

The 2009 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest



food and beverage



retail offerings



consumer services



environmentally friendly



individual recognition



overall award



Background

The Airports Council International - North America (ACI-NA) is pleased to announce the 12th anniversary of the annual ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest. The mission of this contest is to promote the innovative spirit within the airport concession industry and to recognize excellence in airport concession programs.

Who should participate in this contest?

Any member of ACI-NA, regardless of whether you work for an airport, concession operator, service provider, or consultancy, should take part in this contest by nominating the concession program, concepts, and/or people that you believe are distinctive and worthy of honor. Did you have a great experience recently while traveling? Do you have an outstanding new airport tenant? If so, nominate that concept! You may even nominate your own program, concept, or tenant! Airports of all sizes are encouraged to participate and will only compete against other similarly-sized airports (i.e., small airports compete only against small airports, etc.) In addition, retail, food service, and consumer service operators can participate this year and will only compete against other similar concepts (i.e., food and beverage concepts only compete against other food and beverage concepts, etc.). Please note that concession programs being nominated must have been in operation for at least six months prior to October 2009. There are no operating period requirements for concept nominations.

The Process

To nominate a program, concept, and/or person, simply complete the enclosed nomination form and return it to ACI-NA via fax or email by **July 15, 2009**. Remember, you can nominate your own airport program or individual concession concept!

Once a program and/or concept has been nominated, ACI-NA will contact each nominee to inform them of the nomination. If the nominee would like to continue in the contest, two entry submissions are required:

1 Descriptive data answering the questions posed in the Official Call for Entries. (A template will be provided that will limit the responses to no more than 2 pages.)

2 PowerPoint presentation providing visual depictions of the program and/or concept to complement the descriptive data. (A template will be provided that defines the type and quantity of slides requested by category.)

The 2009 Categories

In 2007, ACI-NA added 8 exciting new contest categories that recognized concession operators in addition to airports! Single concession concepts will also be considered in numerous award categories. The categories included in the 2009 Contest are listed to the right.

Description of Categories

Best Food and Beverage Program

Program

This category will consider the mix, quality, brands, sales, and build-out of the food service offerings included within a **single terminal or concourse**. Food and beverage includes, but is not limited to, sit-down restaurants, quick service concepts, food courts, coffee, and takeaway snacks. There must be multiple units in a terminal or concourse to be considered in this category.

Best New Food and Beverage Concept

This category will consider a **single food service unit** operating at an airport, including concepts such as sit-down restaurants, quick service concepts, coffee, and takeaway snacks.

Best Specialty Retail Program

This category will consider the mix, quality, brands, sales, and build-out of the specialty retail offerings included within a **single terminal or concourse**. Specialty retail includes, but is not limited to, concepts such as apparel, jewelry, accessories, books, electronics, music/DVDs, toys and games, and perfume. There must be multiple units in a terminal or concourse to be considered in this category.

Best Convenience Retail Program

This category will consider the mix, quality, brands, sales, and build-out of the convenience retail offerings included within a **single terminal or concourse**. Convenience retail includes, but is not limited to, concepts such as newsstands and convenience stores. There must be multiple units in a terminal or concourse to be considered in this category.

Category	Area Under Consideration	Airport Award	Company Award
Food and Beverage Categories			
Best Food and Beverage Programs			
<ul style="list-style-type: none"> Small Airports Medium Airports Large Airports 	Terminal/Concourse Terminal/Concourse Terminal/Concourse	• • •	
Best New Food and Beverage Concept	Single Unit		•
Retail Categories			
Best specialty Retail Program			
<ul style="list-style-type: none"> Small Airports Medium Airports Large Airports 	Terminal/Concourse Terminal/Concourse Terminal/Concourse	• • •	
Best Convenience Retail Program			
<ul style="list-style-type: none"> Small Airports Medium Airports Large Airports 	Terminal/Concourse Terminal/Concourse Terminal/Concourse	• • •	
Best New Retail Concept (specialty retail or convenience retail)	Single Unit		•
Consumer Services Category			
Best Consumer Service Concept (i.e., personal services concept like spa, business center, shoe shine, etc.)	Single Unit	•	•
Environmentally Friendly Category			
Best "Green" Concession Practice or Concept	Single Unit or Terminal/Concourse	•	•
Recognition for an Individual Person			
ACI-NA Concession Person of the Year	Nomination Letter	•	•
Overall Award			
Overall Griesbach Award of Excellence	Terminal/Concourse	•	•

Best New Retail Concept

This category will consider a **single retail unit** operating at an airport, including concepts such as apparel, jewelry, accessories, books, electronics, music/DVDs, perfume, toys and games, and convenience retail units.

Best New Consumer Services Concept

This category will consider a **single personal services unit** operating at an

airport, including concepts such as spa, manicure, business center, and shoe shine.

Best "Green" Concession Practice or Concept

This category will consider a practice being applied or the tenant improvements made to an airport concession program or a single concession unit operating at an airport that supports the protection and sustainability of the environment.

