

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 22.09.2017



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'We've had enough'



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Vol 128 No 38
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Shaping the future
of independent retail
since 1889



Editor

Chris Gamm

@ChrisGammRN
020 7689 3378



Associate editor

Chris Rolfe

@ChrisRolfeRN
020 7689 3362



News editor

Charlie Faulkner

@CharlieFaulkRN
020 7689 3357



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN
020 7689 3361



Reporter

Jennifer Hardwick

@JenniferH_RN
020 7689 3350



Reporter

Alex Yau

@AlexYau_RN
020 7689 3358



Senior designer

Anne-Claire Pickard

020 7689 3391

Designer

Emma Langschieb

020 7689 3380

Production coordinator

Alex Garton

020 7689 3368

Account director

Will Hoad

020 7689 3370

Sales executive

Khi Johnson

020 7689 3366

Sales support executive

Teagan Abrahams

020 7689 3382

Marketing manager

Tom Mulready

020 7689 3352

Marketing Executive

Michael Sharp

020 7689 3356

Financial controller

Parin Gohil

020 7689 3375

Finance executive

Abi Sylvane

0207 689 3383

Finance administrator

Anubhuti Shah

0207 689 3397

Managing director

Nick Shanagher

07966 530 001

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11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600
email letters@newtrade.co.uk

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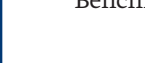
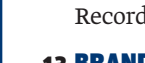
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confectionery



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creates a lot of good will among
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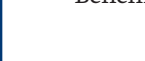
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symbol or multiple
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Chris Gamm

@ChrisGammRN

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Every retailer knows they must expect the unexpected and find solutions to new problems in their businesses every day.

But one problem that is becoming increasingly expected lately is incomplete, late or problematic newspaper deliveries.

You contact me on this matter more than any other. So on Monday, retailers from all over the UK travelled to Smiths News' head office in Swindon to give the wholesaler its own early morning challenge.

"We wanted it to be a surprise so Smiths

News wasn't prepared, to see how it deals with the unexpected," NFRN chief executive Paul Baxter told me at the protest.

Smiths News chief operating officer Jon Bunting told me he knew the service level from its Hemel Hempstead hub is unacceptable because he'd spent the day there recently. But he didn't realise how strongly retailers felt about it.

He certainly does now, because retailers spent the morning greeting Smiths News staff as they arrived for work, informing them of the problems they face each day.

You can read more about the outcome of the protest in a special report on page 5 of this issue.

Retailers told me they felt like they had little option but to stage a protest because their concerns weren't being listened to.

For them to take the time out of their stores and travel from all over the country shows they mean business, and there is further action in the pipeline.

As Stuart Reddish said, what happens next depends on whether the action agreed this week is all talk, or changes are made.

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BREAKING NEWS

MP slams delays in rates relief

Local authorities' delay in business rate relief to small businesses has been labelled "unacceptable" by Nuneaton MP Marcus Jones.

Speaking in the House of Commons last Thursday, he urged councils to rapidly implement a support package which consists of three different financial aids. One is a £300m fund for councils to distribute over four years to help hard-pressed businesses facing higher rates bills in their area.

"I have written today to those authorities that have not fully implemented all three schemes asking them to rebill businesses that are set to benefit from relief as soon as possible," he said.

Mr Jones said a list of the local authorities that have implemented the rates relief package will be published from 3 October.

The Association of Convenience Stores welcomed the minister's intervention.

Own brand 'lessons'

The convenience sector has a lot to learn from the multiples as sales of premium own-brand labels continue to rise, said a retail analyst.

Fraser McKevitt, head of retail and consumer insight at Kantar Worldpanel, said: "Retailers want to build their own brand and own label is proving strong in fresh and chilled in the multiples. There are lessons to be learned in convenience. The category often retails at a higher margin while still tapping into customers' need for convenience."

Mr McKevitt also reported that grocery inflation had dropped 0.1% following a post-Brexit rise over the last year.



Seed planter offer helps grow sales

Trinity Mirror ran a promotion at an independent store in Cardiff to grow sales of the South Wales Echo. Customers received a free seed planter when they bought a copy of the title during the promotion last week. Retailer Mark Dudden, of Albany News at the Post Office in Cardiff, said: "It's important to build relationships in the local area."

Illicit trade, not legislation blamed for any drop 'Tobacco continues to be profitable'

Tobacco sales decline is exaggerated say retailers

by Helena Drakakis

RNreporter@newtrade.co.uk

Retailers have told RN they believe reports of falling tobacco sales are exaggerated and any sales reduction may be due to an increase in the illicit trade.

The comments come following the release of Booker's results for the 12 weeks to 8 September which showed tobacco sales had fallen almost 10%.

"Tobacco sales continued to be adversely impacted by changes in tobacco legislation, down 9.4%

like-for-like," a Booker spokesperson said.

However, several retailers have said this is not the case in their area and tobacco remains an important category.

David Lewis, of Spar Crescent Stores in Witney, said: "My tobacco sales are down by less than 5%. I don't see much sign of the trade reducing and tobacco continues to be profitable for me."

In Weymouth, Londis retailer Dave Hiscutt also said his sales have not been dented. "Tobacco is

still a huge portion of sales for me and it's critical I get this category right."

Romit Patel, of Weller's tobacconist in Dorking, said he believed the illicit trade had grown, especially in rolling tobacco.

"Customers are now buying papers and filters but no tobacco. If people can get tobacco at £5 and I'm selling it at more than £10 then they'll buy it cheap," he said.

Retailers' responses are in contrast to anti-tobacco lobby Action on Smoking and Health (ASH). On re-

lease of Booker's figures, it said: "Tobacco companies continue to tell small retailers that tobacco is king while our research shows that it contributes little to their profits."

Meanwhile, the Association of Convenience Stores has raised concerns over EU proposals for a wholesaler and retailer tobacco registration scheme, stating that while it supported action to stem the illicit trade, such a scheme would "place a significant cost and time burden on retailers".

New calls for CMA to block Tesco merger

Symbol and wholesale bosses have urged the Competition and Markets Authority (CMA) to block the Tesco-Booker merger amid fears it will be detrimental to the future of the wholesaling industry.

In a submission published last week, a symbol operator – which has remained anonymous – said it "fears the future

of our sector". It warned the merger will result in a "substantial lessening of competition".

It believes Tesco's access to independents' EPOS data will mean it has inside knowledge and could potentially lead to it adapting prices in Express stores to remain competitive.

It wrote: "Tesco will not just take business away but

it will also raise its symbol operator and wholesaler competitors' costs."

The unnamed group predicted no independent retailers would want to operate near a Tesco-owned store because of the suggested price advantage.

Meanwhile, Bestway has warned in its own CMA submission that the merger could result in

the collapse of Palmer & Harvey (P&H), due to the loss of business from Tesco – currently its biggest customer.

"Given the reliance of P&H on Tesco and its current (and well-documented) poor financial state, even a small reduction in volume would fundamentally impact P&H's viability as a going concern," it said.

NFRN stages protest at wholesaler's head office Smiths boss Jon Bunting pledges improvements

Retailers make a stand on Smiths News poor service

by Chris Gamm

chris.gamm@newtrade.co.uk

Smiths News chief operating officer Jon Bunting has promised urgent action to improve the wholesaler's "unacceptable" service levels out of its Hemel Hempstead hub, after retailers staged a protest at its Swindon head office on Monday.

Around 30 NFRN members from across the UK marched to the wholesaler's office at 7am with banners and t-shirts stating 'Enough's enough! End the carriage charge rip off', before delivering a letter to Mr Bunting outlining 12 areas of concern.

These included carriage service charge (CSC) rises and calculations, publisher contributions to CSCs, publisher inbound times and poor service following the latest Hemel Hempstead rationalisation.

NFRN national president Linda Sood, national deputy vice president Stuart Reddish, chief executive Paul Baxter and news committee chairman John Parkinson met with Mr Bunting to discuss problems faced by retailers.

"Service charges can't carry on the way they are.

Members are stopping news because it's not viable," said Mrs Sood following the meeting.

"We've asked for members to get their CSC back when Smiths fails to deliver the product and Jon Bunting said he'll look at this."

Mr Bunting said he had also pledged to take action

on service out of Hemel Hempstead, ahead of meeting with the NFRN again in two weeks' time.

"Jon Bunting didn't say 'you're wrong'. He listened and absolutely agreed," said Mr Reddish.

"He's addressing our issues, some more urgently than others. I would be

surprised if something doesn't happen quickly.

"If at the next meeting nothing's been done, it will be a very different meeting.

"Today wasn't the whole campaign. It was just the start. There are other demonstrations planned all over the UK, but they've been put on hold and we've given Smiths News the opportunity to fix some of the issues."

Mr Bunting told RN he would bring in extra resource from across the network to "correct the service" out of Hemel Hempstead.

"I knew it was unacceptable because I spent the whole day there on Thursday talking to staff and the management team," he said.

"But I didn't realise how strongly retailers felt in order to march here today."

Mr Baxter said the pressing issue for wholesalers to address is carriage charges.

"Smiths News has to deliver to a standard that is acceptable for retailers to do their jobs properly," he said. "Why should we be charged for something we're not getting?"



Smiths News chief operating officer Jon Bunting receives a letter outlining retailers' concerns from NFRN national president Linda Sood

How the Hemel Hempstead rationalisation is affecting us



Hemel Hempstead is in utter meltdown. I've lived through BJB and Premier Park, two chaotic rationalisations, and this is far worse. It's a complete and utter shambles. The supply chain is not fit for purpose. It worked 10 years ago when retailers paid a nominal charge. Something's got to give. It's at a tipping point.

Peter Wagg

News on the Wharf, Canary Wharf



Five representatives from the London district came today. Our main concern is Hemel Hempstead because

3,000 members have suffered late deliveries for six or seven weeks now. Papers are regularly arriving at 7am, some days as late as 11am. It was good to have the opportunity to talk to senior managers from Smiths.

Pravin Shah

7am to 10pm, Luton



Jon Bunting told me the problems with Hemel Hempstead will take weeks to solve and it won't happen overnight.

But if I don't see an improvement for weeks, it will be a real problem. My magazines are always a day late, which means I have hundreds of customers going potty. Even the drivers are fed up.

Kamal Thaker

Top Shop News, Edgware

TWITTER REACTS TO MONDAY'S PROTEST

Well done to all for speaking up for our members. The drip drip carriage charge increases is killing the business.

Abdul Qadar
@abdul_qadar

Ever had the Monday morning feeling when the unexpected happens? Bet Smiths News boss wish he stayed in bed!! Well done NFRN, superb!

HNDA Delivers News
@hndanews

Well done
Kevin Hunt
@kevinbhunt

Heroes. I fear it may well not change anything until there is competition in the market.

Graig Warren
@GraigWarren

Where else is such a monopoly even legal?

Russ Powell
@russnpt

@DailyMailUK
@dailyexpressuk
@FT @Telegraph
– You should all be supporting the #independents on this campaign

Carolyn Kirkland
@c4rol1n

And their charges don't come anywhere near our ripoff weekly charges in N Ireland. Two wholesalers taking £5k a year

Eugene Diamond
@EDiamond136

STORE LOOKBOOK



Filling the gap

When the village of Norton-on-the-Moors lost its post office, Chris Wardle saw it as the perfect fit for his Premier petrol station convenience. He tells **Joe Cooper** why being 'a shop with a forecourt, not a forecourt shop' is key to providing a service that is about more than just filling up

It's not often you see a post office in a petrol station forecourt, but then again, Chris Wardle's Premier, on the outskirts of Stoke-on-Trent, is no ordinary store.

"We're a shop with a forecourt, not a forecourt shop," says Chris, who was born and bred in the village of Norton-in-the-Moors. His no-nonsense and "nimble" approach to business, combined with a love for the place where he grew up, has ensured its continued success, despite an Aldi opening just down the road a few years ago.

