

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 27.10.2017



Modernising my way

Ray and Andrea Monelle pioneer a new symbol format

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Labour: We'll put small business on benefits



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Shaping the future of independent retail since 1889



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Cover photo: Jeremy Corbyn at Chatham House, Suzanne Plunkett © Copyright 2017

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT
Audit Bureau of Circulations
July 2015 to June 2016 average net circulation per issue **13,316**

Annual Subscription
UK 1 year £150 2 years £237 3 years £333
Europe £302
Rest of world £354



To subscribe contact 020 7689 3384

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Tobacco 6 months on

2 great retailers, but can one help the other become a top-up destination

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WELCOME

If the Booker-Tesco merger forces every business to up its game and make investments that secure its future, is it such a bad thing?



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The CMA is due to present the findings of its investigation into the Booker-Tesco merger any day now. But whatever the outcome, one thing is certain - the mere thought of industry consolidation has triggered responsive action from businesses big and small across the industry.

In this issue, we talk to three independent wholesalers about their strategies for competing in a world where grocery wholesalers are business partners with global retail powerhouses.

Finding ways to stand out, capitalising on their independence and reacting quickly to changing shopping trends are central to their plans - and apply to any independent business, including yours.

Talking about his refit plans last year, Weston-super-Mare retailer Ray Monelle told me retailers could no longer afford to simply be in the right place at the right time. Instead, they need to build their offer around meeting their customers' specific needs to guarantee their business.

You can see how he achieved this in this week's Store Lookbook and the effect tapping into vaping, food to go, alcohol and technology trends has had on both his turnover and average basket spend.

If the Booker-Tesco merger forces every business to up its game, make investments that secure its profitable future and keep them a step ahead of their competition, is it such a bad thing?

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BREAKING NEWS

Thumbs up for action on illicit trade

Retailers have welcomed proposals from The Tobacco Retailers' Alliance (TRA) to tackle illicit trade as a way of "levelling the playing field".

The TRA's A Fair Deal for Small Shops report, published this month, calls on the government to limit tobacco imported into the UK after Brexit and increase penalties on illicit tobacco sellers.

Samantha Coldbeck, of Wharfedale Premier in Hull, told RN illicit tobacco trading has caused monthly sales to decline from £42,000 to £35,000. "Illicit tobacco trading has caused businesses in the area to fall by the wayside."

Bob Sykes, of Denmore Premier Food & Wine Store in Rhyl, added: "There are huge problems with illegal trade and these suggestions, should they come into effect, will level the playing field."

Energy price cap warning

Retailers have been warned by The Association of Convenience Stores (ACS) not to prioritise price over quality following government proposals to cap electricity bills.

The Draft Domestic Gas and Electricity Bill was published by the government on 12 October, proposing limits on standard variable energy tariffs.

ACS head of communications and research Chris Noice told RN: "Some retailers pay less for an energy tariff, but don't get much value in return because of terrible service from the providers.

"They get back-billed in error or put onto more expensive contracts once their agreement expires. More needs to be done to stop service falling with price."

Information roadshow runs into problems 'Silent majority positive, loud minority not'

Threat to Nisa-Co-op deal over prices and payment

by Jennifer Hardwick & Olivia Gagen

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A tie-up between Nisa and Co-op could be blocked by members concerned over pricing and the proposed payment structure.

A national roadshow co-run by both companies launched last week with events in Scotland, Leeds, Manchester, Birmingham, London and Northern Ireland, and more scheduled for the next two weeks.

If the deal goes ahead, shareholders will receive an initial payment of £20,000 followed by ad-

ditional rebates over four years.

Julian Hull, of Nisa Local in Southminster, who attended the London roadshow last week, said: "It's difficult to say whether this will be a good deal for us. There's a concern we won't get the same prices when buying as Co-op's existing stores."

Siva Thievanayagan, who owns five Nisa Locals in Peterborough, added: "We asked the Co-op if it could guarantee a pricing model. It said it couldn't. Why would it put an offer on the table if it can't do that? It would be

confusing to stock Co-op products alongside Nisa ones too."

Meanwhile, a retailer who asked not to be named said there is a divide between retailers with multiple stores and those with one or two.

"The silent majority were positive but the loud minority were not," he said.

"A lot of people were getting wound up about the fact Co-op is going to pay over five years, but smaller retailers will suffer in the next two years if a deal isn't done."

Harj Dhasee, of Nisa Lo-

cal Village Stores in Mickleton, Gloucestershire, said: "I was 60/40 in favour before I went but now I am 80/20. My main concern was about maintaining independence and making sure my voice would still be heard. They were very reassuring about that."

A Nisa spokesman said: "We've been very pleased by the large turnout at the first round of regional meetings. We look forward to meeting with members again in the coming weeks, but ultimately it will be for each Nisa member to decide whether or not they wish to accept it."



Hectic Halloween at Pinkie Farm

A revamped display, giant pumpkins and a party for local families are all helping to drive Halloween sales at an East Lothian convenience store. Pinkie Farm assistant manager Lauren Wilson told RN boosting the height of the dedicated display means more stock is on display than last year, including locally-sourced oversized pumpkins. The store has also liaised with a local school and is hosting a Halloween party with face painting, apple bobbing and a fancy dress competition.

Pooled resources help unearth bestsellers

A Londis retailer has been sharing data with other retailers in his symbol group to analyse his range and search for bestsellers.

Dave Hiscutt, who runs two Londis stores in Weymouth, began sharing figures following an initiative to pool data from his

own stores into a central database.

"After I centralised my data I started taking it from other stores too. These retailers are fellow Londis members, not main competitors, and I pass my data to them, too. It's amazing the ideas you pick up when you see what

is selling well in other people's stores," he said.

One retailer, who regularly shares data, is based in Exeter and it was through looking at his sales-out figures that Mr Hiscutt began stocking the health range Eat Natural.

"I noticed he was selling

more than 100 of one product every week. I'd never considered stocking the range but I tried it and it's done really well. You have to be careful not to stock every item as there could be a geographical difference, but it does give you an insight into best-selling products," he said.

More of the good stuff at Budgens

Budgens Islington will offer customers a new butchery, sushi food to go and a wider range of fresh speciality products when its refit is completed this week. The butchery concession, called Fourquarters, will introduce free-range chicken and wild meats to the store. Speciality pastries and a juice bar have also been added. "We tried to reduce more common brands and boost what people are asking for – more gluten-free options, fresh products and speciality items," assistant manager Ashiq Rahman told RN.



Pollution charge to cover UK

Charges on high-pollution vehicles similar to London's new T-Charge will soon affect suppliers and wholesalers across the UK, Menzies Distribution has predicted.

The charge, which came into force on Monday, means drivers of the most polluting vehicles must pay a daily charge of up to £10, on top of the existing £11.50 congestion charge, to drive in central London.

A Menzies spokeswoman said the company is already "committed" to making its vehicles more environmentally friendly.

"We expect air quality measures to play an increasing part in UK cities. Our business is committed to making the transition to low-carbon operations – a point underlined by our recent acquisition of Gnewt cargo, which operates the UK's largest all-electric delivery fleet," she said.

Spar loyalty app rollout

Spar retailers have been given access to mobile payment and loyalty app Zapper, which allows customers to pay and access voucher deals on their phones.

Pete Ewing, of Spar North Hill in Plymouth, is one of the first users of the platform. He told RN since introducing Zapper this week up to 100 shoppers have used the app, which offers £3 off a first shop via the app and £2 off every £40 spend.

The biggest challenge is raising awareness of the scheme, Mr Ewing said.

The launch began in the south west of England earlier this month, in a selection of Appleby Westward's Gillett's stores in Plymouth and Exeter.

Small business minister's raft of support for workers 'It doesn't have to be like this'

Labour pledges 'complete overhaul of the economy'

by Alex Yau

alex.yau@newtrade.co.uk

Labour will "completely overhaul the way the economy is structured" if it comes to power, with higher wages for workers but a business tax system designed to support independent retailers' needs.

The party's small business minister Bill Esterson has outlined a raft of new policies in a conversation with RN, a week after his speech to the Association of Convenience Stores (ACS) Heart of the Community event.

Mr Esterson said: "We've got to support small businesses so they can pay higher wages, so they have a tax system which takes account of whether they are making money or not, and which supports people to get going with a business."

Mr Esterson said a future Labour government would:

- Recognise a business's community work and value in the creation of new regulations and taxes;
- Extend the employment allowance to help small business pay the National Living Wage;

- Use regional investment banks to help retailers open new stores and fund in-store improvements;
- Support high streets to take account of the rise of internet shopping.

He pointed to economies internationally where "small business does better" including Germany, USA and Australia.

"The Labour plan for the economy is to look around the world at what works. At the moment, life can be pretty tough if you're running a small firm. We can learn from these economies: it doesn't have to be like this," he said.

Mr Esterson also attacked the Conservative Party's record on small business, pointing to the business rates changes and the lack of consultation with retailers about the National Living Wage.

Londis retailer Arjan Mehr, who attended the event, said he didn't "rubbish" the Labour proposals but wanted to know more.

"We need concrete details in their manifesto of how they would get rid of the outdated business rates system and offer a real transition to help with paying a higher Living Wage," he said.

Welsh retailers welcome alcohol unit plans

A proposed law to set a minimum price on alcohol throughout Wales will help independents compete against the multiples, retailers told RN.

The Public Health Bill has been designed to reduce drink-related deaths in Wales by tripling the cost of alcohol from 18p to

as much as 50p per unit. It was undergoing approval as RN went to print.

Vince Malone, of Tenby Stores & Post Office in Pembrokeshire, said the law would help him compete more easily with the multiples.

"It would help put us on a level playing field,"

he said.

"We wouldn't have to worry about supermarkets outpricing us.

"We can offer more of a point of difference through better customer service overall."

Shaun Sykes, of Premier Food & Wine Store in Rhyl, added: "It would definitely

help us compete against the big supermarkets, but I'm more worried the higher prices will put off customers.

"A lot of our alcohol sales come from products which are on promotion and the law might encourage illicit trade like tobacco legislation has."

STORE LOOKBOOK



1

2

The perfect fit

After pondering a refit for a long time, former NFRN national president Ray Monelle and his wife Andrea, decided to become the first to refit the federation's new Everyday fascia. **Jennifer Hardwick** reports

Former NFRN national president Ray Monelle recently became the first retailer to refit under the federation's new Everyday fascia. But it wasn't just the attraction of being a trailblazer for other members that led to the complete overhaul of the Weston-super-Mare shop owned by Ray and his wife Andrea.

"We've been thinking about a refit for quite a long time. I have heard about the growth of vaping and food to go from my work with the federation and I also wanted to increase my alcohol range," Ray says.

Speaking a week after the £30,000 refit was completed, Ray has already seen a 20% uplift in sales and believes his average basket spend is up by 100%. He attributes this to a shift in his customer's perception of what the store can offer them.

"We have already got a lot of positive feedback and I've noticed some new customers coming in. Our location is officially classified as 'secondary high street' but we also have a lot of residential properties around, as well as a lot of offices. People are impressed by the range," he says.

The combination of trade from residents and lunchtime custom from office workers is reflected in Ray's new food to go range – housed within a new three-metre chilled display which uses

energy-efficient Pastorfrigor units.

"We are really going for the whole day trade, from breakfast right through to the evening, so we have pies and pastries as well as the full range of Munch sandwiches," he says, adding the sandwiches have so far proved the most popular item, with the previously limited range offering a less exciting proposition for customers.

The "all-day" approach Ray is focusing on is reflected in his extended opening hours, with the store now closing at 8pm rather than 5.30pm Monday to Saturday, and at 4pm rather than 1pm on Sundays.

But the most visible sign of Ray and Andrea's refit remains the new signage outside. He says he made the choice to go with the Everyday fascia in order to benefit from the expert advice of NFRN Commercial, taking a lot of advice on how to make the most of his 600sq ft space from the federation. However, he also believes the fascia will give him more flexibility than other symbol groups.

"I wanted to have more of an extended range than symbol groups offer – they can be restrictive with their range. I am a great believer in getting the advice of the experts but there are one or two parts of the store that I know work well for my customers, like my tobacco range," he says.

Ray previously removed vaping

“I use RN to keep up with modern developments in the industry and find out what the trends are” RAY MONELLE



8pm
New longer hours meet the needs of Ray's community

What you can learn

- 1 Ray chose the Everyday fascia as he believed it would offer him more flexibility
- 2 New arrivals in the shop include a modern coffee machine and a slush machine
- 3 Ray has gone from no vaping stock at all to a 1.5 metre display
- 4 The store now stocks cases of 12 beers for the first time, as demand for large formats has increased

INFORMATION

Location
Orchard News, Orchard Street, Weston-super-Mare BS23 1RH

Size
600sq ft

Turnover
£8,000

Staff
One full time, two part time



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STORE LOOKBOOK



5

6

equipment entirely from his store for a year after focusing on tobacco, but now has a 1.5 metre unit dedicated to the category.

“My tobacco sales have remained pretty stable though all the legislative changes and pipe tobacco is one of our store’s USPs but I have had training on vaping now, and so have our staff. You have to be familiar with what you’ve got so you can talk to customers about it.”

