



## JUDGING CRITERIA

The Awards categories for 2026 are:

- 1) New Product Award (Food/Treats/Accessories/Health & Hygiene)
- 2) Manufacturer of the Year
- 3) Wholesaler of the Year
- 4) Brand of the Year - **NEW**
- 5) New Business of the Year
- 6) Grooming Business of the Year
- 7) Kennel of the Year
- 8) Cattery of the Year
- 9) Home Boarding Business of the Year
- 10) Dog Daycare Business of the Year
- 11) Dog Walking Business of the Year
- 12) Pet Service Business of the Year
- 13) E-commerce Business of the Year - **NEW**
- 14) Export Business Award
- 15) Sustainability Award
- 16) Pet Retail Chain of the Year
- 17) Independent Retailer of the Year
- 18) Garden Centre Pet Department of the Year
- 19) Marketing Campaign of the Year
- 20) International Business Award - **NEW**
- 21) Raw Store of the Year
- 22) Best Newcomer of the Year
- 23) Legend Award - **NEW**

### Entry Notes:

It is important to carefully read and understand the specific criteria and guidelines provided for each award category. Any entries that do not provide information for all the sections may be marked down.

To enter, please submit details of how your entry fits the individual category criteria, in no more than **500 words** per application.

Additionally, please submit the following with each entry:

- **Company Logo:** Please include your company logo in a high-resolution format (JPEG or PNG files **ONLY**)
- **Product Image (If relevant):** Include an image of the product in a high-resolution format (JPEG or PNG files **ONLY**) This image should showcase the product and clearly represent its unique features and design.



Please also refer to the entry Terms and Conditions on the PIF website before submitting applications.

## 1. New Product of the Year

**Please base your application on the following criteria:**

**Sub-category Selection:** Entries must indicate which sub-category they are applying for (**Food, Treats, Accessories, or Health and Hygiene**) at the start of their entry in a prominent position.

**Availability and Launch:** The product must have been launched and made available to the market after August 2025.

**Exclusion of Previous Entries:** Any products that were submitted for the 2025 PIF Awards are not eligible to enter the New Pet Product Category. This category specifically aims to recognise products that have emerged since the previous awards.

**Uniqueness and Distinctiveness:** The product should demonstrate unique features or characteristics that set it apart from existing products in the market. Judges will assess the product's ability to provide new solutions, address unmet needs, or offer a fresh perspective within the pet industry.

**Benefits and Impact:** The product should deliver significant benefits to pets, pet owners, or the pet industry as a whole. Judges will evaluate the impact of the product in terms of improving pet well-being, enhancing the pet-owner bond, promoting sustainability, or positively influencing the industry.

**This category includes entries for dogs, cats, small mammals, and birds.**

**To enter, please submit details of how your product fits the above criteria, in no more than 500 words.**



## 2. Manufacturer of the Year

**Eligible to companies who manufacture their own products.**

For 2026, this category has been split into two separate awards to recognise excellence across businesses of different sizes:

- Manufacturer of the Year (Turnover under £10 million)
- Manufacturer of the Year (Turnover over £10 million)

**Entrants must clearly state which turnover category they are entering in their application. Please base your application on the following criteria:**

**Business Growth and Success:** Showcase substantial growth and success in the pet product manufacturing industry. Provide evidence of factors such as increased market share, revenue growth, or expansion into new markets.

**Product Quality:** Emphasize the company's commitment to producing high-quality pet products. Highlight new approaches to product development that set your products apart from competitors.

**Sustainable Manufacturing Practices:** Showcase a commitment to sustainability and environmentally friendly manufacturing practices. Provide examples of initiatives implemented to minimise environmental impact, such as reducing waste, implementing energy-efficient processes, or using eco-friendly materials.

**Industry Leadership and Collaboration:** Demonstrate active involvement in industry leadership and collaboration. Provide examples of partnerships, memberships in industry associations, participation in industry events, or contributions to industry research and development.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



### 3. Wholesaler of the Year – Sponsored by [Natures Menu](#)

Please base your application on the following criteria:

- **Product Range and Quality:** Showcase a wide and diverse range of high-quality pet products offered to retailers or businesses. Provide evidence of the range's popularity, relevance to market demands, and customer satisfaction.
- **Customer Service and Support:** Demonstrate outstanding customer service and support provided to retailers or businesses. Highlight initiatives, such as responsive communication, efficient order processing, after-sales support, and availability of marketing materials or training resources.
- **Reliability and Timeliness:** Exhibit reliability and timeliness in product delivery and fulfilment of orders. Showcase efficient logistics, accurate order processing, and consistent adherence to delivery schedules.
- **Business Relationships and Collaboration:** Demonstrate a strong commitment to fostering successful partnerships and collaborations with retailers or businesses. Highlight examples of collaboration, joint marketing efforts, or customised solutions that have contributed to the growth and success of your clients.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.



