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MCA.

Eating and drinking out
market insight.

**Retailers'
Retailer
Awards
2021**

MCA.

Thursday 11 March 2021

Live Broadcast

#RROTY

Programme

15.30

Networking

16.00

Awards presented by Rory Bremner

17.00

Post-awards networking

Thank you to our 2021 sponsors

AlixPartners



chapman
ventilation



Lumina
Intelligence



Uber
Eats



On behalf of MCA, our parent company William Reed, and our awards partners, I am delighted to welcome you back to very different Retailers' Retailer of the Year Awards.

For many years we have hosted you at The Guildhall for this very special event. And while we did our very best to convey the essence of the awards, even filming in the vaulted surrounds of the Crypt, this year we welcome you in spirit rather than in person.

Despite the virtual format, the awards remain genuinely unique as the winners are voted for exclusively by the leading operators within the eating and drinking out markets.

The awards identify and reward the very best companies, concepts and individuals, and we know the winners especially appreciate and value the accolade since they are voted for by their peers.

For the first time ever, we have gone out to visit many of our finalists at their shuttered or delivery-only venues, to ask what this type of recognition means at a time of such great challenge – and to discover what they are looking forward to in 2021.

It really is fantastic footage and goes to show the sheer wealth of passion and tenacity behind these household name businesses.

The past 12 months have tested the limits of everyone. From our business lives to our personal lives, the pandemic has disrupted our existence on a massive scale.

Having endured an extraordinary ordeal within our sector in particular, we can now begin to hope for better times. While the pressure is by no means gone, we can dare to dream of reopening and a return to normal trading, as the vaccine promises to free us from the burdens of this virus.

Amid all the challenges, the industry has shown itself as a master of flexibility and innovation, reacting commendably to each new operating restriction, opening new revenue streams and embracing the future.

I would like to give special thanks to our sponsors – AlixPartners, Asahi, BDO, Chapman Ventilation, Charles Russell Speechlys, Diversey and Zenith Hygiene, Lumina Intelligence, Molson Coors, Pernod Ricard, Red Bull and Uber Eats.

A very special thanks to Asahi UK, Molson Coors, Pernod Ricard UK and Red Bull in particular for providing drinks to enjoy at home.

Thank you also to everyone who took time to vote. It is fantastic to see the senior tier of our industry so keen to recognise and celebrate best in class companies, concepts and individuals.

I am sure you will enjoy this celebration of the very best the UK eating and drinking-out sector has to offer. Each of our winners and finalists has already attracted the keen interest and admiration of the industry and its stakeholders. Please join me in congratulating each one of them.

This afternoon we will also be asking you to again support the Tim Bacon Foundation, the charity established in the late Living Ventures co-founder's name to recognise his achievements, to continue his legacy and to echo his legendary generosity of spirit.

We are delighted to have a fantastic presenter this evening in Rory Bremner, the political impressionist and comedian, who won't have been short of material to work with over the last 12 months.

Please do take the opportunity to network with your peers using the awards platform. We hope you enjoy the show.

Finn Scott-Delany
Editor, MCA

STOCK UP ON THE NO.1 ENERGY DRINK.



RED BULL GIVES YOU WIIINGS.



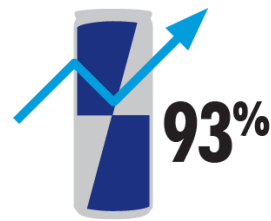
RED BULL IS THE NO.1

No.1 Sports & Energy brand in the UK and the No.1 single serve Soft Drink in the UK.¹



...AND HAS HIGH BRAND AWARENESS

Red Bull is the No.3 Soft Drinks brand.



RED BULL IS GROWING

93% of Red Bull growth is incremental to the category.²



CONSUMERS WANT CHOICE

Sugarfree and Tropical offer health and flavour alternatives.



DON'T MISS OUT

Stock Red Bull and offer your shoppers what they want and see your sales fly.

