

RN

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Ready,
steady,
baking
sales

Cashing
in on the
return
of The
Great
British
Bake Off

FEATURE

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How we stand out locally

Cheshire retailer Ian Handley switched symbols, added a kids' zone and focused on value to better compete with two other c-stores in his village

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Morrisons
Since 1899

McColl's

CONVENIENCE

Morrisons' McColl's deal blow for Nisa

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TESCO MERGER

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Shaping the future
of independent retail
since 1889



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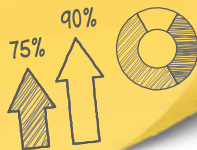
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business plan



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for growing
gift sales

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calendars from them a year. We’re
not sure what we’re going to do now”**

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WELCOME

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Editor

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In May, a story in the FT suggested tobacco companies are looking to incentivise retailers to act as sales people and promote their brands. It quoted Imperial Brands chief executive Alison Cooper as saying: "It's very much a partnership we look for with retailers and we've been very successful at it."

This came as no surprise to me. Back in July 2013, pre-tobacco display ban, retailers told RN the way manufacturers wanted to work with them was changing.

After meeting Imperial, Cardiff retailer Mark Dudden said: "They told us they don't want to have a manufacturer/retailer relationship anymore. They want to work as a partner to make sure the category is profitable."

The FT identified one reason why as being the influence retailers have over customers, who view them as knowledgeable. Swansea retailer Dev Aswani put it more bluntly in 2013: "Consumers come in looking for the cheapest cigarettes. They ask us and that gives us a huge amount of power."

So the health research-funded study, published this week, which found manufacturers are incentivising retailers to tap into this influence and power is therefore not new news.

In this week's issue, we find out what it looks like in 2017 – how manufacturers are working with retailers to protect market share, stay ahead of trends and launch new products.

What's clear is that in a dark market without product branding, retailers are incredibly important to the long-term future and profitability of the category.

But as Mark Dudden told me this week: "You have to look after your customers' needs as well as your own, and no one knows those needs better than retailers."

BREAKING NEWS

Amazon's Fresh face no threat to retail

A retailer has said he is not convinced AmazonFresh will be a threat to his business, following news the online retail giant is partnering with independent suppliers as part of its same-day delivery service.

AmazonFresh Local Shops & Markets is offering customers premium products from independent suppliers and food markets, including hand-butchered meats, fresh-caught fish and seafood, farm-fresh dairy and imported cheeses, artisan baked goods, prepared foods, wines, spirits and more. It promises freshness by collecting products daily.

However, Gary Pilsworth, of Offley Stores & Post Office in Hitchin, said: "Our customers have established shopping habits. I doubt they'd switch to a service like that so easily."

Cash in on WH Smith?

Independent retailers could grow sales of regional newspapers after WH Smith stopped stocking some Newsquest titles.

WH Smith no longer stocks The Northern Echo, the Dorset Echo or the Salisbury & Forest Journal, following a move by the chain to try and impose fees to sell the titles, according to the publisher.

NFRN news operations manager Pete Williamson said he hopes local independents will benefit from increased sales as a result.

It follows a dispute between News UK and WH Smith earlier this year which resulted in The Times and The Sun briefly being displayed away from other national newspapers.

WH Smith did not respond to a request for comment.



Ice cream device a scoop for One Stop

Sunder Sandher's new ice cream machine is proving a hit with customers with more than 50 scoops a day being sold. The machine, currently on trial from a Warwickshire company, produces soft ice cream in a tub on sale for £1. Mr Sandher, who runs a One Stop in Leamington Spa, said: "It's taken people by storm. It's easy to use and I serve with syrups like strawberry and chocolate." The machine also makes frozen yoghurt which, Mr Sandher said, may be perfect for his large student

CMA report shows costs could be passed to retailers 'I would change supplier'

'We'd switch supplier if merger pushed up costs'

by Helena Drakakis

RNreporter@newtrade.co.uk

Store owners will leave Booker if the proposed merger with Tesco results in a worse deal for retailers.

This is the response which follows revelations retailers could have to absorb 50% of any increase in costs – an expectation of Tesco and Booker, according to a report published by the Competitions and Markets Authority (CMA), the body investigating the deal.

Sunita Kanji, who runs a Family Shopper in Little Hulton, said any increases

would force her to review her symbol group.

"Booker is already the most expensive cash and carry around, but they are brilliant on service. Any price increases would force me to look at other symbol groups," she said.

"We are already mixing and matching with several wholesalers just to stay competitive. It feels like when we were an independent and out looking for deals all the time."

The report has been published by the CMA as part of its decision to refer the merger for an in-depth

phase 2 investigation.

It states it believes any increase in products absorbed by retailers would be passed on to their customers.

Ferhan Latif, of Premier One Stop Shop, in Kirkcaldy said: "I've been to several meetings about this and we've only ever been told positives – that the deal will result in a reduction of costs.

"If prices went up, I would be changing my supplier 110%."

The CMA has also warned the proposed deal could reduce competition

in the sector, resulting in the "foreclosure of Palmer & Harvey (P&H) leading to a potential loss of competition".

This comes in a week when the struggling wholesaler launched a formal search for new investors as the deadline to repay tobacco manufacturers JTI and Imperial Tobacco, who are currently propping up the company, looms.

According to a report by the Telegraph, P&H is understood to need around £50m of fresh funds by the end of September.

Tobacco firms offer up trade incentives

Tobacco firms are using a host of incentives to grab market share and push newer products in a post-regulation market.

Retailers have told RN they were rewarded for recommending certain brands for shoppers.

Nainesh Shah, of Mayhew News in Belgravia, said: "Now customers can't see the brands, the

cigarette companies are doing whatever they can to get influence.

"We are offered £40 for converting customers to IQOS."

Mark Dudden, of Albany News at the Post Office in Cardiff, said manufacturers used reps and hospitality events to influence retailers.

"I attended a Philip

Morris event once and it certainly influenced me," he said.

"I was pushing their products and I converted a lot of customers to Chesterfield when they asked what's the cheapest."

Nishi Patel, of Londis Bexley Park, said British American Tobacco offered incentives on Pall

Mall and Rothmans, its cheaper brands.

"We have had a secret shopper come in and ask for the cheapest 20-packs. We gave them Rothmans and got a £30 voucher."

A health research-funded study of 24 independent retailers in Scotland this week found a variety of incentives being offered.

Mult agrees to supply 1,650 McColl's stores Deal reveals Morrisons' convenience intentions

Morrisons sets its sights on growing convenience

Helena Drakakis

helena.drakakis@newtrade.co.uk

Morrisons is to make a further push into the convenience market after agreeing a supply deal to McColl's in a move that may spell trouble for Nisa.

The winning tender will see the supermarket supply 1,300 McColl's convenience stores and 350 newsagents, and is designed to enhance McColl's, fresh food offering.

However, Nisa, which is in its own talks with Sainsbury's, will lose two

contracts with the chain. One five-year supply deal to McColl's expires next year and a separate contract to supply 300 stores McColl's acquired from the Co-op last year expires in 2020.

As part of the McColl's deal, the multiple will also revive its Safeway brand with around 400 products to be supplied exclusively through the convenience and newsagent chain.

Nick Read, chief executive of Nisa, said: "We are disappointed that the tender process has been halted nine weeks early - before

there had been a chance for follow up conversations and proposals - especially when sales at Nisa-supplied McColl's stores were 8.4% ahead of budget."

While the deal will undergo a transition period, it is another sign of Morrisons' intentions to be a major player in the fast-growing convenience market. In 2015, the supermarket was forced to scrap its M Local brand. However, last year it launched 10 Morrisons Daily stores and also trialled a convenience offer with forecourt operator,

Motor Fuel Group.

Commenting on the deal, Premier retailer Mo Razzaq said: "It's not surprising. With the Tesco-Booker merger and Nisa-Sainsbury's on the cards there's a correlation. This is where retail is heading.

"Retailers know they need to be under some sort of umbrella with the benefits of things like fixed promotions and logos. Convenience is evolving.

"There are challenges coming our way, but I see this as an opportunity for others."

Self-serve 'will save £15k in its first year'

Independent retailers could save more than £15,000 in their first year of installing self-service checkouts, according to manufacturer Point Four.

The company said by installing two lanes of self-service tills retailers can typically save £15,571 in the first year and £87,954 in five years. The figures apply to any retailer currently operating two or more manned tills.

The retail IT specialist has recently launched ServeAssist, a system which it believes will increase staff interaction for customers when using self-service.

The system involves one customer-facing assistant keeping an eye on all the checkouts and speaking to customers.

However, retailers told RN self-service would not work in every location.

Kevin Hunt, MD of the 27-store Spar group Lawrence Hunt & Co in the north of England, is about to remove self-service checkouts after a six-month trial in one of his stores.

"Customers have told me they want to be served by familiar faces and they want to interact with staff," he said.

Meanwhile, London store Budgens of Islington is installing five self-service tills next month.

Duty manager Junaid Rehan said: "The main reason is to cut costs and increase the number of tills to make it easier to manage queues."



Irene comes to the rescue

Two daily paper rounds usually carried out by schoolboys are being covered by a "wonderful" 68-year-old at a newsagent in Cumbernauld, Scotland. Irene Louder stepped in to help at I & E Wales Newsagents after a calendar clash left the store struggling to cope at the start of the school holidays. Owner David Wales said: "She's wonderful and the customers just love her."

Children's and puzzle magazine sales soar

Children's magazines typically experience a 22.5% increase compared to average sales in June and a 13.5% increase in August, while puzzle magazines experience a 15.7% increase in June, data obtained by RN from distributor Marketforce has revealed.

Meanwhile, the data shows TV listings titles achieve 15.7% sales increase in August, and women's interest titles also grow slightly by 0.2% in the same month.

None of the categories are shown to perform as highly in July, indicating June and August are the most important months for retailers to push these most popular summer categories.

Marketforce's group circulation manager Rob Humphrey said his advice to retailers is to ensure the key categories receive extra visibility to maximise the opportunity.

Trinity's £55m drop in revenue

Trinity Mirror has reported a £55m decline in revenue to £320m for the first six months of the year, after suffering a 21% fall in print advertising revenues.

The Daily Mirror publisher, which owns more than 200 local newspapers, is now set to accelerate its existing cost savings drive by £5m this year to £20m.

Chief executive Simon Fox said he anticipated improved revenue in the second half of 2017 as a result of initiatives implemented earlier in the year.

Trinity Mirror is still in talks about the possible acquisition of a significant stake in Daily Express publisher Northern & Shell.

STORE LOOKBOOK



Success doesn't rest

Maintaining the loyalty of his customers has been paramount to Ian Handley's success. However, with new financial challenges, it hasn't been easy in recent times. **Joe Cooper** hears about the hard work he's been doing to stay on top

Experienced retailer Ian Handley has been in the game long enough to know he can't rest on his laurels.

With overheads rising and strong local competition, he has had to work hard to maintain the loyalty of his customers in the Cheshire village of Northwich.

Ian's business has been a family affair for almost 40 years, but has been through a lot of changes within the past five.

He expanded from a traditional CTN to a convenience store in 2014, doubling his store size to 900sq ft in the process, and joined Booker's Premier Express fascia.

His latest move was to switch to Go Local in May, which Ian says has opened up several opportunities for him to create a better offer for his customers. The results? Footfall is up and basket spend, which has been steadily rising thanks to the convenience offering – from £4 in 2014 to £7 now – is increasing too.

"I switched symbols because I wanted to stand out," Ian says. "There are three convenience stores in the village – us, a Spar and another Premier – so I wanted to offer the village something different."

