2018 Elsie Awards

Online Nomination Information
Submissions

We welcome nomination submissions from both the Trade and the LCBO. You can nominate yourself or another member of the Trade. Nomination criteria can be found [here](#).

The deadline for submissions is Friday February 16, 2018.
• The Elsie Committee will review the submissions and validate any claims made therein (ie. sales, inventory, shipping etc.).
• The selection committee will individually grade the nominations based on the outlined criteria of that nomination. The grading will be confidential to avoid any bias.
• Each trade-nominated award will be voted on using a sealed-ballot voting system – based on the grading, each member of the selection committee will make their winning selections prior to submitting for review.
How to Submit

- Nominations can only be filled out online. You can upload up to five supporting documents and pictures. Videos and webpages can be submitted using a weblink on the online nomination form.
- Please only submit your nomination once.
Trade Nominated Award Categories

- Social Responsibility (Company)
- Environmental Commitment
- Product with a Social Conscience (*new award!*)
- VQA Excellence Award
- Best Integrated Marketing Program
- Made in Ontario
- Best New Product Launch (x3: one for each category)
- Special Recognition Award
- Best Of Award
NOMINATION CRITERIA
Social Responsibility

1. Gives something back to the community (e.g. funds, time, awareness, resources).
2. Promotes responsible consumption.
3. Offers something positive to society.
Environmental Commitment

1. Raises funds for environmental cause.
2. Raises awareness of environmental issues.
3. Promotes positive environmental action (i.e., recycle, reuse, etc.).
4. Makes our earth a better place to live.
Product with a Social Conscience

1. Gives a portion of funds to, or otherwise raises awareness for, a charity or social cause.

2. Contributes positively to the community.

3. Clearly articulates its values on the label and/or through an online campaign or website.
VQA Excellence Award

1. TY/LY sales growth in litres, dollars, gross margin dollars, and units for the winery’s products.
3. Promotional activity – type (IMAGE, tastings, special events, media, out-of-store, etc.) frequency, lift, creativity.
4. Good inventory flow.
5. Gifting and participation in other LCBO initiatives.
6. Relationship building with Merchandising, Retail, Logistics, etc.
Best Integrated Marketing Program

1. A well-integrated program.
2. Great sales lift.
3. Interesting, different, unique.
Made in Ontario

1. Commercial success - Net $ Sales, Sales growth YOY.
2. Product or supplier that embodies LOCAL. Whether it is their brand essence, promotional/marketing efforts, or customer experience, local is at the core of what they do!
3. Commitment to sustainability and/or local community building, uses local ingredients, produced as much as possible from start to finish in province.
4. A great story behind the product/supplier. Awards and recognition (e.g. Ontario Brewing Ontario Awards, similar VQA).
Best New Product Launch

(x3: One for each beer, spirits and wine)

1. Great sales.
2. Well promoted.
3. Excellent product – well researched, unique.
4. Launched with support; i.e., press release, F&D ad, strong retail and licensee support.
Special Recognition Award

1. Years of service.
2. Has influence on industry and is dedicated to the industry.
3. Is a leader of innovation.
4. Is an agent of change.
5. Is an industry leader (pioneer).
6. Supports the LCBO and industry initiatives.
1. Exemplifies the value of community by giving back.

2. Examples include charitable volunteer work, donation of time or items to charity, community outreach, commitment to the environment or other social causes.

The Best of Awards were introduced in 2016 as a way to recognize people in our industry who go above and beyond on a day to day basis on community building initiatives. Although it’s not an “official” Elsie Award, these awards are given to recipients who exemplify the values of the Elsies.
Need help or have a question?

If you require assistance or have a question, please contact:

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