



2021 Elsie Awards Nomination Information

The LCBO is pleased to welcome nomination submissions from both our Trade Partners and the LCBO. This year there are 6 trade nominated categories and 17 LCBO nominated categories.

The deadline for Elsie nomination submissions is **March 8, 2021**.

We cannot wait to celebrate with you at this year's Virtual Elsie Awards!

Awards Criteria

Trade-Nominated Awards

Spirit of Sustainability (SoS) – Good People, Planet and Partner

1. This award recognizes the social, environmental and community impact of an organization, a campaign, or a product. It can also include leadership and innovation to support the sustainable advancement of the overall industry.
2. Submissions can include but are not limited to efforts to promote responsible consumption; reduce an organization's environmental footprint; promote positive environmental action (i.e. recycling, packaging innovations, responsible production); improve the social development or health, wellbeing and quality of life of the communities you serve and impact.
3. This can be showcased through immediate performance metrics or through potential transformative impact.

Best Integrated Marketing Program – Any Category

This award recognizes the Supplier/Agent that most effectively leveraged LCBO's marketing channels to drive awareness and sales for a product or campaign that strategically aligned with a promo period thematic. Criteria includes:

1. Demonstrated participation in multiple paid programs and platforms, including but not limited to promotional displays, Food & Drink magazine, and E-Commerce programs
2. Great sales lift
3. Strong collaboration with Marketing

Best of Ontario – Spirits

Best of Ontario – Wines & Vintages

Best of Ontario – Beer Cider & Ready-to-Drink

1. Commercial success as demonstrated by sales performance
2. Product or supplier that embodies LOCAL
3. Commitment to sustainability and/or local community building
4. Uses local ingredients, produced from start to finish in province
5. A great story or history behind the product/supplier
6. Awards and recognition (i.e. Ontario Brewing Ontario Awards, similar VQA)
7. Bricks and mortar supplier

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. An industry leader (pioneer)
6. Supports the LCBO and industry initiatives
7. Has experienced incredible growth in his/her portfolio

LCBO Nominated Awards

Best Virtual Event

This award recognizes a supplier/agent who participated in the virtual event program. Nominations are based on events that had a solid strategic intent and resulted in a best-in-class virtual customer experience. Criteria includes:

1. Total Viewership (Live and/or Post-Live views and Retention)
2. Consumer Engagement (Likes, Shares and active comments/questions during live events)
3. Sales Conversion

Best Gift Item

1. Innovative and unique
2. Excellent sales and sell-through
3. Wide appeal
4. Solution-driven (e.g. martini pack, beer glasses)
5. Provides product or educational information

Best E-Commerce Exclusive Product or Offer

This award recognizes the best e-commerce exclusive product or offer (i.e. unique value add, curated box, etc.).

1. Exclusive to e-commerce
2. Excellent sale and sell-through
3. Basket building
4. Innovative and unique

Best New Product – Spirits

Best New Product – Wines & Vintages

Best New Product – Beer Cider & Ready-to-Drink

1. Great sales
2. Well promoted
3. Excellent product – well researched, unique (not a line extension)
4. Launched with support and integrated activities
5. A real winner

Partnership Award – Supply Chain

1. A supplier / agent who provides superior customer service. Metrics: warehouse and retail in-stock position
2. A supplier/agent who optimizes the supply chain end to end to improve efficiency. Metrics: order fill rates and on-time deliveries
3. A supplier/agent who partnered with Supply Chain to improve the receipt of trucklot deliveries to the RSCs. Metrics: Used IMS to book appointments, on-time deliveries. Appointment changes were compliant with policies set up in IMS
4. A supplier/agent who grows the business. Metrics: business growth rate and GMROI
5. A supplier / agent who works jointly on Supply Chain projects to improve visibility of inbound receipts. Metrics: vendor ready to ship date, drop off date
6. A supplier/agent who has an excellent working relationship with Retail Operations and Supply Chain

Partnership in Training Award

1. A trade association/company which works with the LCBO to mutually develop training plans that jointly support each company's/association's and the LCBO's strategic business objectives.
2. A trade association/company which partners with the LCBO to provide resources (financial, human, etc.) for developing and delivering specific employee training program/job-aids, targeted at increasing the knowledge and skills of our retail store employees.
3. A trade association/company which goes above and beyond (i.e. willing to share market research, works jointly on projects, presents ideas to make training goals and objectives achievable, resulting in overall business improvement).
4. A trade association/company which conducts its business in keeping with the purpose of the LCBO's Elsie Awards by honouring imagination, creativity, social responsibility and co-operation in the effective marketing of beverage alcohol products through the LCBO.

Partnership Award – Spirits

Partnership Award – Vintages

Partnership Award – Wines

Partnership Award – Beer Cider & Ready-to-Drink

1. An individual who has an excellent working relationship with the category (all members).
2. An individual who interacts with the category on a regular basis, alerts us to any potential issues and works proactively to solve them (i.e., diverting excess inventory, expediting orders).
3. An individual who keeps the category informed of product developments and meets deadlines).
4. An individual who supports the category objectives while linking to their company's objectives.
5. An individual who has a successful portfolio and works products hard.
6. An individual who goes above and beyond (i.e. willing to share market research, works jointly on projects, presents ideas to make overall business better).

Partnership Award – Retail

1. An individual who has demonstrated a consistently superior relationship with Store Managers and store staff in the field.
2. An individual who works well with our Retail staff, providing solid support at store level for new listings and existing brands.
3. An individual who has a reputation for dealing with all levels of store employees in a respectful, business-like manner.
4. An individual who in areas such as sales trends, inventory levels, supply chain initiatives, listing and delisting, advertising and promotions and licensees, they show their full commitment to assisting retail staff in achieving their goals.

Partnership Award – Specialty Services

1. Has an excellent working relationship with the Specialty Services team
2. Utilizes the Elite application leveraging the On Line functionality fully (measured as % of transactions that can be performed by the agent, being done by the agent)
3. Actively participates in the Destination Collection program-Ecommerce and Boutique stores (measured as % of total brands participating in the programs)
4. Manages their portfolio showing strong Turn performance (measured by 12-month Net Sales by agent/Average Inventory value)
5. Implements initiatives and marketing strategies such as advertising linked to Boutique stores aimed at enhancing the awareness of the program and driving improved sell through performance
6. Effectively manages their product mix by addressing poor performing items (measured as average cases on hand/average # of items with inventory on hand. The higher the number, the stronger the agent performance. Second measurement relates to limited seized stock (ideally 0) throughout the year = # of brands seized/total brands for year. The lower the number the better the agent performance.)

Partner of the Year – Small Supplier/Agent

Partner of the Year – Medium Supplier/Agent

Partner of the Year – Large Supplier/Agent

1. A Supplier/Agent that is innovative.
2. A Supplier/Agent that has integrity.
3. A Supplier/Agent that works well with the LCBO on many level
4. A Supplier/Agent that has solid communication and works the market.
5. Supports LCBO Social Responsibility and Environmental initiatives
6. A supplier that regularly exceeds expectations for new products, gifts, IMAGE programs
7. A Supplier/Agent that supports the business both at retail and on premise.

The Selection Process

The Elsie Committee, formed of LCBO team members, will review the nominations and any supportive information provided.

The Committee will individually grade the nominations based on the outlined award criteria.

To ensure efficient, fair and unbiased balloting, survey results and each trade-nomination award will be voted on using a confidential ballot voting system.

Questions about the 2021 Elsie Awards? Please reach out to your category contact.