

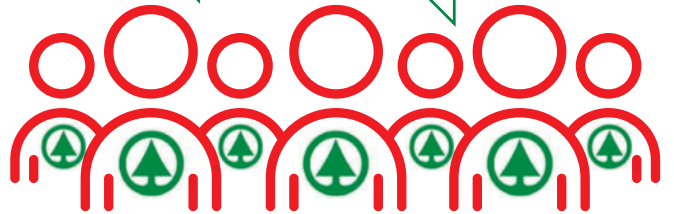
# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 20.10.2017

‘Unfair payment rates have cost me £40,000’

Spar retailers hit back at merchants on card scandal

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## My 13 store empire took just five years to build

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Shaping the future  
of independent retail  
since 1889



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**TALK TO RN**



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extensive galleries and news



**BEST BARGAIN BOOZE IN THE UK?**  
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# WELCOME

## Three lessons I learnt from Jack Matthews to help dramatically increase your profitability



**Editor**

Chris Gamm

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**W**e've featured 18-year-old retail dynamo Jack Matthews in RN many times, but I met him for the first time last week and was blown away by his knowledge and energy.

I learnt lots from him too, and there are three things in particular I want to share.

Lesson one – get on top of your numbers. Jack recently pulled an EPOS report that showed his two-metre soup bay generated just £350 profit last year. He took action, reduced the space to one-metre and cut the range hard. He's now forecasting a £700 profit from that metre in the next year. Too much choice was confusing shoppers.

Lesson two – shout about your point of difference. Jack stocks a great range of local eggs, but wasn't telling customers about them. By simply putting up a sign highlighting the fact they're local, he increased sales by 34%.

Lesson three – don't fear your competition. When Waitrose opened nearby, Jack went to visit and was seriously impressed. The store was stunning, the manager greeted every customers and the shop was flooded with staff. Jack stuck to his guns and, a few months later, customers queue due to lack of staff, the manager's nowhere to be seen and neither are his customers.

What I liked most though was the fact he learns from RN, too. He read about Pip & Nut peanut butter in What's New, he told me, got in touch and founder Pippa Murray visited his store to hold a tasting. He now sells more Pip & Nut than Sun-Pat.

It shows great retailers are full of innovation, but when they get together and are generous with their ideas, there's always something to learn too.

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# BREAKING NEWS

## Wholesalers claim 98% availability

Wholesalers Booker, A F Blakemore and James Hall & Co have maintained 98% availability over the summer by meeting suppliers directly and stressing the importance of service.

Booker chief executive Charles Wilson told RN a 98.3% availability rate was achieved by maintaining close contact with suppliers. "We've preserved more than 98% over the summer," he said. "The key has been meeting suppliers at conferences or individually and stressing the importance of availability to independent retail."

A F Blakemore Trade Partners trading director Rupert Morris added: "Successful stock management, forecasting and effective communication with suppliers have been essential in ensuring our retailers get an excellent level of service."

## Contactless catastrophe

A retailer has lost at least £900 after customers were unable to make contactless transactions.

Anita Nye, of Premier El-dred Drive Stores in Kent, told RN there have been instances where contactless has been unavailable due to the internet going down. "Contactless transactions take a few days to process," she said.

"Some customers use it as a form of credit. Our average basket spend is £9 and lost transactions have easily hit triple figures in the last nine months."

## We'll still take old £1 say 61%

More than 61% of retailers said they would still accept the old £1 coin despite it no longer being legal tender. An RN poll of retailers found almost a third would only accept the new 12-sided coin.



## Teddington store has starring role in Lottery ads

Dowsetts Newsagents, of Teddington, has featured as the location for a series of adverts for The National Lottery. Store owner Bharat Mehta said the 80-year-old store's classic features and proximity to Teddington Studios probably made it stand out to the location scouts. "Local people all noticed it and we've had lots of enquiries about what the filming was," Mr Mehta said. The store was closed for around 12 hours while Pulse Films shot the ad from 10am to 10pm.

**Industry insiders say announcement imminent** 'Supply issues have been a nightmare'

# Bestway in pole position on Costcutter supply deal

by Helena Drakakis

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Wholesaler Bestway is in advanced talks with Costcutter over a supply deal as the symbol group looks to sever ties with current wholesaler Palmer & Harvey (P&H), a top industry source has told RN.

The wholesaler is one of several rumoured to be in talks with Costcutter, however Bestway is believed to be the frontrunner.

Bestway would not confirm the speculation, but

a spokesman said: "We are always in talks with companies that we think we can help and this covers a variety of businesses."

Meanwhile a spokeswoman for Costcutter said: "When we wrote to our retailers in late August to update them on discussions we are having in the market, we fully expected this to fuel rumour and speculation. However, while we continue to explore all possible opportunities, we will not be making any response."

The speculation comes as the Bibby Line Group, the mini-conglomerate that includes the Costcutter chain, announced its first loss in 30 years.

Owner Sir Michael Bibby, who heads up the family-run business, described 2016 as "one of the most challenging years in recent memory", and cited Brexit as one of the reasons profits had plummeted from pre-tax profits of £30m to a loss of £66m.

Retailer Mike Nicholls, who owns Costcutter and

Mace stores in Yorkshire said: "There are a lot of rumours going around, we are hoping for an announcement soon. Last week availability got so bad I ended up using Booker."

Another Costcutter retailer, who did not want to be named, told RN: "This has been the worst three years of my life. Costcutter has been really supportive as a symbol group, I can't fault them in any other way, but supply issues have been a nightmare."

# CMA called in over wholesaler service

A retailer has reported Smiths News to the Competition and Markets Authority (CMA) and his local trading standards office to accuse the wholesaler of using its duopoly with Menzies to get away with poor service.

Jack Bhatt, of Universal Newsagent in Highbury, London, wrote to Isling-

ton Council as well as the cartels department of the CMA after accusing the wholesaler of "shoddy service and malpractice".

He wrote in his submission: "Smith News has amalgamated and closed many other wholesalers and this has created enormous problems for me. They are not sending the

magazines on time and they are overcharging and causing loss of business."

Mr Bhatt's action comes after the NFRN previously moved to set up an all-party parliamentary group to address the duopoly.

The federation's head of news Brian Murphy said: "We would be interested to hear more about any

response to Mr Bhatt."

A Smiths News spokeswoman said: "We have contacted Mr Bhatt to discuss the issues he is raising and put in place some immediate actions to better understand the situation. We are committed to giving all our customers the best possible service."

Spar takes legal action against Mastercard and Visa ‘The fees just don’t make sense’

# Card firms overcharged retailers ‘up to £40,000’

by Alex Yau

alex.yau@newtrade.co.uk

Spar retailers have united against payment companies Mastercard and Visa after being overcharged for card transaction fees between 2011 and 2015 – one of whom claims to have lost £40,000.

The retail group is in the process of legal action against the card providers. A Spar retailer, who asked to remain anonymous, told RN he has overpaid more than £40,000 in excessive card fees.

“I’ve compared my bills with other retailers and the fees just don’t make sense,” he said. “My charges have reached £40,000 and I’ve been given no reason why my fees are so different.”

Another Spar retailer, who also did not want to be named, added: “I’ve spoken to other retailers and I’ve been charged £400 more in fees. I had no answer when I asked why.”

The card services are provided by merchant Worldpay. Both Spar and Worldpay have confirmed

that Worldpay is not part of the legal action.

Spar UK chief information officer Jackie Mackenzie said: “We have joined a consortium of retailers seeking a refund of fees from Mastercard and Visa.

“The litigation relates to losses arising from Mastercard’s multilateral interchanges fees, which form part of merchant service charges Spar retailers have paid banks on card transactions made in store or online between 2011 and 2015. Spar UK does not comment on any ongoing

legal matters and will not be in a position to offer more information to this case until all proceedings are concluded.”

Visa has disputed the claims. “Our interchange rates have been set lawfully at all times for the benefit of consumers, businesses, issuers and acquirers in the UK,” said a spokeswoman.

A Mastercard spokesman added: “We are aware of Spar’s claim and continue to work to highlight the value to those who benefit from electronic payments in the UK.”

## Forecourts are told to stay open 24hrs a day

Independent forecourts in urban locations should open 24 hours a day to take advantage of night-time trade, retailers have told RN.

The comments come as the ACS’s 2017 Forecourt Report shows just 16% of independent forecourts are open 24 hours, compared to 80% of multiples (including independent retailers with more than one site).

Mark Barnard, chief executive of JSK Services, has three service stations in the West Midlands. He said: “Any forecourt that doesn’t open 24 hours in a city is mad.”

Meanwhile Anish Panchmatia of Spar Wyld Green in Sutton Coldfield, which is not a forecourt, said he makes as much on a Saturday night between 11pm and 5am as he does during day hours on a Tuesday.

## Delight at Today’s new signings

Retailers have welcomed two new additions to the Today’s Group wholesale roster.

Leicester-based Gilsons has rejoined Today’s after a two-year stint with Landmark Wholesale. It was previously with Today’s Group for 23 years.

Tyne & Wear-headquartered Kitwave joins from Sugro, where it was a member for 30 years. It said growth in its frozen and on-trade offer made Today’s a strong fit.

Northampton Today’s Extra owner Billy Kinder said it was “positive news”.

“The more wholesalers Today’s manage to recruit, the better it is for the long term future of the group,” he said.



### Phone fans engage with accessories

Peter Lamb, of Lambs Larder in East Sussex, has sold around £300 worth of smart phone accessories after introducing the items last month. Mr Lamb said the new products had taken off in the last fortnight when he sold more than 100 items, retailing between £4.99 and £7.99, provided by Smart Bits UK on a sale or return basis. He said: “We’re located next to a station and I’ve been being hassled for years to stock charging cables for all mobile phones.”

## Councils failing to help stores on rates: high street minister

High streets minister Jake Berry MP has slammed the support provided by councils to small businesses who have seen substantial business rates increases, revealing that just 10% of a £300m discretionary fund to assist retailers has so far been made available.

The comments were made at the Association of Convenience Store’s Heart of the Community event on Tuesday, where business rates dominated the debate.

While insisting that 600,000 small businesses are now exempt from the tax - which contributed, he said, to £9.5bn of support for small businesses - Mr Berry said councils

should be contributing more to help businesses hit by rises.

He said: “Local authorities have been asked on repeated occasions to publish schemes to tell you how they can support you. Some have still failed to do this.”

The comments came as ACS chief executive James Lowman warned retailers next year’s business rates rise of 3.9% would add up to a total of £1bn for UK businesses. “You will pay your share of that,” he said.

Sid Sidhu of Suki’s Simply Fresh in Kenilworth, said: “The local authorities are missing out on making a real difference where it’s required on their doorstep.”

# STORE LOOKBOOK



## Hard liquor, easy sales

Five years ago Paul Walker had never run a convenience store – now he has a fast-expanding portfolio and a reputation for excellence. **Tom Gockelen-Kozlowski** spoke to him

**W**hat does a Paul Walker store look like? The question is a tough one for a retailer who has quickly risen to become one of Conviviality Group's most successful retailers.

"Not every Bargain Booze or Select Convenience is the same, because the demographic they serve are different."

Operating 13 stores in the north-west, Paul and his wife Kerry took over their first store nearly five years ago and have since grown the business dramatically.

"We have one store in Wythenshawe which is on a massive council estate and a lot of the store is behind glass due to a high risk of shoplifting," he says.

But elsewhere Paul's stores are getting attention for the on-trend ranges and services they offer – the Manchester Evening News recently asked if his Davenport Store was the UK's best Bargain Booze.

"It's in an up-and-coming area and we stock loads of local breweries, craft ales and premium spirits. We even have our own growler fill, so customers can refill bottles of beer to take home."

He took the store over in March and it underwent a refit which Conviviality were happy to share the cost of.