Food to go and vaping aside, the upgrade gaining the most attention from Ray’s customers is the expansion of his alcohol range, offering cases of 12 beers as well as spirits such as Archers, Malibu and Captain Morgan for the first time.

“I have already seen an increase in alcohol sales. People have commented on the range. Before we were seen as more of a top-up store, but now people are definitely coming to just to buy drinks,” he says.

Going forward, Ray is expecting more change to come, but says his priority will be to listen to his customers and make changes to what he stocks as his customers learn more about what the store now offers, what they want from it and what – perhaps – is surplus to requirements in his range.

“We are expecting that some of the new products will do better than others but you have to be ready to try new things and see how they go”. ●

What you can learn

- 5 Ray and Andrea have extended the opening hours of the store to attract customers on their way home from work
- 6 The store’s extended wine range has already attracted a lot of attention
- 7 Office workers are enjoying the store’s extended range of sandwiches



7



Want to see more of Ray’s store?
Go to betterretailing.com/orchard-news-weston-super-mare



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SYMBOL NEWS



Belfast store gets a £1,000 Boost from on-pack promo

Today's Express in Belfast was the first of 12 stores to win a £1,000 prize with Boost Drinks last week. Owners John and Suzanne Bassett (pictured centre) won the cash as part of a weekly prize of £1,000 for shop owners through an on-pack promotion of Boost Drinks' 500ml bottles. The marketing campaign also targets customers, with a total of £25,000 worth of cash and voucher prizes available. The final retailer prize draw will take place on 15 December.

Thoughtful initiative at One Stop

One Stop retailers are receiving "invaluable" feedback from customers via the franchise's Food for Thought initiative.

Shoppers are invited to complete an online survey, with incentives including vouchers worth £100 and other prizes, and stores then receive their comments directly.

Vip Measuria, owner of two One Stops in Derbyshire, said: "You get feedback from customers and can act on it. We've made improvements around staffing during busier times and given staff name badges following suggestions and comments.

"I could stand here all day, ask customers for feedback, and all I'd get is positive comments."

Wholesalers' main worry is Brexit

Wholesalers have cited Brexit as more concerning than consolidation in the sector, including the proposed Tesco-Booker merger.

Ben McKechnie, of Epicurium, a fine food snacks wholesaler, said price rises were his main concern because much of the production of the stock he sells takes place in Europe.

"We've had a raft of price changes since the start of the year. The exchange rate is going down and there's a lot of uncertainty. With the anticipated interest rate hike, we may see consumer spending squeezed," he said.

Similarly, Matthew Moare, who runs the Kentish Match Company, said: "Brexit is a real worry. Even people producing in the UK are raising their prices. You've just got to execute your plans well and keep refining what you do."

Spar plans national rollout after self-service success 'We're selling 40 bottles a day'

No profits squeeze after juice machine makes £20k

by Alex Yau

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Spar is positioning itself at the head of the health trend with the national rollout of a self-serve orange juice machine which a test store predicts could reap more than £20,000 in additional sales.

Conrad Davies, of Spar Pwllheli in north Wales, installed the machine (pictured, right) in his store at the end of September as part of a refit and said he was surprised by its popularity. "I wasn't sure it was going to be so popular when it was first installed at Spar's recommendation,



but the demand has been surprising.

"Customers can get their own orange juice for £2,

or £3 for a larger serving," said Mr Davies. "It's meeting the growing health trends. We're selling more than 20 bottles a day and, if growth continues at this rate, I expect sales to exceed £20,000 over the next 12 months."

The machines, provided in partnership with supplier iSqueeze, have been installed in three Spars and a nationwide rollout is to follow. Stores can buy or lease the juicers.

Michael Bennett, of Spar Landmark Place in Cardiff, had the machine installed in August for £6,000 and is selling more than 12 bottles a day. "Spar

suggested we installed it as part of a refit in August.

"We weren't too confident at first, but sales have won us over. We sell more than 12 bottles per day and there are no signs of demand slowing. The orange juices are popular among university students and tourists," he said.

Spar UK retail director Ian Taylor added: "Not only is this giving our customers an opportunity to buy a healthy product but it offers them an exciting in-store experience. All of these extra services at Spar stores are encouraging footfall and increasing product sales."

NEWS & MAGS

Investment in quality pays off with only national sales increase 'We are encouraged by the performance'

Sunday Times sales rise delight for News UK despite price hike

by Jennifer Hardwick

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The Sunday Times achieved strong sales in September despite a price rise halfway through the month, the latest figures from the Audit Bureau of Circulations show.

The title achieved a month-on-month increase, of 0.5%, second only on Sundays to the 1.9% gained by the Sunday Telegraph.

Chris Simon, managing director of Times Newspapers said: "We are proud that The Sunday Times continues to lead the quality Sunday market. Our investments in the relaunched Style and the interviews in the Magazine, and commentary on the Brexit negotiations have had a part to play in the strong growth figures. We are encouraged by the performance at the new price and thank retailers for their continued co-operation."

Meanwhile the Financial Times was the only daily title to report month-on-month growth in September, at 8.7%, and also reported a month-on-month rise on its Saturday edition of 6.8%.

FT trade marketing manager Colin Hornby said: "The latest Financial Times ABC numbers show that demand remains strong for high-quality news and analysis.

"Readers are continuing to turn to the FT for a complete and trusted view of the world.

"FT Weekend has also benefited from a strong month of editorial features including a special issue of How To Spend It magazine which featured an exclusive fashion shoot and interview with David Beckham."

The only other Saturday titles to achieve month-on-month growth were the Guardian and the i, both reporting a rise of 2%.

Saturday Telegraph cut angers NFRN

The NFRN has expressed its disappointment after a retail margin cut was announced on the Saturday edition of the Telegraph.

The price of the daily edition of the title went up by 20p to £1.80 on Monday, with the margin maintained at 21.5%, meaning an extra 4.3p per copy sold. However, as of this week, the price of the Saturday edition will also go up by 20p to £2.20, with the margin set to be cut from 24% to 22.5%.

The NFRN's head of news Brian Murphy said: "While members are getting a pence per copy

increase, I have challenged this and expressed both our disappointment and concern that they have followed the herd in respect of the percentage margin."

Ralph Patel, of the Look-in, Woodmansterne, Surrey, said: "The Telegraph has always been very supportive of the independents, so I'm a bit disappointed with the margin change.

"I know it's only a small fraction, but it's the principle. I hope they don't go further that route."

The Telegraph did not respond to a request for comment.

September Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	558,649	-2.4%	-12.4%	£83.7	558,649
Daily Record	137,224	-3.0%	-11.7%	£20.6	137,224
Daily Star	416,338	-1.9%	-12.6%	£30.2	416,763
The Sun	1,317,252	-2.0%	-11.4%	£146.9	1,435,075
Daily Express	349,663	-1.8%	-7.1%	£46.5	349,663
Daily Mail	1,146,646	-2.4%	-7.8%	£166.3	1,210,086
Daily Telegraph	359,489	-2.1%	-8.6%	£123.7	427,951
Financial Times	31,136	8.7%	-8.7%	£16.8	57,011
Guardian	121,370	-0.5%	-7.3%	£53.4	121,370
i	203,319	-2.9%	-9.3%	£26.8	265,120
Times	312,019	-0.6%	-3.6%	£107.3	407,268
TOTAL	4,953,105	-2.0%	-9.7%	£822	5,386,180

September Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	718,374	-1.0%	-12.2%	£162.3	718,374
Daily Record	161,982	-2.5%	-11.5%	£34.6	161,982
Daily Star	381,183	-2.6%	-13.3%	£46.0	381,608
The Sun	1,751,956	-1.1%	-8.9%	£262.4	1,869,779
Daily Express	443,388	-1.5%	-7.1%	£76.0	443,388
Daily Mail	1,900,528	-1.9%	-5.7%	£399.1	1,963,968
Daily Telegraph	522,581	-1.4%	-7.0%	£250.8	591,043
Financial Times	71,568	6.8%	-2.6%	£56.6	97,443
Guardian	272,177	2.0%	-5.0%	£173.6	272,177
i	208,127	2.0%	-1.1%	£35.7	269,928
Times	472,274	-0.6%	-0.7%	£188.6	567,523
TOTAL	6,904,138	-1.2%	-7.5%	£1,686	7,337,213

September Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	151,364	-3.0%	-14.1%	£57.2	151,364
Sunday Mirror	509,698	-1.2%	-14.7%	£160.6	509,698
People	198,415	-2.6%	-15.8%	£62.5	198,415
Daily Star Sun.	248,610	-2.3%	-11.3%	£49.4	248,610
The Sun	1,168,145	-2.2%	-11.4%	£269.8	1,285,726
Sunday Express	315,431	-4.1%	-8.2%	£93.5	315,431
Sunday Post	132,446	-0.8%	-10.1%	£44.5	132,984
Mail on Sunday	1,079,797	-1.6%	-8.7%	£385.5	1,140,066
Observer	176,474	-0.5%	-3.4%	£129.7	176,474
Sunday Telegraph	311,935	1.9%	-4.9%	£141.9	345,930
Sunday Times	641,841	0.5%	-3.9%	£363.9	732,089
TOTAL	4,934,156	-1.4%	-9.6%	£1,758.64	5,236,787

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

PRODUCT TRENDS

Fresh new appeal for skincare

Demand for personalised spa experiences has helped increase sales of facial skincare products across retail in the first eight months of the year.

Figures from retail analysts NPD Group suggest sales of products such as face wipes and masks from January to August increased annually by 7% to £282m.

NPD Group senior account manager Helen Duxbury said: "We are seeing huge growth in skincare products that are central to any spa facial in the home. Social media is boosting the sales of facial skincare."

Vince Malone, of Tenby Stores & Post Office in Pembrokeshire, said: "We make a margin of 45% and sell four cases per week at peak times."

Festive pud and pies fly off shelves

Retailers are reporting an increase in the sale of Christmas puddings and mince pies as festive sales across all channels pick up in the run-up to 25 December.

More than £5m has been spent across the two categories this year so far, according to the latest research from Kantar Worldpanel. Mince pies reached £4m, while £1.1m has been spent on Christmas puddings across multiples and independents.

Michael Bennett, of Spar Landmark Place in Cardiff, said: "Christmas pudding demand does start going up about now. We've placed orders in preparation and we normally sell about 20 a week in the run up to Christmas. We have Christmas PoS and run promotions such as £2 on luxury puddings."



Wine and dine ideas are top tippable tip from Spar

by Alex Yau
alex.yau@newtrade.co.uk

Retailers who merchandise by grape variety alongside dining occasions can make the most of their wine sales in the run up to Christmas, Spar has told RN.

The advice comes as the retail chain released 17 own-brand wines this month, bringing the total in its range to 32.

Spar wine trading manager Matt Fowkes said the advice is based on information from a 100-person focus group where 60%

listed grape variety after price as a major consideration in wine buying.

"Shoppers aren't too bothered about where a wine comes from, more the quality and the type of grape it has been made with," he said.

Jacqui Dales, of Spar London Road in Boston, said she has already sold out of the new range. "We had 15 cases of six and they have all gone. We merchandise through PoS and customers want wines they can grab on the go, which is harder

when you're basing purchases on region," she said.

Shaun Sykes, of Denmore Premier Food & Wine Store in Rhyl, added: "Pricing does play a huge part in it and we find customers prefer to purchase wine by grape variety than region. About 80% of our wine sales come from grape varieties as it's easier to merchandise and customers like to keep things simple."

The latest additions to Spar's wine range have an RRP of £5 and £6, with

varieties including Pinot Grigio Rosé, Merlot, Cabernet Sauvignon and Shiraz.

Mr Fowkes added Spar's own brand products made up 40% of total alcohol sales.

"We recommend retailers avoid pricemarking wine, especially at Christmas. Shoppers don't want those who receive their gifts to know how much they have paid.

"They also want to enjoy their wine, which is why we recommend promoting them as part of a meal," he added.

Selection box sales already at all-time high

Retailers should start stocking chocolate selection boxes now to take advantage of a growing market which was worth £69m in September alone.

According to recent Kantar Worldpanel figures, the value of selection boxes in September was almost a threefold increase on the £23m value

of the previous month.

Ramsey Hasavalla, of Premier Speke in Liverpool, told RN he had seen good growth in selection box sales. "We've already had to do a second order of selection boxes since we made our first one in the middle of this month," he said.

"Celebrations are our

most popular and I can't remember the last time we had to order so early in the year."

Dave Hiscutt, of Londis in Weymouth, added: "We've seen a big yearly uplift in sales of Celebrations since we had them on a £4 promotion. More than 400 boxes have been sold in the last three

weeks, which is a record number."

Chocolate giant Mars claims growth in the market has been driven by shoppers trading up to premium products. "Selection box growth has been driven by more shoppers trading up to large selection boxes," a spokesperson said.

BRAND SNAPSHOT



A passion for fruitiness

Lucozade Ribena Suntory has launched a Pineapple & Passionfruit Ribena flavour exclusive to independent retail. The carton has a 69p RRP.



Green & Black TV set

Mondelez is promoting Green & Black's Velvet chocolate range with the brand's first ever TV advertising campaign on ITV.



