

RN

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Shaping the future
of independent retail
since 1889



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Kronenbourg 1664 bottles and multipacks
have grown alcohol sales by 15%”**

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FOOD TO GO WILL BE UP TO 50% OF SALES
Page 6

WELCOME

Pack your shelves with new products and you'll risk putting off shoppers and eroding margins and cash balance



Editor

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How do you spot the next big thing and differentiate it from a passing fad? This is a question we help answer each week in RN, showing you the latest product trends in What's New and examples of retailers selling them profitably.

The strategy for how you successfully embed a new product or category in your store was a challenge I discussed with Heineken at an event last week. I heard about the risks of getting it wrong, as well as the opportunities on offer when you get it right.

It takes discipline, I learned. Pack your shelves with new products and you'll risk putting off shoppers and eroding margins and cash balance.

I met Pankaj Patel, who runs a Londis in Lewisham, and he shared his strategy. Experiment and try new things, he said, as not every product works in every area. But be patient, as a new line might be stagnant for three or four months before picking up. Most importantly, he stressed the importance of reviewing your range and cutting your slow sellers.

In this week's issue you can read Heineken's advice for getting your core range right, while also creating space around it to innovate with emerging trends, such as craft beer.

With a younger shopper demographic, convenience stores are well placed to tap into the food and drink trends that are driving innovation in the market.

Encouragingly, big companies like Heineken are extremely positive about the outlook for convenience and will help you grow and tap into these trends. But you must get the basics right first.

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BREAKING NEWS

More local powers won't stop illicit trade

Retailers have welcomed a call by the Association of Convenience Stores (ACS) for more local powers to tackle illicit tobacco trading, but remain sceptical increased measures will stem the trade.

Responding to the publication of the government's tobacco strategy, the ACS called for an increase in fines and banning orders as more effective deterrents than verbal or written warnings by local authorities.

Romit Patel, of Wellers tobacconist in Dorking, said he welcomed any clampdown but had noticed an increase in illegal sales since EUTPD II regulations came into force in May.

"Customers are buying papers and filters but no tobacco. Any enforcement helps, but if people can get tobacco at £5 and I'm selling it at more than £10, they'll buy at the cheaper price," he said.

Is B&M next in line for takeover?

Discount household goods chain B&M could be the latest retailer to be the focus of a takeover bid.

According to the Sunday Times, Asda parent company Walmart is in the early stages of assessing a bid for B&M, which sells discounted goods, including home accessories, household goods, toys and DIY items.

If bought, the company, chaired by former-Tesco chief executive Sir Terry Leahy, would be the latest in the line of consolidation deals.

Last year, Sainsbury's bought Argos and the Tesco-Booker merger remains under investigation.



Savvy Singh boys have the Xbox factor with Facebook drive

The social media-savvy Singh brothers in Sheffield have given away a free Xbox to one lucky customer. More than 1,000 customers liked and shared Vrinder and Baljeet (pictured) and Mandeep Singh's Facebook post on the Singh's Premier group. "The winner's mum rang up and she was over the moon," said Mandeep. The brothers held the competition to celebrate Premier slashing prices on bread, milk and sugar. "Sugar sales have tripled and milk is up 75%," Mandeep added.

Click and collect services are thriving 'Without this people wouldn't come to my shop at all'

Parcels grow 100% but sales don't always follow

by Joe Cooper

RNreporter@newtrade.co.uk

Retailers offering click and collect parcel services report the number of items they handle is increasing by up to 100% year on year, but turning additional footfall into sales is still proving a challenge.

The news comes as Pass My Parcel, which was launched by Smiths News with the help of Amazon in 2014, said total parcels handled in June averaged 23,400 per week, up 149% on the same period last year.

Vijay Patel, of The Paper Shop in London, said he handles around 60 parcels a week through Pass My Parcel, earning 25p per package and netting £100 per month.

"It's extra cash for me, but the kind of people who buy online are often those who look for the cheapest deals and so are more likely to go to the super-market," he said.

"But without this, they wouldn't be coming to my shop at all. Returns are also a growing area."

Raj Aggarwal's Spar Hackenthorpe handles 40 packages per week,

compared to 20 last year through PayPoint and Yodel's CollectPlus.

"I am making £25-£30 a week and I'm hoping this will increase as it expands its work with more parcel carriers," he said.

"About 25% of customers will then buy something. If you have products on the counter you can push them."

Graeme Pentland, of Ashburton Village Stores in Gosforth, Newcastle upon Tyne, uses DPD's service as well as Pass My Parcel.

"Our DPD took a big

knock when Sainsbury's started offering the service too. We still do more with it, but Pass My Parcel is the new kid on the block and is picking up momentum.

"Around half of these people buy something in the store, whether it's a Mars bar or a bottle of gin."

Suren Gudka, of Country Gifts & News in London, processes a handful of packages each week from start-up Parcelly.

"It's picking up and we're hoping it gets people into our store to see what we do," he said.

Stores counting cost of credit card fee ban

Retailers have voiced concern following the announcement of a ban on credit card transaction fees which will leave them footing the bill for bank charges.

The law, due to come into force from January 2018, means any organisation caught charging customers for card payments will be

ordered by the authorities to repay the fees.

The UK ban will apply to consumers paying with Visa, Mastercard, Paypal and American Express cards, the treasury has confirmed.

However, retailers told RN they felt action should be directed at banks and

charges should remain discretionary for retailers.

David Wyatt who runs a Costcutter in Crawley, West Sussex, said he charges for transactions below £5.

He said: "On those transactions, the money we would make would be less than the cost from the bank. We only pass on what we

are incurring. I would like the banks not to charge."

James McCormick, of Bargain Booze in Skelmersdale, said 70% of his transactions were cash and 30% cards. "If it was the other way round, we'd think about charging, but we don't because we want repeat custom," he said.

Retailers report 'worst ever' service levels We will not be taking this lying down, says NFRN

Anger as Smiths carriage freeze ends with 10% hike

by Jennifer Hardwick

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Retailers are facing a carriage charge rise of up to 10% after Smiths News ended its two-year freeze.

The new charges will apply from November for those who chose to fix their price in 2015, or from September for those who did not.

The NFRN said it is "hugely shocked" by the extent of the rise and pledged to fight the charges at the "highest level".

NFRN news operations manager Pete Williamson said: "When Smiths froze the carriage charge we supported this and hoped it was the way forward with wholesalers supporting retailers. However, we were mistaken and were shocked by the size of this increase.

"In the letter advising of the increase, Smiths quotes that labour costs have risen by 1.4% and the retail price index by 3.9%. What Smiths seems to forget is retailers are also affected by these, yet are

expected to absorb them. We will not be taking it lying down."

Dihendra Ganatra, of Ganatras News in Coventry, is facing a rise of around 10% on his carriage charges.

"If this goes ahead I really think it will be curtains for some people," he said. "We can't get our newspapers on time and customer service is virtually non-existent so it feels like our carriage charges should be going down."

Matthew Clark, of Pynylan News in Cardiff,

whose charge will rise by £4 a week, agreed customer service is at its "worst ever" and called the rise "disappointing".

He said: "I accept we have to pay a charge but I also expect to have my questions answered if I call them."

A Smiths spokeswoman said the same template for working out the charges was used as last year, involving independently collated metrics on labour, transport and price inflation as well as any change in average sales.

Payzone contract caution

Store owners are considering not re-signing with Payzone after a new contract was dubbed "bad for retailers".

New terms and conditions, which can be changed with just seven days' notice, include clauses stating retailers must insure new Payzone tablets for £650 themselves and get consent from the company before switching banks.

Amit Patel, of Belvedere Food, News & Wine in Kent, told RN he was considering not signing the new contract: "It is shifting too much of the onus onto us," he said.

Julia Bywater, of Bywater News in Dudley, added: "This will be bad for retailers. There will be extra costs, including getting wifi."

The NFRN said it was taking legal advice on "a number of clauses" and warned retailers to read the contract "very carefully" before signing.

Payzone's Rupert Lowery said: "If retailers do have concerns, they should contact us."

Hats off to Harj as he wins Smart car

Gloucestershire retailer Harj Dhasee is the proud owner of a new Smart car after increasing his wine sales by 20%. The owner of Nisa Village Stores in Mickleton had to achieve an uplift of at least 10% in sales of The Straw Hat wine compared to the same time last year and produce a display for the brand's annual wine festival. Harj, pictured receiving the keys to his new vehicle, is considering decorating the car with Nisa Village Stores branding to boost brand awareness in the area.



Publishers unite in HND breakthrough

National newspaper publishers have collaborated to launch the first combined home news delivery (HND) platform in a bid to grow sales.

Deliver My Newspaper, operated by the publishers of the The Times, The Sun, the Daily Mail, the Daily Telegraph, the Guardian and the i, went live on Monday.

The website allows customers to register

for delivery of any of the newspapers included on one centralised system, with free delivery for the first six weeks.

In a group statement, the publishers said: "Home news delivery is hugely important to independent retailers and we are pleased to announce that key national newspapers have worked collaboratively to bring an industry-first

HND website.

"The launch of Deliver My Newspaper will provide retailers with a platform to promote their home delivery service to their existing non-home delivery customers and gain new customers who may have been unaware that their local shop offers the service."

Representatives are now visiting retailers across the country to brief

them and provide PoS materials.

Guy Day, of Jackie's News in Kent, said he hopes the launch is the first step in publishers collaborating more on HND.

"The fact they are working together rather than competing for readership means they can all invest into one product for the good of the future of HND," he said.

Tesco ups deliveries

Tesco is extending its same-day delivery service from London and the south east to across 300 stores in the UK, covering 99% of households.

Under the service, customers ordering at 1pm between Monday and Saturday will have shopping delivered from 7pm onwards the same day.

In London and the south east, customers will be able to order seven days a week, with the service nationwide costing between £3 and £9.

The supermarket extended its same-day click and collect service to 300 UK stores earlier this year.

STORE LOOKBOOK



On track for great things

How do you meet the demands of affluent rail commuters and a local residents' association? Create a store focused on quality food to go and fast and effective service, says Mehmet Guzel, who opened his third store this month. **Joe Cooper** reports

Opened just three weeks ago, experienced Simply Fresh retailer Mehmet Guzel's new store, on the platform of Hatfield train station, is a bit of a balancing act.

On the one hand, there are 6,000 people passing through every day - mostly hungry and fairly affluent commuters heading in and out of London, eager for food to go.

On the other, there is a strong and vocal local residents association who have campaigned for years for the station units to be let - and they want their needs catered for too.

And while they may have had their fingers crossed for an M&S Simply Food, Mehmet says his store is a great fit for the area and has been welcomed with open arms. It has been described as "fab" and "well worth a look" on the Old Hatfield Residents' Association Facebook page, he is proud to report.

"They were crying out for this store," says Mehmet. "The initial response has been extremely positive. When I was going to the residents' meetings early on, they wanted to make sure I was going to cater for the local community. So, as well as our usual range of ready meals and curries, we've got fresh meat and fish so people will be able to cook from scratch."

Some products, like sauces and tins, have been "decluttered" compared to Mehmet's Bethnal Green and Old Oak Common stores, but offering a good range to locals is still important.

It is in fresh and food to go that the store really comes into its own. With a coffee kiosk the only other trader on the platform, there is plenty of potential. Basket spend is only expected to be around £3.50 - a far cry from the £11 of Mehmet's trendy Bethnal Green store - but the volumes of people will be far higher.

Between 25% and 50% of trade will be food to go, Mehmet estimates, and lunchtime will be key. A deal has been struck with Cuisine de France for a bakery. Alongside this, the store stocks sushi - anything to draw in transient train commuters.

"We predict we'll soon be selling 50 to 70 good quality sandwiches per day," he says.

But again, to keep locals on side, he is keeping his meal deal price reasonable, at £3.69, with fruit an option for the snack.

Early signs show partygoers heading into the capital, picking up beer and pre-mixed cans for their train journeys, will be another source of custom. Local events - The Game Fair at nearby Hatfield House attracts up to 50,000 people, for example - will also drive footfall. >>



I love to read about my peers and get inspired by them. RN keeps me updated with all the important information and latest developments” **MEHMET GUZEL**



What you can learn

- 1 Mehmet caters for local shoppers with meal deals and ready meals.
- 2 Customers were hoping for an M&S, so Mehmet's store has a premium feel.
- 3 An extensive fresh range means customers can buy to cook from scratch.
- 4 Mehmet's staff have hospitality experience so customers get the best service

INFORMATION

Location
Simply Fresh Hatfield Station, 79 Great North Road, Hatfield AL9 5BL

Target turnover
£45,000

Size
1,300sq ft

Basket spend
£3.50



STORE LOOKBOOK



5

6

The store's size – 1,300sq ft – means its impressive range needs to be kept under continual view.

But Mehmet remains ambitious about what he can do with it.

“In the next six to eight weeks we will also be installing a couple of self-service checkouts – a first for me,” he says. “Some customers don’t want to engage, they’ll pay for food and drinks and go.”

Opening the store cost around £150,000 and Mehmet is aiming for a £30,000 turnover in the first couple of years, and hopefully up to £45,000 longer-term. He has recruited a team of 12, with five full-time staff and the rest part-time. His customer base might include fewer locals, but Mehmet still likes his staff to have hospitality experience so customers get the highest level of service.

Mehmet hopes this team will guarantee the store's success as he looks to manage his three businesses simultaneously.

“I’m thinking of employing an in-house trainer in future.

“I want my staff to really be specialists in and understand their departments, but also to be able to work throughout the store,” he says. ●

What you can learn

5 Mehmet is aiming for a long-term annual turnover of £45,000

6 Mehmet works with Cuisine de France to serve bakery products

7 Premium quality brands offer customers lunch options with a difference



7



Want to see more of Mehmet's store? Go to betterretailing.com/simply-fresh-mehmet-guzel

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SYMBOL NEWS

Discount business turnover up £11.1m

High demand for an expanded convenience range is behind a sales uplift for an international distribution business which supplies Today's Group wholesalers.

Pricecheck, which specialises in residual, short-dated or surplus stock, reported a £11.1m year-on-year increase in turnover, which it attributes to products such as food, drinks, confectionery and pet care which are outside its traditional cosmetic and toiletry offer.

"It's been a phenomenal year in terms of growth for our business thanks in no small part to the introduction of new product categories," said business development director Chris Roberts.

Northampton retailer Billy Kinder, who runs a Today's Extra in Gloucester Avenue, said: "My discount lines do really well. It's definitely a growing market."

Co-op helps McColl's to rocketing turnover

Convenience chain McColl's has reported strong sales growth following its acquisition of 298 Co-op stores last year.

Total revenue increased by £35.6m in the 26 weeks to 28 May 2017, helped in part by the new stores, all of which were trading by the end of July 2016.

