



# Best New Site

All information provided in your entry is confidential and is not for publication.

Save this document on your computer and type your answers directly into the form and use extra sheets as necessary.

### Entry criteria:

The winning pub site will have opened during the past 12 months. The site will either be a new-build pub or the substantial re-development of an existing pub site.

Judges are looking for evidence of:

- How the site was redeveloped
- Effective use of design and space
- Strong marketing and promotion of the new site
- Launch campaign
- Details of the site's offer – food, drinks, entertainment
- How trade has been developed

### Entry tips:

Entering the Publican Awards 2012 is an excellent way to showcase a key site which has boosted your company's portfolio, profits and profile.

Complete this form as fully as possible.

Remember to include supporting material such as:

- Photographs of new site
- Marketing and promotional material
- Customer feedback
- Press reviews
- Details of food, drink and entertainment offers
- Food & drink menus

**Closing date  
for entries:  
Wednesday,  
30 November  
2011**



# Best New Site

## Submitters details

(If this entry is being produced by a PR agency or an internal marketing team, please complete this section)

Full name: .....

Job title: .....

Company name: .....

Address: .....

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Telephone: .....

Mobile: .....

Email: .....

Website: .....

## Entrant details

(Please highlight the senior company employee representing the company for this entry)

Full name: .....

Job title: .....

Company name: .....

Address: .....

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Telephone: .....

Email: .....

Mobile: .....

Website: .....





## Best New Site

Detail research you did prior to the opening and how this shaped the offer? .....

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Describe the target customer base for the site? .....

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Who are the key staff at the site and what are their backgrounds? .....

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Is the site bespoke in design and offer or similar to other sites in the company? .....

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