Emerging Concept

Retailers' Retailer Awards 2021

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After a year where emerging concepts were understandably rare, this award celebrates a fledgling multi-site format the senior industry believes looks set to deliver sustainable success, or has diversified to create new and sustainable revenue streams

Inspired by functional drinks from the Far East, Dietrich Mateschitz founded Red Bull in the mid 1980's. He created the formula of Red Bull Energy Drink and developed the unique marketing concept of Red Bull. In 1987, on April 1, Red Bull Energy Drink was sold for the very first time in its home market Austria. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category. Today, Red Bull is sold in 171 countries and over 75 billion cans of Red Bull have been consumed so far.

A total of 6.8 billion cans of Red Bull were sold worldwide in 2018, representing an increase of 8% against an already very successful 2017. In the UK Red Bull grew at 13% and added the most value to the S&E category of any brand, while achieving record share and remaining the number one value S&E brand. Red Bull has 3 packs in the top 10 single serve Soft Drinks in the UK, ranked on value, including the number one pack with Red Bull Energy Drink 250ml.

In terms of further expansion, Red Bull is targeting the core markets of Western Europe while also focusing on the continued roll-out of the Red Bull Organics range.



CASA do FRANCO



FARMER



ISLAND POKÉ



neat burger

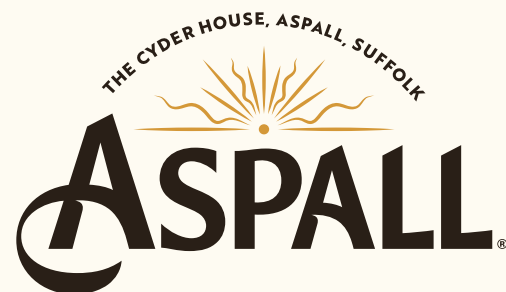


Yard Sale

The Shortlist

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proudly sponsors
**2021 Retailers' Retailer
of the Year Awards**



We would like
to wish all
nominees the
very best of luck.

**Retailers'
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2021**

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for the facts drinkaware.co.uk

Best Concept

**Retailers'
Retailer
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2021**

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Amid the challenges posed by the coronavirus, this award recognises a sector leading concept that combines an excellent consumer proposition with dynamic execution across different locations

For over two centuries Molson Coors has been brewing beverages that unite people for all of life's moments. Our brewery network spans the UK and Ireland, with our UK home the renowned brewing town, Burton-upon-Trent, and a nearly 300-year-old cider press in Suffolk.

Molson Coors produces some of the most beloved and iconic beer brands ever made. While the company's history is rooted in beer, Molson Coors offers a modern portfolio that expands beyond the beer aisle. Our growing beverage portfolio in the UK & Ireland includes Pravha, Staropramen, Blue Moon, Offshore, Franciscan Well Chieftain IPA, Rekorderlig, Aspall Cyder, alongside popular favourites Coors Light, Carling - the UK's number one selling lager, and the UK's number one selling cask ale - Doom Bar.

Molson Coors Beverage Company is a publicly traded company that is traded on the New York and Canadian Stock Exchange (TAP). The company's commitment to raising industry standards and leaving a positive imprint on our employees, consumers, communities and the environment is reflected in Our Beer Print and our 2025 sustainability targets. To learn more about Molson Coors Beverage Company, visit molsoncoors.com or on Twitter through @MolsonCoors.

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DISHOOM



**FRANCO
MANCA**
SAVOURY PIZZA



HAWKSMOOR



**HONEST
BURGERS**



PIZZA PILGRIMS

The Shortlist

chapman
ventilation

We are a specialist
ventilation contractor in
the hospitality industry
with a history going back
more than 50 years.

From advice on site suitability, feasibility studies,
scheme design, installation, commissioning and
ongoing lifetime maintenance, we can support
you.

info@chapmanventilation.co.uk
www.chapmanventilation.co.uk

Best Venue

Retailers'
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This award goes
to a single venue
which has an
outstanding
design, offer,
service and
compelling
and consistent
customer appeal

We are a specialist ventilation contractor for
the restaurant industry with a history going
back more than 50 years. From advice on
site sustainability, feasibility studies, scheme
design installation, commissioning and ongoing
lifetime maintenance, we can support you.

