



# NATIONAL GROCERY MANAGEMENT AWARDS 2016



HOW TO  
ASSOCIATE YOUR  
BRAND WITH WINNERS



[www.groceryawards.ie](http://www.groceryawards.ie)

Presentation Night 26 May 2016 | Royal Marine Hotel, Dun Laoghaire



# BUILD YOUR GROCERY MARKET PROFILE



■ The **National Grocery Management Awards** is Ireland's premier scheme for recognising and honouring management excellence. To win a ShelfLife retail management award is a high point in the career of many of Ireland's best performing



managers from across a variety of categories and at various levels of career progression.

Awards Night is the principal networking event for managers from across all retail brands to gather with colleagues, business partners, suppliers and friends.

This unique scheme is independently judged and seeks out best management practice among those who carry responsibility without ownership in our retail sector. Over the ten years of this scheme winners have come from a variety of managers from stores including Supervalu, Spar, Centra, Donnybrook Fair, Topaz, Eurospar, Tesco, Costcutter, Dunnes, Fallon & Byrne, Daybreak and Maxol.

Sponsoring an award delivers unbeatable marketing ROI: contact our team today and start enhancing your grocery market profile!



John  
McDonald  
Publisher,  
ShelfLife

## WHY AWARD SPONSORSHIP IS PURE MARKETING ROI:

- ▷ Sponsorship delivers unbeatable positive association with **winners**.
- ▷ Be the exclusive **named sponsor** of your award category.
- ▷ Join our celebrity presenter on stage to **announce and present your sponsored award** to the winner.
- ▷ Host customers, business partners and colleagues at your own **branded table of ten**.
- ▷ Benefit from **coverage and accreditation** in *ShelfLife* editorial and advertising, both pre- and post-event.
- ▷ **Display your branding** on backdrops in the venue and on the marketing collateral on the night.
- ▷ Display your logo and accreditation on the **framed certificate** for your sponsored award.
- ▷ Display your **logo, link and accreditation** and winners photograph on the National Grocery Management Awards website.
- ▷ Receive accreditation as sponsor in our **Awards Press Releases**.
- ▷ Be included in the event video and **Awards Photocall** in *ShelfLife* and *ShelfLife.ie* post-event.



# AWARDS & SPONSORS

Full details at:  
[www.groceryawards.ie](http://www.groceryawards.ie)



## 2016 National Grocery Manager of the Year

### C-Store Manager

(Stores up to 2,000 sq ft)

### C-Store Manager

(Stores 2,000-6,000 sq ft)

### C-Store Manager

(Stores 6,000 - 10,000 sq ft)

PostPoint

### Supermarket Manager

(10,000 - 20,000 sq ft)

### Supermarket Manager

(20,000+ sq ft)

Seattle's Best Coffee

### Forecourt Manager

### Off-Licence Manager

### Cash & Carry Manager

### Deli/Food to Go Manager

### Best Team Performance

PostPoint



## Fruit & Veg Manager

## Protein & Provisions Manager

## In-Store Bakery Manager

## Customer Services Manager

## News Department Manager

SUPPLIER AWARDS  
AWARDED BY VOTE

## Supplier Brand Sales Team 2016

## Supplier Brand Merchandising Team 2016

## Field Marketing Team of the Year 2016

## External Education & Training Provider of the Year 2016

MUSGRAVE  
MarketPlace



# MARK YOUR DIARY

**Spotted at last year's  
Awards Ceremony...**



*"I congratulate ShelfLife in fostering and recognising management excellence in grocery retailing through the prestigious ShelfLife Grocery Retail Awards. These awards are highly coveted by the best practitioners in our industry."*  
**Leo Crawford, BWG**



**CONTACT US NOW for sponsorship opportunities and table bookings**

**ShelfLife**



**Ian Mulvaney**  
(01) 294 7766  
ianmulvaney@mediateam.ie



**Mark Morgan**  
(01) 294 7767  
mark@mediateam.ie

Mediateam Ltd, Media House, South County Business Park, Dublin 18