

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 06.10.2017



Keeping up with our customers

RN's fresh and food to go store tour

FEATURE

Page 32 >>

The freshers revolution

- Costcutter's futuristic payment tech trial at Brunel University store
- Students swap junk for profitable food to go

Page 6 >>



SUPPLY CHAIN

'Credit problems' hit P&H deliveries

Retailers tell RN supplier disputes to blame for missing stock **Page 5 >>**



SYMBOLS

NFRN launches Everyday fascia

'We'll offer indies flexibility, national deals and direct deliveries' **Page 10 >>**



CONVENIENCE

Retailers demand Nisa pay-off probe

Anger at Nisa staff retention payments as CEO Nick Read steps down **Page 10 >>**

Vol 128 No 40
FOR TRADE USE ONLY



9 770961 520190

CONTENTS

RN

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



Head of Design

Anne-Claire Pickard

020 7689 3391

Designer

Emma Langschieid

020 7689 3380

**Production
coordinator**

Alex Garton

020 7689 3368

Account director

Will Hoad

020 7689 3370

Sales executive

Khj 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

If you do not receive your copy of RN please contact **Michael Sharp**
on 020 7689 3356 or email michael.sharp@newtrade.co.uk

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT

Audit Bureau of Circulations

July 2015 to June 2016 average net circulation per issue **13,316**

Annual Subscription

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



To subscribe contact 020 7689 3384



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

RN is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

RN is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied. Reproduction or transmission in part or whole of any item from RN may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

For trade use only

NEXT WEEK »

LOCAL
SHOP
SUMMIT



6
customers to
cater for this
winter
Page 26



**“Anyone who wants to
survive needs to keep up
with consumer trends”**

Colin Smith Pinkie Farm shop Nisa Page 32

HEADLINES

- 4 BREAKING NEWS**
Stores' P&H supply issues
- 6 STORE LOOKBOOK**
Arnauld Leudjou takes a fresher approach at Brunel Uni Costcutter
- 10 SYMBOL NEWS**
NFRN launches Everyday fascia
- 11 NEWS & MAGS**
Specialist sees magazine upsurge
- 12 PRODUCT TRENDS**
Regional approach to wine sales
- 13 BRAND SNAPSHOT**
News from nine big brands
- 14 WHAT'S NEW**
Alternative alcohol in focus
- 16 PRICEWATCH**
Benchmark your personal care products

OPINION

- 18 YOUR NEWS**
Raaj Chandarana marks 20 years with new Londis offering
- 19 YOUR REGION**
Reports from the NFRN South East district council meeting
- 20 YOUR VIEWS**
Your views, letters and tweets

Alternative alcohol and eight other opportunities

Page 14



TALK TO RN



Follow RN on Facebook

facebook.com/ThisisRN
to have your say on the latest news



Follow RN on twitter

@ThisisRN for expert advice to help you grow your sales



Email & phone RN

email letters@newtrade.co.uk
tel 020 7689 0600



Visit the website

www.betterretailing.com/RN
extensive galleries and news



STUDENTS NOW WANT HEALTHIER FOOD
Page 6

WELCOME

Great retailers are already looking for the next big thing



Editor
Chris Gamm
[@ChrisGammRN](https://twitter.com/ChrisGammRN)
020 7689 3378

A disruptive business doesn't innovate to support what it already does – it focuses on the needs of those overlooked by existing businesses, gains a foothold and delivers more suitable product or service at a lower price. Incumbents, who are often chasing high-profit segments, fail to respond vigorously, and disrupters quickly scale up and grow.

On Wednesday, my panel at the Local Shop Summit looked at how innovative retailers are disrupting the traditional convenience model, the areas they're investing in and how they're doing it profitably. We shared some great examples: Pav Sahota converting his typical Nisa into a high-end hipster coffee shop and grocery; Dan Cock's Premier store and village pub; or Mehmet Guzel's train station food to go emporium serving lunch to thousands of busy commuters each day. These businesses all built their innovation around their customers.

A c-store doesn't have to be truly original to be disruptive, as long as you're able to meet customers' needs more effectively than your incumbents – most likely the multiples. Copying ideas that have worked for other retailers is a great source of inspiration, the panel agreed, and you can find dozens of them in RN every week.

This week, we took four retailers around two very different Scottish stores to find out how they are evolving the traditional convenience model and the changes they're making.

One thing that stood out is great retailers are already looking for the next big thing. If this sounds like you, next week's issue features a special report with all the best ideas from the Local Shop Summit. And in November, we'll be dedicating an issue to identifying the next big convenience disruptor.

INSIGHT

24 EXPERT BRIEFING

Fisherman's Friend area business manager Martin Stimson looks at the winter remedy market

26 WINTER REMEDIES

Catering for cold and flu sufferers this winter

30 FRESH & LOCAL

15 must-stock fresh and local products for Christmas

32 SCOTTISH TOUR

Four great retailers tour two Scottish businesses

33 THIS WEEK IN MAGAZINES

Opportunities for the week ahead



The IAA helped turn my staff into experts and grow sales by 5%
Page 4

BREAKING NEWS

ACS fears over Track and Trace

The Association of Convenience Stores (ACS) has raised concerns about the impact the proposed Track and Trace scheme could have on independent retailers.

The EU Revised Tobacco Products Directive aims to introduce a method of tracking the sale of legitimate tobacco products through the supply chain. However, under the new draft regulations, retailers would have to register and pay to receive both an 'economic operator identifier code' and a 'facility identifier code', which would need to be presented whenever a transaction with a wholesaler takes place.

ACS chief executive James Lowman said: "It is important we tackle the illicit tobacco market but these regulations would place enormous cost and time burdens on retailers."

The proposals for tobacco are due to come into force in May 2019.

Tobacco firms' loans to P&H

Tobacco firms JTI and Imperial are believed to have extended loans to Palmer & Harvey while private equity firm Carlyle prepares a takeover bid for the beleaguered wholesaler. It is understood both JTI and Imperial have agreed to roll over their outstanding £60m loans to P&H and that additional funding has been provided to help keep the business solvent while a sale is negotiated.

According to Sky News, the emergency funding means the company is on the brink of securing the future for 4,000 workers.

The bridge funding is expected to last several weeks with Imperial confirming it had been "working together with other stakeholders to seek to create a sustainable future for the UK wholesaler".

Store lines up trick or treat Halloween goodies

Hambleton Service Station in Lancashire is offering children and adults trick or treat goodies for the month of October. Gin, red wine and a selection of sweets all form part of a front-of-store display at the Spar near Poulton-le-Fylde. Manager Rachael Corbett said: "We want to cater for children and the growing popularity of adult's parties around Halloween. The better you display your products the more they will sell. Customers shop with their eyes and this is a great way highlight new products and shift slower seller elsewhere in store."



Top retailers' delight at business benefits 'It has had a significant impact'

First-time finalists credit IAA for store improvement

by Alex Yau

alex.yau@newtrade.co.uk

Independent retailers who have made their debut as finalists in the Independent Achievers Academy (IAA) told RN their stores have benefited "significantly" from the business development programme.

The 34 finalists – 21 of whom have made the final round for the first time – across 12 categories were announced at the Local Shop Summit (LSS) in London on Wednesday.

Weekly sales for new finalist Shelley Goel, of One Stop Gospel Lane in Bir-

mingham, have doubled to more than £8,000 as a result of signing up to the IAA.

