

## Fruit Logistica to reward retail excellence



World's leading fruit and veg industry trade fair launches new prizes to recognise innovation and inspiration in retail

**T**he FRUIT LOGISTICA Award for Retail Excellence (FLARE) will be presented to retail companies in the fresh fruit and vegetable retail sector who use innovative and inspiring ideas to motivate consumers to increase their consumption of fresh produce.

This international prize will be awarded annually for the first time on Tuesday, 4 February 2020 at [Fruitnet World of Fresh Ideas](#), the annual curtain-raiser event for FRUIT LOGISTICA, which takes place on 5-7 February 2020.

"Our aim is to help to increase the consumption of fresh fruit and vegetables. And food retailing is a key factor in this," explains Madlen Miserius, Senior Product Manager at FRUIT LOGISTICA. "With FLARE, we would like to recognise retailers who show an exemplary commitment to the fresh fruit and vegetable department in the supermarket".

Over the next few months, Fruitnet and FRUIT LOGISTICA will be looking for

partners or sponsors", adds Fruitnet's Kaasten Reh. "This will inevitably give the entire fresh produce business a new boost at an international level."

Further information and details are available here on [Fruitnet.com's dedicated FLARE page](#).

### Would you like to nominate a company?

[Click here to download a FLARE nomination form](#) (PDF, 1.5 MB)

[Sponsor the FLARE award and raise your company's profile!](#)

examples of exceptional performance in the retail sector. Retail organisations are also invited to submit their own direct applications for the award.

An international jury of experts will then examine and select the winners.

The award ceremony will be held on 4 February 2020 as part of [Fruitnet World of Fresh Ideas](#), the first official event of Fruit Logistica 2020.

**The FRUIT LOGISTICA Award for Retail Excellence will be awarded in 3 categories:**

- **Merchandising Excellence Award**
- **Category Excellence Award "Fruits"**
- **Category Excellence Award "Vegetables"**

The Merchandising Excellence Award is presented for specialised marketing campaigns, sales presentations, POS activities or innovative packaging ideas.

[Click here to download a FLARE sponsorship application form](#) (PDF, 829.5 kB)

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The two Category Excellence Awards will focus each year on different product categories and take into consideration the entire value chain from production, sourcing, packaging, logistics, through to the point of sale. Different product categories will be selected annually.

"For 2020, we have chosen tomatoes for the Vegetable Award and berries for the Fruit Award," says Mike Knowles of Fruitnet. The fresh produce industry has seen many exciting new product developments and innovative retail merchandising activities in both these categories in recent years. And this is something we wish to celebrate and acknowledge."

FRUIT LOGISTICA and Fruitnet, as organisers of FLARE, are also inviting companies that place value on excellence in the retail sector to join in and promote the award.

"We are confident that some of the world's leading trading companies in the fresh produce industry will want to join us in supporting these new awards as

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