#### 4. Brand of the Year

Open to consumer-facing brands operating within the UK pet sector. This category is eligible to businesses offering pet products, services, or digital solutions.

The brand must have been operating commercially for at least two years.

Please base your application on all four of the following criteria:

**Brand Growth and Market Penetration:** Showcase measurable commercial success and market growth over the past 12 months. Provide evidence of factors such as increased stockist numbers, retail or veterinary listings, service network expansion, or a demonstrable rise in relative sales volume, client acquisition, and market share.

**Brand Identity and Market Visibility:** Highlight a compelling, distinct brand identity that stands out in a competitive pet market. Demonstrate how your overall brand values are consistently reflected across all customer touchpoints, including product packaging, digital presence, brand messaging, and sustained visibility at a national or regional level.

**Consumer Trust and Community Loyalty:** Provide evidence of exceptional customer loyalty and brand advocacy. Judges will evaluate tangible indicators of community engagement, such as customer retention rates, subscriber or membership growth, active brand ambassador programmes, or highly positive consumer reviews and testimonials.

**Responsible Brand Stewardship:** Demonstrate a commitment to quality, safety, and core brand values. Highlight how your brand champions responsible pet ownership or animal welfare through its sourcing policies, service standards, consumer education, transparency, or support for the wider pet community.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.



## 5. New Business of the Year

Please base your application on the following criteria:

**Operational Duration:** The business must have been operating for less than two years.

**Successful Launch and Growth:** Showcase a successful launch and notable growth within the pet industry. Provide evidence of achievements such as market entry, customer acquisition, revenue growth, or expansion into new markets.

**Unique Value Proposition:** Highlight a compelling and distinctive value proposition that sets the business apart from competitors. Showcase how the business offers something different or addresses a specific need in the market.

**Customer Satisfaction and Loyalty:** Demonstrate exceptional customer satisfaction and loyalty. Showcase initiatives or programs that have contributed to building strong relationships with customers, gaining positive feedback, or establishing a loyal customer base.

**Adaptability and Resilience:** Showcase the ability to adapt to changing market conditions and overcome challenges. Highlight instances where the business has demonstrated resilience, agility, and the capacity to pivot its strategies or offerings when necessary.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



## 6. Grooming Business of the Year

**To be eligible for the Dog Grooming Business of the Year Awards, the owners of the business should hold a dog grooming qualification.**

**Please base your application on the following criteria:**

**Exceptional Grooming Services:** Showcase outstanding grooming services provided to dogs/cats, demonstrating expertise, skill, and attention to detail. Highlight the range of grooming services offered, such as styling and specialty treatments.

**Commitment to Animal Welfare:** Demonstrate a strong commitment to animal welfare as a top priority in all grooming practices. Showcase the use of safe and humane grooming techniques, stress reduction methods and proper handling of dogs during the grooming process.

**Commercial Success:** Provide evidence of commercial success, highlighting achievements such as business growth, increased clientele, additional services, positive financial performance, or expansion. Showcase how the business has effectively marketed its services and maintained a competitive edge.

**Community Engagement:** Demonstrate active involvement and engagement within the local community. Highlight initiatives such as participation in pet-related events, collaborations with local organisations, or educational outreach programs promoting responsible pet ownership or animal welfare.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**

**An independent panel will judge the finalists in this category, and mystery 'telephone shopping' may be conducted as part of the process to determine the overall winner.**



## **7. Kennel of the Year**

## **8. Cattery of the Year**

**Criteria for both Kennel and Cattery Awards.**

**These awards are open to all kennels and catteries. If a business has multiple sites, one site only should be chosen to enter.**

**Businesses should have been running for at least three years.**

**Please base your application on the following criteria:**

**Outstanding Animal Care:** Showcase exceptional care provided to pets in the facility, ensuring their well-being, comfort, and safety. Highlight the quality of accommodation, exercise routines, enrichment activities and health management practices implemented.