McColl's is supplied by Nisa, whose five-year contract runs out next year. The chain has retendered the £2bn deal and is now believed to be in separate talks with Sainsbury's, sparked by the multiple's proposed tie-up with Nisa.



Delivered wholesaler supplies stores with food to go 'This represents a huge opportunity'

Supplier helps Scots to take on Greggs and Pret

by **Helena Drakakis**
RNreporter@newtrade.co.uk

A Scottish delivered wholesaler which supplies independent cafés and sandwich bars with a chilled and frozen food to go offer has expanded into convenience retail to help stores rival high street names Greggs and Pret a Manger.

Lomond - The Wholesale Food Co, is helping retailers north of the border capitalise on their food to go offer with two sandwich ranges called Most Wanted (pictured) and Eat Around.

Retailers can order ingre-

redients alongside crib sheets and step-by-step guides on how to put the sandwiches together. The company also supplies soups, sausages and bacon rolls.

Lomond's commercial retail manager Dave Gannon said: "Convenience stores are slowly but surely moving towards maximising the spend of every person who comes across the threshold. If they can compete with a Greggs or the Pret a Manger up the road, why not encourage the person who comes in for cigarettes, a newspaper or a lottery ticket to buy a

sweet chilli chicken and rocket sandwich?"

Lomond's retail offer has been running for seven weeks. Among the more than 400 stores the company supplies are 130 Keystore fascia stores via a deal with Glasgow wholesaler JW Filshill. Lomond supplies chilled foods to Filshill which markets the products under its own name.

In May, the wholesaler acquired another Scottish-based business, Hall's Direct, which focused on the convenience retail sector as well as restaurants, butch-

ers and hotels, to which it supplied fresh meat, ready meals, a food-to-go breakfast range and a chilled foodservice range.

"Now is the time for retailers and foodservice operatives to start thinking about adding food to go to their offers," said Lomond's managing director Sam Henderson. "Food to go is in significant growth and that rising demand shows no sign of slowing down. For convenience store retailers looking to grow their businesses, this represents one thing - huge opportunity."

Indie keeps his identity in Spar move

An Oxfordshire retailer who is moving from Nisa to Spar has been working with the symbol group to retain his store's independent branding.

Joe Williams has traded under the name The Village Shop for 27 years. He was a dual-branded Nisa store, but has now cut a fresh deal with Spar to retain

his store's unique identity alongside the symbol group's fascia.

He said: "We're a rural store, five miles from any competition and people like that independent feel. We were concerned if we put a full Spar fascia up it would damage the business even though we like the Spar model."

Spar's development team has worked with Mr Williams, whose store is in Hook Norton, on a part-branded fascia which will comprise two windows featuring Spar graphics alongside two own-branded windows. Selected Spar branding will also feature in store alongside the store's branding.

"There's been change in the market place, and in the last 18 months convenience has become very fast-paced. While we want to retain our independence we do realise we need support. This arrangement satisfies both parties," Mr Williams added.

The work is due to be completed later this year.



For the number one way to help maximise sales, stock up on FELIX®

In the UK, there are over 18 million cats and dogs – owned by almost 10 million people¹. These shoppers are buying pet food regularly to feed their pets, who eat on average twice a day. With a repeat purchase every 10 days, the pet food category has proven itself to be extremely valuable to the convenience market.

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FELIX® is the number one selling pet food brand across the entire category, with total value brand sales worth over £245million – outselling all other pet food brands². To capitalise on this popularity and meet customer demand, it's key that retailers stock the market leader.

Single serve

In convenience stores, sales of Single Serve cat food pouches are worth over £77million at retail³. This is more than four times the value of traditional multi-serve cans, which are worth just £16.7million at retail⁴. What's more, cat pouches out-sell cans 11 to one⁵ – 421,000 shoppers buy cans in the convenience sector each year, while 1.5 million purchase Single Serve pouches⁶.

Sales figures reveal FELIX® outsells all other pet food brands and, in 2016, seven of the top 10 best-selling pet SKUs were FELIX® pouches⁷. The most popular range, a premium plus offering, is FELIX® As Good As It Looks®.

Premiumisation and treating

Shoppers are increasingly seeking out premium pet food offerings, as an alternative menu for their cats⁸. Catering to this demand, FELIX® As Good As It Looks® Doubly Delicious is a super-premium offering, which combines two meaty or fishy ingredients to create a duo of delicious flavours.



Stock up on the No.1 Selling Pet Food Brand*

Doubly Delicious is the fastest growing range in the FELIX® portfolio, further cementing the strength of the sector this year. FELIX® has recently launched a new variant within this successful range: FELIX® As Good As It Looks® Doubly Delicious Countryside Selection with Vegetables. In addition, FELIX® offers a range of popular treating products, such as FELIX® Goody Bag and FELIX® Crispies. The snacking sector, like premiumisation, is likely to continue growing, with shoppers choosing to treat their pets and contributing to growth of nearly £386million⁹.

PMPs

Price Marked Packs instill confidence in the convenience sector. This year, FELIX® has launched new single PMP pouches with a "3 for £1" offer across their "chunks in jelly" range, as well as an extended range of PMP multipacks.



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NEWS & MAGS

Publisher's paid for festival promotion pays off Elsewhere, red tops report sales losses of more than 10% across editions

Observer and Guardian benefit from the Glastonbury effect

by **Jennifer Hardwick**

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The Observer bucked all recent trends for newspaper sales with an 8.6% month-on-month rise in June.

Its stablemate The Guardian also reported month-on-month rises on both its daily and Saturday editions, of 4% and 3.9% respectively.

The rises follow promotion of both titles at last month's Glastonbury Festival where they were sold with festival bags, however all were paid-for copies, with no bulks distributed.

David Pemsel, chief executive of the Guardian Media Group, attributed the successful month to the titles' reputations as "trusted" news sources as the public's concerns over the media's credibility continue.

"The Guardian continues to prove itself as a leading light of truth in times of political and global uncertainty – time and time again our readers return to us for

reliable, trusted news and are spending an increasing amount of time on our platforms," he said.

Last month, the company announced the Guardian will shift from its Berliner format to a tabloid early next year, closing its printer and moving to Trinity Mirror's print site.

The Observer and Guardian's June rises failed to stem their overall sales decline, however. Year-on-year sales of the Observer fell by 5.9%, while the daily Guardian was down 7.2% and the Saturday edition 7.8%.

Meanwhile, red top titles the Daily Mirror, The Sun and the Daily Star all reported year-on-year losses of more than 10% across all their editions.

These results are in comparison to a strong performance in June 2016, against the backdrop of the lead up and reaction to the Brexit vote. The Star was also priced between 10p and 20p cheaper this time last year.

Service still 'excellent' despite cuts, says EM

EM News has said it remains focused on "excellent service" despite cutting staff by almost 20% in 2016.

Newly-filed accounts for the wholesaler, which was fully acquired by Menzies in May, show it cut staff numbers from 150 to 123, enabling it to save more than £250,000 on wages.

Operational savings meant the Northern Irish business grew its profits to more than £1.7m in the year, despite its turnover declining in the same period.

A spokesman said: "EM News has consolidated its operations in line with the overall decrease in newspa-

per and magazine volumes, but customer service delivery is still of paramount importance.

"Our RDT performance averages more than 98%; pack accuracy 99.5%; and 97% of all parcels we deliver are tracked-and-traced. EM News remains focused on delivering excellent service, in the most efficient way, every day."

Meanwhile, Menzies has restated its commitment to merging with parcel delivery firm DX Group after police announced a brief investigation into the latter would not lead to a full enquiry.

June Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	576,429	-0.6%	-11.9%	£86.3	576,429
Daily Record	141,358	-1.0%	-10.5%	£21.2	141,358
Daily Star	428,415	-1.1%	-17.0%	£31.1	428,415
The Sun	1,346,003	-0.4%	-12.7%	£150.1	1,464,076
Daily Express	357,649	-0.3%	-8.7%	£47.6	357,649
Daily Mail	1,181,107	-0.3%	-7.0%	£171.3	1,246,266
Daily Telegraph	373,283	-0.8%	-14.0%	£128.4	441,753
Financial Times	32,832	-0.9%	-8.3%	£17.7	54,827
Guardian	131,419	4.0%	-7.2%	£57.8	131,419
i	213,971	1.2%	-6.0%	£25.7	272,337
Times	319,164	0.4%	-3.7%	£109.8	416,269
TOTAL	5,101,630	-0.3%	-10.5%	£847	5,530,798

June Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	732,124	-1.3%	-13.0%	£165.5	732,124
Daily Record	166,659	-2.0%	-10.9%	£35.7	166,659
Daily Star	389,465	-1.3%	-16.9%	£47.1	389,465
The Sun	1,768,814	-1.9%	-11.6%	£265.0	1,886,887
Daily Express	448,865	-0.7%	-12.6%	£77.0	448,865
Daily Mail	1,953,974	-1.6%	-4.5%	£410.3	2,019,133
Daily Telegraph	535,654	-1.2%	-9.5%	£257.1	604,124
Financial Times	72,227	2.4%	-10.4%	£57.1	94,222
Guardian	291,436	3.9%	-7.8%	£185.9	291,436
i	206,170	2.7%	-3.9%	£29.7	264,536
Times	490,320	0.6%	-2.0%	£195.9	587,425
TOTAL	7,055,708	-1.0%	-9.1%	£1,726	7,484,876

June Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	153,425	-2.5%	-11.5%	£54.8	153,425
Sunday Mirror	524,527	-1.6%	-15.5%	£165.2	524,527
People	203,340	-2.5%	-17.3%	£64.1	203,340
Daily Star Sun.	246,242	0.4%	-25.9%	£49.0	246,242
The Sun	1,191,758	0.0%	-11.1%	£275.3	1,310,063
Sunday Express	321,061	-2.4%	-12.0%	£95.2	321,061
Sunday Post	135,079	-0.5%	-10.9%	£45.4	135,617
Mail on Sunday	1,111,779	-0.7%	-8.1%	£396.9	1,174,068
Observer	192,889	8.6%	-5.9%	£141.8	192,889
Sun. Telegraph	311,591	-0.3%	-10.3%	£141.8	345,787
Sunday Times	668,816	-1.0%	-4.9%	£351.1	762,351
TOTAL	5,060,507	-0.5%	-11.1%	£1,780	5,369,370

¹ Core sales are newtrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

GET A SLICE OF THE PROFIT

NEW



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PRODUCT TRENDS

Own-label up 9% at Premier as branded sales drop

Sales of Premier Foods' own-label products have jumped by 9%, underlining the trend of shoppers switching to cheaper, non-branded products.

The rise contrasts with sales of its branded goods, including Ambrosia rice puddings, Angel Delight and Bisto gravy, which dropped by nearly 8% over the past three months.

Tony Mallaban, of Premier Avon Gold, Bristol, said brand loyalty was at "an all-time low." "It's rapidly disappearing," he said. "Customers are more interested in price.

"Across the board, people are coming in and for the cheapest thing. Customers are feeling the pinch and looking for quality alternatives. Because of the likes of Lidl and Aldi, people are thinking that perhaps they don't need to go down the branded route."

Halloween boost from Skittles

Wrigley is boosting its Halloween-themed range with a new limited edition variant.

Skittles Fruit and Sours tubs (RRP £5), contain 29 packs of 26g Skittles Fruits and Skittles Crazy Sours.

In addition, Skittles Darkside will be available again in pouches and funsize packs, as well as Starburst Trick or Treat sharing bags.

Dan Newell, Wrigley Confections marketing manager, said: "Skittles Fruits Funsize was the number one contributor to total confectionery funsize growth during Halloween 2016. We expect it to be even bigger this year."



Crafty sales drive needs careful range planning

by Chris Gamm

chris.gamm@newtrade.co.uk

Convenience stores are well placed to capitalise on the growth of craft beer, flavoured cider and premium lager, but must cut ranges first to prevent putting off shoppers and damaging profitability.

Heineken said retailers who give the right space to the right brands through its Star Retailer category initiative can grow sales by up to 12% – worth £5,000 a year in the average c-store.

"Consumers are trading up. Premium lager, flavoured cider, single bottles and craft are all growing in convenience," said Toby Lancaster, Heineken category and shopper marketing director.

"As retailers list more products, the category gets more difficult to shop. This results in poor retailing and bad cash balances."

Craft beer represents just 2% of market sales, but Heineken recommends dedicating one shelf of a five-metre display to these

products if retailers have local demand for it.

"It's way more than the current rate of sale, but you've got to let shoppers see it," said senior category development manager Vicky Reynolds.

Off-trade sales manager Lee Fretwell said: "Shelves aren't getting any bigger, so you've got to change your range with the market. You could allow space to grow by taking four canned lagers down to three, which probably account for 85% of sales."

Pankaj Patel, (above) of

Londis in Lewisham, has worked with Star Retailer for two and a half years.

"I've added new products like Birra Moretti, Kronenbourg 1664 bottles and multipacks that are all bringing incremental sales," he said. "Sales have grown by 10%-15%, maybe more."

Heineken celebrated the fifth anniversary of Star Retailer by relaunching its website last week.

The brewer claims to have added £60m of incremental beer and cider sales since its launch.

Christmas demographics key for Mondelez

Mondelez has launched its Christmas confectionery range with new products specifically designed to attract key or underserved demographics.

A set of retro Cadbury bars from the 1970s and 1980s comprises the Cadbury Classic Collection (RRP £5.95), which is aimed at shoppers aged 45 and

over. For younger consumers, two new Christmas cracker-inspired impulse products – Cadbury Heroes Cracker and Cadbury Snowball Cracker (RRP £2.99) – have been designed.

Senior brand manager – Christmas and Halloween, Declan Duggan, who helped develop the concept, said the history of the origi-

nal Christmas crackers had inspired the range. "There's nothing really like them in the market," he said.

Mondelez is also launching an advent calendar aimed at teenagers – Cadbury Adventure Calendar (RRP £4.99).

Mr Duggan said: "Under-fives are well catered for, a lot of new adult advent

calendars have come to market in the past few years, but there's a real gap for teens.

"To make ours relevant, it is interactive too and each day there will be a new photo filter, so there's antlers, turkeys – something each day you can share with your friends on Facebook or Twitter."



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BRAND SNAPSHOT



Refresh'd trio

Britvic has launched a £3.5m marketing campaign for Robinson's Refresh'd, its lower-sugar option, which is available in three flavours.



Upside down thinking

Orangina has produced upside down packaging to make it stand out on shelves and encourage customers to shake the can for a better experience.



Soup that's also a drink

PepsiCo has introduced a new 250ml variant and new pack design for its chilled soup brand Alvalle Gazpacho. It can be a drink as well as a soup.



Dreamies is cat heaven

Deli-Catz is a new range of Dreamies cat treats from Mars Petcare. Available from 7 August, the treats are made with 80% chicken, beef or turkey.



Black Bodyform liners

Essity has created Bodyform Daily Fresh Black Liners. It says the product will break down barriers for customers.



