. What makes this brand the 'brand of the year'? (answer in no more than 500 words)
2. Show evidence of innovation in terms of the brand and marketing
3. Show evidence of this innovation delivering a commercial return in the last year

# NOMINATION CRITERIA

## Contract Catering Grab & Go

This award will celebrate the best of the brands and concepts operated by contract in the grab & go world. Judges are looking for entrants to provide and answer the following:

1. What makes this concept an award winner? (answer in no more than 500 words)
2. Provide an example of how this concept is innovating
3. Provide evidence that this concept has been a commercial success

## CSR Award

This award will recognise and applaud an independent or chain of lunchtime outlets in the high street or workplace implementing a proactive approach to corporate social responsibility. Judges are looking for entrants to provide and answer the following:

1. Why is the business worthy of the CSR award? (answer in no more than 500 words)
2. Identify the company's four key CSR pillars
3. Provide one example of how the business has involved employees, suppliers or customers through recycling, food sourcing, local community engagement, charitable work, waste management or/and training

## Group Area Manager of the Year

This category is open to nominees responsible for multiple sites (minimum of five) in a particular area. This can be on the high street or in the workplace. Judges are looking for entrants to provide and answer the following:

1. Why is this group area manager eligible to win? (answer in no more than 500 words)
2. Provide evidence on how the business has expanded over the last 12 months
3. Provide evidence on how the nominee has been instrumental to increased turnover in the last year

## Group Operator of the Year

The category is open to a coffee or sandwich shop concept responsible for a minimum of five outlets either on the high street or in the workplace. Judges are looking for entrants to provide and answer the following:

1. Why is this group operator eligible to win this award? (answer in no more than 500 words)
2. What skills does this business have as a group operator of the year?
3. Provide evidence of the past year's trading performance

## Independent Operator of the Year

This category is open to a coffee or sandwich shop concept responsible for four outlets or fewer, on the high street. Judges are looking for entrants to provide and answer the following:

1. Why is this independent operator an award winner? (answer in no more than 500 words)
2. Provide evidence of the past year's trading performance
3. Provide examples of the operator's strong food & drink offering

## Innovation Award

This award is open to all operators in food to go; small independent operators, contract catering grab and go operators and those responsible for multiple sites.

Judges are looking for entrants to provide and answer the following:

1. Why is this business a worthy winner? (answer in no more than 500 words)
2. Attach evidence of the innovation
3. Has innovation driven commercial performance? Provide one example

## Marketing Award

Nominations are sought for any individual or organisation in food to go at a particular marketing initiative or sustained campaign including social media has proved successful and exceeded expectations.

Judges are looking for entrants to provide and answer the following:

1. Why is this individual/organisation a worthy winner of this award? (answer in no more than 500 words)
2. Attach an example of a marketing campaign that has proved successful in the last year
3. Has the business financially benefited from the campaign? If so, show one example

## Special Achievement Award

This award is in the gift of Lunch Business, who has the opportunity to reward either an individual or organisation on the contribution they have made to the development, growth and prosperity of the food to go market. The winner of the category will have demonstrated outstanding skills, drive, ideas and influence.

### SPONSORS



# The Lunch Business Grab & Go Awards

## NOMINATION FORM

Your Name	
Job Title	
Company Name	
Address	
	Postcode
Tel	Fax
Email	

Candidate Name	
Job Title	
Company Name	
Address	
	Postcode
Tel	Fax
Email	

I am nominating this candidate/myself for the following category (tick one box only)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Best Coffee Experience                 | <input type="checkbox"/> Brand of the Year              | <input type="checkbox"/> Independent Operator of the Year |
| <input type="checkbox"/> Best Tea Experience                    | <input type="checkbox"/> Contract Catering Grab & Go    | <input type="checkbox"/> Innovation Award                 |
| <input type="checkbox"/> Best Lunchtime Menu on the High Street | <input type="checkbox"/> CSR Award                      | <input type="checkbox"/> Marketing Award                  |
| <input type="checkbox"/> Best Lunchtime Menu in the Workplace   | <input type="checkbox"/> Group Area Manager of the Year |   |
|   | <input type="checkbox"/> Group Operator of the Year     |   |

### SPECIAL ACHIEVEMENT AWARD

The recipient is selected by a panel of judges and is given to the person who, above all others, is felt to have made an exceptional contribution to our industry. Nominations are not required for the Special Award

**Please enclose support material with your nomination.  
Please send this nomination form and an A4 script of key points on your candidate to the address below, along with any other supporting material eg CV, case histories, company profile etc.**

**Closing date for nominations - 15th June 2015**

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