Ian had already been getting some of his stock through Parfett's, so the firm was an obvious new partner, he says. "I was finding their prices were more competitive. I got talking to an RDA and it went from there."

Tobacco has been a particular area where

Ian has been able to secure lower prices and this has meant his store can undercut a nearby Spar. "We've got an Imperial Tobacco gantry with a sign saying we sell at RRP. People are starting to realise this now and they're pleasantly surprised," he says.

Cheaper alcohol prices, too, mean Ian's sales volumes are rising. Customers can now pick up a four-pack of Corona for £4.99, for example, rather than £6.49.

"Wages and overheads are always going up and balancing that with getting the margins you want is not easy at all," he says. "But we are trying to be as competitive as we can and get a good deal for our customers."

The local competition has noticed how Ian is stepping up his game and has responded. But Ian is up for the fight, and when Spar introduced a slush machine, he invested in a three-barrel machine to maintain a point of difference.

Newspapers and magazines have, perhaps inevitably, taken a hit in Ian's convenience-led model. Newspaper counter sales dropped by 40% after the Spar initially cut its paper prices in response to Ian's expansion into convenience.

He also decided to halve the shelf space allocated to magazines, and has used it to create a dedicated kids' zone, with his traditional sweets range and slush machine placed together.

Ian's next major challenge is to increase ➤



RN keeps me up to date with new products. I also got the idea of a media screen from one of the retailer profiles, which is helping drive footfall.” IAN HANDLEY



What you can learn

- 1 Ian has switched to a three-barrel slush machine to stay ahead of the competition.
- 2 Ian makes the most of the space in his store.
- 3 Ian can now offer better deals on alcohol.
- 4 Handley's made the switch to Go Local in May.

INFORMATION

Location

55 Mere Lane, Sandiway, Northwich, Cheshire, CW8 2NR

Staff numbers

One full time, seven part time

Weekly turnover

£10,000 per week

Size

900sq ft



STORE LOOKBOOK



his fresh sales. His store is on a parade with a butcher and greengrocer nearby, and a covenant agreement means he has agreed not to sell fresh groceries or meat. But he is making headway with persuading his neighbours to let him stock their produce when his shop is open and theirs are not.

The village of Sandiway is quieter than it used to be, and with two competitors on his doorstep, Ian has his work cut out. Perhaps it is for this reason that a once-planned second store hasn't yet materialised.

Instead, Ian and his wife Kathryn have found it is their family that has expanded, with five children in their home since they took up foster caring.

Such a move makes sense for a man whose approach to business highlights the commitment to his community and customers. It is something perhaps only a business with 40 years of history can deliver.

Despite all the changes his store has been through, Ian's community work has remained a constant, whether that is getting bottles of prosecco for functions at the school or donating carrier bag charges to the hospice.

"We take pride in our store and its place in the community. People respect that," he says. ●

What you can learn

- 5 A new special offers display showcases Parfett's best offers.
- 6 Ian uses his suppliers to get good deals for his community.
- 7 Space for magazines have been cut, but this has made space for new areas in the store.



Want to see more of Ian's store?
Go to betterretailing.com/ian-handley-go-local

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SYMBOL NEWS

Facebook is key for Costcutter

Store owners have welcomed a social media initiative which allows Costcutter retailers to interact with customers through Facebook to promote the symbol group's Independent range.

The 'Tasty in No Time' Facebook campaign focuses on the group's recipe for summer homemade burgers, providing interactive content through an app called Facebook Canvass.

Jenny Leetch, brand manager for own brand, said: "Facebook Canvas allows users to build a unique experience with the combination of text, images, videos, carousels and product feeds as well as targeting content to specific users."

Mike Nicholls, of Costcutter Dringhouses in York, said: "The social media element is very good. It drives awareness and completely ties into Costcutter's 'shop the way you live' message."

The campaign is also supported by in-store PoS, radio, print advertising and leaflets.

Parfett's celebrates

Parfett's is celebrating its latest showcase trade week, which achieved a £250,000 sales increase compared to its Easter trade event.

The summer trade week, held at six wholesaler depots, was a chance for retailers to buy products on promotion and meet suppliers. Sales rose by almost £2.5m compared to the same week last year, although this was not a showcase trade week.

Retailer Jai Singh, of MJ's Go Local Extra in Sheffield, is a regular at Parfett's trade weeks. He said: "The trade weeks give us the chance to buy in bulk on deal so we can offer promotions throughout the year."

Retailers express sadness over Andrew King's departure 'He and his team helped all of us'

One Stop director out as Tesco seeks to 'simplify'

by Charlie Faulkner

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One Stop retailers said they accept it is a key time to adapt in an evolving industry but expressed shock and sadness at the departure of franchise director Andrew King as a result of a restructuring by Tesco.

Mr King left One Stop this week as part of a move by Tesco to allow it to "simplify its business".

Vip Measuria, of One Stop Prior Way in Derby, told RN he suspected the restructure would result in

the franchise sitting closer to Tesco. He suggested the move could be to smooth the way to a favourable conclusion in the CMA investigation of the Tesco-Booker merger.

"The foundations laid by Andrew are good," said Mr Measuria.

"But everything in our business is changing at the moment and sometimes we have to change and adapt to the times."

Meanwhile, IGD also suggested the merger could "trigger wider restructuring of convenience operations".

Sunder Sandher, of One Stop Working with Royals in Leamington Spa, said the news had come as a big surprise.

"Andrew is very well respected and a trooper all the way," said Mr Sandher.

"A lot of retailers are upset he's left. From day one, he and his team have helped all of us. We are where we are because of him."

Mr King joined the business in January 2013, building and piloting the franchise model in the first year before taking it to market in the following

January. He has overseen the franchise as it has grown - now consisting of more than 165 stores across the UK.

A One Stop spokesman said: "We are very grateful for the work Andrew has done over the last three years, and we look forward to building on these achievements."

Mark Williams, retail, property and distribution director, has also left the business and One Stop franchises will now be headed up by head of operations John Miller.



Andrew King, third from left, picking up Franchise Group of the Year at the RIA Awards



Mark Williams at the recent launch of One Stop's new own label range

Own label relaunch takes centre stage

A Yorkshire retailer has capitalised on Best-one's own label relaunch by creating in-store theatre around the range to drive revenue while also offering charitable donations with every purchase.

David Ramsey, who runs a Best-one store in Knottingley, West Yorkshire, will be donating up to 2p from every Best-one

purchase to a variety of local causes from 1 August.

Mr Ramsey's forthcoming scheme is happening as the wholesaler reports increased sales following the relaunch of the Bestway range, Best-in, in June.

According to Bestway Wholesale the refreshed range has experienced an initial growth against the

former Best-in brand - up 26% in value and 40% in volume sales in the initial two-week period since launching in July.

Mr Ramsey said: "We are at the heart of the community. We're setting up our EPoS system so that the money from every Best-one own brand sale will automatically go into the charity pot. We will

lose on margin but we're in a rural village and our customers are our lifeblood."

The new Best-one range now comprises a selection of core-branded products and a new premium range called Best-one Inspired.

Haresh Karia, of Best-one, in Uxbridge, said: "The new designs have freshened up the packs and it looks more appealing."

NEWS & MAGS



Postcards on the edge: closure of UK's oldest supplier sends message to postcard and calendar retailers

J Salmon calls time on trade 1880 firm points to 'challenging conditions' for imminent closure

Days may be numbered for veteran calendar firm

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers face the prospect of sourcing a new postcard and calendar supplier after the UK's oldest publisher of the products announced a proposal to cease trading.

In a letter sent to customers, J Salmon, which was founded in 1880, blamed the proposal on "increasingly challenging trading conditions", as well as a lack of new family members joining the business.

The company said it

intends to stop printing products from the end of 2017 ahead of a full closure of the business in 2018, pending a consultation process with the company's staff.

John Vine, of Newsworld in Church Stretton, Shropshire, said the company is a "very big supplier" for his store.

"We sell about £1,000-worth of calendars from them a year. We also do postcards, greeting cards and diaries," he said. "We're not sure what we're going to do now. I don't know

any other suppliers that do calendars."

Mike Mitchelson, of Mitchelson Newsagents in Brampton, Cumbria, also described the company as his store's "major supplier" of calendars and said he is unsure where else to turn to for the category.

Meanwhile, John Parkinson, of Broadway Premier in Penrhyn Bay, Gwynedd, said he was "very sad" to hear the news but attributed the decision to retailers turning to cheaper suppliers.

"There are other manu-

facturers on the market who sell at much cheaper prices.

They don't offer the same quality but unfortunately between a £2.50 calendar and a 60p calendar, the 60p one wins out," he said.

In a statement, joint managing directors Charles and Harry Salmon said: "Increasingly challenging trading conditions and changes to the nature and size of the market for the company's publications have resulted in uncertainty over the viability of its trade going forward."

Guardian is on track for safer future

The Guardian Media Group has said it is "on track" to secure the future of the newspaper after announcing its financial results for the year to April.

The results show the group cut its losses by more than a third to £45m in the last financial year, as it seeks to break even within the next two years.

The number of readers paying for print and digital subscriptions remained stable at about 185,000 and more than 190,000 one-off financial contributions were made, with last year's 20p cover price rise also helping buoy revenues.

Guardian Media Group chief executive officer David Pemsel said: "Despite the challenging market conditions, our three-year strategy is well on track to achieve its financial goals and to secure the future of the Guardian."

PoS kicks off sales season for indies

Independent retailers can get free PoS materials from the publisher of The Football League Paper to celebrate its relaunch after a summer break.

The title relaunches on Sunday as the new football season begins today, and provides a retail margin of 25% or 37.5p per copy.

Trade marketing manager Neil Wooding said: "I doubt there is a single retailer out there who doesn't have at least one football fan visiting their store and our titles offer a significant sales opportunity."

He advised retailers to display the titles next to Sunday newspapers.

Comag closure will not affect partworks

Store owners do not expect the closure of Comag to affect their supply of partworks, despite the company being the leading distributor of the category.

Comag distributes a significant portion of partwork titles in the UK for publishers including Eaglemoss and DeAgostini, but recently revealed it

will cease distribution on 31 October. Owners Hearst UK and Condé Nast Britain announced their intention to withdraw from the business in May.

Jason Birks, of Moscis in Peterlee, County Durham, said the industry-wide partwork group created earlier this year should ensure the category is run

more smoothly than in the past despite a change in distributor.

The group includes the NFRN, Smiths, Menzies, Marketforce and Comag, and new measures introduced have cut the number of back orders in the system by 75%.

"I was at meetings with both Smiths and Menzies

last week and all the retailers there were saying their problems with partworks have improved a lot," added Mr Birks.

Mark Ansell, of Liskeard News in Cornwall, said: "There might be an issue with one or two titles initially, but there are too many there for someone not to step into the breach."



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SPECIAL**

MAXIMISING THE TOBACCO CATEGORY IN A POST-STANDARDISED-MARKET

Darsh & Rishi Patel own two stores in the Southampton area and have recently opened their third, located next door to a large national convenience retailer. Their main business objective is to increase **footfall** in all three stores and despite recent legislative developments they firmly believe the tobacco category remains a **key driver** in helping to achieve this.

WE ASKED DARSH ABOUT HIS CONCERNS AROUND THE NEW LEGISLATION...



“ I was worried about customers being confused with EUTPD II and standardised packaging, and blaming retailers for it. I was also concerned that people would think that national retailers would price more competitively than independent stores, especially as price marked packs were phasing out. ”

Imperial understood that independent retailers like Darsh had legitimate concerns around the new legislation, and were determined to provide a **best practice framework** to **partner for success** moving forwards!