Bake Off sponsors

Dr Oetker and Lyle's Golden Syrup will sponsor Channel 4's first series of the Great British Bake Off, which begins in autumn.



DryNites' grow-up look

The packaging and design of Kimberly-Clark's DryNites has been upgraded. Packs for older children look more like real underwear.



An ice cream Supreme

Ice cream and frozen desserts manufacturer New Forest Ice Cream has announced the launch of the Supreme Almond flavour.



Spiderman cleans up

Radox is adding superhero Kids Spiderman Handwash and Bath & Body Wash to coincide with the release of the film Spiderman Homecoming.

INDUSTRY PROFILE

Wrigley

With food-on-the-go, car journeys, pricemarking and new products all creating opportunities for independent retailers to sell more gum, Wrigley's head of gum marketing Alison Owen talks RN through these trends and how to cash in on them



RN Which major trends are driving sales for Wrigley?

AO A key trend dominating the market is food to go. Eating habits are evolving, with 70% of the UK's adult population buying food for lunch on the move.

RN How is Wrigley capitalising on this?

AO This trend provides an opportunity for secondary gum sales, whether it's alongside a meal deal or simply having relevant products such as sandwiches, snacks, soft drinks and gum merchandised together so they are easy to find.

We advise retailers to consider cross-merchandising by creating food to go fixtures. The on-the-go trend extends to consumers who purchase hot drinks on the move.

Nearly a third of gum consumption takes place straight after consuming a hot drink, so if retailers place small gum displays beside coffee machines they can encourage additional impulse purchases and boost product visibility.

RN Are there opportunities for Wrigley, and independent retailers, to attract new customers to this category?

AO Absolutely. Gum is the second most consumed product in cars, after drinks, however many drivers don't think to chew gum while driving if it's not in easy reach.

Bottles are perfect in cars as they suit a range of consumer missions, whether it's freshening breath on-the-go, improving oral hygiene, or keeping teeth clean.

In addition, bottle sales drive basket spend and hence retailer earnings.

RN How has your activity highlighted a commitment to the independent channel in particular?

AO More than two thirds of shoppers buy pricemarked packs from convenience stores, so we have expanded our pricemarked bottle range to meet this demand.

These packs are designed to help retailers improve rate of sale, and they appeal to customers looking for value for money from trusted brands.

Our top-selling lines, Extra White Bubblemint and Airwaves Menthol & Eucalyptus 46-piece bottles, are now available in £2 RRP pricemarked packs, joining the existing Extra Peppermint and Spearmint bottles.

RN There have been many new gum formats launched recently – how can retailers ensure they stocking winners, rather than confusing consumers with too much choice?

AO If your display is limited on space, concentrate on stocking the best-selling gum products and offering a variety of format options in core flavours.

Our top 10 sellers include both

“
We advise considering cross-merchandising with food to go fixtures

singles and bottle formats to suit all consumer needs.

RN How is Wrigley helping retailers improve their category management?

AO For a number of years, we have worked with RN to run the 'Merchandising with the Masters' programme.

This is an in-store project that works one-to-one with retailers offering support and category management, including the importance of availability, new products and multi-siting.

A Wrigley rep visits the stores and creates bespoke action plans. Last year's project achieved fantastic results. Over the six-week trial period the two retailers achieved predicted annual sales of £4,500 and £2,552.

If retailers are interested, they can ask their rep for free planograms or download them from BetterRetailing.com.

RN What one thing would you like retailers to do to improve their – and your – sales?

AO Gum is a highly impulsive product so it's crucial to get your displays right. Around 62% of single gum purchases are unplanned. At recommended retail price, our gum typically delivers more than 30% profit – significantly higher than other products, so making your gum range visible to shoppers is crucial.

** Company CV **

Company Wrigley

Head of gum marketing Alison Owen

Profile With the biggest names in its category, Wrigley dominates the gum sector and has done for decades.

Latest news By further extending its pricemarked range, Wrigley hopes to help independents increase their impulse sales, particularly among drivers with its bottles range.

**

**

WHAT'S NEW



Sloemotion Hedgerow Gin

Sloemotion, a Yorkshire-based family business, has produced craft gin using local ingredients, including crabapple and sloe stones. It recommends drinking with tonic and apple.

RRP £36.95 (70cl)

Contact info@sloemotion.com



Bean & Pod chocolates

Bean & Pod has created a range of milk, white and dairy-free chocolate boxes. Flavours include salted caramel, praline, coffee, nougatine and Turkish delicacy.

RRP £8.99

Contact info@beanandpod.com



Big Fish

Salmon specialist JCS has expanded its Big Fish range with Sea Trout Fillet. An alternative to farmed salmon, the fillets can be poached in the pack, microwaved or baked from frozen.

RRP £5.39

Contact contact@bigfishbrand.co.uk



Billy Franks Jerky

Billy Franks Jerky is a gourmet meat snacks brand with one turkey jerky and eight beef jerky flavours. More than 95% of its beef comes from small farms in Cornwall and Devon.

RRP £3

Contact lauren@billyfranks.co.uk



Eat Real Hummus Chips

Eat Real has launched three organic, gluten-free and vegan snacks. Organic Hummus, Organic Lentil Chips and Organic Veggie Straws are suitable for and lactose-free diets.

RRP £1.75 (100g sharing bag)

Contact sales@cofresh.co.uk



Popcorn Shed

Popcorn Shed's gift caddy contains three gourmet, gluten-free popcorn flavours - Rich Chocolate, Salted Caramel and Pecan Pie. It is air popped then covered in a flavoured coating.

RRP £12

Contact wholesale@popcornshed.com

RN Reporter
 RNreporter@newtrade.co.uk
 020 7689 3358



Nairn's Astro Bites

Nairn's has created a new range of wholegrain oat snacks for children. Astro Bites contain 40% less sugar than the average children's biscuit, and also come in cheese and berry flavours.

RRP 59p (23g bag)

Contact info@nairns-oatcakes.com



Gordon Rhodes Hot Rub

Gordon Rhodes' new Wicked Hot Rubs come in three heat levels, with one packed with Habanero chilli. Also available in chipotle and scotch bonnet.

RRP £2.40

Contact ask@gordonrhodes.co.uk

Focus

Savoury snacks

If your customers are partial to savoury snacks, what better to offer them than a range of unusual crackers. This week, RN has been in search of some premium options to consider for your store



Rude Health Chickpea & Lentil Crackers

London-based food and drinks company Rude Health has created a range of organic, gluten-free crackers. The latest flavours are chickpea and lentil and Buckwheat and Blackbean.

RRP £2.99

Contact hello@rudehealth.com



The Captain's Crackers

An artisan bakery based off the north Kent coast, The Zingiberi Bakery's Captain's Crackers are oat, peppery and filled with seeds. They are also wheat and dairy-free.

RRP £2.50

Contact thezingiberibakery@gmail.com



Peter's Yard

Peter's Yard has produced a single pack of its Charcoal & Rye crispbread due to customer demand. Naturally fermenting sourdough is allowed to ferment for 16 hours before each batch is made.

RRP £2.95

Contact naomi@petersyard.com

Christine Hope

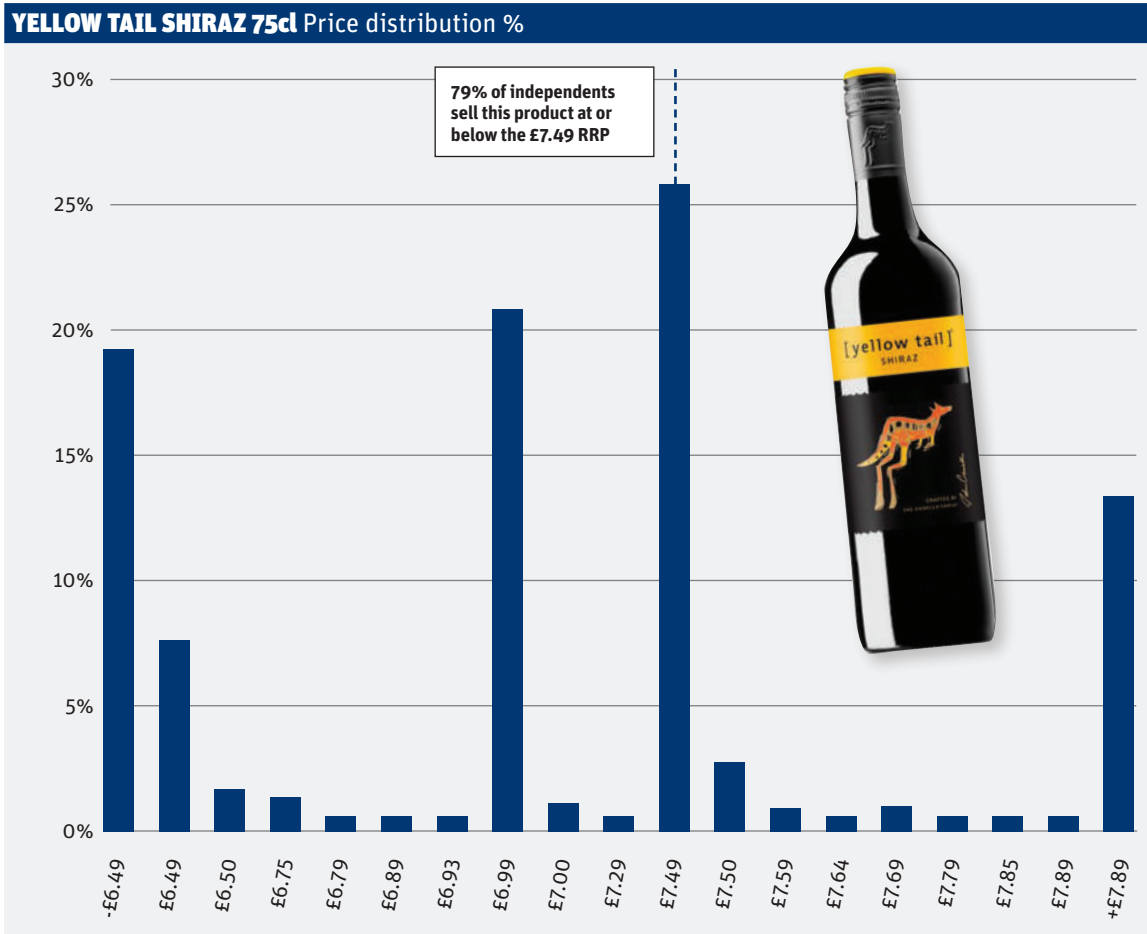
Hope's of Longtown, Herefordshire
 We stock the big brands, such as Carr's, but we also have some of the higher-end products such as Schär crackers and Peter's Yard Spelt and Fig, and the sourdough crispbread. Gluten-free ranges are popular, and oatcakes have a broad appeal, too



PRICEWATCH

Profit checker Red wine

Price checker



PRODUCT
Hardys Bin 161 Shiraz 75cl
Isla Negra Seashore Merlot 75cl
Blossom Hill Red 75cl
Yellow Tail Shiraz 75cl
Echo Falls California Red 75cl
Hardys VR Shiraz 75cl
Casillero del Diablo Cabernet Sauvignon 75cl
Campo Viejo Tempranillo Rioja 75cl
Echo Falls Merlot 75cl
Casillero del Diablo Merlot 500ml
Secretary Bird Merlot 75cl
Hardys VR Merlot 75cl

Analysis

Red wine is a c-store essential and impulse, distress or last-minute purchase. But it is also a fiercely competitive category, dominated by a handful of well-known brands, with supermarkets deploying all their

promotional wines to seduce customers. Retailers note their customers are feeling especially squeezed at the moment, and the result can be seen in our Profit Checker table. More than 50% of retailers price Yellow Tail Shiraz

at least 50p below RRP and more than a quarter swallow tight margins and price a full pound or more below. Only one fifth go above RRP. To generate healthier margins, some retailers also stock speciality wines.

How we drive our profit

Kirtan Patel

STORE Londis Ferme Park Road
LOCATION Haringey, London
SIZE 2,800sq ft
TYPE main road

TOP TIP
 Use EPOS data and sales figures to work out which wines are most popular, then step up your stock levels of them



We specialise in French bourdeaux red wines, which are really popular. They are speciality brands, sourced from local suppliers such as Wine and Tradition. They're merchandised in their own section and regular customers will buy them, sometimes three or four bottles at a time. We sell them for between £9 and £12 and they give margins of about 27%. We get through about 10 cases or 60 bottles a week, so they sell very well. We obviously have the other branded wines like Casillero del Diablo too, and can go through 10 or 15 cases of them a week.

Kam Singh Nijjar

STORE Spar Meriden
LOCATION Coventry
SIZE 1,000sq ft
TYPE neighbourhood

TOP TIP
 Get customer feedback on which grapes and countries they like, then ask wholesalers for recommendations



We have a big range of wine in our shop, with lots of varieties, and sell a lot each week. It's one of the store's strong points and people will come in specially just to find a good bottle. We run regular offers on our wine and will devote time to deciding which bottles to put on promotion. Doing this makes a massive difference to sales. For example, we'll often have two bottles on offer for £10.99 or £11.99. We also do individual bottles, for example our Barefoot Shiraz is currently on at £8.99 and we sell a few bottles of that a week.

Toby Hill
 RNreporter@newtrade.co.uk
 020 7689 3357

Data supplied by



EDFM is a specialist in helping leading suppliers to the UK's independent convenience channel get value, insights and business benefits from EPOS data. To find out how they could help you call 07976 295094

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE SHOP ON MAIN ROAD IN SUBURB OF NEWCASTLE	RETAILER 2 SUBURBAN SHOP IN SWANSEA	RETAILER 3 SMALL C-STORE IN WEST LONDON SUBURB	RETAILER 4 POST OFFICE AND C-STORE IN SUBURBAN SUFFOLK	RETAILER 5 POST OFFICE AND C-STORE IN NORTH GLASGOW SUBURB	RETAILER 6 VERY LARGE C-STORE IN SUSSEX COASTAL TOWN
£5.05	£5.00	£5.00	£5.00	-	-	-	£5.00
£5.38	£5.00	£5.00	£5.00	£5.99	-	£4.99	£5.00
£5.44	£6.59	-	£6.59	-	-	-	£5.49
£6.96	£7.49	£7.49	£7.49	-	£6.00	£6.99	-
£5.09	£5.99	£5.00	£4.99	£4.99	£5.19	£5.99	£5.99
£5.93	£6.79	-	-	£4.99	£5.00	-	£5.79
£7.37	£7.99	£7.99	£7.99	£6.99	-	£6.99	£6.99
£8.71	£9.49	-	£7.49	£7.99	£7.99	£8.99	-
£6.31	£6.49	£6.69	£6.49	-	-	-	-
£7.24	£7.99	£6.59	-	£6.99	£6.99	-	£6.99
£7.89	£9.99	-	-	-	£5.49	£5.49	£9.99
£5.86	£6.79	-	-	£5.99	£5.00	-	£5.99

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Dave Hiscutt

Weymouth Road Londis



Dorset Nectar Raspberry Kiss Cider – £2.89



Where did you discover it?