We have over fifty years' experience
designing, manufacturing and installing
bespoke HVAC solutions for the UK restaurant
industry, and are committed to sourcing
only the most sustainable products on the
market today. This long and varied history
means we have a deep understanding of the
ventilation requirements that come with a
hospitality setting. Although we have since
expanded across a number of exciting sectors,
our background is firmly rooted in bespoke
restaurant ventilation system. With over 4,000
sites delivered to date, we've got experience
you can trust.

Our dedicated maintenance teams are on call
24/7 for reactive and planned maintenance,
meaning you can have the upmost confidence
that we'll be there when you need us. We
understand that in the hospitality industry, a
reliable ventilation system is nothing short
of crucial to ensure smooth operations. By
choosing a Chapman Ventilation HVAC system,
you're choosing an industry-leading, tried-and-
tested approach with proven success in the
hospitality sector.



Amazonica
London

Amazonica



Dishoom,
Birmingham

Dishoom



Electric Shuffle,
Canary Warf

**ELECTRIC
SHUFFLE**



The Ivy Asia, St
Paul's

**THE IVY
ASIA**
ST PAUL'S



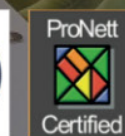
The Royal
Foresters, Ascot

OAKMAN INNS

The Shortlist

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ventilation



Best Use of Technology

This award goes to an operator which has led the way with innovative technology, to enhance its business and boost engagement with consumers

The trusted home for food, drink and nutra market insight solutions

Inspiring the global Food & Drink industry with deep, actionable insights powered by the world's best analytics technology.

Covering every measure of consumer behaviour, from planning and conducting a shop to choosing where to eat and drink, Lumina Intelligence identifies the trends and forces that influence our decisions today and tomorrow.

Get in touch to find out how we support you.

enquiries@lumina-intelligence.com
0207 611 0407

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Lumina
Intelligence

Lumina Intelligence inspires the global food, drink and nutrition sectors with deep, actionable insights powered by the world's best analytics technology. Our products and services are used by brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

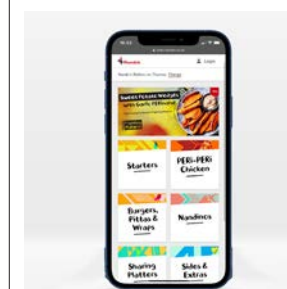
Our global consumer and shopper data platform combines advanced analytics and insight to explain every measure of behaviour, from planning and conducting a shop to choosing where to eat and drink across retail and hospitality markets.

Our team of experts are deeply engaged in food and drink and we support our partners with data subscription solutions, insights and reports, as well as bespoke projects tailored to your needs.

We are the experts in market and consumer insight across the food, drink and nutrition markets.



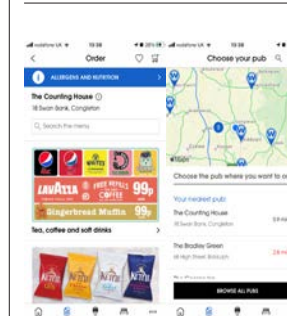
McDonald's drive-thru AI Technology



Nando's – click & collect, and order & pay technology



Pret A Manger – coffee subscription



Wetherspoons' consumer app



The Shortlist



CUBAN SPICED

NEW

TAKE
ADVANTAGE OF THE
SPICED RUM
TREND
GROWING AT
+51%*

**CUBAN RUM
BLENDED WITH
TROPICAL SPICES**



*SOURCE: NIELSEN TOTAL COVERAGE, MAT WE 02.01.21

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AVAILABLE FROM APRIL EXCLUSIVE TO THE UK

The Evolution Award

Retailers'
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The award this year goes to the business which, in the minds of industry, believes has best evolved to tackle the extreme operating challenges caused by the Coronavirus

Pernod Ricard UK is part of Pernod Ricard, the world's second largest drinks supplier in the wines and spirits industry. Holding one of the most prestigious brand portfolios in the sector, it is responsible for the sales, marketing and distribution of 19 of the top 100 brands worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Beefeater, Plymouth Gin, Monkey47, MALFY, Lillet, The Glenlivet, Chivas, Malibu, Perrier-Jouët, Kahlúa, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Jacob's Creek, Martell, Aberlour, Lamb's, Ballantine's, G.H.Mumm and Wyborowa.