2007 Concession Person of the Year
– Susan Stiene, Vancouver



An example of a “green” concession practice would be an adaptive reuse program for grease accumulated at food service concessions or a concession concept unit that sells recycled products. Practices and/or concepts will be considered in this category.

Concession Person of the Year

This category will consider a professional working at an airport, concession operator, service provider, or consultancy, that has contributed to enhancing the North American airport concession industry through their time, involvement, and expertise. Only people working for ACI-NA members will be considered for award. For consideration in this category, a nomination letter consisting of no more than two pages in length (single spaced, 12 point font) must be sent to ACI-NA explaining why that person deserves recognition. Self-nominations will be accepted.

Overall Griesbach Award of Excellence

This category will consider an airport’s entire concession program including food service, retail, and consumer services, in terms of the overall mix, quality, brands, sales, and build-out. A separate nomination for this category is required. Areas that will be considered include a **single terminal, multiple terminals, the entire airport, or one or more concourses**. Nominees must designate what portion of the airport is under consideration for the award and provide a map detailing the location of all of the concession units by name and type located therein.

STEP 1: Nomination Process

Any ACI-NA member organization can nominate an airport, concept, or person for consideration in the Contest. Only ACI-NA members will be considered for award. Complete the Step 1 Nomination Form on page 4.

STEP 2: Submission Requirements

Once a program and/or concept has been nominated, ACI-NA will contact each nominee to inform them of the nomination. If the nominee would like to continue in the contest, two entry submissions are required:

1 Descriptive data answering the questions posed in the Official Call for Entries. (The template for submissions must be obtained from ACI-NA. The template has been provided on pages 5 and 6 for information purposes.)

2 PowerPoint presentation on a CD providing visual depictions of the program and/or concept to complement the descriptive data. The purpose of the slide presentation is to provide visual images of the program/concepts to enable the judges to more thoroughly understand your concession program/concept and the build-out for the program/ concepts (The template for the presentation must be obtained from ACI-NA.).

The following minimum number of slides are required for the category listed.

- Ten (10) slides for Best Food and Beverage Program
- Five (5) slides for Best New Food and Beverage Concept
- Ten (10) slides for Best Specialty Retail Program
- Ten (10) slides for Best Convenience Retail Program
- Five (5) slides for Best New Retail Concept
- Five (5) slides for Best Consumer Services Concept
- Five (5) slides for Best “Green” Concession Practice or Concept
- Ten (10) slides for the Overall Richard Griesbach Award of Excellence

Please contact Rajni Tripathi via email: rtripathi@aci-na.org to receive the submission templates in electronic format.

All descriptive data forms and PowerPoint presentations must be received by ACI-NA no later than: **Wednesday, September 16, 2009**

Please send all submissions to: **Rajni Tripathi, ACI-NA 1775 K Street, NW, Suite 500 Washington, DC 20006**

Award Ceremony

The award ceremony will take place on Tuesday, November 10, 2009 at the ACI-NA Concessions Conference in Indianapolis, IN. Don’t miss out on this opportunity to showcase your airport’s success in front of your industry peers!

Judging Process

Entries will be judged by an independent panel comprised of high-level professionals representing the various disciplines reflected in this contest (i.e., food and beverage, retail mall development, consumer groups, architecture, and academic communities). In addition to the independent panel, a minimum of one representative from the previous years’ overall winner will be involved in the judging process. Because of this involvement, this airport must refrain from submitting an entry during the year in which they are involved in the judging process.

All entries will be reviewed by category and appropriate airport size. Judges will review all entries within a category before discussing them and making a decision regarding the award. Entries will be judged solely upon the submissions.

STEP 1: Nomination Form

2009 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest

Contact information for person submitting the nomination:

NAME: _____

COMPANY: _____

TELEPHONE: _____ EMAIL: _____

Information for Airport(s) Nominations

Check All That Apply	Category Name	Name of Airport	Terminal or Concourse (s)
	Food and Beverage Categories		
	Best Food and Beverage Program - Small Airport		
	Best Food and Beverage Program - Medium Airport		
	Best Food and Beverage Program - Large Airport		
	Specialty Retail Categories		
	Best Specialty Retail Program - Small Airport		
	Best Specialty Retail Program - Medium Airport		
	Best Specialty Retail Program - Large Airport		
	Convenience Retail Categories		
	Best Convenience Retail Program - Small Airport		
	Best Convenience Retail Program - Medium Airport		
	Best Convenience Retail Program - Large Airport		
	Environmentally Friendly Category		
	Best "Green" Concession Practice or Concept		
	Overall Award		
	Overall Griesbach Award of Excellence		

Information for Concession Concept(s) Nominations

Check All That Apply	Category	Name of Concept	Company that Operates the Concept	Airport Where the Concept is Located
	Best New Food and Beverage Concept			
	Best New Retail Concept			
	Best "Green" Concession Practice or Concept			
	Best Consumer Services Concept			

Nomination of the ACI-NA 2009 Concession Person of the Year (A letter of no more than two pages in length (single spaced, 12-point font) must be sent to ACI-NA by **July 15, 2009** explaining why this person deserves recognition.)