**Commitment to Animal Welfare:** Demonstrate a strong commitment to animal welfare as a top priority in all aspects of the operations. Showcase adherence to ethical standards, best practices and industry regulations to ensure the physical and emotional well-being of your guests.

**Customer Satisfaction and Trust:** Demonstrate exceptional customer satisfaction and trust through positive feedback, testimonials, or customer reviews. Showcase how the business builds strong relationships with clients, maintains open communication and provides regular updates on the well-being of the pets in their care.

**Community Engagement and Education:** Showcase active involvement and engagement within the local community regarding responsible pet ownership, animal welfare, or educational initiatives. Highlight collaborations with local organisations, participation in community events, or provision of resources to pet owners.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**

**All businesses applying for the Kennel or Cattery Business of the Year categories must prominently display their license number on their website. Failure to display the license number will result in the application not being considered for the award.**

**An independent panel will judge the finalists in this category, and mystery 'telephone shopping' will be conducted as part of the process to determine the overall winner.**





## 9. Home Boarding Business of the Year - Sponsored by [Cliverton](#)

## 10. Dog Daycare Business of the Year

These awards are open to businesses which offer all or some of the activities mentioned in each category.

If a business has multiple sites, one site only should be chosen to enter.

Businesses should have been running for at least three years.

Please base your application for the Home Boarding and or Dog Daycare categories on the following criteria:

**Outstanding Care:** Showcase exceptional care provided to dogs in the daycare facility/home boarding setting, ensuring their well-being, comfort, and safety. Highlight the quality of facilities, supervised playtime, exercise routines, enrichment activities and adherence to appropriate group sizes.

**Commitment to Animal Welfare:** Demonstrate a strong commitment to animal welfare as a top priority in all aspects of the daycare/home boarding operations. Showcase adherence to ethical standards, best practices, and industry regulations to ensure the physical and emotional well-being of the dogs.

**Customer Satisfaction and Trust:** Demonstrate exceptional customer satisfaction and trust through positive feedback, testimonials, or customer reviews. Showcase how the business builds strong relationships with clients, maintains open communication and provides regular updates on the well-being of the dogs in their care.

**Safety and Hygiene Standards:** Showcase a strong emphasis on safety and hygiene protocols within the daycare facility/home boarding environment. Highlight measures taken to ensure a clean and safe environment, including proper sanitisation, vaccinations, health checks and staff training.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.

All businesses applying for the one of the above categories must prominently display their license number on their website. Failure to display the license number will result in the application not being considered for the award.

An independent panel will judge the finalists in this category, and mystery 'telephone shopping' will be conducted as part of the process to determine the overall winner.



## 11. Dog Walking Business of the Year

Please base your application on the following criteria:

**Exceptional Dog Care and Welfare:** Showcase exceptional care provided to dogs during walks, ensuring their well-being, safety, and comfort. Highlight practices that promote physical exercise, mental stimulation, and socialisation while considering each dog's individual needs and preferences.

**Commitment to Animal Welfare:** Demonstrate a strong commitment to animal welfare as a top priority in all aspects of the dog walking services. Showcase adherence to ethical standards, best practices, and industry regulations, including knowledge and application of dog walking guidance specific to the UK.

**Customer Satisfaction and Trust:** Demonstrate exceptional customer satisfaction and trust through positive feedback, testimonials, or customer reviews. Showcase how the business builds strong relationships with clients, maintains open communication and provides regular updates on the well-being of the dogs during walks.

**Knowledge and Professionalism:** Showcase a solid understanding of dog behaviour, body language, and appropriate handling techniques. Demonstrate ongoing professional development, such as relevant certifications, training courses, or participation in industry conferences, to enhance knowledge and skills in dog walking.

**All businesses applying for the Dog Walking Business of the Year Category must show a clear understanding and implementation of the dog walking guidance specific to the UK. This includes knowledge of responsible dog ownership, appropriate group sizes, leash control, waste management and safety measures.**

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**

**An independent panel will judge the finalists in this category, and a mystery 'telephone shopping' call may be conducted as part of the process to determine the overall winner.**



## 12. Pet Service Business of the Year – Sponsored by [Cliverton](#)

The Pet Service Business of the Year award is open to businesses whose main activities are not listed in categories six to eleven. For example – pet behaviourist, trainer, pet sitting, pet transportation

Please base your application on the following criteria:

**Exceptional Service Quality:** Showcase exceptional service quality provided to pet owners, ensuring the well-being, safety, and satisfaction of the pets in their care. Highlight specific services offered, such as pet sitting, pet transportation, or other unique pet services.