Jack's Convenience Store & Norton Post Office is named after the village blacksmith, which opened in the 1850s. One hundred years later it was bought by Chris's father, in 1963, when it was operating as a hardware store. By 1999, the business needed more space and the family bought the lease on an old Texaco garage 300 yards down the road.

In 2014, the village's old postmaster retired and the Post Office was looking to relocate the business. Chris saw it as the perfect fit for his store, a valuable community asset that would hit the village hard if it was lost.

Despite this, the move caused an uproar among a vocal section of the community, who feared a move even slightly further away would make the post office less accessible. The story was documented in the BBC Two series *Signed, Sealed,*

Delivered, about the huge changes in the post office network at that time.

"People now agree it was the right thing to do. They would have been left unable to use the post office and they'd be spending money outside of the village and not in my store," says Chris.

His bravery has paid off, as his post office was named among the six best independents among thousands across the country.

"The Post Office love what we are doing. We are outperforming all expectations," he says.

Around 14,000 cars pass down the busy main road every day and investing in the forecourt has also contributed to the store's success.

"We've ploughed money into it - we've got new pumps, gauges, everything," says Chris. "We've changed our fuel to Jet and our sales have doubled. I keep prices competitive - at the moment I'm on £1.17 for a litre, whereas my nearest competition is between £1.20 and £1.23."

Interestingly, Chris's store was one of the first petrol forecourts in the country to get an alcohol licence after he proved that more of his trade came from walk-in custom than drivers who might be encouraged to drink-drive.

"The balance is now about equal though, as petrol sales have risen," Chris adds.

Competitive prices are important

“Have faith in your decisions. If I’d have backed out we’d have been left without a post office and that would have devastated the village” CHRIS WARDLE



What you can learn

- 1 A staff of 13 work in Chris's locally focused store, offering high levels of customer service
- 2 The business balances its forecourt offer with local store staples
- 3 The business was ahead of the curve when it came to £1 deals – helping it compete with a nearby Aldi
- 4 Chris has changed petrol suppliers to ensure he offers the best price and has seen sales double

INFORMATION

Location

Norton-in-the-Moors Post Office, ST6 8LX

Dry goods margin

20%

Daily passing traffic

14,000 cars

Size

2,000sq ft

Staff

13



STORE LOOKBOOK



inside the store too, particularly since the business took a hit when Aldi opened a few miles away. Chris hit back with an extensive £1 range, including hammers, clocks, batteries and cleaning equipment, and ensures he runs Booker's promotions on essentials such as milk and bread.

"The £1 range is doing really well. The big advantage of being an independent retailer is how nimble you can be compared to the big supermarkets."

Food to go has been tried, but didn't work. "There's a sandwich shop down the road so I let them get on with it," Chris says.

"We've got fresh fruit and veg, however, and have fresh bread delivered daily."

The store also sponsors a local football team and raised money for a village defibrillator, which is outside the store.

To top it off, the store has been dubbed the happiest in Stoke, after Chris and his staff made it their mission to make every customer smile or laugh during their visit.

"I've lived here nearly all my life and have known a lot of my customers as long," Chris adds. "It's my village and I care about it passionately." ●



What you can learn

5 The store became one of the first forecourts to get an alcohol licence after proving most trade was walk-ins

6 The relocation of the post office – controversial at first – has become a big success

7 The store offers a full convenience range to meet shoppers' needs



Want to see more of Chris Wardle's store? Go to betterretailing.com/premier-post-office-norton

Introducing

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MORE SUPPORT IS HEADING YOUR WAY



More players are asking about The National Lottery since the ALLSTARS kit was delivered. The Retailer Guide is also really helpful – it's great to have the information we need so readily available now that more players are asking about products. The extra support of visits and phone calls is great too; it certainly is reassuring to know that we will be supported more in the future.

Jane Edwards, Ancoats Urban Village Store, Manchester (above)

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- ◆ **Multi million pound advertising** support for all National Lottery games



* (Calls to 0800 numbers are FREE when calling from a UK landline or mobile. Charges may apply when calling from a business line or abroad.)

SYMBOL NEWS

Fresh fish set to land more sales for Nisa

Nisa retailers have welcomed the launch of the symbol group's first range of own label fresh fish designed to help them make the most of meal for tonight sales.

The products are the latest addition to Nisa's own brand Heritage range and include Salmon fillets and Salmon Fillets with Sweet Chilli (both RRP £4.99) and Smoked Salmon and Salmon Flakes (both RRP £3.99).

Julian Hull, who runs a Nisa Local in Southwater, Essex said: "Heritage ready meals and sliced meat sell very well in my store. I would look at this range but make a decision based on whether its competitive on price."

Shropshire Nisa Retailer Rav Garcha said: "It's a product I will definitely consider stocking as own-brand margins are often better."

Faster orders with One Tap

National wholesaler JJ Food Service said it has reduced the time taken for retailers to place an online order by a minimum of 30%, following the introduction of a new 'One Tap' payment option.

One Tap Pay works by using details that have been captured via the JJ App by a card scanner and stored in the system to allow customers to checkout instantly.

JJ Food Service chief operating officer Mushtaque Ahmed said: "Convenience and speed are absolutely key to our customers. With more than 50% of our online orders now coming via a mobile device, One Tap Pay will make online shopping at JJ Food Service faster than ever before."



Simple move could increase sales 30% 'It's something retailers don't always think about'

Put baskets around store to up spend says expert

by **Helena Drakakis**

RNreporter@newtrade.co.uk

A retail expert has recommended that store owners scatter baskets around the shop floor to help increase basket spend by as much as 30%.

Speaking at the Spar Retail Show, organised by AF Blakemore, Ken Hughes said placing baskets in different locations around store would encourage customers to pick up more items.

Using alcohol as an example, he said: "One retailer moved some of his baskets near the alcohol section of the store and found basket spend increased by 30%.

"Customers could carry more alcohol without the worry of them smashing the bottles by dropping them on the floor."

Tristan King, who owns Five Kings Family Stores in Retford, said as a result of Mr Hughes's talk, he was trying the idea in his

Ordsall Store and would do so at his Jet Spar garage in Warsop.

"I thought it was such a simple and obvious thing to do, but something retailers don't always think about. Providing more baskets around the shop is good for security and encourages people to spend more."

Mr King said it was too early to estimate the impact on sales but, as well as providing more baskets, he was encouraging staff to

give baskets to customers who looked overloaded.

Spar retailer Kevin Hunt, who runs 27 stores in the Lancashire, said, wherever possible, baskets were placed around his stores to make his shops more convenient for customers.

"It seemed like the right thing to do. If a customer comes in for a pint of milk and buys more, you don't want to send them back to the front of the shop to pick up a basket," he said.

Spar puts quality first in ready meal relaunch

A Spar retailer has reported a big shift towards premium ready meals as the symbol group relaunched its offer.

David Lewis, who runs Spar Crescent Stores in Witney, said having previously struggled to sell ready meals, he has seen a growing trend towards quality

meal for tonight purchases.

"I persevered and the market has grown over time. The quality has got better and I think customers are more willing to pay," he said.

To tap into this trend, the symbol group has announced a revamped range including a new

Spar Fish Pie, Lasagne Al Forno and Cottage Pie. All three lines have a RRP of £4 and will be promoted at two for £7.

Also a part of the wider revamp are two new roast dinner meals: Chicken Roast Dinner and Beef Roast Dinner (RRP £3.50) as well as a pizza range

priced at £3.50: Jerk Chicken and Cheese Feast.

Julian Taylor-Green, of Spar Linford in Hampshire, said: "The category is a slow burner for us that's steadily been increasing. We've got a good range and good availability from Spar. The trick is to get people trying them."

NEWS & MAGS

Saturday papers continue trend of lower sales decline News UK says increases will deliver extra £6.8m cash per year

Times titles power on despite price rise as dailies stay flat

by **Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

A price rise on The Sunday Times looks unlikely to dent sales after the Saturday edition of the title was the only publication to achieve a year-on-year sales rise in August, despite a 20p price rise in April.

According to the latest figures from the Audit Bureau of Circulations, sales of the Saturday edition were up by 0.6% year on year last month, with all other titles reporting a year-on-year decline.

"The Times Saturday edition has proved once again that readers are willing to pay for a quality product in the print format," Times Newspapers managing director Chris Duncan said.

"Our price rise a few months ago has not dampened the appetite of our readers for trusted news and lifestyle coverage, as we continue to invest in

our journalism and our product, which is good for our readers and partners."

The figures show Saturday titles continued the trend for suffering the lowest rate of decline compared to daily and Sunday editions. Total Saturday sales fell by 7.8% year on year, compared to a 9.5% fall for daily titles and 9.7% for Sunday editions.

But despite the heavy annual fall, total sales across Monday to Friday editions remained exactly the same in August and July at 5,054,913 copies.

The 20p rise on The Sunday Times to £2.70 took effect at the weekend, with News UK keeping the retailer margin at 21%, meaning sellers will make an extra 4.2p on every copy.

The title's first rise in five years is forecast to deliver an incremental £6.86m in cash through the newsstand per year, according to Mr Duncan.

Brexit drives London boost for Irish paper

Irish newspaper The Sunday Business Post was launched in 1,700 London stores at the weekend in a move to capitalise on interest in Brexit negotiations.

Publisher Post Publications said the move was made following a surge in online subscriptions from Britain, adding the Brexit process has brought the relationship between Ireland and the UK into "sharp focus".

Circulation and marketing manager Emma Horgan said: "We definitely think there's an appetite for it in the UK because it's a business-focused newspaper, and with Brexit

around the corner it is the right time for the launch."

She added London was chosen because of its business community and significant Irish population, with expansion to other major cities possible in the future.

The Sunday Business Post focuses on Irish current affairs and business, but also includes some international stories and features.

It is being printed and distributed in London by News UK, with a cover price of £3 and a retailer margin of 33% for the first two weeks, before dropping to a regular level of 25%.

August Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	572,515	0.3%	-11.7%	£85.7	572,515
Daily Record	141,412	1.6%	-11.1%	£21.1	141,412
Daily Star	424,582	0.4%	-14.1%	£30.8	424,582
The Sun	1,343,822	0.0%	-11.3%	£149.8	1,461,661
Daily Express	356,074	-0.6%	-8.5%	£47.3	356,074
Daily Mail	1,175,430	0.3%	-7.1%	£170.4	1,239,398
Daily Telegraph	367,277	-0.3%	-7.6%	£126.3	435,857
Financial Times	28,639	-7.9%	-10.4%	£15.4	52,726
Guardian	121,928	-2.1%	-8.2%	£53.6	121,928
i	209,297	0.5%	-7.0%	£27.6	270,714
Times	313,937	-0.2%	-4.1%	£107.9	409,803
TOTAL	5,054,913	0.0%	-9.5%	£836	5,486,670

August Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	725,990	-0.3%	-12.3%	£164.0	725,990
Daily Record	166,056	0.2%	-12.2%	£35.5	166,056
Daily Star	391,557	0.6%	-15.7%	£47.3	391,557
The Sun	1,771,336	-0.8%	-8.6%	£265.3	1,889,175
Daily Express	450,245	-0.1%	-7.9%	£77.2	450,245
Daily Mail	1,936,430	0.1%	-6.1%	£406.6	2,000,398
Daily Telegraph	530,212	0.1%	-7.3%	£254.5	598,792
Financial Times	66,982	-2.5%	-3.8%	£52.9	91,069
Guardian	266,958	-2.5%	-4.5%	£170.3	266,958
i	204,134	-0.4%	-2.3%	£29.3	265,551
Times	475,320	0.3%	0.6%	£189.9	571,186
TOTAL	6,985,220	-0.3%	-7.8%	£1,693	7,416,977

August Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	156,051	2.1%	-13.2%	£59.0	156,051
Sunday Mirror	515,838	-0.9%	-14.9%	£162.5	515,838
People	203,714	-0.6%	-16.0%	£64.2	203,714
Daily Star Sun.	254,573	-0.2%	-14.5%	£50.6	254,573
The Sun	1,194,221	0.4%	-10.5%	£275.9	1,311,770
Sunday Express	328,903	1.4%	-7.2%	£97.5	328,903
Sunday Post	133,519	-0.7%	-11.7%	£44.9	134,057
Mail on Sunday	1,097,651	-1.0%	-8.5%	£391.9	1,161,619
Observer	177,444	-0.6%	-2.4%	£130.4	177,444
Sunday Telegraph	305,976	-0.4%	-8.9%	£139.2	340,199
Sunday Times	638,782	-0.8%	-3.6%	£362.2	731,177
TOTAL	5,006,672	-0.3%	-9.7%	£1,778	5,315,345

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

PRODUCT TRENDS

Impulses are key to cereal kills

Retailers can tap into the oat-based breakfast bar trend by promoting impulse buys, Stoats told RN.