"I hadn't considered the impact of store presentation – from having pastries by our coffee machine to cleaning windows – on sales before taking part in the IAA," said Mr Goel.

"Customers have definitely noticed. They talk about how much more comfortable it is and we now sell lots more coffee. I want to increase sales further to £12,000 with the lessons from the IAA."

Another first-time finalist, Sue Nithyanandan, of

Costcutter in Epsom, said the IAA has helped her develop staff communication. "I've started taking more staff feedback as a result of the IAA and it's had a significant impact," she said. "I discovered my 15 employees all wanted to become champions of different areas of the store. Alcohol, soft drink and chilled sales have all increased by 5% because customers are getting such an improved and more personalised service."

Meanwhile, Julie Atkinson, of Hollins Green Community Store, added: "The IAA has definitely taught

me about having a wider range. We have more fruit gins in the store and we get through 35 bottles of ale from the local Dunham Massey brewery every month."

Samantha Gunston, who heads up the IAA, said: "The IAA finalists represent excellence and to see the impact on sales is incredible. At the Gala Dinner in November, top retailers will share what makes a great local shop and we will celebrate the stars who are driving our industry forward."

● Full list of IAA finalists – p22.

No UK tax paid on 72.5% of tobacco sold

Tobacco industry data has revealed 72.5% of smokers are buying tobacco from sources that do not pay UK taxes.

The findings add weight to the argument that increasing prices and latest EUTPD II regulations are pushing customers away from conventional retailers.

The survey of more than 12,000 smokers found of those buying

from alternative tobacco suppliers, 41% had turned to illicit suppliers.

The data gathered by the Tobacco Manufacturers Association (TMA) also found income had little bearing on the trend.

Furthermore, 45% of smokers said the ban on small tobacco packs and the introduction of mandatory unbranded packaging made illegal tobacco more

tempting.

Rushik Parmar, of Kenwins in Herne Bay, Kent, said he his sales have dropped since selling through smaller packs and believes customers are being pushed into purchasing illicit products as a result.

"Every time the price goes up it gets worse," he said.

TMA director general

Giles Roca said the new legislation has pushed smokers towards the illicit market rather than encouraging them to quit.

This week, Imperial Tobacco removed the gantry of Nottingham retailer Paul Taylor, of Flowers by Scrumpys in Gedling, after he was convicted for offences including the selling of non-duty paid tobacco.

Wholesaler in firing line over supply chain woes 'People on the ground are not happy'

'Credit issues' are blamed for P&H supply problems

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers left without stock have been told their supply problems are a result of credit issues at struggling wholesaler Palmer & Harvey (P&H).

Paul Guppy, of Holybourne Shop & Post Office in Alton, Hampshire, told RN he had been informed he could not order any Cuisine de France products from Aryzta.

"Originally, Aryzta told us our account was blocked, but that wasn't the case because we pay through P&H, so it's not an individual store account," he said.

"Then we were told we couldn't pay for them because P&H does not have enough credit."

A Simply Fresh retailer, who did not want to be named, said: "We've been having ongoing and abnormally high levels of products out of stock for quite a while. I have been told by a few suppliers they are in dispute regarding credit issues."

"Lines have been delisted left, right and centre, particularly on fresh and chilled. People on the ground are not happy."

He named RH Amar and Cott Beverages as two suppliers he had been told are in dispute with P&H over credit issues.

A Costcutter retailer, who also asked to remain anonymous, said: "We have been having a few issues with our supply from P&H over the last few weeks. We've been left in



the dark, and we suspect they are struggling to pay the credit towards the suppliers.

"It's incredibly frustrating because it affects our business and various promotional lines."

Retailers also told RN they were expecting Costcutter to make an announcement in relation to its wholesale supplier at

the Costcutter Supermarkets Group Expo 2017 on Wednesday.

A P&H spokesman said: "Palmer & Harvey does not comment on individual supplier commercial relationships."

A spokeswoman for Costcutter said there were "factual inaccuracies" in the claims and did not wish to comment further.

Mobile app gets the thumbs up

Almost half of retailers said they would try a mobile payment app in the next year, according to an RN survey.

The survey revealed 48% of respondents would consider introducing the technology.

John Green, of Premier Green End Store in Sawtry, Cambridge, has just signed up to Zapper.

"I am hoping it will help me understand what my customers are buying and hopefully the promotions it offer will drive more people into the store," he said.

"Because they can offer specific products to specific people that should be a real attraction to make people come in."

The survey comes after Ubamarket chief executive Will Broome told the Independent Retail Owners Forum that mobile technology will help retailers leapfrog the need for self-service tills.

NFRN raises indie issue with PM

NFRN delegates raised issues affecting independent retailers when they met the prime minister at this week's Conservative Party conference in Manchester.

National president Linda Sood and vice president Mike Mitchelson spoke with Theresa May (pictured) about the pressures faced by their members.

"It's been an experience. Business rates, retail crime, the National Living Wage, and increasing red tape was in the forefront of my mind," said Mrs Sood.

The prime minister told them independent retailers are important to the economy and that the Conservative Party is the party to support them.

Meanwhile, NFRN delegates also raised the issue of extending the



carrier bag charge to include small businesses with Therese Coffey, the shadow parliamentary under-Secretary for the Department for Environment, Food and Rural Affairs (DEFRA).

Mr Mitchelson said:

"The government is very interested in working with us on carrier bags, whether it's an extension to the legislation of though a voluntary code developed with other trade organisations."

Also on the agenda was

the controversial bottle deposit return scheme, which the NFRN has said it wishes to engage with government on.

"Mrs Coffey is very keen to work with us on developing a return scheme," added Mr Mitchelson.

Acid attacks prompt calls for caution

Retailers should be extra vigilant when selling certain cleaning products following the home secretary's pledge to ban the sale of corrosive substances to under-18s, Under Age Sales managing director Tony Allen has advised.

Amber Rudd announced the new offence at the Conservative Party Conference this week. It will include products such as One Shot Drain Cleaner, which contains 91% sulphuric acid. It comes in response to the escalating number of attacks involving the use of corrosive substances.

Speaking to RN, Mr Allen said: "Shops should be more careful and always check the ID of anyone who looks under 25. Keep all products within sight of the tills."

STORE LOOKBOOK



A break from the dorm

Catering for the needs of students is easy, right? Stocking noodles, frozen pizzas and budget alcohol might once have guaranteed sales profits, but Arnauld Leudjou listened to his customers and found a very different path to success. **Alex Yau** reports

Students are changing. Before you even walk into Arnauld Leudjou's Costcutter on Brunel University campus near Uxbridge, Greater London, the well-kept flower display above the fascia tells you this is more than a place to pick up baked beans and cheap booze.

The 14,000 undergraduates who visit the store seem to prefer a diet of healthy sandwiches and fruit juices over Pot Noodles and lager. And Arnauld says more than 80% of sales come from hot and chilled food to go alongside soft drinks, while alcohol sales contribute just 5% in this 1,600sq ft convenience store, where average basket spend is up to an impressive £5.

It wasn't always like this, however. Arnauld joined what was then an underperforming Costcutter store in 2013 and has since worked hard to turn its fortunes around.

"Students preferred to go to the nearby Aldi and the store had been losing money each year until two years ago when myself, the university and Costcutter decided to find out why. We sent out a survey and it turned out there weren't enough healthy options in the store."

The survey was the foundation of a project to expand the store from its original 1,200sq ft. Its product mix was shifted to the demands of its customers for a healthier offering, with the chilled food to go range in-

creasing by 60%, soft drinks by 50%, snacks by 30% and baked goods by a quarter.

