



2023 Elsie Awards Nomination Information

The LCBO is pleased to welcome nomination submissions from both our Trade Partners and the LCBO. This year there is 1 trade nominated category and 24 LCBO nominated categories.

The deadline for Elsie nomination submissions is **February 23, 2023**.

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

Awards Criteria

Trade-Nominated Awards

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

1. This award recognizes the social impact and sustainability efforts of an organization, a campaign, or a product. This includes social, environment and DIBE efforts.
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 and to support and increase diversity within the beverage alcohol industry.
3. This can be showcased through immediate performance metrics or through potential transformative impact.

LCBO Nominated Awards

Best Food & Drink Partner

This award recognizes the Supplier/Agent that most effectively and consistently utilizes FOOD & DRINK to drive awareness and sales for a product or campaign. Criteria includes:

1. Actively participated in our FOOD & DRINK media channel
2. Product/Campaign creative demonstrates innovation and reflects the unique nature of FOOD & DRINK and its readership
3. Integration with other LCBO promotional activity (in-store/omni-commerce)

Best Vintages Event

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

1. Powerful event hook generating strong consumer demand as demonstrated by event ticket sell-through
2. Sales Conversion: Events that delivered a strong ROI
3. Effective collaboration with Category & Marketing

Best Gift Item

This award recognizes the best of the LCBO's holiday gift assortment. Criteria is as follows:

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 entertaining educational information

Best LCBO Promotional Program – Any Category

This award recognizes the Supplier/Agent that most effectively leveraged LCBO's merchandising programs 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 LCBO promotional programs/media channels, including but not limited to promotional displays, Food & Drink magazine, and E-Commerce programs.
2. Additional sales support by utilizing LCBO incentive offers such as Aeroplan Points, unique and exclusive value adds and LTOs
3. Demonstrated sales lift (Period/Period or Year/Year) for promotional timeframe
4. Demonstrated investment in ATL advertising to drive traffic to LCBO channels
5. Strong collaboration with the Merchandising, Marketing, Customer Experience & Digital and Inventory Management areas on all execution elements, including accurate collaborate forecasting and product fulfilment.

Best Aeroplan Trade Partner

This award recognizes the Supplier/Agent that most effectively leveraged Aeroplan's loyalty program to drive awareness and sales for a product or campaign. Criteria includes:

1. Demonstrated investment in the Aeroplan bonus point program with multi-product bonusing of significant value during the promotional timeframe. Leveraging the Aeroplan program to gain insights and applying those insights to future offers or to support business decisions
2. Demonstrates innovative use of the Aeroplan program to deliver on business goals, such as, an integration into a broader campaign – i.e., Contest, Tastings, LCBO promotional displays, social media, Food & Drink magazine ads, digital etc.
3. Product/Campaign demonstrates creativity, imagination and inspires travel through Aeroplan points accumulation.
4. Strong collaboration with Aeroplan partners on all execution elements, including adherence to Aeroplan brand guides and general understanding of the Aeroplan program and its members.

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 of Ontario – Spirits

Best of Ontario – Wines & Vintages

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

This award recognizes an Ontario-based supplier who epitomizes excellence and represents the best of Ontario's beverage alcohol industry. Criteria includes:

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 or spirits or cider)
7. Must be a "bricks and mortar" supplier

Best New Product – Spirits

Best New Product – Wines & Vintages

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

This award recognizes the best new product by category in 2022. Criteria includes:

1. Great sales
2. Consistent supply
3. Well promoted with integrated activities
4. Unique or innovative
5. Linked to key merchandising priorities

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 truck lot 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 (across a variety of functions).
2. An individual who proactively identifies opportunities and solves potential issues (i.e., diverting excess inventory, expediting orders, supporting new initiatives).
3. An individual who keeps the category informed of product developments and meets deadlines.
4. An individual who tailors assortment and promotional opportunities to the category's strategic priorities.
5. An individual who is results-driven and has a successful portfolio.
6. An individual who goes above and beyond (i.e., willing to share market research, works jointly on projects, presents ideas to drive customer loyalty and grow the LCBO's business).

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 online functionality fully (measured as % of transactions that can be performed by the agent, being done by the agent)
3. Actively participates in the Products of the World program, E-commerce, 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.)

Special Recognition Award

This award recognizes an individual who has made a significant contribution to the beverage alcohol industry in Ontario and who has been an exemplary partner of the LCBO. Criteria includes:

1. Years of service
2. A model of integrity
3. A noteworthy track record of success
4. An advocate or pioneer for positive change
5. Well known and regarded amongst peers
6. Supportive of both LCBO and industry initiatives

Partner of the Year – Small Supplier/Agent

Partner of the Year – Medium Supplier/Agent

Partner of the Year – Large Supplier/Agent

This award recognizes a supplier or agent that epitomizes best in class performance and partnership with the LCBO according to the following criteria:

1. Exceptional sales and supply performance
2. A trusted and highly effective business partner
3. Excellent working relationships across the organization
4. Committed to the Spirit of Sustainability
5. Consistently exceeds expectations for collaboration and delivering results

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 2023 Elsie Awards? Please reach out to your category contact.