



## Ireland's Fresh The Good Food Market is world's best c-store

### **Dublin market wins the 2018 NACS International Convenience Retailer of the Year Award.**

Fresh The Good Food Market has won the 2018 NACS International Convenience Retailer of the Year Award for its Camden Street store in Dublin, Ireland. The award, sponsored by Jack Link's Beef Jerky, was presented during the NACS Convenience Summit Europe in London on yesterday at last week's NACS European Convenience Retail Awards gala.

The award recognizes the most innovative and successful international convenience and fuel retailing store of the year, as chosen by a Grand Jury of leading international retailers and experts. The winner earns the accolade of "the best convenience store in the world."

Judges agreed that Fresh The Good Market exemplifies excellence in convenience retailing. "Really a unique and powerful example of 'foodvenience,' with food as a destination and a broad range and appeal set in an authentic food experience," said one judge.

The store operates as an upscale, urban grocery store that also offers a mix of freshly prepared food to go, food for later and in-store casual dining, ultimately carving a new niche for itself in the sector.

Competition for this year's International Convenience Retailer of the Year Award was strong, with 14 finalists from retail companies across the world. Honourable mentions were given to OTR Fullerton in the fuel retailer category and SimplyFresh University of Surrey for non-fuel retailer.

Three Irish retailers have now won this award in the last 5 years, stating how a country with 6.5 million inhabitants has become the international benchmark for foodservices at convenience stores. For this year's award, seven out of the 14 finalists came from Ireland.

Last year Spain's Spar Natural won the award for International Convenience Retailer of the Year