"If they see that their wholesale spend will go up as a result, then they will go

50/50 on a refit with us – it's a massive help," he says.

Focusing on high-margin products, alcohol makes up a more than 90% of his sales. In other stores this can be as low as 40% – highlighting the variety of Paul's portfolio.

There is one thing which unites his business, however. "One of my main strengths is that I know all of my staff. I have about 80 to 85 overall and the personal touch is very difficult to maintain as you get bigger, but we work hard on it. If you can help one of your team members out, they do pay that back."

A key part of achieving this is getting the right store managers in place.

"We try to recruit well – I like to promote from within," Paul says.

And just as his stores come in many varieties, so do his managers.

"A Select Convenience manager couldn't manage a store with 300 craft ales because it's such a niche market. The store manager in our Davenport store is really passionate and knowledgeable about beer," he says.

Listening to Paul speak about his strategies for tobacco (he's replaced traditional gantries with premium spirits put in the prime-selling position), or his plans for the growth of the business

“Often my managers have already opened and read my copy of RN. It shows me how retailers are doing craft ale differently” **PAUL WALKER**



3

### What you can learn

- 1 Customers are able to fill their own “growler” bottles in Paul’s Davenport store
- 2 A range of more than 300 craft beers is updated by Paul’s “passionate” store manager
- 3 Manchester Evening News recently asked if this store was the best Bargain Booze in the UK
- 4 More than 90% of sales in this store go on alcohol – but in his other stores this can be as low as 40%

### INFORMATION

**Location**  
Bargain Booze Davenport  
223-225 Bramhall Lane  
Stockport SK2 6JD

**Size**  
600sq ft

**Turnover**  
£17,500

**Staff**  
Five



4

# STORE LOOKBOOK



5



6

(another store is about to open), it is hard to believe that Paul is still a relative newcomer to convenience.

“My mum and Dad had a newsagents where I used to work part time when I was at college 20 years ago. I left the business to do my own thing,” he says.

After stints working in property and running his own central heating and plumbing business, a friend convinced him to try running a Bargain Booze store.

“He owns Bargain Boozes and we have been friends since we were children.”

Paul asked his friend to help him look for a suitable site, and he and his wife even worked there to learn how the industry operates.

Soon after opening, however, Paul was convinced by Conviviality’s financial director to open a second store.

Like with his refit, the company stepped in to help with the cost, trialling a license system which is now available to stores nationwide.

“Conviviality heads the lease then licenses it to us. So if the business is worth £150,000, they will lend the money and let us pay it back in instalments over five to seven years,” he says.

“We’re opening another store in a few weeks’ time. It’s just a really exciting business to work with at the minute.” ●

## What you can learn

- 5 Customers come from as far away as Coventry for some of the specialist spirits Paul stocks
- 6 Paul is trialling a new voucher-based loyalty system which will help him better understand his most loyal customers
- 7 E-cigarettes is an area that Paul is increasingly focusing on in-store



7



Want to see more of Paul's store? Go to [betterretailing.com/bargain-booze-davenport](http://betterretailing.com/bargain-booze-davenport)





# MIXERS

Flavour > Changing > Experience

**NEW**



**COCONUT TURNS TO PINEAPPLE**

also available in  
Cherry Cola



# SYMBOL NEWS



## Spar celebrates diamond jubilee

Spar UK marked 60 years in business last week by inviting more than 1,800 retailers to a celebration in Manchester. The retailer had booked out the Manchester Central conference hall in the city centre on 14 October. Guests attended a funfair at the hall during the day, and then a gala dinner in the evening. Steph Latham, of Spar in Lostock Hall, told RN: "The day was a perfect opportunity to meet hundreds of other suppliers and other retailers in one location." Pictured: Spar retailers Raj Aggarwal (left) and Moiz Vas.

## Premier Deli cooks up a storm for Booker

Booker has not ruled out a nationwide expansion of its Premier Deli service following a successful trial in one store in the past month.

Premier Broadway Oxfgangs in Edinburgh began offering freshly made sandwiches and hot snacks under the Premier Deli name in August.

Cakes sourced from a local bakery are also sold under the brand and weekly sales in Dennis and Linda Williams' store have since increased by £1,200, while daily footfall has grown by 30 to an average of 180.

Speaking to RN, chief executive Charles Wilson said: "These initiatives all came from customer feedback. The Premier Deli has been performing very well since it was launched in the store. We'll see how it performs before making any decisions going forward."

**Expansion includes new builds and forecourt deals** Booker wants double-digit growth

## Three Budgens a week to open before Christmas

by Alex Yau

alex.yau@newtrade.co.uk

Booker is to open three Budgens stores a week in the lead up to Christmas and expand fresh offerings in store to bring the fascia into double digit growth.

The expansion will include new builds, takeovers of existing stores and a rollout across Shell forecourts in a move that will add to its current network of 176 stores.

Speaking to RN following the release of Booker's interim financial results for the 24 weeks ending 8 September, chief executive Charles Wilson said: "We're opening three new Budgens a week in the run up to Christmas. The brand is in the right place and, if we carry on opening at this rate, we'll reach double digit growth. Recruitment and interest in the brand has never been stronger.

"We haven't set a target for next year, but we will



Booker chief executive Charles Wilson says Budgens' brand 'is in the right place'

also use the fresh proposition to help growth."

Commenting on the plans, Chris Shelley, of Shelley's Budgens in Horsham, said: "It gives us confidence and there's definitely a huge drive towards fresh and food to go in the store.

"We've recently seen some of the packaging on the Farm Fresh brand change and customers are definitely taking notice.

They draw much more attention and our sales in the area have increased by up to 15%."

Jay Patel, of Jay's Budgens in London, added: "Budgens has provided very good support for premium and fresh products. I've noticed an increase in demand for organic food."

Budgens recorded 3% annual growth in non-tobacco sales, while sales at Londis and Premier

grew by 21.4% and 11% respectively. Budgens sales including tobacco reached £251m.

Mr Wilson said the single digit growth was caused by the closure of 34 stores owned by Food Retailer Group in March as a result of it going into administration.

Sales across all of Booker's independent retail chains hit £1.4bn for the first half of the year.

## Retailer says Bargain loan boosted ops

A retailer has credited a scheme run by Bargain Booze for enabling him to expand his operations.

Greater Manchester-based Paul Walker told RN he already owned a Bargain Booze store bought with a traditional bank loan and deposit but did not have the means to secure a lease on another property.

Under a new license agreement offered by Bargain Booze, he was able to secure financing for his second store.

Walker was part of a trial of the scheme, which is now being rolled out.

"It's a really good way of expanding without having to put aside a lot of capital," he said.

# NEWS & MAGS



More publishers likely to follow Condé Nast move 'A few well-known titles are in trouble'

## More magazines to look at reduced frequency

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

More big name magazines will close or reduce their frequency in the next year, industry experts have predicted.

Following Condé Nast's announcement that Glamour's frequency will be cut from monthly to biannually at the end of the year, media analyst firm Enders Analysis's chief executive Douglas McCabe told RN that a frequency reduction is an option on the table for a number of publishers.

"Physical magazines

keep the brand in the consumer's mind in a completely different way from an online service or app," he said.

"Clearly what publishers need to consider is the revenue opportunity of less frequent print publishing from the combination of consumer purchase and premium print advertising."

He said publishers of titles that look as though they are not sustainable in the long term have a number of options besides closing them, including "reinvigorating" the brand by investing in content

and technology, or finding a new company which might be able to publish it more efficiently.

But, he added: "We are in no doubt that more titles are moving closer to a point where these options will be considered as part of portfolio reviews. Some titles will stop printing entirely."

Another industry insider, who did not wish to be named, said: "I definitely think we will see more big brands closing in the next year. It's no secret that a few well-known ones are in trouble."

Mark Ansell of Liskeard

News, in Cornwall, said he would be concerned about the loss of footfall if weekly magazines started to reduce their frequency, but added quality content is key to retaining readers.

"A title like Glamour doesn't tend to bring in people on the day it comes out anyway, but some of the big weeklies certainly do," he said. "It's something we would keep an eye out for, but there have been incidents in the past where titles have actually increased their frequency and they weren't able to keep the quality up."

## Oasis are definitely Q Legends

Bauer Media has announced a second series of high-value quarterly specials, following the launch of Empire Classics in August.

Q Legends launched this week with a tribute to Oasis, priced the same as the Empire Classics series at £6.99.

Bauer said the series will focus on the "biggest stars

to have regularly graced Q since its launch in 1986", using a mix of archive material and photos

and new insight.

Editor Ted Kessler said: "There are two topical reasons why we've chosen Liam and Noel Gallagher as our first subject: solo albums by both released just a few weeks apart, in this month and in November."



## New concept for Puzzler

Puzzler Media is hoping to convert new readers to the puzzle genre with its latest format.

Designed to appeal to fans of fantasy fiction as well as existing puzzle fans, Fantasy Quest features a variety of puzzles presented as part of an adventure story.

The publisher said the title, which launches on 1 November priced at £3.99, will require additional support from retailers to explain the concept to customers.

Editorial and publishing director Julie Miller said: "This captivating magazine will not only appeal to existing puzzlers and fantasy enthusiasts but engage new fans of all ages."

## Blockbuster films give retailers sales boost

Magazine retailers should take advantage of the opportunity presented by a wave of film releases, publishers have said.

As media interest begins to build for the next Star Wars' instalment Star Wars: The Last Jedi, in cinemas from 15 December, collectables publisher Topps has revealed it will launch an accompanying sticker collection on the

day of the film's release, after previously releasing trading cards in September.

Topps' head of entertainment marketing Louise Ramplin told RN that the film's trailer has gained more than 120 million views worldwide in a week.

"As excitement continues to build, these cards are fast becoming collector favourites," she added.

Meanwhile, Redan is launching a Paddington one shot to coincide with the release of the second Paddington film next month. The title will be released on 2 November, priced at £4.99.

Redan said the first Paddington film was the "bestselling non-Hollywood family movie ever released".

Retailers have also

noticed a rise in sales of Lego titles as The Lego Ninjago film is currently screening in cinemas.

Joe Sweeney of Newscentre in Dublin said he has seen an uplift on both Star Wars Lego and Lego Ninjago magazines this month.

"I have had customers coming in specifically asking for them so it has been great for us," he said.

# PRODUCT TRENDS

## Retailer taps into water sales

A retailer has increased sales of electrolyte water by pushing the 600ml bottle format.

Mital Morar, of Ancoats General Store in Manchester, told RN he sells 12 cases a week.

"A lot of our customers are constantly on the go and want something convenient to carry," he said.

It comes as specialist electrolyte water brand Actiph's chief executive Jamie Douglas-Hamilton told RN that a survey of 500 shoppers this summer suggested customers would pay a premium for the size.

"Fitness is on trend and 600ml bottles appeal to those constantly on the move," he said.