For Tobacco Traders Only

HOW IMPERIAL HELPED DARSH MANAGE THE TRANSITION...



What support did your Imperial Tobacco sales representative provide you with?

“ Our sales rep was really **supportive** and **proactive** in guiding us through the legislation. The START packs she provided us with contained many resources and tools which helped my staff and me offer **our customers** the best service while being **legally compliant**. ”



What actions did you take in store?

“ We worked with our rep to **merchandise our gantries** and label all products before plain packaging came in so we became familiar with the new layout. We also did the same in our stock rooms to ensure we **maintained availability**, plus continued to **stock up the gantry** while rotating stock to ensure we sold through all branded packs before the **May 20 deadline**. ”



How did you help your consumers?

“ We made sure that all our **staff were fully trained** on the **brand variants** so they could advise our customers and minimise transaction times. Something else that helped inform the customers were the **information cards** around the legislation and how it affected them as smokers. We also made sure that we clearly displayed that we **priced at RRP or below*** to ensure we kept our customers loyal. ”



WHAT IS YOUR ADVICE TO OTHER INDEPENDENT RETAILERS?

“ Continue to work with your Imperial Tobacco rep. You only need to make small changes in your store, but they can have a really positive impact. ”



DARSH'S TOP TIPS FOR FUTURE SUCCESS

- 1 Pick your top selling lines and order an additional **three outers** of those – **availability is key!**
- 2 Make sure you **restock your gantry** regularly. We find first thing in the morning and mid-afternoon after the lunch time rush works best.
- 3 **Organise your stock room** and make sure you label all stock so you can see what brands you have and what needs to be ordered to avoid mistakes.
- 4 Invest in **staff training**. With the help of our rep we make sure our customers receive the best service possible. We also keep training records that are signed by our employees so we can keep track of their development.
- 5 **Avoid over pricing:** always price at RRP or below* and communicate this clearly with a price board and sticker. This fosters shopper loyalty and benefits us through increased footfall and basket spend.

...THROUGH EUTPD II AND
STANDARDISED PACKAGING

*For the avoidance of doubt, retailers are free at all times to determine the selling price of their products.



www.imperial-trade.co.uk

PRODUCT TRENDS

Ella's baby boom is good for indies

Booker retailers can now get their hands on products from Ella's Kitchen, the baby food company which is celebrating 11 years of consecutive double-digit growth.

Ella's Kitchen aims its products at parents making top-up, out-of-home and emergency purchases.

Raaj Chandarana, owner of Tara's News in High Wycombe, said: "Ella's Kitchen is going really well," he said. "Mums are looking for the best for their children."

David Cante, brand manager for Ella's Kitchen at distributor RH Amar, said: "Ella's Kitchen is now the number one brand in impulse with a 37% share of all sales and growing by 46%, which means that parents increasingly want to be offered products from this range."

IRI points to gap in food to go sales

Independent retailers are missing out on food to go sales by being too reliant on sandwiches and not broadening their ranges to include salads, baguettes and sushi.

New data from IRI shows food to go sales at independent stores dropped by 0.4% over the past year, but the multiples surged by 6.6%.

While sandwiches still account for most volume sales, it is baguettes, salads and sushi – all higher-priced items – which are growing faster.

"You can only get so far with sandwiches," said London Simply Fresh retailer Mehmet Guzel. "Just look at cities and how much people spend in the sushi places and Pret."

Wholesaler launches gluten-free guide

Wholesaler Tree of Life has produced a gluten-free buying guide to help retailers take advantage of the growing market.

The guide contains information on the top-selling brands from Tree of Life's 2,500 gluten-free products and market insight from Bradley Grimshaw, marketing director of Shar UK.

Gluten-free accounts for nearly 60% of annual free-from sales, which are worth £585.6m and are projected to reach £673m by 2020.

Kirsten Sowerby, marketing controller of Tree of Life, said: "Many consumers are now choosing gluten-free as a lifestyle choice, but it can be overwhelming for

retailers stepping into this market.

"We offer our convenience retailers programs tailored for them based on our bestsellers to help them make the most of the category."

Abdul Arain, of Al Amin Stores in Cambridge, has offered gluten-free food to go for 15 years.

"Trends are always

changing and you've got to read through all the information, as well as talking to manufacturers and attending exhibitions," he said.

Joe Williams, of The Village Store, Hook Norton, now dedicates a half-metre bay to gluten-free. "We try to have something to cater across every category," he said.



US Food and Drug Administration reveals plan UK retailers say move could be good opportunity

Low-nicotine tobacco may drive UK smoking market

by Joe Cooper

RNreporter@newtrade.co.uk

Proposals to cut nicotine levels in tobacco to "non-addictive" levels in America could present retailers with an opportunity to drive revenue if the same move was implemented in the UK.

That is the response from UK retailers who told RN they believe reduced-nicotine products would lead to increased sales of tobacco and cigarettes.

Nainesh Shah, of Mayhew News in London, was sceptical that the move

would lead to customers smoking less.

"Cigarette smokers are addicted to nicotine. If you lower the amount of nicotine, they may just take more draws and buy more cigarettes," he said.

"When my customers come in during the morning, they want cigarettes for the nicotine, so I can't see this would have the desired effect."

In a bid to reduce the 480,000 tobacco-related deaths in the US, the Food and Drug Administration (FDA) announced the plans on Friday. Shares in big

tobacco firms plummeted following the proposal.

Some health experts warned the move could end up exposing smokers to higher levels of toxins, though the FDA hopes it will shift people to alternatives such as e-cigarettes.

Hitesh Pandya, of Toni's News in Ramsgate, Kent, said: "Some tobacco firms might move to healthier alternatives, but there will always be a market for cigarettes. Governments need to stop listening to lobbyists and more to what people want."

Ian Handley, of Hand-

ley's Go Local in Northwich, Cheshire, said: "I'll be keeping an eye on this, but I do know that, despite the changes in legislation in this country, my sales have not been affected. In fact, we've been sticking to RRP and sales are slightly up."

A British American Tobacco spokesman said the FDA's comments "do not come as a surprise".

"We are well prepared and look forward to participating in a thorough process to develop a comprehensive plan for tobacco and nicotine regulation," he added.

BRAND SNAPSHOT



Old El Paso looks new

General Mills has updated Old El Paso packaging with a simpler design to give clearer product differentiation for customers.



Classics up for swap

PepsiCo has launched a campaign allowing customers a vote to swap classic UK Walkers flavours for new flavours which are popular abroad.



Fitter water

Ribena Lucozade Suntory has introduced Lucozade Sport FitWater, a water brand which taps into the growing functional water category.



Christmas is coming

Mondelez has unveiled its Christmas range for its Cadbury and Maynards Bassetts brands, including Jelly Babies Snowmen, at an RRP of £1.32.



Single malts unveiled

Loch Lomond Whiskies has unveiled two new single malts from its Island Collection – Inchmoan 12 Year Old and Inchmoan Vintage 1992.



Aquafresh refreshed

GSK has created a new pack design for its Aquafresh Kids' toothpaste, toothbrushes, and mouthwashes, backed with a TV campaign.



Lucozade addition

A new Lucozade Sport Lemon & Lime flavour is available now, exclusive to wholesale, in 12 x 500ml outers. Bottles are priced at £1.



Twinings range grows

Twinings has launched a fruit Infusions range which are 100% natural and sugar-free, including flavours such as Strawberry & Raspberry.



Greener Coca-Cola

Coca-Cola European Partners has launched an advert using 100% recycled paper. It is being shown on cinema, digital and social media.

INDUSTRY PROFILE

Thatchers Cider

Fresh with news of two launches aimed at tapping into the on-going trend for craft, head of trade James Kennedy talks to RN about the other ways Thatchers Cider is supporting independents



RN How is Thatchers supporting retailers and helping them make the most of this category?

JK We really feel it's important to support our retailers. So, alongside our field sales team who are driving brand awareness and visibility in store, we are able to provide retailers with stand-out PoS – such as floor-standing display units and shelf-edge stripping, for example.

This has contributed to fantastic growth within the convenience sector, of 72.6%. In fact, we've seen this accelerate to a massive 112% growth in the latest 12-week period.

RN What changes have you made to your portfolio in 2017?

JK This year we have introduced two new craft ciders. Barrel Roller and Leaf Twister are gently sparkling ciders, packaged in 330ml cans, and both are crafted from local bitter-sweet apples.

Leaf Twister (5.0% ABV) is a softly-rounded and medium-dry cider, with a delicate fruity-floral aroma with a hint of spice.

Barrel Roller (6.0% ABV), is a more robust, smooth, cloudy cider, full of tannin fullness.

We have also introduced our 2016 Vintage Cider, featuring new packaging.

RN What's been behind the success of the cider category in recent years?

JK There has been hugely successful product innovation in the cider category, particularly within apple ciders where we have seen emerging sub-categories blossom, such as cloudy and craft.

Meanwhile, fruit ciders have

been driving growth. Consumers are prepared to spend more to enjoy a high-quality, premium cider like Thatchers which demonstrates strong and genuine values of heritage, provenance and quality.

RN Alongside craft, are there any other trends driving the market?

JK A big trend driving the market is cloudy cider – where we see Thatchers Haze growing at 605%, and also craft cider.

Haze is consistently outperforming the competition and has really struck a chord with consumers.

RN Has Thatchers been tempted to launch its own fruit ciders to tap into this growing sub-sector?

JK We're experts in apple cider, and this is where we place our focus. We have 500 acres of our own orchards where we grow our apples, as well as having a number of trusted growers who work with us.

There's a plethora of different fruit



A big trend driving the market is cloudy cider

and flavoured ciders on the market and retailers really need to rationalise and back the winners within the fruit category, leaving enough space for apple ciders which represent the majority of the market.

RN What's the most common mistake retailers make when managing their cider ranges?

JK The category has seen considerable change over the past few years and retailers need to understand these changes and manage their range accordingly. Ciders that have traditionally performed well are now in significant decline.

Thatchers can help retailers understand the market and have a considered range on their shelves – we'd recommend 75% of cider shelf space is given to apple ciders, as well as maximising chiller space.

RN What are the best ways retailers can use ranging and merchandising to encourage additional basket spend alongside a cider purchase?

JK It's long been recognised that cider goes fantastically well with food, and we have some great pairing advice on our website.

Try merchandising Thatchers Vintage alongside the cheese counter, for example, or Thatchers Haze alongside a barbecue display.

** Company CV **

Company Thatchers Cider

Head of off-trade James Kennedy

Profile Producer of premium cider, Thatchers owns and runs its own 500-acre orchard in Somerset. It was set up in 1904 by William Thatcher and is still run by his family.

Key brands Thatchers Gold, Thatchers Haze, Thatchers Green Goblin

Latest news To tap into the seemingly unending trend for craft, Thatchers has launched two new craft ciders this summer – Barrel Roller and Leaf Twister.

CATEGORY ADVICE

in association with



Get set for yoghurt success

Danone is sharing top tips and expert advice with two retailers to help them boost sales in the chilled yoghurts and potted desserts category. RN meets the retailers taking part...



THE OPPORTUNITY



72% of yoghurt purchases are pre-planned - shoppers will go elsewhere if they can't find preferred brands

1/3 of shoppers struggle to find healthy products in convenience stores

What happens next?

Perry and Camran will make changes to their range and merchandising based on the advice they receive during a store visit from Rebecca. These changes should lead to a significant boost in sales for both retailers over the six-week trial period. You can read more about Rebecca's advice and the changes the retailers will make in our next feature.