I've been working with Dorset Nectar for three or four years now. I do a huge amount of work on craft beers, and off the back of that comes craft cider. It's a similar customer base – the guys who come in buying craft beers for most of the year start looking for craft cider instead when the sun comes out. The only downside is it dies a death during winter.

Who buys it?

Tourists definitely go for it and it helps that we are in a tourist town. Some customers will switch between beer and cider, but it brings in new customers too. Without wanting to stereotype, cider is often more female-oriented. We see couples coming in and the guys will look at the beers, while the girls notice the craft ciders and go straight for them.

Why is it so popular?

The problem with Bulmers and Magners is they're mainstream and are sold everywhere, so there's always someone promoting it at a better price than you. Dorset Nectar is a non-comparable product, so we can sell it at a premium price. Craft cider fills a niche that is still hard to find in a lot of stores. And the flavours are interesting too: as well as Raspberry Kiss, they have Elderflower and Hunny Bubble too.

Peter Mann

STORE Nisa Local
LOCATION Luton
SIZE 2,500sq ft
TYPE residential

TOP TIP

Watch what the big restaurant chains are selling as people will often take inspiration from that



Red wine sales always slow when the weather gets warmer. The middle of the range is still selling nicely though, bottles like Blossom Hill and Jacob's Creek priced between £5 and £7. One brand that is on-trend at the minute is Barefoot – we've got it on promotion at £5.99, which only gives us a margin of 10%, but we're selling several cases a week. Nisa have also launched their own-brand Heritage range of wines, at £4.99 a bottle with a margin of 25% to 30%. They're on a stand with lots of PoS and are selling well so far.

Joanna Casonato

STORE Giacopiuzzi
LOCATION Kinross, Perth
SIZE 3,000sq ft
TYPE town centre

TOP TIP

Be honest with customers and don't charge more than a wine is worth. If you get a deal, pass it on



My dad and my husband are both passionate about wine – and wine tastings – so we've developed a speciality in the category. We use a lot of different suppliers and 30% of our wines are high-end. This has built us a reputation and now people come into our store specially to look for wine. We don't take the mick like the supermarkets, charging £10.99 one week for Isla Negra then putting it on "half price" the next. This means regulars are happy to spend more than £10 on a bottle because they know the owners have tried it and it's priced fairly.

ACADEMY IN ACTION


INDEPENDENT
Achievers Academy


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Three month follow up:

Merchandising

Mars Chocolate's Helen Tagliarini and Wrigley's Steve Stafford joined John Green at his Cambridgeshire shop in April to look at how he can improve his merchandising. Here's how John has got on since then

IAA ADVICE

- 1 **Introduce a meal deal offer to increase basket spend and cater for your shoppers needs**
- 2 **Place best-selling products near each other to give time-pressed shoppers easy options**
- 3 **Introduce secondary siting to interrupt shoppers' journeys**

JOHN SAYS

“Since the visit we've introduced meal deal stickers – for instance offering fish, chips & peas for £5. Our customers are very excited. They see the stickers and say 'Oh, a meal deal!'. The changes that we made in our chiller, including locating vegetables next to our meat, have helped us see a 25% increase in fresh fridge sales. I'm looking into secondary siting more products, including using clip-ons for confectionery and gum, as doing this with crisps and dips next to our beer range has helped us increase sales – we're now getting 10 boxes in each of our two weekly deliveries.”

Your action plan

Visit betterRetailing.com/AiA to find out more about John's visit from the IAA, to develop your own action plan and see similar results in your shop

YOUR NEWS

Luxury store with the essentials too

A London c-store owner has opened an unaffiliated 6,500sq ft business in the heart of a huge luxury development, but says it is designed to meet everyday needs. Raj Bathia opened the Battersea General Store this month to cater for new residents of the former south London power station. “Yes, we have Bordeaux wines, craft beers from New York and crisp-breads from Norway, but we also have all the essentials that regular customers and people working in the area need,” he said.

- Lookbook, next week.



Event attracts 90 retailers Suppliers on hand to advise on new tech and trends

NFRN steps towards better engagement

by **Helena Drakakis**

RNreporter@newtrade.co.uk

The NFRN has stepped up its networking offer with its latest regional business partners event, as the organisation works to modernise and improve its engagement with retailers.

The federation's London district brought together around 90 retailers from its North-west London, Bedfordshire & Buckinghamshire, Richmond & Kingston and Hertfordshire branches last Tuesday for a networking event which was also attended by suppliers and wholesalers.

Ilford Premier retailer and NFRN London vice president Nilesh Patel, said: “We've brought together two neighbouring branches before, but never four from all around the

London area. This is a better way for retailers to meet suppliers, and companies are more willing to attend meetings like these when they know they'll get 90 retailers there rather than just a handful.”

During the evening, retailers heard presentations from biscuit manufacturer Pladis, which showcased its new Go Ahead! Goodness Bar.

Ten retailers also signed up to have their biscuit categories remerchandised through the company's Better Biscuits Better Business plan.

Digital platform Zapper showed retailers how to use its mobile app technology for vouchers and promotions, and offered them a reduced rate to sign up.

Also present was household manufacturer Purple Hygiene

and wholesalers Right Price Cash & Carry and Abra Wholesale Ltd, both of which offered members voucher deals on their next shop.

“The evening got firms promoting products, doing deals and retailers still had the chance to discuss their issues with district officials too. More branches should do this on this scale,” said Mr Patel.

The event was held as the NFRN has pledged to improve engagement with its membership via business-focused events.

Its national president, Linda Sood, told RN last month: “We needed to move into the 21st century and hold more networking events – retailers will attend things if they know they'll make money or learn something from them.”

Nigel spies a 'welcome' opportunity

A Londis retailer is delivering hampers containing food and vouchers to newcomers to a Cheshire village.

Nigel Owens, from Malpas, is aiming to deliver the branded jute bags, worth £15, to 400 new homes.

“It's not so much about

the food or the vouchers,” Mr Owens said. “It's more of a 'welcome to the village'. It's also about making sure we are the first point of contact for people as we have competition nearby.”

“The sales team at the development email us when a

new family arrives.”

The scheme has been running for three months, with around 60 hampers delivered.

“More families are moving in so we've got to make sure we cater for them with luxury ready meals and bigger packs of meat,” he added.

Questions raised over campaign's effectiveness Target rogue shops, not locals, says one retailer

Illicit tobacco campaign 'could be improved'

by **Helena Drakakis**

RNreporter@newtrade.co.uk

A London-wide campaign to educate residents about the dangers of smoking illicit tobacco and the importance of reporting it has been met with a mixed response from retailers.

The month-long awareness drive aims to improve public understanding of the different types of illegal tobacco and the consequences of supporting the trade, through a series of roadshows.

Specially trained tobacco sniffer dogs are being showcased to help encourage

conversations with residents, and information is available on how to identify illegal tobacco and who to report concerns to.

Narendra Singh, of Jadeja's Londis in Coppermill Lane, Waltham Forest, said while he was in favour of any campaign to address the problem of illegal trading, he questioned its effectiveness.

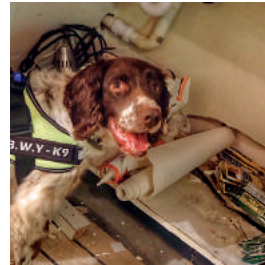
"It's good to drive awareness, but will people actually report it? In my opinion, people are too busy keeping their heads down and getting on with their lives. More effort should go in to targeting rogue shop-

keepers," he said.

Likewise, Perry Thaker, of Charlotte Street News, said while he felt an education campaign around illicit trading was positive, there was little to stop the influx of cheap tobacco.

He said: "If I'm selling cigarettes at £10 and people can get them for £5, that's what they'll buy. The problem is people coming in from abroad with cheap tobacco. That's where the focus needs to be."

A spokesperson from London Trading Standards said: "The people who sell illegal tobacco bring criminality into our com-



munities. Illegal tobacco revenue funds other criminality. The sale of tobacco at 'pocket money prices' encourages young people to smoke, with all the associated health issues."

The campaign has been initiated and coordinated by public health professionals in London councils and contributed to by London Trading Standards. Around 15 local authorities have backed the campaign.

Early hours crime fears

A Leicester retailer has said he is scared to open his store in the early hours as he fears police will not respond to retail crime.

Subhash Varambhia, of Snutch Newsagents, said community officers had told him police had been directed "not to bother" with shop theft under £100 and had failed to take evidence from his CCTV system after a nearby incident because they "had no USB sticks".

"It's got to the stage of being really frustrating," he said.

A Leicestershire Police spokeswoman said police would always try to respond, if a crime was in action.

But she said retailers should use the internet-based online reporting tool Facewatch, if crimes had already taken place.



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YOUR VIEWS

YOUR LETTERS

■ Camelot, you have been brilliant with my customer

It's not often I can champion Camelot, but my recent experience using their "new" retailer helpline made me decide to put pen to paper. A customer turned up in our Biddulph Premier with this, apparently, winning ticket (pictured right). However, we could not get it to scan through our terminal.

We couldn't even key in the numbers. You can see from the photo that there are four numbers missing from the top left and that the barcode is incomplete bottom left. Time to try the helpline.

Having negotiated through several options I was finally connected with a very cheery, and helpful, Geoff. Having explained our dilemma, Geoff asked me to find out if our customer remembered when he bought the ticket. This ticket was for five Wednesday draws and five Saturday draws. Our customer said he usually buys his ticket on the Friday or Saturday of the first draw.

I gave Geoff this information and he was able to give me two four-number codes for those dates. He even waited



We were delighted with Geoff and the retailer helpline. Well done Camelot!
Steve Archer



on the line while I tried the first four numbers which produced music to everyone's ears as our customer had won £25 and a free Lucky Dip!

Our customer was delighted that we were prepared to take the time to resolve his issue and we were delighted with Geoff and the retailer helpline. Well done Camelot!

Steve Archer
Premier stores,
Staffordshire and Cheshire

■ Desperately seeking answers

On 21 July, I received a letter from Smith's News advising me my delivery charges will be going up. I would like the publishers, NFRN and chief executive of Smiths News to take the following points and explain how they can justify the increase.

Wholesalers have closed local houses and cut costs, but retailers don't see any benefit. And there is no improvement in service whatsoever.

Isn't it time someone talks to the government and puts retailers' case forward?

Publishers are quick to publicise any inequality, so how about publishing how they and the wholesalers are robbing newsagents?

And publishers, a warning for you that just because many newsagents don't complain does not mean service

is good from wholesalers. I have been told by my local wholesale house employees that service is bad in most areas.

I wait for any reply in writing from anyone in authority.

Vijay Patel
Higham Newsagents,
Higham Ferrers,
Northamptonshire

Smiths News responds, page 5

■ No wonder my mag sales are down

This morning I received two copies of Woman's Own, which I had ordered extra of as I had run out. To my disgust, the two magazines came with a pre-printed multibuy promotion for Asda at three magazines for £2.

I have been charged 82.5p for this magazine and Asda is selling it for 66.7p with the promotion.

Is it any wonder why my magazine sales are falling with this unfair practice? When are publishers going to wake up and realise that just supporting the supermarkets is stupid business practice? Why not offer this deal to everyone?

Sachin Ashra
Ashra's News, London

A Marketforce spokesperson said:

"We're sorry to hear the wrong copies were delivered to this retailer, we are raising it with our wholesaler to ensure it doesn't

YOUR SAY Mars announced the launch of Goodnessknows last week. Have you noticed increased demand for healthier snacks?



Ash Patel

Gerhold Fine Food & News, London
I have noticed healthier products and protein bars are doing very well at the moment. People are looking for healthier choices. However, there are so many products – the market feels very crowded and I don't think this bar will work. It may do well for a couple of months, but then I think it will drop off. There are already a lot of products like this one.

Stuart Jackson

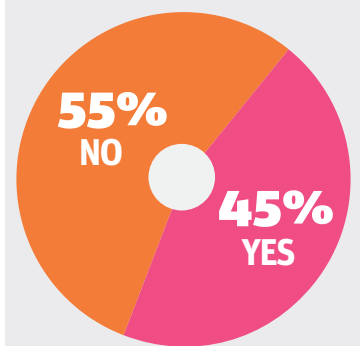
Jackson's News, Stockport
I have noticed more people buying cereal bars like Nutri-Grain, the Kellogg's bars and the Alpen yoghurt bars. I'm not sure if it's a health-conscious thing or if they are just popular at the

moment. Chocolate is a pretty hard habit to break, so if you like it I think you will keep buying it. People don't like buying sugar-free drinks, though, because they don't taste the same as the real thing.

Tony Mallaban

Premier Avon Gold, Bristol
I've heard about the new bar and I think it's extremely bold from Mars. Sales of single bars have gone down the tube over the past few years, especially with prices at or above 70p. That said, the new bars will be available in multipacks too and it's more and more common to see people checking the labels to see the number of calories or fat content, so maybe this will appeal to them.

RN READER POLL



Do you think you have a responsibility to promote healthy eating to your customers?

NEXT WEEK'S QUESTION

What percent of your parcel customers also make purchases in your shop?

Vote now at
betterRetailing.com



Ralph Childs and Eastern Counties north east branch president Debbie Turner present Issuf Sanha with the Foreman Cup

NFRN CUP CAPS ISSUF'S EFFORTS

Each year, our branch presents the Foreman Cup to a school athlete from Great Yarmouth who meets or comes close to national standard in their sport.

The award was created in memory of former Great

Yarmouth secretary Wilf Foreman.

This year, I was very proud to present it to Issuf Sanha of Great Yarmouth High School.

Issuf is 15 years old and completed the 100 metres in 11.13 seconds, and

achieved 6.03 metres in the long jump.

Well done Issuf.

Ralph Childs
Secretary,
NFRN Eastern Counties
north east branch

happen again. Independent retailers are important to Woman's Own and we are committed to supporting them through promotions. To ensure promotional activity is effective, we implement different strategies for each distribution channel. For example, we are running a Home News Delivery programme exclusive to

independent retailers in the Smith News postcodes, which Ashra's News falls within, offering HND customers the opportunity to receive long-term discounts on many of our high volume brands, including Woman's Own."

100 YEARS AGO
28 July 1917
It was announced the following issues of Home Fashions, leading to 11 August, would contain free patterns of a simple shirt blouse, a smart coat-blouse, and a flowered material blouse.

VIEW FROM THE COUNTER with Mike Brown



When I bought my shop, the owner took me to meet the manager of my wholesaler John Menzies. Coming from a teaching background I knew nothing about the newspaper business so I was hoping for a fruitful meeting. "Make sure you pay your bill every Friday," he said.