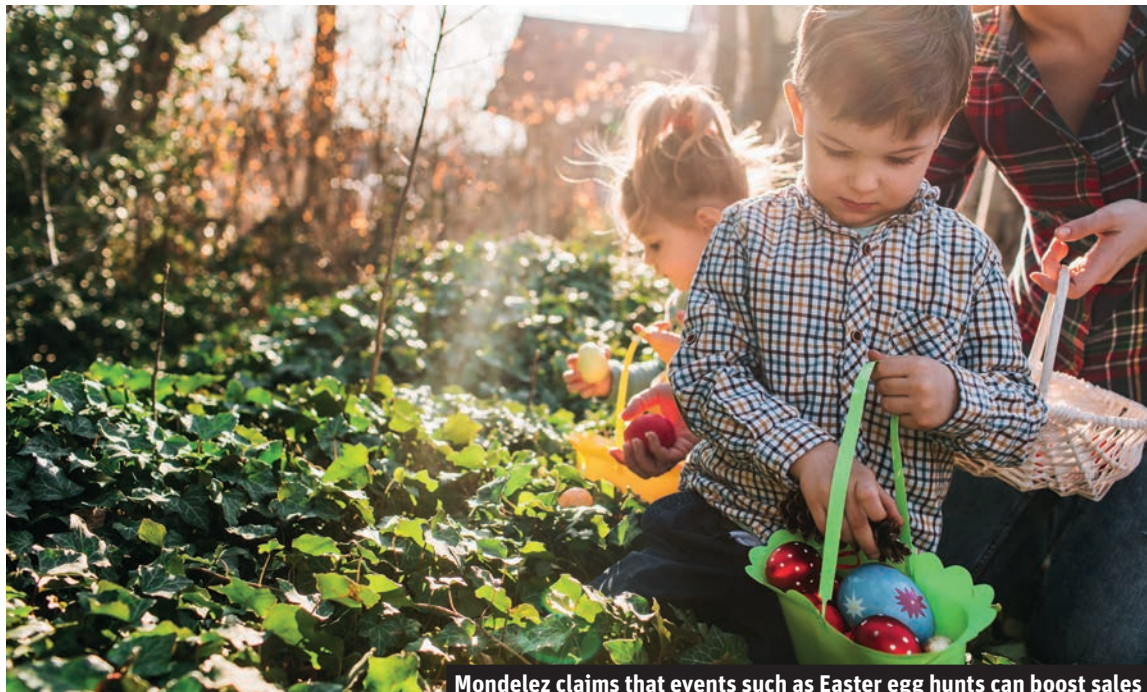
"Retailers should stock these at eye level and by the tills to promote impulse purchasing."

## Promote sauce with top foods, urges firm

Gourmet table sauces should be merchandised with premium foods to increase sales, the Salubrious Sauce Company has told RN.

Founder Jim Fennell said yearly convenience sales have increased from 10,000 to more than 100,000 since 2015. "Shoppers will pay a premium if they're getting higher quality than a standard table sauce," Mr Fennell said. "Retailers can increase demand by merchandising with premium foods."

Tom Larkin, of Tywardreath Village Shop in Cornwall, said: "We sell ketchup from a local supplier at £3.25. Sales doubled one week when they were included in a food hamper."



Mondelez claims that events such as Easter egg hunts can boost sales

## Mondelez sets the stage for Easter with campaign

by Alex Yau

[alex.yau@newtrade.co.uk](mailto:alex.yau@newtrade.co.uk)

In-store theatre is a vital ingredient in helping retailers increase their Easter confectionery sales, Mondelez has advised.

The company, which owns the Cadbury brand, will offer six new products to convenience stores this Easter, backed by a £10m marketing campaign.

Aislinn Campbell, Mondelez Easter brand manager, said events such as Easter egg hunts are crucial to increasing sales.

"Independent research of 2,000 parents this Easter saw egg hunts listed as one of the top activities during the season," she said.

"The egg hunt is connected with gifting, and consumers are looking to capture the spirit and tradition of Easter and create memorable moments by bringing excitement, joy and surprise."

Research from IRI suggests confectionery sales were worth £424m last April - 7.9% bigger than Halloween and Christmas

combined. Additional figures from Nielsen suggest more than 94 million eggs were sold through convenience in the same period.

Colin Smith, of Pinkie Farm Convenience Store in Musselburgh, Scotland, sees a 50% uplift in chocolate sales during Easter.

"Creating theatre and interactivity has become a vital part of the store during Easter," he said.

"We hold Easter egg competitions at nearby schools and have egg hunts throughout the

store during the week. It increases customer engagement. We've been doing it for the past three years now."

The advice comes as Mondelez advised retailers to promote Easter in January. A white Crème Egg hunt promotion will be available in convenience stores, giving shoppers the chance to win up to £1,000 for finding a white Crème egg.

If a customer wins a cash prize, Mondelez will pay an equal amount to the retailer.

## Promote beer in missions: Carlsberg

Retailers should focus on shopper missions to increase premium world beer sales, according to Carlsberg.

Speaking at the reveal of the San Miguel Rich List on 12 October, Carlsberg vice president of sales Alistair Grant told RN customers prefer premium

beers as part of an occasion. "World beers come at a premium and customers want to enjoy them as much as possible," Mr Grant said.

"Retailers should promote them as part of an occasion whether that be a social gathering or a meal accompaniment."

Samantha Coldbeck, of Wharfedale Premier in Hull, said: "The basket spend of premium alcohol shoppers is normally £10 compared to £7 elsewhere. We merchandise with foods because customers buy them with meals."

Robert Kirkwood, of Premier Express in Fife,

said: "World beers like Russian Stouts do well and sell for £19.95. We sell up to 60 bottles per week."

Carlsberg claims to have sold a million hectolitres of San Miguel in the past year. It is to distribute 200,000 San Miguel gift sets with pint glasses into convenience next month.

# BRAND SNAPSHOT



### Shell out for Easter

Mondelez is preparing for Easter with Cadbury Egg Hunt packs (RRP £6.99). They include 14 hollow eggs, three mini eggs and three chocolate bunnies.



### Triple the flavour

Smint Strawberry XXL flavours are now available to retailers. The tins have bright red branding to help them stand out on crowded mint displays.



### Labelz meanz beanz

Heinz Beanz tins have limited edition labels until Christmas. The labels celebrate 50 years of the Beanz Meanz Heinz slogan.



### Baileys gets squashed

Diageo has relaunched its Baileys Pumpkin Spice cream liqueur. An online marketing campaign will raise awareness of the 70cl bottles (RRP £14).



### Egg whites are tasty too

Mondelez's White Chocolate Creme Egg promotion aims to increase Easter sales from January. Shoppers who find white chocolate eggs can win up to £1,000.



### The icing on the cake

Finsbury Food Group has reduced the sugar content across its Disney celebration cakes by 40% for customers who want healthier options.



### Right on the Edge

A 250ml can has been added to Britvic's line of Purdey's multivitamin drinks (RRP £1.19). The range is being promoted with a £3m marketing campaign.



### Stand and deliver

General Mills has spent £3m on social media advertising to help increase awareness of the Old El Paso Stand 'N' Stuff meal kits range.



### Baby birds are sweet

Mondelez is helping retailers tap into Easter sharing opportunities with Maynards Bassetts Jelly Babies Chicks jars. Each 495g pack has a £5.19 RRP.

# WHAT'S NEW



## Elizabeth Shaw

Elizabeth Shaw's premium range of chocolate-covered biscuits are available to buy in four different flavours: Raisin & Hazelnut; Coconut & Hazelnut; Mint & Cocoa; and Raisin & Cocoa.

**RRP** £1.79

**Contact** sales@elizabethshaw.co.uk



## The Primal Pantry

The Primal Pantry claims to have been the first company in the UK to produce vegan paleo bars made with nuts, almond oil, dried fruits and no other ingredients.

**RRP** £1.50

**Contact** hello@primalpantry.com



## Relish

Relish's black-garlic ketchup is made by combining caramelised garlic with tomatoes, olive oil, balsamic vinegar, spices and Anglesey sea salt.

**RRP** £4.99

**Contact** info@hawkshheadrelish.com



## Belvoir Fruit Farms

There are 12 flavours in the Belvoir Fruit Farm cordial range. Flavours include Raspberry & Rose Cordial, Ginger, Elderflower, Raspberry & Lemonade and Mango & Peach.

**RRP** £3.15

**Contact** info@belvoirfruitfarms.co.uk



## Cocoa Loco

Cocoa Loco chocolate buttons are available to buy in 100g pouches in three different flavours – Dark, Milk and White. Each is made using only organic and Fairtrade ingredients.

**RRP** £2.25

**Contact** hello@cocoaloco.co.uk



## The Mighty Fine Honeycomb

The Mighty Fine Honeycomb specialises in 43g snack bars which are gluten free and are made with Belgian milk chocolate. The two flavours available are Peanut Butter and Salted Caramel.

**RRP** £1.49

**Contact** hello@mightyfine.com

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



## The English Drinks Company

The English Drinks Company's cucumber gin is made in one of the UK's oldest distilleries. The 70cl bottle is available in either a black or white-coloured design.

**RRP** £34.95

**Contact** gcs@englishdrinkscompany.co.uk



## Zeo

Zeo drinks have no added sugar and come in four flavours – Orange & Mango, Cloudy Lemon, Peach & Grapefruit and Cranberry & Raspberry – in 330ml cans and 750ml bottles.

**RRP** £2.49

**Contact** sales@zeodrinks.co.uk

**Focus**

# Mints and gums

A growing range of new products on the market means shoppers no longer have to worry about gums and mints loaded with sugar and additives



## Chewsy

Chewsy is a healthier alternative to chewing gum. The gum is made from all-natural ingredients and flavours include lemon, peppermint and spearmint.

**RRP** £1

**Contact** hello@chewsygum.co.uk



## Diablo

Don't let the name fool you; each mint in Diablo's sugar-free range contains fewer than 13 calories. Flavours in the 75g range include Mint & Cream Sugar.

**RRP** £1.49

**Contact** info@diablosugarfree.com



## Peppersmith

Peppersmith specialises in healthy sugar-free mints which have been approved by dentists and are designed to kill harmful bacteria.

**RRP** £1.99

**Contact** hello@peppersmith.co.uk

## Mehmet Guzel

Simply Fresh, Hatfield

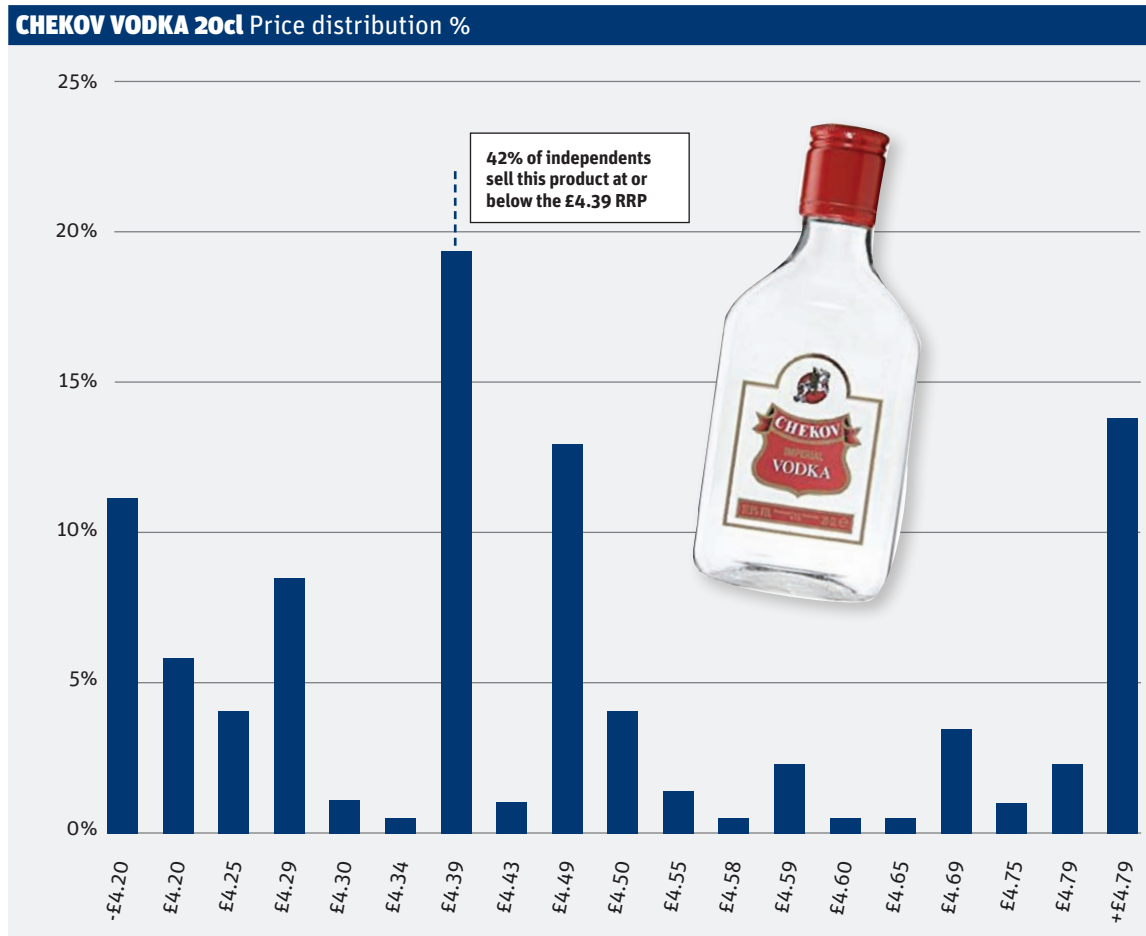
Healthier mints such as Peppersmith do very well for us – we sell 48 packs a week. I place them right by the till where customers can see them to encourage impulse buys.