Look out for RN on...

18 AUGUST



RETAILER CAMRAN RAHI

Nisa,
Islington



"My yoghurt range changes all the time, and the challenge for me is stocking lines that sell every week - not just when they are on promotion. I need some advice on getting a consistent range that stays in place all year."



RETAILER PERRY SANU

Costcutter,
East London



"There's not a lot of variety in my yoghurt range at the moment, and I want to know what the bestselling lines are that I should have in my store. I need advice on stocking a best-in-class range that will increase sales in yoghurts and desserts."



EXPERT ADVICE REBECCA LOVELADY

Category Executive, Danone



"96% of the population buy chilled yoghurts and potted desserts so there's an opportunity within convenience to drive the category and boost sales. I'm excited to work with Camran and Perry to help them get the right core range and merchandise in a way that's relevant to the diverse convenience shopper missions."



GET INVOLVED

If you would like to take part in a similar project call **020 7689 3377** or tweet **@betterretailing** to let us know!

WHAT'S NEW



Love Cocoa

Founded by the great-great-great grandson of John Cadbury, James Cadbury's Love Cocoa products are free from refined sugars, gluten and soya.

RRP £4

Contact james.cadbury@lovecocoa.com



Meridian snacks bars

North Wales company Meridian specialises in high-energy nut snacks and spreads. These bars are dairy-free, gluten-free and are suitable for vegans.

RRP £1.19

Contact sales@meridianfoods.co.uk



Rustichella d'Abruzzo pasta

This authentic Italian pasta range is made with selected durum wheat grown in the Abruzzo region of Italy. The company also makes accompanying pasta sauces.

RRP £2.99

Contact info@rustichella.it



Dr Will's

Set up last year by a doctor and chef, Dr Will's sauces contain no refined sugar. They are available in Beetroot Ketchup, Tomato Ketchup and BBQ Sauce flavours.

RRP £3.99

Contact info@dr-wills.com



Sauce Shop mayo

Perfect for summer, this mayonnaise range comes in on-trend flavours such as Lime & Coriander, Really Hot, Buffalo Hot, and Green Sriracha.

RRP £4

Contact info@sauce-shop.co.uk



Ugly Orange sparkling water

Ugly Drinks has responded to the proposed sugar tax with this infused sparkling water range, available in Lemon & Lime and Grapefruit & Pineapple variants.

RRP £1.49

Contact hello@uglydrinks.com

RN Reporter

RNreporter@newtrade.co.uk

020 7689 3358



Dalston's craft soda

Dalston's offers three low-calorie drink core flavours – Orangeade, Lemonade and Classic Cola – which are all brewed at the company's east London site.

RRP £1.19

Contact sales@meridianfoods.co.uk



Ginger Bakers

Based in the Lake District, Ginger Bakers use local ingredients to create cakes, shortbreads and brownies. The Lime & Coconut Pistachio Blondie is one of six tray bakes.

RRP £3.50

Contact info@gingerbakers.co.uk

Focus

Vegetable crisps

Vegetable crisps are growing in popularity and availability, and provide an alternative to traditional standard crisps. With their higher price points, they provide welcome higher margins too



Roots Crisps

Made using carrots, parsnips and beetroot, Roots Crisps come with a pinch of sea salt and are now available in single packs priced at 90p.

RRP 90p

Contact roots@huntapac.co.uk



Scott Farms chips

These sweet potato chips from the US are made hand-cooked in their skins. In the UK, they are available in Orange and Purple & White variants.

RRP £3.95

Contact sales@scottfarmschips.co.uk



Nothing But snacks

Continuing the health trend, these sliced beetroot and parsnip snacks come in at 36 calories per bag and are aimed at adults and kids.

RRP £1.29

Contact nothingbutsnack.com

Colin Smith

Pinkie Farm Convenience Store, Musselburgh, Edinburgh

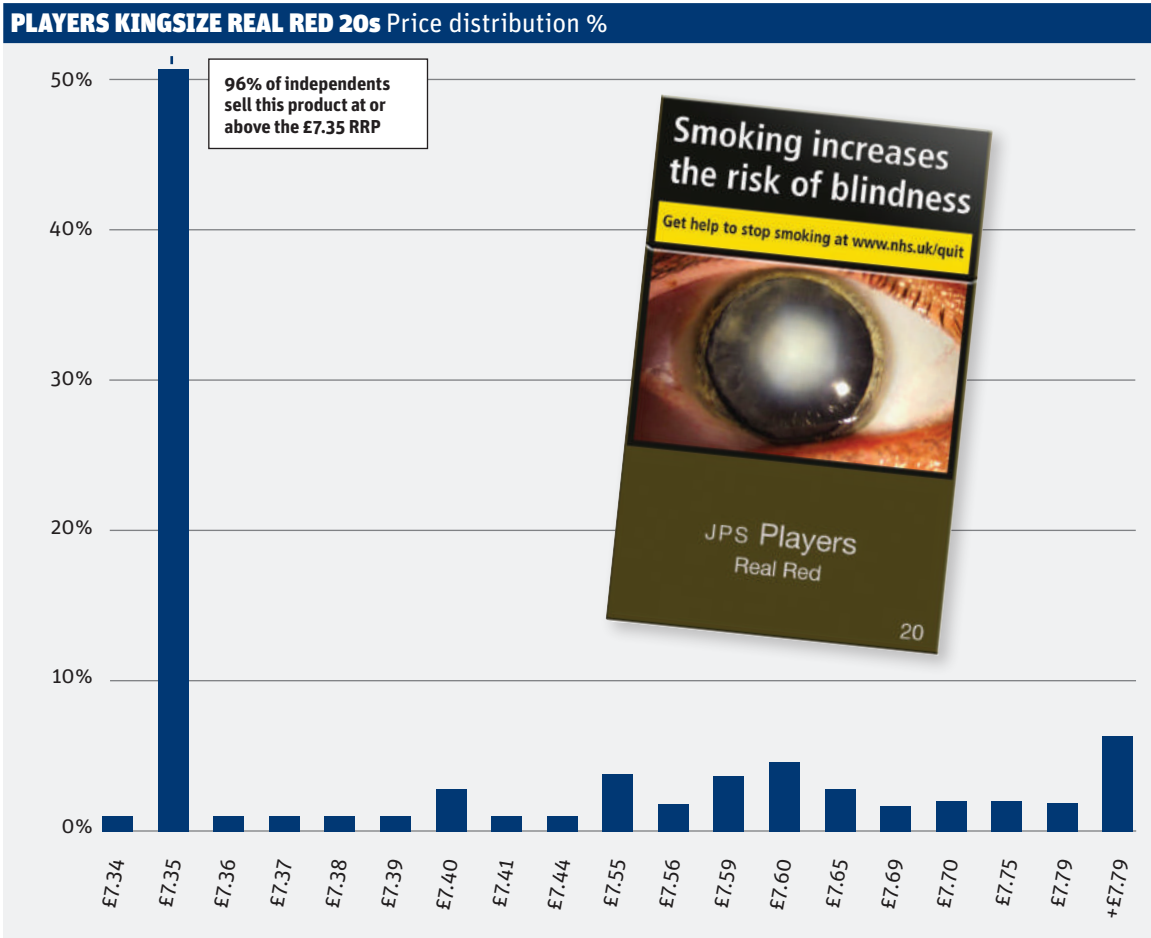
Healthier crisps, such as ones made with lentil and quinoa, have really picked up in the past 18 months. We have them near the fresh food. The price points and sizes also give the impression of better value.



PRICEWATCH

Profit checker Cigarettes

Price checker



| PRODUCT |
|----------------------------------|
| Sterling Kingsize Dual 20s |
| Players Superkings Real Red 20s |
| Players Kingsize Real Red 20s |
| L&B Kingsize Original Silver 20s |
| Carlton Superkings Red 20s |
| L&B Kingsize Real Blue 20s |
| Carlton Kingsize Red 20s |
| JPS Kingsize Real Blue 20s |
| B&H Kingsize Blue 20s |
| Mayfair Kingsize 20s |
| Marlboro Kingsize Gold 20s |
| Sovereign Kingsize Blue 20s |

Analysis

It is now more than two months since EUTPD II regulations came into force. Customers' budgets are being squeezed and retailers report many are abandoning brand loyalty and asking for the cheapest cigarettes. More than

half the retailers in our survey stick to RRP in the case of Players Real Red, giving them a margin of slightly less than 5%. The four retailers we spoke to were not willing to charge extra, with competition and price-savvy custom-

ers cited as the reason. Shaving a few pennies off the RRP can help make a name for a store, some said. Around 45%, however, add to the RRP – most commonly by 10p, 15p, 20p and 25p – to achieve extra profit.

How we drive our profit

Ranjan Patel

STORE Marsh Hill News
LOCATION London
SIZE 500sq ft
TYPE high street

TOP TIP
Make sure your customers know what they're buying is genuine



We sell Players at its RRP. I feel we get better sales this way, especially as some of the other shops around here add a little extra. Customers come in and have a moan about other shops, which sell at £7.45 or more, which is quite a bit over RRP. I want a quick sale – to get stock sold as fast as possible. A problem I face in my area is counterfeit cigarettes. I even had a customer asking to swap his packs, but you have to be firm – you have to know what you are buying – and I know this works for me because my regulars keep coming back.

Eugene Diamond

STORE Diamond's
LOCATION County Antrim
SIZE 1,000sq ft
TYPE residential

TOP TIP
It's all about value and making sure your customers know you have what they want at the best price



We sell Players Real Red for £7.35, its RRP. We have to compete for sales because we have some big competition nearby as far as cigarettes go from Tesco, Sainsbury's and a Co-op. We have got to keep our local customers happy by selling the big brands they are looking for. The only time I will go above RRP is with the premium brands. The illicit trade has really cut into the market too. It's all going on under the counter where people can't see. Obviously, there is nothing you can do to promote cigarettes, so it's just about keeping the prices as low as possible.

Toby Hill
 RNreporter@newtrade.co.uk
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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 CORNER SHOP IN LANCASHIRE TOWN SUBURB | RETAILER 2 SMALL C-STORE IN CORNISH COASTAL VILLAGE | RETAILER 3 C-STORE IN KENT VILLAGE CENTRE | RETAILER 4 HIGH STREET STORE IN SCOTTISH VILLAGE | RETAILER 5 C-STORE IN CENTRAL CARDIFF | RETAILER 6 C-STORE ON MAIN ROAD IN LARGE DURHAM TOWN |
|--------------------------|------------|---|--|--|---|--|---|
| £8.61 | £8.45 | £8.45 | £9.00 | £8.45 | £8.45 | £8.69 | £8.60 |
| £7.44 | £7.35 | £7.35 | £8.00 | £7.35 | £7.35 | £7.39 | £7.35 |
| £7.44 | £7.35 | £7.35 | £8.00 | £7.35 | £7.35 | £7.39 | £7.35 |
| £9.26 | £9.00 | £9.00 | £10.00 | £9.00 | £9.34 | £9.29 | £9.00 |
| £7.53 | £7.35 | £7.35 | £8.00 | £7.35 | £7.35 | £7.49 | £7.35 |
| £7.93 | £7.74 | £7.75 | – | – | £7.75 | £7.99 | £7.75 |
| £7.52 | £7.35 | £7.35 | £8.00 | £7.35 | £7.35 | £7.49 | £7.35 |
| £8.20 | £8.00 | £8.00 | – | £8.00 | £8.00 | £8.39 | £8.00 |
| £7.57 | £7.45 | £7.45 | £8.10 | – | £7.35 | £7.59 | £7.45 |
| £9.22 | £9.10 | £9.10 | £9.80 | £9.10 | £9.00 | £9.29 | – |
| £10.34 | £10.09 | £10.09 | £10.55 | £10.40 | £10.09 | £10.49 | £10.38 |
| £7.57 | £7.44 | £7.44 | £8.10 | £7.44 | – | £7.69 | – |

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Surekha Patel

Best-one, Bexhill-on-Sea



Ruby's Cakes £3.99



How did you discover them?