The Scottish company this month opened a 22,000sq ft factory to increase production. Chief executive Tony Stone told RN: "We're currently selling nine million oat bars annually into the convenience channel and we'll expect to treble this to 30 million by 2020."

"Stores can benefit by using bright displays in impulse areas near tills to help products stand out."

Peter Lamb, of Lambs Larder in Tunbridge Wells, has seen sales of the bars increase 400%. "We sell 100 a week now, whereas we were only selling 24 a year ago," he said.

Record sales for indies make cider core market

by Alex Yau

alex.yau@newtrade.co.uk

Retailers have reported record cider sales as the latest figures reveal annual cider sales reached £1bn for the first time since 2014.

Thatchers saw its total sales for the year increase by 44%, with growth for Kopparberg and Rekorderlig reaching 21% and 17% respectively, according to data published by market analysts Nielsen relating to the year ending 15 July 2017. Meanwhile, Strongbow maintained the largest share of the cider market at 28%.

Retailer Justin Whitaker, of MJ's Premier in Oldham, said he had ex-

perienced some of the best cider sales in years.

"We have seen a 20% year-on-year uplift; it's been our best period for cider sales in years," he said.

"Brands like Kopparberg, Strongbow and Old Mout have been the most popular with shoppers."

"We're noticing more males, who have traditionally been lager drinkers, move over to flavoured cider. There's more advertising as a whole and we've added more space to our beer section to accommodate them."

"We're expecting to maintain growth by having our cider merchandising relating to big events."

Chris Shelley, of Shelley's

Budgens in Horsham, said brands like Strongbow and Kopparberg fruit ciders were particularly strong sellers.

"We'll keep stocking the same brands as we're not

expecting to see a dip in sales during winter. Cider isn't really seen as a drink just for summer anymore. It's being chosen over other flavoured drinks such as alcopops."



Light & Free*

0% FAT 0% ADDED SUGAR**



#1 Product launch of 2016¹

Coming soon in new single pots.
Great for convenience!

¹Kantar, Top 10 New Brands launches, 2016*

LIGHT* & FREE: 0% FAT 0% ADDED SUGAR** - *OVER 30% FEWER CALORIES THAN MOST FULL FAT FRUIT YOGURTS

**CONTAINS NATURALLY OCCURRING SUGARS

BRAND SNAPSHOT



Spooky Fridge Raiders

Kerry Foods' Halloween-themed packs of Mattessons Fridge Raiders will be available across the range of 60g pouches.



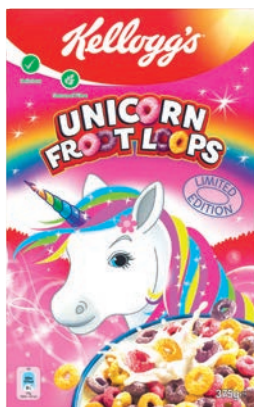
Mars adds cookies

Mars has added cookie snacks to its Bounty, Galaxy and M&M's products. Each 22.5g pack comes with eight cookies and has an RRP of £1.99.



White Corn from El Paso

A White Corn Tortilla flavour has been introduced by General Mills into the Old El Paso range. They are available in 220g packs of 10.



Kellogg's in the Loop

Kellogg's has launched limited edition Unicorn Froot Loops. This latest cereal product is available now and each 375g box has an RRP of £2.79.



A taste of Nature

General Mills has launched Nut Butter cereal bars into the Nature Valley range. Available in Almond or Peanut; each four-pack has an RRP of £2.89.



Burton's biscuit boost

Burton's Biscuit Company's new Fish'n'Chips range flavours – Salt & Vinegar and Sour Cream & Chive – are available with a £1.59 RRP.



Tyrrells' TV ad debut

Tyrrells has launched its first TV ad campaign. It has spent £2.5m on the ad which runs from 11 September until the end of November.



Oasis on-pack promo

Coca-Cola European Partners is running on-pack promotions across 500ml Oasis bottles between 25 September and 5 November.



Gordon's in the pink

Diageo has added pink gin to the Gordon's range. Supported by a £2.1m advertising campaign, the 70cl bottles are available with an RRP of £16.50.

WHAT'S NEW



World of Zing

World of Zing ready-mixed cocktails come in six 500ml variants, including Bordeaux Aged Negroni, Spiced Rum Spritz, Steel Aged Manhattan and Kings Ginger Spritz.

RRP £23.95

Contact tradesales@worldofzing.com



Joli

Joli's range of jarred chilli spice mixes and sauces can be eaten either on their own or used as dips and dressings to add extra flavour and kick to noodle and rice dishes.

RRP £7

Contact sales@livejoli.com



Popcorn Shed

As its name suggests, Popcorn Shed started life in the owner's shed. Three flavours are available in the 80g range; including Pecan Pie, Rich Chocolate and Salted Caramel.

RRP £2.99

Contact wholesale@popcornshed.com



Our/Vodka

Drink kits in the Our/Vodka Infusions range allow customers to flavour vodka by combining them with the spirit for several hours. Flavours include Juniper, Citrus, Tea and Oak.

RRP £24

Contact info@hi-spirits.com



Equi's Ice Cream

Equi's ice cream and gelato range is made using Italian production methods steeped in more than a century of tradition. The company, founded in 1914, is still family run.

RRP £11.99

Contact info@equisicecream.com



Coco Fuzion 100

Coco Fuzion 100 claims to be the UK's first all-natural carbonated coconut water. There is no added sugar and each can can be used as an isotonic sports drink.

RRP £2.99

Contact info@c7brands.com

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

Focus

Healthier pub snacks

New suppliers have created a market for nuts, crisps and crackling that can be enjoyed in or out of the pub without any guilt



Chunk

Devon-based Chunk specialises in pies, pasties and sausage rolls made from locally-sourced ingredients. There are eight flavours in its new pie range, including Steak & Ale and Sheep.

RRP £3.25

Contact sales@takeachunk.co.uk



Boundless

Every nut and seed-based product in the Boundless range is high in fibre, gluten and is dairy-free, soy-free and contains no MSG or sugar. Flavours include Orange & Maple, and Cayenne & Rosemary.

RRP £2.20

Contact hey@weareboundless.co.uk



Quibbles Nuts

Quibbles Nuts come in Mixed Peppercorn, Jalapeno Chilli & Kaffir Lime, and Salt & Vinegar flavours. Each is available in 30g packaging and is gluten free, vegetarian and vegan-friendly.

RRP 99p

Contact nuts@quibblesnibbles.com



Kineta

Kineta Matcha drinks are made from green tea leaves grown on the outskirts of Japan. Each drink in the range releases energy over a period of three to six hours.

RRP 2.99

Contact hello@kineta-drinks.co.uk



Wildings

Wildings offers alternative crackling snacks made from duck instead of pork. Every individual crackling is triple cooked. Flavours include Peking Duck as well as Smoked Sea Salt & and Kampot Pepper.

RRP £1.50

Contact adam@wildingsnacks.com

Jacqui Dales

Spar, Boston

We are selling more healthy snacks such as natural nuts and Walkers Baked Crisps. Nearby office workers are our biggest customers and

we display the snacks near PoS to drive impulse buys



PRICEWATCH

Profit checker OTC medicines

Price checker

CALPOL SIX PLUS Price distribution %



Analysis

With increasing pressure on the NHS, sales of over-the-counter (OTC) medicines have experienced a boom, with analyst Mintel predicting the category could be worth £700m by 2020. Despite the opportunity to take advantage of

the distress element of these purchases, however, many retailers choose to sell at RRP. According to our Profit Checker table, 29.5% sell Calpol Six Plus at its £4.09 Booker RRP. Our Price Checker table tells a more varied story,

however, with one edge-of-town retailer pricing significantly below this, at £3.49, and a village retailer selling at £4.79, markedly over the average £4 price point, reflecting the influence of location in this category.

PRODUCT
Galpharm Ibuprofen Tablets 16s
Happy Shopper Paracetamol Tablets 16s
Calpol Sugar Free Suspension Liquid 100ml
Nurofen Tablets 12s
Imodium Capsules 6s
Nurofen Express Caplets 12s
Happy Shopper Paracetamol Extra Strength 16s
Happy Shopper Paracetamol Tablets 16s
Calpol Six Plus Bottle 80ml
Gaviscon Aniseed Liquid 150ml
Happy Shopper Paracetamol Capsules 16s
Rennie Peppermint 24s

How we drive our profit

Terry Caton

STORE London
LOCATION Chesterfield
SIZE 1,400sq ft
TYPE main road

TOP TIP

Keep a good range and ensure good availability



As soon as the weather gets colder, we start thinking about the medicine category. I've got a selection of own brand and branded products and both sell well. I keep a small range of medicines behind the till, such as paracetamol, but I also keep some cold and flu remedies on open sale. The Calpol range does particularly well for me. Customers in this area are price-conscious, though, so although I realise medicines are often distress purchases, I keep all my range at a sensible price and stick to the RRP to ensure I'm competitive.

Sunita Kanji

STORE Family Shopper
LOCATION Bolton
SIZE 2,000sq ft
TYPE estate

TOP TIP

Keep at least one branded and one non-branded in stock



Branded products don't sell in my store anymore – I do much better with own label. Calpol is the exception – it sells well and I think that's because parents rely on it when their child is sick and they trust the brand to help. Even though these products are often bought in an emergency I stick to the RRP because I know my customers are price-conscious. I keep my stock visible behind the till. In summer, I promote hayfever tablets and in winter I usually put a message on Facebook to remind customers that we stock medicines.

➡ **Helena Drakakis**
 ✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 MAIN ROAD C-STORE IN MEDWAY TOWN IN KENT	RETAILER 2 COTSWOLD VILLAGE STORE	RETAILER 3 C-STORE IN CORNISH HOLIDAY VILLAGE	RETAILER 4 HIGH STREET STORE IN SCOTTISH BORDER VILLAGE	RETAILER 5 SUBURBAN C-STORE IN SWANSEA	RETAILER 6 WEST MIDLANDS VILLAGE SHOP
86p	75p	99p	–	59p	75p	–	77p
77p	59p	65p	–	59p	–	–	59p
£3.95	£4.09	£3.49	£3.99	£4.09	£3.89	–	–
£2.67	£2.69	£2.39	£2.99	–	–	£2.69	£2.69
£3.68	£3.59	–	£3.79	–	£3.29	–	–
£3.58	£3.49	£3.35	£3.99	£3.39	–	–	–
94p	75p	99p	–	75p	75p	75p	75p
82p	69p	–	–	–	59p	69p	–
£4.00	£4.09	£3.49	£4.79	–	–	£4.03	£4.09
£4.21	£4.09	–	–	£4.79	–	£4.09	£4.09
£1.09	£1.09	99p	£1.09	–	£1.09	£1.09	£1.09
£2.34	£2.29	£2.19	–	£2.29	£2.15	–	£2.29

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Mukesh Patel

Simply Local Moat Stores, Malvern, Worcestershire

Court Road Bakery Sausage Rolls 95p



How did you discover them?

I've been working with Court Road Bakery for around 10 years. It is a renowned bakery in the area and it initially offered me produce on sale or return. In the beginning that was great as it helped me manage my wastage. As the years have gone on I still stock their produce but the arrangement changed to firm sale so I have had to rationalise my stock.

Who is buying them?