The expansion has paid off. The store made £2.5m turnover last year and this is forecasted to increase to £2.7m by the end of 2017. The positioning of snacks, sandwiches and drinks to encourage impulse buys has underpinned this growth, with non-alcoholic drink sales generating £500,000 a year.

"Our fresh sandwiches, healthy snacks and drinks are all positioned next to each other," says Arnauld. "It's about promoting impulse buys. Students are all incredibly busy with lectures and will be more likely to impulse buy."

Coffee also plays a vital role. The store's Seattle's Best Coffee machine – a brand owned by Starbucks – sits by the entrance offering coffee, hot chocolate and tea with muffins and croissants positioned close by. It has proved popular, with more than 100 cups being sold each week.

"The coffee machine does very well for us and we make a margin of around 40% on each cup," says Arnauld. "Students instantly see the machine and they can smell the coffee when they walk to the till. They fill their cups and want to get a cake alongside it. It's about driving convenience for customers who are already on tight schedules."

More than 30 promotions are run





My favourite part of RN includes the products; I like finding out what might interest my customers and how I can make the most of them” ARNAULD LEUDJOU



3

What you can learn

- 1 A busy student population means impulse buys are vital for Arnauld
- 2 More than 80% of sales come from fresh and food to go
- 3 Arnauld makes 40% margin on coffee to go sales
- 4 A student survey helped design the store's new direction

INFORMATION

Location

Brunel University London
Kingston Lane
Uxbridge

Annual turnover

£2.5m

Basket spend

£5

Size

1,600sq ft



4



STORE LOOKBOOK



weekly, but the sandwiches and hot or cold drinks have no part in discounts or meal deals. Instead, students have offers such as three chocolate bars for a set price or 50% off £2.99 multipacks of Kellogg's cereal.

"Our deals are more geared towards confectionery products," says Arnaud. "It's all about the idea of quality over quantity. Customers are more willing to spend a little more if they know it offers something good for their own bodies, but you also need to offer them a choice."

It isn't just Arnaud's healthier range that breaks conventions, however. At the end of last month, his store became the first convenience store in the world to have a fingerprint-based payment system.

Students simply upload their bank details and fingerprints to a database and can make transactions by solely pressing a sensor by each till. The new system is estimated to halve the average time of each individual transaction.

The university is renowned for its engineering department and Arnaud believes his store shows how quickly the area is moving forwards, both with range and technology. "It's another way we're breaking norms at Brunel," he says. ●

What you can learn

- 5 Space for chilled food to go increased 60% as part of the expansion
- 6 Fingopay system has halved average transaction times down to three seconds
- 7 Promotions on confectionery take the place of meal deals



Want to see more of Arnaud's store? Go to betterretailing.com/Costcutter-Brunel-University

Premier

CTP
AWARDS
2017

Shopper's
Favourite
Symbol Retailer
of the Year
2017

MORE FOOTFALL MORE CASH PROFIT

It's absolutely free to join us!



"Premier makes me more money by providing a fantastic choice of products, at great value prices so I can offer a great service to my shoppers that drives footfall."

Tony Mallaban, Premier Avon Gold Supermarket, Bristol.

- Free EPOS
- Free delivery at cash and carry prices
- Earn up to *4% Spend & Save* discount*
- Enhanced fresh range available
- Free fascia and window imagery
- Free membership
- Free POS and personalised leaflets



MEGA DEALS

FOOD TO GO

SOCIAL MEDIA

EURO SHOPPER

DISCOVER THE CHOICE

FARM FRESH

Become a part of the Number 1 Symbol Group

Call us today! 01933 371246

*Terms and conditions apply.

SYMBOL NEWS

Document seen by RN sparks cash controversy 'This needs investigating at highest level'

Anger at £188k retention payments for Nisa staff

by Helena Drakakis

RNreporter@newtrade.co.uk

Nisa retailers have called for an investigation into retention payments promised to Nisa employees in the run up to former chief executive Nick Read's departure from the symbol group last week.

A leaked document, seen by RN, shows £188,000 of retention payments had been promised to 15 staff, including three key executives - Nigel Gray, Steve Leach and Jonathan Stowe.

One retailer, who did not want to be named, said: "This needs to be investigated at the highest level. Retailers working long hours every day have been treated very badly."

The controversial payments follow a decision in July by the member-dominated board not to pay the company's discretionary annual bonus to head office staff, despite them reaching full-year performance targets.

However, a source close to RN said the payments



were made legitimately to key people across several departments to keep the business running efficiently during a turbulent period.

A second retailer who did not want to be identified said: "Those calling for action now are a small and vocal minority who are not the voice of Nisa. Every chief executive has their flaws but Nick Read's (pictured) resignation is a bad thing for Nisa and I am

sad he felt he had to resign."

Another retailer, who also wanted to remain anonymous, said: "Certain members have been gunning for Nick Read and these payments were used as an excuse to push him."

Nisa retailer Harj Dhasee, who runs Village Stores in Mickleton, said he felt it "plunged the company into further instability". "It's a sad day for Nisa. Nick Read's departure is not good for the members or for

the company," he said.

Mr Read's departure was announced last Friday night, before details of a formal buyout offer by the Co-op are expected to be revealed next week.

He had been widely credited with turning the company around. In July 2016 Nisa reported EBITDA of £7.3m, reversing the previous year's loss, and marking the largest annual EBITDA swing in the company's 40-year history.

Own brand helps One Stop to £1bn

Tesco-owned convenience chain One Stop has reported a rise in sales to £1.01bn for the 12 months to 25 February 2017, with pre-tax profits rising by almost £19m ahead of a potential takeover by McColl's.

In a statement released by the franchise group, it attributed the strong performance to its product range and product quality as well as a focus on "delivering growth in food for tonight and food to go".

One Stop retailer Vip Measuria said: "We've seen growth in own brand meals and we're looking to similar growth with a new ambient range."

McColl's chief executive Jonathan Miller revealed an interest in One Stop in an interview with the Telegraph in May, should the Tesco-Booker merger go ahead, which may force a sale of the franchise.

Costcutter's great rates

Costcutter retailers will be able to access discounted offers and preferable rates through a new Business Service programme, unveiled by the group.

As well as an invoice processing package, retailers will be able to use service providers across HR, banking, E-learning, telecommunications, insurance, fuel management, utilities and finance.

Keith Tomes, who runs Costcutter and The Food Shop in Dorset, said he welcomed the initiative: "Anything that helps retailers cut their overheads can only be a good thing."

Sean Russell, director at Costcutter Supermarkets Group, said: "Small business owners are facing unprecedented challenges so we've used our group scale to give our retailers access to preferential rates for business services."

NFRN launches Everyday fascia

The NFRN has launched a new fascia designed to provide a flexible offer to help independent retailers grow their businesses and create a point of difference.

The Everyday fascia is open to newsagents and c-stores of all sizes and includes a flexible ranging model, free core range deliveries based on minimum orders, a four-weekly promotional calendar and store fascia.

Retailers can also access support for full or partial store refits via NFRN

Shoplink and products from national and local suppliers.

Wayne Harrand, NFRN Commercial sales director, said the fascia would give retailers freedom to adapt their offer to their own customer base rather than take on a generic convenience model and would appeal in particular to stores that had struggled to join symbol groups on account of their size.

"Everyday has been designed for independent retailers so they can grow their businesses," he said.