Ruby's Bakery operate locally in Sussex and they came to see me to talk about supplying a range of cakes a while ago. My shop is in quite an affluent area so any local offerings we can stock appeal to my customers. I actually order them through a supplier, but all my customers know the name.

Who buys it?

It's a really mixed demographic, but I think word has got round that I stock a range of lemon drizzle and Bakewell tarts and small sponges so we get quite a few people coming in for them. There's around a dozen in a pack, and they are great for morning coffees and afternoon teas and because they are baked locally, the quality is good.

Why is it so popular?

My customers don't seem to mind paying a premium for good quality and these cakes taste like they are homemade. At £3.99 they are not too pricey, but cost more than a pre-packed offer. I put them all out on the counter too, so it's hard to ignore them. I probably sell around a dozen packs a week.

Amandeep Singh

STORE Family Shopper
LOCATION Barnsley
SIZE 3,000sq ft
TYPE main road

TOP TIP

Ensure availability is up to scratch. Changes in the law mean customers are mixing and matching more



We sell around 80 packs of Players Real Red a week at RRP at a margin of 4.8%. We sell all cigarettes at RRP because customers are very aware of price trends at the moment, and have a poster next to the gantry showing the RRP's. We have a One Stop, Tesco and Co-op nearby so pricing and availability is everything. We've had some availability issues with Sovereign Dual, Amber Leaf and Hamlet recently, but I think that's because manufacturers thought things would be worse than they are. People will just change brands if they come in and can't get what they want.

Dennis Williams

STORE Premier Broadway
LOCATION Edinburgh
SIZE 1,700sq ft
TYPE residential

TOP TIP

Cutting even a small amount off the RRP can help make a name for your store



We sell Players Real Red at £7.30, 5p under the RRP. JPS is a big name and we want to have the best price in the area so I'm prepared to price lower like this. You lose a bit from your margin but it's definitely a footfall driver to my store, which is important when the tobacco market is as tough as it is. I think the tobacco regulations shook things up a bit at first, but things have settled down and price is still very important. We have had a few supply problems with JTI brands like Amber Leaf lately, however.

YOUR REGION



SOUTH EAST NFRN DISTRICT COUNCIL 24.07.2017

Tim Murray reports from the NFRN South East district council meeting

Menzies pledges its commitment

Menzies is aiming to deliver newspapers and magazines to retailers when they need them, the company told delegates.

Speaking to the district council, the company repeated its commitment to the market, saying it was still the most important part of its business. Menzies regional manager for the south Ian Nesbit said: "We have diversified, but the main focus is still the newspaper and magazine business. We will have very few shared vehicles."

Discussing the company's new routing plans, Mr Nesbit said: "In terms of efficiency, of course we expect to make some savings."

"It's part of it, but it's also about trying to get titles to retailers at the time they need them."

He admitted, after questioning from East Kent member Hitesh Pandya about Menzies' tagline of "Blue Vans Mean Business", that it only owned 25% to 30% of its vans, with the balance being from contractors.

And while he further noted that agency staff were needed to help pack during busier times, he added: "There isn't any evidence to suggest that agency pickers are worse than staff pickers."

Responding to calls from retailers such as North West Kent members Jeet Chopra and Ron Rushbrook, who outlined problems they and other members had been experiencing with late deliveries and mispacked



Menzies regional manager for the south, Ian Nesbit, says newspapers and magazines are still the company's main focus



Ron Rushbrook

orders, Mr Nesbit pledged to look at ways to ensure HND customers get their papers first when there are problems.

He also promised to attempt to prioritise independent retailers.

Mr Nesbit further promised that Menzies would investigate illegal sales of magazines at market stalls, including one notable seller in the Chelmsford area.

"We need to find out where they are coming from and put a stop to this," Portsmouth member Colin Fletcher said.

We have diversified, but the main focus is still the newspaper and magazine business

Ian Nesbit
Menzies regional manager for the south

Carriage charge clarity 'pursued'

The NFRN will challenge Smiths and Menzies to provide clarity on how their carriage charges are calculated following the latest set of rises published last month.

NFRN chief executive Paul Baxter outlined to South East district council members some of the ways the federation is tackling "unfairness" in the news sector.

He said: "We're seething. We demand to see how their outrageous 4% rise was worked out. I want them to justify it. How can they launch so many businesses alongside distribution, keep the papers later and still charge us without recompense?"

North West Kent member Naresh Purohit added: "We can't maintain our business with carriage charges from wholesalers going up, margins going down and publishers pleading poverty. Surely they both understand to sustain the industry all of us need to make money?"

District's future in the spotlight

NFRN districts in the south-east have always been forward-thinking, but more needs to be done to prepare for the future.

That was the message from visiting NFRN president and district member Linda Sood.



Linda Sood

"We have to look further than restructuring of branches and even districts 10 years down the line. We need to start thinking about the future of the districts," she said.

Paying tribute to the support of the South East district, she added: "I want the federation to carry on, but we have to change. Let's get some ideas together."

Zapper 'levels the playing field'

Working with payment system Zapper enables independent convenience stores to keep up with the multiples by offering customers their own loyalty card, the company's NFRN account manager Grant Forrest told the council.

"It offers a level playing field with yourselves and supermarkets," he said.

"You can have your own club card for customers. Your opportunity ends when a customer walks past your store, but Zapper gives you the chance to contact them, drive them in-store and drive the frequency of visiting. It's a real game-changer."

He further pledged that Zapper was for independents only.

"We won't be dealing with Co-op and Tesco and others," he said, responding to retailers' questions.

Your say

Have you noticed changes to your soft drinks sales in the light of increased concerns in the media about sugar content and health?



Drinks sales are buoyant and sugary drinks are still doing well, although people are drinking a lot more water. Smart-water has become a top seller, the 850ml and 1.5l are most popular. Cheaper waters aren't really working, people aren't sure of the taste.

Hitesh Pandya
Toni's News,
Ramsgate



Customers don't seem to be changing their habits. People are still buying the same drinks they have always bought. Sugary energy drinks are still selling really well. Price isn't a factor when it comes to whether or not they buy soft drinks.

Bob Patel
Dunwells News,
Ramsgate



People are more health-conscious now and children are becoming more health-oriented too. There are a lot more options with less sugar and a lot with zero sugar and I've noticed younger customers are starting to move towards the zero options now.

Pradip Amin
Birds Newmarket,
Portsmouth

NFRN brings new deals to south London

Members heard about the latest deals offered by NFRN Commercial, as well as the benefits of Zapper, when the revived Croydon and South London branch held its July meeting at the Grange venue in Wallington last week. Also in attendance was 3R Telecom, which unveiled its new cash machine, and PepsiCo, which offered an exclusive Walkers deal for attendees of the event.



Multiple threatens community spirit 'We have loyal customers who value us'

Arsenal stores return fire to retail big gun

by Joe Cooper

RNreporter@newtrade.co.uk

North London retailers are continuing the battle against a new Sainsbury's Local opening in their area as the supermarket giant attempts to overturn an initial decision by the council to reject its planning application.

The multiple's bid to open a store in Highbury has been met with opposition from a joint campaign by business owners and residents, who value the diversity and services offered by longstanding independents. There are already several multiple convenience stores within walking distance, including a Sainsbury's Local.

Islington Council rejected a planning proposal on the grounds it would "adversely

impact the vibrancy of Finsbury Park town centre", but Sainsbury's has appealed to the secretary of state for communities and local government to try to overturn the decision.

Hitesh Patel's family has owned Arsenal Wines for almost 40 years. "I've had to put things at my business on hold to fight this - I've spent around 100 hours on this," he said. "We have loyal customers who value us - we know their children's names, we look after them - but we know we can't compete with Sainsbury's prices."

Mr Patel said his father was considering selling up if Sainsbury's gets its way.

"We don't want to see any more independents go," he added. "This isn't needed and I hope common sense prevails."

Ali Yavuz, of Arsenal Supermarket, said: "They have one shop just down the road. Why do they need another? My sales will be seriously affected."

Islington councillor Caroline Russell said: "There's already a wealth of community stores providing residents with great service. A second chain store will not help the many small businesses who play an essential part in a thriving local economy."

A planning inspector will take evidence from both sides and make a decision in the following months.

Sainsbury's said up to 20 jobs would be created by a new shop.

"Our stores aim to complement, not compete with, local businesses," a Sainsbury's spokeswoman said.

Retailer calls for PayPoint support

A store owner who has been asking PayPoint to install a terminal in his Cambridgeshire store without success for two years has accused the company of not supporting retailers.

Amit Lodhia, who runs Jayes News in Huntingdon, contacted the company in 2015 asking for the PayPoint service. However, he was told that due to his credit card terminal being managed by Worldpay, the

service could not be provided. Mr Lodhia has since contacted PayPoint persistently to negotiate an arrangement, but has had no response.

"I am the only retailer within a 10-minute walking radius and have a lot of people coming in who need the PayPoint service. I'm in the middle of town and I'm having to send people away," he said. "In the past two weeks, I've had to re-

fuse two £1,000 bills. It doesn't make sense that PayPoint is not supporting me.

"They can't claim to support retailers when clearly they are just not bothered."

A PayPoint spokeswoman apologised for the "initial delay".

"One of our representatives has spoken to Mr Lodhia today [Monday] and is meeting him tomorrow [Tuesday] to discuss his requirements," she said.

ACADEMY IN ACTION



INDEPENDENT
Achievers Academy

HI! STREET
digital media



Three month follow up:

Marketing to Customers

In March, Hi! Street Digital managing partner Jonathan Daniels visited Tariq Majid's Brookside Filling Station near Hungerford to advise on marketing. Three months on, what action has he taken?

IAA ADVICE

- 1 Request new signage from Mace and place an advert on the shop's front door
- 2 Seek expertise and set up a shop Facebook page
- 3 Research ways to introduce a loyalty scheme and begin implementing the best one

TARIQ SAYS

"I spoke to Mace about new signage but didn't get the response I was looking for, so have decided to switch all six of my shops to Spar. I am just sorting out my contracts but they should all be with the new symbol group within two or three months.

They have let me know they can help me set up a Facebook page and loyalty scheme. I am very excited for these changes and wouldn't have thought about this without the shop visit.

Your action plan

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

YOUR VIEWS

YOUR LETTERS

■ PayPoint offer is a little behind the competition

You published my letter recently about the knock-on effect of PayPoint retailers terminating their contracts.

They are terminating their contracts because of the costs of offering PayPoint as well as PayPoint's decision to offer only 'integrated' EPOS systems to replace the old yellow box.

The reason I chose not to take PayPoint on when I took over this store last year was precisely for these reasons – and the fact that I already had an EPOS system. A very good one, in fact, that I have had for years. I think the software only cost about £150.

When I asked PayPoint about the EPOS system it was offering, it didn't compete with the one I already had.

