

Allegra

EUROPE & MIDDLE EAST COFFEE AWARDS DUBAI 2019

ABOUT THE AWARDS

The European Coffee Awards are the most prestigious awards in the European Coffee and Food to Go sector. Now in their 11th year, the awards recognise and promote company and individual excellence. Europe & Middle East Coffee Award winners are selected in a 2-stage process that is designed to be as fair and transparent as possible.

AWARD PROCESS AND CRITERIA

1. Shortlist Process for Coffee Shop, Coffee Rosters, Foodservice Operators and Coffee Equipment Manufacturers

Companies are shortlisted based on research from Allegra Strategies and feedback from more than 100 industry experts. In determining the shortlisted companies, Allegra Strategies takes into account a broad range of criteria to ensure that they arrive at a set of candidates that demonstrate a commitment to excellence and strong business performance. For companies, the criteria (where relevant) includes:

- Strength of brand
- Business performance
- Innovation
- Coffee quality
- Food quality
- Service quality
- Store design and atmosphere
- Consumer engagement
- Ethical practices
- Commitment to industry development

2. Industry Voting for Coffee Shop and Foodservice Operator Awards

Once the shortlist has been finalised, industry experts from across Europe are invited to vote for the shortlisted candidates within their respective geographies, and the winners are selected from those scoring the highest number of votes in each category. However, self-serving votes, e.g. voting for one's own company, will not be counted.

Quality of the qualitative feedback is encouraged to provide the highest level of confidence and understanding of the results. In the case of tied results, this feedback may be used to help decide the final result. In considering their votes, we ask industry experts polled to make their decision based on the above criteria. Best Coffee Chain Europe will be selected from results of the individual country awards and to qualify, a coffee chain must have a presence in at least 2 European countries.

3. Nominations for Other Awards

Due to the nature of these categories, several specific awards such as: Most Ethical Company – Europe and Individual Industry Achievement Awards are won solely based on the total number of recommendations/votes received by industry nominees, taking into consideration the depth and quality of feedback received to substantiate the nomination.

For individual awards, those voting are asked to consider the following:

- Achieved significant results to benefit the industry as a whole
- Genuinely passionate about the industry
- Ethical and well-respected
- Extra curricula activities beyond the call of the specific company they work for
- Length of genuine service to the industry
- Evidence of developing other people

Self-serving votes will not be counted.