Cold and muddy

Mars has added to its frozen desserts range with chocolate Mud Pie treats. The product is available to independent retailers with a £3 RRP.



Pickled provender

Chutney and pickle specialist the English Provender Co. has announced a rebrand of its packaging design, now visible across all of its £1.50 jars.



Crumbs! Its Halloween

McVitie's is tapping into the Halloween season this October by adding limited edition packaging across its range of £1 Hobnobs biscuits and Jaffa Cakes.



Hottest in the Galaxy

Mars has extended its selection of Galaxy hot chocolates with Mocha Latte and Thick Hot Chocolate. Their RRPs are £2.79 and £3 respectively.



A sure spike in sales

Retailers can now stock Dr Oetker's White Chocolate Unicorn Chips, adding to existing Dark and Milk Chocolate flavours. Each 100g bag has a £1.49 RRP.



A bigger, better Easter

Mondelez has two giant Easter egg products ready for April. The 570g eggs are available in Fruit & Nut or Daim Bar flavours.



They've got it covered

PepsiCo's Snack A Jacks are now available across independent retail in a 14g pouch format coated in either yogurt or milk chocolate (RRP 65p).

WHAT'S NEW



Sleep Well

Sleep Well is a drink designed to aid sleep. Each 200ml bottle is made from Jersey milk, honey and valerian. The milk drink is also available in a 1L carton.

RRP £6.95

Contact jonnie@windfallbrands.com



Get Fruity

Get Fruity bars are available in various flavours including Marvellous Mango, Apricot Orange & Ginger, Moist Mixed Cherry, Sumptuous Strawberry and Tangy Pineapple.

RRP £2.80

Contact hello@getfruitybar.co.uk



Jimmy's Pure Popcorn

Jimmy's claims its range of products are among some of the healthiest in the gourmet popcorn category. Flavours in the range include Sea Salted, Sweet, and Sweet & Salty.

RRP 89p

Contact jimmys@jimmys.eu



Savse

Savse juices are available in 11 cold-pressed flavours. The company says only raw vegetables and juices go into each bottle, with nothing artificial added.

RRP £2.50

Contact hello@savse.co.uk



Riga Black Balsam Cherry

Riga Black Balsam Cherry is a premium dark beer which has been brewed in oak barrels only. Each 70cl bottle is 30% alcohol by volume.

RRP £2.25

Contact sales@cellartrends.co.uk



Pollen + Grace

Pollen + Grace has added a Turmeric and Butternut Daal flavour to its range of vegan food-to-go pots. The 350ml pot joins other new flavours, such as Kimchi and Miso.

RRP £3.99

Contact jemima@pollenandgrace.com

➔ Alex Yau
 ✉ alex.yau@newtrade.co.uk
 ☎ 020 7689 3358



Ember Original Biltong

Ember Original Biltong dried beef snacks are designed to be a post-workout protein boost, or an afternoon pick-me-up. All ingredients are 100% British and no sugar has been added.

RRP £2.49

Contact hello@embersnacks.co.uk



Dash Water

Each 330ml can of Dash Water is made from just spring water and fruit. There are no calories or sweeteners in any of the 330ml cans of sparkling lemon water.

RRP £1.29

Contact hello@dash-water.com

FOCUS

Marshmallow snacks

From chocolate bars to cookies, shoppers can get much more than fluffy squares when it comes to marshmallow snacks these days



Mallow & Marsh

Mallow & Marsh pouches have been designed for sharing. Each 100g pouch contains organic ingredients and no additives or preservatives.

RRP £1

Contact info@mallowandmarsh.co.uk

Traybakes

A more premium offering in the marshmallow category, each biscuit cake includes ingredients such as Belgian chocolate and honeycomb.

RRP £1.19

Contact sales@traybakes.co.uk



Teoni's Cookies

All cookies in the range are handmade. The marshmallows are encased in oats and shortbread biscuits, offering an indulgent snack for those on the go.

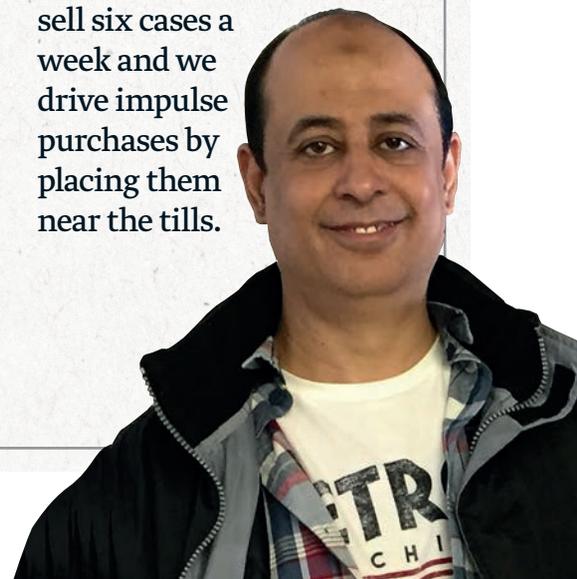
RRP £3.40

Contact info@teoniscookies.co.uk

Ramsey Hasavalla

Premier
 Speke, Liverpool

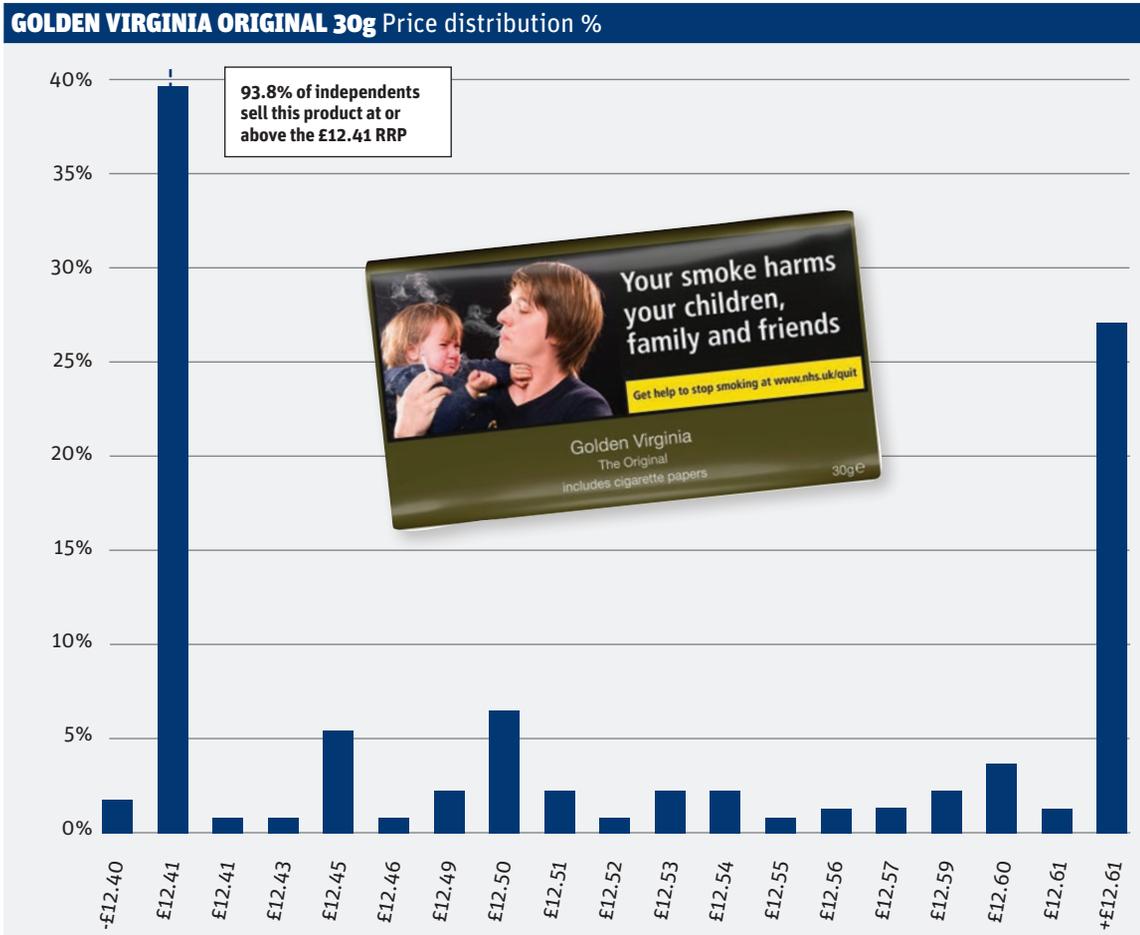
Marshmallow bars do very well for us, especially the Kellogg's Squares. We normally sell six cases a week and we drive impulse purchases by placing them near the tills.



PRICEWATCH

Profit checker Tobacco

Price checker



PRODUCT
Amber Leaf RYO 30g
Gold Leaf Quality Blend 30g
Golden Virginia Original 30g
Amber Leaf 50g
Amber Leaf 2 in 1 30g
Cutters Choice Original 30g
Golden Virginia Bright Yellow Pocket Plus 30g
Golden Virginia Original 50g
Gold Leaf RYO 50g
Pall Mall Fine Cut 30g
Cutters Choice Extra Fine 30g
Amber Leaf 3 in 1 Crushproof box 30g

Analysis

Post-EUTPD II and plain packaging, should you stick with RRP or raise your prices to claw back margin? It's rare a current retailer debate is quite so perfectly displayed on our graph. Anecdotally – and reflected in

our retailer comments below – most stores are applying a uniform policy on pricing which means we can learn a lot from a bestseller like Golden Virginia. Our data shows almost 40% of stores are doing as manufacturers

recommend and pricing at the £12.41 RRP. Although there is no consensus where the correct higher price lies, it shows more than 50% of stores now nonetheless choose margin over competitiveness.

How we drive our profit

Ralph Patel

STORE The Look In
LOCATION Woodmansterne, Banstead
SIZE 450sq ft
TYPE village

TOP TIP
Make sure you have enough stock. Smokers are brand loyal and will go elsewhere if you haven't got their brand in stock



We don't stock a big range but you have to make sure you have what customers want. When EUTPD II came in it was important to be able to let customers know we had the same range of brands as we had before. We sell Golden Virginia for £12.90, which is slightly more than RRP. I think £13 would be too much but the margins on tobacco products are too low, so it's a balance. We slightly premium price rolling tobacco, by around 10p per packet, which we did even before the legislation changed. We can get away with marking up as we are a small village store.

Rajwinder Kaur

STORE Lifestyle Express Newhouse Mini Market
LOCATION Kilbirnie
SIZE 1,800sq ft
TYPE main road

TOP TIP
We display a pricelist of our 20 top sellers so people can see we have competitive prices



We sell Golden Virginia at the RRP of £12.41. I tend to stick with RRP because no one will usually pay more than that around here. It's so hard to make a profit if you're also competing with supermarkets, otherwise I would premium price my range. We probably make around 5% or 6% margin on rolling tobacco. We're a small village shop but we have a Tesco up the road which can charge less on larger formats, so we can't really compete. I add 10p to premium brands such as Marlboro and Lambert & Butler because people who smoke those can afford it.

➔ Hannah Gannagé-Stewart
 ✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE NEAR WEST LONDON TUBE STATION	RETAILER 2 C-STORE IN WIRRAL VILLAGE	RETAILER 3 VILLAGE STORE IN SUSSEX	RETAILER 4 NEWSAGENT ON NORTH LONDON HIGH STREET	RETAILER 5 C-STORE IN CENTRE OF NORTH WALES VILLAGE	RETAILER 6 C-STORE IN SUBURBAN CAMBRIDGE
£12.29	£12.00	£12.20	£12.15	-	£12.40	£12.12	£12.20
£10.13	£9.99	£10.00	£9.99	£9.99	£9.99	£9.99	£9.99
£12.61	£12.41	£12.45	£12.41	£12.41	£12.45	£12.41	£12.41
£20.35	£20.22	£20.23	£20.22	£20.30	£20.25	£20.22	£20.30
£12.33	£12.00**	£12.20	£12.12	£12.12	£12.40	£12.12	-
£12.33	£12.19	£12.05	£12.19	£12.19	£12.20	£12.19	-
£12.09	£11.92	£11.95	£11.92	£11.92	£11.92	£11.92	£11.92
£20.92	£20.69	£20.75	-	£20.69	-	-	£20.69
£16.70	£16.50	-	£16.50	-	-	£16.50	£16.50
£10.17	£9.99	£10.00	£9.99	£9.99	£10.50	-	£9.99
£10.18	£10.00	£10.00	-	-	£10.75	-	£10.00
£12.55	£12.35	£12.25	£12.35	£12.35	£12.50	£12.35	-

* from a sample of 3,500 stores ** Bestway RRP

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Julie Atkinson

Hollins Green Community Shop, Warrington, Cheshire



Dunham Massey Brewery Ales
£2.80-£3



Where did you discover them?

When I took on the shop, the committee presented me with an empty store and it was up to me to fill it. I knew ales were becoming more popular and I was always keen to stock as much local produce as possible, so I set about looking for a local supplier. Dunham Massey is a National Trust property in Cheshire, and it has an amazing brewery. I went to see anyone there, but had a really interesting tour and asked if I could stock its products. Apart from at the brewery itself I'm not aware of anyone else in the area who stocks the ales. I make a 30% margin.