Category	Name of Individual	Company/Airport with which Individual is Affiliated
Concession Person of the Year		

Please Return all Nominations by **Wednesday, July 15, 2009** to:

Rajni Tripathi

Phone: 202-293-8500 x3026

Fax: 202-331-1362

E-mail: rtripathi@aci-na.org



STEP 2: Sample Template Descriptive Data—Airport Categories

Address each element using only the space allocated in the template for your submission. Information may be typed or handwritten. Please submit one descriptive data set for each category for which you are submitting.

CATEGORY NAME: _____

NAME OF AIRPORT: _____

AREA UNDER CONSIDERATION (I.E., TERMINAL A, CONCOURSE B, ETC): _____

PLEASE CIRCLE AIRPORT HUB SIZE FOR 2008: **SMALL** **MEDIUM** **LARGE**

1 Concession Goals Provide a general description of the goals for your concession program and how you met them. Applicant must clearly state at least one of the airport’s important objectives relating to the concession program and submit concise, quantifiable evidence of how the objective was met. (Example, if increasing revenue was the key goal, submit revenue per enplaned passenger by location for the year before the concession improvement and the year after.)

You may use the percentage of square foot allocations or some other measurement to describe the concepts/brands and product mix. Describe the product assortment and pricing structure.

4 Customer Service Detail your customer service philosophy and strategy for gauging customer satisfaction, such as hours of operation as they relate to flight departures or the frequency of mystery shopper programs.

2 Use of Concepts/Branding Describe the mix of local, regional and/or national brands of concepts/products and rationale for the mix of branded versus non-branded concepts.

3 Design/Layout Describe how the concession program makes the best use of the space allocated, including concessions’ placement in relation to passenger flows throughout the terminal or concourse. Include a description regarding how the design/layout fits the image or theme of the airport/region, as well as access/egress and signage considerations.

5 Revenue Performance Please complete the following table pertaining to the section of the airport (i.e., Terminal or Concourse) for which you are submitting.

6 Location Please provide a map of the terminal or concourse being submitted and indicate the location of each applicable concession unit.

Category and Area of Airport Under Consideration (i.e., Specialty Retail in Terminal 5)	Annual Enplanements for Area of Airport Under Consideration (i.e., Terminal 5 Epax)	Square Feet (i.e., of Specialty Retail in Terminal 5)	Annual Gross Sales (i.e., of Specialty Retail in Terminal 5)	Annual Sales per Enplanement	Annual Sales per Square Foot

Additional Information:

Potential entrants are encouraged to contact ACI-NA for any clarification.

Please direct your inquiries to:
Rajni Tripathi
Phone: (202) 293-8500 x3026
E-mail: rtripathi@aci-na.org



STEP 2: Sample Template Descriptive Data—Operator Categories

Address each element using only the space allocated in the template for your submission. Information may be typed or handwritten. Please submit one descriptive data set for each category for which you are submitting.

CATEGORY NAME: _____

NAME OF CONCESSION CONCEPT: _____

NAME OF COMPANY OPERATING CONCESSION CONCEPT: _____

AIRPORT WHERE THE CONCESSION CONCEPT IS LOCATED: _____

1 Concession Goals Provide a general description of the goals for your concession and how you met them. Applicant must clearly state at least one of the operator’s or airport landlord’s important objectives relating to the concession concept and submit concise, quantifiable evidence of how the objective was met through this particular concept. (Example, if increasing revenue was the key goal, submit revenue per enplaned passenger for the unit for the year before you took over the lease from another operator, reflecting the improvement in sales.)

2 Use of Concepts/Branding Describe the type of brand, if any (i.e., is it a local, regional and/or national brand?) Describe the product assortment and pricing structure along with the rationale for the mix of products/services. You may use a percentage of square foot allocation or some other measurement to describe the product mix.

3 Design/Layout Describe how your particular concession concept makes the best use of the space allocated, including a description regarding how the design/layout fits the image or

theme of the airport/region, if applicable, as well as access/egress, and queuing considerations.

4 Customer Service Detail your customer service philosophy and strategy for gauging customer satisfaction, such as hours of operation as they relate to flight departures or customer comment cards.

5 Revenue Performance Please complete the following table pertaining to the concession concept for which you are submitting:

Name of Concession Concept (i.e., ABC Restaurant)	Square Feet (i.e., of ABC Restaurant)	Annual Gross Sales (i.e., of ABC Restaurant)	Annual Enplanements for Area of Airport Under Consideration (i.e., Terminal 5 Epax)	Annual Sales per Square Foot	Annual Sales per Enplanement

Additional Information:

Potential entrants are encouraged to contact ACI-NA for any clarification.

Please direct your inquiries to:

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