"There are a massive

number of smaller-footprint stores with turnovers of less than £10,000 a week that haven't had access to symbols because of their smaller sales.

"They will be happy to work with an operator that can deliver direct to their stores and give them access to national deals."

In a speech to the IGD last month, NFRN chief executive Paul Baxter warned the convenience market risked becoming homogenised and less independent due to supply chain and ranging control

by suppliers.

Mr Harrand said Everyday would address this by offering independent stores flexibility to choose their own tailored mix of mainstream and niche ranges.

The first Everyday pilot store is launching today in Western-Super-Mare.

Owner Ray Monelle told RN: "As an independent, I want to be different, and Everyday has allowed me to triple my chilled range, extend my food to go and convenience offer, but retain my traditional CTN roots and my independence."

NEWS & MAGS



Father-son duo see potential in creative community 'Best retailers will walk the shop floor'

Specialist cites magazine renaissance in title focus

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

There is untapped potential for magazine-only stores across the UK thanks to the demand of creative communities, a specialist distributor has told RN.

Father and son team Bill and Tom Stocker (pictured) of MMS said the future of magazines lies with stores that focus solely on the category and they believe there is opportunity for specialist retailers in towns and cities across the country.

"People will travel for

quality magazines. They want to hold them and smell the ink, not order them online," said Bill, who founded the company in 1998.

"The industry has changed a lot and more newsagents will close, but the ones that are left will do it better. They know there is no point selling the top 100 titles if they are the same titles that are sold down the road at a WH Smith.

"It is best to display niche titles full-facing and make the look of the shop smart and attractive. The best

retailers will walk the shop floor with their customers and talk to them about their range."

The company only distributes titles outside the bestsellers list and mainly gains new publishers through referrals from the ones it already works with. It also recently picked up a number of new titles in the wake of Comag's announcement it will cease trading at the end of this month, including popular women's style and culture magazine *The Gentlewoman*

and men's fashion title *Fantastic Man*.

As well as new magazine stores opening, the duo believe the number of niche titles available will continue to grow.

"You can make a magazine about anything, as long as you know enough about something and you have the skills to do it. A lot of the publishers we work with are one-man bands," said Tom.

"The titles are often priced at £10 or above, so the margins are great for retailers."

WSJ closes Euro issue

The European edition of the *Wall Street Journal* will cease publication tomorrow (Friday) after parent company News Corp reported print advertising revenue was down 12% in the last quarter.

A rise in the revenue made from digital subscriptions has made continuing the foreign editions "no longer cost-effective" in comparison, the newspaper said in a statement.

Nainesh Shah, of *Mayhew News* in London, said he usually sells between 10 and 15 copies of the newspaper per week.

"It is disappointing because it was a good source of revenue for us," he said.

Times offer drives sales

Retailers have praised a promotion in *The Times* last week for driving footfall in their stores.

The offer allowed readers to sign up for a seven-day subscription to the paper for three months for the price of one - working out at £2.67 per week for three months.

Retailers said customers who had seen the offer visited stores to discuss the advantages of setting up subscriptions.

Bhaves Patel, of *Watties Newsagents* in Horley, Surrey, said: "It's a good chance to get customers in stores."

Smiths' loaf test 'success'

Smiths News has told RN its trial delivering *Hovis* to supermarkets from its Hornsey depot has had "no impact" on its retailers in the area.

The trial, which involves more than 60 multiples, began in July.

A Smiths News spokeswoman said: "The trial has been an operational success."

Johnston keeps retailer margin on titles

Johnston Press has maintained the retailer margin on the titles in its latest round of price rises, following its controversial decision to slash the margins on 41 of its titles earlier this year to the lowest ever UK level.

The 16 latest price changes apply to titles

in the midlands and the south east, with all terms maintained.

The margins on titles with price changes in June fell to as little as 10%. Muntazir Dipoti, of *Todmorden News Centre* in *Todmorden*, said he has lost up to £150 a week since the margin was cut

on his town's newspaper.

"I can't choose not to stock it because I'm the main newsagent in the town so my customers expect me to have it," he said.

"It is good they have maintained them this time but those titles are obviously the ones that

are more profitable for them already so they don't mind about the margin."

Commenting on the latest price rises, NFRN head of news Brian Murphy said: "We are not in the game of thanking people each time for what we expect."

PRODUCT TRENDS

US spirits shake up cocktail market

Retailers can benefit from the growing cocktail trend by stocking a wider American whiskey range, according to trade body The Distilled Spirits Council.

The organisation's international trade specialist Robert Maron said: "Whiskey sales are rising as amateur mixologists look for inspiration during the cocktail renaissance.

"It pairs well with a wide array of mixers and we recommended merchandising it with products for social occasions."

He also advises displaying the spirit next to premium foods associated with entertaining friends and dinner parties.

Kay Patel, of Best-one Global Food & Wine in East London, said: "Our whiskey margins are now 20% compared to 15% last year."

US government figures show \$122m worth of spirits were imported from America to the UK last year, with whiskey making up 86%.

Tia Maria's coffee tie-in

Tia Maria has advised retailers to promote cold coffee with alcohol.

Following advice from The Distilled Spirits Council on the home cocktail trend (see above), Tia Maria UK off-trade marketing manager Alistair Pummery told RN coffee cocktails are becoming more popular.

"There are many shoppers who enjoy coffee cocktails in the off-trade sector," he said.

Tia Maria has sold 65,000 bottles of its coffee liqueur across convenience this year and expects to increase this to 240,000 by the end of 2017. According to Nielsen, annual cold coffee sales last month increased 21.2% to £70m.



Regional approach helps wine sales, say experts

by Alex Yau

alex.yau@newtrade.co.uk

Retailers must simplify wine ranges and merchandise by region to increase basket spend and prevent lost sales, Treasury Wine Estates, Conviviality and Pernod Ricard have advised.

Treasury Wine Estates UK convenience director Shaun Heyes said customers are more likely to spend more time browsing wines and spend more if they are not overwhelmed by the number of bottles available.

"Retailers can fall into

the trap of overstocking the same wines, especially up to Christmas," he said.

"The average basket spend of a wine shopper is double at £12.59 according to Him! It's not going to work, however, unless there's a balance of big sellers.

"Retailers often have too many wines of the same origin, style or price point." The space could be better used for different products at varying price points, he says.

The advice comes as Conviviality announced plans to reduce its core range of

wines in Bargain Booze stores by 20% to 70 variants from November.

Conviviality group wine buying director Andrew Shaw told RN: "Stick to a core line and, for example, have between three to eight variants for red or white. Shoppers also shop by region. They aren't as bothered about grape variety."

Pernod Ricard launched its French Le Petit Rosé range this month in response to the growing regional wine trend.

According to Nielsen, French rosé sales for the year

ending June 2017 grew by 30.5%.

Harry Goraya, of Nisa Northfleet in Kent, said: "Customers will become intimidated if they're confused by what's on offer. Our wine shoppers have a £4 higher basket spend."

Linda Williams, of Premier Broadway in Edinburgh, added: "We recently reduced our red wine range from 25 to 15 varieties. We've found customers aren't so confused by the high number of available wines, and margins have gone from 20% to 30%."

Keep it simple for frightfully good Halloween

Retailers can grow their Halloween sales and share in the £470m opportunity with targeted confectionery and simpler displays, Wrigley and Mondelez told RN.

