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**The Co-Op and Spar Parkfoot, Kent take home the top prizes at The Convenience Awards 2021**

Yesterday (September 14) evening saw the entire convenience retail community come together at London’s newest venue and the world’s first super boutique hotel - The Londoner, Leicester Square - to celebrate the winners of The Convenience Awards 2021 brought to you by conveniencestore.co.uk, Lumina Intelligence and The Grocer.

23 award winners were announced, recognising the very best people, retailers, businesses and initiatives from across the convenience retail industry.

The two biggest awards for the evening were The Shoppers’ Favourite Convenience Fascia for 2021 and Convenience Retailer of the Year for 2021.

**The Shoppers’ Favourite Convenience Fascia for 2021 was picked up by The Co-Op**. The award is calculated using Lumina Intelligence’s Convenience Tracking Programme, the UK’s largest convenience shopper study, with the winner receiving the highest shopper satisfaction scores across a range of KPIs, including price, value, availability, cleanliness, range, quality of produce and staff friendliness.

The final award for the evening was for Convenience Retailer of the Year for 2021. 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 Parkfoot in Kent was crowned the Convenience Retailer of the Year for 2021**. The store boasts a tremendous range and benefits from constant reinvestment and scrutiny of range to ensure it has the best possible offer for its customers, all while being open 24/7 365 days a year. Its innovative use of technology and social media drives engagement across the local community, and the introduction of an in-store butchery sets it apart from its competitors and has proven to be a real winner with customers, particularly in the run-up to Christmas.

Other winners on the night include, Budgens who took home The Shoppers’ Favourite Symbol Fascia and Nisa who won The Shoppers’ Favourite Forecourt Fascia.

[Click here to see a full list of winners](https://www.theconvenienceawards.com/live/en/page/2021-winners)

**Jill Livesey, Managing Director at Lumina Intelligence and Lorraine Hendle, Managing Director at The Grocer and Conveniencestore.co.uk said**, *“UK Convenience retail is thriving, with retailers cementing their positions at the heartbeat of local communities. Innovation has been key to growth, with convenience retailers leading the way within UK food and drink through tech enhancements, sustainability measures, partnerships and at-home occasions.”*

*“Last night, saw the entire convenience community come together at The Londoner Hotel to recognise and celebrate the achievements of individuals, initiatives and businesses that are pioneering 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 entire industry.”*

**Spar Parkfoot Owner, David Charman** was overjoyed to win the award. “It’s been a difficult year for all of my staff, and this is a fantastic reward for them.”

He explained how his team has helped customers during the pandemic. “We’ve really focused on what the customer wants, and we’ve tried hard to give them that, and we’ve also tried to make sure that the site runs safely and carefully throughout everything that’s happened over the past year. We’re really proud of how we’ve looked after our staff over the past 18 months but it’s a great reward for all the effort.”

David added that retail still drives him forward and encouraged similarly passionate retailers to treat it the same way. “You have to get out of bed in the morning and this is a business that makes you want to do that. I still get a great kick of doing that. You’ve got to focus in on the detail and that seven days a week, your store is at the level it needs to be.”

**Managing director of Spar UK Louise Hoste** said: “It was fantastic to be shortlisted for this highly competitive awards ceremony and tremendous to see SPAR Parkfoot named Convenience Retailer of the Year. We are also very pleased for Mulkerns EUROSPAR who won a hat trick of awards and SPAR Malone Road on winning the Multiple Managed Convenience Store of the Year category. Our stores have worked tremendously hard over the last year, so it is fantastic for them to be recognised for their innovation and forward thinking. In the fast-paced environment that we operate in, it is important to keep ahead of the game and this is why our stores are successful.”

**END**

**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 convenience 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)