

BENEFITS OF THE GOLD STAR AWARDS TO YOUR BUSINESS

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"The NOffLA Gold Star Awards are an excellent initiative, but not just as a sales driver although they can really help to get a wine moving... We also use them to drive us forward, and make sure we are always focused on the value and quality of the wines within our range. It is really important for us to deliver on this promise and the awards ensure a major focus on our part. To have your wines benchmarked for quality against others in their class is always an excellent idea. Whether its Gold, Silver or Bronze, our customers know that the wines have stood up to rigorous tastings and coming out the other side ready to WOW customers and consumers alike."

Bren Smith, Mackenway Distributors Ltd

"We find the Gold Star Awards great as they help benchmark the wines we submit against the market at the award price categories. They affirm the true quality of the wine and the producers on the Irish market. The award scheme is very much in our minds when we are sourcing new wines. We are constantly on the lookout for new wines - does it fit the price profile? How does it stack up against other wines in the category and will it over deliver on quality and price! The awards have also helped us launch new wines and producers and have assisted us in extending, enhancing and diversifying our customer base."

"Most of all the Gold Star Awards are a four way win producer / supplier / retailer and end consumer. The producer is happy to receive an international award and to establish their wines in the market with good sales volume. We are happy to establish the wine, to affirm the quality of our wines, to extend our customer base and achieve the sales. The retailers are presumably happy to retail an exclusive awarded wine which has been judged best in its class by Irish judges and to do so at a reasonable margin which is not or has not been discounted through multiples. The consumer gets a great wine at a competitive price from their local specialist suited to their 'Irish' taste."

Patrick McCarthy, Taserra Wine Merchants

COUNCIL AND EXECUTIVE

This level of service could not be provided without great efforts on the part of the members of the NOffLA Executive and Council. These men and women ensure that the association continues to represent the views of all the members across the country. The Council members – and especially those on Executive – give freely of their time to ensure that the agenda of the independent off-trade remains centre-stage within the Irish drinks industry and in the broader political and social environments.

No member of Council or Executive benefits financially from NOffLA. Financial accounts are prepared on an annual basis and are subject to an audit by a qualified accountant.



Gary O'Donovan
Chairman



TO JOIN

If you would like to join NOffLA or would like more information please contact Reggie Walsh, Administrator on T: (01) 296 2326 or email reggie@noffla.ie



Associate Membership of
NOffLA

www.noffla.ie



ABOUT NOFFLA

NOFFLA was established in 1991 and represents independent specialist off-licences across Ireland. NOFFLA's most important role is in lobbying Government and other industry stakeholders on behalf of their members on issues that affect them. NOFFLA also works to promote the responsible sale, marketing and consumption of alcohol and to share best practices with the entire trade. <http://www.noffla.ie/>

NOFFLA -

A STRONG REPRESENTATIVE BODY LOBBYING FOR YOU

Let's remind ourselves about the purpose of having a representative association for the independent off-licence Sector.

1. Since NOFFLA was established, we have become recognised as a strong, honest and active force by government and other industry stakeholders.
2. The legislators are changing the whole environment in which we do business. When NOFFLA speaks on behalf of our sector it gives us a powerful voice which they cannot ignore.
3. NOFFLA's key lobbying issues are the same as yours:
 - Excessive duty on alcoholic beverages.
 - Irresponsible marketing of alcoholic beverages which damages the sectors image and devalues brands.
 - Promoting alcohol retailing in a positive light to counteract its often negative portrayal in the media.
4. The relationship between the wine, beer & spirit importer/distributor and the independent specialist off-licence retailer is fundamentally interdependent. Without innovative importer/distributors, our members do not have the range to differentiate themselves in the market. Without a healthy independent specialist off-licence sector, the importer/distributor sector will be too dependant on a small range of customers.
5. Currently the emphasis of the national conversation around alcohol is focussed on its negative and social and health impact. NOFFLA has successfully positioned itself as part of the solution rather than part of the problem. The spokesperson role provided by NOFFLA has introduced a means of highlighting our members as responsible traders in the communities we serve.
6. Through its Government Affairs Director, a voluntary role, Evelyn Jones has been particularly busy over the last 12 months, including:

- Preparation of annual budget submission
- Briefings with select Cabinet members, including the Ministers for Health, Justice and Finance
- Briefings with senior departmental officials within the Departments of Justice and Health on upcoming legislation
- Meetings with Senior departmental officials in the Department of Finance
- Meetings with Health Committee Members
- Meetings with Finance Spokespeople and Finance Committee Members
- Meetings with Oireachtas Committee Chairs
- Speaking appearance at the Oireachtas Committee on Justice, Defence and Equality
- Speaking appearance at the Oireachtas Committee on Health and Children
- Co-ordinated member-wide national excise duty campaign
- Submission of consultation documents on excise duty; below cost selling; the Public Health (Alcohol) Bill; and a statutory code on the retail and promotion of alcohol.

Through its busy schedule of lobbying, NOFFLA had a key role in ensuring that there was no excise duty increase in the 2015 Budget.

7. NOFFLA conducts a series of member seminars focusing on enhancing our members retailing skills. Our most recent seminars were very successful:
 - The Good, The Bad & The Off-Trade focused on equipping our members with the customer service skills to thrive in a difficult retail environment.
 - 21st Century Customer focused on the growing role of social media and new technology in communicating interactively with our customers.

WHY JOIN NOFFLA

- Be part of an Association that is the only active lobby group representing the needs of the independent off-licence sector at Government and Industry level.
- Participate in the NOFFLA Gold Star Awards. This is an awards system that acts as a benchmark for retailers and consumers and promotes wines, blind tasted and awarded purely on quality, from NOFFLA's associate members. It is a powerful marketing tool for your wines.
- Participate in SIP, the only Irish drinks industry event that enables Independent off-licences to meet their suppliers and taste a wide variety of beers, spirits and wines from multiple companies, in one night. This event proves to be invaluable to all involved, giving attendees and suppliers a

great platform to network and showcase their products. SIP also includes the announcement of the hugely successful Gold Star Award winning wines.

- Network with our retail members at our functions and seminars which are held each year.
- Be part of an Association that constantly strives to raise the standards of the independent specialist off-licence through the NOFFLA Off-Licence of the Year Awards: while the headlines may be grabbed by the winners of the awards, the awards are only a part of an overall Off-Licence Excellence Programme which all members are encouraged to use to develop their businesses. All entrants are issued with a comprehensive set of judging criteria.
- Be informed on key issues that impact on your business through our monthly information pack, which contains marketing, trade and legislation information.
- Receive RTC Training:
- Learn about the legislative requirements of the retail drinks sector.
- Learn how retailers can effectively deal with important issues such as drunken customers, secondary purchasing and underage customers.

NOFFLA have developed their RTC training into an excellent, easy-to-use, award-winning, online training programme.

The health of the independent specialist off-licence sector and the wine, beer & spirits importer/distributor sector are fundamentally interdependent. One cannot survive without the other.

WHO IS NOFFLA?

NOFFLA is an association of 315 members in a sector which represent 5,300 jobs in 26 counties. NOFFLA's members' outlets are predominantly specialist or pure off-licences and tend to be owner-operated, located in the heart of their communities and employ expertise in responsibly retailing many unique products. Alcohol is the primary product.

The day-to-day running of NOFFLA is provided through Coordinator, Reggie Walsh, and her small office team and through the great efforts of the NOFFLA Executive and Council. Each member of the NOFFLA Executive and Council is an independent specialist off-licence retailer that gives freely of his/her time to ensure that the agenda of the independent off-trade remains centre-stage within the Irish drinks industry and in the broader political and social environments.