**CONTACT INFORMATION:**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.co.uk**

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**Premier and Spar Y Maes, Pwllheli take home the top prizes at The Convenience Awards 2020**

Yesterday evening saw the entire convenience retail community come together to celebrate the winners of The Convenience Awards during a digital broadcast, presented by TV presenter, Konnie Huq and brought to you by conveniencestore.co.uk, Lumina Intelligence and The Grocer.

23 award winners were announced to an online audience watching the live premiere of the event through theconvenienceawards.com. The awards recognised the very best people, retailers, businesses and initiatives from across the convenience retail industry.

The two biggest awards for the evening were presented live on location, with a roaming camera crew surprising the winners in store with the trophy. The Shoppers’ Favourite Convenience Fascia was awarded to Premier. Calculated using Lumina Intelligence’s Convenience Tracking Programme, the UK’s largest face-to-face shopper study, Premier scored consistently well across a range of KPIs, in particular staff friendliness, speed of service, store cleanliness and ease of shop.

The final award for the evening was for Convenience Retailer of the Year. This award was decided through a robust, independent judging process. This consisted of visits to each shortlist store, before a panel of independent convenience retail experts got together to decide our winners. In a closely fought contest, Spar Y Maes in Pwllheli was crowned the Convenience Retailer of the Year for 2020. The store boasts a tremendous range - covering both everyday necessities and inspirational purchases such as aged meat and fresh lobsters. The store also includes in-store butchery, bakery and food to go counters to ensure maximum quality and freshness.

**Jill Livesey, Managing Director at Lumina Intelligence and Lorraine Hendle, Managing Director at The Grocer and Conveniencestore.co.uk said**, *“Convenience retail has been on the frontline since the beginning of the pandemic, ensuring local communities have access to the essential produce that they need. Last night saw the entire convenience community come together to recognise the achievements of individuals, initiatives and businesses that are at the forefront of our brilliant industry. Huge congratulations must go to our winners; however, every single award was incredibly closely contested, showcasing the high standards set across the industry.”*

**Martyn Parkinson, Brand Director at Premier added,** *“I'd really like to say a very big thank you to all of our Premier retailers and this shows they are doing a fantastic job for their shoppers and serving their local communities. This is the third consecutive year Premier has won this prestigious award and it’s an absolute honour to accept it on behalf of our customers.*

*It has been an extraordinary time for independent retailers and this awards demonstrates the extra mile that our Premier customers have been going for their shoppers. We always encourage our retailers to focus on choice, price and service to deliver what their shoppers are looking for from a convenience store. It is then our job at Booker to support this and give our customers what they need to succeed. I hope this award will really inspire our retailers to know that they're really being appreciated by their shoppers and we can continue to build on this this amazing success. Thank you - this means the world to everyone at Premier, the Booker team and our fabulous Premier retailers.”*

**Conrad Davies, Owner at Spar Y Maes said,** *“It’s fantastic to win this award. It’s a complete shock for us but we’re really pleased. With everyone going through tough times right now, it’s great to have a morale boost like this.*

*“It’s a reward for all of the staff at the store who have worked so hard over the past six months. None of this would have been possible without the support of the local community. A.F. Blakemore has also been a tremendous support and a big part in helping our vision for the store come to life.*

*“When we were planning this refit, this was just an idea I had in my head and A.F. Blakemore helped make it a reality.”*

[Click here to see a full list of winners](https://www.conveniencestore.co.uk/the-convenience-awards/the-convenience-awards-2020-full-list-of-winners/648788.article)

**END**

**Contact our winners**

If you would like to get in touch with our winners directly, please use the following contact information:

**Premier**  **Spar Y Maes**

Paul Hamlyn Eimear Anderson

Retail Support Manager PR Manager

07977 019077 07855362680

**About The Convenience Awards**

The Convenience Awards is brought to you by the market leaders in data, insight and content in convenience retail, owned by William Reed Business Media - ConvenienceStore.co.uk, Lumina Intelligence and The Grocer.

Bringing together the entire convenience community to celebrate the very best people, retailers, suppliers, service providers and initiatives from across the industry, the event sees 23 awards presented. Supplier awards are calculated using feedback from interviews with over 250 UK convenience store retailers, conducted by Lumina Intelligence. Convenience fascia/group awards are calculated using Lumina Intelligence’s Convenience Tracking Programme – the largest face-to-face shopper study in the UK. Finally, independent retailer awards are self-entry, with winners decided by an independent panel of convenience retail experts.

[www.theconvenienceawards.com](http://www.theconvenienceawards.com)