Now, a year on, I see PayPoint is launching PayPoint One Pro that will enable retailers to have "additional" functionality such as stock takes. That really sums up PayPoint. Stock take functionality is a basic component of any EPOS system – the fact that it hasn't been included in its original system suggests it rushed into delivering an EPOS system that simply wasn't comparable to the freeware versions



Good luck PayPoint, but you have entered a market where "best of breed" is long established and you have a lot of catching up to do

Tim McCormack

out there, let alone EPOS systems that cost retailers £10 per week.

Good luck PayPoint, but you have entered a market where "best of breed" is long established and you have a lot of catching up to do, as well as establishing a fair price for your offer.

Tim McCormack
Moffats Newsagents,
Coldstream

A PayPoint spokesperson said:

"We work closely with retailers to ensure PayPoint services are supporting the growth of their business and helping them deliver great customer service. PayPoint One is already helping over 5,000 retailers run their whole store from one device, with EPOS Core enabling those retailers to access cutting-edge technology with no upfront cost. EPOS Pro takes the proposition to a different level with a fully-blown EPOS solution targeted at symbol retailers and independents who want full inventory control. It also makes full use of mobile technology to give retailers the freedom to control their store and their stock from anywhere with any device."

■ Publishers need to let Diana rest

I'll probably get sent to the tower for this, but here we go. Open message to the publishers – you know who you are – how many more years' worth of never-before-seen pictures/stories of

Diana have you got stored away?

The poor girl is getting more coverage in your papers than George Best, Nobby Stiles or indeed Piers Morgan. Do you not think it is high time you let the girl rest?

For the sake of her family and your readers, when customers are saying "not again" it's time to quit.

Graham Doubleday
Doubleday Newsagents
Mossley, Ashton-under-Lyne

■ Menzies' support good, supply is not

Just a note to clarify, in the Eastern Counties NFRN district council report in last week's RN, comments I made regarding having a manager in my shop at 8am to explain a lack of papers referred not to lateness, but a lack of supplies, so it was a circulation manager I would like to see, not a Menzies manager. We have a good relationship with Menzies in Norwich, and long may it continue. Apologies for any confusion caused.

Ralph Childs
Childs Newsagents,
Great Yarmouth

■ Neville 'nailed it' in his column

I had a real wow moment when I got to Neville Rhodes' column (Margins

YOUR SAY Is there demand for lunchtime food in your area?

Vic Grewal

Simply Fresh, Thames Ditton, Surrey

I used to have two stores and in the larger store we had a deli which we used to serve everything from pizza to sandwiches from, which was great. We have leased out the larger store now and this store is only 1,000sq ft so we are constrained by the space but we do offer sandwiches and soft drinks. There are a lot of offices round here so workers come in at lunchtime.

Adrian Rodda

AR News, Harrogate, Yorkshire

There's not much space for me to offer that kind of food here and I don't want to lose

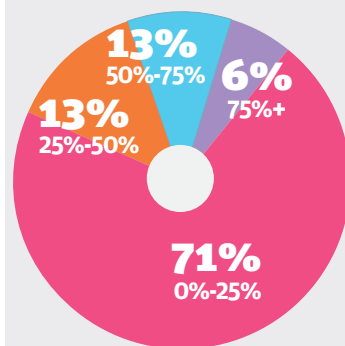
space that I give to greeting cards. I like to keep it a traditional store and people don't expect to find it here. There are so many other food places for people to go in Harrogate that they wouldn't choose to come here because it probably wouldn't be as high quality considering what you usually find in convenience stores.

Naresh Purohit

Marseans, Dartford, Kent

I used to do a lot of sandwiches and fresh food but as soon as the Co-op near me started doing them as well, people would always go there. Regardless of the price or quality of what I was offering I found that people would just go there so I couldn't make any money on it. It made more sense for me to focus on other things and not offer it anymore.

RN READER POLL



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

NEXT WEEK'S QUESTION

Do you think AmazonFresh will be a threat to your business?



Vote now at
betterRetailing.com



MY 40P FEE COVERS MY CHARGES

I read the article on credit card charges (RN, P4, 28 July). As a central London retailer, I am concerned at the change in law. I charge a small fee (40p) for credit and debit card charges and a cashback service. I am simply passing on my bank charges.

People are happy to pay,

and they have a choice – if they don't, they can either pay in cash or walk away.

A blanket ban suggests we are all the same, but that's not true.

I don't charge extortionate fees like some ATMs do, or online services.

If I can't offer cash-back or debit and credit card

services then I'm not serving my customers properly.

Is anyone campaigning on this change on behalf of retailers?

David Polluck
HV Kingsley,
London

100 YEARS AGO
4 August 1917

A London newsagent was persecuted for displaying a hand-written paper poster concerning newspapers outside his shop, despite only having used the back of an old contents bill.

one can only bank cash, not percentages. This is a high value article from Neville!

Steve Denham
Associate editor,
betterRetailing.com

aren't everything, RN 28/07/17).

He nails it. Retail is all about the money and how to ensure one is undertaking activities that make the effort worthwhile.

I was always told that

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I will start by telling Vijay Patel (letters page 14 July) I also had no copies of Motor Cycle News for week ending 8 July.

I too rang Smiths News in Wednesday to find out where they were and I was told I was no longer down for them. My copies are all ordered and I never send any back so I was not at all pleased. When I asked why they had been taken off my order I was told marketing had done it. This is the fourth time that whoever runs this wretched section has cocked my order up and it is getting rather annoying.

There is a new phone system in place at Smiths News. It used to be that a person would answer giving their name and asking how they could help – simple and quick. But that's been stopped. With this new rubbish

I now dial the number and a voice tells me my call may be recorded, before telling me to tap in my customer number to be connected to an agent (I thought maybe Pussy Galore or Miss Money Penny had started to work there).

However, the system didn't recognise my number and I was advised to try again. This palaver went on four times before I finally got to speak to someone.

Seven Trent has got a considerable length of the A519 between Eccleshall and Woodseaves dug up again. Of course, that involves temporary traffic lights causing long queues at peak times of the day. It was supposed to be for a week but up to now it has been 12 days and there is no sign of them finishing yet.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

Contact us facebook.com/ThisIsRN and @ThisIsRN



The advantage of rural living is that you can witness your local food being produced. Pop to @itteringhamshop sometime and enjoy the harvest!

Itteringham Shop
@ItteringhamShop

Cooking on the weekend?

One customer commented "it looks like supermarket quality but at the local shop" #YoullLoveTheChange

One Stop Mount Nod
@OneStopMountNod



New craft beer stand looking the part and already going down well on payday

Raaj Chandarana
@raaj_c

Gifts of flowers & wine from two #happycustomers today - lovely!

@ThisIsRN @IAAcademy

Meryl Pike Williams
@meryl_pike



In response to RN's Facebook post: Anger as Smiths carriage freeze ends with 10% hike

Smiths delivery vans carry Amazon parcels yet newsagents pay the cost in the "carriage" charges. As the drivers stop longer at each shop to deliver/collect Amazon items, so each successive news delivery to the next newsagent is further delayed. And drivers don't return to depot for re-run titles until all their Amazon stuff is sorted first. Those with access to publishers might like to refresh them on this system, as missed sales and higher wastage continues to kill off the retail estate.

Karim Mawji

CRISPS & SNACKS

Make the most of new trends

With a plethora of new products on the market to satisfy the growing snacking needs of shoppers, now is a great time to brush up on how to encourage more sales. **Helena Drakakis** takes a look at the key trends and how to capitalise on them

Changing eating habits have led to a marked increase in snacking. Old favourites in the crisp category have been joined by new and exciting flavours, and there is a whole new selection of better-for-

you snacks for customers to indulge their cravings. But with sales of single packs down and more new products than ever to choose from, what simple steps can retailers take to ensure they can make a profit from crisps and snacks?

CAPITALISE ON 'MEAL FOR TONIGHT' SHOPPERS

Shoppers have moved from doing regular weekly shops for the whole family to shopping for occasions or specific needs. According to KP Snacks, 52.6% of spend within the convenience channel is for replenishment, but the fastest-growing sector by far is 'meal for tonight', which is up 8% year on year. "For this reason, crisps and snacks represent a huge opportunity to grow basket size when shoppers are in-store. They sit outside of this mission but will tempt hungry customers as they plan evening meals," says sales director for convenience, wholesale, discounters and food-service, Matt Collins.

GET YOUR CORE RANGE RIGHT

According to PepsiCo, the average independent store achieves 80% sales from the 45 top-selling savoury snacks, a fact that makes stocking the right core range crucial. Pierre Jackson, category insights controller at PepsiCo says suppliers can help retailers make the best ranging decisions. "Use your reps to help identify the right range for your store – a small but mighty core range, which is relevant for your customers is all you need," he says.

Low-fat and low-calorie products offer customers more choice



Crisps and snacks represent a huge opportunity to grow basket size



PLACE TOP SELLERS IN HIGH FOOTFALL AREAS

Only 21% of shoppers in independent and symbol stores know what they intend to buy before they visit a store, so it is essential to try to influence purchases. Visibility is key and placing best-selling products at eye level in high footfall areas will drive sales. "We worked on the flow of our store so people shop the outskirts for impulse and meal solutions and the interior with household goods," says Harj Dhasee who runs a Nisa store in Gloucestershire.

BLOCK SNACKS TOGETHER

Brand-blocking can be a very visual way to entice shoppers and make your range of crisps and snacks easy to navigate quickly. However, many retailers also block by format such as singles, multipacks and sharing bags which can work equally well. By following manufacturers' planograms and working closely with reps, retailers can get the most out of merchandising the category. "Merchandise similar products together by type or brand, for example family products or ridge products together," says KP Snacks' Matt Collins.

PUT SALTY SNACKS NEXT TO DRINKS

According to PepsiCo's convenience research, salty snacks and drinks go together. "We know customers often buy salty snacks alongside soft drinks and beers, wines and spirits, so use secondary locations in these areas to encourage more sales," says PepsiCo's Pierre Jackson.



Enjoy a summer of soaring sales



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TOP 10**

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*Recommended retail price. 1. Nielsen, Impulse Channel, 12 weeks to WE 27.05.2017

CRISPS & SNACKS

HIGHLIGHT PRICE-MARKED PACKS

The majority of shoppers cite price as a determining factor behind purchases. "We are increasingly finding pricemarked packs to be a key feature among independent retailers as a means of building trust with shoppers as they communicate transparency on pricing," says Pladis's Hena Chandarana. Likewise, PepsiCo £1 pricemarked packs now make up more than 50% of all pricemarked sharing packs in independents and are in double-digit growth. Roshan Ramzan, a Best-one retailer in Methil in Scotland says: "Pricemarking has had a profound impact and has increased single-serve sales by 22%. Our customers love top brands at great prices."



Pricemarking has had a profound impact and has increased single-serve sales by 22%

PRICE CLEARLY

A crisps and snacks range with clear, visible pricing, preferably via shelf-edging, makes the category easy to navigate but also highlights promotions and value. "I use shelf-edging on my value ranges and especially anything on promotion. In my store, people notice price above anything else," says Sunita Kanji, who runs a Family Shopper in Little Hulton.



£1 pricemarked packs make up more than half of sharing packs in independents

CREATE GREAT DISPLAYS

Manufacturer PoS and advertising tie-in displays are a great way to attract shoppers' attention. New campaigns such as Walkers' Choose or Lose, which asks shoppers to vote for their favourite flavours, help the category stand out. These campaigns are in plentiful supply – KP Snacks is also planning activity around its nut offering. "KP will this year be investing heavily behind its KP Nuts brand to capitalise on its market-leading position with new products and advertising support. From cartons to cards and clip-strips, KP has a comprehensive range of packs and formats range to offer a solution for all retailer requirements," says Matt Collins.