Premium is synonymous with everything we do at Pernod Ricard UK; from our brands to how we interact with our customers. With one of the finest collections of drinks brands in the world, we have earned ourselves a solid reputation for our unrivalled offering in premium drinks – brands that embody heritage, quality and provenance. We see great opportunities in the UK market for premium spirits, wines and champagnes and so are delighted to be supporting the Retailer's Retailer of The Year Evolution Award. In today's fast-moving and competitive on-trade environment, it is imperative that bars, pubs and restaurants are able to effectively evolve and reposition their trading concepts in order to remain relevant to consumer demand. These outstanding finalists are playing an invaluable role in the drinks industry and we take great pride in celebrating with them.

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Pernod Ricard UK
Créateurs de convivialité



BrewDog



Côte Restaurants

CÔTE
at home



LEON.
NATURALLY FAST FOOD



PIZZA PILGRIMS



★ PRET A MANGER ★

The Shortlist



Because cleaning and hygiene are life essentials

When it comes to making your guests feel satisfied, no detail is too small and everything matters. That's why for nearly a century, restaurants and catering operations have trusted Diversey and Zenith Hygiene to deliver the cleaning and hygiene solutions they need.

Working as one, we continue to operate with customers' needs at the heart of everything we do, delivering revolutionary cleaning and hygiene technologies and services.

To find out more, visit www.diversey.com | www.zhgplc.com or contact **Mark Kyte**, Business Development Director on **07776 477 066**



96 years of industry expertise

Quality solutions & market leading innovations
Full service offer
Global expertise
Strong local relationships



Best Company

After an incredibly challenging year, this category is awarded to an outstanding multiple-site company which combines a brilliant offer and execution

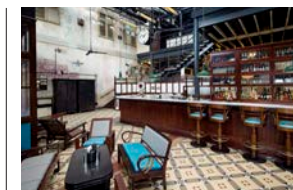
The new Diversey and Zenith Hygiene Group is the UK and Ireland's largest integrated manufacturer and supplier of cleaning and hygiene solutions. Formed in April 2018, the new group builds on decades of shared expertise and experience to offer total solutions for customers of all sizes and sectors. These are based on its extensive portfolio of chemicals, cleaning tools, floor care machines, hygiene paper, and related services. The group's success in the UK and Ireland is driven by putting customers first and building strong relationships. It translates its belief that cleaning and hygiene are life essentials into a commitment to educate, support and safeguard its customers' businesses. The group serves its customers through a national distribution network and channel partners and by delivering world-class customer service, technical application expertise and local onsite support. Diversey offers a complete range of products for food service under its Suma kitchen hygiene and TASKI building care brands. To meet customer requirements for sustainable options, many of these are supplied as highly sustainable ultra-concentrates in the popular Divermite and SmartDose platforms.

Caterers who want to demonstrate the highest levels of environmental responsibility can choose the innovative SURE range of plant-based, 100 per cent biodegradable cleaning products. These covering all routine and daily cleaning requirements in kitchens and each has been formulated to deliver superior professional results while maximising safety and gentleness for people and the environment. They meet typical eco-certification criteria and where applicable are all EU Ecolabel certified or have approval pending.

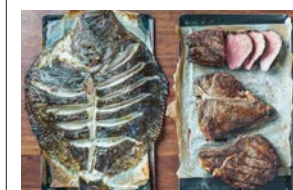
The new group also offers a complete range Zenith-branded kitchen hygiene products which offer an excellent combination of value and sustainability. Ancillary products that help to promote sustainability include biodegradable sacks and drinking straws.

For more information visit www.diversey.co.uk

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DISHOOM



HAWKSMOOR



LOUNGERS



OAKMAN INNS

The Shortlist

Deal of the Year



There's no business like your business.



This category recognises the best deal to have taken place over the last 12 months, delivering an opportunity for the new ownership to grow and lead the business into a bright future

AlixPartners is a results-driven global consulting firm that specializes in helping businesses successfully address their most complex and critical challenges. Our clients include companies, corporate boards, law firms, investment banks, private equity firms, and others. Founded in 1981, AlixPartners is headquartered in New York and has offices in more than 20 cities around the world.