Who is buying them?

It tends to be men who buy them but we have a good mix of customers round here, and they sell to both old and young alike. In the village we've got an older generation of customers but we get lots of passing trade and have regulars who buy them.

Why do you think they're so successful?

There's a good range available and in the winter we get ones that appeal to customers when the weather gets colder. We stock a treacle-flavoured beer for Halloween and lighter ones in the summer. People like to come in and see which new ales we have.

Naresh Gajri

STORE Cranhill Convenience Store
LOCATION Glasgow
SIZE 2,900sq ft
TYPE housing estate

TOP TIP

Don't be tempted to over-inflate prices, your customers will walk away, perhaps into the hands of illicit tobacco sellers



We go by Booker's RRP which is always three or four pence above the supplier's RRP. Our 30g packs of Golden Virginia sell for £12.45, and we sell the larger packs at £20.69. We make a margin of about 8%, which is okay for tobacco sales. I'd never be tempted to push prices higher. Our customers are price-conscious and I wouldn't want to risk them going elsewhere. We also have supermarkets nearby so it's really important we stay competitive. Overall, our turnover on tobacco is down 25% since EUTPD II came in. I blame the illicit tobacco trade for this fall.

Justin Orange

STORE Toft Shop
LOCATION Cambridgeshire
SIZE 1,000sq ft
TYPE village

TOP TIP

Avoid having money tied up in slow-moving stock by knowing what your regulars smoke



The change to larger pack sizes and banning of smaller formats has helped us a lot, because we now move stock more quickly. We only stock 20-packs of cigarettes and 30g rolling tobacco and never get asked for larger packs. We price the 30g packs at £12.99 which is probably at the top end of the price scale. We price 60p more than RRP. We don't feel the need to be competitively priced as we only carry a small range of stock and it's a small rural shop in an affluent area where there are not many smokers - some of our brands are only bought by one customer.

YOUR NEWS

Childs' play for Cheshire retailer

A Cheshire retailer is helping customers prepare for Christmas by offering them the chance to buy toys and games and spread the cost over several weeks.

Ian Handley, of Handley's Go Local in Sandiway, has so far given out 250 catalogues from toy wholesaler AB Gee. Several orders have already been made and he is storing some toys in store until closer to 25 December.

Customers can either pay the full amount up-front, or in weekly instalments.

Mr Handley said: "There's a lot of toys in there, ranging from a few pounds up to a few hundred. We don't do huge volumes. About 10% of the 250 people we've distributed to will order, but we make 20% margin and it's offering something else to our customers."

Owner shows good taste

A Hertfordshire retailer is planning to build a wine cellar under her store so she can capitalise on wine-tasting events.

Josie Chamberlin, owner of J Robarts & Son in Hitchin, saw the potential in refashioning dead space under her shop when it was pointed out by her Costcutter rep.

"We refitted last year and created an off-licence area, but when we hold wine tastings it often gets in the way of customers browsing. This opens up unused space and we can create real theatre down there," she said.

Mrs Chamberlin holds wine tastings on Friday nights and at weekends during the day.

Retailer looks to double his turnover with pies Shop will be under Premier Express fascia

Fife Premier store looks to food to go after refurb

by Olivia Gagan

RNreporter@newtrade.co.uk

A Fife shopkeeper who is opening his second Premier store just three years after becoming a retailer is aiming to double his turnover with a focus on food to go.

Robert Kirkwood has unveiled the Mossgreen Convenience Store, which sits 500 yards from his existing store, The Corner Shop Convenience Store, in the small village of Crossgates.

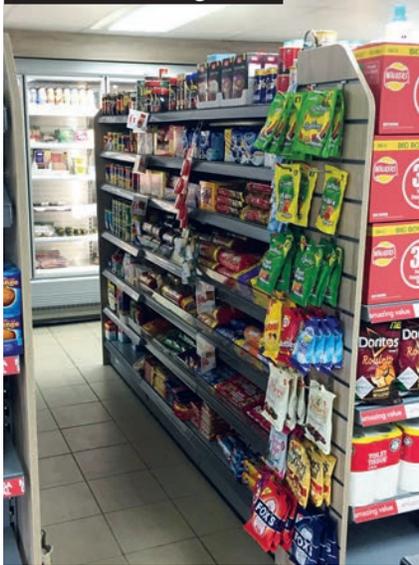
Mr Kirkwood's new venture will be under the Premier Express fascia.

At a little more than 800sq ft, he wants to double his turnover from the £500,000 he generates at present.

Mr Kirkwood decided to expand operations in response to growing competition. A Costcutter is set to open in the village in 2018.

"I want to diversify my offer across a bigger retail footprint in the area. The focus in the first store is convenience and specialist alcohol, while the new store will introduce food to go and bean-to-cup coffee to the village."

Robert Kirkwood's new store has a food to go focus



The food to go offer will comprise a bakery counter with products supplied by local firm Stuarts of Buckhaven. Scottish specialist products such as Bridie pies will be on display alongside sausage rolls and breakfast pastry products.

Ordering and wastage will be managed directly by the supplier, with deliveries changing on a day-to-day basis according to the previous day's sales,

Mr Kirkwood added. A self-service coffee machine will also serve a variety of drinks all priced at £1.

"I anticipate strong trade from a local building site and I chose my beans after talking to London-based retailers about which brands sold best," he said.

Two staff have been hired to work alongside Mr Kirkwood in his new store, which opened on 20 October.



Costa accused of sidelining print

A Yorkshire retailer has accused Costa of devaluing print after the chain confirmed it will stop providing newspapers for customers to read free in its outlets and encourage the use of wifi to access news instead.

Mike Brown, owner of Brown's Newsagent in Stokesley, North Yorkshire, has been supplying

his local Costa since it opened four years ago, but was recently told service will be cancelled on 2 November.

A poster informing customers of the change, Mr Brown added, also states: "We welcome customers to bring in their own or enjoy our free wifi to read news publications".

"Costa had cut down the

number of papers it orders, but it was still worth about £20 a week," he said.

"I might get some customers back, but it devalues print, telling you you can read news on your smartphone rather than relaxing with a newspaper.

"The way people consume news is changing with a significant move

towards people consuming news digitally."

A Costa spokesperson said: "We have noticed since the introduction of free wifi the number of customers using digital devices has increased, with use of hard copy newspapers declining. Because of this, we will no longer be providing free newspapers."

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Robert Kirkwood, pictured below, took over a store (left) and refurbished it with a food to go focus (right)



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Late deliveries woes 'Communication breakdown' claims Glasgow retailers hit by disruption

by Olivia Gagan

RNreporter@newtrade.co.uk

Glasgow retailers are calling for better communication between the council, retailers and suppliers after suffering major disruption to deliveries and trade due to roadworks and public events.

Blocked access for customers and suppliers due to temporary roadworks, maintenance and events, such as fun runs, mean retailers are losing money, shop owners told RN.

Natalie Lightfoot, of Solo Convenience Store, said her sales had been "badly affected" by roadworks outside her store that had stopped customers from parking.

She added retailers were not being sufficiently warned and it was unclear whether work was being carried out by utility companies or the council.

Newspaper distributor Papers-direct owner Rory O'Brien said frequent temporary road closures for marathons means access is blocked during key 4am-6am delivery times.

At a recent NFRN Scottish dis-

trict council meeting, Hussan Lal, of Park Licensed Grocers in Paisley, said: "Even if roads are closed, it shouldn't mean they can't remove barriers to allow deliveries."

All three called for better communication between the council, retailers and suppliers.

"They need to be flexible to get essentials through. You've got to let suppliers get to shops to keep business moving," Mr O'Brien said.

He added badges allowing road access at certain times for retailers and suppliers could alleviate the issue.

A Glasgow City Council spokesperson said the council uses "public face to face, letters, public notices, engagement events and social media" to inform retailers of changes to road access.

"We will also try to do this as far in advance as possible so that retailers are able to plan and make alternative arrangements for the period of disruption. The same for events - this will include newspaper adverts of road closures and timings," she said.

Retailers scare up a treat for adults on Halloween

Shop owners are cashing in on a growing trend for adults embracing Halloween by creating dedicated deals and displays.

Anita Nye of Premier Eldred Drive, Orpington, has decorated her food chiller cabinets and placed Halloween decorations around the store's alcohol shelves.

"People are starting to combine Halloween and Bonfire Night," Ms Nye told RN. "We're finding alcohol and snack sales - products like nuts - are going up around the occasion."

The store will host a 'Fright Night' on 28 October for both adults and children.

Staff will dress up and customers can have their photos taken against a graveyard backdrop, which are then uploaded to the shop's Facebook page.

Romi Mediratta, of Londis Lane End in High Wycombe, said: "Halloween is increasingly driving sales of alcohol. We're mainly seeing sales from younger groups of friends getting together for bonfires."



Sales of premium Scotch have grown 7% in contrast to a declining category

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Créateurs de convivialité

* Based on the average annual retail sales of premium Scotch per store in total impulse.

Source: AC Nielsen Scantrack Total Impulse 17.07.17

DRINK RESPONSIBLY

drinkaware.co.uk for the facts

YOUR VIEWS

YOUR LETTERS

■ This unexplained licence charge is not music to my ears

I had a call from PPL about my music licence. I have always had a licence for the shop and always play LBC radio throughout the day.

When PPL phoned me it just so happened there was an advert playing on the radio which the person on the other end of the line heard. They said I did not have a licence to play advertising and claimed if I wanted to play the radio and allow the ads to be heard too I would have to pay an extra £49 a year. The alternative would be for me to turn the radio off each time the adverts came on.

I asked the person to explain to me why it would cost an extra £49, but they were unable to give me a satisfactory explanation. In the end, I agreed to turn the radio off during the advert breaks – but I still do not understand the charge.

Narendra Bharania
Cannon Newsagents
Pinner

A spokesperson for PPL said:

"LBC holds a PPL licence for the broadcast of PPL's sound recordings, and recordings are broadcast on the station. The licence granted to LBC covers the broadcast only,



Perhaps EM News commercial manager John Cairns or reps from the publishers or distributors would like to meet my customers?

Chris Smith

and the subsequent playing in public by a business of the recordings contained in the broadcast is a separate licensable act in law, requiring the business owner to obtain an appropriate additional licence. PPL does offer a 50% concessionary discount for certain types of business premises where the audible area is less than a specified size and the premises only uses "traditional" radio (such as FM and AM independent local radio stations).

■ R2D2, where are you..?

Despite new distributors for part-works (following the handover from Comag), I am experiencing the same delays on back orders – still no sign of Issue 6 of Build Your Own R2D2. We are currently on issue 41.

Since last week we have been left short of seven copies of The Zippo Collection, four of Art Therapy, three of Build the Jaguar E-Type, two of Build Your Own Ford Mustang, six of Marvel Fact Files and two of Star Wars Helmets Collection.



We previously had a customer return all their copies of Build The Back To the Future DeLorean. People lose

confidence and patience, and rightly so. The management seems to have better things to do instead of chasing those who are causing these short-ages. Perhaps EM News commercial manager John Cairns (who seems unaware of the problems this is causing) or reps from the publishers or distributors would like to meet my customers?

I should not have to be chasing distributors and publishers to make sure EM News receives the correct supply for me. Menzies HQ should ensure all branches receive the correct amount.

And then we have problems with deliveries. I agreed a delivery time of 10.30am with EM News. This was adhered to for a while. Now I could be waiting until 11.30am for a delivery.

Chris Smith

O'Connell Street News Kiosk
Dublin

A spokeswoman for EM News said:

"EM News is fully aware of the customer issues in regards to partwork back orders. Unfortunately when EM News is short supplied there is no alternative but to reduce the initial allocation in line with the shortfall and to ensure as far as possible this is corrected. In terms of the issue raised regarding delivery, concerning a requirement for a specific delivery time of 10.30am, EM News has been in regular contact and will continue to liaise directly with Chris to support an acceptable agreement."

YOUR SAY DO YOU FEEL YOU ARE BEING OVERCHARGED FOR YOUR DEBIT AND CREDIT CARD TRANSACTIONS?



Ramsey Hasavalla

Premier,
Speke, Liverpool

All my debit and credit card transactions go through Barclays and I definitely think I'm being charged too much in fees. I've looked at my bills and found I'm actually losing £150 a month in card fees. I'm looking for an alternative bank to handle my card payments, but I still have to carry on because it will be bad for business if I stop accepting any form of card payment, so that's not an option.

Paul Keys

Keys News and Stores,
Sheffield

Yes. We have contactless, and we're only charged a small

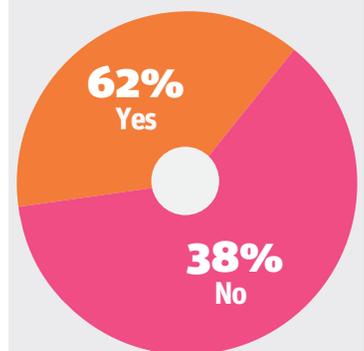
percentage of the sale, so I'm not complaining about that. But not every customer has contactless and we still have to charge 20p for chip and pin purchases under £5. That's only to cover the cost of the transaction – we're not profiting – but I understand a new law will stop us charging for that, so we'll have to recoup the money another way.