**Commitment to Animal Welfare:** Demonstrate a strong commitment to animal welfare as a top priority in all aspects of the pet service operations. Showcase adherence to ethical standards, best practices, and industry regulations to ensure the physical and emotional well-being of the pets.

**Customer Satisfaction and Trust:** Demonstrate exceptional customer satisfaction and trust through positive feedback, testimonials, or customer reviews. Showcase how the business builds strong relationships with clients, maintains open communication, and provides reliable, trustworthy, and personalised services tailored to the needs of each pet.

**Knowledge and Expertise:** Showcase a depth of knowledge and expertise in the specific pet service provided. Highlight qualifications, certifications, training courses, or other relevant experiences that demonstrate the business's professional competence in delivering exceptional services to pet owners.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.

An independent panel will judge the finalists in this category, and mystery 'telephone shopping' may be conducted as part of the process to determine the overall winner.



### 13. E-commerce Business of the Year

**Open to pet sector businesses that sell products or services directly to consumers via a digital platform. To be eligible for this category, the business must operate a direct-to-consumer model where at least 50% of overall sales revenue is generated directly through their own website or proprietary e-commerce platform.**

**Please base your application on all four of the following criteria:**

**Platform Design and User Experience:** Showcase a high-quality, impactful, and user-friendly digital presence. Demonstrate effective platform optimisation practices that enhance the customer journey, such as fast loading times, exceptional mobile responsiveness, intuitive navigation, a seamless checkout process, and secure payment integrations.

**Digital Marketing and Acquisition Strategies:** Tech-driven visibility is key. Highlight innovative and effective digital marketing strategies implemented over the past 12 months to drive traffic and customer acquisition. This includes traditional search engine optimisation (SEO), emerging generative engine optimisation (GEO) techniques to capture AI-driven search traffic, targeted digital advertising, email marketing, or social commerce initiatives.

**Commercial Performance and Platform Growth:** Provide evidence of strong commercial viability and revenue growth driven directly by your e-commerce platform. Showcase measurable metrics over the past year, such as conversion rate improvements, increases in average order value, subscription model growth, or successful customer retention figures.

**Operational Excellence and Customer Care:** Demonstrate how the digital business supports its sales with efficient backend operations. Judges will evaluate performance in areas such as order fulfilment accuracy, reliable logistics, clear communication regarding delivery tracking, and responsive digital customer service, AI-assisted support tools, or after-sales care.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



#### 14. **Export Business Award** -Sponsored by [Associated Veterinary Services](#)

**Please base your application or nomination on the following criteria:**

**Market Expansion and International Growth:** Showcase how the business has successfully expanded its presence in international markets. Highlight the identification of new markets, effective market entry strategies, sustained growth in export sales and the establishment of a strong international customer base.

**Overcoming Trade Barriers:** Demonstrate how the business has effectively navigated and overcome trade barriers, including challenges posed by Brexit and trade tariffs. Showcase strategies implemented to mitigate disruptions, ensure compliance with regulatory requirements, and maintain smooth operations in international trade.

**Optimising UK Trade Deals:** Highlight the business's ability to leverage UK trade deals with international countries to maximise export opportunities. Showcase collaborations, partnerships, or initiatives that have been established to enhance trade relationships, explore new markets, negotiate favourable terms, and capitalize on the benefits provided by UK trade agreements.

**Building International Relationships:** Demonstrate how the business has actively engaged in building relationships with international buyers. Showcase participation in international trade shows, exhibitions, or conferences to connect with potential customers, establish rapport, and foster long-term partnerships.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



## 15. Sustainability Award - Sponsored by [Citation](#)

Please base your application on the following criteria:

**ESG Practices:** Showcase the company's comprehensive approach to Environmental, Social, and Governance (ESG) practices. Highlight efforts to integrate sustainability into core business operations, including ESG reporting and performance measurement, stakeholder engagement, and alignment with global sustainability frameworks or standards.

**Environmental Stewardship:** Showcase the company's commitment to environmental sustainability and its efforts to minimise its ecological footprint. Highlight initiatives such as energy efficiency measures, waste reduction and recycling programs, sustainable sourcing practices, and carbon footprint reduction strategies.