# PRICEWATCH

## Profit checker Spirits

## Price checker



PRODUCT
<b>Chekov Vodka</b> 35cl
<b>Glen's Vodka</b> 20cl
<b>Chekov Vodka</b> 20cl
<b>Christian Dupre Brandy</b> 35cl
<b>Glen's Vodka</b> 35cl
<b>The Famous Grouse Whisky</b> 35cl
<b>Jacobite Malt Whisky</b> 35cl
<b>Jack Daniel's Tennessee Whisky</b> 20cl
<b>The Famous Grouse Whisky</b> 20cl
<b>High Commissioner Scotch Whisky</b> 20cl
<b>Smirnoff Red Label Vodka</b> 35cl
<b>Bacardi Superior Rum</b> 35cl

## Analysis

Who wouldn't want to be among the nearly 10% of retailers who charge £4.99 or above for Chekov's 20cl fractional?

After all, retailers who charge this (for what is a value-positioned product)

make £1.52 per bottle, compared to the 91p made by retailers charging the RRP of £4.39.

Yet the lower price of fractionals is key to their appeal. Knowing this, both Linda Williams and Samantha

Coldbeck are willing to utilise price-marked versions of the bottle, and the lower margin that comes with it.

Nearly one third of stores go further, pricing below RRP, while 14% charge £4.20 or under for this bestseller.

## How we drive our profit

### Samantha Coldbeck

**STORE** Wharfedale Premier  
**LOCATION** Hull  
**SIZE** 1,600sq ft  
**TYPE** residential/main road

**TOP TIP**

Position 20cl and 30cl bottles at eyeline because they earn a better profit than larger bottles



**We sell** Chekov at its £4.39 RRP and earn a 20.3% profit from it. It's at the cheaper end of our range, alongside premium brands like Smirnoff and Russian Standard. Hull is a dock city, and there is an active grey market in alcohol, but we are a responsible retailer and make sure our pricing reflects that. We buy our alcohol from Booker because it counts towards the discount it offers on our spend per month. The margin on alcohol promotions tends to be about 15%, but some deals might drop to 10% if it's a short promotion – that's unbelievably good value for a customer.

### Suresh Patel

**STORE** Upholland Convenience Store  
**LOCATION** Skelmersdale  
**SIZE** 1,000sq ft  
**TYPE** village store

**TOP TIP**

Price your alcohol according to your area. In affluent areas prices can be pushed up but RRP might make more sense elsewhere



**We premium-price** our 20cl and 35cl bottles because there's no competition for sales of this size – the supermarkets don't do them. It's disappointing, then, that Booker often stocks pricemarked bottles. Non-pricemarked products can be exempt from deals, so we're encouraged to buy pricemarked ones. I don't overstock on quarters, so I don't carry Chekov, but I stock Smirnoff, Glen's, Bell's and High Commissioner, and Gordon's and a brandy in 35cl bottles. I usually price them about 30p over RRP, because with less competition you can make a bit extra on them.



**Hannah Gonnagé-Stewart**  
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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 HIGH STREET SHOP IN LARGE NORTH WALES TOWN	RETAILER 2 BIRMINGHAM SUBURBAN C-STORE	RETAILER 3 SUBURBAN SOUTH YORKSHIRE MAIN ROAD SHOP	RETAILER 4 LONDON WEST END OFF LICENCE AND SHOP	RETAILER 5 LOCAL STORE IN NORFOLK COSTAL VILLAGE	RETAILER 6 CORNER C STORE IN MEDWAY TOWN SUBURB
£7.14	£6.79	-	-	£6.99	£6.99	£6.83	£6.99
£4.58	£4.79	£4.69	£4.49	£3.99	-	£4.79	£4.69
£4.48	£4.39	-	-	£4.39	£3.99	£4.29	£4.39
£7.94	£7.49	-	-	£7.49	-	£7.95	£7.49
£7.63	£7.79	-	£7.15	-	£7.59	-	£7.79
£9.55	£9.99	£9.49	-	£9.49	£9.49	-	-
£8.22	£8.69	-	-	-	-	£8.34	£7.99
£8.81	£8.95	-	£8.28	£8.49	£8.99	-	£8.95
£6.13	£5.99	£5.89	£6.85	£5.99	£6.49	£6.11	-
£5.09	£5.39	£4.99	£4.99	£5.15	-	-	-
£9.75	£9.29	£8.49	£8.55	-	-	£8.93	-
£9.00	£9.49	£8.99	£8.99	-	£8.99	£8.99	-

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Bhavesh Parekh

Kwiksave, Little Lever, Bolton, Lancashire



Pork and Leek Sausages, £5 per kilo



#### Where did you discover them?

BNG Foods is a local family-run supplier. An in-store butcher we used to work with put me in contact and it has been supplying us for about seven years now. We would never go back to the branded sausages you tend to find in convenience stores. The pork and leek sausages are our bestsellers, but we also stock regular pork, pork and beef, chili and old English flavours.

#### Who buys them?

They sell well to almost all of our customers, but they are particularly popular with older people. We make about 30% mark-up on them, but they are still cheaper to buy than branded alternatives, so lots of people come to us for them for that reason.

#### What makes them a success?

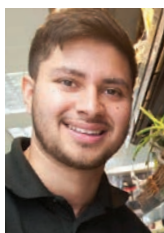
The quality of the product is definitely the main reason they sell so well. They are made entirely of meat and with a natural casing, so that adds to their appeal locally. People like the fact they know the provenance and that these products have been locally produced too. We also have a deal with the supplier that the product is exclusive to us, so we are the only retailer within a two or three-mile radius who can sell them. It means we're a destination store and people will travel to us to get them.

## Jas Bhattle

**STORE** Simply Local  
**LOCATION** Newton-le-Willows  
**SIZE** 2,300sq ft  
**TYPE** residential

#### TOP TIP

In some cases, pricemarked bottles can be better because customers appreciate knowing what they're getting



**We stock** brands such as Smirnoff, Glen's, and Russian Standard. There is little competition for sales of 20cl bottles in my area, and I don't sell as many of them as larger bottles, so I add around 30% to the RRP. My main supplier is P&H, but I have accounts with Booker and Bestway too, and shop around for the best deals. With larger bottles, I choose pricemarked packs because of the higher price of larger bottles - people can be more price-sensitive. We're competing with supermarkets so we have to be fair. A lot of suppliers have made it possible to remove pricemarked labels if we choose to.

## Linda Williams

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

#### TOP TIP

Sell at a fair price rather than trying to get away with premium and you will be rewarded with repeat custom



**We sell** Chekov 20cl in a £4.19 price-marked bottle. With value brands, I often stick with pricemarked products because we're not in an affluent area and people won't buy things at a premium price. What we sell also depends on what is available, and at the moment that's what my wholesaler is stocking. My margin on Chekov is 20.8%, which is what I'd expect to make on a pricemarked bottle. I'm happy with this amount because we sell quite high volumes of it - about two cases a week, which is 12 bottles. It's a good amount, although we sell more in halves than quarters.

# YOUR NEWS

## Shop hails one year with new card range

A village shop has boosted its range of customer-designed greetings cards following a competition to celebrate one year under new ownership.

Owners of Tywardreath Village Shop, Trudy Thompson and Josh Taylor, alongside manager Tom Larkin, invited local artists to design cards with the winning entry printed and sold in-store.

Three entries were added to the shop's range of local cards, boosting it to between 60% and 75% of the total greetings card range.

"They're brilliant artists, and some are of local landscapes, which is nice for people sending them to family who used to live here," Mr Larkin explained.

He added the cards were popular despite retailing at between £2 and £2.50.

## New note checking advice

The Bank of England has introduced a point-of-sale bank note checking scheme for cash-handling businesses to reduce the number of counterfeit notes entering circulation.

The scheme, launched on 10 October, provides retailers with leaflets, posters, online computer-based training, and regular webinars as well as updates on new-style banknotes and withdrawal of old ones.

Kate Clark, of Sean's News in Worcester, said retailers should take advantage of any scheme that helps combat the use of fraudulent currency.

"We should be putting an end to these people trying to defraud decent human beings," she said.

**Retailer moves outdoors to keep business going** Marquee put to new use after birthday bash

## Owner takes a bough as garden idea bears fruit

by Hannah Gannagé-Stewart

RNreporter@newtrade.co.uk

A retailer who refitted his 1,800sq ft store in three weeks was able to keep his shop open throughout by moving it to a marquee in his garden.

David and Lynn Lewis, owners of Spar Minster Lovell, in Oxfordshire, have a home connected to their shop. During the renovation, their garden became the temporary store.

The marquee, which had been left standing from Mr Lewis' 75th birthday celebrations in July, housed the stock, while a shelter on the driveway contained nine metres of shelving.

Mr Lewis also built a rudimentary cashier section with cigarettes, alcohol, the lottery machines, pay points and tills in a store room.

Mr Lewis' son Ian, a director and store manager, said running the business from the garden halved the refit time from an estimated six weeks to three and brought in £70,000 in revenue which helped offset the refit cost.

"Everyone loved it. It was like a campsite. We



Fresh produce at the refitted store. Below, store manager Ian Lewis

were even getting new customers," he said.

Among the changes, a new chiller section has been introduced in store which has allowed the introduction of the Love frozen food range. "They're going really well. We've done about £100 of sales so far. The margins

are good, and we make about 30%," said Mr Lewis.

He added that the response from customers has been positive, with one wheelchair user re-

marking on the improved accessibility.

"Customers are spending longer in here. It was so cramped before, but now people are wandering around and enjoying the experience.

"We also have Spar radio and the lighting is great," he said.

The refit has been so successful that Spar Minster Lovell will be open to other Spar retailers as a case study next month.

Mr Lewis said the family was "extremely proud" to be able to showcase the new shop after 70 years in the village.

## Retailer warns over cut-price card service

A retailer has warned fellow store owners to be wary of firms claiming to offer thousands of pounds of savings in card processing fees.

The convenience store owner, who did not wish to be named, told RN he was approached by a company offering a cut in charges of up to £12,000 a year if he switched to their services.

Shop owners pay so-called acquirer companies to process card payments and provide payment terminals.

The store owner, who currently uses Worldpay, was told the savings would largely be made by cuts to cashback fees.

However, after being warned by a restaurant owner who was ap-

proached with a similar offer, he realised the numbers failed to add up.

Documents showed that the company courting the retailer added a so-called 'rental bill' for use of its card terminals, which effectively wiped out any savings. Instead of the promised £12,000 cut to annual fees, the savings were closer to £600.

The retailer went to Worldpay with the rival's quote, which offered a reduction on the shopkeeper's existing contract rate.

"Thankfully we didn't get our fingers burnt," he said.

Law firm Hogan Lovells advised RN: "Any genuine acquirer will need to be authorised by the FCA."

