



Retail Excellence embark on a five day, eleven county Retail Road Trip to find Ireland's Best Store

Retail Excellence, Ireland's largest retail representative body, have today (Monday) embarked on a country wide Retail Road Trip visiting the 30 finalists in their Store of the Year competition to find the number one Store in Ireland.

The Store of the Year competition is the central part of the Retail Excellence Annual Awards, which were established in 1997 to promote best practice and encourage the highest standards in the Irish Retail Industry. They are now the largest and most prestigious of their kind in Ireland.

Over the course of the five-day Retail Road Trip the Top30 stores will be rigorously tested with an onsite visit from Retail Excellence and Echochamber, our UK Retail Excellence Consultant partners and a financial audit. The sectoral category winners, Top5 Stores and the National Store of the Year will be announced at a black-tie Awards banquet on Saturday, November 11th in the Malton Hotel, Killarney, County Kerry.

Former "National Store of the Year" winners include Avoca, Tilestyle, Applegreen, Arboretum, O'Briens Wines, Galvin For Men and Greenacres.

David Fitzsimons, Chief Executive of Retail Excellence commented, "We have spent the last number of months on a mission to find the Best Store in Ireland from assessing the overwhelming number of entries, mystery shopping each one, reviewing submissions to whittling the numbers down to our Top30. Now, one of the vital stages of this competition is physically testing each store and we are embarking on this process today".

"These awards achieve so much in terms of helping retailers be the best they can be and they excite and empower employees which enhances their customer service skills to the extent that it makes our task of whittling the numbers down to 30 all the more difficult. The finalists are amongst the best retailers in the country and are thoroughly innovative and progressive so making the final decision is always a challenge".

"I want to wish the Top30 Stores the very best of luck in this final stage of the competition. Unfortunately, there can only be one winner but their journey this far is testament to the hard work of the owners, their staff and investment in their retail operations".

"As an industry body we are proud that the retail industry continues to play its part in keeping businesses open, retail workers in jobs and our town centres vibrant and our commitment to all is to continue driving standards in retail in this country."

Ends ///

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About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.

Editor's Notes

Ireland's Top30 Stores:

Applegreen	Waterford Road	Crobally Lower	Co. Waterford
Avoca	Piercetown	Dunboyne	Co. Meath
Bambino's	O'Connell Street	Ennis	Co. Clare
Berry Layne	Main Street	Letterkenny	Co. Donegal
Butlers Chocolate Café	Liffey Valley Shopping Centre	Dublin	
Ecco	Liffey Valley Shopping Centre	Dublin	
Esquires Coffee	Harbour Place Shopping Centre	Mullingar	Co. Westmeath
Evergreen Healthfoods	Eyre Square Shopping Centre	Galway	
Fabiani	Main Street	Longford	
Fallon & Byrne	Exchequer Street	Dublin	
Garvey's SuperValu	Rock Street	Tralee	Co. Kerry
Greenacres	Selskar Street	Ferrybank South	Wexford
Halo Tiles & Bathrooms	Camolin	Enniscorthy	Co. Wexford
House of Waterford			
Crystal	The Mall	Waterford City	
Insomnia	Upper Baggot Street	Dublin	
Joyce's Supermarket	Church Road	Headford	Co. Galway
Kay's Kitchen	Blanchardstown Shopping Centre	Dublin	
Laduree	South William Street	Dublin	
Life Style Sports	The Capitol	Patrick Street	Cork
L'Occitane en Provence	Dundrum Town Centre	Sandyford Road	Dublin
Louis Copeland & Sons	Capel Street	Dublin	
McCabes Pharmacy	Pavillions Shopping Centre	Swords	Dublin
Mellerick Pharmacy	Patrick Street	Fermoy	Co. Cork
Miss Daisy Blue	Market Parade	Patrick Street	Cork
Mulligan's Pharmacy	Cedar House	Dunmore Road	Waterford
Stonechat Jewellers	Westbury Mall	Dublin	
TileStyle	Ballymount Retail Centre	Ballymount Road	
		Upper	Dublin
TRM	Michael Street	Waterford City	
Vodafone	College Street	Killarney	Co. Kerry
Willow	O'Connell Street	Ennis	Co. Clare