I operate from the heart of a council estate, so my main custom is workers and teenagers. Mums are largely on a budget so they don't always want to buy freshly made produce. Court Road Bakery also supplies freshly made sandwiches and rolls to me, so it's mainly people who want snacks and food on the go.

Why do you think it's so successful?

Having food produced from a local bakery adds a point of difference. Customers like freshly made produce and sausage rolls with crispy pastry. I sell around eight sausage rolls per day so it's a steady stream of sales.

Les Gilbert

STORE Better Buy Local
LOCATION Chard, Somerset
SIZE 900sq ft
TYPE newsagent

TOP TIP

Keep your OTC medicines behind the till or in eye-line of it



Because I'm primarily a newsagent, I have a small offering in this category. I tend to either stock Booker own brand medicines or I'll sell brand names, but I only do this when they're on special offer to make sure we stick to a reasonable price point. I try to make around a 30%-35% margin on OTC medicines. I stock pricemarked packs and then go a little above the RRP on other items such as Calpol, which is a slower seller for us. Paracetamol and ibuprofen are probably our bestsellers – they sell all year round.

Meten Lakhani

STORE St Mary's Supermarket
LOCATION Southampton
SIZE 2,800sq ft
TYPE city centre

TOP TIP

Keep your display clear and clutter-free so customers can find what they need quickly



I keep my OTC medicines displayed on a gondola right in front of the till. It's a two-metre section with seven shelves. I think I have a better range available in my shop than most chemists in my area, and it's a category that does really well for me all year round. I have decided to price around 10% above the RRP on all items. It's a high theft category so I want to cover any losses. People come to me because of my range of branded and non-branded goods and because they know I will have whatever they want in stock.

YOUR NEWS

MPs agree 'principle' of 5p bags

Government ministers have said they support independent retailers wishing to charge 5p for carrier bags – but will not be including stores employing less than 250 people within the legal requirement.

At a meeting with the NFRN last week, ministers from the Department for Environment, Food & Rural Affairs said they agreed “in principle” with the federation’s call for the creation of a voluntary code to help retailers make clear to customers what they are being charged and where the proceeds are donated.

However, the NFRN said there is “not parliamentary time available” for legal changes to be made.

Smiths Newport pledges to keep eye on standards

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

“We will not sit on our laurels,” the general manager of Smiths News’ Newport depot pledged to retailers at a meeting last week (pictured).

Speaking to local NFRN members, Paul Latham promised to constantly review business processes to maintain service levels as pressures on the print industry continue.

“We know publisher in-bounds aren’t going to get any earlier – they’re going to get later,” he said.

“We challenge our teams to do more than hitting the RDT target of 90% – which would mean in the

Newport group there could be 500 retailers not being delivered to on time every day, and we would still hit our target.

“We continually review structure and sequence and have found our in-bound performance has got worse but our RDT has got better.”

Smiths’ data shows the percentage of missed RDTs for the area fell from an average of 3.6% from March to May to an average of 3.3% from June to August.

Meanwhile, NFRN data shows the number of reruns of newspapers from Newport fell from 18 between January and March, to four between June and August.



Mr Latham noted the start of the football season has so far not caused the same level of deterioration in publishers’ arrival times as it usually does in September.

Cardiff retailer Matthew Clark, of Penylan News, said the wholesaler is “missing a trick” by not providing information about delayed deliveries through SNapp.

“The SNapp message that newspapers will be late doesn’t provide an estimated time when they will leave the depot,” he said.

“You are missing a trick to help us because it makes a difference if you can tell a customer when you are expecting them to arrive.”

Mr Latham said the app is still in development and improvements will continue to be made.



WE'RE NOT BUYING IT.

What are you doing to help grocery people who feel desperately isolated? Get involved and show that you're not buying loneliness too.

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Scots stores boosted by store-to-door app

Scottish retailers using a store-to-door delivery app told RN it has boosted their business and expect sales to rise further.

Retailer Faisal Naseem, who runs two stores in Arbroath, began using the app, called Snappy Shopper, in his Family Shopper five weeks ago.

"I've had to employ two extra staff to fulfil the deliveries but with a standard delivery charge of between £2.50 and £3.50, this covers the cost. I've seen an uplift of £1,000 a week so far and I've been told this could rise to as much as a £4,000 a week," he said.

The app allows customers to order a range of products from alcohol to pet food to arrive at their doors within a one-hour delivery slot.

To use the app, retailers pay a one-off set-up fee and an ongoing weekly fee of around £50.

Colin Miller, manager of Spar Whitfield in Dundee, said: "It's definitely been a boost. The average weekday order coming in is £15, but this can rise on the weekend to £40," he said.

He has given existing staff extra hours to fulfil the orders and deliveries are to anyone from students to a retirement home.



Mo looking forward on reverse vending trend

Glasgow retailer Mo Razzaq tested out a reverse vending machine when he and NFRN delegates visited Envirovend in East Kilbride. The company, Reverse Vending Corporation, supplies machines to retailers to facilitate a deposit return scheme (DRS), now given the go-ahead by the Scottish government. "We are now in talks with the Scottish government, because this scheme is only going to work if it's viable," said Mr Razzaq. Meanwhile, the Association of Convenience Stores has reiterated its opposition to a DRS for bottles and cans that would be administered by retailers, as an inquiry by the Environmental Audit Committee into recycling gets underway.

e-liquid assets: vape seller leads by sample

A retailer based in the City of London has seen e-liquid sales grow by 30% month on month after installing two displays offering samples to customers.

Vimil Shah, of Burlington Bertie in East London, bought the stands for £2,000 and set them up in July. Both have 25 slots for e-cigarettes, allowing customers to sample the different e-liquid flavours from 40 suppliers, includ-

ing Blu and Zap!.

Mr Shah told RN: "I came up with the idea after attending a vape conference last year.

"Competition in the market is tough and having the display in-store gives us a point of difference when compared to other e-cigarette sellers.

"I find customers will be more likely to buy liquids when they know what they taste like."

Your Logical Guide to Vaping

CHAPTER 2: VAPING DEVICES EXPLAINED

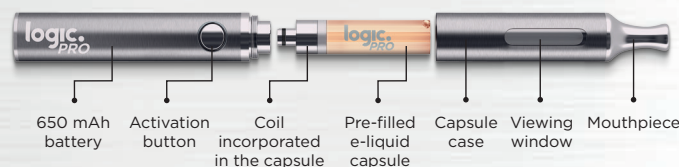
In this chapter, JTI explains the key device types that retailers should stock to maximise the emerging profit opportunity of the vaping category.

There are three main vaping device types; the key difference is the way in which vapers replenish their e-liquid.

90% of UK adult vapers use capsule or refillable vape systems¹

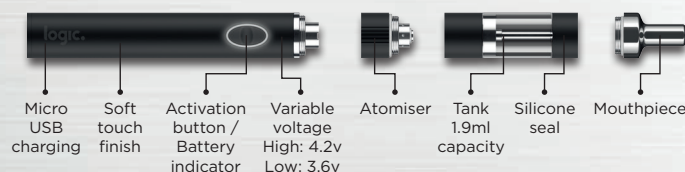
CAPSULE VAPE SYSTEM

These systems use replaceable and ready-filled e-liquid capsules that screw directly into the device, promising no spills and no mess. **Logic PRO** is the UK's number 1 capsule vaping system.²



REFILLABLE VAPE SYSTEM

The most technologically advanced system, allowing users to refill the tank with an e-liquid of their choice. Unlike competitors, the **Logic LQD's** refilling system offers precise e-liquid delivery.



RECHARGEABLE

Easy screw-on replacement e-liquid tips make rechargeables convenient and simple to use. **Logic CURV** has a simple one-touch charging system that offers a convenient 2.5 hour charge time.

For more information, retailers should visit **JTI Advance** where there is access to training modules and a vape category guide.

1. Nielsen ScanTrack MAT July 2017 vs MAT July 2016
2. Nielsen ScanTrack YTD July 2017

logic.
Vapes
It's that simple.

JTI Advance App
Useful | Convenient | Expert



YOUR VIEWS

YOUR LETTERS

■ We want to get rid of the PayPoint terminal, but we won't pay £9,000

We were told by PayPoint that if we left them we would have to pay £9,000. Not only was this a shock but, having had ongoing issues with the service, we believe this is not right. We no longer want the ATM machine or the terminal.

We do not want to pay a sum that is sky high just to leave PayPoint – it's ridiculous.

I asked for a card machine to replace the one we already had and the representative said we could use it the same way. I was not told by the rep we would be charged £25 a month. I rang customer services because I did not know how it would be fitted. The person I spoke to explained how it was used.

We use a manual till but we were not told we would need to use the PayPoint till to use the card machine.

When the rep came he said we would be getting £300 in commission, but he did not own up about the fact that he spoken about it and we did not have proof. However, we were getting only two or three pounds in



We use a manual till but we were not told we would need to use the PayPoint till to use the card machine

Mr Sanga



commission. We felt gutted; if this was the case then we would not have bothered.

We are just confused as to what to do next. We want to get rid of the card machine and the PayPoint terminal for good.

Mr Sanga

Charnwood Stores, Leicestershire

A Paypoint spokesman said: "We are in conversation with Mr Sanga to ensure the PayPoint services he uses are supporting the growth of his business and helping him deliver great customer service. We hope that these discussions can be resolved as soon as possible."

■ Congratulations, Smiths at Swindon

With the closure of Smiths News' Reading magazine packing depot, most of the area's newsagents are being served by Hemel Hempstead. Swindon Depot, however, is being served by Newport, South Wales.

Since 14 August, the changeover day, Swindon has not received any re-runs or any bad packs. Congratulations to the Newport management and staff. Long may it continue.

Derek A Cook

NFRN South West district president

YOUR SAY FOLLOWING TRINITY MIRROR'S MOVE TO CUT COSTS, IN WHAT AREA SHOULD PUBLISHERS INVEST MORE MONEY?



Mark Dudden

Albany News at the Post Office, Roath, Cardiff

I would like to see a more slick newspaper delivery operation and fewer problems when they arrive into wholesalers. I would also like to see more forethought put into promotions. It's great to see things like The Daily Mail and Nectar promotion, but I wonder how much research they put into what customers want beforehand. It is hard to say what the best idea for a promotion would be, but research is key.

Carl Pickering

Top Shop News, Preston, Lancashire
I would like to see them work with retailers more in terms of not cutting our terms and talking to us more about their

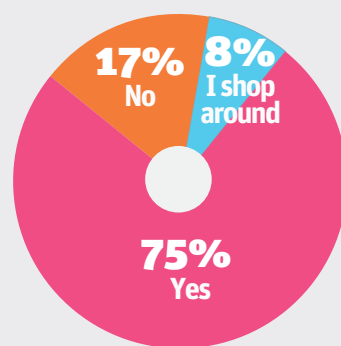
promotions. They need to work more closely with the people selling the product. The last thing you want to do is alienate the people selling the newspapers, but that's what a lot of them are doing.

Matthew Clark

Penylan News, Penylan, Cardiff

For me, it would be simple and would not involve much cost. I'd like all the editors or decision-makers regarding print times to follow their product to the print centre, then to the wholesaler, then to retailers and on to consumer via HND or sales floor. The hope is they would then have new respect for the industry and the need to work together, and respect the work going in to their product.

RN READER POLL



Is the product range available from your wholesaler too restricted?

NEXT WEEK'S QUESTION

Have you noticed a rise in illicit tobacco trading in your area since the legislation changes in May?



Vote now at
betterRetailing.com

OPEN LETTER TO MIRROR GROUP



Dear Mirror Group,

Please take a look at this photograph (right), taken on this Saturday 16 September, as your papers could not get to the Smiths News branch in time and were then on a re-run on the busiest day of the week.

Your newspapers will be staying on my bench and will not be moving until they are picked up on Sunday morning as returns.

Unfortunately, it would not be affordable for me to go around and deliver them to my customers.

