

Best Retail Liquor Outlet

Acknowledgement and Engagement

- Were you acknowledged by a staff member within 60 seconds of entering the store?*
- Were you approached by a staff member within two minutes of entering the store?*
- When the staff member approached you, did they engage with you by asking you a question (not related to buying a product)?*
- If yes, what question did the staff member ask you?*
- Was the approach natural and appealing?*
- Did the staff member continue the conversation with you in a genuine manner?*
- Did the staff member ask you a leading question to determine why you had come into the store?*
- If yes, what question did the staff member ask you?*

Product Engagement

*** the judge will ask a staff member a question

- Did the staff member ask you relevant questions, to get an understanding of what you were looking for and how they might be able to help you?*
- Did the staff member ask about your budget?*
- When speaking about your budget, was it asked without judgement?*
- Did the staff member show they had listened to what you had said?*
- Did the staff member make a recommendation for something that was on budget, under budget and over budget?*
- Was the recommendation educational?*
- Was the recommendation fun and engaging?*
- Did the staff member make any additional suggestions (outside of what you were looking at)?*

Point of Sale

- Did the conversation you were having with the staff member continue when you reached the register?*
- Were you charged correctly for your purchase?*
- Was your purchase packaged neatly?*
- Did the staff member thank you and offer a friendly farewell?*

Store Feel & Presentation

- Was the exterior of store in good repair, clean and tidy?*
- Was the path outside the store in good repair, clean and tidy?*
- Was the external signage and information (such as opening hours) neat and clear?*
- Was the store entry pleasing?*
- Were the floors clean and clear of rubbish or clutter?*
- Were the shelves clean, tidy and free of dust?*
- Were the shelves well stocked?*
- Were the fridge doors clean and free of marks?*
- Were the fridges well stocked?*
- Was there signage and/or retail props on display to support the retail products on sale?*
- [E.g. Aperol Spritz flags.](#)
- Was the point of sale area clean and tidy?*
- Was there space to put your purchase down?*
- Was the point of sale area well stocked and tagged?*

Innovation

- Was there anything outside of liquor, soft drinks and basic snacks available for sale within the store (e.g. cheeses)?*
- If yes, what was for sale outside of liquor?*
- Was there an interactive activation in store when you visited (e.g tastings)?*
- If yes, what was the activation?*