# YOUR REGION



## NORTHERN IRELAND NFRN DISTRICT COUNCIL 10.10.2017

**Kathryn Gaw** reports from the NFRN Northern Ireland district council meeting

### Campaign aims to raise awareness

A public relations campaign could help to raise awareness of the challenges faced by Northern Ireland's retailers, council members agreed.

The campaign would highlight issues such as carriage charges, retail crime, and rising business rates, as well as shining a light on the number of shop closures over the past year.

"We want to show a couple of people standing outside empty shop fronts, and send it to the

executive," said NFRN Northern Ireland president Gwen Patterson.

"Then, once we know the

Northern Ireland government is up and running, we will be able to organise a trade show, a public event or similar. But realistically, if we have no government by Christmas then there won't be anything happening until at least February."

NFRN retail development manager Nicky McGrath pointed towards the public affairs campaign which is being launched by the Republic of Ireland members of the NFRN, and is focussed on finding an ombudsman for small retailers in the country.

Members pointed out the absence of a similar ombudsman in Northern Ireland, and Mrs Patterson said she would add this to the public affairs agenda.

### Marketing leads to Telegraph rise

The increase in the price of the Belfast Telegraph was due to more money being spent on local marketing projects across



Northern Ireland, members have been told.

In June 2017, the paper raised its price to £1. Since then, Mrs Patterson has been in touch with the paper's representatives to share the concerns of Northern Ireland's newspapers.

"Their defence for the rise in price is because they are doing so much more marketing," said Mrs Patterson. "We now want to get the representatives in to go through the marketing calendar."

### Warning over fake stamps

Northern Ireland president Gwen Patterson is set to warn members about the dangers of buying

stamps from anywhere other than Royal Mail, following a number of reports of fake stamps being sold to retailers via the internet at a substantial discount.

Belfast North president Ken Chapman said that the unofficial stamps are "available on the internet at 20% off", but any retailer found to be using these stamps risks damaging their relationship with Royal Mail and facing legal action.

Mrs Patterson said members should always be wary of any stamps being sold on the internet, and added: "We all know you get them from Royal Mail."

### Confusion over credit notes

Northern Irish newspapers are to raise the issues of credit notes and carriage charges with EM

News, following confusion over the existing system.

Speaking at the meeting, Antrim member Joe Archibald said he had outstanding

credits worth more than £400 which should have been deducted from the previous week's bill. However, the credits were not processed in time, and his bill was £200 higher than it should have been.

"Some of the stuff was credited and some wasn't," said Mr Archibald. "This isn't good enough."

Mrs Patterson promised to raise the issue with EM News representative John Cairns, and told members she had invited Mr Cairns to attend a future district council meeting.

Mr Chapman said the issue of carriage charges should also be discussed. "We're paying £20 more than retailers in Great Britain," he pointed out.

Mrs Patterson agreed to ask why Northern Irish retailers were on a different system.

### Health Lottery

Northern Irish newspapers should be able to offer the Health Lottery to their customers, members argued.

During a discussion about falling sales of lottery tickets, a number of district council members said the introduction of the Health Lottery would help drive new sales.

Under present legislation, the Health Lottery is not available in Northern Ireland. "There are people paying £2.50 for the EuroMillions, but the Health Lottery is only £1," said Belfast South and East president Ray Hamilton.

Mr Chapman agreed, saying: "It might be time to have a £1 lottery again."

Northern Ireland president Mrs Patterson told members: "There is nothing we can do about the Health Lottery unless it's something you want to put on the agenda for the government."



**We're paying £20 more in carriage charges than retailers in Great Britain**

### Ken Chapman

Retailer, N.Ireland NFRN district council



**Joe Archibald**

### Your say

Do you sell vaping products, how are sales and what support do you need from suppliers to help you excel in this category?



My sales are slow because we have a shop near us in the mall that specialises in vaping products, so we're competing with an actual vape shop. There isn't really anything that suppliers could do to help with sales - my rep is actually very good.

#### Pauline Schiefer

Victoria Street Great Northern Centre, Belfast



We don't sell them anymore - they weren't selling. They were too expensive and the suppliers were always pestering me. There were just too many of them and people were bringing them back as there were too many faults with them.

#### Ken Chapman

Ken's News, Shankill Road Belfast



We sell vaping products and we have our regulars and that's that. Sales are reasonable, but they haven't been going up recently. The suppliers that we have are very good and I would say that we're well enough supported by them.

#### Ray Hamilton

Hamilton News, Cregagh Road, Belfast

# YOUR VIEWS

## YOUR LETTERS

### ■ Tote box weight excuse is unacceptable

Last Friday I had my newspapers delivered but no magazines delivered at all.

I spoke to the wholesale house and they said my magazines weren't delivered because of the weight of the tote box.

They said it was too heavy to put in the van. It's completely ridiculous and I find that excuse unbelievable.

My message to Smiths is if you can't offer a first-class service in exchange for your first-class charges, let someone else take over.

It would be much better for retailers if you let someone else do it.

**Arif Ahmed**  
Ahmed Newsagents  
Coventry

**A spokesman for Smiths said:** "We are contacting Mr Ahmed to discuss his concerns. We are committed to giving all our customers the best possible service and seek to resolve any problems as quickly as possible."



**It's really messing with my head when I get to work at 5am and get a message on my phone saying 'due to publisher inbound we are one hour late'**

**Graham Doubleday**

### ■ A question for Smiths

I'm getting fed up with Smiths News as they constantly send three or four copies of Retail Week when we only require one. When we send back the copies they always say they haven't received them so it's a battle to get credit for them and at £7.99 it's not cheap.

We always alter the figures but they clearly ignore it. I have had enough of calling up every week and having the same conversation.

I want answers from Smiths to why they keep on not giving us credit for this title and why they send us more than we require.

**Rob Langmaid**  
Langmaids News  
Exeter

**A spokesman for Smiths said:** "We are contacting Mr Langmaid to discuss his concerns. We are committed to giving all our customers the best possible service and seek to resolve any problems as quickly as possible."

### ■ I'm thinking about giving up HND at weekends

For us to run successful HND, you all need to get the product to us

on time. As I have mentioned in a previous issue, all publishers have been consistently up to an hour late for more than a month at weekends. I can't see any groundbreaking headlines to justify this. Or is it just your total apathy to the industry?

You can offer all sorts of inducements to get people to have a paper delivered. But if we can't get them to the door on time, it ain't going to happen.

Yes, I do know what I'm talking about. I've been a HND agent for 36 years. And I'm seriously considering giving it up at weekends. It's really messing with my head when I get to work at 5am and get a message on my phone saying 'due to publisher inbound we are one hour late'.

**Graham Doubleday**  
Doubleday News  
Doubleday Newsagents  
Ashton-under-Lyne

### ■ It's all just smoke and mirrors

I read the latest issue of RN with interest regarding the HND initiative (Deliver My Newspaper). It sounds good but they are not addressing product delivery times. For example, the Daily Mirror today (14 October) arrived at Smiths, New Bredbury, at 5am so I received my news supply at

## YOUR SAY What change have you implemented in your store as a result of customer feedback?



### Donna Mitchell

Ewelme Village Store  
Oxon

We've set ourselves up as a stop-off for cyclists, as many people were arriving on bikes. We now have a loo and we sell inner tubes. We have contacted local cycling groups and websites so that people know about it. We're in a beautiful area, so there are plenty of people stopping in for hot drinks and soup. We make most of our profit through our coffee shop, so the cycling initiative has had a significant impact.

### Ralph Patel

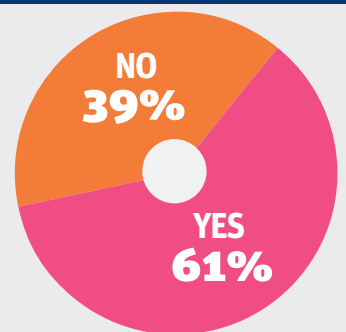
The Look In  
Woodmansterne, Surrey  
We introduced a bakery section 18 months ago. We're in a small village with a primary school.

Parents were often coming in looking to grab something for breakfast for the kids. We do croissants and pains au chocolat – they're our most popular sellers. We also have French sticks and Danish pastries. It's nice for people to come along and have a pastry.

### Peter Lamb

Lambs Larder  
East Sussex  
We're located near a railway station and I've been asked many times for phone charging cables. A rep from a company called Smart Bits UK came in asking if I had considered selling mobile accessories. So we have had them in store now for about a month. We have a stand near the door, so people can't miss it. It's great for commuters.

## RN READER POLL



### Will you accept old pound coins after the deadline?

#### NEXT WEEK'S QUESTION

Do you think in-store theatre could help you take on the supermarkets and grow Easter confectionery sales?

**b** Vote now at  
[betterretailing.com](http://betterretailing.com)

approximately 6.40am. Sounds like smoke and mirrors.

**Les Wood**  
L & J News  
Urmston  
Manchester

**A spokesman for the Deliver My Newspaper group said:** "All publishers make every effort to manage the delivery of their titles to market on time and in full. All publishers strive to get copies out by the required time to all 50,000 outlets across the country every day. Due to the time sensitive nature, on occasions we have isolated issues from road closures to production issues or breaking news."

**Trinity Mirror's national newspaper sales director John Howard said:** "We arrived at Smiths at 3:55am with 20,000 Daily Mirror and the balance was served at 4.30am. Stockport is a massive area for us."

## MY LONG WAIT FOR THE FUTURE

I have been waiting for part 35 of the Build The Back To The Future DeLorean partwork for weeks. Menzies say they have sent one out but I haven't got it. I called the publishers and they said they were happy to tell me over the phone they would send me one, so I don't understand what the problem is at Menzies.

My customer has been waiting for it for weeks and the collection is now on 39 but they can't continue with it because they don't have that part.

**Janet Johnson**  
Lion Stores  
Swansea Valley

**A spokesman for Menzies said:** "We apologise for the inconvenience which this issue has created within Janet's business. A replacement copy is expected into her local branch this week, and will be despatched to her as soon as possible."



**100 YEARS AGO**  
20 October 1917  
The chairman of the Paper Commission announced a serious shortage of cardboard due to it being used for "war purposes". He stated that cardboard should only be used for "absolutely essential purposes".

## VIEW FROM THE COUNTER with Mike Brown



I am writing this piece at Luton Airport where the 'Young Lionesses' - the England Women's U17 football team - are waiting to fly out to Latvia for their Euro qualifying matches against Slovakia, Scotland and Slovenia.

My youngest daughter Emma is in the squad playing in the No. 4 shirt. I am getting strange looks because I am still wearing my Leeds Rhinos rugby shirt after our win in the Grand Final against Castleford Tigers at The Theatre of Dreams - Old Trafford stadium in Manchester. After three days the shirt is getting a bit whiffy but who cares? As comedian Sarah Millican would say, I am still feeling champion.

Last week my eldest daughter Isabelle and I went to the dogs at Sunderland Greyhound Stadium. It was Newstraid's annual charity fundraising event in the north-east. Organised by

Tony Pucci newsagents, their staff, family, friends and trade partners enjoyed a great night out and raised £345 for the charity.

Out of 11 races, eight were sponsored by the NFRN Northern District, Northumberland, Newcastle, Sunderland & South Shield branches, Newstraid and Smith's News.

Isabelle and I presented the trophy to the winner of the fourth race, which was our first successful bet of the evening. The poor dog was so exhausted Isabelle had to lift him off the podium after the presentation.

At the event, I met a customer of mine who buys the Racing Post.

He and his son are visiting every racecourse in the country, and out of 57 they were down to the final four. Let's hope he doesn't cancel his order when his trek is over.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



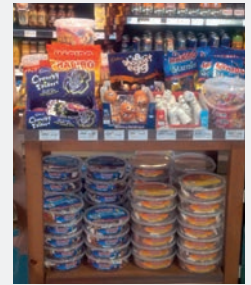
Iceland crowned winners of best supermarket loyalty card - but it may be more faff than it's worth.