Mondelez trade communications controller Susan Nash said Halloween confectionery provides a "huge

opportunity". "Total Halloween spend is twice the size it was a decade ago," she said. "Confectionery is the largest category purchased during the occasion."

"We recommend keeping a tight range of bestsellers and new products to avoid cramming the fixture."

Wrigley customer excellence director Jon Eatly added: "Ensure shoppers are aware of the choice and range on offer by keeping a clear confectionery display."

Statistics from Nielsen show the six weeks which led to Halloween last year had 2.5 million more shop-

pers than the six weeks before.

Angela Sykes, of Premier Food & Wine Store in Rhyl, said confectionery sales increase by 10% during Halloween. She said: "Sticking to a core range of products we know will sell well usually works best."

BRAND SNAPSHOT



Protein shake-up

Nestle's new Yorkie Pro bar range aims to tap into the protein trend. The 42g product has 10g of protein and an RRP of £1.50.



Nude awakening

Natural Balance Foods has revamped its Naked breakfast bars range with four new flavours: Apple Danish, Banana Bread, Berry Bliss and Cocoa Twist.



J20-ho-ho

Britvic is launching a Christmas-themed range of its J20 soft drinks. The seasonal selection will be supported by a £2m marketing campaign.



A floral extract

Unilever has redesigned the packaging of its Flora range to increase awareness of the plant-based ingredients going into each product.



A bunch of support

More than one million bananas in Chiquita's range will have a limited edition pink sticker from 8 October to support Breast Cancer Awareness month.



Bites, camera, action!

Rollover and Cineworld have partnered to give away free movie tickets. The promotion will be displayed on packaging and PoS will be available to retailers.



Katy's apple-ations

Thatchers has rebranded its Katy cider range, which is named after the apples from which each bottle is made. The RRP for each 500ml bottle is £2.



The fairest of them all

Unilever has unveiled a limited edition Vaseline product called Mirror Mirror. The red and black colour scheme has been designed to help it stand out.



Sandwich hoardings

Wessanen UK is supporting its Kallø low-calorie and gluten-free snacks with outdoor advertising across the UK until 23 October.

WHAT'S NEW



Shibui Leaf Tea

Shibui teabags take influence from English and Far Eastern traditions. There are seven flavours available, including Peppermint, Chun Mee, Berry Hibiscus, and Tropical Green.

RRP £4.95

Contact john@shibui-tea.co.uk



Livia's Kitchen

Livia's Kitchen Bicky Boms are bite-sized, gluten-free shortbreads in pouches and 30g tubs. The three flavours are Chocolate Orange, Almond & Raisin, and Salted Date Caramel.

RRP £4.99

Contact products@liviaskitchen.co.uk



Aqua Carpatica

Still and sparkling waters from Aqua Carpatica's range are naturally sodium-free. The latter is filled with electrolytes and designed for people with active and healthy lifestyles.

RRP 75p

Contact info@aquacarpatica.co.uk



Pack'd

Pack'd frozen smoothie kits come in three varieties: Detox, Energy and Defence. Each pack contains fruit and vegetables necessary to make a smoothie, and customers choose the liquid.

RRP £3.50

Contact sales@stratfordfinefoods.com



Little Moons

Little Moons specialises in ice cream contained in little pastry balls, an idea originating from Japan. Flavours in the range include Matcha Green Tea, Raspberry, Vanilla, Toasted Sesame and Coconut.

RRP £5

Contact howard@littlemoons.co.uk



Willie's Cacao

Dark chocolate bars from Willie's Cacao make up a larger range of cacao cylinders, chocolate bars and pearls. Flavours take influence from countries such as Indonesia and Venezuela.

RRP £2

Contact shop@williescacao.com

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



Nom

Nom organic popcorns are dairy-free, gluten-free and vegan-friendly. There are four flavours in the range: Salted Maple, Simply Salted, Cinnamon Maple and Tomato Pesto.

RRP £1.49
Contact sales@nomfood.com



CanOWater

Each CanOWater is recyclable and resealable, with packaging resembling soft drinks. The company claims the aluminium packaging helps the water stay cool for longer than plastic bottles.

RRP 99p
Contact sales@canowater.com

FOCUS

Alternative alcohol

From pre-mixed cocktails to alcoholic fruit lollies and hangover remedies, the growing range of products on the market means alcohol isn't simply restricted to bottles or large cans



Pops

Pops takes the traditional concept of children's ice lollies and gives them a mature spin by adding alcohol. Choices in the range include Champagne, Bellini, Frose and Watermelon Martini.

RRP £2.99
Contact hola@wearepops.com



Overhang

Overhang juice drinks were originally designed to ease the symptoms of hangovers. Each bottle contains a combination of orange juice, burdock root, lime juice, ginger, raspberry leaf and milk thistle.

RRP £1.20
Contact info@overhang.com



Intrepid Fox

Intrepid Fox wines are designed for commuters or people who want a glass of wine immediately. Each wine glass is recyclable and choices include Shiraz, Sauvignon Blanc and Rosé.

RRP £3
Contact sales@lymebaywinery.co.uk

Vip Measuria

One Stop, Borrowwash, Derby

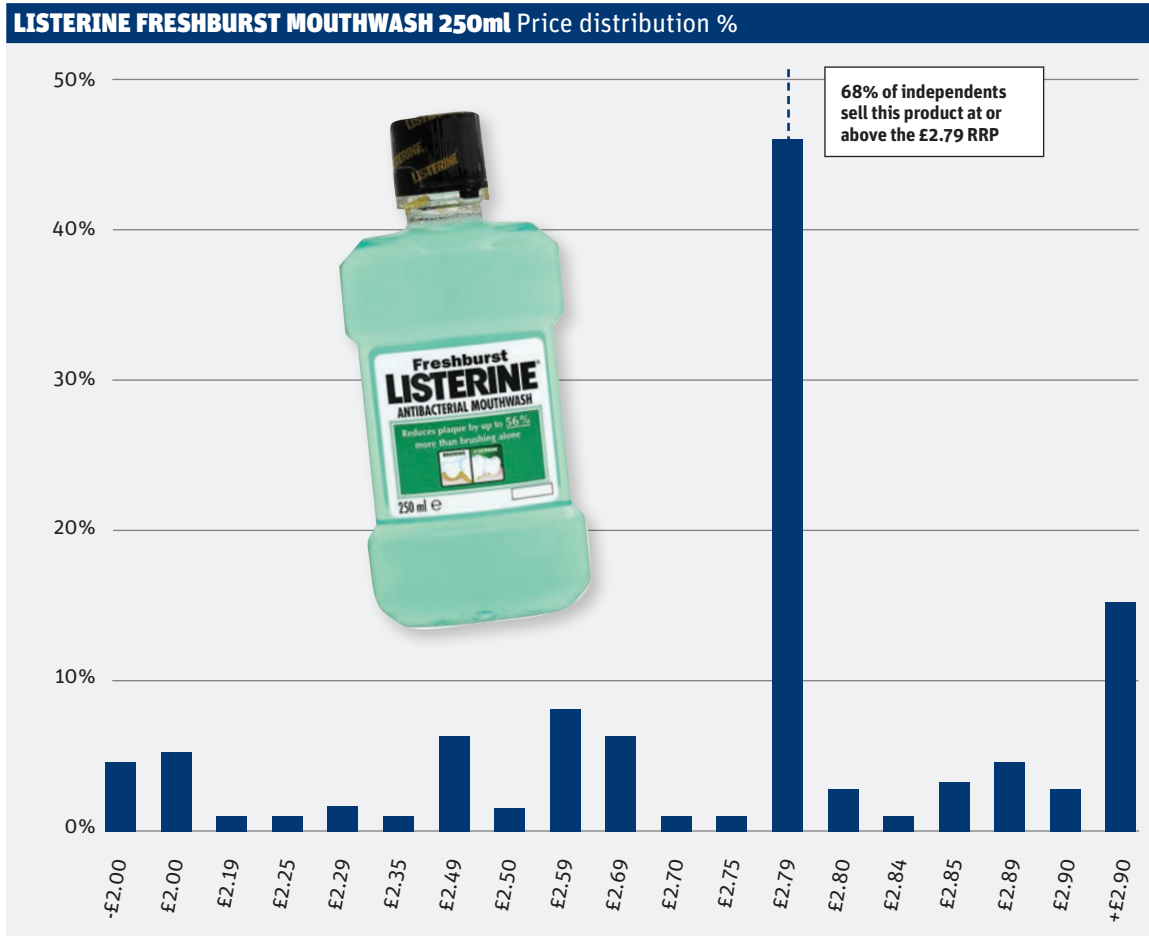
Pre-mixed cans do well because customers find them very practical. Our bestsellers are normally Gordon's gin and tonics or Jack Daniel's rum and Cokes. We sell 35 a week.



