



1981
30
YEARS OF
FORWARD
THINKING
2011

Industry News

The latest trends, concepts and new openings!

Advances Customers clean-up at Retailers Retailer Awards 2011!

The Retailers' Retailer of the Year Awards recognise the best companies, concepts and individuals in the pub, bar and restaurant market. The awards are launched each autumn, with a 700-strong Retailers' Academy, comprising of Senior Executives from the industry, nominating their favoured companies, concepts and individuals. From these nominations, a shortlist is created and then over the Christmas and New Year period, the Academy is invited to vote for the winners. The awards are unique, in that they are voted for by Senior Executives from the industry itself, and are therefore, a true reflection of what the market thinks, identifying the best companies, concepts and individuals.



Market positioning, great products, attention to detail and flawless execution are the hallmarks of past and present winners. Last year, four of Advances Customers won an award, this year 5, proving that they are absolutely world class in the industry!

The 2011 Awards took place on Wednesday 2nd March 2011 at The Dorchester Hotel on London's Park Lane. Advance Catering Equipments worthy customer winners on the night included:

Emerging Concept: Drake & Morgan. This award identifies a fledgling multiple-site format that the Retailers' Academy believes is "hot" and scalable, with a great chance of success!

Best Concept: Jamie's Italian. This award identifies the best trading format in the sector, in terms of consumer proposition and execution and must prove its scalability. This is certainly the case, as Advance is proud to have successfully handed over 14 sites, and looks forward to many more!

Best Company: YO! Sushi. This award goes to what the Retailers' Academy believes is the outstanding multiple-site organisation operating in the eating and drinking-out market.

Investor of the Year: Jamie Oliver. The award is for an individual or company that has a track record of successful investment in the eating and drinking market.

Retailers' Retailer of the Year Award: Simon Blagden, Managing Director, Jamie's Italian. This is simply who the Retailers' Academy - a 700-strong collective of the senior people from the bar and restaurant business - believes is the best individual. Well deserved!

Other winners included...

The Evolution Award: Pizza Express

Best Venue: Hawksmoor, Covent Garden

Rising Star: Adam Saword and Adam Marshall, Grand Union Group

Deal of the Year: The £60m acquisition of Geronimo Inns by Young's

A massive well done to all the winners and short-list, especially Advance customers. Were now looking to 2011/12, our 30th Anniversary, to make it six awards!!!