**Circular Economy Practices:** Demonstrate how the company embraces circular economy principles by implementing strategies to reduce waste, extend product lifecycles, and promote resource efficiency. Showcase initiatives such as product repair and refurbishment, use of recycled or upcycled materials, and closed-loop production processes.

**Responsible Supply Chain:** Highlight the company's efforts to ensure a responsible and sustainable supply chain. Showcase initiatives related to ethical sourcing, fair trade practices, supplier diversity and inclusion, and the promotion of animal welfare throughout the supply chain.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



## 16. Pet Retail Chain of the Year – Sponsored by [Mackle Petfoods](#)

**This award is open to an individual branch from a specialist chain of pet retailers with FIVE STORES OR MORE.**

**Please base your application or nomination on the following criteria:**

**Store Experience and Customer Service:** Showcase the company's commitment to providing an exceptional in-store experience for customers. Highlight factors such as store layout and design, product selection and organisation, knowledgeable staff, personalized customer service, and efforts to create a welcoming and engaging environment.

**Product Quality and Range:** Demonstrate the company's dedication to offering high-quality pet products and a diverse range of options to meet customer needs. Showcase initiatives such as partnerships with emerging brands, exclusive product lines, product innovation, and the availability of a wide variety of pet-related products.

**Community Engagement:** Highlight the company's involvement and support for the local pet community. Showcase initiatives such as partnerships with local animal shelters or rescue organisations, hosting pet adoption events, educational workshops, and participation in community-driven initiatives that promote responsible pet ownership.

**Online Presence and Omnichannel Integration:** Showcase the company's effective online presence and integration of online and offline channels. Highlight initiatives such as user-friendly website design, online product availability, seamless online ordering and fulfilment processes, and the use of digital marketing strategies to engage with customers and drive online and in-store sales.

**ESG Practices:** Showcase the company's comprehensive approach to Environmental, Social, and Governance (ESG) practices. Highlight efforts to integrate sustainability into core business operations, including ESG reporting and performance measurement and stakeholder engagement.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**

**The shortlisted stores in this category will also be mystery shopped as part of the process to determine the winner.**



## 17. Independent Retailer of the Year

This award is open to a branch of specialist pet retailers with **FEWER THAN FIVE STORES**.

Please base your application or nomination on the following criteria:

**Store Experience and Customer Service:** Showcase the company's commitment to providing an exceptional in-store experience for customers. Highlight factors such as store layout and design, product selection and organisation, knowledgeable staff, personalised customer service and efforts to create a welcoming and engaging environment.

**Product Quality and Range:** Demonstrate the company's dedication to offering high-quality pet products and a diverse range of options to meet customer needs. Showcase initiatives such as partnerships with emerging brands, product innovation and the availability of sustainable and eco-friendly pet products.

**Staff Training and Knowledge:** Highlight the company's investment in staff training and development to ensure they possess the necessary expertise and knowledge to assist customers effectively. Showcase initiatives such as ongoing training programs, product knowledge assessments, certifications, and efforts to stay updated with the latest industry trends and advancements.

**Community Engagement:** Highlight the company's involvement and support for the local pet community. Showcase initiatives such as partnerships with local animal shelters or rescue organisations and participation in community-driven initiatives that promote responsible pet ownership.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.

The shortlisted stores in this category will also be mystery shopped as part of the process to determine the winner.





## 18. Garden Centre Pet Department of the Year – Sponsored by [Natures Menu](#)

To be eligible for this award, both chain and independent garden centres must have a dedicated pet department in the store entered for this category.

Please base your application or nomination on the following criteria:

**Product Range and Presentation:** Showcase the quality and diversity of the pet products available in your garden centre's pet department. Demonstrate a well-curated and extensive range of pet and bird supplies, including food, accessories, toys, and healthcare products. Highlight how the products are presented in an attractive and organised manner, creating an inviting shopping experience for customers.

**Customer Experience and Service:** Demonstrate exceptional customer service and a positive shopping experience within the pet department. Showcase how your staff provides knowledgeable assistance, advice, and support to customers, ensuring their needs are met. Highlight any additional services or amenities offered, such as grooming services, or educational events, which enhance the overall customer experience.