**Neil Saunders**  
@NeilRetail

Who can help with sudden roadworks affecting Shop footfall? Surely they have to give you notice, prior warning? Sales badly affected

**Natalie Lightfoot**  
@nataliegreggain

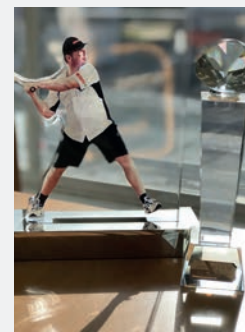
Fantastic #halloweendisplay at Seaton Whitepost #pumpkin #trickortreat #Halloween #spar #bargain #thereforyou



**SPAR South West**  
@SPARSW

Well done @Heath\_Stores and @tywardreathshop for getting a shout in OFM Awards best independent retailer category. Amazing!

**Chris Gamm**  
@ChrisGammRN



Our new SPAR 60th diamond award sitting proudly next to my personal replica of the Mark Gillett award this morning #SPAR60

**kevin hunt**  
@kevinbhunt

Wonder if there's a market for paperweights. Surely the only way to keep polymer £10s in check!



**Samantha Coldbeck**  
@samcoldbeck

# ADVICE CENTRE



## How to cover holidays and events

It's tempting to work 365 days a year when you're running your own business and Middlesbrough-based retailer **Bay Bashir** admits that holidays were a rare luxury when he started out. However, time off for special events and holidays are essential long term. Here, he explains how to manage time off while maintaining your store's exacting high standards

**F**inding reliable staff to cover holidays and events can be a massive headache if you don't have a plan in place. Which is why Bay Bashir (pictured), of Belle Vue Convenience Store in Middlesbrough, developed a tried and tested system early on to plug the gaps. Since opening his first store he has

relied on a combination of trusted senior managers and reliable part-time staff to step up and cover leave – a system he has scaled up to the chain of three stores he runs today. With a dedicated, reliable and flexible team in place, managing leave can be straightforward and rewarding for all involved. ●

1

### Offer part-timers extra work first

We have part-time members of staff on a low number of hours each week, but they are the first to be offered extra work when shifts come up. As long as your staff are comfortable with the terms of their employment, they tend to be happy to muck in and appreciate the extra hours. I've always tried to let low-hours staff step in, as almost every week they will probably get extra hours.

2

### Create a holiday hierarchy

I have a set of rules that govern when people can take time off. I have the first priority on time off and my staff know that holidays must fit around me. Also, senior members of staff are aware they cannot have the same dates off. Then it's simply a case of asking part-time staff to plug any gaps. Part-time staff know they have to work their holiday round the rest of us.

3

### Make your expectations clear

My staff know that if I send them a text asking whether they are available to cover a shift, that they are expected to reply quickly. The answer doesn't have to be more than a simple 'yes' or 'no' but knowing as soon as possible makes planning easier. I understand that my staff will not always be able to provide cover at short notice but a reply quickly is always appreciated.

4

### Have a handbook

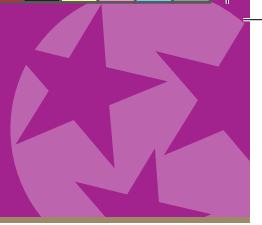
We have a handbook in each of our shops. It contains all the processes alarm codes. We have standardised the way we work across each store so staff should be able to move around all the stores and work with little supervision. There are a few things, the safe codes for example, that are confidential and only myself and senior managers have access to that information.

5

### Show your appreciation

I would never ask my staff to do anything that I wouldn't do myself, so you have to be prepared to step in and cover them when the need arises too. If I'm away and come back to find that the manager in charge of the store has done a great job in my absence, I might offer them a bonus. Kindness is appreciated. These people look after your business, so it's good to look after them.

If you've had a great idea for your business or would like some advice from other retailers to get started contact Chris Rolfe at [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)



# CELEBRATE THE BEST OF LOCAL

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Book your place: **020 7689 0600 (option 3)**

**#IAA17**



Kinder Bueno's latest marketing campaign, **Now That's Adulting**, takes a light-hearted look at the growing-up milestones across the generations, whilst encouraging the nation to reward their 'adulting' successes with a Bueno. With this in mind, Ferrero wants to celebrate the young entrepreneurs who are successfully adulting by taking on the ownership of a convenience store. We've spoken to a number of retailers to discuss the rapid journey they've had to embark on, the challenges they've overcome in their stores and how they celebrate their achievements.



The new "Now That's Adulting" campaign by Ferrero

# Now That's Adulting



**"Never get upset when it doesn't work out!"**

**Jack Matthews,  
Bradley's Supermarkets,  
Loughborough**



Jack is a proud shopkeeper of a long-running family business, founded in 1921

Jack Matthews is currently learning to run Loughborough convenience store, Bradley's Supermarkets, under the guidance of his parents who own the shop. Jack's great-great-grandfather founded the store in 1921 and Jack is proud to be one in a long line of shopkeepers.

Ferrero spoke to Jack to understand what challenges he's overcome:

"With the announcement of Brexit, inflation has been knocking the prices of our products - in some categories more than others. Price-marked packs, which are something our customers expect when walking through the door of our store, are also in decline, which has led to damaged consumer confidence in the convenience store offering.

"However, it is not all doom and gloom. The face of the convenience sector is changing, generation to generation. Convenience stores are not just a destination for the top-up shop, but for all shopper missions. For instance, we have focused much more on our food-to-go and fresh offering, with the front area of the store used for fresh ingredients. We're also visited by a fresh fishmonger three times a week, to cater for our customers' mealtimes.

"Another challenge we've faced is the overall running costs of the business, leading to a re-evaluation of outgoings and how we can make cost efficiencies. But, yet again, this has pushed us to be ahead of the curve and tap into consumer trends, such as the booming gin market. Noticing the interest, we designated an area of the store solely to gin varieties. It's all about being ahead of the competition.

"In a small but close-knit community store, we tend to recognise our successes on our store 'Whatsapp' group or at staff socials."





## #NowThatsAdulting



“We’d urge retailers to get behind our Now That’s Adulting campaign by ordering free Kinder Bueno POS, available via [www.YourPerfectStore.co.uk](http://www.YourPerfectStore.co.uk)”

**Levi Boorer,**  
Customer Development Director, Ferrero

**L**ike Jack, Alpesh Shingadia has taken on the family store from his parents and has been learning the ropes at his Londis store in Horsham. In his relatively short time running the store, Alpesh has seen changes and faced challenges in the retail landscape that he has overcome and learnt from.

“Recently, multiple building sites have started in the village, which has increased footfall, thanks to the people working on-site. Also, due to an increased demand for the breakfast and lunchtime occasion, we have adapted our offering to make sure there are plenty of morning and midday solutions for our customers. Recognising opportunities to cater for a specific demand that is local to your store is a great way to secure additional spend.

“We have recently seen our store being taken over by another symbol group. As a result, we have seen some really positive changes, with a wider fresh produce and food-to-go offering, meaning we can compete with other local stores in the area in terms of option and price. A top tip for fellow retailers starting out in convenience would be to research all symbol groups and who will support you best.

**L**evi Boorer, Customer Development Director at Ferrero, concludes: “We’d like to thank Jack and Alpesh for sharing the challenges they’ve had to overcome in their stores and how they celebrate their successes as they take on more responsibility. We’d urge retailers to get behind our Now That’s Adulting campaign by ordering free Kinder Bueno POS, available via [www.YourPerfectStore.co.uk](http://www.YourPerfectStore.co.uk). There’s a raft of materials for you to display in your store, such as posters that read: Because you’ve actually remembered your bag for life. Reward yourself. #NowThatsAdulting.”



**“Make sure you have the right systems in place so that you’ve got a record of everything. It makes staying on top of cash and credit card reconciliation, refunds and pricing on the tills much easier.”**

**Alpesh Shingadia,**  
Shingadia’s,  
Southwater



For shopper missions and expert adulting advice, visit

**YOURPERFECTSTORE**  
by **FERRERO**

[yourperfectstore.co.uk](http://yourperfectstore.co.uk)



Store owner Alpesh has adapted his offering for midday and morning shoppers



# COLUMNIST



Guest columnist

**Trudy Thompson**

## Update your store's status

**Social media has helped Trudy Thompson and her team take their village shop, Tywardreath Village Stores, from almost total obscurity to a remarkable success story in just a year. It has, she says, had a significant effect on the local community**

**W**e bought our rural village store last September, and from the moment we have worked hard to get the message out about our business. Building a strong online and social media presence has been a vital part of this.

When we started, we had already built a basic website and set up accounts on Twitter, Facebook and LinkedIn for the shop, but we only had a handful of online followers. One year on, and we have had the most success with Facebook. The shop's page has gained more than 2,000 followers in a year.

To achieve this, I've posted something on our main Facebook page most days. When we have lots of news to share it can be up to five times a day. The most important thing is to keep it simple, interesting, relevant and regular. It's nearly all been spontaneous, using nothing more than a smartphone with a decent camera.

According to Facebook's data insights, 20% of all the people in a 10-mile radius of the shop who use Facebook are viewing or interacting with our page on an average day. In fact, I reckon we have higher engagement and interaction from a few thousand



Trudy Thompson has developed a successful social media strategy with business partner Josh Taylor



**One year on, and we have had the most success with Facebook. The shop's Facebook page has gained more than 2,000 followers in a year**

page likes than major supermarket chains with millions of people following them and specialist marketing teams dedicated to their online profile.

My business partner and I are social entrepreneurs and leadership coaches who love technology.

We might not have known how to run a shop when we started out, but we do understand people. We also have a very genuine story behind our venture. Social media has helped us communicate our narrative.

Facebook is a fantastic way for us to spread the word and find like-minded people with very little effort.

We have conversations, share our ideas and news. We take good pictures of new products and fresh produce deliveries.

We've run a handful of competitions to coincide with the shop's milestones but hardly any posts specifically about sales promotions.

The most popular posts we share are genuine human interest stories about the people who work with us, positive stories about our business and suppliers, funny incidents with customers and their pets, or when things go wrong – laughing at ourselves making mistakes.

We've even tracked down lost pets and missing keys and phones.

None of this makes us any money but it's made us useful in our local community, even when we are closed.

In the past year, it has cost us less than £1,000 in advertising, marketing and sales promotion, but this, coupled with the work we've done in-store mean our sales and footfall have tripled.

We are on course to turn over £1m by Christmas and are expanding to meet demand.

*Trudy Thompson is co-owner of Tywardreath Village Shop*

### \* Become a social butterfly

**+ Take lots of pictures** on a smartphone with a good camera and lots of storage space – but always ask permission before taking photos of customers.

**+ Be yourself, find your voice** and build your network. Don't just sell products, share your story and be useful to your community.

**+ Don't worry about hashtags** or what's trending, focus on what's great about your business and ask for feedback to improve.

**+ It's not all about how many page likes**, shares and comments you get, it's how many people find you useful and interesting to follow that matters.

**+ Don't be afraid of criticism**, complaints or internet trolls – use these experiences to learn what doesn't work, be open to feedback and fixing issues in your business.

**+ Don't waste money on websites** or social media experts. A basic holding page automatically updated by your social media activities is all you need.

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Peter Lamb

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# SNACKS

## 100 MUST-STOCK CHRISTMAS PRODUCTS

As consumers plan for gatherings and parties during the festive season, snacks become an even more essential purchase. **Alex Yau** continues our 100 must-stock product guide with a look at this vital category

46-60

**Matt Collins**

KP snacks convenience sales director



**Supplier advice**

**Don't forget nuts**  
Christmas is already a well-established key sales period for retailers for nuts. Known brands help drive purchases.