Graham Walker

Walkers News,
Norfolk

We switched a few months ago to a much cheaper rate and we are as happy as we'll ever be now. We were with Retail Merchant Services but I looked into switching and we managed to get a considerable reduction by going with Payzone, who use Barclaycard Merchant Services.

RN READER POLL



Could in-store theatre help you take on the supermarkets at Easter?

NEXT WEEK'S QUESTION

Do you think market consolidation will be good or bad for business?



Vote now at
betterRetailing.com

IT IS TIME TO GET DELIVERIES BACK ON AGREED SCHEDULES

This is an open letter to all publishers. Following another Saturday of late deliveries from Menzies Distribution Wakefield, I checked my text messages to realise that different publishers have been arriving close to cut-off or late every single Saturday going back as far as February.

How long can this be allowed to continue? It's now time for action and time to get back to scheduled arrival times agreed between publisher and wholesaler.

It's no good publishers supporting home-delivery initiatives when they can't even get copy out on time.

I would like to urge every publisher to look at their arrival times into



Wakefield (one of the biggest depots in the country) and see what can be done to help solve this issue.

We all know that lateness then causes rushing, which in turn causes errors, which then causes double trouble for retailers.

I would also like RN to highlight persistent lateness from a particular publisher should this matter not be able to be resolved voluntarily.

Stephen Hunter
Old Road News
Wibsey
Bradford

100 YEARS AGO
27 October 1917
In York, newspaper delivery charges proved so successful retailers thought of extending it to evening as well as morning editions. With long nights, the charge covered the wages of older boys needed for the job

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I don't usually see Keston the postman from Adbaston, Doley and Knighton on Saturdays because he is a lot earlier than the rest of the week, but I did see him last Saturday. He was sitting in a broken down Post Office van waiting for someone to pick him and the offending vehicle up.

When I asked why someone didn't come out from the sorting office with another van so he could continue to deliver his post, he said they didn't have that facility on Saturday's only Monday to Friday, and what he hadn't managed to deliver before he broke down would have to wait until Monday.

I thought, what if there is something important for someone in the letters that weren't delivered? Considering how much we have to pay for postage these days you would think Royal Mail would have a contingency plan

for similar situations, whether it is Saturday or not. Vans break down any time, as I myself know all too well.

In the past couple of weeks I have come into contact with so many of my customers who have all had colds and sore throats that I have finally succumbed to it myself and I have to say there have been a couple of mornings where it has been a real effort to apply my mind to my job, but that's the drawback of being self-employed. You can never ring in sick because there is no one to answer the phone.

One of my customers is going away next week for a few days so once again my cat feeding services are required, I do get some odd requests sometimes.



YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



McIlveen SPAR @SparLlanrwst

We've come a long long way together, through the hard times and the good. Spar Llanrwst, a family business for approximately 35 years.



Singh's Premier @PremierSinghs

Project Singh's Premier 4.. Coming soon.. Time to Bring life to Rotherham #exclusivedeals.



Eugene Diamond @EDiamond136

If you work in a shop and see a person wearing this badge It means they have Dementia so please try and be patient



Craig March @Craig_NewsUK

31% of customers would buy a paper based on the headline. Why not try your papers in a secondary position to increase sales?

Thinking Retail @thinking_retail

Offer store Gift Certificates (Statistically 30% are never presented)

[Pic] Itteringham Shop @ItteringhamShop

On second glance this reads more like a warning than a point of sale notice! They didn't bite me... but they taste yummy.



YOUR REGION



SCOTLAND NFRN DISTRICT COUNCIL REPORT 18.10.2017

Fiona Davidson reports from the NFRN Scotland district council meeting

New structure for Scottish district

Plans to reinvigorate the Scottish district with a new structure were unveiled at the October meeting and will be considered by members.

Past president Angus Stewart said it was time

to move forward or the Scottish district would not survive.

He revealed there were almost 1,500

members and 17 branches in Scotland, but very few of the branches were fully active.

The proposal would mean the Scottish district would comprise a network of local hubs rather than branches, but they would all form part of one unit and members could attend any hub event within their district.

Mr Stewart said: "At the moment there is a democratic deficit with small numbers making decisions affecting large groups. That has to be addressed."

The review would look at ways to plug gaps in representation and ensure more active contact with members, irrespective of geographical location.

President Gail Winfield said: "Under the

existing system branch meetings are very poorly attended, if at all.

"Our members represent a diverse range of businesses, from bakers to corner shops. We are proceeding with caution down the restructure path but have our members' interests and the longevity of the federation at heart."



Angus Stewart



Separate statistics for retail crime are needed, NFRN Scotland members said

The proposals are open for discussion with feedback welcome from members.

Order online to save you time

Newsagents can save time, hassle and stress by using distributor Menzies' online ordering service, i-Menzies and the associated app.

Rory O'Brien, who runs Glasgow-based Papers Direct, said benefits included accessibility at times that suited businesses, live delivery notes, less call-waiting, no call

charges, speedy notification of shortages and claims, and credit notes and invoices available online.

"It means we can submit our orders at a time that suits us. For me, that is often late at night or early in the morning," he said.

Road closures hitting deliveries

Traders have hit out at the frequency and extent of road closures in Glasgow and other towns and cities for events such as fun runs and marathons,

causing severe disruption to deliveries and trade.

Roads are often closed for several hours before events begin – often on Sundays – preventing early morning deliveries.

Federation representatives are to seek talks with councils and politicians so their needs can be addressed when events are planned several months in advance. "Even if roads are closed, it shouldn't mean they can't remove barriers to allow deliveries," said Hussan Lal, of Park Licensed Grocers, Paisley.



Hussan Lal

Separate stats for retail crime call

The federation is to step up pressure on police and politicians to provide separate statistics for retail crime. Members of the Scottish district expressed concern at Police Scotland's inability to provide figures on the level of retail crime against a background of an overall fall in crime in some areas.

Angus Stewart said it was Police Scotland policy not to separate retail crime. "All retail organisations should get together and put pressure on the police to do something about it," he said.

Renfrewshire member David Woodrow said retail staff were getting abuse from customers and they had to take steps to protect them. He urged members to respond to a public consultation to proposed new legislation to protect retail staff from abuse and violence, led by MSP Daniel Johnson, similar to laws protecting the emergency services. The consultation is expected to commence in November.



We are proceeding with caution down the restructure path

Gail Winfield

President, NFRN Scotland

Your say

How have manufacturers' decisions to reduce sugar content in soft drinks and the upcoming sugar tax affected your soft drink sales and range planning?



We've seen a drop in sales of Lucozade Orange, as

customers have noticed that the new stock has less sugar. They noticed a difference in taste and are now examining the sugar content in bottles and actually seeking out old stock.

Hussan Lal

Park Licensed Grocers, Paisley



I haven't seen any change in my sales.

We will change to suit the market. If a customer wants it we will get it but there is no change at the moment. Barr's Irn Bru is our most popular soft drink.

Danny O'Shea

Danny's Convenience Store, Baillieston, Glasgow



Sales of Barr's new product, Irn Bru Extra, are steadily

growing. Barr's Irn Bru in a glass bottle is our best-seller and Diet Irn Bru is very close. I order what I sell based on demand on a week-by-week basis. Pepsi Max has also taken off recently.

David Woodrow

Woodrow's, Bishopton, Renfrewshire

CATEGORY ADVICE

in association with
 **DANONE**
 EARLY LIFE NUTRITION

Baby food drive



Danone, whose major baby food brands include **Aptamil** and **Cow & Gate**, has launched a new project to help retailers better understand the baby food category and try to maximise sales in the undervalued category. **RN** meets the two retailers taking part.



THE OPPORTUNITY

“We believe that Cow & Gate baby foods are the best on the market. Also Aptamil and Cow & Gate baby milks have around 97% market share within their segment. We want to try to help retailers maximise their sales by ensuring they display the full range of best-selling products in a way that’s clear and easy to navigate.” – **Nathan Kulik, Head of Strategic Growth Channels, Danone Early Life Nutrition.**



RETAILER **AMRIT SINGH**

H & Jodie’s
 Nisa Local,
 Walsall



“We have quite a wide range of baby food but the main baby milk sales are from the government’s Healthy Start vouchers scheme which we introduced about a year ago. I’m looking forward to see if I can boost sales further by changing my range of baby foods or separating them from other products.”



RETAILER **SUKI & SERGE KHUNKHUN**

Premier Woodcross
 Convenience Store,
 Coseley



“We only have a very small range of baby food because we have always been limited for space in the store. I’m interested to see what the Danone experts say about our current range and whether they think we should give them more room.”



EXPERT ADVICE **NATHAN KULIK**

Head of Strategic Growth Channels,
 Danone Early Life Nutrition



“Our mission is bringing health through food to as many people as possible and baby food products are at the start of that mission. The context of what we are trying to do is demonstrate how retailers can have the best core range of baby food for their store in order to help them maximise their sales. I am looking forward to working with the two retailers on this project and excited to see the evolution of their sales.”



WHAT HAPPENS NEXT?

Suki and Amrit will make changes to their range of baby food products and displays based on the advice they receive during a store visit from Nathan. The changes should lead to a significant boost in sales for both retailers over the 10-week trial period. You can read more about Nathan’s advice given and the changes the retailers will make in our next feature.



Look out
 for RN on

10 NOVEMBER



GET INVOLVED

If you would like to take part in a similar project, call **020 7689 0600 – option 3** or tweet **@betterretailing** to let us know!

COLUMNIST



Neville Rhodes

Independence undermined?

As the CMA's decision on Tesco and Booker's merger nears and a new era of wholesaler consolidation seems inevitable, Neville Rhodes asks if these developments are in the best interests of independent retailers

A poll of RN readers following the announcement in January of the planned Tesco-Booker merger shows that while 42% of respondents thought it would be good for independent retailers, 58% did not.

I was in two minds about it. I could see potential benefits for Booker's customers from Tesco's product-sourcing expertise and its banking and payment services, but I was not convinced it would lead to lower wholesale prices at Booker.

As I wrote at the time: "I am struggling to work out why Tesco-Booker would want to negotiate significantly lower wholesale prices for Booker's customers, making it easier for them to compete against Tesco's shops."

I also questioned whether it would be in the main grocery brands' interests to deal more

favourably with Booker than other leading wholesalers.

Not surprisingly, these wholesalers had even greater reservations and, alarmed by the prospect of lower wholesale prices at Booker, they have urged the Competition and Markets Authority (CMA) to block the merger.

They argue if manufacturers submit to pressure from Tesco to lower their prices for Booker, they will claw back the revenue lost by raising their prices to other wholesalers – the so-called 'water-bed' effect. As neither wholesalers, nor their retailers, could afford to absorb these increases – and Booker's customers might not pass on their lower cost prices – this would result in higher prices for consumers.

Whether these arguments have been strong enough to affect the CMA's provisional findings



How independent are you if your wholesaler is owned by another retailer?

on the proposed merger is as yet unknown.

There can, however, be no doubt that even the prospect of the UK's largest grocery retailer merging with the country's biggest grocery wholesaler has set off alarm bells across the entire convenience sector.

In the wake of the announcement, Sainsbury's sought a link with Nisa; McColl's chose Morrisons as its main supplier, meaning a loss of business for both P&H and Nisa.

Meanwhile, P&H, after heavy losses, is currently dependent on financial support from some of its suppliers and is effectively up for sale, Costcutter is reportedly in discussions with Bestway and Nisa is now urging its members to back a takeover by the Co-op.

All the while WH Smith and One Stop continue to grow their franchises.

It all means that billions of pounds of the convenience market's supplies are shifting from wholesalers to major multiples, hollowing out the wholesale sector. This is a bad situation for independent retailers. A flourishing independent wholesale sector is vital to them, because it underwrites their own independence.

How independent are you if your wholesaler is owned by another retailer, much more powerful than you, who may not only have a shop within easy walking distance of yours, but can also control the price you pay for your stock? This is the question that faces Nisa, Premier, Family Shopper, Londis and Budgens retailers if the proposed takeovers by Tesco and the Co-op go ahead.

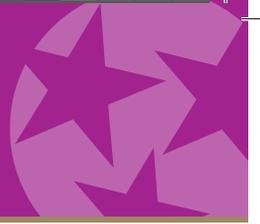
One of the truly memorable slogans from my time as a retailer is a line that appeared at the foot of every trade press advert for Nurdin & Peacock, the cash and carry: "We never compete with our customers."

It's more than 20 years since Booker took over Nurdin & Peacock, but it might be well advised to think carefully about that tagline.

Neville Rhodes is a former retailer and now a freelance journalist and a regular RN columnist

* Paper cuts can be painful

+ Sometime in the early 1980s a full set of Sunday papers reached the £5 milestone. I remember this because one of my customers, a former Fleet Street editor who bought all the titles, spent a few minutes chatting to me about how expensive Sunday papers had become. We've both moved on, but I suspect he would be shocked to discover that his full set of Sundays reached the £20 landmark earlier this month. Circulations have moved with an eerie symmetry in the opposite direction. Sales of Sunday papers in 1980 totalled more than 20 million copies a week; now the total is a little more than five million copies. Have Sunday papers been pricing themselves out of the market?