What a difference 26 years make. Last week, I attended a trade day organised by the NFRN and Menzies at their new, state-of-the-art distribution centre in Wakefield. There was in-house training from the i-Menzies and allocation team from head office in Edinburgh, and you could quiz Menzies management if you had any issues. I enjoyed the day and did some good deals with trade partners.

My love affair with The New European

newspaper is over. A subscription leaflet for 13 issues for £13 (half price) was in the first tabloid edition last week. Frank Straetmans, Frontline managing director, explained the attraction to publishers of subscriptions at annual conference: a subscription customer remains loyal for an average of three and a half years. Some of my HND and shop-save customers have been loyal for 26 years.

On Sunday 9 July, I took my paper deliverers on an outing to Flamingo Land (a theme park similar to Alton Towers) in North Yorkshire (pictured).



The weather was great and we had a brilliant day out. Many thanks to Booker in Stockton for supplying us with goodie bags and Menzies and Smiths News for sponsoring the transport.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisIsRN and @ThisIsRN



Late newspaper delivery today in our @BlantFamily problem maybe is driver is outside bakery having a break @NFRN_Online @ThisIsRN

Family Shopper Blant
@BlantFamily



The new chiller look has started, support from One Stop.

Sunder@ One Stop
@sundersandher



It Takes a Thief to Catch a Thief 1x02 "Episode 2"
Reformed master thief Richard Taylor and West End Crime Prevention Officer Will Davies show a designer clothes chain how to clobber cheats ...

This was 3 years ago we have totally changed our approach in the last 3 years

The Prior Way
@ThePriorWay

This is what £509 of winning scratchcards looks like.... And they were all paid out at Diamonds today. We sell winners

Eugene Diamond
@EDiamond136



In response to RN's tweet: Time to modernise vouchers says HND retailer

@ThisIsRN Couldn't agree more, but our research/experience suggests consumers still overwhelmingly want paper based vouchers.

Richard Thomson
@richard_thomson

CATEGORY ADVICE



Stimulate shoppers to grow sales

As spending behaviour has notably changed in recent years and shoppers are becoming more demanding, convenience retailers need to adapt to match expectations. RN joined **Red Bull** to help two retailers improve their soft drink sales

Now is the perfect time to grow soft drinks sales, and there's no better way than to make displays easy to navigate and irresistible to shoppers. To help drive sales, RN visited two retailers' stores with Red Bull's category specialist to introduce them to highly effective merchandising principles developed specifically for soft drinks retailing.



**EXPERT
ADVICE
ROBYN
CARDNO**
Category
specialist,
Red Bull



FOCUS ON JANE FLYNN

Costcutter Raynell
Stores, Leeds

"Our store is busy all day long but being close to a school our "mad hour" is between 2.45 pm and 3.45 pm when all the children come into the store to buy their favourite drinks. We have not had any category advice and are hoping to learn today how to make shopping easier for our customers. If we can make them happy and increase our soft drinks sales at the same time, then that would be the perfect result."

Robyn Cardno says

"This store has a large, well-stocked chiller. Some drinks are already easily accessible, and there's a good range of popular brands on offer. The introduction of merchandising principles will make the fixture much easier for shoppers to navigate. The logical flow sequence of 'refresh-stimulate-hydrate' combined with a vertical block arrangement and a clear focus on effective strike zones will help Jane to grow her soft drinks sales significantly and cater for her customers' needs."



ACTION PLAN

- 1 Logical Flow:** The introduction of the logical flow sequence of 'refresh-stimulate-hydrate' to Jane's chiller will give the display a clear-cut appearance that is easy to follow and speeds up purchasing.
- 2 Vertical Blocking:** As shoppers can only see products within a 1.3m width, displaying similar brands in a vertical line will help them locate their favourite drink much faster and makes shopping easier.
- 3 Strike Zone:** By placing drinks that are popular with children within their reach and the biggest brands at eye-level, Jane is offering her customers improved shop-ability of the fixture, and sales of top brands will increase.

in association with



RED BULL TIPS FOR YOUR STORE

- 1** Merchandise in flow: refresh, stimulate, hydrate
- 2** Block brands vertically
- 3** Split category space according to share of sales
- 4** Focus on the top three brands
- 5** Put signpost brands at eye level and stair-step variant sizes
- 6** Create clear price labels and use branded PoS

THE OPPORTUNITY



Shoppers purchase **65%** more items if they find their first item within 10 seconds



Sports & energy now account for **32%** of soft drink sales



FOCUS ON PRADEEP BACHETTA & AMIT PATEL

Nisa Local, Sky Plaza, Leeds

“We are opposite a major concert venue and surrounded by offices and student accommodation. So, we cater for a diverse range of shoppers at different times of the day. On event nights the store is packed with people, but during the day, our soft drinks sales have slowed down recently. Having a Morrisons down the road, students go for their offers. We are hoping that the introduction of merchandising principles will highlight our soft drinks offer and encourage multiple purchases”

Robyn Cardno says

“Amit’s store is catering for a wide variety of customers and has lots of space at 2900sq ft. His soft drinks fixture is already well organised and stocked with top brands. We can improve this further by adding targeted principles, such as logical flow, the backing of top brands with clear signposting. Due to permanent multideck fixtures on the right side of Amit’s fridge which large water bottles don’t fit into, we will take a different approach to the logical flow order by reversing the hydration and refreshing display positions.”



ACTION PLAN

- 1 Reversed Logical Flow:** Organising Amit’s soft drinks chiller into an adapted version of ‘refresh, stimulate, hydrate’, moving from right to left, will make shopping easier and quicker.
- 2 Clear signposting:** The addition of clearly branded, attractive Red Bull PoS within the soft drinks fixture will help shoppers pick out pricing on the most popular products in the category.
- 3 Backing of Top Brands:** Organising the core ranges of top brands into vertical blocks will help shoppers focus on the bestsellers and encourages multiple purchases within the category.

What happens next?

Over the next few weeks, Jane and Amit will follow Robyn’s bespoke planogram and advice. We’ll track the sales data at both stores to see what’s changed.

To find out how they got on, look out for RN on...

11 AUGUST



GET INVOLVED

To see how you can grow your soft drinks sales call **0207 689 0600 – option 3** or tweet **@betterretailing!**

YOUR REGION



REPUBLIC OF IRELAND NFRN DISTRICT COUNCIL 18.07.17

Kathryn Gaw reports from the NFRN Republic of Ireland district council meeting

Minister pledges support for indies

TD Kevin Moran pledged to support independent retailers in their campaign for an industry ombudsman after NFRN members met him at Dail Eireann to outline the pressures faced by Irish stores.

Mr Moran told members they were in a good position and he was prepared to force the government to act after members raised concerns about a lack of ombudsman or minister responsible for protecting and growing the small business sector in Ireland.

"I mentioned this to Leo Varadkar before he became Taoiseach," said Mr Moran, adding he was advised to wait initially to see what progress was made after the election. "We'll do some research. We may need to look at introducing a private members' bill, but if I feel we're going nowhere we might have to force the government to do something."

Delegates told Mr Moran the biggest issues facing Irish newsagents were rising rates and carriage charges, and the monopoly of big brands such as Londis, Musgrave, Spar and Supervalu.

"Londis tells me when to open and when to close," said Athlone retailer Martin Mulligan. "I've no independence in my own shop.

Those guys have got us by the throat, and there's nobody overseeing independent traders."

Other members said wholesalers are making it hard for new traders



NFRN delegates met with TD Kevin Moran at Dail Eireann to progress their fight for an industry ombudsman

to open businesses by charging a deposit of €2,000, which is only returned if they cease trading.

"All business involves risk taking," said Wexford retailer Peter Steemers. "But they have moved the risk from themselves and onto the customers they are supplying."

Mr Moran promised to champion their cause.

"Whatever I can do will be done. I'm not one of those politicians to thank you all for coming and you'll never see me again," he said. "I believe in small grocery shops, and in protecting the 350,000 jobs in them."

I believe in small grocery shops, and in protecting the 350,000 jobs in them

Kevin Moran

TD for Longford & Westmeath

Call for Irish voices on NEC

Irish NFRN members should be represented on the NFRN's national executive committee, it has been argued.

"I am concerned we don't have an Irish representative because we seem to lose out in many ways," said Martin Mulligan. "I'd like that rectified."

But Peter Steemers warned problems might occur because the move would involve a change of rules and structure.

It was suggested Republic of Ireland national councillors meet with Northern Ireland representatives Gwen Patterson and Judith Mercer to discuss the possibility of working together at national council level.



Packie Doherty

Public affairs day at Dail

A proposed public affairs day at Dail Eireann will only succeed if all NFRN RoI members attend, delegates said.

The government meeting has been discussed previously and details should be finalised during the next district meeting in October.

However, members were told the Dail visit would not be effective if only a few people attended.

"If we're going to go to the Dail, we need the support of every retailer," said Martin Mulligan.

"The Postmaster's Union is going to the Department of Communications tomorrow. It is smaller than us but it will be there in force. That's what makes the difference."

Donegal retailer Packie Doherty suggested members might be encouraged to attend the Dail meeting if there was a trade event or other incentive.

Retailers see no Lottery benefit

Dwindling ticket sales, a reported lack of customer service from the National Lottery and the rise of online tickets have left members feeling disillusioned and concerned about its future in their stores.

"I don't see the Lottery being very beneficial to us anymore," said Peter Steemers.



Peter Steemers

Martin Mulligan said retailers would just become payout stations as results can be checked on phones. Ticket sales have fallen to a third of what they were a few years ago, they added.

Members agreed online lottery sales were taking away from their business, but Martin Mulligan said: "You need to show goodwill to customers, that's the only thing you can't do online."

Your say

What are the best new products you've introduced in your shop this year?



My coffee machine. It's very profitable. I've had a slush machine since last year, which was a good investment. And it's good to have my ice cream machine up and running for the summer.

Martin Mulligan
Londis, Athlone



I've focused on offering better value, with things like six multipacks of crisps for €2, and reducing beer prices, to offer six cans of Budweiser for €9. We're aiming for a better margin through volume sales.

Bob Murphy
Bob's News Off Licence, Darndale, Dublin



I'm introducing a new coffee concept called Café Grande. I'm also adding croissants, donuts, crepes and cakes to go with the machine, and will dedicate the back wall to ice cream too.

Peter Steemers
Steemers O'Leary's, Main Street Bunclody, Wexford.

YOUR REGION



SOUTH WEST NFRN DISTRICT COUNCIL REPORT 18.07.2017

Nick Constable reports from the NFRN South West district council meeting

Late delivery? No carriage charge

Carriage charges should be scrapped whenever newspapers arrive late, visiting NFRN national president Linda Sood told retailers.



Linda Sood

Mrs Sood said publishers should be aware that independents were already downgrading display space for newspapers amid falling margins.

The additional frustration of supply disruption was only making matters worse for the industry.

"Retailers are putting news at the back of their shops so they have more room for other products which have better margins," she said.

"Retailers pay for a service which is not properly delivered because the papers are so late. I believe every time papers are late we should get our carriage service charge back."

News supply 'not sustainable'

The NFRN is in the 'early stages' of referring news wholesalers to the Competition and Markets Authority (CMA), the meeting heard.

Former national president Ray Monelle told delegates the current news supply model wasn't sustainable – a fact he said had been recognised by Menzies in meetings with the NFRN.

But he added: "The problem is going to be the magazines which ride on the back of news. Running split delivery systems won't work.



Shoppers are being attracted to out-of-town sites for free ATM withdrawals

"The referral to the CMA is aimed at proving a point – it's not cost-effective for retailers to keep news anymore, so consumers are losing out."

However, Steve Berry warned: "Be careful what you wish for. You're talking about the death of home news delivery if you go down that road."

Bank closures damage business

Delegates urged the federation to lobby cabinet ministers harder on the increasing headwinds facing micro-businesses. Torrington newsagent



Every time papers are late we should get our carriage service charge back

Linda Sood

NFRN national president

Roy Crawford said trade in his town centre had 'died' following the closure of its last bank branch.

Shoppers had relied on its free ATM machine and were now more attracted to out-of-town retail sites where free cash withdrawals could be made.

Mr Crawford said the bank closure followed a series of financial blows to independent businesses such as his, including the National Living Wage, increased business rates and pension auto-enrolment.

"We've had to reduce hours at our shop," he said. "The federation needs to move up a gear in lobbying ministers directly."

"We should tell them: 'Please, do no more damage to small business'."

Linda Sood said NFRN officials were working with groups such as the British Independent Retailers Association and the Association of



Roy Crawford

Convenience Stores to put maximum pressure on government.

Supplements not being delivered

A national councillor has condemned Smiths News over its failure to deliver full versions of the Sunday Times.

Gloucestershire-based roundsman John Jackson said staff at the wholesaler's Reading depot told him his Sunday Times supplements were 'no longer being printed by The Times and therefore will not be supplied'.

Linda Sood said: "They don't seem to realise customers won't buy the paper without the supplement."

Fellow roundsman Jeff Savage added: "It's like having part of the front page missing. If they don't provide the full newspaper you should claim a full credit."

Unpopular Mail

The NFRN's choice of Mail Newspapers as the main sponsor of its Newsagent of the Year award triggered disapproval from district councillors.

Members' anger towards the Mail has simmered since a reduction in Saturday edition margins last year.

Online subscriptions which undercut the title's print pricing, together with persistently late deliveries, have also heightened tension.

Steve Berry said: "I have no animosity towards the award, but I do towards the Mail."

Jeff Savage added: "The award should be re-named Newsagent of the Year despite the Daily Mail."

Ray Monelle told the meeting: "We all have an issue and it is being made clear to the Mail."

Your say

How have your tobacco sales and ranges changed in the two months since EUTPD II legislation took effect?



Cigarette brands now seem less important

to customers than they used to be. People come in and ask for the cheapest cigarettes – as long as the strength is right they don't really care about the manufacturer.

Bridget McNulty
The Paper Shop,
Honiton



We've got gaps because manufac-

turers haven't been able to supply enough plain packs. Imperial took back £2,000 worth of stock but we're still waiting for BAT and JTI. We've also lost customers who used to buy the smallest 10g tobacco packs.

Russell Haynes
Brittox News,
Devizes



The change hasn't been as noticeable as I feared.

Customers are now buying cigarettes more on price than on brand but we seem to have retained our margins and most of our profits. Ranges are largely unchanged – no brand has dropped off.

Ray Monelle
Orchard News,
Weston-super-Mare

YOUR REGION



EASTERN COUNTIES NFRN DISTRICT COUNCIL 18.07.2017

Richard Goss reports from the NFRN Eastern Counties district council meeting

Norfolk hit by currency con

Norfolk retailers have been caught out with a number of fake notes, members were warned.

