

## Welcome to the selection process for the Food Supplier category at this year's FSAA Awards of Excellence.

We've outlined key areas of focus for you to consider as you weigh up the merits of our nominees. These guidelines will aid you in making informed decisions that reflect the high standards of our awards.

### Criteria Overview:

#### Criteria 1- **Communication:**

- Overall standard of verbal and written (including email) communication with your organisation re procurement, sales and administration (accounts)
- Professional approach to communication
- Accessibility to supplier senior management
- *Timeliness*: raising issues early to expedite a speedy resolution
- *Fairness*: position re endeavouring to reach a fair result for both parties

#### Criteria 2 - **Business Cooperation:**

- Working with your organisation for a mutually beneficial business result
- Using business reviews as a means to further business development
- Attitude to issue resolution

#### Criteria 3 – **Staff Professionalism:**

- Knowledge of the industry and your business
- Presentation of staff
- Attitude of staff to your organisation
- Quality of presentation of delivery vehicles
- HACCP accredited
- Stock rotation and handling

#### Criteria 4 –

- Accounts
- Queries
- Deliveries
- Claims
- Stock Issues

#### Criteria 5 – Marketing Support:

- Field sales commitment
- Support of promotional activities with your organisation
- Trade media activity
- Support of trading terms arrangements
- Creativity/innovation in products and services