For more information, visit alixpartners.com or email:

Graeme Smith: gsmith@alixpartners.com

Paul Hemming: phebbing@alixpartners.com

Craig Rachel: crachel@alixpartners.com

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AlixPartners

AlixPartners is a results-driven global consulting firm that specializes in helping businesses successfully address their most complex and critical challenges.

WHEN IT REALLY MATTERSsm

AlixPartners

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Cain International's acquisition of Prezzo

PREZZO



Partners Group's acquisitions of Côte Restaurants

CÔTE BRASSERIE



Stonegate's completion of Ei Group takeover

Stonegate Group



Epiris' acquisition of Casual Dining Group to create The Big Table

The Big Table



TowerBrook's acquisition of Azzurri Group

AZZURRIGROUP

MORE THAN A NUMBERS MACHINE

Our people are wonderfully complex. As experts in the restaurants and bars sector, they have the experience and insight to provide solid foundations for your business's future growth and are proud to sponsor the Retailers' Retailer Awards.

bdo.co.uk

FOOD
BLOGGER
EXTRAORDINAIRE

AUDIT
PARTNER

MOTIVATOR
AND LIFE COACH

BEER
ENTHUSIAST

TECHNOLOGY
WIZARD

Investor of the Year



At this unpredictable time, this award is for an individual or company that has successfully invested in the eating and drinking-out market over the last 12 months, whether through an acquisition or acquisitions, or in the continued development of its portfolio

Providing customers with experience they can share and promote, recruiting the right staff and optimising real estate are just some of the challenges facing the sector today. To navigate these issues, BDO's Restaurants and Bars team provide clients with strategic advice covering audit, tax and business services.

Our partners and staff are all sector specialists with the depth of experience and knowledge that comes from developing long-term relationships with clients. Our approach is to take the time to understand you and your business so that we can offer the ideas and insight that will make a difference to your bottom line.

BDO is a leading accountancy and business advisory firm focused on providing services to ambitious businesses within the UK and worldwide through our international network. We have a clear ambition at BDO – to provide exceptional client service through demonstrable knowledge and focus which sets us apart from other large accountancy firms. We deliver this ambition because we are not only passionate about understanding your business and its key drivers, but also understanding the sector in which it operates, including its challenges and opportunities. With more than 4,600 talented people, generating an estimated £600m in UK revenues, we bring real leadership across the mid-market.

BDO are proud to be sponsoring the Retailers' Retailer Awards again this year and wish all the finalists the very best of luck.

To find out more about how we can help you with your business aspirations and needs contact Mark Edwards, Head of Restaurants and Bars at MarkRA.Edwards@bdo.co.uk or visit www.bdo.co.uk/sectors/leisure-and-hospitality

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IDEAS | PEOPLE | TRUST



Richard Caring



The
Restaurant
Group plc

TOWERBROOK

The Shortlist

Helping you build for a better tomorrow

The light is finally at the end of the tunnel for F&B businesses and we are continuing to support them as they adapt strategies for the new post-pandemic market. We understand the substantial difficulties faced by the industry in the last year, and are here to help guide and advise you on the road to recovery. Now more than ever our team is here to help your brand seize commercial opportunities, embrace digitalisation to succeed in new markets, and attract generations of new consumers.

Visit our website for more at
charlesrussellspeechlys.com/foodandbeverage

Lifetime Achievement Award



**This award
recognises the
achievements
and impacts an
individual has
had on the sector
over the last
twenty years**

Charles Russell Speechlys is a legal firm headquartered in London with offices across the UK, Europe, the Middle East and the Far East.

We have a broad range of skills and experience across the full spectrum of business and personal needs. This gives us a wider perspective, clear insight and a commercial long-term view.

Our approach has made us a leader in the world of dynamic growth and family businesses operating in the hospitality and retail markets. Major corporates and institutions find our more considered and personal method a refreshing alternative to conventional business law firms.

Food & Beverage is a key sector to our firm. Our team of specialists can help your brand seize commercial opportunities, succeed in new markets and attract generations of new consumers.

Building a successful business is complex enough with all the legal issues that come from a growing and changing workforce, expanding premises and an increasingly regulated sector. Add to this the post-Brexit confusion over intellectual property rights and immigration, the challenges of food labelling and information, the ever present need to stay one step ahead of the competition and yet further pressure on the bottom line with increased business rates and the minimum wage - we know that you have your work cut out.