The forged £20 notes were discovered by a newsagent in East Runton in North Norfolk, as well as a chemist's shop, pub and tea room, all also in North Norfolk.

Police have advised retailers to retain suspect notes and give customers a receipt before calling the police on 101, district president Josie Dixon told the meeting.

The suspect currency will then be handed over to officers for examination before being passed on to the Bank of England.

This is the second time the region has been targeted. Late last year, delegates were reminded, fake Irish £20 notes were handed in at three shops in Norfolk.

Shop staff are now being urged to use UV lights or testing pens on large denomination notes to ensure they are genuine.

No let-up in late delivery woes

The ongoing problem of late newspaper deliveries to retailers shows no sign of diminishing, members of the Eastern Counties council heard.

Josie Dixon described deliveries to her shop in Carlton Colville, near Lowestoft, as "appalling" and said magazines as well as newspapers were affected.

The Sun and Mail had been particularly late, she said.

Great Yarmouth member Ralph Childs



said: "I would like to have a manager in my shop at 8.00am on a Sunday morning to explain to my customers why they can't get their favourite newspaper.

But sadly they haven't been able to get deliveries exactly right for the last 50 years, so there are unlikely to be any changes now."

Publisher gets its figures wrong

An error by one of the region's best-selling daily papers, the Eastern Daily Press, was picked up by Holt



Barry Starling



I would like to have a manager in at 8am to explain why customers can't get their newspaper

Ralph Childs

Retailer, Great Yarmouth

retailer Barry Starling.

Mr Starling noticed a voucher offering £50 for signing up to buy or subscribe to the paper should in fact have been for £10.

The mistake drew an apology and correction from publisher Archant, but some customers were reported to be upset at the mistake.

Promotions were not illegal

Retailers were reminded of the rules about promoters working outside stores or on their properties after a situation was highlighted with the Eastern Daily Press.

Newspaper promotion teams were handing out copies of the paper, crisps, chocolate and bottles of water all for £1 – outside a paper shop in Sheringham, which caused a debate at the meeting. Some members described the situation as using "underhand tactics".

Retailers were told, however, that the activity was permissible because the newsagent was

aware of, and had agreed, to the promotion.

If the seller or promoter takes up less than one square metre of space, the meeting was told, they are allowed to work on the pavement.

In this case, the promotion was on the frontage belonging to the shopkeeper and not the public highway or pavement.

Time to get your nominations in

Members of the Eastern Counties district were urged to get their nominations in for the NFRN awards by the newly-extended deadline of 31 July.

Ralph Childs told the meeting that this year, as well as categories included in previous years, there would be a new award for "Retail Innovation of the Year."

Mr Childs reminded the council that the region had provided several winners in the past.

Bowled over

Ralph Childs is spearheading the new Eastern Counties North-East branch's sponsorship of Great Yarmouth's annual bowls championships, which take place from 27 August to 22 September.

This year will be the 22nd year the district has sponsored the event – the longest unbroken link between the organisation and the competition – and Mr Childs said it was growing in popularity every year.

Up to 500 amateur bowlers from across the country will take part in the 2017 competition.

Your say

What effect has the introduction of the National Living Wage (NLW) had on your business?



I've had to reduce the hours some staff work, which means I'm having to work more hours myself, without getting paid extra. We have two full-time and eight part-time staff so the NLW has had a real impact.

Josie Dixon
Dixon's Newsagents,
Lowestoft



We've reduced the number of casuals we use and the hours they work. Our sales are affected by the season as we are in a holiday area. We used to stay open until 9pm but this summer we close at 7.30pm.

Barry Starling
Starlings,
Holt



The NLW has certainly affected us – we have been forced to adjust the hours some of the staff work. And this comes at a time when other overheads like business rates are also increasing.

Owen Church
Post Office Stores,
Great Yarmouth



Ralph Childs

COLUMNIST



Neville Rhodes

Margins aren't everything

To ensure retailers make the best gross profit, rate of sale, price and margin must all be considered together

Of all the data and guidance offered to retailers in RN, the most interesting to me is our annual What to Stock supplement (*this year's was published with RN's 9 June issue*).

Based on EPOS data from more than 3,000 independent stores, What to Stock lists the top 25 best-selling products by value in all the main convenience categories; the average price charged by retailers for each product; the proportion of stores that stock it; and the average weekly revenue each product generates for its stockists.

What's not shown, although it's easy enough to work out, is the statistic that would most in-

terest me if I were still a retailer: the rate of sale of each product – the number of units sold over a given period.

Back in the day, my retailing mentors taught me that the percentage margin on products is only one factor in the gross cash profit equation: the others are price and the rate of sale.

Six units of a product with a 20% margin priced at £1.20 generate less cash profit than 10 units sold for £1 at a 15% margin.

I realise that many, perhaps most of our readers will think this is 'old hat', but there is a serious reason for raising it now. This is because most of the 'noise' coming from independent retailers about coping with the challenges



Percentage margin is only one factor in the gross cash profit equation

posed by increasing staff wages, auto-enrolment for pensions and higher business rates seems to be focused on higher margins, rather than on the potential benefits that can be obtained by sacrificing some margin for higher volume sales.

Pricemarked products, promotions and own-label substitutes all encourage the belief that reduced prices or keener pricing can achieve increased unit sales and produce more cash profit.

Don't fret over the margin: look at what's in the till.

RN's What to Stock guide shows that 250ml Red Bull, stocked by almost all the retailers in our survey and sold at an average price of £1.21, generated average weekly sales of £25.65 per stockist – which

equates to 21 units a week for the average retailer.

That's impressive, but so too were sales of the various own-label 250ml energy drinks, sold by almost 90% of retailers at an average price of just 35p, producing average weekly revenues of £17.68, equivalent to 50 cans a week at each stockist.

Decisions about what to stock are never easy because so many factors need to be taken into consideration. What is the cost price of the product? Who else near me is selling it, and how much are they charging? What is the recommended price? How much cash profit per unit would it bring in if it was more competitively priced? How will it affect sales of the category's other products?

The great value of our What to Stock guide is that it provides retailers not only with the product sales data from many independent stores like their own, but also a framework for measuring the profitability of every product they themselves sell.

Some products will have high prices, low sales and contribute small profits; others will bring in more profits from high sales at lower prices.

If I were still a retailer, data – my own and other retailers' – would be my guide to pricing and growing the overall gross profit.

Neville Rhodes is a freelance journalist and former retailer



* Consolidation put on hold

+ The proposed **Tesco-Booker** merger sparked all sorts of speculation about 'consolidation' among convenience sector players, with roles imagined for P&H, Costcutter, Co-op, Nisa, McColl's and some others I may have missed, with Morrisons and Sainsbury's named among possible predators. Discussions may have been going on behind the scenes, but thanks to the decision by the Competition and Markets Authority to start a stage 2 investigation of the Tesco-Booker proposal, which could take up to 24 weeks, any plans for other link-ups or takeovers within the sector will almost certainly remain on hold until next year. This will allow all parties involved in the 'consolidation' merry-go-round the time to reflect that independent retailers may not wish to be bought or sold by the trunker-load.

RN INTERVIEW

Business development director Tim Watkin-Rees talks to Charlie Faulkner about tech investments, contract changes and what symbol consolidation means for PayPoint

PayPoint

RN With symbol market consolidation such as the Tesco-Booker merger dominating national headlines, are you concerned about what this means for PayPoint?

TIM WATKIN-REES Time will tell what will happen here. We have a 30,000-retailer network, with about 10,000 of our terminals in multiple retailers, and 20,000 in independent retailers. A lot of decisions will be driven by wholesaler interest in consolidating buying power. It doesn't follow there will be a roll out of Tesco and Sainsbury's technology across convenience retailers.

Convenience retailers will have to evaluate the offers made to them and choose the ones they think are right. We're focusing on making sure our EPoS system becomes the best of breed. I expect retailers will want to have control over the types of systems they have in their shops and will be looking for something like we provide – a one-stop solution, bringing all their PayPoint-type content together with their card payment content, EPoS price scanning and stock ordering.

RN How closely are you working with symbol groups?

TWR We're working towards compatibility with the symbol groups, progressively working with all of them. We've announced our partnership with Nisa. You wouldn't have to be a genius to work out the other people we're talking to to get there.

When it comes to our technology investment it's far more in independent shop keepers and symbol-affiliated stores than in multiples because they are making the multi-million-pound IT investment themselves. Here, it's us making that multi-million-pound investment with the intention of opening up the same capabilities for the independent sector.

RN Why did you introduce the yellow terminal charge for all retailers?

TWR We introduced it very reluctantly.

Businesses have to make decisions on the longevity of the technology they provide, and some of these terminals are 12 years old. The cost of components go up, so our cost of support has gone up too and we felt a need to deal with that in a modest way. The direction of travel is absolutely towards PayPoint One or PPODs – the integrated solution we use for multiples and accredited symbol retailers.

RN How have retailers responded to PayPoint One?

TWR Our retailers have generally welcomed the fact you can manage everything through a single view.

One of the things we said in our pledge last year was we would innovate, which is something we've been doing throughout our 21 years in business. At the core of our constant innovation has always been a best-in-class retail terminal.

This is a market we believe in, we're committed to and we're investing hard cash in developing technology products that will transform the operator experience as well as the services we provide.

RN Have many retailers have served their two-year notice since the yellow terminal charge was introduced?

TWR That's not the dynamic we're managing our business by.

We're managing it around 10, 20, 30-year relationships with retailers, not two or five. It's about finding great convenience retailers, working with bigger business partners and creating solutions that last for years. The number of retailers leaving us is very few overall – over the year we



Interview by **Charlie Faulkner**
 email charlie.faulkner@newtrade.co.uk
 tel 020 7689 3357



One of the things we said in our pledge last year was we would innovate

lose 3-5% of our base. So, if we've got about 30,000 retailers, 1,500 turnover naturally in a year, but that's a 20-year average tenure.

We're into long-term relationships and are concerned our contracts are fair. It was better to introduce something like a rolling two-year contract so no retailer was tied in forever, and we also added that if we changed commercial terms they can go.

The new commercial terms we've introduced mean we're in a position to accept more retailers than we might have done in the past.

RN Do retailers who say their turnover has remained the same – in some cases increased – since terminating their PayPoint terminal disprove the company's argument that the service drives footfall?

TWR There may be things in their shops that meant PayPoint didn't work as well for them as it did for other retailers. The benefit of footfall comes down to the nature of their offer, how hard they work at it and how they price things – there are a lot of things that affect that. Unarguably, PayPoint drives customers. Every independent research element shows not only is there an awful lot of volume in PayPoint – more than 10 million visits a week being driven by it – but that customers say PayPoint has influenced their choice of shop. Him! research shows PayPoint customers spend 30% more in store per week and that's pretty compelling.

Unfortunately, there are some retailers who are struggling. I don't know there's much more we can do than deliver the footfall we do and pay the best commissions we can in the circumstances. Genuinely, if it doesn't work for a retailer, we respect that, but it's

not what we see. We always see more demand for PayPoint.

RN As you continue to develop PayPoint Pro and beyond, do you intend to incorporate other technology such as loyalty components?

TWR I'm fairly sure our EPOs product will have loyalty components in time. However, one of the things we're prioritising is news management because a lot of our retailers sell papers.

We're still figuring out how it would work, but retailers obviously expect that sort of capability in their EPOs systems.

There are lots of aspects to news – dealing with over-the-counter sales, bringing in stock and having the ability to scan all the different titles at the right prices – just the administration of news sales. And there's managing home delivery too.

We have a pipeline of things we could consider, such as fuel, loyalty and CCTV. We have to judge things in terms of their priority and the relevance to our estate.

RN You've recently announced an incentive for retailers around ATMs. Is this a renewed focus on cash machines for PayPoint?

TWR One of the characteristics of the PayPoint service is it generates a lot of cash in store, and it's great for retailers if they can recycle that through a cash machine.

The great thing about people taking money out is they then spend some of it in store and it reduces bank charges if they don't have to take cash to a bank.

A lot more of the machines we put out now are free to use so they're very much about recycling money and providing more reasons for customers to visit. I don't think we've ever had less focus on ATMs. It's just one of thing we do and I'd anticipate we've got a strong role to play in the ATM business going forward.

RN Are you concerned about what smart meters could mean for business?

TWR A lot of our business comes from energy pre-payment meters and most of these only work in the cash market so, as new smart meters launch, shoppers will increasingly have a choice on whether they stay in the cash market or they transact digitally.

We're keeping a watchful eye on it but we think this is going to be a very big ongoing business stream and footfall driver for retailers. But, undoubtedly, smart meters are one thing that will affect the market in the next few years. ●

BACK TO SCHOOL

Make sure they're ready

As soon as children begin revelling in their summer holidays, retailers begin planning for the end of them. To help out, **Toby Hill** investigates five opportunities for your store

In just five weeks, English and Welsh schoolchildren will have to say goodbye to summer and trudge back into school. By that point, their Scottish counterparts will already have been hunched over their desks for two weeks. And with parents rushing to get their kids prepared, and

the kids themselves anticipating sweet treats at the end of a long school day, the back-to-school season offers a rich seam of convenience sales. Here, RN maps out the key categories that retailers should focus on before school starts again at the end of summer.

FF

Almost half, 45%, of multipack consumption is for lunch



NEW PRODUCT

From early 2018, Coca-Cola European Partners (CCEP) will remove 50% of the sugar from the regular Capri-Sun variants, across both the 330ml and 200ml pouch formats. This will mean the original flavours will be levy-exempt and will deliver the same classic Capri-Sun taste to shoppers, but with fewer calories.

Stationery

One of school life's great distress purchases, the start of term brings a rush for paper, pens and other essential stationery. But while this might seem easy to get right, retailers need to think carefully about what to stock and what to leave out.

"I don't go crazy with school bags and pencil cases because places like Poundland do them a lot cheaper and I can't compete," says Jag Aytain, owner of The Rural Hub & Post Office in Linton, Derbyshire.

The opportunity is to be there in the morning, with the right products when no other option is available. "I will usually go to discount retailers and buy a selection of different products, rather than buying up bulk from the cash and carry. Retailers forget that we are in the convenience trade and so variety is key," Jag says.

Other retailers agree. "I stick to the essentials: pens, pencils, rulers, crayons, paper," says Jeet Bansil, owner of Meon View Londis near Stratford-Upon-Avon. "There are a few extras you wouldn't immediately think of that sell well too, like geometry sets, thank you cards for teachers and birthday cards for friends."



Many children will start taking packed lunches to school for the new term

Packed lunch ingredients

Another big opportunity for convenience retailers is those items that fill children's packed lunches.

"Kids are excited to go up a year and a lot will decide to go on packed lunches - sometimes it's the first year they're allowed to, or sometimes it's because their friends are doing it," Jag Aytain says. This means that, a few days before school re-starts, he stocks up on sandwiches, Dairy Lea Dunkers and Cheestrings to make sure parents know they can rely on his store to fill packed lunches at the last minute throughout the year.