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SOFT DRINKS

100 MUST-STOCK CHRISTMAS PRODUCTS

While Christmas may be a time for letting go, a rising number of non-drinkers - as well as the need to have options for kids - makes Christmas a great time for soft drinks sales. Alex Yau continues our must-stock product guide

61-75

61

J20
Britvic has released Christmas-themed versions of its J20 fruit drinks (RRP £4.39). The limited-edition bottles - Glitter Berry and Orange & Passionfruit - are available until the New Year. A £2m digital and outdoor marketing campaign has been launched to promote the drinks.



65

Coca-Cola

"Holidays are coming" the brand announces every year and, for many, that is the real start of Christmas. Retailers know the formats, the variants and the importance of stocking this bestseller - the only question is which cash and carry or delivered wholesaler will be offering the best deal on what is a guaranteed seller.



64

Ribena

Ribena suffered the indignity of becoming one of Tesco's most prominent de-listed products in 2015. Brand owner Lucozade Ribena Suntory (LRS) may have got it back on the multiple's shelves but this is a product that independents stuck with through thick and thin. Also available in a ready-to-drink format.



63

Schweppes Indian Tonic Water

Coca-Cola European Partners' (CCEP) iconic Schweppes range has been helping customers get in the festive mood for generations. Today available in 200ml glass bottles, 1l glass bottles as well as 150ml multipacks of six and 12, CCEP investing in a £6.6m market campaign for the brand.



62

Purdey's

Britvic's multivitamin drink brand Purdey's is now available to buy in a 250ml can format. On sale exclusively as a pricemarked product (RRP £1.19), it is designed to help it stand out on shop shelves. A £3m marketing campaign has been created to boost the brand's profile.



66

Tropicana

Tropicana juice drinks are available in several flavours such as Classic Orange, Ruby Breakfast, Orange & Mango, Orange & Lime, Orange & Passionfruit and Orange & Raspberry. Alongside the lower calorie Trop 50 brand, these products will be making an appearance on many Christmas Day breakfast tables.



67

Juiceburst

Juiceburst has been designed as a healthier and less sugar-filled option in the juice market. Each bottle contains 45% real fruit juice and the product is compliant with government legislation on sugar levels. Flavours in the Juiceburst range include Sour Cherry and Strawberry & Apple.



“

RN helps me keep up to date with stock changes across retail and provides great tips for product placement. It also inspires my staff to try new ideas.

JASDEV JATANA, FAMILY SHOPPER SUBWAY, CAMBRIDGESHIRE

Each week RN is full of easy to use advice that gives you instant value to help grow your profits

RN

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68

Red Bull

Red Bull is another favourite mixer during the party season, as well as a necessary prop for those halfway through a festive decorating or present-wrapping spree. RN's annual What to Stock guide shows year after year that the Red Bull brand is worth most to retailers in convenience.



69

Pepsi

Britvic will be hoping Pepsi can knock Coca-Cola off its Christmas perch. Larger 2l bottles will make appearances at parties and gatherings large and small, but its smaller 330ml cans are being positioned as a fizzy treat for those of us in need of a lift during the festivities.



70

Appletiser

Appletiser's curved bottle has been a recognisable presence on shelves for decades. A brand refresh earlier this year updated the look, however, and a new 250ml can format and flavour - Sparkling Apple Juice and Pomegranate - were also added to the portfolio by CCEP.



71

Vimto

Vimto's mix of grape, raspberry and blackcurrant has made it a regional favourite for decades, but the company continues to focus on trying to grow its national presence. Available in 2l and 500ml bottles, alongside 330ml cans, there is now reduced sugar Fizzy Zero option.

72

Robinsons

Robinsons squash drinks are marketed as a more natural and healthier cordial choice to some others on the market. The range has no added sugar or artificial colours, with the aim of appealing to families. Variants in the range include Orange, Apple & Blackcurrant, and Pineapple, Mango & Passionfruit.



73

Copella

Coppella Cloudy Apple is 'not from concentrate' as they have all been made with handpicked apples. More than 25 varieties of apples go into each bottle, and brand owner PepsiCo says each drink counts towards one of your five a day.



74

Shloer

Shloer is marketing its more sophisticated, adult soft drink. The sparkling drinks are made with real fruit juice and can be consumed by vegetarians and vegans alike. Each 750ml bottle has a curved design with the purpose of attracting shoppers in the drinks aisle.

75

Irn Bru

Scotland is famously the only market where - thanks to Irn Bru - Coca-Cola isn't the number one soft drink. The big news is parent group AG Barr's decision to reduce the drink's sugar levels by half to meet next year's government legislation, but also expect strong festive-themed packaging to make an appearance again this year.



Supplier advice

Mark Sterratt

Market, strategy and planning director, Lucozade Ribena Suntory



Cater for panic buys Shoppers are likely to be in a hurry as they complete their Christmas shopping, and will be relying on the convenience of independent stores to pick up refreshments and last-minute items.

Keep well stocked up It's essential that retailers keep chillers fully stocked and tidy even during busy times, or frustrated shoppers will go elsewhere leading to a loss in sales.

Make full use of layout Effective merchandising and layout is key in order to help consumers find the drinks they want. We recommend allocating space according to category sales contribution, with a minimum of two facings per product.

My plans for Christmas



Philip Constantine
Nisa Hithergreen,
South East London

Our sales of soft drinks, such as Schweppes Slimline tonics, increase by up to 10% because shoppers are drinking more in the run up to Christmas so I merchandise these near our spirits to encourage impulse purchases. Sales of premium soft drinks tend to go up by the same amount overall as customers are willing to spend more for Christmas gatherings. We still keep budget drinks because it's good to have a choice. Parents are looking out for the wellbeing of their children these days and tend to go for healthier drinks throughout the year. However, sales of more sugary soft drinks like Coke or Fanta do go up in December as they're allowed to have them as a Christmas treat. Our PoS displays are Christmas-themed as well to get shoppers into the seasonal spirit and encourage them to increase their overall basket spend. ●

Next week in RN's 100 must-stock Christmas products: LAST-MINUTE CHRISTMAS ESSENTIALS

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TOP-UP SHOPPING

Jack Matthews

Bradley's Supermarket (Nisa Local),
Quorn, Leicestershire

Store size 1,600sq ft and 2,600sq ft

Staff members 16

Average basket spend £7.90

The store Bradley's Supermarket is a fifth-generation family-run business and has been a Nisa member and fascia store since 2007. Its One store in the village centre attracts a fairly high footfall as it is in a promenade of shops. A smaller store, in a village three miles away, has no parking, and is located opposite a large social housing area. The footfall is lower, but is balanced out by being a smaller space.



Keeping your regulars shopping locally, building a higher basket spend, changing consumer demand – there are many reasons why retailers are trying to present their business as an ideal top-up destination. Here, one great store owner asks another how to make this work.

Hannah Gannagé-Stewart reports

Learning from each other



Martin Ward

Cowpen Lane News, Billingham,
Cleveland

Store size 430sq ft

Staff members 6

Average basket spend £5

The store Martin runs Cowpen Lane News, a small conventional CTN store, which is gradually transitioning towards convenience. In the past seven years he has been building on his product range and using local shop offers to attract more footfall. He's keen to find out how much scope there is to make the final transition into a successful top-up shop.



How to quantify success

MARTIN WARD We're only a small shop, so we're never going to be doing a massive overall turnover but I'm keen to look closely at what our turnover per square foot is and see how we can improve it. Is turnover per square foot the best benchmark for us to use or should we be looking more closely at turnover or percentage profit?

JACK MATTHEWS We use revenue per square foot, but we also learned to look at costs per metre of the shelves. That's the best way to measure whether products on those shelves are making money.

Of course, the rate of sale will be higher on some categories than others. Grocery probably isn't a great

category to do it in, whereas beer, wine, spirits, and tobacco would be. The 'per metre' metric is good for fast turnover products. The more data you have at your disposal, the better your analysis is going to be.

Picking the right range

MW We looked at how to utilise space all the time but our shop is full, probably fuller than a lot of people say it should be. What should we be thinking about when prioritising what stock to carry?

JM Unfortunately there are not many people in the country who aren't more than a 15 minutes' drive to the local Co-op or supermarket. So you have to find a niche and sometimes it's about not trying too hard to stock



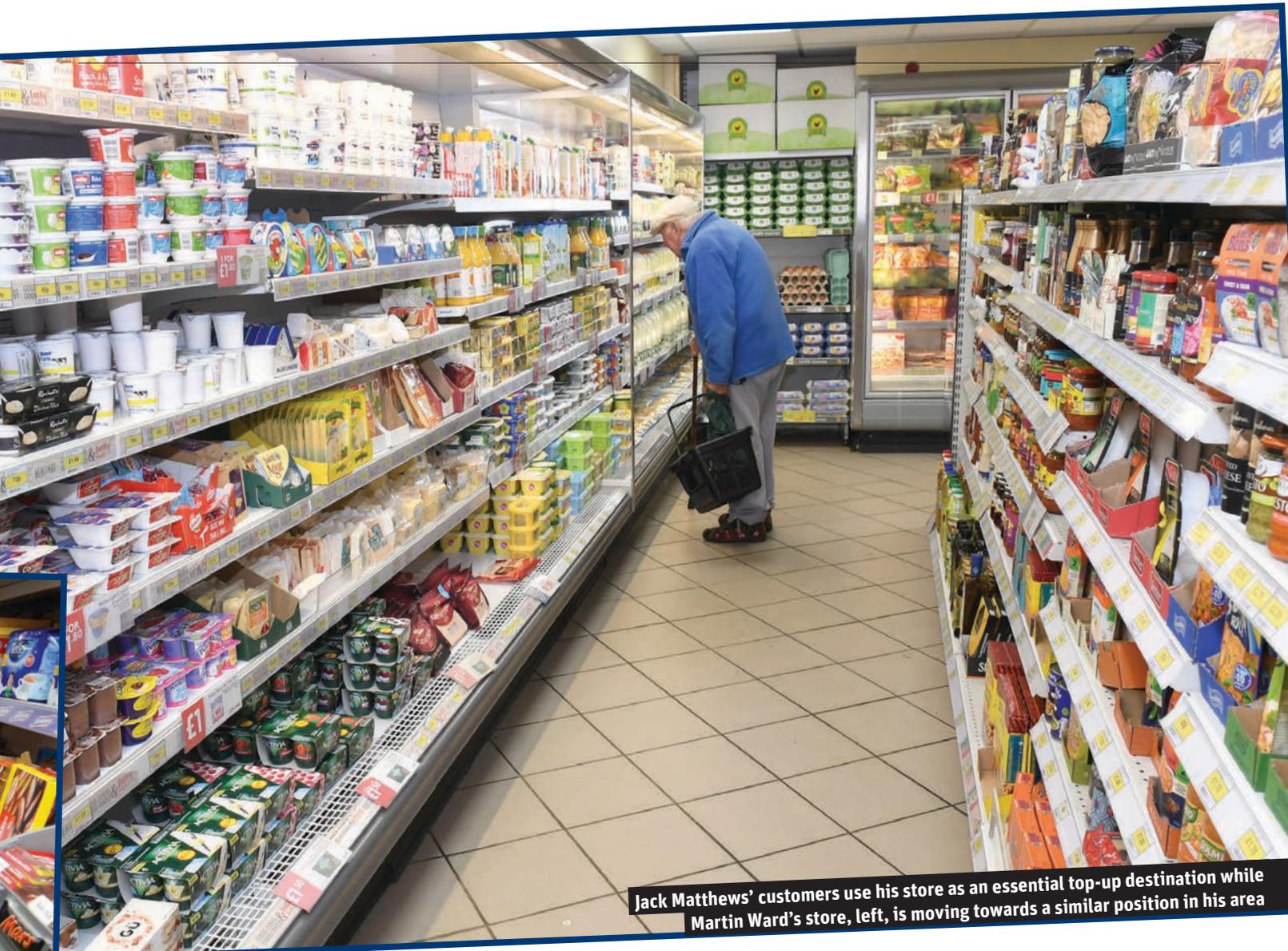
You have to stand back and think about why you're stocking certain items

everything. You have to stand back and think about why you're stocking certain items. You have to have an identity to stand out in the modern market. We've seen many times before that brands like Bargain Booze do sufficiently well next to a Co-op or Tesco Express because they've specialised.

MW So relying on convenience top-up shoppers isn't the right path?

JM It's about carrying a range that the locals want. At the same time in a small space, if you're trying to be a convenience store, you have to have convenience essentials.

MW And can I merchandise these essentials so that a top-up shop



Jack Matthews' customers use his store as an essential top-up destination while Martin Ward's store, left, is moving towards a similar position in his area

becomes more profitable?

JM Absolutely. I would personally dot those around the store, so customers take a longer footpath when they're topping up and can see what else is on offer.

Promoting your top-up credentials

MW We mix our local shop deals in with everything else. Is that the best way to highlight what we offer or should we have specific areas for all the shop deals?

JM You need a mix of both. It's important to have a display somewhere too if possible, maybe right inside the shop door to drive that first purchase and give customers confidence there are good value purchases in store. Focus on two or three lines to buy in bulk and make a bit of a display of those.