**Animal Welfare and Commitment:** Showcase your garden centre's strong commitment to animal welfare, even if live animals are not available for purchase within the pet department. Highlight the measures taken to promote responsible pet ownership, education on animal care, and support for local animal welfare organizations. Emphasize your garden centre's dedication to providing resources and guidance to customers to ensure they make informed decisions regarding pet care and welfare.

**Visual Merchandising and Presentation:** Showcase the visual appeal and creativity of your pet department's layout and displays. Highlight how the pet department is visually engaging, with eye-catching displays, signage, and thematic arrangements that captivate customers' attention. Demonstrate an aesthetically pleasing environment that reflects a strong brand identity and creates an enjoyable shopping atmosphere.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.

The shortlisted departments in this category will also be mystery shopped as part of the process to determine the winner.



## 19. Marketing Campaign of the Year – Sponsored by [Nobull Agency](#)

Please base your application on the following criteria:

**Creativity and Innovation:** Showcase the creativity and innovation demonstrated in the marketing campaign. Highlight unique and engaging elements that set the campaign apart from others in the industry. Demonstrate how the campaign effectively captured the attention of the target audience, using innovative strategies, visuals, messaging, or storytelling techniques.

**Impact and Results:** Demonstrate the impact and results achieved through the marketing campaign. Provide evidence of how the campaign successfully achieved its goals and objectives, such as increased brand awareness, customer engagement, sales growth, or market share expansion. Include specific metrics and data that showcase the campaign's effectiveness and return on investment.

**Target Audience Relevance:** Showcase how the marketing campaign effectively targeted and resonated with the intended audience. Highlight the understanding of the target market's needs, preferences, and behaviours, and how the campaign successfully addressed those factors. Provide examples of how the campaign connected with the target audience on an emotional level, leading to increased brand affinity and customer loyalty.

**Integration and Multi-Channel Approach:** Demonstrate the integration of various marketing channels and tactics in the campaign. Showcase how the campaign utilized a multi-channel approach, such as digital advertising, social media, content marketing, influencer collaborations, or offline promotions, to maximize reach and impact. Highlight the seamless integration of messaging and branding across different channels for a cohesive and unified campaign experience.

To enter, please submit details of how your business fits the above criteria, in no more than 500 words.



## 20. International Business Award

**Open to businesses based outside the United Kingdom that have successfully launched products, services, or digital solutions into the UK pet sector. To be eligible, applicants must have an active trading history of selling into the UK market, either via UK distributors, direct to retailers, or direct to consumers, for at least 12 months.**

**Please note that this award specifically recognises overseas businesses establishing a footprint in the UK market; UK-based companies exporting abroad should instead enter the Export Business Award.**

**Please base your application on the following criteria:**

**UK Market Entry and Growth:** Detail your strategy for entering the UK pet market and showcase measurable commercial traction achieved over the past 12 months. Provide evidence of success, such as growth in UK sales revenue, expanding volumes of goods shipped to the UK, or a rising number of UK stockists and active trade accounts.

**Compliance and Product Adaptation:** Demonstrate how your business has successfully adapted its offerings to meet the specific requirements of the UK market. This includes achieving full compliance with UK regulatory bodies, aligning packaging or marketing with UK guidelines, and tailoring products or services to meet the specific consumer preferences and welfare standards of UK pet owners.

**Supply Chain and Operational Reliability:** Showcase how your business ensures a seamless, reliable supply chain for your UK partners or customers. Detail your operational approach to handling international logistics, customs, inventory management, or local distribution networks to ensure consistent product availability and minimal disruption.

**Commitment to the UK Pet Industry:** Highlight your long-term commitment to investing in and supporting the UK pet sector. Evidence could include active engagement with UK trade associations, investment in dedicated British customer service or sales support, or active participation in UK trade and consumer exhibitions to build lasting industry relationships.

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



## **21.Raw Store of the Year - Sponsored by [Nutriment](#)**

This category recognises businesses specialising in raw pet food, natural treats, and supplements. Entries should focus primarily on companies whose turnover is at least 70% derived from raw pet food, natural treats, and supplements sales. This category is not open to pet shops who stock a wide range of products for all pets.

Eligible businesses may operate predominantly online or from a raw food warehouse, physical store with a premises dedicated to the storage and fulfilment of frozen and natural pet products.

To be considered for this award, entrants must demonstrate excellence in the following four areas. Applications must include supporting figures and data wherever possible.