An important aspect of a good packed lunch range is offering plenty of multipacks, according to Andrew Marchant, category, shopper and customer activation controller at KP Snacks. He says lunchboxes "play perfectly into the hands of the multipack", adding: "almost half, 45%, of multipack consumption is for lunch."

For Jag, this means getting in multipacks of crisps, juices, water and cereal bars and making sure they are prominently displayed in-store at the start of the school year.

Jonathan Summerley

Purchasing director,
Hancocks



ADVICE

When choosing stock, retailers should bear in mind a variety of things. For example, the element of challenge that comes with eating a super sour sweet or a massive jawbreaker excites the younger market, and the engagement of having a personal gumball dispenser means a brand will remain memorable. These factors are reinforced during the 'Back to School' period as children are rewarded for hard work and attendance with confectionery.



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BACK TO SCHOOL

Fruit

Whether or not it ends up eaten or in the bin, most parents are determined to include a piece of fruit in their child's lunchbox. In Scotland, there is even government policy to encourage the practice, as Dennis Williams explains:

"The government has a stamp system and after buying four pieces of fruit you get the fifth free, which gets kids more interested in buying it," he says. "We sell apples, pears, oranges, bananas and so on. At the start of the school year, berries – strawberries, raspberries, blueberries – are popular too."

Retailers in England have to work without this state support. Jeet Bansi does so by sourcing fruit from two suppliers: pre-packed bags come through his symbol group, Londis; but he also brings in loose fruit from a local market in Birmingham.

"Fruit is the type of thing people like to look at and touch and feel," he says.

As the back-to-school season looms, Jeet makes up mixed packs with three types of fruit – from bananas, oranges, apples, nectarines, pears – which he retails at just over £1. "I noticed that parents buying for packed lunches like them," he says.

Pre-prepared fruit is also increasingly popular with parents seeking ways to encourage their children to get one of their five-a-day. Nature's Finest has produced a range of 220g pots of Mandarin, Peach, Pineapple and Tropical Fruits pots for those parents who want to try something a little different.

Georgina Edmonds

Marketing manager, Nature's Finest



ADVICE

One of the most effective strategies for retailers to utilise is ensuring merchandise is stocked appropriately on shelf, making sure products are visually appealing to consumers. Products should be conveniently located in the food-to-go area to maximise sales and utilise impulse purchases.



Parents want to include healthy options in lunchboxes



NEW PRODUCT

The Walkers Oven Baked range has undergone a brand refresh, with new packs highlighting the fact each product contains 50% less fat. Brand owner PepsiCo has also launched a Roasted Chicken & Thyme flavour available in a multipack. The Walkers Oven Baked Crispy Crackers range is also now available in a multipack.

Confectionery



At the start of the school year, berries – strawberries, raspberries, blueberries – are popular

Feeding kids is not just about filling their packed lunches – at the end of the school day, swarms of children descend on the nearest convenience store seeking sweet treats.

"In the holidays we might have 40 children come in, but when they're at school we can see 150 come in all at once at 3pm," says Jag Aytain. "I make sure I increase stock just before they go back to school: there are such good sales opportunities I want to make sure I don't run out. Usually, for primary school kids, I make sure I have lots of 10p, 15p and 20p sweets, as they want a pound to stretch a long way."

Darren Littler

Innovations and product marketing manager, Warburtons



ADVICE

After a long day at school, children are often hungry, and it's important to ensure their pre-dinner snacks are wholesome as well as tasty. To maintain the freshness of bread and bakery products, retailers should keep these away from cold or chilly areas and instead display them in a place where the temperature is around 22°C/72°F.



Keep stocked up for the after-school rush



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*IRI: Total Grocery 52 w/e April 22 2017 (volume) Kantar: Total Grocery 52 w/e April 23 2017 (penetration)

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BACK TO SCHOOL

PRODUCT NEWS

Cereal Partner's Cereal Success website continues to provide retailers with industry advice, product information and a planogram-building tool. Ahead of pupils' return to school, retailers can organise a "relay" through the company that helps stores remerchandise this important morning category.



Are your plans in place for the back to school season?

Drinks

It is worth remembering that, in many schools around the country, fizzy drinks are banned. Some go further and ban juices, too, allowing only flavoured water.

Dennis Williams explains how he adapts to these constraints: "We do lots of sugar-free flavoured waters from MacB and Volvic, and we also sell a lot of plain Highland Spring

and Strathmore," he says.

Some manufacturers are working to meet these new preferences, too. This month – just in time for the back-to-school rush – Vimto is launching a new 250ml sportscap variant of Vim2o, a still spring water drink with a hint of the Vimto flavour, which is perfect for lunchboxes.

NEW PRODUCT

Feel Good for Kids is a school-approved juice drinks brand, free from artificial colours, preservatives or flavourings and containing no added sugar. Available in Blackcurrant & Apple and Orange & Pineapple recipes, Feel Good for Kids contains 84% juice and is also on sale in a number of schools, cafés and other out-of-home outlets.

Low-sugar products are increasingly important



Marketing

How do you promote back to school in your store?

Dennis Williams

Premier Broadway, Edinburgh



Premier will usually bring a back-to-school theme into its flyers which we distribute over August and September. We'll also push some products on our Facebook page for a week before school starts again. And at a similar time we'll do an aisle-end display of back to school products. It's all about planning ahead to make sure you're ready to promote at the right time.

Jag Aytain

The Rural Hub, Swadlincote



We have a wooden bookshelf at the front of the shop which we use for promotions and change as and when the season requires it. When school is about to re-start we'll put in multipacks of various snacks, drinks, and stationery products. It catches parents' eyes as they walk past the store.

Kevin Verbruggen

Head of brand, Weetabix



ADVICE

Our research reveals seven in 10 consumers are influenced by health benefits when selecting a breakfast cereal. We introduced all-green traffic light symbols to Weetabix Original packaging to highlight the cereal's low sugar, salt and fat levels. It means parents looking to provide their children with a healthy and nutritious start to their school day are able to easily identify Weetabix as a suitable and trusted option.

Your say

The British summer may be notoriously changeable, but failing to retain a good range into the later months could mean losing out on sales

Joe Williams

The Village Shop, Oxfordshire



We have holiday cottages nearby with families staying for their summer holidays right up until the schools go back, so we don't start looking at de-listing summer items until after that. If you don't have barbecue charcoal, ice and snacks – ready for whenever the sun comes out or people plan a late-summer meet up – you risk missing out on incremental sales and your reputation as a destination for these products.

Top summer products for your store

With Joe's advice in mind, RN has rounded up five top launches to consider for your summer range.

New-look Kettle packs

The whole Kettle range has a new look for the summer to help increase impulse purchases. Sea Salt & Balsamic Vinegar and Crispy Bacon are among the flavours available in the new packs.



years after the decriminalising of homosexuality in the UK. Smirnoff is one of a number of brands to get involved and special promotional bottles feature a series of Pride-themed designs.

Capri Sun pouches

Soon to feature one third less sugar, Capri Sun pouches are designed to provide a convenient format, ensuring parents planning last-minute summer days out will be tempted to pick them up.



Fire & Smoke Chicken Chunks

Kerry Foods' millennials-focused protein-rich chicken comes in Fire Grilled and Sweet Heat flavours. Listed in the major multiples' c-stores, growing availability in the independent channel is now a priority, the company says.



Strawberry Starburst

After successfully launching in the US, Wrigley has brought an all-Strawberry Starburst variant to the UK. No more fights over the final strawberry one in the back of the car, then. The limited-edition packs are already available ●

Smirnoff #chooselove bottles

This summer's Pride celebrations comes 50

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CORE GROCERY

THE TREND

Growing fresh produce sales

Christine Hope

Hopes of Longtown, Herefordshire



What it has meant for core

We sell lots of fresh produce for people cooking whole meals. We also have a range of 31 herbs and spices, and 13 different types of salt and pepper. Our salt range stretches from little Saxa pricemarked salt and pepper to Malden sea salt flakes. People also use the combination of herbs, spices and fresh produce we stock to make chutneys and pickles. My one tip would be to use potted herbs rather than cut herbs because they last.

Winning core products

Salt and pepper, herbs and spices

THE TREND

Pricemarking

Adeil Hussain

Family Shopper, Motherwell



What it has meant for core

Pricemarking has had a massive impact on sales. It's helped us sell a whole range of products that previously people would have gone to the supermarket to buy. Around 15 years ago, we were only selling Heinz Tomato Ketchup and Hellman's Mayonnaise. Now we've got sweet chilli sauce, soy sauce, BBQ and curry sauces. Sometimes these products are pricemarked, but I also think pricemarking has generally led to customers having more trust in the prices at their local store.

Winning core products

Condiments, sauces

Be on trend and you will shine

Core grocery products are increasingly losing shelf space to more fashionable categories. But how are today's big trends driving sales of basic essentials? **Toby Hill** finds out



We've got sweet chilli sauce, soy sauce, BBQ and curry sauces



THE TREND

The rise in chilled

Vip Measuria

One Stop The Prior Way, Derby



What it has meant for core

Chilled has become a much bigger part of our store and we conduct regular range reviews on the section with One Stop. And there's definitely been a spill-over effect to sales of core grocery items. With more ingredients in the chiller, we see more regular shoppers coming in for their evening meals. It's also

helped along by good store layout: the chiller with our raw meats and other scratch-cooking products is situated directly opposite sauces and pastas and rice. So shoppers don't have to look around: if they're making spaghetti bolognese, they can pick up the mince, turn round, and pick up canned tomatoes or a tomato sauce and pasta.

Winning core products

Tinned vegetables, jarred sauces, pasta and rice

THE TREND
Scratch-cooking

Ranjit Singh

Parans Minimarket, Rothwell, Leeds



What it has meant for core
I've undoubtedly seen sales of what I call 'ping cuisine' – microwave and other easy meal solutions – go up. People are looking for things they can eat straightaway, so I'm selling Pot Noodles not just on a Saturday night, but on weekday lunchtimes too. People are buying them all through the week. It is the same with cereal bars and ready meals like Indian takeaways and shepherd's pie.

Winning core products
Instant noodles, ready meals



THE TREND
Food on the go

Ranjit Singh

Parans Minimarket, Rothwell, Leeds



What it has meant for core
People are more adventurous now and they are looking for new flavours and to try new types of cooking – and they're using their local convenience store to do it. We do a few more herbs and spices for that, and also lots of different world condiments: Nando's and Levi Roots's jerk sauces are hugely popular. We also sell more dips and pickles to go alongside the main dishes.

Winning core products
Herbs and spices, marinades, sauces, pickles

THE TREND
In-store bakery

Seann Sykes

Denmore Food & Wine Store, Rhyl, North Wales



What it has meant for core
We have a cake stand with sweet bakery products from a local supplier called Henllan, and we also stock their bread in our bread section. They're very popular and well-known in the region, so having their products encourages people to come from slightly further afield. It often creates add-on sales in other areas: people will buy a cake then grab scones and jam to go with it, or spreads to go with the bread.

Winning core products
Jams, spreads

HOW STORES CAN BRING CORE GROCERY INTO THEIR "SCRATCH-COOKING" DISPLAYS

To inspire shoppers to create delicious, quick and simple meals and to stimulate sales, display complementary products together off-shelf, such as pies and mushy peas and canned curry with rice and naan bread products.

Pasta and sauce is another popular combination, and Princes brand Napolina offers the complete meal solution.

Staff can also be briefed to upsell to customers and increase basket spend by encouraging the purchase of complementary products.

Graham Breed

Marketing director, Princes



Gluten-free is very big right now, and lots of people are looking for that option on our shelves

THE TREND
Free-from

Christine Hope

Hopes of Longtown, Herefordshire



What it has meant for core
We are selling a great deal more free-from products than we were 10 years ago. Gluten-free is very big right now, and lots of people are looking for that option on our shelves, not just in our chillers. It's reached into our core range: we stock gluten-free pasta and bread, and also lactose-free products such as a selection of soya and nut milks, as well as nut butters and an extended range of nut-based spreads. It's largely to do with health concerns, I think – people have been convinced that free-from products are healthier.

Winning core products
Specialist pastas and bread, ambient milks, spreads ●

THE TREND
Local produce

Christine Hope

Hopes of Longtown, Herefordshire



What it has meant for core
Our customers are looking for a wider range of interesting products, often sourced from the local area. So we've built relationships with smaller wholesalers, and source

some of our core range, such as herbs and spices and seasoning products, from them. As a small store, the flexibility these wholesalers offer is indispensable: we work with Bristol-based Essential Trading, for example, and they let us have half or quarter-boxes of stock.

Winning core products
Herbs and spices, seasoning



THIS WEEK IN MAGAZINES



It's all kicking off

FOOTIE FANS WARM UP FOR THE NEW SEASON

Football is back – did it ever go away? – and that means a bumper BBC Match of the Day mag, will all the information supporters need

FOOTBALL FANS can gear up for the new football league season, which begins in August, with this bumper issue of Match of the Day magazine. It features the ever-popular league ladders, with 'scarves' and 'shirts' for 92 English clubs and 12 Scottish clubs so fans can keep tabs on their teams' progress. There is also a bumper start-of-season quiz, a pre-season games preview, as well as advice and cartoons. There are 12 new Premier kit posters inside as well as competitions to win the new Nintendo 2DS XL, Junior Arsenal membership and family match tickets.



BBC MATCH OF THE DAY
On sale out now
Frequency weekly
Price £3.50
Distributor Frontline
Display with Kick, Match

Round up



Jennifer Hardwick
 Magazines reporter
 jennifer.hardwick@newtrade.co.uk
 @Jenniferh_RN

BEAUTIFUL GAME'S A SALES WINNER

I have to be honest – I must have missed the summer break for football, but I am reliably informed it has been off our screens, and now it's about to return.

Those of you who are bigger sports enthusiasts than me are no doubt aware that the Premier League returns in August and all the titles focused on the "beautiful game" are rolling out their preview issues to get readers warmed up for what's to come.

Predictions, rundowns and every stat even the most committed football nerd could ever want is on offer, so now is the time to get fans through your door.

This week, you can read about both FourFourTwo and BBC Match of the Day magazine's special issues in these pages, as well as hearing in detail from FourFourTwo's global brand director Andy Jackson in our Industry Viewpoint (page 44).

Although there is undeniably a vast variety of football news available online, there is a certain satisfaction to be taken from poring over pages of facts and figures and comparing tables and team formations which could surely never be fully recreated on a web page.

With Frontline predicting a 220% sales increase on the previous issue of FourFourTwo, it looks like the publishers are very confident of getting your tills ringing with the cash of supporters seeking in-depth knowledge.

