

BEST RETAIL LIQUOR OUTLET

Nomination Cost: \$149.00 (inc. GST)

Nomination Criteria and Submission Requirements

This category recognises a hotel offering a customer focused, well-stocked and well-designed Retail Liquor space. Innovation and excellence in customer service are held in high regard. Venues from both metropolitan and regional centres are eligible. Start the submission with a paragraph that describes your venue including brief history of how you came to be and points of difference/what makes your property special. This is where the judges will gain an understanding of how you fit into this category. It is important to clearly demonstrate your eligibility by aligning with the judging criteria found below. It is recommended that each judging point is addressed with a sentence or two outlining your suitability.

Additional documents

1. 3 x High Resolution images of the property relevant to the nomination category

Judge Assessment Marks

Judges will base their assessment on a range of areas from both the submission and their anonymous visit including, but not exclusive to, the following:

General layout and stock presentation of venue

Judges will be looking for the overall layout, presentation of stock and efficiency. If there are any elements that you think our judges should look out for on their visit, be sure to include them here! Use this section to elaborate on any signage, setup and stock rotation procedures if applicable.

Facilities and stock meet local needs

Use this section to elaborate on your most and least popular sales. Do you stock a certain type of beverage due to the demand? Do you no longer stock certain items due to the lack of demand? Elaborate on local needs and how your facility has adjusted to suit.

Queensland Wines and Beers

Additional points are available within this category for the variety of QLD wines and craft beers. Judges will look out for these on their visit but if you have any particular beverages that you think the judges should keep a look out for, be sure to include them here.

Ambience, Décor, and design characteristics

Explain any elements of art, décor and atmosphere that allow for character and ambience throughout your property. This could include background music, background scents, lighting and furnishings.

Promotion of outlet

Include information and/or images of marketing advertising and/or sign writing. Use this section to elaborate on any marketing campaigns and the success of them.

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Nomination Criteria continued

Staff and Service

This can include how you are committed to quality customer service throughout all areas of the business such as staff training, service principles and policies and staff reward systems. Consider all points of customer engagement e.g. guest greetings/welcome and interaction during and after the experience.

Evidence of Responsible Service of Alcohol

Provide information and evidence on how your venue upholds RSA requirements and adheres to Queensland regulations in regard to the responsible service of alcohol. This could include ongoing staff RSA training.

Testimonials

This section can include testimonials from previous guests or media articles. This can be online feedback or feedback sent or captured directly from guests.