SHOW OFF NEW PRODUCTS

New products are important for suppliers looking to reinvigorate the category and drive sales alongside the core range, and industry advice is to position launches in prominent positions and re-stock fast-selling products, while weeding out unpopular lines. Rik Pandya, of Premier Rik's One Stop, in Gillingham, Kent, says: "I always put snack launches on my counter in a prominent position. If they sell well I reorder and position them in the snack aisle, whether it's chocolates or crisps or biscuits."

Popcorn is becoming ever more popular



HIGHLIGHT HEALTHY CHOICES

Nuts, baked snacks, and a plethora of better-for-you niche brands such as Yushoi rice snacks are offering shoppers more choice. "Health has never been higher on the agenda. Offering choice and a range of pack formats helps shoppers to select products," says Pladis's trade communications controller Hena Chandarana. Popcorn, too, is becoming ever more popular. "For consumers seeking lighter snacking options for when they are watching films at home or snacking on the go, the Kettle Foods' portfolio now includes Metcalfe's skinny popcorn," says Kettle foods head of impulse, Andy Verney.

DON'T FORGET TO SECOND-SITE

Locations such as the front of the store, near the confectionery aisle, the sandwich chiller, or the till are great secondary areas for crisps and snacks to capitalise on the impulse nature of the category. Different formats are also good to second-site in additional areas.

PROMOTE SHARING

Sharing is a key growth trend in the snacking category, driven by the increasing popularity of nights in. "Brexit concerns and economic instability are encouraging more consumers to swap expensive restaurants for nights in with friends and family," says Andy Verney from Kettle Foods. PepsiCo's Pierre Jackson advises retailers to prioritise sharing alongside beers, wines and spirits, soft drinks and other high-traffic areas to cash in on the trend. ●



Promotions attract shoppers' attention

Headline partner



Learning partners



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HOME BAKING

THE TREND

Healthier baking
(including using more fresh fruit)

PRODUCT

Nature's Finest 400g sharing pots, available in Mango, Peach, Pineapple, Pear, Pitted Prunes, Mandarin and Tropical Fruits



"We recommend stocking fruit products as part of the core baking range, as they are a popular ingredient used in baking for adding flavour, natural sweetness, and texture to bakes. Our fruit pots also contribute to one of your 'five a day' and contain no added sugar, making them ideal for health-conscious consumers."

Georgina Edmonds

Marketing manager, Nature's Finest

THE TREND

Natural ingredients and aesthetics

PRODUCT

Dr. Oetker's Mini Wafer Flowers

"Natural beauty is a theme for cake decorating as home bakers strip back to basics.

Dr. Oetker's Mini Wafer Flowers are a great decoration for this trend, as they allow home bakers to create a floral look with minimal effort. Stocking these ingredients near to the home baking fixture is a great way to inspire customers."

Jan McKee

Executive head of marketing, Dr. Oetker UK



Shoppers look for best-quality cooking chocolate



Merchandising the right products together can help increase impulse purchases

Watch your sales rise

It's August and traditionally that has meant the return of Great British Bake Off and with it our national home baking obsession. **Toby Hill** asks suppliers and retailers which products they champion to get sales going

It is seven years since The Great British Bake Off sparked a revolution in home baking, inspiring people up and down the country to get their hands sticky with flour and sugar and propelling the category to a total value of £771m. Many store owners responded to the trend, expanding their ranges of core baking products to include colourings, flavourings, fillings and decorations.

"The sector spans across every

demographic," says Jonathan Summerley, purchasing director at Hancocks. "From amateurs and children baking a cake with friends during the summer holidays, to professional bakers".

But with the TV programme moving to Channel 4 and Brits feeling a squeeze on their incomes, how is the category holding up now? Are people still committed to baking, and which trends and products are catching their imaginations in 2017?

THE TREND

Small sweet decorations for baking with children

PRODUCT

Hancocks
Let's Bake
Honeycomb
Sprinkles



"Our Let's Bake brand has launched, and with Mini Marshmallows Caramel Fudge pieces and Honeycomb Sprinkles (to name a few) retailers can earn up to 66.4% profit. Although they're baking items, retailers can cross-merchandise too: place honeycomb sprinkles in the ice cream or yoghurt section, for example."

Jonathan Summerley

Purchasing director,
Hancocks

THE TREND

Baking with chocolate
(for buttercreams, ganache, sponges and striking decorations)

PRODUCT

Dr. Oetker Fine
Dark Cocoa
Powder Tub



"There is a significant move towards branded chocolate in this category, which is up 7% year on year, as shoppers look for best-quality cooking chocolate with high cocoa solid levels. Cocoa Powder is also growing by 30% at a category level. To build on this, in March Dr. Oetker launched Cocoa Powder in a tub format."

Jan McKee

Executive head of marketing, Dr. Oetker UK

THE TREND

More baking
with gelatine

PRODUCT

Dr. Oetker gelatine
sachet multipack
3 x 12g sachet

"Gelatine is seeing strong market growth, driven by the trend towards mirror glaze cakes as seen on Great British Bake Off, as well as the trend towards homemade sweets popularised by slimming recipes."

Jan McKee

Executive head of marketing, Dr. Oetker UK



THE TREND

Elderly people making
traditional cakes

PRODUCT

Mrs Darlington's strawberry,
raspberry or apricot jam

"We sell a lot of flour and eggs to elderly people who enjoy baking. They then look for nice jam or cream to put in their cakes. Our Mrs Darlington's range of specialist jams are really popular - they're priced at £2.20 but sell much better than cheaper brands like Hartley's."

Julie Atkinson

Hollin's Green Community Shop, Warrington



**Customers
walk in with
their cookery
books look-
ing for all
sorts of bits
and pieces**

THE TREND

Artisan and
heritage flours

PRODUCT

Wessex Mill flours

"Great British Bake Off has been around for a long time but baking is still a very buoyant category."

We do a range of 12 Wessex Mill artisan flours - pasta flour, rye flour, French bread flour, onion flour - and there are definitely people who come in because they know we have those niche products. They give us healthy margins too, around 30%."

Charles Mills

Budgens of Mortimer, Berkshire



THE TREND

Parents baking at home
with their children

PRODUCT

Baking powder sachets

"It used to be that mums with small kids would just buy ready-made Mr Kipling cakes, but now they want to bake themselves. They're still busy, so they're looking for ways to make baking easy. As a result, I sell lots of Dr. Oetker baking powder, muffin mixture or chocolate chips - the whole range which makes it easy to bake at home."

Bimal Patel

Londis Ferme Park Road, North London



THE TREND

Baking with
dried fruit

PRODUCT

Happy Shopper Dried Mixed Fruit

"My home-baking sales have declined over the past year, but it's important to still have the basics. For example, there are always some customers who want dried fruit to put in their cakes. I've condensed my range down to just one bag of Happy Shopper dried mixed fruit. It's priced at £1.45, which gives me a margin of 31%."

Robert Kirkwood

The Corner Shop, Crossgates, Fife



**Dried fruit provides
a healthier option
for bakers**



THE TREND

Bringing cookery
books in store

PRODUCT

Dr. Oetker Food Colouring

"We've seen home baking increase and now have two metres in the store. Customers walk in with their cookery books looking for all sorts of bits and pieces so it's important to have a decent range. We have several bottles of food colouring, which we price at £1.65. It gives us a margin of 35% to 40% and we sell about 10 packs a week."

Joe Williams

The Village Shop, Hook Norton, Oxfordshire



TOP FIVE merchandising tips

Jan McKee

Executive head of marketing, Dr. Oetker

• **Encourage impulse buys**
Cake decorations should be merchandised at eye level to encourage impulse purchases and inspire customers with choice.

• **Cater to scratch bakers**
The flow of the fixture should go from the more experienced scratch bakers to the less so, from flour to cake mixes.

• **Give shoppers ideas**
Point of sale is key, as shoppers often need recipe inspiration in order to buy new products.

• **Provide excitement**
Stocking innovative decorations or ingredients can encourage customers to make further purchases and buy everything they need to bake from scratch.

• **Bring together ingredients**
Cross-merchandise home baking with other key recipe ingredients such as lemon juice, golden syrup, suet, treacle, dried fruit and nuts, as well as jams and ambient desserts. ●



CELEBRATIONS

Get these sales wrapped up

Store owners are perfectly placed to provide cards, wrapping paper and even gifts to customers celebrating life's many landmarks, anniversaries and achievements. **Toby Hill** catches up with three retailers who know how to get the best from this opportunity



John Vine

NewsWorld, Church
Stretton, Staffordshire



John Vine sells £35,000 of greeting cards a year, including £10,000 at Christmas alone. He makes an average of a 50% margin on them, too, so this is a fantastic source of income.

John's celebration strategy

Work with the right companies

We've been working with the same companies for 10 years now. We began by ringing a few and asking them to come in. Carlton Cards were quick to respond and their rep was very good, helping us establish a really good range.

Build the right range

The best advice my wife ever gave me was: "you can't just choose the cards you like". You've got to make sure you appeal to everyone. We have some humorous cards, but nothing

too crude. Most of our customers are ladies looking for something traditional.

Take every opportunity The single biggest period is Christmas, but we sell lots at other times of year too. Easter cards are massive, birthday cards sell well and sympathy cards sell well too. Father's and Mother's Day, the dog's birthday – there's a card for everything.

Set up a good fixture When we did a shop fit recently we put in a Bartuf stand which is 25-cards tall and four-metres wide, so we can fit a lot of cards on there. It's on your right as you come through the door so people can't help but notice it right away.

Maintain the display constantly

You've got to keep the display tidy, freshen it up with new products and change your range depending on the time of year. It's almost a full-time job: my wife can go over to the stand and be there sorting it out for two or three hours.



The best advice my wife ever gave me was: "you can't just choose the cards you like"



Kate Clark

Sean's News,
Upton-upon-Severn,
Worcestershire



Sean's News in Upton-upon-Severn is only 750sq ft, but owner Kate Clark fits a wide range of gifts into this small space. "It's definitely worth it," she says. "We have key rings that light up, spinners, kids' cups with dinosaurs, picture frames... people know they can come in here and get what they need."

Kate's celebration strategy

Keep prices low My cards go from 99p through to the Noal Tate range at £1.99. The same with my gifts: everything costs less than £10. It fits in with the rest of the shop. It's a newsagents, it isn't somewhere people come expecting to spend £20.

Make sure you cater to kids I've diversified to suit all demographics, but stocking gifts in a local shop works particularly well for kids. They come into a shop they already know with pocket money and buy mum a birthday present along with sweets and a can of pop.

Listen to your customers Choosing which gifts to stock isn't always easy. It's about utilising the people who come into your shop: I chose 90% of my range by getting information from someone else and following up on it.

Chatting to my suppliers yields the best ideas

Suppliers go into shops all over the country, they know what sells well in different places and to different people. You can talk to them over a cup of tea, or while doing a stock order, but it's worth taking the time to draw on their wealth of knowledge.

Look for inspiration in different places

I also get ideas for products by going into wholesalers, looking around, and talking to staff about what's selling. Trade magazines are useful too: I'll read them over my lunch break, or when it's momentarily quiet in the shop. You've got to keep up to date with what's happening and grab opportunities.



It's vital to adapt your display to each seasonal event



Let customers know they can rely on you for wrapping paper, cards and small gifts

Mark Dudden

Albany News at the Post
Office, Cardiff



Mark Dudden's store is on a busy high street so he has a lot of competition. But he has still managed to make it a destination for people looking for cards and gifts all year round.