The phone line was hot

that day but I explained that it was directly your fault as you could not get these out in time and the customers were disappointed but with your service and not mine, and a few have stated if this happens again they will change their newspaper.

Just get the papers out in time and all will be happy. Easy.

Scott Saunders
News Klip
Fakenham
Norfolk

**A spokesman
for the Mirror**

Group said: "We will be in touch with Mr Saunders directly to apologise and are very sorry to hear about this. We don't want to lose newspaper sales anywhere and do everything we can to avoid delays."

100 YEARS AGO

22 September 1917

Manchester shopkeepers attempted to keep their lights on an hour longer than permitted on account of tramcars being allowed to show brilliant light. Previously, air raid threats meant business was done in the dark.

VIEW FROM THE COUNTER with Mike Brown



Stokesley Agricultural Show, one of the biggest in the North of England takes place this Saturday, 23 September. About 20,000 people descend on the show field, which is a stone's throw from my shop.

A fair takes over the entire high street and runs for four nights. It is a very hectic but profitable week and we take full advantage of the extra footfall, opening each evening until 10pm.

We have a new sculpture on The North Yorkshire Moors called The Seated Man. It is gigantic, sitting 12 inches high among the purple heather on Castleton Rigg, overlooking Westerdale. It has proved very controversial, rather like the Angel of the North. Some describe it as an abomination, with no relevance to the history or culture to the

moors, but I must say I really like it. It is planned to be there for five years – plenty of time to win over the doubters.

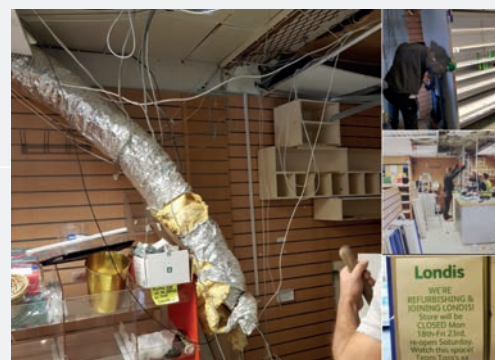
The Camelot rep called the other day, which was great as so much communication has been limited to the telephone recently. He said our lottery sales were slightly up on last year and above the national average, but our scratchcard sales were down. Having spent an hour in the shop and witnessed our elderly customer base, he could understand why – scratch cards do not appeal so much to this generation.

My van is finally back from the body shop. Only the signwriting is left to do. At the moment, the damaged side of the van that said BROWNS just says OW!

Sounds painful!

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN
and @ThisisRN



Raaj Chandarana

@raaj_c

And we're off!!! The refit finally begins
#experimentinprogress #taraslonidis – at
Tara's News

Jeanett Harris

@Jeanett_NewsUK

Average weekly profit from just 1 paper round is £35. Take advantage of @NewsUK_Retail 6week free delivery scheme.

Sue hardacre

@ShardacreSue

@lawrencehunts @SPARDSAP Tasting
Afternoon at @willowlane . Everything freshly
baked in store

Jennifer Hardwick

@JenniferH_RN

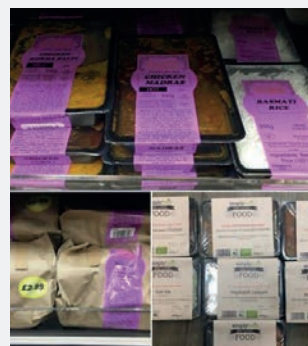
Out on the paper
round this morning in
Cardiff!



Dave Hiscutt

@davehiscutt

Very happy with
the write from the
local paper today for
making it to the Top
100 list @IAAcademy



SimplyFresh Weare
@SFWeare

Back in store -
ready meals &
take away style
curries. Quick &
easy tea ideas for
a Friday night,
just need a beer
or a bottle of
wine to go with
it...

ADVICE CENTRE



How to meet gluten-free buyers' needs

When **Chris Shelley** took a dive in to convenience with his expanded Shelley's Budgens in Horsham, there were a number of new categories to get to grips with. Here, he passes on some valuable advice on building a successful gluten-free range – something his customers had asked him for before the refit had been completed

Free-from and gluten-free ranges are all the rage, but to the untrained retailer, finding your way around the category can be a little like walking into the unknown. What products to buy? Which wholesaler to use?

Many of us can be put off by the breadth of range alone, not to men-

tion the fear of stock sitting on a shelf unsold.

Chris Shelley decided to try out a small range when he recently refitted his Horsham store. From there, he has continued to grow his gluten-free offer. Here, he shares his advice for anyone starting out. ●

1

Listen to your customers

We bought a Spar next door, knocked it through and made it into a Budgens. During that process, we changed a lot of elements in store – for example, we doubled our gluten-free range. This was because customers were asking for products and I saw it as a great opportunity to create a point of difference in store. I'd say on the gluten-free front we compete with the Co-op in Horsham, but their range is not as extensive. We've spoken with customers about what they want to buy and taken our cue from them.

2

Start small

We started with around half a metre, just to see how that sold, and now we've doubled this up to a full metre bay that sits within our grocery section in the middle of the store. During that process, we looked at what sold and what didn't and grew the range from there. It can also be quite a daunting range for retailers to understand, so by building it up, it gave us more confidence.

3

Choose a knowledgeable wholesaler

There are a few wholesalers to choose from, but we source through Tree of Life. They stock a lot more products than we will ever need in a convenience store, but if we had questions about range and what to stock, they were on hand with answers and advice. We also follow their planograms in store. Having someone there who understands your store, your customers and the range has been invaluable.

4

Position well

Many retailers will be stocking gluten-free without even knowing it. For example, I was stocking the Mrs Crumbles baking range, and I've now moved that over into my gluten-free bay. Sometimes it's about highlighting what is already there. I also have a sign to differentiate the section and I secondary-site some items; for example, I stock a locally brewed gluten-free beer, so that's in my alcohol section and my gluten-free section.

5

Advertise the range

Having a gluten-free range doesn't necessarily give you a large sales uplift, but it does create a lot of good will among people who buy from it. This creates extra footfall, and the fact you stock products often gets passed on through word of mouth. That said, I have done a little bit of advertising on Facebook and I plan to do more on social media.

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

CIGARS

in association with



To find out how you can make your store a destination for cigar sales speak to your Ritmeester rep or contact alyles@ritmeester.com today

Five ways to grow your cigar sales

Still available in branded, smaller packs, cigars are converting price-conscious shoppers who want to avoid the increased price of cigarettes and rolling tobacco. **Chris Dillon** joins Ritmeester to find out more

Since the introduction of standardised packaging and the removal of smaller packs of cigarettes and rolling tobacco, Ritmeester has seized the opportunity to get across the message to retailers that cigars offer a viable alternative to 20-packs of cigarettes and 30g packs of rolling tobacco. The company says this is because consumers are seeing cigars as a viable alternative to 10-packs.

Tony Lyles, Ritmeester field development manager, says: "Cigars will not change to plain packaging until they are 2% of the tobacco market. At the moment they are 1%, so there's a massive opportunity for retailers."

To help retailers increase their sales to tobacco consumers, Tony has been running seminars with store owners and their staff to equip them with the knowledge they need to answer their customers' questions.

Ritmeester's history, what cigars are made from and who buys them, are some of the topics covered. We joined Tony at Kent retailer Hitesh Panya's store, Toni's News, to find out about five lessons retailers can learn.

Lesson 1

Know what you're selling

During the seminar, Tony gives a history of the business, explains how cigars are made, who the target shoppers are and what they are made from. Hitesh Pandya says he struggles with selling Mini Moods. Tony explains: "It might be because you're aiming them at cigar smokers, but it's primarily aimed at cigarette



Cigars will not change to plain packaging until it is 2% of the tobacco market

Tony Lyles



smokers. Because of the double filter, it makes for a smoother smoke."

Lesson 2

Place cigars in the middle of the gantry

Cigars are one of the few products that are exempt from standardised packaging and EUTPD II legislation. Hitesh says he plans to move his range to the middle of the gantry so cigars are more noticeable to his tobacco consumers when they ask for their preferred products. He tells his staff they will be remerchandising the gantry the next morning.

Lesson 3

Give smokers an alternative

Cigars are now the cheapest product in a gantry. Tony says: "If a smoker only has £5 on them, they cannot buy from your gantry, but if you present them with cigars they can." Hitesh agrees. "I think that's a good idea, we don't do 10-packs anymore, but we can offer them these instead," he says.

Lesson 4

Cater for busy shoppers

The cigar market is changing. A combination of busy lifestyles and being unable to smoke indoors means smokers are seeking cigars that do not take as long to smoke as classic cubans. Tony says: "People are so much busier now, very few people have 30 minutes to smoke a cigar. That's why 70% of cigars sold are miniatures. It's a 10-minute smoke." Hitesh says miniatures are the most popular format in his store too.

Lesson 5

There's money to be made

Cigars might offer your shoppers lower prices, but they can also provide you with a higher margin than cigarettes and rolling tobacco. "Mini Moods have an RRP of £4.24, which has a margin of 25%. You could even price them at £3.99 and still make a good amount," says Tony. ●

RETAILER VIEWPOINT



Hitesh Pandya

Toni's News,
Ramsgate, Kent

We're going to remerchandise the gantry, make cigars more noticeable and talk to smokers about them.

I've been a retailer for 35 years and I've learned plenty this evening. It's been great for my staff to get to grips with the market too.

I like that Ritmeester gives back to the communities in Indonesia and Brazil by teaching its staff and children how to read and write. Shoppers want products that are more ethical, so that's very important.





Unrivalled conversations and new ideas to grow your business in 2018

Disrupting the traditional convenience model

In association with RN

What disruptive new models and missions should you invest in and how can you integrate them into your offer profitably?

Maximising the fresh opportunity

In association with Booker Wholesale

What's shaping shopper demand for fresh and how do you improve your offer or get started to increase basket spend?

Catering for health-conscious shoppers

In association with Lucozade Ribena Suntory

How will the health revolution impact shopper missions and drive sales opportunities in 'free-from' and low calorie products?

Increasing core range profitability

In association with Mars Wrigley

Consumer trends are shaping 'traditional' categories so how do ensure you have the right range to meet shopper needs?

Winning big in tobacco and e-cigs

In association with JTI

Life after plain packaging; how do you invest for success and use emerging products to become a destination?

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4 October 2017 - The Oval, London

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COLUMNIST



Paul Baxter

Time to demand more of supply

A thriving network of unaffiliated stores is vital to the health of the grocery supply chain, says NFRN chief executive **Paul Baxter**. It's time wholesalers and suppliers gave them the respect they deserve



Independent retailers need access to the products they want to sell

The beauty of independent stores is that they understand their customers, they engage, and the one thing I know for sure is that a very good independent store will always be better than a very good corporate-style symbol, multiple or fascia store because it's their money, profits and their passion, it's their people and they know what needs to be done.

Yet what our members often tell us is they can't seem to buy certain products, wholesale ranges continue to get smaller and more products seem to get pushed at them that they do not want to stock. We're being driven down a path where a supplier decides we're going to buy a range of products and a wholesaler decides we're going to stock them and how we're going to communicate that offer, whether through a symbol group deal or independent marketing.

We need to find a way suppliers and wholesalers can understand how to support independent stores with what they need, not what they want retailers to need.

Admittedly, dealing with these businesses means dealing with a massive number of people and suppliers instead seem to want to speak to the supermarket buyer or wholesaler because that's one person who controls quite a large estate and volume.

The danger of this, however, is ending up with an convenience market that becomes more homogenised, less independent and less varied and in the long-term

that isn't good for suppliers and it's not good for independent retailers either.

What we see in Northern Ireland, and more so in the Republic of Ireland, is symbol groups are now the dominant force and retailers are put in a position where they have to be in a symbol group to get that standard of support.

All of a sudden there are franchise fees and branding fees, or marketing fees get raised by the wholesalers and then you get a situation in certain parts of the country where retailers think "that's too much, I can't afford that anymore, because I'm not getting any extra sales and I have to do more of what I'm told, more of my wages are controlled centrally and more promotions are controlled by somebody who doesn't know my store". At that point the very essence of being an independent retailer has gone.