PRICEWATCH

Profit checker Personal care

Price checker



PRODUCT
Simple Facial Wipes 25s
Insette Extra Hold Hairspray 200ml
Silvikrin Maximum Hold Holspray 250ml
Lynx Shower Gel Africa 250ml
Wisdom Medium Toothbrush
Dove Cream Bar 100g
Impulse Body Fragrance True Love 75ml
Gillette Shave Foam Regular 75ml
Gillette Shave Foam Sensitive 75ml
Tusk Body Spray Hunter 150ml
Listerine Freshburst Mouthwash 250ml
Silvikrin Firm Hold Hairspray 250ml

Analysis

Fuelled by the discounters and low prices in multiples, the personal care category in convenience is under fire from intense competition. For that reason, many retailers want to remain competitive on price and tap

into the distress purchase market. Our Profit Checker table tells exactly that story, with 43% of retailers selling Listerine at the Booker RRP of £2.79, and 31% below. This correlates with our Price Checker table, show-

ing 59% of products are sold at or below RRP. Elsewhere, retailers report own labels - on their own or as part of a 'good' and 'best' strategy - help promote value and sales in this category.

How we drive our profit

Vip Measuria

STORE One Stop The Prior Way
LOCATION Borrowwash
SIZE 1,800sq ft
TYPE residential

TOP TIP
 Highlight goods on promotion or your value range on a separate bay in store



My range is branded. I found customers didn't want to buy own-label products in the personal care category. It's a distress purchase, but to remain competitive I do try to stick to the RRP. My store is never going to be a destination for these products, but I've got a spread of bestsellers so customers can top up. I'm looking for around 27% margin on products, but I have a value bay too where I sell products at £1 and that's been successful. I see lots of customers comparing prices on the bay and the value stand before they make their purchase decision.

Tristan King

STORE Spar London Road
LOCATION Retford
SIZE 1,500sq ft
TYPE main road

TOP TIP
 Do regular range reviews and keep a rotation of good promotions



I sell a good range of personal care products but it's not a huge category for me. We stick to a 'good' and 'best' ranging principle and try to sell as much as we can on pricemarked products too. It's a price-sensitive category, so we don't tend to take advantage of its distress purchase nature. For this reason, we try to stick to the Spar RRP on most products. I aim to make around 30% margin on personal care products, but I'm not margin-obsessed. On a good promotion, I'm looking to sell volume.

➔ 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 C-STORE IN MODERN EDINBURGH SUBURB	RETAILER 2 STORE IN NEWCASTLE CITY CENTRE	RETAILER 3 STORE IN RESIDENTIAL AREA OF DORSET TOWN	RETAILER 4 LARGE C-STORE IN HULL SUBURB	RETAILER 5 HIGH STREET STORE IN CAMBRIDGESHIRE VILLAGE	RETAILER 6 C-STORE IN RESIDENTIAL AREA OF WARWICKSHIRE TOWN
£3.60	£3.95	-	-	-	-	£3.95	£3.95
£1.23	£1.15	£1.29	£1.99	£1.19	£1.15	-	£1.19
£2.43	£2.25	£2.09	-	£2.55	-	-	-
£2.58	£2.85	£2.49	£3.29	-	£2.85	£1.99	-
£1.26	£1.00	£1.89	-	£1.00	-	-	-
98p	£1.15	£1.49	-	89p	-	-	-
£2.28	£2.59	£2.89	-	-	-	-	-
£1.46	£1.00	£2.29	-	-	£1.00	£1.00	-
£1.59	£1.00	-	£1.00	-	£1.00	£1.59	-
£1.01	£1.00	-	£1.00	£1.00	-	-	-
£2.68	£2.79	£2.79	£2.99	£2.79	£2.79	£2.79	£2.59
£2.40	£2.25	£2.34	-	-	£2.25	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Pav Sahota

Raw Store, Shoreditch

Electric Coffee

£2.20-£3.20



Where did you discover it?

The Electric Coffee Co is a small-batch coffee producer based in Ealing, West London. It started as a coffee shop, and when I was looking for coffee for Raw Store, I wanted theirs, because our focus is on quality, organic and unique produce. Also, because they are a local supplier, there are real benefits because I've built a relationship with the company. They support me and I support them.

Who buys it?

Mainly, we serve office workers on their way to work, and we have regulars who come in every day just for the coffee. Our clientele is very mixed but lots of young people buy from the coffee bar. We have a cabinet filled with gluten-free cakes, croissants, brownies and other bakes too, so they often go hand in hand. We've also recently started selling reusable coffee cups made from bamboo fibres.

Why is it so popular?

We have a coffee bar in store, so people can see it's freshly made. We close the bar at around 5pm, but I have been thinking about keeping it open for longer to serve an evening trade. Customers not only like the taste of the coffee, they like that it's from a local company, which we promote. It's also fairly traded and products that are ethically produced mean something to my clientele.

Sunita Kanji

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

TOP TIP

If your customers want value, make sure your prices are clearly marked on shelf edges



My store is on an estate and my customers are less attracted by brand and more sensitive to price. For that reason, prices are clearly marked on shelf edges in the three bays I have dedicated to the personal care category. On some products, I've tried bigger brands - Listerine, for example. The RRP was £2.79, but I didn't sell any, whereas Booker's Happy Shopper own brand mouthwash at £1 sells far better. It's a difficult category in which to compete with the discounters and multiples, so low prices and a constant rotation of products on promotion helps sales.

Julie Duhra

STORE Premier Jules Convenience
LOCATION Telford
SIZE 1,500sq ft
TYPE main road

TOP TIP

Keep an eye out for slow-selling stock; if a product is not selling, get rid of it



I position my personal care products in an aisle opposite the counter. Since Booker remerchandised the section, I've seen a 10% uplift across health and beauty products and personal care. My range was rationalised, so, instead of sticking to the 'good, better, best' principle, I now have 'best' and 'value'. In my 'best' category would be Listerine mouthwash at £2.80 and in my 'value' range I'd stock Happy Shopper mouthwash for £1. I stick mainly to the RRP on branded because I want loyal custom and people to know they can find products here in an emergency without it costing more.