**Stock interesting flavours and tastes.** Having a range which includes unconventional

flavours alongside well-known ones is recommended.

**Christmas starts in November**  
In some cases this is even as early as September so it is crucial retailers stock up well in advance.



47

### Indie Bay Snacks' Pretzel Bites

These pretzel bites are available in 26g packs for on-the-go snacking. Each pretzel is suitable for vegans and contains fewer than 100 calories. Flavours include Spelt with Rock Salt, Quinoa with Cracked Pepper and Sunflower with Sesame & Poppy Seeds.



48

### Cofresh Bombay Mix

Cofresh's new Christmas packaging will add theatre to what is already, for many, a traditional festive snack. The company's 325g Bombay Mix sharing bags is being supported by advertising.



49

### Hula Hoops Big Hoops

Available in three flavours, the £1 range of Big Hoops was launched by KP Snacks to take advantage of the growing trend for sharing products. The snack underwent a package redesign in February this year and is available in Salted, Chilli or BBQ Beef flavours.



46

### KP Salted Caramel Nuts

KP has added to its range of snacks with 375g tins of Salted Caramel flavour nuts (RRP £5). They are part of a wider range including the reintroduced Frosted Maple Syrup Nut Mix, Frosted Honey Nut Mix and Cheese Footballs snacks.

### McCoy's Chips

The latest addition to McCoy's range of snacks are Chips. These snacks include bold and bright colours on the packaging aimed at attracting passing shoppers. Flavours in the range include Salt & Vinegar and Curry.



50



51

### Popcorn Shed

The Popcorn Shed provides snacks for health-conscious shoppers. Each bag of popcorn is suitable for vegetarians and gluten-free, with fewer than 140 calories per packet. The three flavours in the range include Salted Caramel, Pecan Pie and Pop'n'Choc.



**Supplier advice**



**Debbie King**

Cofresh director of commercial sales & marketing

**Sharing bags sales will be up** Christmas opens up huge opportunities for retailers with sharing-bag sales. They are perfect for get-togethers.

**Use your till point** Displaying sharing bags close to the till will maximise impulse purchases. You can get similar results by placing them near your soft drinks chiller.

**Use our marketing spend** Drive footfall to fixtures by making full use of marketing such as posters and wobblers at the point of sale.



**52**

**Goodness Knows**

Mars is another supplier targeting the expanding wholesome snacks market with Goodness Knows range, its biggest launch since Celebrations. Available in Cranberry & Almond, Blueberry & Almond and Apple and Peanut & Almond flavours; each bar contains chocolate and yet fewer than 160 calories.



**53**

**Carr's Batons**

Carr's Batons taps into a trend that brand owner Pladis has identified for "premium nibbling". The Carlisle-made snacks are available in Cheddar & Onion, Tomato, Emmental & Herb and Rosemary & Sea Salt. Packs come in at a recommended retail price of £1.49 per 100g box.



**54**

**Jacob's Cracker Crisps**

Jacob's has added to its 'caddy range' of tubes with Sour Cream & Chive-flavoured cracker crisps. The company is aiming to tap into the seasonal opportunity with the Christmas-themed packaging and each 230g tub is available to retailers with an RRP of £3.49.

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

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This opportunity is bigger than the average annual sales generated by the No.1 whisky in impulse.\*

**STOCK UP ON THE RANGE TODAY**



Pernod Ricard UK  
*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

My plans  
for Christmas

**Sunita Kanji**  
Family Shopper  
in Bolton

I buy 30% more stock and start merchandising the month before December. The bestsellers for us are Doritos, KP Nuts, Mini Cheddars and sharing bags. Christmas normally gives the store a 20% uplift with snack sales. We have three bays for snacks in addition to promotional aisles. We like to add some theatre and drama by dressing the displays up with Christmas-themed decorations. This helps draw customers in.

Supplier  
advice

**Hena Chandarana**

Pladis trade  
communications controller

**Stock up on biscuits early**  
Shoppers will be starting to plan their Christmas shops early, so aim to have all seasonal stock available from the first week of October to help secure strong festive sales.

**Keep seasonal brands at the front of store** Highly-visible displays to catch shoppers' eyes as they start to stock up for the festive period.

**Novelty packs are on trend** so consider stocking them to make your Christmas biscuit range extra special.



**55**

**Jacob's Savoury Favourites**

Each box of Jacob's Savoury Favourites brings together some of the most well-loved biscuits from Pladis' range; including Salt & Cracked Black Pepper Bakes, Poppy & Sesame Thins, Tuc and Baked Cheddars Cheese Biscuits. Its RRP is £2.19.



**56**

**Pringles Xmas Turkey**

Pringles is bringing the traditional Christmas dinner to its tubs with two festive flavours. Limited edition flavours will include the savoury Xmas Turkey or Pigs in Blankets (all RRP £2.79).



**60**

**Kraft Heinz Soup of the Day**

Kraft Heinz is offering a more filling and savoury option with its Soup of the Day range. Designed as a snack to keep guests warm at social gatherings; flavours in the range include Thai Carrot and Coconut, Potato & Leek with Chives and Chicken, Parsnip and Rosemary. ●



**57**

**Sun-Pat Peanut Butter Crunchy**

Hain Celestial Group says each jar is ideal for adding extra flavour as a spread or ingredient in the cakes or breads shoppers will be baking for Christmas. Each 340g of Sun Pat Crunchy Peanut Butter (RRP £2) consists of 96% peanuts.



**58**

**Joe & Seph's Popcorn**

Gourmet popcorn brand Joe & Seph's positions itself as an alternative to crisps less likely to add pounds to shoppers' waistlines this Christmas. There are a range of flavours for customers with a taste for sweet snacks; including Salted Caramel.



**59**

**Tyrrells Bellini Cocktail Poshcorn**

Herefordshire-based crisp manufacturer Tyrrells has made an addition to its premium snacks range with the Bellini Cocktail Poshcorn. Each 90g bag has an RRP of £1.59 and is part of a wider range which includes flavours such as Coconut and Caramel Superlative.

**Next week in  
RN's 100 must-  
stock Christmas  
products:  
SOFT DRINKS**

# Maynards Bassetts

**50p**  
RRP\*

## NEW SOFT JELLIES & GUMMIES



## STOCK UP TODAY FOR BAGS OF SALES!

For great category advice go to [deliciousdisplay.co.uk](http://deliciousdisplay.co.uk)

\*Retailers are free to set their own prices. Non price marks packs available

# DIGITAL TRAINING

With laws tightening and consumer demands rising, retailers are increasingly looking to digital tools in order to improve their operations and staff training. Hannah Gannagé-Stewart reports  
Hannah Gannagé-Stewart reports

## Tools to help you grow



Chaz Chahal uses supplier apps to keep his staff up to speed on new legislation

**B**est practice and legislation are ever changing in retail. From the rules around age-restricted sales and tobacco to the National Living Wage, retailers are expected to remain compliant at all times while successfully keeping on top of the day-to-day running of their businesses.

A raft of online tools and training providers have sprung up to fulfil

the range of training needs, from NFRN online resources, providers such as Bolt Learning and commercial suppliers such as JLT.

Many retailers look to free training to keep their costs down, while others see the benefit of investing in standardised training for staff. This week, RN speaks to five retailers to learn about their approach.

### Chaz Chahal

Costcutter, Bromsgrove, Worcestershire



#### How important is staff training to your business?

This year there were so many changes, two lots of legislation for tobacco, things like plain packaging and the upcoming ban on menthols. There's a lot for our staff to learn.

Because there are so many facets to the business, a lot of the training we do is person-to-person and on the shop floor, but there are a few instances, for example with tobacco, where it is useful to have other tools.

#### What is the best app or website

#### you have used for staff training and why?

The JTI app JTI Advances came in really useful when the changes to tobacco legislation came in. It's very easy to use, works on a range of platforms and notifies you when new modules are added.

#### How do you fit training into your day-to-day operations?

I take a top-down approach. I do the module and then share that information with my staff.

Because you can use mobiles and tablets, you can stand side by side with your staff and show them through the module, or talk them through it later.

When pricemarked or branded packs were selling out the app also let us know.



### Wendy Boyatt

Premier Morfa Stores, Beach Road, Harlech, Gwynedd



**This year there were so many changes and there's a lot for our staff to learn**

#### How important is staff training to your business?

The areas I tend to use most often for online training are food hygiene, wages and health and safety.

With online training, I don't have to get the shop's hours covered by someone else, I can stay on the premises, I can do them when I want, you don't have to complete them in one go, unless it's a webinar. So, if I've got a spare half hour I can sit down and work through it.

I wouldn't say I prioritise training against the day-to-day running of the business. It's more important that I'm running the shop and on the premises.

#### What is the best app or website you have used for staff training and why?

I use IRIS training for wages because they supply my payroll system and it is tailored exactly to my needs.

#### How do you fit training into your day-to-day operations?

I don't put staff on courses, but if they ask about something or want to learn a new process, I will allow them to, particularly if it's free. With food hygiene there's a file called Safer Food Better Business which they have to read regularly. I will hand information out to them or place it on noticeboards to make sure they know.





**Hitesh Pandya**

Toni's News,  
Ramsgate,  
Kent



**How important is staff training to your business?**

Very important. We make sure we have two things - hands-on training, which is the practical side, and training aids and modules.

We use multiple sites, such as the NFRN for delivery of papers and risk-assessment training, and PayPoint and Camelot's training tools. We also use online training for age-restricted information.

Proprietors of any businesses have to use all the tools they possibly can, but training systems are expensive - where we can we utilise free or inexpensive training.

**What is the best app or website you have used for staff training and why?**

I use PayPoint and Camelot's systems, but I don't have an online system that I use on a regular basis. When staff turnover becomes an issue or you're not doing any refreshers yourself, it's an essential aid.

**How do you fit training into your day-to-day operations?**

Staff are trained with another member of staff or myself. When you work with the owner or the manager, it's not the same as working with a colleague.



Helping staff to take on new tasks is a key priority for many retailers



Joe Williams uses digital tools to help with customer service

**Scott Graham**

McLeish  
Inverurie,  
Aberdeenshire



**How important is staff training is to your business?**

I wasn't keen on cutting staff after the introduction of the minimum wage but decided they would have to work smarter.

We use Bolt Learning training. It's an online training platform, which we trialled while it was being developed last year. We've got five modules covering areas like customer service, alcohol legislation and prevents under-age sales.

It doesn't replace face-to-face training; you still have to put it into real life scenarios, so there are certain things you have to follow up.

**What is the best app or website you have used for staff training and why?**

Bolt is useful because we can use it to communicate with staff as well. We will be putting one out about the change of £1 coins, for example. Our staff know we use Bolt as a business communication method for legislation or law changes.

**How do you fit training into your day-to-day operations?**

We email staff the training modules. I expected them to do it in-store, but they've often done it in their own time. They were happy to do this and can do it on tablets or mobiles, then I get an electronic copy for my due diligence. ●

**Joe Williams**

The Village Shop,  
Hook Norton,  
Banbury



**How important is staff training is to your business?**

We're looking at it at the moment. We've got Retail Guardian while Spar does its own online training as well. It's something we need to get into a formalised place.

We focus quite a bit on customer service, as it is one of our USPs compared to nearby multiples. Other areas are due diligence and health and safety, so we're prepared for visits from environmental health and store standards and merchandising for staff.

**What is the best app or website you have used for staff training and why?**

We used the online Post Office training and all the staff we used it with said it was very good. Using it helped us standardise the practice and structure of our new post office.

**How do you fit training into your day-to-day operations?**

If you have something more formalised and structured, everyone will receive the right training and it's better than providing it in a more ad hoc way. A message I try to put across may not get through as well as it would through a formal system.