While, naturally, customer bases vary across the country, the huge popularity of football in the UK is well known and even those who don't make a regular trip to support their club could well be heavily invested in their fantasy league. Mr Jackson says August is the month when footie fans "dare to dream" of success for their team; make sure you dare to capitalise on their excitement and get them picking up all the tips for the season from your shelves.

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MODERN GARDENS

This special summer edition of Modern Gardens magazine encourages readers to relax and chill in the garden with feature ideas on how to recreate summer space, plus garden makeovers. These 515 ideas for outdoor living include adding sparkle to outdoor spaces with new lighting trends, creating stylish water features, adding colour with hydrangeas and tips on how to create a stress-free sanctuary.



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Display with BBC Gardeners World



PONY

The September summer holiday bumper issue of Pony includes the popular novel Black Beauty, plus friendship bracelets and stickers in a printed polybag. Pony is the UK's number one equestrian magazine for young riders and features top tips and advice on riding and pony care as well as quizzes, posters and pony-themed activities. Its publisher DJ Murphy says the September issue performs well every year and promises healthy sales.



On sale 3 August
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Horse & Rider, Your Horse, Horse, Horse & Hound



LANDSCAPE

This autumn issue of Landscape, called Autumn's Rich Gems, is full of seasonal treats including a living masterpiece on The River Stour, baking traditions in a tart and the secret world beneath the oak's branches. There are also regular garden tips as well as the usual mix of kitchen, craft history and heritage. The magazine is geared towards the female market.



On sale 2 August
Frequency 8 per year
Price £4.50
Distributor Frontline
Display with Good Housekeeping, Country Homes & Interiors

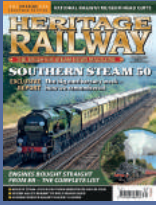


USAF AT 70

Since it was formed in 1947, the United States Air Force has been involved in a myriad of missions and achieved many notable firsts. USAF at 70 is a one shot issue chronicling seven decades of the United States Air Force. In this 100-page special, magazine marking the seventieth anniversary of one of the world's foremost air arms, readers can pour over USAF bombers from 1947-2017 and look towards future flight in a 2017 and beyond feature.



On sale out now
Frequency one-shot
Price £5.99
Distributor Seymour
Display with Air International, Combat Aircraft, Airforces

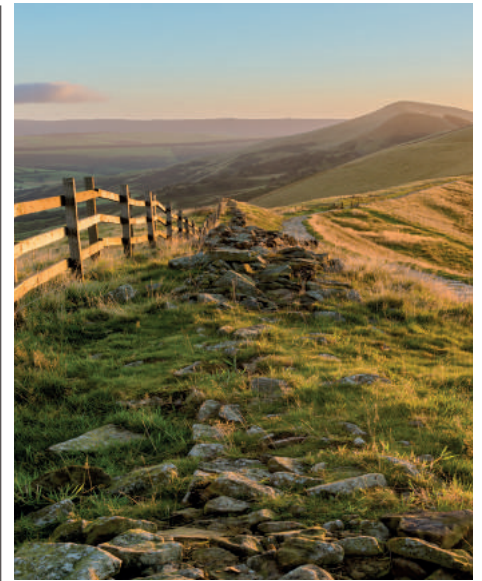


HERITAGE RAILWAY

Heritage Railway is the only magazine in its field to concentrate on every aspect of Britain's network of preserved railways, whether the motive power is steam, diesel or electric. Issue N231 is a special souvenir issue including a 12-page feature about the end of southern steam 50th anniversary celebrations. It also includes a story about the resignation of the National Railway Museum director.



On sale 28 July
Frequency monthly
Price £4.30
Distributor Marketforce
Display with Steam Railway, Steam World



Bestsellers Countryside

Title	On sale date	In stock
1 Country Life	26/07	<input type="checkbox"/>
2 Ireland's Own	28/07	<input type="checkbox"/>
3 The Field	26/07	<input type="checkbox"/>
4 Cotswold Life	20/07	<input type="checkbox"/>
5 Best of British	03/08	<input type="checkbox"/>
6 Devon Life	27/07	<input type="checkbox"/>
7 Coast	28/07	<input type="checkbox"/>
8 BBC Countryfile	03/08	<input type="checkbox"/>
9 Derbyshire Life	20/07	<input type="checkbox"/>
10 This England	09/08	<input type="checkbox"/>
11 Country Smallholding	27/07	<input type="checkbox"/>
12 Cornwall Today	20/07	<input type="checkbox"/>
13 Cornwall Life	18/08	<input type="checkbox"/>
14 Countryman	26/07	<input type="checkbox"/>
15 Cheshire Life	21/07	<input type="checkbox"/>
16 Dorset Life	27/07	<input type="checkbox"/>
17 Somerset Life	16/08	<input type="checkbox"/>
18 Lincolnshire Life	26/07	<input type="checkbox"/>
19 Evergreen	06/09	<input type="checkbox"/>
20 Lancashire Life	23/08	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



HERITAGE RAILWAY



ON SALE NOW!

BRAND NEW!



STARTER PACK £2.99 **STICKER PACKET 60P**

STICKER COLLECTION



THIS WEEK IN MAGAZINES



FOUR FOUR TWO

In anticipation of the forthcoming football season this 100-page preview supplement includes a full rundown of the Premier League teams, Championship 1 and 2 and the Scottish Premier League. Ranked the number one football title in the adult football category, publisher Haymarket advises retailers to display it front of fixture as it expects volumes to increase by 220% on the previous issue and sales to increase 250%.



SPECIAL

On sale 2 August
Frequency monthly
Price £5.99
Distributor Frontline
Display with Match of the Day, Match, World Soccer



CHAT CROSSWORDS

This is the second issue of the new-look Chat Crosswords, Puzzler Media's biggest-selling crossword magazine. In circulation for more than 20 years, it offers 100 or more readers the chance to win a prizes worth more than £7,500. This summer holiday issue offers an additional free pen and the chance to win tickets to the live stage show adaption of David Walliams' Awful Auntie children's book.



FREE GIFT

On sale 2 August
Frequency Monthly
Price £2.35
Distributor Marketforce
Display with TaB Take a Crossword, Q Coffee Break Crosswords



IN THE MOMENT

This title, described as a 'practical lifestyle magazine for the modern-thinking creative woman' has recently added to the trend in women's wellbeing and mindfulness market. This issue explores how being grateful and saying thank you can enhance relationships. Also included are free illustrated postcards, floral card designs and an eight-page pull-out mini magazine



FREE GIFT



SUPPLEMENT

On sale out now
Frequency monthly
Price £5.99
Distributor Frontline
Display with Yours, Pick Me Up, My Weekly



LIVINGETC

The September issue of Livingetc reveals colour clash inspiration to compliment the home and top tips from design expert Tricia Guild on how to pick the perfect palette to revamp a space. There's also a look at the new autumn/winter 2017 collections that unveil the latest catwalk trends to come home, from disco diva to bubble gum pink. Plus, the issue offers readers an exclusive 15% discount at Fired Earth.



SPECIAL

On sale 3 August
Frequency monthly
Price £4.40
Distributor Marketforce
Display with 25 Beautiful Homes, Ideal Home, Homes & Gardens



BIKE

Bike contains all the news and reviews readers need, outperforming the motorcycling general market by 8.65% in sales, according to publisher Bauer. In this edition there's a free 36-page Built magazine sampler dedicated to handcrafted retro-styled custom motorcycles, including cafe racers, trackers, scramblers and bobbers.



SUPPLEMENT

On sale 26 July
Frequency monthly
Price £4.30
Distributor Frontline
Display with Fast Bikes, What Bike, Performance Bikes

Industry viewpoint

Andy Jackson

Global brand director, FourFourTwo



August is the magic month for all football fans in the UK when they dare to dream that this will be their team's year. That's why FourFourTwo's season preview issue, which is on sale at the start of August, has been our biggest-selling issue for the past 23 years, and this year will be no different.

FourFourTwo will deliver a premium-priced (£5.99) and foil-bagged double pack previewing every team from the top four divisions in England and the Scottish Premier League, along with a £23 razor set for every reader (don't worry it's not in the bag). It's the biggest season preview bundle we've delivered for a long time and should be a great seller.

In addition to one of the most keenly contested Premier League seasons in history, we are also entering a World Cup year, building to the world's biggest sporting event at the end of the season. This brings many casual readers

Top tip
 Give as much prominence as possible to our three biggest issues of the year: this month's season preview and the May/June World Cup specials

into the category as the excitement builds from December onwards once the draw for the finals is made.

As a brand, FourFourTwo has never been stronger and the magazine remains at the heart of our offering, but we now have a significant and growing digital and social media presence which we mobilise each month to drive our audience to the newsstand to buy the magazine.

FourFourTwo continues to secure access to the biggest stars and the biggest clubs in world football as demonstrated by our recent issue with Lionel Messi as guest editor which delivered our strongest newsstand sales for nine months.

Thank you for your continued support.

SLAM ATTAX
TRADING CARD GAME
10th EDITION

GENUINE WWE MEMORABILIA INSIDE LUCKY PACKETS!

NEW CARDS ON SALE 3RD AUGUST

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Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	22	40	11.99
DeAgostini			
Build the Ford Mustang	82	100	8.99
Build your own R2-D2	30	100	8.99
Enhancing your mind, body, spirit	30	120	3.99
My Animal Farm	25	60	5.99
Jazz at 33 and third RPM	41	70	14.99
Simply Stylish Knitting	83	90	3.99
Star Wars Helmet Coll'n	42	60	9.99
The Beatles Vinyl Collection	12	23	9.99
Zippo Collection	50	60	19.99
Eagle Moss			
Build A Solar System	103	104	7.99
DC Comics Graphic Novel	52	100	9.99
Disney Animal World	75	100	5.99
Game of Thrones	37	60	8.99
Marvel Fact Files	228	250	3.99
Military Watches	91	100	9.99
My Little Pony			
Colouring Adventures	21	80	3.99
Star Trek Ships	104	130	10.99

Title	No	Pts	£
Hachette			
Art of Crochet	101	120	2.99
Art of Cross Stitch	31	90	2.99
Art of Knitting	32	90	2.99
Art of Quilting	83	90	3.99
Art Therapy	124	120	2.99
Art Therapy 50 Mindful Patterns	22	80	4.99
Assassins Creed: the official collection	13	80	9.99
Dr Who Complete History	51	80	9.99
Draw The Marvel Way	42	100	4.99
Judge Dredd Mega Collection	67	80	9.99
Marvel's Mightiest Heroes	95	100	9.99
Transformers GN Collection	17	80	9.99
Warhammer	25	80	9.99
RBA Collectables			
Real Life Bugs & Insects	49	60	0.99
Panini			
F1 Collection	35	60	9.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
Road to 2018 Fifa World Cup Russia	4.99	1.00
Road to 2018 Fifa World Cup Russia stickers	2.99	0.60
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 5		0.50
Star Monsters		1.00

Title	Starter	Cards
Topps		
Disney Princess Trading Card Game	4.99	1.00
Despicable Me 3 Stickers	2.99	1.00
Despicable Me 3 Trading Cards	4.99	1.00
Match Attax 2016/17	4.99	1.00
Match Attax Extra 16/17	4.99	1.00
Marvel Missions	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Shopkins Trading Cards	4.99	1.00
Premier League Sticker collection	1.99	0.50
Star Wars Universe Stickers	2.99	0.50
Star Wars Force Attax	4.99	1.00
Trolls Trading Card Game	4.99	1.00
Trolls Sticker Collection	2.99	0.50
WWE Ultimate Sticker	2.99	0.50
DeAgostini		
Magiki Mermaids		2.50
Frogs & Co		1.99

Newspapers

Daily newspapers	price	margin pence	margin %
Sun	50p	11.15p	22.3%
Mirror	70p	14.98p	21.4%
Mirror (Scotland)	75p	16.05p	21.4%
Daily Record	70p	14.98p	21.4%
Daily Star	30p	7.26p	24.2%
Daily Mail	65p	14.5p	22.31%
Express	55p	13.31p	24.2%
Express (Scotland)	50p	12.10p	24.2%
Telegraph	£1.60	34.4p	21.5%
Times	£1.60	34.4p	21.5%
FT	£2.70	54p	20%
Guardian	£2	44p	22%
i	50p	12p	24%
i (N. Ireland)	50p	12.5p	25%
Racing Post	£2.30	54.0p	23.48%
Herald (Scotland)	£1.30	29.90p	23%
Scotsman	£1.60	36.0p	22.5%

Saturday newspapers	price	margin pence	margin %
Sun	70p	14.98p	21.4%
Mirror	£1.10	22.6p	20.6%
Mirror (Scotland)	£1.10	22.6p	20.6%
Daily Record	£1	21.4p	21.4%
Daily Star	50p	12.085p	24.17%
Daily Mail	£1	21p	21%
Express	80p	17.152p	21.44%
Express (Scotland)	80p	18p	22.5%
Telegraph	£2	48p	24%
Times	£1.70	39.95p	21.5%
FT	£3.50	79.1p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	60p	14.4p	24%
i (N. Ireland)	60p	15p	25%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

Sunday newspapers	price	margin pence	margin %
Sun	£1.10	23.1p	21%
Sunday Mirror	£1.50	31.5p	21%
People	£1.50	31.5p	21%
Star Sunday	90p	19.89p	22.10%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.70	35.7p	21%
Sunday Mail	£1.70	35.7p	21%
Sunday Telegraph	£2	45.5p	22.75%
Sunday Times	£2.50	52.5p	21%
Observer	£3	73.5p	22%
Scotland on Sunday	£1.70	39.95p	23%
Racing Post	£2.60	61p	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	21%
Sunday Express	£1.40	29.65p	21.18%
Sunday Post	£1.60	33.6p	21%

Weight Watchers	22-23 July	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph		1,150g	725g	165g	7	50g
Sunday Times		845g	330g	75g	3	50g
Times		750g	435g	55g	4	30g
Mail on Sunday		645g	265g	20g	2	15g
Guardian		605g	255g	15g	2	10g
Mail		550g	205g	30g	4	15g
Sunday Telegraph		550g	275g	5g	1	5g
Observer		480g	90g	15g	2	10g

Scale of third-party advertising insert payments	Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulative?	no	yes	no	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.93p	2.75p	2.93p	
101-200g	2p	3p	3.36p	3.3p	3.65p	3.35p	3.65p	
201-300g	4p	5p	6.09p	5.5p	6.26p	5.75p	6.26p	
301-400g	5p	7p	7.43p	6.7p	7.06p	7p	7.06p	
401-500g	*	7.5p	*	*	*	*	*	
Over 500g	*	8p	*	*	*	*	*	

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.
 Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

*By negotiation



Headline partner



Learning partners



#LSS17



“LSS gave us ideas we could action straight away, like promoting a product tasting with a boosted social post.”

— Paul and Gail Mather, Sherston Post Office Stores, Wiltshire



4 October 2017 - The Oval, London

Register your interest at betterRetailing.com/LSS