YOUR NEWS

Flintshire Sun block criticised by NFRN

The NFRN has criticised a Welsh council's decision to support retailers who decide to stop stocking The Sun.

Flintshire County Council passed a motion last week backing retailers who choose not to stock the tabloid because of its reporting of the 1989 Hillsborough disaster.

The motion, which won by 36 votes to six, states: "The council cannot overlook the hurt and distress caused by the lies printed in The Sun at that time. Neither can we overlook The Sun's stubborn refusal to apologise properly for the hurt it caused until it became clear public opinion demanded such an apology."

But NFRN chief executive Paul Baxter said: "Freedom of the press is paramount and hard-working independent retailers cannot be denied the profits they make from selling the tabloid."

Healthy soft drinks focus

Promotion of healthy eating in convenience is set to extend from fruit and vegetables into drinks and ambient foods, according to a Scottish retailer.

Scott Graham, who runs independent store McCleish in Inverurie, also works with the Scottish government on its Healthy Living programme, which is now operational in 2,000 stores across Scotland.

"The 10-year scheme has been very successful but now we are looking at how we can move into other areas like soft drinks, pasta and sauces," he said.

The scheme helps retailers by providing them with merchandising advice and PoS to promote healthy living, with some retailers achieving as much as 60% uplift in fruit and veg sales.

Retailer's £25k refit includes post office and vape shop 'I want to inspire future entrepreneurs'

Raaj marks 20 years with launch of new Londis store

by Helena Drakakis
RNreporter@newtrade.co.uk

Retailer Raaj Chandarana has celebrated his switch from Premier to Londis along with the anniversary of his family's 20 years in the business by unveiling a new store.

The High Wycombe retailer has extended Tara's News to incorporate a Post Office Local, a vape shop and new freezer space as part of a £25,000 refit he hopes will "inspire future entrepreneurs".

"Retail is so fluid. It's changing every month, and nobody can predict what's going to happen. At 650sq ft we're a very small shop.

"I want to inspire people not just to follow the trends,

but to act on them. It doesn't matter how big you are, you can make an impact," he said.

Other changes Mr Chandarana has made include switching symbol groups to increase his fresh and chilled range, and adding a new frozen section to his store after gaining feedback from his customers.

"Apparently frozen is in decline, but we've installed a three-door freezer. My customers have told me they want it and I think I can become a

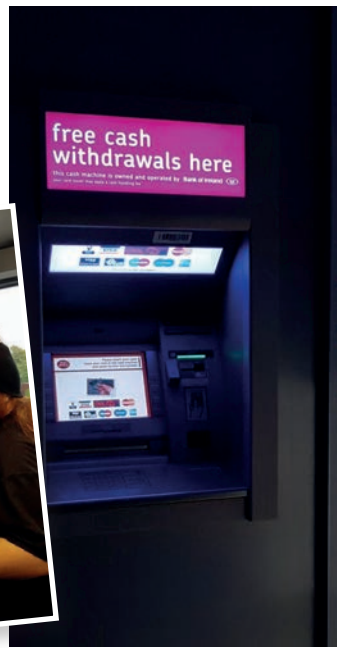
destination store," he said.

He has also dismantled his fortress Post Office and replaced it with a Post Office Local at the till, as well as installing a vape shop selling specialist products. However, he has retained some elements of his old store, such as the flooring, to keep his old customers coming back.

"I wanted to remind existing customers of our identity. Any retailer can put lipstick on a pig and try to make money, but when you've been in the same footprint for 20

years, if you drastically change overnight you are going to alienate loyal customers."

Mr Chandarana said he will test this revamped store first before looking to a further refit and extension in the future.



Spar trebles sales with healthy students

A student-focused Spar store has trebled its fresh and food to go sales after a customer survey revealed a growing demand for healthy options.

Sales in those areas now account for 80% of Spar Portland's overall takings, following a survey of 44,000 students two years ago.

Robert Ledwitch, dep-

uty manager of the store, which is based at the University of Nottingham, said they found there was higher demand for healthier foods compared to junk food and alcohol, which currently make up 5% of sales.

Mr Ledwitch told RN: "Students are getting healthier and going to the gym

more, so we decided to increase the space for fresh produce from one to nine metres and included food to go.

"We have products from Blakemore Fine Foods while brands like Innocent and Nakd also do very well for us. I advise other stores to listen to their customers because it definitely

helped us."

Arnaud Leudjeu, of Costcutter at Brunel University, added: "The store was losing money until we conducted a survey three years ago.

"There are more healthy foods in store and we predict annual turnover to increase from £2.5m to £2.7m as a result."

YOUR REGION



SOUTH EAST NFRN DISTRICT COUNCIL 26.09.2017

Tim Murray reports from the NFRN South East district council meeting

Late deliveries top of agenda

Problems caused by late newspaper deliveries dominated members' discussions at the meeting.

"We have a lot of concerns around newspapers and magazines," said east Kent member Hitesh Patel.

North west Kent member Jeet Chopra said:

"We're suffering, other members are suffering. Wholesalers have apologised, but that's not good enough. They should have back-up plans."

National president Linda Sood agreed with Mr Chopra, who said he was forced to make deliveries himself following late arrivals. "Why should a member be out delivering papers at 10.30am? It's not on," said Mrs Sood.

The South East district has set up a working committee to liaise with both Menzies and Smiths News to try and combat the ongoing problems plaguing members.

East Kent member Hitesh Pandya said: "It's important to have a committee that goes across the board."

Menzies customer Nigel Swan, from the Portsmouth branch, said: "The Tuesday after the bank holiday there were no magazines at all, they said they didn't have any staff. How can you run a wholesale business like that?"

Mrs Sood outlined the motive behind the senior NFRN members' recent demonstration outside Smiths' Swindon headquarters. She said: "We're not getting to the decision makers, we decided to make a protest: enough is enough."



Linda Sood led a protest by NFRN members about late deliveries at Smiths' Swindon HQ

Back to basics plea to Camelot

Camelot was urged to go back to basics and sort out problems caused by the changes it made to the National Lottery.

"The scratchcards are doing well, but the Lottery isn't," said Hitesh Pandya. "The PoS is lacklustre and we need it in early, not on the day there's a Euro Millions draw. We really need to emphasise to Camelot that they need to stop a very good industry going down the tubes."

Linda praised for chairing council

National councillors from the South East reg-



Wholesalers have apologised, but that's not good enough. They should have back-up plans

Jeet Chopra

Retailer, north west Kent

ion praised colleague Linda Sood for her work chairing the recent national council meeting.

Eastbourne member Mike Garner said: "It was one of the best conducted meetings ever." Mrs Sood praised the South East district's members for their work there. "I was proud of my district," she said.

There was further praise for Crawley, Horsham and East Grinstead delegate Bhavesh Patel. Hitesh Patel said: "He was the star of the meeting, he was excellent and raised some important points."

Booklet explains how NFRN helps

Delegates were encouraged to utilise the recently published NFRN Offers Clear Solutions booklet to attract new members and remind current ones how the organisation can support them.

"If a member says to you 'what do you do?', I'd show it to them and tell

them that this is what we do for them," said Linda Sood.

Retailers urged to 'get involved'

Retailers were urged to support NFRN-backed initiatives such as HND offers from Deliver My Newspaper and the Daily Mail's Nectar points programme.

Hitesh Pandya said: "You have to get involved with things such as this."

There was further support too for the NFRN's own N3 buying organisation.