# THIS WEEK IN MAGAZINES



## Music special

# VINYL FANS WILL GET IN A SPIN WITH THIS GUIDE

Records are making a comeback as younger fans enjoy music the old-fashioned way and their folks get reacquainted with old favourites

**THE VINYL** Buyer's Bible is packed with guidance for a wide range of different genres and key artists, intending to provide a comprehensive buyer's guide for anyone rediscovering vinyl or enjoying it for the first time. Inside are tips on how to buy country, hip-hop, jazz, northern soul, punk and reggae music. It also contains guides to the essential records of Bob Dylan, David Bowie, Pink Floyd, The Beatles and The Rolling Stones. The 132-page guide is being billed by distributor Marketforce as an ideal Christmas present for music lovers.



**LONG LIVE VINYL: THE VINYL BUYER'S BIBLE**  
**On sale out now**  
**Frequency one shot**  
**Price £9.99**  
**Distributor**  
**Marketforce**  
**Display with Long Live Vinyl, Classic Pop, Vintage Rock**

## Round up



**Jennifer Hardwick**  
 Magazines reporter  
 jennifer.hardwick@newtrade.co.uk  
 @Jenniferh\_RN

# LIFE OF GLAMOUR LOSES ITS SHEEN

I'm not sure exactly what I expected when I called retailers for reaction following the announcement that Glamour's frequency is being slashed from monthly to biannual, but what I got was mostly apathy.

Of the stores I called, the most any were selling were a couple of copies per month. And those copies are only bringing in a relatively small amount of revenue after January's price cut to £1, they were quick to point out.

The question now is what the price will be on the new edition, which is a matter Condé Nast will not be drawn on at this time, telling me it was currently focusing on staff consultations. One thing that is certain now is editor-in-chief Jo Elvin will not be there, as she announced she is stepping down this week after 17 years in charge.

Looking at this positively, you might well find you make more revenue overall from the biannual edition, depending on the cost. Speculation from distributors I spoke to suggest the price tag is likely to be pushing the £10 mark, and high-value one-shots are a profitable growth area.

Of course, Condé Nast's announcement of the change made no mention of a fall in copy sales or profits.

It said that a demand to continue a print edition at all was justified by a 7% rise in "actively purchased sales" in the six months after the price change compared to the six months beforehand.

Our own August ABC analysis confirms the title slowed its sales slide in the period specified, but was still suffering a 6.8% year-on-year decline.

Whatever the next few months hold for magazines, you can rely on RN to provide you with the data and analysis you need to decide your stocking strategy.

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



## CAKE DECORATION & SUGARCRAFT

Cake Decoration & Sugarcraft magazine is packed with step-by-step tutorials. With every issue showcasing the latest trends as well as traditional techniques, there is a cake design for everyone. The Christmas issue is filled with tips and comes with a free candy cane Christmas cake DVD.



**On sale out now**  
**Frequency monthly**  
**Price £4.20**  
**Distributor Warners Group Publications**  
**Display with Cakes & Sugarcraft, Cake Craft Guide**



## DOLLS HOUSE & MINIATURE SCENE

Almost half of each issue of Dolls House & Miniature Scene is dedicated to in-depth and quick-make projects. Also included are artisan and collector interviews, club news and competitions. In the November edition the magazine examines an intricate collection of miniatures inspired by Native America.



**On sale 26 October**  
**Frequency monthly**  
**Price £4.75**  
**Distributor Warners Group Publications**  
**Display with Dolls House World, Flying Scale Models**



## WHAT HI-FI?

In this special Temptations issue of What Hi-Fi?, the team chooses the best hi-fi components on the market. Included in the rankings are turntables, speakers and amplifiers costing a few thousand pounds each, with the aim of finding something for every reader to lust over. The title delivered more than £695,000 in RSV between July and August, according to distributor Frontline.



**On sale Out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with Hi-Fi World, Hi-Fi Choice**

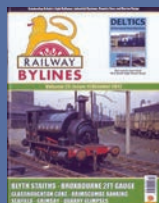


## BEAD & JEWELLERY

Bead & Jewellery magazine was the UK's first beading magazine. Each issue is full of projects and inspiring features to show readers how they can make beadwork and jewellery. This issue contains 55 pages of projects, as well as a guide on how to make a pendant. Elsewhere there are features on wirework and resin.



**On sale out now**  
**Frequency eight times a year**  
**Price £5.99**  
**Distributor Intermedia**  
**Display with Making Jewellery, Bead & Button, Beadwork**



## RAILWAY BYLINES

As the title suggests, this magazine's subject matter is not the country's former main lines with express locos and named trains but the multitude of homely branch lines that served villages across the UK. Also featured are industrial lines serving mills, foundries, quarries, mines and ports, together with the host of little rail engines that could have been found working such lines.



**On sale out now**  
**Frequency monthly**  
**Price £4.50**  
**Distributor Intermedia**  
**Display with Steam World, Rail Express, The Railway Magazine**



## Bestsellers Women's weeklies

Title	On sale date	In stock
1 Take a Break	26/10	<input type="checkbox"/>
2 Woman's Weekly	24/10	<input type="checkbox"/>
3 People's Friend	25/10	<input type="checkbox"/>
4 Chat	26/10	<input type="checkbox"/>
5 That's Life	26/10	<input type="checkbox"/>
6 Closer	28/10	<input type="checkbox"/>
7 Bella	24/10	<input type="checkbox"/>
8 Heat	28/10	<input type="checkbox"/>
9 My Weekly	24/10	<input type="checkbox"/>
10 Woman's Own	24/10	<input type="checkbox"/>
11 Woman	24/10	<input type="checkbox"/>
12 New	24/10	<input type="checkbox"/>
13 Pick Me Up	26/10	<input type="checkbox"/>
14 Best	24/10	<input type="checkbox"/>
15 Real People	26/10	<input type="checkbox"/>
16 Grazia	24/10	<input type="checkbox"/>
17 National Enquirer	23/10	<input type="checkbox"/>
18 OK	24/10	<input type="checkbox"/>
19 Love It	26/10	<input type="checkbox"/>
20 Reveal	24/10	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

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## AWESOME GUIDES

Kings Road Publishing has launched Awesome Guides, a series targeted at the pre-teen market focusing on new topics each month. The first issue shows readers how to make their own slime, with recipes to make slime that sparkles, crunches or even changes colour. The guides are designed to make readers become scientists for the day, using easily available household ingredients.



**On sale out now**  
**Frequency monthly**  
**Price £6.99**  
**Distributor Marketforce**  
**Display with BBC Wildlife, CBeebies Art**



## GIRL TALK

The next issue of Girl Talk is a spooky Halloween special bagged with a total of 12 free gifts, including hair chinks, two skull bottle nail polishes, six hair bobbles and two mini collectable Cat Pack rubbers. The magazine also features an interview with Clare Balding, including a link to the interview which was filmed for the title's YouTube channel.



**On sale 25 October**  
**Frequency fortnightly**  
**Price £2.99**  
**Distributor Frontline**  
**Display with Girl Talk Art, Top of the Pops**



## BBC WILDLIFE

Blue Planet 2 starts on the BBC on 29 October and will be screened for seven weeks. To commemorate the occasion, the November issue of BBC Wildlife will carry a 32-page supplement showcasing the best of the series to come. Blue Planet 2 - The Inside Story features imagery and episode guides, plus articles written by the series production team.



**On sale 25 October**  
**Frequency monthly**  
**Price £4.25**  
**Distributor Frontline**  
**Display with CBeebies Art, Animal Friends**



## TEEN BREATHE

The younger sibling of Breathe magazine, Teen Breathe, is now in its second issue. The first well-being magazine for teenagers includes advice on how to deal with cyberbullying and gossip, reassurance about body image and ways to improve mental and physical health by exploring forgiveness and compliments. Also inside are inventive papercraft projects and tips on figure drawing.



**On sale 24 October**  
**Frequency bi-monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Breathe, Teen Vogue, Seventeen**



## ROLLS ROYCE & BENTLEY DRIVER

This issue of Rolls Royce & Bentley Driver comes with a free 2018 Classic Cars Calendar. Content includes a feature on endurance touring as well as a look at the secrets of vintage Bentleys. The title will be premium priced at £4.99, up slightly from the usual £4.95, to make the most of the expected increase in sale.



**On sale out now**  
**Frequency quarterly**  
**Price £4.99**  
**Distributor Seymour**  
**Display with Classic Car Buyer, Classic Car Weekly**

## Industry viewpoint Simon Carrington

BBC Good Food Publishing Director  
Immediate Media

**C**hristmas is a huge event for all magazine publishers, but for BBC Good Food it is without doubt the biggest moment of the year.

We've already had great success with our brand new Homemade Christmas magazine (launched at the end of August), but it's our legendary Christmas issue of BBC Good Food that our readers have been waiting for. In fact, from August onwards, there is only one question they ask - what's going to be on the cover? We hope that they are as excited about our spectacular 'naked' Christmas cake as we are.

We know that our readers come to food magazines for inspiration and guidance, and during the festive season, they are planning on giving their friends and family a spectacular Christmas they won't forget. This is why we have packed this year's Christmas issue with more than 80 festive recipes.

Whether it's a simple cocktail or a turkey with all the trimmings, all our recipes are triple tested in the Good Food kitchen. Simply put, Good Food recipes always work, and that is why our readers always come back for their Christmas fix.

We hope that this year, Christmas is a bumper time for everyone.

We expect sales of BBC Good Food to quadruple in the six-week period and with an increased cover price, we expect RSV to grow by more than 300%.

What better way to start the festive season?



## COMING UP IN NEXT WEEK'S RN



## YOUR FIRST CHANCE TO SEE INSIDE THE NFRN'S NEW FLEXIBLE EVERYDAY FASCIA

Plus, one retailer turns their business into a top-up destination with advice from an award-winning c-store owner, and RN's guide to the 100 must-stock products for Christmas continues



# THIS WEEK IN MAGAZINES

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## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	27	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	94	100	8.99
Build your own R2-D2	42	100	8.99
Enhancing your mind, body, spirit	42	120	3.99
My Animal Farm	37	60	5.99
Jazz at 33 and third RPM	47	70	14.99
Star Wars Helmet Coll'n	47	60	9.99
The Beatles Vinyl Collection	18	23	9.99
Zippo Collection	56	60	19.99
<b>Eaglemoss</b>			
DC Comics Graphic Novel	57	100	9.99
Disney Animal World	87	100	5.99
Game of Thrones	43	60	8.99
Marvel Fact Files	240	250	3.99
Military Watches	96	100	9.99
My Little Pony			
Colouring Adventures	33	80	3.99
Star Trek Ships	109	130	10.99

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	5	80	9.99
Art of Crochet	113	120	2.99
Art of Cross Stitch	43	90	2.99
Art of Knitting	44	90	2.99
Art of Quilting	95	90	3.99
Art Therapy	136	120	2.99
Art Therapy 50 Mindful Patterns	28	80	4.99
Assassins Creed: the official collection	18	80	9.99
Dr Who Complete History	56	80	9.99
Draw The Marvel Way	48	100	4.99
Judge Dredd Mega Collection	73	80	9.99
Marvel's Mightiest Heroes	100	100	9.99
Transformers GN Collection	22	80	9.99
Warhammer	30	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	61	60	0.99
<b>Panini</b>			
F1 Collection	40	60	9.99

## Collectables

Title	Starter	Cards
<b>Panini</b>		
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
<b>Magic Box</b>		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
<b>Topps</b>		
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
<b>DeAgostini</b>		
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	£1.60	34.4p 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	48p 24%
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 22%
Scotland on Sunday	£1.70	39.95p 23%
Racing Post	£2.60	61p 23.46%
Sunday Herald (Scotland)	£1.70	35.7p 21%
Sunday Express	£1.40	29.65p 21.18%
Sunday Post	£1.60	33.6p 21%

Weight Watchers	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
0-69g	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

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