Instead, our members want the standard and support independent retailers receive to be the same as those of symbol groups, fascia groups and multiples. That doesn't mean trimming our ranges or focusing on trying to make us corporate stores. If not, I personally see a future whereby any independent retailer will have his standards, visions and fascia – whatever that happens to be – but he won't need to be loyal to a wholesaler. Why should he?

In fact, with their EPOS data from thousands of retailers, why shouldn't suppliers be able to deal directly with retailers? Does it matter to a supplier who a product



We need to find a way suppliers and wholesalers can understand how to support independent stores with what they need, not what they want retailers to need

is brought by, a Booker, a Filshill, a Bestway? From a supplier perspective the answer would probably be no.

There is a lesson for grocery wholesalers from the newstrade. In the news industry, which we've been involved in since its inception, there used to be hundreds and hundreds of wholesalers – in fact only 15 years ago we had 250-odd wholesalers – today there are two.

One of the unique things about the independent market when it comes to news and magazines, though, is there is an unlimited range of products a retailer can sell. For many years, retailers were able to choose the product range that suited them best and enabled them to be different.

The problem, however, is that as the market has contracted – and we know that is a natural thing and things will continue to change – wholesalers have condensed, publishers have forced changes in the market and we have a situation where we have an effective duopoly.

Retailers have no choice which wholesaler they get their products from, and the service we now get from those wholesalers is very poor: availability of products, lateness of supply – those things are normal but they're worse now than they have ever been.

I only raise this because the concern the NFRN has within the market is this is where grocery wholesale might end up.

Paul Baxter was speaking to wholesalers and suppliers at the IGD Wholesaling summit

YOUR REGION



NORTHERN NFRN DISTRICT COUNCIL 12.09.2017

John Dean reports from the NFRN Northern district council meeting

Praise for trying inventive ideas

Recent events have highlighted the importance of engaging with members, according to district president Mike Brown.

Mr Brown said there was a need for inventive ways to reach out to members, in addition to activities that were

organised as part of the existing NFRN branch structure.

He cited the open day staged in July by Menzies and the NFRN at the Wakefield distribution centre, which allowed for networking and offered retailers the chance to ask questions, and was well attended by members.

He also mentioned a district social event held at Durham County Cricket Club's Chester-le-Street ground during a T20 match in August, giving members a chance to meet each other in a convivial atmosphere.

"Judging by the numbers of people who attended the event, the formula was just about right," said Mr Brown.

"It is important that we look at new ways of encouraging members."

President pledges to fight injustice

National president Linda Sood slammed Smiths News' recent carriage charge hike during her address to members.

The Portsmouth retailer labelled the rise as unfair, particularly at a time when the service from some of the company's centres could be described at times as "inadequate".



Describing the margins as "unacceptable" at a time when newspaper sales were declining, Mrs Sood said the NFRN would continue trying to challenge the

changes in meeting with publishers but added that some of the companies had shown themselves reluctant to enter into discussions.

"The NFRN will continue to tackle unfairness," she said.

Sunderland member Tony Pucci raised concerns about the squeeze

in terms imposed on newsagents by regional publishers.

In addition, Durham member Glyn Taylor said: "Members are losing money hand over fist."

Johnson Press was singled out for particular criticism by members but Newcastle member and district vice president Graeme Pentland said the concerns were not restricted to regional papers, citing the i for putting up its price while cutting margins by 2%.

He said: "I am very disappointed a paper that already does not offer very good margins is cutting them by a further 2%."

Branch members express concern

Darlington member John Abbott said members at a recent branch meeting had expressed concern over rising prices and reduced margins, not just in newspapers and magazines but across all products.

He said: "The producers forget we have all

these on-costs but we don't matter to them. We trim our cloth and work harder for less and it is getting more and more difficult."

Veteran member considers future

National president Linda Sood said it was clear NFRN branches were not working in some areas and change was needed after a long-serving member admitted he was considering withdrawing from his responsibilities.

Sunderland member Tony Pucci cited an increase in paperwork and a decline in branch meeting attendance as his reasons.

"We used to have 30 people attending branch meetings, now we are lucky if it is half a dozen," he said.

His comments, in which he said he felt "despondent" at the situation, prompted debate about the future of the NFRN.

A number of members agreed with Mr Pucci's concerns.

Durham member Barrie Taylor said: "We need to attract young people. If we don't get young people at the top who knows what will happen?"

Mrs Sood, who was visiting the district, said the federation had to press ahead with proposed changes to its structure.

District charity ball announced

This year's district charity ball will take place on Friday 17 November and anyone wishing to attend can reserve a seat by ringing 0191 386 4365.

Further details of the event will be announced in due course.



Glyn Taylor



Linda Sood



John Abbott

“

The NFRN will continue to tackle unfairness

Linda Sood
NFRN president

Your say

How do you take advantage of Christmas magazines and get the best sales from them?



The best way to get the best out of Christmas products is to stock them early. I have annuals in the store already and I have been taking orders from people who are preparing early for Christmas.

Colin Reed
Hodgsons News, Carlisle



The trick is to get Christmas products out early and we display them in the window so that people come in and see what is on offer. A lot of people look to these magazines as guides to Christmas.

Mike Brown
Browns Newsagents, Stokesley



You have to stock early otherwise people will buy the products elsewhere. With things like TV magazines, people know better than us when they are coming out, so it's important to stay ahead.

Martin Ward
Cowpen Lane News, Billingham

YOUR REGION



LONDON NFRN DISTRICT COUNCIL 12.09.2017

Tim Murray reports from the NFRN London district council meeting

Smiths decline is biggest headline

Smiths News' poor service levels, specifically the impact of its relocation to Hemel Hempstead, dominated the London district council meeting.

Retailers highlighted the newspaper distribution issues they had faced and discussed ideas to tackle the situation.

"I've been a newsagent for 40 years, lived through BJB and Premier Park, and this is worse," said London East

& Central member Peter Wagg. "We've had big, big problems."

"We're not getting the service we need, why are we even paying delivery charges?" added Hertfordshire member Raju Patel.

Retailers were urged to keep up communication either by calling the Smiths News' helpline, using its app SNapp, or contacting NFRN Connect. The latter was praised for its work in this area by Berks & Bucks member Kishore Chandarana, who said: "It's done a fantastic job."

Retailers were also encouraged to contact the key publishers when there were delivery problems.

"I implore everyone with problems to email these people," said Mr Wagg.

Hertfordshire member Prakash Lathia said: "Individual stories have more impact; if you tell the Mail you didn't get papers till 11am and you sent three quarters back, it has an effect."

Southend member Adrian Cooke outlined the importance of remaining persistent with communication.

"We had problems

with Menzies, but we kept on. Be careful with your wording – don't rant and rave. Put your point across and keep up with it," he said.

The NFRN said it was in talks with the relevant parties to try and improve newspaper delivery problems.

Croydon & South London member Ralph Patel said: "Retailers are going through hell, but we're not going to take this lying down."

"Think how bad things would be if we didn't have the federation. We'd be down to 10% margins."

Helpline called into question

Hertfordshire member Prakash Lathia questioned whether Smiths News could be benefiting from retailers' lengthy calls to its helpline

regarding problems at its Hemel Hempstead hub.

Mr Lathia raised a query around why box numbers are asked for more than once during one phone call.

"You give the information again, it's not used for anything the first time. Call me cynical, but



Be careful with your wording – don't rant and rave. Put your point across and keep up with it

Adrian Cooke

NFRN member, Southend



are they charging you for being on hold?" he said.

Praise given for newspaper drive

London East member Peter Wagg praised the district's national council representatives for their efforts at NFRN national council, particularly in highlighting the problems with newspaper distribution.

"All London district councillors stood up to highlight the problems

with Smiths," he said during his report to London DC on the meeting in Liverpool this month.

DRS could make move to London

A deposit return scheme (DRS) could be launched in London, following the decision to introduce a similar scheme in Scotland, Plaistow member Dev Patel told the meeting.

The Scottish initiative has been backed by the NFRN and there have been calls by environmental experts, not least a key London assembly committee, to introduce a DRS to the capital.

Capital will mark special centenary

The London district council is planning to push the boat out to mark the NFRN's 100th anniversary in 2019.

The federation will celebrate its centenary with a number of events taking place through the year.

Despite the London district forming 50 years earlier, it was enthusiastic about joining in centenary celebration.



Peter Wagg



Ralph Patel



Adrian Cooke

Your say

Have you noticed the range of stock available via your wholesaler has reduced since the Tesco-Booker merger was announced?



I'm a Premier store so we go through Booker and

I do think stock availability has become a bit of an issue. I think the uncertainty over its future means that they have problems keeping staff, and this causes problems with deliveries.

Prakash Lathia

Lathia Mini Market, Stevenage



I use Booker in Slough and I think there's an issue with

availability there at the minute. I think Slough is becoming much more focused on the catering side of the business than retail. I now have to drive to Hayes to get more products.

Hetal Patel

HRDV News, Maidenhead



I haven't noticed problems with my wholesaler – I

use independents rather than any of the major ones. I'm happy with my grocery wholesaler compared to my news one. The problems I'm having with news is putting our businesses in jeopardy.

Ravi Raveendran

Colombo Mini Mart, Hounslow

YOUR REGION



EAST MIDLANDS NFRN DISTRICT COUNCIL 12.09.2017

Tony Collins reports from the NFRN East Midlands district council meeting

Branching out: geographic zones herald new order

Members of the East Midlands district are to consider replacing their current branch system with a handful of geographical zones.

Proposing the move, past district president John Green, said: "Branches aren't organising anything, so I suggest dividing the district into four or five zones, putting reorganisation on the agenda for the 2018 annual general meeting, and planning to have it implemented for the centenary in 2019."

Mr Green added the same number of members would attend district council meetings and annual conference.

Hinckley member Mike Hopkins said: "We have made the branch system obsolete now we have The Fed and emails."

"However, I have a problem with county boundaries, so instead of going by counties let's go by distribution houses. We have five houses in the district at Leicester,



John Green

Nottingham, Derby, Peterborough and Lincoln."

A motion to set up a sub-committee to investigate the proposal was submitted and approved by the meeting.

Meanwhile, additional changes proposed for branches included merging Mansfield with Nottingham and Bedford with Northants.

County down: members rigid on district merger

East Midlands members reiterated their opposition



to merging with the Eastern Counties district.

District president Alan Smith told members he had informed the NFRN of their decision to reject the proposed merger.

"There was also a discussion at national council about some Yorkshire members joining East Midlands, but they get their papers from Menzies. Why would they come into the East Midlands when we get our papers from Smiths?" he said.

He suggested an alternative merger between the East and West Mid-



We have made the branch system obsolete now we have The Fed and emails

Mike Hopkins

NFRN member, Hinckley

lands districts.

Mike Hopkins supported this: "I can see more advantages merging East Midlands with West Midlands, but the events side would still have to be looked at because you could have members travelling two hours to them," he said.

Anger brews over paper deliveries

Members in Northamptonshire expressed frustration at deteriorating paper deliveries following Smiths News' move from Northampton to Milton Keynes earlier this year.

Tony Fratangelo said: "It's happening all the time. Smiths know what we sell so it must be their fault if they don't deliver enough papers, not the publishers'."

"The move to Milton Keynes has certainly made it a lot worse. The problem seems to be they are so short-staffed.

"The only way they will do anything about it is if we hit them in the pocket. If we are a paper



Sunil Patel

short we have to go out and buy one, so we want a £10 restitution, and without having to fill out any forms."

District vice president Sunil Patel said: "It is down to us to ask Smiths at every meeting, and also NFRN news operations, to come and sort our problems out."

Lotto bother over faulty machines

Concern was expressed over Camelot's lottery machines following problems experienced by one member.

Leicester retailer Sunil Patel said: "We've been having problems with Camelot for the past six weeks. They have sent engineers out about six times but it's still not sorted."