### **Business Growth and Performance**

Provide evidence of measurable growth over the past 12 months. This might include:

- Evidence of increased freezer capacity, enhanced storage facilities, or physical expansion (including raw food warehouse developments or omni-channel retail approaches).
- A growing variety of raw food, natural treats, and supplement SKUs, including any exclusive, own-label, or differentiated product offerings.
- Demonstrable increases in overall sales, average customer spend, or basket size with supporting data from EPOS, ecommerce or subscription platforms.
- Expansion into new routes to market such as click-and-collect, home delivery, subscription models, or partnerships with professional services (e.g. trainers or behaviourists).

### **Customer Experience and Loyalty**

Demonstrate how your business offers a trusted and valuable experience to your raw-feeding community. Judges will be looking for:

- Loyalty scheme performance or repeat customer statistics
- Testimonials or customer feedback
- Educational support such as advice on raw feeding, treat selection or supplement use



### **Fulfilment and Operational Resilience**

Outline how your business handles the challenges of storing and supplying raw food, natural treats and supplements, particularly for online customers. Consider:

- How you manage out-of-stock situations or storage limitations
- Delivery solutions for frozen/chilled goods
- Innovations in packing, logistics, or local fulfilment strategies

### **Commitment to Raw and Natural**

Show how your business champions best practice in raw feeding and natural pet nutrition. Examples could include:

- Staff training in raw feeding, supplements, and animal nutrition
- Sourcing policies for natural products or transparency with suppliers
- Educational content for customers (online or in-store)

**To enter, please submit details of how your business fits the above criteria, in no more than 500 words.**



## **22. Best Newcomer of the Year - Sponsored by [The Animal People Recruitment](#)**

This award recognises an individual who has joined a new organisation within the pet, vet or animal sector in the past 12 months and who has already made a significant and measurable contribution.

Nominations must be submitted by the employer or line manager. Candidates may be new to the sector or may have joined from another business within the industry.

The award is open to newcomers in any type of role, including operational, marketing, business development, commercial, or senior leadership positions across all areas of the pet, vet and animal industries.

### **Nominations should demonstrate:**

**Early positive impact:** Clear examples of how the individual has contributed to business success since joining. This could include fresh ideas, innovations or improvements that have enhanced operations, customer service, marketing, sales or efficiency.

**Measurable results:** Evidence of tangible achievements, such as meeting or exceeding targets, improving service levels, driving growth or delivering efficiencies, supported by data where possible.

**Contribution to team and culture:** How the individual has helped build or enhance a positive, inclusive and supportive workplace culture, and how they have worked effectively as part of a team.

**Potential for future growth:** How the individual has shown promise for continued success and progression within the business or wider sector.

**Please provide a written submission of no more than 500 words describing how the candidate meets the criteria.**



## 23. Legend Award

This prestigious, nomination-only award recognises an outstanding individual from any sector of the UK pet industry who has made a profound, measurable impact on the market, profession, or wider pet community. Nominees can include founders, educators, innovators, welfare advocates, or frontline leaders who have significantly shaped the direction of the industry. Nominees must be nominated by a third party (such as a colleague, employee, or industry peer), and the individual must have a proven track record of industry influence spanning a minimum of ten years.

Please base your nomination on all four of the following criteria:

**Exceptional Leadership or Growth Milestones:** Provide specific examples of the nominee's leadership success over their career. This could include measurable achievements such as building or scaling a successful pet business, creating sustainable employment, establishing a renowned training hub, or launching a highly respected product or service line.

**Positive Sector Shaping:** Detail exactly how the nominee has raised standards or changed things for the better within their field. Judges will look for clear examples, such as introducing a new way of working that others now follow, creating widely adopted educational courses, pioneering safer manufacturing methods, or improving day-to-day trade practices.

**Inspiring Legacy and Mentorship:** Evidence how the nominee's work has helped others and continues to benefit the UK pet sector today. Highlight their dedication to supporting the future of the industry, such as mentoring students or subsequent generations of leaders, sharing knowledge selflessly, or building a supportive community network.

**Championing the Pet Industry:** Demonstrate how the nominee has acted as a true ambassador for the UK pet sector. This includes verifiable contributions to driving higher animal welfare standards, working closely with trade associations, educating the public on responsible pet ownership, or representing the industry with high ethical standards.

To enter, please submit a written nomination detailing how the candidate meets the above criteria, in no more than 500 words.

[ENTER HERE](#)