Mark's celebration strategy

Focus on Christmas early We'll begin stocking for Christmas in February, when all the lessons we learned from the previous year are still fresh in our minds. That process usually begins with the Birmingham NEC Spring Fair in September, where we'll buy a lot of cards and gifts for the next season.

Trade shows are vital for smaller events too

The next big event we have coming up is probably Halloween. The Autumn Fair is also good for this season, so we'll get lots of ideas for Halloween and other autumn and winter events there.

Merchandise your stock effectively

As we're on a high street there's stiff competition, but we get a lot of passing trade, so it's good to have something colourful to grab people's attention as soon as they come through the door.

Let your stock sell itself We also have pop-up cardboard displays which we use for seasonal displays, that stand right in your face. It's vital to adapt your display to each seasonal event to get the best sales.

Cross-merchandise seasonal cards and gifts

Beyond that, it's good to match gifts with each event. For example, for Father's Day this year, not only did we use one of our pop-up displays for the greetings cards, but I also brought in a new range of local history books and displayed them next to the cards. They sold very well. ●



THIS WEEK IN MAGAZINES



Round up



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THE SUN IS SHINING ON LAUNCHES

This week, as I was putting together This Week in Magazines, I was faced with the pleasant problem of having to choose from the highest number of launches I have ever been presented with in one week.

Truth be told, I previously had no idea what to expect from the summer months as holiday season hits and the out of office email replies mount up, but it appears publishers are feeling both positive and innovative as a number of new one shots and regular titles are hitting the shelves.

The excitement over the start of the football season continues with Greenways Publishing's one shot guide to stadiums around the country, as well as the return of their weekly The Football League Paper after the summer. Meanwhile, younger readers are spoilt for choice with the launch of both Hanazuki magazine and DC Super Hero Girls.

Perhaps most encouraging to see is the arrival of GoRugby to the newsstand after previously launching as a subscription-only model, subverting the trend of publishers gaining readers via retailers before tempting them away with a cut-price subscription offer.

It already has a circulation of 2,500 so it will be interesting to see how it fares on the shelves, and whether other titles could follow its lead.

Like those out of office emails, you might be finding a lot of your regular customers are away from home at the moment, but if you catch them before they fly make sure you try and persuade them to stock up on reading material from you before they head to the airport.

If you do decide to order some of the launches mentioned here, you might even be able to persuade them to try something new on the sun lounger.

Football League

THERE'S MORE TO FOOTY THAN THE PREMIERSHIP

The big clubs and the big players tend to get the big headlines. But grassroots soccer is alive and well as this popular weekly proves

THE FOOTBALL League Paper is back after its summer break, offering fans of football outside the Premier League their own dedicated newspaper every Sunday. It offers extensive coverage for all 72 Football League clubs with news, features and gossip plus comprehensive match reports. Publisher Greenways Publishing says independents account for around 40% of the sales of both this title and sister title The Non-League Paper, which both offer a retail margin of 25%. Posters displayed in stadiums at a minimum of 100 matches will tell fans to buy their copy from their local newsagent.



**THE FOOTBALL LEAGUE
PAPER**

On sale out now

Frequency weekly

Price £1.50

**Distributor Mail
Newspapers**

**Display with national
newspapers**

**SLAM
ATTAX**
TRADING CARD GAME
10th EDITION

**PACKETS
£1.00**

ON SALE NOW

**STARTER
PACK
£4.99**

**NEW GENUINE MEMORABILIA CARDS
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**NEW COLLECTABLES
AVAILABLE FROM**

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THIS WEEK IN MAGAZINES



Bestsellers Sport

| Title | On sale date | In stock |
|-----------------------------------|--------------|--------------------------|
| 1 Angling Times | 08/08 | <input type="checkbox"/> |
| 2 British Homing World | 11/08 | <input type="checkbox"/> |
| 3 Angler's Mail | 08/08 | <input type="checkbox"/> |
| 4 The Countryman's Weekly | 09/08 | <input type="checkbox"/> |
| 5 Match of the Day | 08/08 | <input type="checkbox"/> |
| 6 Shooting Times & Country | 09/08 | <input type="checkbox"/> |
| 7 Boxing News | 10/08 | <input type="checkbox"/> |
| 8 Kick | 30/08 | <input type="checkbox"/> |
| 9 Match | 08/08 | <input type="checkbox"/> |
| 10 Cycling | 10/08 | <input type="checkbox"/> |
| 11 Carp Talk | 08/08 | <input type="checkbox"/> |
| 12 FourFourTwo | 06/09 | <input type="checkbox"/> |
| 13 Sea Angler | 24/08 | <input type="checkbox"/> |
| 14 Rugby Leaguer & League Express | 07/08 | <input type="checkbox"/> |
| 15 Sporting Gun | 31/08 | <input type="checkbox"/> |
| 16 Improve your Coarse Fishing | 29/08 | <input type="checkbox"/> |
| 17 Carpworld | 25/08 | <input type="checkbox"/> |
| 18 Match Fishing | 25/08 | <input type="checkbox"/> |
| 19 Advanced Pole Fishing | 01/09 | <input type="checkbox"/> |
| 20 Racing Pigeon | 11/08 | <input type="checkbox"/> |

Data from independent stores supplied by

SmithsNews



HANAZUKI

Animated digital series Hanazuki launched globally on YouTube at the start of 2017 and has already been watched more than nine million times in the UK. This launch issue has two magazines in one package, with content for seven- to nine-year-olds and comes with a three-piece flavoured lip balm set, scented stickers, mood madness memo notes and a 16-page comic story magazine.



On sale 8 August
Frequency monthly
Price £3.99
Distributor Seymour
Display with My Little Pony, Littlest Pet Shop



DC SUPER HERO GIRLS

DC Super Hero Girls centres on the female Super Heroes and Super-Villains of DC as they discover their Super Hero potential. Aiming to deliver storytelling that promotes character and confidence, the magazine features comic strips as well as puzzles, games and creative activities. The magazine will come with a bespoke Super Hero-themed cover-mounted gift with every issue. The price will depend on included covermount.



On sale out now
Frequency monthly
Price £3.99/£4.99
Distributor Seymour
Display with Shout, Ultimate Spider-Man



WOMAN & HOME ULTIMATE BAKING

This baking special issue from Woman & Home is packed with quick and simple recipes that readers can recreate themselves. Providing inspiration for baking enthusiasts of all levels, there are more than 100 easy-to-follow recipes and tips, including gluten-free options that have been tried and tested for busy cooks. The issue has every sweet treat covered from chocolate and cheesecakes to tray bakes and tarts.



On sale out now
Frequency one shot
Price £4.99
Distributor Marketforce
Display with BBC Good Food, Olive



10TH EDITION SLAM ATTAX

Topps has launched the 10th edition of Slam Attax for wrestling fans with more than 350 cards to collect. WWE fans can expect to get their hands on all the latest Superstars from Raw, SmackDown Live and NXT, plus legends and Hall of Famers. Starter packs cost £4.99, including a collector binder, A1 game guide and mat and one packet of cards, including one limited edition. Individual packets cost £1.



On sale out now
Frequency one shot
Price £4.99
Distributor direct
Display with Match Attax, WWE Ultimate Sticker Collection



JUNIOR PUZZLES

Junior Puzzles contains a mix of puzzles and games to suit a broad age range. This summer holiday issue is packed with more than 100 puzzles including familiar ones such as wordsearch, spot the difference and riddles. There is also the chance to win a Kindle Fire Tablet and Rubik's goodies.



On sale 9 August
Frequency bi-monthly
Price £2.99
Distributor Marketforce
Display with Quiz Kids, Q Puzzle Compendium

MARVEL

SPIDER-MAN

Homecoming

STARTER PACK £2.99

STICKER PACKET 60P

STICKER COLLECTION

ON SALE NOW!

THIS WEEK IN MAGAZINES



MINECRAFT: OFFICIAL MAGAZINE

Egmont already publishes Minecraft's official books, of which they have sold nine million in the UK to date. The debut of this new magazine takes fans behind the scenes for an exclusive look into Minecraft creator Mojang's offices in Stockholm. For crafters who want to become better builders, there are 14 pages of tips, with each build broken down into detailed steps that show readers how to hone their skills.



On sale out now
Frequency monthly
Price £4.99
Distributor Seymour
Display with PC Gamer,
Lego Friends

Industry viewpoint Jaynie Bye

Consultant publisher,
Match of the Day,
Immediate Media



Brace yourselves! The start of the 2017/18 football season is here so expect a flurry of excited young football fans at the newsstand. Football will be the talking point in the playground and will mean a surge of interest in the vibrant football and sports magazine category, which is worth £7m annually in the UK.

Immediate Media's Match of the Day magazine, which has steadily grown its weekly share to a market-leading 72%, is a must-have for loyal fans who don't want to miss out.

The new season has kick-started for Match of the Day magazine with our high-RSV-generating foil-bagged issues, featuring our collectable League Ladders, as well as big competitions, posters, quizzes, skills advice and red-hot transfer rumours.

Football is hugely popular among children in the UK, where 1.5 million seven to 12-year-olds support a football team and 656,000 are actively out there playing football themselves. That's a huge potential audience for football magazines.

This is boosted by a very high rate of parental purchase by adults who value the heritage of this long-standing BBC brand.

As well as being an affordable weekly treat, the magazine is often praised for encouraging reading among difficult-to-reach boys, and persuading young couch potatoes to get out and get fit.

Take advantage of the focus on football – and the sales potential in this market – by ensuring that Match of the Day magazine sits at the front of fixture.

Top tip

Make sure you capitalise on the new season football buzz by ensuring Match of the Day magazine is clearly visible at the front of the fixture



BERUGBY

This is BeRugby's launch to the newsstand having already successfully launched as a subscription-only title, with a circulation of 2,500. Aimed at young players and fans of the sport of both genders, BeRugby provides advice and support, connecting people involved in mini and junior rugby at grass-roots while also focusing on the national game.



On sale out now
Price £3.95
Frequency monthly
Distributor Inter-Media
Display with Kick, Strike It, Match, First News



FOOTBALL GROUNDS: A FANS' GUIDE

Covering all 92 football grounds of the English Premier and Football Leagues – as well as the Cup Finals and League Play Offs venue, Wembley Stadium – this one shot is filled with useful information and tips for travelling supporters. As well as practical details such as directions to grounds, there is also listings for recommended pubs for the best food and drink.



On sale out now
Frequency one shot
Price £6.99
Distributor Inter-Media
Brand Marketing
Display with FourFourTwo, World Soccer, When Saturday Comes



AIRLINER CLASSICS

Created by the team behind Airliner World, this eighth edition of the Airliner Classics series turns the clock back once again to bring readers the best from the classic years of commercial aviation. With illustrated articles paying tribute to some of the most iconic aircraft and airlines of yesteryear, its 100 pages include features on the Bristol Britannia, Classic Propliners and BKS Air Transport.



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



PRACTICAL PHOTOGRAPHY

This issue of Practical Photography comes with 13 free gifts including CyberLink Power Director 14 LE software worth £40, 60 minutes of new camera and editing videos, eight tips cards, a 32-page editing magazine, hand-colouring swatches, bokeh effects kit, and updated camera buying guide. Inside, readers can learn how to master the flash with four projects, plus how to capture natural pet portraits.



On sale out now
Frequency 13 per year
Price £5.49
Distributor Frontline
Display with Digital Camera Magazine, Amateur Photography

GENUINE WWE MEMORABILIA INSIDE LUCKY PACKETS!

NEW CARDS ON SALE NOW!

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