"Our machines were only printing out half tickets so we are losing customers when I tell them they can't buy one. Someone needs to look into it."

Mr Patel was advised to contact NFRN Connect.

Proposal made for NFRN memorial

The East Midlands district is to write to the national executive committee to propose setting up a fund towards the cost of an NFRN memorial at the National Memorial Arboretum in Staffordshire.

This follows the approval of a motion from the district at annual conference.

District president Alan Smith said: "Once a fund is set up we can start asking for donations from other people."



Alan Smith

Your say

Have you invested in local produce, food to go or fresh and chilled in the past year? What else have you done to develop your business?



We haven't invested in any of these areas, but we have introduced a new display stand with household items and DIY products. We've stocked it with everything from scrubbing and paint brushes to screwdrivers, cotton and needles. The response has been quite good.

Sue Smith
TD & EL Smith, Mickleover, Derby



We extended the business four years ago and introduced a lot of products like fresh fruit and vegetables. We then expanded to include frozen food, food to go and a coffee machine, and make the most of this by making sure the shop is clean and well presented.

Paramjit Athwal
Carlton Stores, Leicester



I haven't introduced any of these products, but I am in the middle of re-shelving and redecorating my shop. Mainly, I had too much greetings card space and wanted more room for everyday products such as breakfast cereals, tea, sugar and groceries.

Tony Fratangelo
Tony's News, Irthlingborough, Northamptonshire



Mike Hopkins



“

I get a lot of benefit from RN's Brand Snapshot section. I first heard about the new flavour Exotic Boost energy drink here and it flew out.

CRAIG HORNER, WENTWORTH VILLAGE SHOP, WENTWORTH

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HEALTH & BEAUTY

Health and beauty sections aren't the most obvious high-volume area of a convenience store, but a cleverly ranged, well-stocked and clearly defined section can bring in sales. **Helena Drakakis** looks at the potential shoppers retailers cater for, depending on the location

Aisle of the beholder

Who buys health and beauty products?

The sensitive shopper

Allergens and skin irritants are not always obvious in health and beauty products, but if you receive requests from customers for free-from products it's worth investigating whether a carefully selected section would work in store. Unilever, who own brands including Dove, Lynx, Sure, and Alberto Balsam has already committed to transparent ingredient information on its labels by 2018. "We are committed to ensuring people have the information they need to choose the right product for them," says Unilever's chief research and development officer, David Blanchard. Independent brands Jason, Earth Conscious and US-based Dr Bromers are leading the way in premium free-from, all natural toiletries.

The family shopper

Parents buying for the family tend to incorporate health and beauty shopping into their main supermarket shop, but convenience fills the gap for top-up and distress purchases. "We are constantly challenged by the multiples," says Ramesh Shingadia, who owns two Londis stores near Horsham, West Sussex. "I have a two-metre bay with unisex sections for shampoo, bubble bath, and body creams as these shoppers tend to be mums shopping for a family. I separate gender-sensitive items like deodorants into male and female," he adds. This category makes up around 5% of turnover in Ramesh's Southwater store. "I stick to best-selling brands only, including Lynx, Sure and Dove, and if I can run a promotion, I do."

Major brands can help signpost the category

The budget shopper

Budget shoppers are less attracted by brand. "For every branded shampoo or deodorant I stock I keep a non-branded product at £1," says Sunita Kanji, who runs a Family Shopper in Little Hulton. She has three bays of health and beauty products including oral health, shampoos, deodorants and feminine hygiene products. "We tried Listerine mouthwash at more than £3 but we didn't sell any, whereas the Happy Shopper brand at £1 sells well. Tusk deodorant sells over Lynx too. I sell a lot of items to suit my customer base: paracetamol, Alka-Seltzer and pregnancy tests do well all year round. I always put pregnancy tests on the shop floor. I don't want women to have to ask if there's a queue at the till."





SUPPLIER ADVICE

Sandeep Hegde, channel sales director, Procter & Gamble, provides some simple advice to help grow your sales

- Health and beauty products should be located in the first third of your store to maximise footfall opportunities. One in five convenience shoppers don't know their local convenience store stocks them.
- Merchandise sub-categories together to make it easier for shoppers – men's toiletries, hair care, oral care and bathing products together on fixtures. Where possible, ensure feminine care is separated from men's toiletries.
- Health and beauty should be clearly differentiated from the rest of the store. Creating a different look and feel can be achieved by simply using different-coloured shelf stripping or key visuals.
- Clear product details and pricing are important for closing a sale. Ensure shelf-edge labels are up to date and under the relevant product on fixtures.

The traveller

For retailers catering for the holiday trade or situated near a transport hub, size can matter. Due to 100ml liquid restrictions on aeroplane hand luggage, there are many brands which now manufacture travel-sized products, including Dove deodorant, Colgate toothpaste, and Tressemmé shampoo. For stores with high footfall from holidaymakers, keeping good availability on a core range of distress purchases can ensure you are the shop of choice, particularly in areas where the nearest supermarket might be several miles away. "I'm never going to be a destination shop for toiletries, but I do have a lot of hotels and B&Bs near me," says Londis retailer Dave Hiscutt, who runs two stores in Weymouth. "I try to think of all the things people forget, like combs and flannels, and those purchases bring people in-store."



Natural products meet the needs of customers with sensitive skin

I try to think of all the things people forget, like combs and flannels



MULTIPLE C-STORE WATCH

How does your store compare to the multiple c-stores? RN visits some stores to investigate

Asda

This south London smaller-format Asda stocks branded best-selling names from Colgate in toothpastes to Radox in shower gels, Sure in deodorants and Pantene and Head & Shoulders in shampoos. Shelf edges are clearly signed with "Roll Back" prices, which are typically around the 90p-£1.50 mark.

Co-op

The Co-op dedicates little space to health and beauty, but does run promotions on best-selling brands such as Sure, Dove and Simple. The average price for most items is around £2.50, above average for the market.

Little Waitrose

Little Waitrose keeps a small one-metre bay dedicated to health and beauty with a modest selection of between one and two products in each category. Multibuyers are available – for example, two bottles of Listerine mouthwash for £5. It sticks to mainstream, best-selling brands.

Sainsbury's Local

Sainsbury's keeps a selection of toiletries, often on two bays near the till. Again, branded best-selling lines are on offer, many on price promotion, selected on a good, better, best principle. In shampoos, for example, Alberto Balsam sells at £1, Pantene at £2.50 and the Aussie Miracle range at £4.

Tesco Express

Tesco sticks to best-selling branded items with a standard two bays near the till. It also sticks to the good, better, best principle and clearly separates men's, with brands like Gillette, Lynx and Sure, from women's brands, for example L'Oréal, John Freida, and body moisturisers such as Nivea and Dove. ●

The student or young professional

Toiletries can be a tough market for attracting students and young professionals. "I try to pricemark as much as I can for the young market," says Bimal Patel, who co-runs a Londis in London, adding he has found it difficult competing with Superdrug and Wilkinson on price. Deodorants and shaving gels sell well in this trendy area of the capital, and branded goods always sell better, he says. "I have around 20 metres of shelf space dedicated to toiletries and the category makes up around 5% of my turnover. I try to sell volume on promotion and 95% of my customers buy branded. I don't think they trust non-branded items."

IN-STORE BAKERY

See your footfall rise

With food to go sales booming, a bakery can give your store a freshly made boost of up to £288 per customer per year. But which products are best for your customers, and do they really add value?

Helena Drakakis finds out

POSITION YOUR BAKERY IN THE BEST PLACE

Retailers who want to capitalise on their food to go offer often position a small, fresh bakery at the front of the shop.

Jay Patel, of Jay's Budgens in the south London suburb of Brockley, has a small range of croissants, rolls and pastries next to his coffee machine, for example.

Eddie Poole, however, runs a petrol station and larger supermarket in Dromore in Northern Ireland. He operates a Cuisine de France in-store bakery at the back of his store, which earns him between £2-3,000 per week.

"I wanted to attract customers paying for fuel with the smell of the bakery and bring them through the store for coffee and a bite to eat, but I attract workers and school kids too. For me, the bakery adds theatre and the smell makes people feel happy," he says.

The start of this season's Great British Bake Off may have whet the appetites of home bakers, but not everyone has the time to rustle up a croissant or a granary loaf. Fortunately, the mad morning dash to the station can be punctuated by picking up a freshly baked croissant or a pecan Danish from a local independent shop. With an increasing number of c-stores picking up on this trend, RN explores six ways to get your share of it.

CHOOSE THE RIGHT BAKERY OPTION FOR YOUR BUSINESS

The option you choose will depend on whether you are starting out with bakery or developing an existing offer.

Many retailers want to test the section with a smaller offer to see how well products sell and how they manage with an extra element in store before committing to something bigger.

Both Country Choice and Aryzta offer beginner solutions that can be added to later. Other retailers, such as Dave Hiscutt, who runs two Londis stores in Weymouth, installed his own equipment, but works

with baking product supplier Bako, which provides a full range of savoury and sweet baking mixes.

"We do the basics like crusty rolls, croissants, pain au chocolats and sausage rolls, and a full range of loaves too. I was surprised that in our community store, granary loaves outsell white bread. There's more work involved in going it alone, but working with Bako has maximised my investment," he says.



The bakery adds theatre and the smell makes people feel happy

From beginner to specialist ranges, there are products to meet every store's needs





Bakery shoppers can be worth nearly £288 extra per business per year

FLEX YOUR RANGE THROUGHOUT THE DAY

To get the most out of an in-store bakery, it is critical to understand your customers and flex your range between 6am and 5pm, says Mike Owen, Costcutter supermarkets group category director, fresh and frozen.

"Every sale counts, from the first morning purchases of sausage and bacon baps by people who are on the road early, through to mid-morning Danish pastry and croissant shoppers, followed by lunchtime savoury pastries and slices or filled freshly baked baguettes and finally mid-afternoon treats of doughnuts and muffins," he says.

Eddie Poole says he sells a good core range of breads and pastries during the week, but he can sell more artisan loaves and freshly baked pastries on Saturdays and Sundays. "People have more time and want to treat themselves, so I ensure extra availability on those days," he says.

Catering to affluent customers, David Roberston has installed a sit-down area in his Buckie store, Pozzi, and serves homemade cakes from key lime pie to strawberry pavlova. "I have seven bakers who work across my three sites. People want homemade products in my area and I'm competing with cafés and restaurants nearby, so the standard is very high," he says.



We want to appeal to health-conscious shoppers and those craving indulgence

MATCH YOUR RANGE TO SHOPPER DEMANDS

"We establish what the most appropriate ranges are for shoppers' needs and missions. This is helped by research that clearly shows what type of shoppers are within a store's local catchment area," says Costcutter's Mike Owen, who adds that in a time of economic uncertainty shoppers often crave familiarity and comfort.

"We want to appeal to health-conscious shoppers and those craving classic indulgence," he says.

The need to cater for this trend

can also be seen in Aryzta's new selection of pick and mix bread rolls and a new range of loaves. The new Hiestand-branded range of rolls, can be sold individually or as a pick and mix option and include square, white, crusty tiger rolls, and square brown rolls topped with oat flakes. Country Choice has also extended its range with two types of rustic baguette and a brand new Bramley Apple Puff cake.

Other growth trends include gluten-free bread and cakes and "better for me" products.



Did you know?

In-store bakery shoppers spend more, visit more and have a bigger basket size than the average shopper? "On average, an in-store bakery can generate an extra £23.58 per shopper per month," says Vincent Brook, head of retail at Aryzta Food Solutions.

CREATE A POINT OF DIFFERENCE

Creating a point of difference might look like a risk, but if judged correctly, it can boost sales.

Yusuf Hans, owner of Costcutter Ravensthorpe in Dewsbury, for example, introduced an Asian bakery franchise, Yaadgaar, the first of its kind on a UK forecourt.

"I'm in an Asian and Eastern European community and adding a bakery offering an array of traditional and continental bakery products has already delivered a 25% uplift in weekly sales," he said.