MW I'm seeing media screens with offers and product information on a



When you walk in somewhere and it feels well run you're naturally inclined to spend more

lot more often in local shops these days. I think that in a store like ours it could work, but will it make our business a destination for top-up shopping?

JM I've spoken to a couple of people about tech within convenience lately, and at the moment I think it's still fairly meaningless to most shoppers as they are likely to be in their 40s, 50s and 60s. The younger generation is more engaged, and internet reviews are becoming very powerful. As time goes on, the younger generation will be prepared to engage with in-store technology, so it's good to be on the front foot about it, but right now it's not going to make or break your business.

Professionalising your operations

MW To attract more top-up shopping I think we want to be that little bit more professional. To what extent should we be looking at standardising our training?

JM I don't think it's necessarily about training – it's about good housekeeping and getting it right from the start. I don't think you can always put something into a book. It's about taking that member of staff and saying 'this is how we do it'. Those standards can have an effect on revenue, because when you walk in somewhere and it feels well run and organised and it's tidy, you're naturally inclined to spend more. ●



ANALYSIS

In all the discussions about wholesaler consolidation, could retailers be at risk of losing the manifold benefits of a competitive network of independent wholesalers to work with? **Olivia Gagan and Tom Gockelen-Kozłowski** speak to leading figures in the sector to find out

Consolidation: the wholesalers' view



Matthew Moore

Operations coordinator
The Kentish
Match Company



Tell us about your company.

We were established in 1965, and are still owned by the same family. We're a delivered-only wholesaler which focuses on non-food, medicines and tobacco accessories. We have a £2m to £2.5m annual turnover.

How concerned are you about the era of consolidation?

It does get harder every year. I'm not sure people realise you can have a Londis, a Premier, a Budgens and a One Stop all on the same street and they may potentially all be owned by the same person. Some retailers are worried, because their buying power is going to be huge. But it will take a while for the effects of this to filter through to the market.

Brexit is more of a worry. Even people producing in the UK are raising their prices. Suppliers raise their prices, which is passed on to retailers, which in turn will be passed on to customers.

What's your survival strategy?

It's our personal service. I've worked at Booker before, so I've seen both sides. With our offer, we're more personable. If a product hasn't sold well, or is out of date, we'll take the half box back and give the retailer a credit, or give them some free lighters, for example. We'll go that extra mile. With bigger suppliers, you don't get that. We have strong, long-standing relationships with suppliers so we can get better prices.

Co-op and Nisa, Bestway and Costcutter, Tesco and Booker, Sainsbury's and... well, who knows. After years of analyst predictions, it appears the era of market consolidation in convenience is finally here.

With major decisions about the future of the market taking place behind closed doors – and in one case on an exclusive golf course – these are days of intrigue, rumour and misinformation.

So what do we know? Well one clear message from the industry seems to be that the rich tapestry of small, specialised, independent wholesalers could well be muscled-out by this market. This week's columnist Neville Rhodes tells RN readers that a "flourishing independent wholesale market" is vital to retailers, and consolidation

therefore represents a threat.

"It all means that billions of pounds of the convenience market's supplies are shifting from wholesalers to major multiples, hollowing out the wholesale sector," he says.

But perhaps the loudest concern so far has been expressed by the NFRN's chief executive Paul Baxter at the IGD's Wholesale Summit last month: "The danger of [market consolidation]... is ending up with a convenience market that becomes more homogenised, less independent and less varied and in the long term that isn't good for suppliers and it's not good for unaffiliated independent retailers either."

So what do these independent wholesalers think themselves? Are they under threat? How are they ensuring their survival? RN speaks to three to find out.

“

We'll go that extra mile. With bigger suppliers, you don't get that

Ben McKechnie

Managing director, Epicurium



Tell us about your company.

We're a wholesaler of healthier snacks and drinks. It started about 11 years ago selling all-natural ready meals by a company called Look What We've Found. For the past three years we have supplied healthier, innovative products – of which there's currently a wealth in the market.

How concerned are you about the era of consolidation?

Morrisons is sneaking in the back door with wholesale. It's started supplying some of the chain sites we've supplied in the past. The Tesco and Booker deal is a concern, but how much so is hard to tell at present. It's certainly going to be interesting. Luckily for us, there are more cogs and processes for bigger wholesalers when it comes to finding new brands. It takes some time before their buyers prick up their ears to new trends and products. With the likes of Booker, it can take even longer. Some retailers, of course, are actively looking for innovative brands – places such as Eat 17 in London, and we're actively looking for these types of store.

What's your survival strategy?

What we're planning to do anyway is to offer the most innovative products. We play a role where we take on unproven, innovative brands which haven't been picked up by larger wholesalers yet. A benefit of our size is we can stock smaller, emerging brands because we're small ourselves. For us, a brand that brings in £2,000 a month is still worthwhile – for Nisa and Booker, it's not worth the paperwork.

Telly Sarai

General manager, SK Foods



Tell us about your company.

Our African and West Indian section is one of the biggest outside of London. We have some very tough competitors out there, but we are fighting back by thinking outside the box. Social media, in particular, is a big focus where we have a very strong and active presence, and targeted promotions.

How concerned are you about the era of consolidation?

Consolidation is great for larger players. It offers access to multiple retail prices and greater visibility on what retailers and wholesalers will pay. Will we have a situation where there's a Booker Premier and a Tesco Metro on the same street? Will stores consolidate? It could mean on streets where there are currently four stores, you'll probably be left with two. We could suffer in the long run. On the positive side, were we're more agile. With those companies, promotions need to go through two, three, four tiers of management to get approval. We have a printer just down the road – promotional material can be produced in 24 hours and in shops the following Monday.

What's your survival strategy?

The smaller wholesalers' USP is locality. We deal with a lot of local produce, and producers you wouldn't find in a Tesco. We can just put them in. In our area, there's a West Midlands drinks company called Sadler's – because we're in Birmingham, we stock a beer of theirs called Peaky Blinder. Tesco or Asda wouldn't list that – they'd have to go through so many hoops to get it in store.



It could mean on streets where there are currently four stores, you'll probably be left with two

RETAILER VIEWPOINT

David Robertson

Pozzi's, Buckie

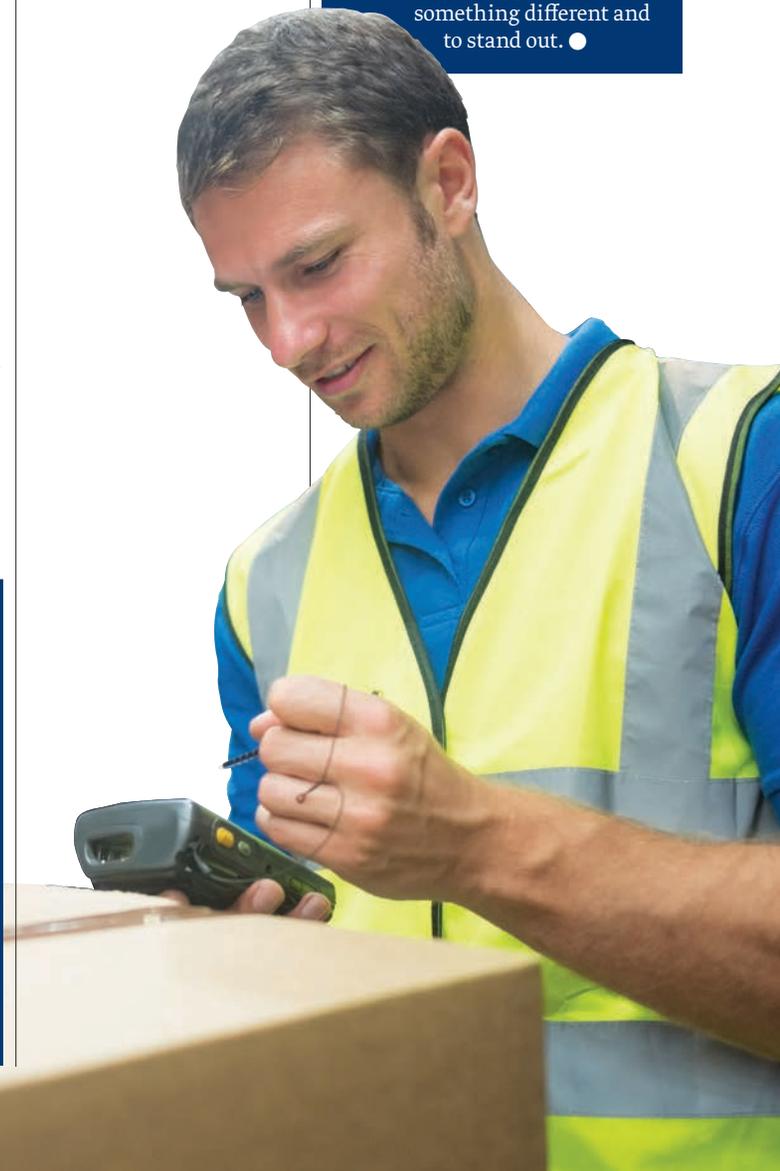


Having a range of wholesalers available is very important to us. Particularly on soft drinks, we try to stock products that will make us stand out. We go to Crest Foods for the Water Within range, Batleys for the Jarritos Mexican Soda range – it's very important to have a choice in where you can go. Smaller wholesalers tend to have a more personal touch as well and problems are normally sorted out very quickly.

I'm also very lucky to have a great relationship with Booker and I understand why they're going for a merger with Tesco – everyone's got to do what's right for them. It will give smaller wholesalers an opportunity to do something different and to stand out. ●



Smaller wholesalers know they have to work harder for your orders



THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick
Magazines reporter
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@Jenniferh_RN

THANK YOU FOR THE MUSIC MAGS

Last week marked 50 years since the first ever issue of Rolling Stone magazine. The title was the first to explore rock 'n' roll using serious journalism, with co-founder Jann Wenner writing on the second page: "Rolling Stone is not just about music, but also about the things and attitudes that the music embraces."

The magazine is now in a period of uncertainty with Mr Wenner and his son Gus recently putting their controlling stake in the title up for sale.

As Enders Analysis chief executive Douglas McCabe pointed out in last week's edition of RN, the sale of a magazine to a publisher which is better placed to either publish it more economically, or invest in it to reinvigorate the brand, can be the best way to keep an established title alive.

While the future of Rolling Stone may be in question, publishers continue to find new ways to create music magazines, with Bauer Media recently launching a new quarterly series under the Q brand - Q Legends. Combining the high value one shot trend with the well-known brand will be a recipe for sales success, it is hoped.

Elsewhere, Puzzler is also proving there are ways to breathe new life into a long-established genre or brand, with two new formats launching next month - Puzzles & Pastimes, designed to engage people living with dementia, and Puzzler Fantasy Quest, aimed at readers of fantasy literature. Puzzler believes both titles will benefit from being sold through independents and the magazines should stand a good chance of success in your store.

The magazine landscape might be changing, but there are still plenty of opportunities for growth, and if your customers show an interest in a certain genre it is worth giving newcomers or new twists on classic formulas a try.

One shot

NEW PUZZLE TITLE KEEPS ELDERLY MINDS NIMBLE

This title will help stimulate the thought processes of dementia sufferers and provide carers with helpful advice and activity ideas

PUZZLER MEDIA has worked with dementia specialist Unforgettable to launch a magazine specifically created to stimulate and occupy people living with dementia and their carers. **Puzzles & Pastimes** includes a range of activities to suit those living with dementia, in its early and mid-stages. Content includes puzzles, colouring and other activities, alongside nostalgic images and easy recipes designed to stimulate the mind and in turn spark memories and conversations. Also included is a detachable booklet for carers containing practical tips and advice on how to get the most out of the puzzles and other activities.



PUZZLES & PASTIMES
On sale 8 November
Frequency one shot initially
Price £5.99
Distributor Marketforce
Display with People's Friend, Puzzler Collection

THIS WEEK IN MAGAZINES WE WANT YOUR INSPIRATIONAL IDEAS!

GET IN TOUCH with your news and mags success stories for a chance to feature



Which titles fly off your shelves? Have you grown your sales with a great display or promotion?



Call 020 7689 3350 or email jennifer.hardwick@newtrade.co.uk



DISNEY DESCENDANTS

Egmont has launched a new magazine to accompany the second Disney Descendants film, which premiered on the Disney channel last week. Descendants follows the sons and daughters of some of Disney's most infamous villains, including the children of Sleeping Beauty's Maleficent, Snow White's the Evil Queen, and 101 Dalmatians' Cruella De Vil.



On sale out now
Frequency monthly
Price £3.99
Distributor Seymour
Display with Disney Frozen, Girl Talk



OLIVE

The December issue of Olive is all about getting ready for the festive period, featuring edible gifts to make and give, including a mocha chocolate slab and gin and tonic dip dabs. There is also a guide to how to create an entirely handmade holiday season, including advent calendars, napkins, baubles, and plate chargers. There are also recipes that readers can make in advance and freeze.



On sale out now
Frequency monthly
Price £4.35
Distributor Frontline
Display with BBC Good Food, Delicious



CARDMAKING & PAPER CRAFT

Festive ideas and cardmaking techniques are all featured in this issue. Readers can master seasonal layering stamps, try gel plate marbling for bright backgrounds and create colourful quilled Christmas cards. Inside is a guide to making an advent calendar to use year after year as well as tips on wrapping up Christmas cookies in style.