Our knowledge of the law and how it works in this sector (be it traditional, online, digital or disruptive) comes with a deep understanding of your business and the challenges it faces, and with that we can ease your work load.

Walking a few miles in your shoes gives us a shared perspective and the ability to help you stay in front.

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PRESENTS

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WORLD'S FIRST VIRTUAL EXPERIENCE
WITH SPATIAL AUDIO

FRIDAY
26TH MARCH
6:30PM

TAP OR SCAN TO RSVP



ASAHI SUPER DRY
HAS SEEN STRONG
SUCCESS ENTERING 2021

#1 Best Selling
and #1 Best Trending
beer brand in the world¹

Asahi Super Dry's MAT value
growth is up +81.4% YOY
(vs Total Lager +39.7%)
within Total Impulse²

Independents up a
massive +131.8% YOY
(vs Total Lager +42.6%)²

drinkaware.co.uk for the facts

1. As voted by Drinks International 2021
2. Nielsen Total Impulse MAT w.e. 02.06.2021

The Hero Award

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This award goes to an outstanding individual in a multi-site senior management team (eg HR, FD, operations/site manager) who met every challenge to navigate the business through Coronavirus

Asahi UK is home to an exceptional portfolio of premium beer, ale, and cider brands, including category leaders in the UK. The range includes international brands Peroni Nastro Azzurro, the No.1 Super Premium lager in the UK with every drop brewed in Italy; Japan's No.1 beer, Asahi Super Dry, encouraging consumers to discover the taste of Karakuchi; and the recently relaunched firm favourite for the UK, Grolsch. A portfolio to be envied which also includes local heroes: Fuller's London Pride, Meantime, Dark Star and Cornish Orchards. Asahi UK's focus is on elevating experiences for our customers and consumers through innovation, unrivalled service and offering brands with undeniable quality and provenance. Asahi UK believes that every business has a responsibility to understand and act upon its environmental impact and we continuously work towards sharing more information with our suppliers, customers and consumers about both the footprint of our beers, and how we are working to reduce it. Our place in the local community is highly valued and we strive to ensure that we are always making a positive contribution to the communities in and around our UK Breweries.

For more information on Asahi UK and parent organisation, Asahi Europe International visit www.asahibeer.co.uk

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Adelle Taylor,
Operations
Director

CÔTE
BRASSERIE



Rob Mitchell,
Executive Chef
Director

DRAKE & MORGAN



Rory
Mathinusen,
Chief Operating
Officer



Vic Stewart,
Chief Financial
Officer



Suzanne Baker,
Commercial &
Property Director

stonegate
PUB COMPANY

The Shortlist



Reach new customers with Uber Eats

18,000 new restaurants since the beginning of 2020
17m app downloads*
Across 250+ cities and towns in UK and Ireland

Uber
Eats

*Source: App Annie

Retailers' Retailer of the Year



This award is chosen by the Retailers Academy, made up of senior UK operators and MCA's subscriber base, to be the outstanding leader during a uniquely difficult year

Uber Eats is an on-demand food delivery app and website that helps bring millions of people around the world the food they want, at the tap of a button.

In UKI, we partner with over 20,000 restaurants in more than 150 cities and towns to offer meals for every taste and occasion. From specialty local favourites to everyday national brand names, Uber Eats offers millions of dishes while maintaining an average delivery time under 30 minutes.

We believe that Uber Eats has grown to be the largest meal delivery platform in the world outside of China based on gross bookings.

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Uber
Eats



Emma Woods,
Chief Executive

wagamama



Nick Collins,
Chief Executive

LOUNGERS



Peter Borg-Neal,
Executive Chairman

OAKMAN INNS



Richard Caring,
Chairman, The Ivy Collection & Caprice Holdings

CAPRICE
holdings limited



Roger Whiteside
OBE, Chief Executive

GREGGS

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Asahi UK Ltd

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CRS | CharlesRussell
Speechlys

Diversey **Zenith**
hygiene

Lumina
Intelligence

**MOLSON
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beverage
company


Pernod Ricard UK
Créateurs de convivialité


Red Bull

**Uber
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