After extensive research, Yusuf positioned the franchise close to the entrance and opposite his branded bread fixture. He bakes in-store five times a day and fries Indian savoury treats including samosas, onion bhajis and Indian street food, including chana puri, up to three times a day. ●



A standout range linked to the time of day can keep your customers coming back

THIS WEEK IN MAGAZINES



New season

HELP FOOTBALL FANS KICK OFF THEIR COLLECTIONS

There are a total of 602 stickers for football lovers in the latest Panini series, which means lots of great repeat business for your store

PANINI'S FIFA 365 Sticker Collection is back for the 2018 season. There are 602 stickers in the collection with lots of special, foil and holographic stickers included.

Highlights include teams and clubs never featured in the collection before, as well as information and stats on football teams from all around the world.

Collectors can kick start their collection with a starter pack which includes a large 72-page album, as well as 26 stickers, for £2.99.

Meanwhile, individual packets will cost £2.99 and a pocket tin, including 10 packets, will be priced at £6.99.



PANINI FIFA 365 2018

On sale out now

Frequency annual

Price 60p/£2.99

Distributor

Marketforce

Display with Road to 2018 Fifa World Cup Russia, Fifa 365 Trading Cards

Round up



Jennifer Hardwick

Magazines reporter

jennifer.hardwick@newtrade.co.uk

@Jenniferh_RN

AT THE SHARP END OF WHOLESALE

This week I paid my very first visit to a news wholesaler depot.

I will admit it was not the most glamorous trip I have ever taken in my career, but I was excited to see what really goes on inside those warehouses for the first time.

My destination was Smiths News' Newport depot, which processes between 1.4 million and 2 million magazines a week, packed into a weekly total of up to 7,500 individual tote boxes.

While I was there, Mark Dudden, of Albany Road Post Office in Cardiff, raised the issue of a partwork he received that day in the shop – Jazz at 33 and a Third RPM – that had been packed under other partworks, causing it to be damaged on arrival.

He knew his customer would be unlikely to pay the £14.99 price tag for a badly bent product and therefore he would now be facing a delay to get a new one sent out, causing a long wait for his customer.

The manager in charge that day said the policy at the depot for that title was to always put it at the top of the tote and asked to be sent a photo of the evidence so that he could emphasise to the team the importance of packing titles such as this properly in the hope it would not happen again.

This story is a great example of how a good relationship between a retailer and a wholesaler should work, although it won't help Mark with his six-week wait for a replacement.

Everyone can forgive the occasional human error, as long as swift action is taken to rectify mistakes as quickly as possible, and preferably with an apology that they happened in the first place. It would be good if I heard more positive stories like this from around the UK, but sadly this seems to be very far from the reality for a lot of you at the moment.

THIS WEEK IN MAGAZINES **WE WANT YOUR INSPIRATIONAL IDEAS!**

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

RN

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TOP GEAR

This month's bumper collector's edition celebrates 24 years with a roundup of the 50 greatest cars in the magazine's history, from the McLaren F1 to Panda 4x4, followed by the story of one unforgettable road trip. Plus, there is a £300 drag race challenge and a first look at the new 592bhp, four-wheel-drive BMW M5. The issue is priced at £4.99 rather than the usual £4.45.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Autocar, Car



HERITAGE RAILWAY

The cover story on this issue is expected to generate high interest from readers as it features the installation of the bridge over the Midland Main Line at Loughborough. The bridge is designed to link the two heritage railways, the Great Central Railway, and the Great Central Railway (Nottingham). The bridge is the culmination of a 30-year-old dream which many said would never happen, but took less than two hours to be lifted into place.



On sale out now
Frequency monthly
Price £4.30
Distributor Marketforce
Display with Steam Railway, Steam World



EPIC

This month's Epic features a four-page Lego Ninjago Movie preview that tells fans everything they need to know before going to see the movie on the big screen, ahead of its release next month. Also inside is a sneak peek at Marvel's new Thor movie and a chance to win Star Wars: The Last Jedi prizes. The issue comes with three free gifts of a Lego ninja wall crawler, a football game and a sticky slug.



On sale 27 September
Frequency monthly
Price £3.50
Distributor Marketforce
Display with Toxic, Mega



YOUR HOME CHRISTMAS MADE EASY

The team behind Your Home has produced this festive one shot. Also included are recipes billed as fool-proof for family feasts, and shortcuts to achieving a big impact. Publisher Hubert Burda's Christmas specials generated more than £285,000 in RSV in 2016 and it is predicting an increase for this year.



On sale 28 September
Frequency one shot/annual
Price £3.50
Distributor Marketforce
Display with Homestyle Christmas, Ideal Home Complete Guide to Christmas



HOMESTYLE CHRISTMAS

Readers can discover 627 decorating ideas for every room in the house, as well as new tree decorating ideas and a rundown of the best real and fake trees on the market. As above, publisher Hubert Burda is predicting its Christmas specials will generate more than £285,000 in RSV this year.



On sale 28 September
Frequency annual
Price £3.60
Distributor Marketforce
Display with Your Home Christmas Made Easy



Bestsellers Primary girls

Title	On sale date	In stock
1 Pink	04/10	<input type="checkbox"/>
2 Trolls	11/10	<input type="checkbox"/>
3 My Little Pony	13/10	<input type="checkbox"/>
4 Frozen	04/10	<input type="checkbox"/>
5 Shopkins	19/10	<input type="checkbox"/>
6 Hello Kitty Magazine	18/10	<input type="checkbox"/>
7 Girl Talk	11/10	<input type="checkbox"/>
8 Cute	27/09	<input type="checkbox"/>
9 Disney Princess	11/10	<input type="checkbox"/>
10 Girl Talk Art	18/10	<input type="checkbox"/>
11 Barbie	04/10	<input type="checkbox"/>
12 Pets 2 Collect	06/10	<input type="checkbox"/>
13 Sparkle World	28/09	<input type="checkbox"/>
14 Angelina	11/10	<input type="checkbox"/>
15 Love From	28/09	<input type="checkbox"/>
16 Disney Presents	28/09	<input type="checkbox"/>
17 Animals and You	18/10	<input type="checkbox"/>
18 We Love	13/10	<input type="checkbox"/>
19 Littlest Pet Shop	27/10	<input type="checkbox"/>
20 Fairies	10/10	<input type="checkbox"/>

Data from independent stores supplied by

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PANINI

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THIS WEEK IN MAGAZINES



VWG

VWG is a new magazine for Volkswagen, Seat and Skoda enthusiasts, who want to know how to get more out of their cars. With a strict focus on performance, each issue is packed with inspiring feature cars, from retro classics to the latest models, including in-depth technical guides, the latest performance parts reviews, buyers' guides and events reports.

LAUNCH

On sale 28 September
Frequency bi-monthly
Price £4.85
Distributor Warners Group Publications
Display with Performance Audi, Performance Vauxhall



READY TO ROLL FONDANT ICING CHRISTMAS

GMC Publications has launched a practical guide to Christmas cake decorating. Ready to Roll Fondant Icing Christmas is the only dedicated ready-to-roll cake magazine on the market, containing 20 projects with step-by-step instructions to make everything from a penguin to a polar bear.

LAUNCH



On sale 21 September
Frequency one shot
Price £7.99
Distributor Seymour
Display with Cake Decoration & Sugarcraft Magazine, Cakes & Sugarcraft



GQ STYLE

The new edition of GQ Style is available in two covers, featuring the lead actors of upcoming Luca Guadagnino film Call Me By Your Name – Armie Hammer and Timothée Chalamet. Billed as “the last word in men’s fashion” the style edition of GQ focuses on designers, supermodels, culture and trends.

SPECIAL

On sale out now
Frequency bi-annual
Price £6.50
Distributor Comag
Display with GQ, Eqsuire



PRACTICAL PHOTOGRAPHY

The November issue includes the launch of Camera Know-How, a new series taking a look at the confusing dials, settings and menus on your camera. This issue also comes with free DXO Optics Pro 11 Essentials software worth £99, a 32-page Photoshop magazine, camera buying eBook and Photomart catalogue.

SPECIAL



On sale 28 September
Frequency 13 per year
Price £5.49
Distributor Frontline
Display with Digital Camera Magazine, N-Photo and PhotoPlus



IDEAL HOME'S COMPLETE GUIDE TO CHRISTMAS

According to publisher Time Inc, this guide is the “perfect Christmas magazine for the best Christmas at home”. Inside are decoration and gift ideas as well as tips for festive entertaining and a selection of recipes. Features include Gordon Ramsey’s fuss-free feast and a focus on wrapping ideas and finishing touches.

ONE SHOT

On sale 27 September
Frequency annual/one shot
Price £4.99
Distributor Marketforce
Display with Ideal Home, Homestyle Christmas

Retailer viewpoint

Daniel McCabe

Magalleria, Bath



By the time I opened the shop just over two years ago with my co-owner Susan Greenwood, I had been working in publishing in one way or another for 25 years. The main idea behind the shop was that we saw a new emerging type of magazine, which had a growing audience that wasn't being catered for. There are now a lot of exciting niche and specialist titles which can be really hard for readers to get hold of.

We lived in Bath already and it's a good location because it has the art interest with two decent galleries and two universities. Pretty much straight away we started getting interest from outside the city, though, so we quickly realised there was a potential to deliver magazine.

Originally, the website wasn't at the forefront of our minds at all and it was all about the shop, but now we are sending out orders through the website at least once a day.

The main difficulty with delivery has been working out what to charge, because magazines come in all shapes and sizes, from A5 to proper doorstep-sized ones. In the end, we had to come up with a flat fee for everything and it means we sometimes only break even on the delivery but we sometimes make a profit. We get a lot of orders from Europe because this kind of shop, which only sells magazines, doesn't seem to exist on the continent.

I was a bit shocked at the low level of margins at first but we have managed to get higher terms by importing some titles from the US, which are otherwise impossible to get here. We also go direct to the publishers and get a cheaper price if we do firm sale, which means we have built up an impressive back catalogue.

Top tip

We hear about new categories when our customers come in and ask for them, so we order new titles and build our stock that way

COMING UP IN NEXT WEEK'S RN



A WINNING COMBINATION: HOW MARK DUDDEN AND DEE GOBERDHAN JOINED FORCES

Plus, all you need to plan your Christmas confectionery range, Neville Rhodes' latest column, and Sussex retailer Chris Shelley helps you become a destination for grocery shoppers

RN

THIS WEEK IN MAGAZINES

✉ jennifer.hardwick@newtrade.co.uk
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Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	26	40	11.99
DeAgostini			
Build the Ford Mustang	90	100	8.99
Build your own R2-D2	38	100	8.99
Enhancing your mind, body, spirit	38	120	3.99
My Animal Farm	33	60	5.99
Jazz at 33 and third RPM	45	70	14.99
Star Wars Helmet Coll'n	45	60	9.99
The Beatles Vinyl Collection	16	23	9.99
Zippo Collection	54	60	19.99
Eaglemoss			
DC Comics Graphic Novel	55	100	9.99
Disney Animal World	83	100	5.99
Game of Thrones	41	60	8.99
Marvel Fact Files	236	250	3.99
Military Watches	94	100	9.99
My Little Pony			
Colouring Adventures	29	80	3.99
Star Trek Ships	107	130	10.99

Hachette

Title	No	Pts	£
Art of Crochet	109	120	2.99
Art of Cross Stitch	39	90	2.99
Art of Knitting	40	90	2.99
Art of Quilting	91	90	3.99
Art Therapy	132	120	2.99
Art Therapy 50 Mindful Patterns	26	80	4.99
Assassins Creed: the official collection	16	80	9.99
Dr Who Complete History	54	80	9.99
Draw The Marvel Way	46	100	4.99
Judge Dredd Mega Collection	71	80	9.99
Marvel's Mightiest Heroes	98	100	9.99
Transformers GN Collection	20	80	9.99
Warhammer	28	80	9.99

RBA Collectables

Real Life Bugs & Insects	57	60	0.99
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Panini

F1 Collection	39	60	9.99
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Collectables

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

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

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

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%





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