On sale 30 October
Frequency monthly
Price £6.99
Distributor Frontline
Display with Quick Cards, Papercraft Inspirations



MODERN GARDENS

Readers get the chance to revitalise their outdoor space with Modern Gardens' 515 inspiring ways to love winter gardens, including stylish gardens that look after themselves, evergreen pots for doorstep chic and low level lighting to banish winter gloom. There's also a feature on taking the chill off with an outdoor sauna, and how to give a garden bench a colour makeover.



On sale out now
Frequency monthly
Price £3.99
Distributor Frontline
Display with Good Homes, Homes and Gardens



ULTIMATE DOT TO DOT

Ultimate Dot to Dot Christmas Holiday Special features the chance for readers to try their hand at a grand total of 48 original festive designs. Billed by publisher Anthem as perfect relaxation for the potentially stressful holiday season, there are more than 18,000 dots inside with up to 960 dots per picture to make for intricate finished pieces.



On sale out now
Frequency irregular
Price £4.99
Distributor Marketforce
Display with Creative Dot to Dot, Calm Colour Create



Bestsellers News & current affairs

Title	On sale date	In stock
1 Private Eye	01/11	<input type="checkbox"/>
2 The Economist	04/11	<input type="checkbox"/>
3 The Week	03/11	<input type="checkbox"/>
4 The Weekly News	04/11	<input type="checkbox"/>
5 The Spectator	04/11	<input type="checkbox"/>
6 Irish World	04/11	<input type="checkbox"/>
7 The Gleaner	02/11	<input type="checkbox"/>
8 New Statesman	03/11	<input type="checkbox"/>
9 The Nation Barbados	02/11	<input type="checkbox"/>
10 The Voice	02/11	<input type="checkbox"/>
11 National Geographic	24/11	<input type="checkbox"/>
12 New Yorker	06/11	<input type="checkbox"/>
13 Newsweek	10/11	<input type="checkbox"/>
14 The Oldie	09/11	<input type="checkbox"/>
15 Time	06/11	<input type="checkbox"/>
16 Monocle	16/11	<input type="checkbox"/>
17 Guardian Weekly	03/11	<input type="checkbox"/>
18 The Week Junior	03/11	<input type="checkbox"/>
19 Golwg	02/11	<input type="checkbox"/>
20 Prospect	16/11	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

STARTER PACK:
£2.99 RRP

STICKER PACKET:
60P RRP

JUSTICE LEAGUE

ON SALE SOON!

DC, MARVEL, BATMAN V SUPERMAN, WONDER WOMAN, JUSTICE LEAGUE and all related characters and elements © 2017 DC Comics and Warner Bros. Entertainment Inc. All Rights Reserved.



PUZZLER FANTASY QUEST

Designed to appeal to fans of fantasy fiction as well as puzzle enthusiasts, Puzzler Fantasy Quest features a variety of puzzles presented as part of an adventure story. Puzzles include spot the difference and mazes as well as new twists on classic formats. The puzzles lead readers on a journey through an enchanted forest, joined by trusty companions and other mythical friends.



On sale 1 November
Frequency one shot initially
Price £3.99
Distributor Marketforce
Display with Puzzler Kriss Kross, Puzzler Arrowords, Zen Colouring



LITTLE WHITE LIES

Little White Lies is a bi-monthly, independent film-based magazine that features progressive writing, detailed illustrations and photography to keep film enthusiasts entertained. It is designed to give film fans a place to absorb the latest critics' opinions, factors currently affecting film-making as well as covering successes in the industry today.



On sale 2 November
Frequency bi-monthly
Price £6
Distributor Intermedia
Display with Empire, Total Film, Sight & Sounds



MAKING CARDS

The November edition of Making Cards magazine is described as the one of the "best value editions yet" by distributor Warners Group Publications. Each copy comes with a bundle of free gifts including craft papers in A4 format, a Christmas sentiments stamp set, a DecoArt American acrylic paint and a free copy of Parchment Craft magazine.



On sale 3 November
Frequency monthly
Price £5.99
Distributor Warners Group Publications
Display with Cardmaking & Papercraft

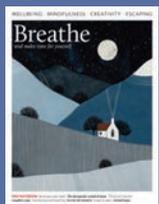


ATTITUDE

The current issue of the gay men's lifestyle and fashion magazine is a special awards issue, featuring awards for inspiring celebrities and public figures. Winners include Nyle Nimarco, Laverne Cox, Charli XCX, Matt Lucas and DeRay Mckesson. Each winner is featured on their own front cover, allowing readers to choose their favourite.



On sale out now
Frequency 13 issues per year
Price £4.95
Distributor Intermedia
Display with Gay Times, DNA, Out, Pride Life



BREATHE

The ninth edition of Breathe comes with a free notebook with easy-to-follow tips and prompts for budding novelists. Inside the magazine there is expert guidance on how to develop readers' creativity, images from the Astronomy Photographer of the Year competition, and suggestions on how to de-stress, from "laughing yoga", the therapeutic sound of music and the benefits of running.



On sale 19 October
Frequency bi-monthly
Price £5.99
Distributor Seymour
Display with Breathe Journal, Simple Things, Flow

Retailer viewpoint

Meryl Williams

Pike's Newsagents
 Porthmadog



Over the past two years we've been making our magazines a focus and point of difference for our 700sq ft store. We save magazines for people. We've got a Tesco, Lidl, Aldi and Spar close by, all selling newspapers and magazines - but they focus on bestsellers and won't hold items for customers.

We offer something different by stocking unique magazines and titles which are relevant to the local area. We're close to the Ffestiniog heritage railway line, so we order in a lot of rail titles. Brands like Steam Railway, Steam World and Railway Modeller all sell well for us.

Of the specialist titles, sales of knitting and craft magazines are also strong at the moment.

I've started delegating the magazine returns list to shop staff, so they're very knowledgeable about the magazines we sell.

In terms of merchandising, I try and label everything so it's easier for people to find what they're looking for. There's a main magazine wall and also two separate stands - one for children's magazines and comics, and one for puzzle and Sudoku titles. The kid's stand has a little table with a toy train on it for kids to play with while they're looking at the magazines.

It's now a key part of our business - we invoice around £2,500 a week on newspapers and magazines, and our total weekly takings are roughly £15,000 a week.

I'm planning to start a magazine loyalty scheme for customers in 2018, offering perhaps a 10% discount or a gift with purchase. The challenge will be balancing the needs of my long-standing customers - some have been loyal for 50 years - with newer shoppers looking for specific titles.

Top tip
 Stock titles relevant to current lifestyle trends: mindfulness, crafting and home decoration/inspiration are two strong areas of interest at the moment

COMING UP IN NEXT WEEK'S RN

KENT RETAILER ANITA NYE ON HER DECADES SPENT OPERATING AHEAD OF THE CURVE



Plus, RN looks at the last-minute essential products your customers will need this Christmas, and, how are retailers coping with the new tobacco laws after six months of EUTPD legislation?



THIS WEEK IN MAGAZINES

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 facebook.com/thisisRN

Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	28	40	11.99
DeAgostini			
Build the Ford Mustang	95	100	8.99
Build your own R2-D2	43	100	8.99
Enhancing your mind, body, spirit	43	120	3.99
My Animal Farm	38	60	5.99
Jazz at 33 and third RPM	47	70	14.99
Star Wars Helmet Coll'n	48	60	9.99
The Beatles Vinyl Collection	18	23	9.99
Zippo Collection	56	60	19.99
Eaglemoss			
DC Comics Graphic Novel	58	100	9.99
Disney Animal World	88	100	5.99
Game of Thrones	43	60	8.99
Marvel Fact Files	241	250	3.99
Military Watches	97	100	9.99
My Little Pony			
Colouring Adventures	34	80	3.99
Star Trek Ships	110	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	5	80	9.99
Art of Crochet	114	120	2.99
Art of Cross Stitch	44	90	2.99
Art of Knitting	45	90	2.99
Art of Quilting	96	90	3.99
Art Therapy	137	120	2.99
Art Therapy 50 Mindful Patterns	28	80	4.99
Assassins Creed: the official collection	19	80	9.99
Dr Who Complete History	57	80	9.99
Draw The Marvel Way	48	100	4.99
Judge Dredd Mega Collection	73	80	9.99
Marvel's Mightiest Heroes	101	100	9.99
Transformers GN Collection	23	80	9.99
Warhammer	31	80	9.99
RBA Collectables			
Real Life Bugs & Insects	62	60	0.99
Panini			
F1 Collection	41	60	9.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
Road to 2018 Fifa World Cup Russia	4.99	1.00
Road to 2018 Fifa World Cup Russia stickers	2.99	0.60
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
Topps		
Despicable Me 3 Stickers	2.99	1.00
Despicable Me 3 Trading Cards	4.99	1.00
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Marvel Missions	4.99	1.00
Num Noms sticker cl'n	2.99	0.50
Shopkins World Vacation	3.00	0.60
Premier League Sticker collection	1.99	0.50
Star Wars Universe Stickers	2.99	0.50
Trolls Trading Card Game	4.99	1.00
WWE Slam Attax 10 Trading Card Game	4.99	1.00
WWE Ultimate Sticker	2.99	0.50
DeAgostini		
Magiki Mermaids		2.50
Magiki Ponies		2.50
Hot Wheels Slime Race		2.99

Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	70p	14.98p 21.4%
Mirror (Scotland)	75p	16.05p 21.4%
Daily Record	70p	14.98p 21.4%
Daily Star	30p	7.26p 24.2%
Daily Mail	65p	14.5p 22.31%
Express	55p	13.31p 24.2%
Express (Scotland)	50p	12.10p 24.2%
Telegraph	£1.80	38.7p 21.5%
Times	£1.60	34.4p 21.5%
FT	£2.70	54p 20%
Guardian	£2	44p 22%
i	60p	13.2p 22%
i (N. Ireland)	60p	13.2p 22%
Racing Post	£2.30	54.0p 23.48%
Herald (Scotland)	£1.30	29.90p 23%
Scotsman	£1.60	36.0p 22.5%

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.10	22.6p 20.6%
Mirror (Scotland)	£1.10	22.6p 20.6%
Daily Record	£1	21.4p 21.4%
Daily Star	50p	12.085p 24.17%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21.44%
Express (Scotland)	80p	18p 22.5%
Telegraph	£2.20	49.5p 22.5%
Times	£1.70	39.95p 21.5%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	80p	17.2p 21.5%
i (N. Ireland)	80p	17.2p 21.5%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

Sunday newspapers	price/margin	pence/margin %
Sun	£1.10	23.1p 21%
Sunday Mirror	£1.50	31.5p 21%
People	£1.50	31.5p 21%
Star Sunday	90p	19.89p 22.10%
Sunday Sport	£1	24.3p 24.3%
Mail on Sunday	£1.70	35.7p 21%
Sunday Mail	£1.80	37.8p 21%
Sunday Telegraph	£2	45.5p 22.75%
Sunday Times	£2.70	56.7p 21%
Observer	£3	73.5p 24.5%
Scotland on Sunday	£1.70	39.95p 23%
Racing Post	£2.60	61p 23.46%
Sunday Herald (Scotland)	£1.70	35.7p 21%
Sunday Express	£1.40	29.65p 21.18%
Sunday Post	£1.60	33.6p 21%

Weight Watchers	14-15 October				
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,660g	1,255g	135g	7	55g
Sunday Times	1,050g	405g	150g	6	50g
Sunday Telegraph	685g	400g	15g	1	15g
Guardian	690g	270g	20g	3	10g
Mail on Sunday	935g	460g	120g	5	55g
FT	490g	175g	0	*	*
Observer	715g	265g	65g	2	60g
Mail	675g	230g	130g	5	70g

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

* By negotiation

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

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PROPERTY



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Leasehold £32,995 **Ref: T33598N**

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Leasehold £175,000 **Ref: T33272B**

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MIN MONTHLY SALES
£3,000

Gross at least £3K monthly?

Immediate access to **working capital!**

YOU QUALIFY. It's that simple.

Approval within **24 hours!**

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BUSINESS FINANCING
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3 is the magic number

Did you know that 21% of all spirit sales are via convenience stores?* With the festive period on its way, now's the time to stock up on these bestsellers

Now in depot at reduced prices, but be quick!

STOCK UP AT YOUR LOCAL LANDMARK WHOLESALE MEMBER DEPOT

Abra Wholesale
Blakemore Wholesale
East End Foods (Plc)
EDA Quality Foods
First Choice Wholesale Ltd
JW Gray
Hi Line

Hyperama Cash & Carry
Jones Food Solutions
AG Parfett & Sons Ltd
Sutherland Bros Ltd
Time Wholesale Services
United Wholesale Grocers

For more details contact your local Landmark Wholesale member depot, or to find your nearest depot, visit www.landmarkwholesale.co.uk

Check your local Landmark Wholesale Member's PLOF and in-depot signage for details of local member pricing. Only for customers aged 18 and over.

*Nielsen 52 w/e 28 February 2015



In depot -
23 Oct -
11 Nov 2017

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