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ADVANTAGE GROUP INTERNATIONAL LAUNCHES 2018 AWARDS PROGRAM HONOURING TOP PERFORMING SUPPLIERS AND RETAILERS IN FMCG

TORONTO, Canada

[Advantage Group International](#), creators of Advantage Report™, announce new annual [Advantage Awards](#) program to celebrate the achievements of top performing suppliers and retailers worldwide in the FMCG (fast-moving consumer goods) industry.

For more than 30 years, the world's most ambitious suppliers and retailers have partnered with Advantage to enrich business-to-business relationships and accelerate success across a broad range of business performance areas.

Advantage Report is the world's leading 360° feedback system, developed to aid suppliers and retailers in measuring, tracking and strengthening their B2B performance. With Advantage Report, each party can improve based on the feedback received from their partners, thus creating leaner, more robust and agile partnerships.

"We know that strong relationships lie at the heart of improving performance. Our 360-degree perspective helps our clients truly understand what it takes to be a top performer today and what they should expect, and encourage, in their relationships with others," says Gary Halloran, Chief Operating Officer at Advantage.

The new Advantage Awards program recognizes high ranking suppliers and retailers according to annual Advantage Report results, available in over 40 markets worldwide.

"Recognition as a top performer within Advantage Report identifies your organization as a proactive and collaborative business partner among peers," says Anthony Guadagnolo, Vice President, Commercial & Market Development at Advantage. *"The Advantage Awards acknowledge outstanding performance in building strong business relationships."*

About Advantage Group International

Advantage Group International partners with the world's most ambitious suppliers and retailers to accelerate success. For over 30 years, clients have looked to Advantage for insights into strengthening their business relationships across a broad range of business performance areas within existing and emerging channels spanning E-Commerce, Grocery, Pharmacy, Foodservice, Healthcare and others. Advantage brings powerful insights to companies within and across over 40 countries and represents the voices of over 70,000 industry professionals. High performing suppliers in Advantage Report™ achieve 5% higher sales performance on average in the following year, than low performers. For more information, visit: <https://www.advantagegroup.com/>

For media inquiries, please contact:

Cristina Avila, Marketing Manager, Advantage Group International
marketing@advantagegroup.com