Bhavesh Patel said: "It's worth the 54p a day. Some national councillors have seen a 15% increase in sales thanks to N3."

Members 'meet in the middle'

The recently formed South East district council, created after the merger of the old Kent and Southern districts, is looking for its members to meet "in the middle".

Since its creation, the new district has been meeting alternately in its previous respective homes of Portsmouth and Maidstone.

However, during the Portsmouth meeting Hitesh Pandya said: "I know it takes people from Portsmouth and the southern area a long time to get to Maidstone, and it takes us a long time to get to Portsmouth."

In 2018, the February AGM will be hosted in Milford, near Godalming, Surrey, to see if the new venue works for both sides of the new district.

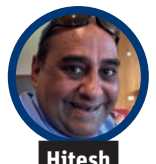
The South Region Awards, due to take place in May 2018, are likely to remain in Reading.



Jeet Chopra



Mike Garner



Hitesh Pandya

Your say

How have your cigarettes sales changed since the legislation changes in May?



My cigarette sales are up. I've kept to RRP and customers know that my prices are the same as the supermarkets. At the same time, I do think there are more illicit sales. I'm near Gatwick and a lot of people work in airlines, so they are bringing in big allowances.

Bhavesh Patel
Watties Newsagents,
Horley, Surrey



I had a regular customer in the other day and her friend said to her "Aren't you buying cigarettes?". She said she'd buy them in the "cheap shop". I've been chasing trading standards, when they will tell you it's on its radar but they are waiting. They need to start closing these places down.

Linda Sood
Falcon News,
Portsmouth



I stay at RRP, but it doesn't help. My cigarette sales are down since May. We get a lot of illegal cigarettes coming through the docks - it's £5 for a pack of cigarettes. You know it's happening, customers come in and they're just buying cigarette papers and not tobacco.

Bob Patel
Dunwells News,
Ramsgate

YOUR VIEWS

YOUR LETTERS

■ News UK makes us feel as if we are always in the wrong

I am absolutely fed up with News UK Direct To Retail.

We have to fight to prove everything. Let's say we send 50 coupons for The Sun or The Times - DTR will always say we have not sent them all and will not pay us. It is the same with our credits so now we have to take photos of our returns every time we send them.

We are always made to feel it is our fault and we are always in the wrong.

In contrast, Menzies has become really helpful and is correct 99% of the time. I am absolutely fed up being treated this way by News UK.

Manish Mehta
Williams News
Streatham, London

A News UK spokeswoman said: "Mr Mehta will be contacted directly. The processes are regularly audited to check they comply with expected accuracy levels."

■ We have been set up to fail by Smiths

Smiths has been delivering late to



I've been losing up to 20 customers for each late delivery because they are fed up of it and have to go elsewhere to get a newspaper

Jasminder Cheema



us since it closed its Reading branch, but it has got even worse in the last two weeks. I have been receiving newspapers at 7.30am when they are supposed to be arriving at 6am.

I've been losing up to 20 customers for each late delivery because they are fed up of it and have to go elsewhere to get a newspaper.

Nobody at Smiths seems to be listening to our problems. I try to call but the phone doesn't get answered. It feels like we have been set up to fail by Smiths.

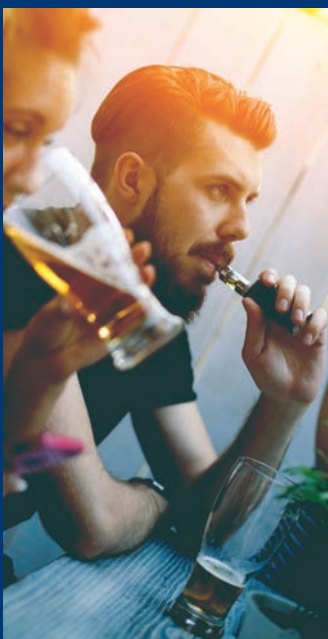
Jasminder Cheema
Premier Spencers Wood Stores
Spencers Wood, Reading

A Smiths News spokeswoman said: "We have been talking to Mr Cheema to

discuss his concerns. We are committed to giving all our customers the best possible service and seek to resolve any problems as quickly as possible, through direct dialogue."



YOUR SAY WHAT WILL BE THE NEXT BIG CONVENIENCE TREND AFTER FOOD TO GO?



Jay Patel

Jay's Budgens, Crofton Park, Brockley

I think the trend for bringing reusable bags or filling up directly from containers or machines will be a big one. The main thing that retailers need to focus on is finding something different for our local area our customers won't find elsewhere. That is the only way you will keep driving customers into your store.

Raaj Chandarana

Tara's Londis, High Wycombe

There's more to life than food to go. We've just done a refit and we've introduced lots of fresh ideas, like a vaping gantry. We've also taken on gourmet lollipops to give customers something more than the

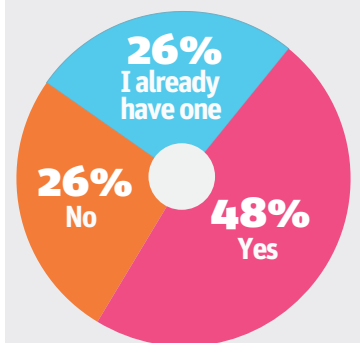
standard products they expect, as well as a protein range. If you're going to do food to go, you need to do it properly and most independents don't have the space, so the industry has to think beyond it.

Sam Coldbeck

Wharfedale Premier, Hull

I think the future will involve taking another look at what defines convenience. Everyone has got stuck in the groceries and household side of things, but customers' expectations are changing. People are going into Aldi and Lidl and being nicely surprised by the offering. So now we are looking beyond our standard suppliers to stock things people haven't bought from us before, like health food and gym-specific products.

RN READER POLL



Would you introduce a payment app in your store in the next 12 months?

NEXT WEEK'S QUESTION

Would you welcome a bottle deposit return scheme (DRS) in England?



Vote now at
betterRetailing.com

AWARDS FOR MAIL'S TOP AGENTS

We have seen a huge number of entries for our Newsagent of the Month award, all of which have been of a high quality. It goes to show how important the independent sector is and also how much work goes into what they do on a daily basis. We have had a very hard time making our decisions.

Winners in July were Roy Nesbitt of The Newsagent in Bangor for Northern Ireland and Scotland, Mark Willoughby of Mitchells in Northalerton for the north, Narinder Gakhil of MNG Newsmarket in Sutton Coldfield for the Midlands and Wales, and Hitesh Pandya of Toni's News in Ramsgate for the south.

August winners were Michelle Gallagher of Newsagents in Belleek (Northern Ireland and Scotland), Ian Hunter of Peggs in Hexham (north), Steve Archer of Tildesleys News in Congleton (Midlands and Wales), and Ranjan Patel of Marsh



Roy Nesbitt (left) with Michael Curran of Mail Newspapers

Hill News in London (south).

The awards go to independent retailers who innovate in their displays, support promotional activity and demonstrate strong sales performance.

All winners will be entered into the NFRN's Newsagent of the Year award, which will be announced next month.

Andy Law
Mail Newspapers independents
retail sales manager

VIEW FROM THE COUNTER with Mike Brown



At the moment, we are in the middle of Stokesley's annual Food Week. Now in its third year, there was a free launch celebration on 1 October, when local food and drink producers showcased their products in a marquee on The Plain outside the town hall.

There was also a prosecco bar at Chapter's Deli with live music. The week culminates with a Super Farmer's Market on Saturday.

Events like this maintain the viability of our market towns from the ravages of out-of-town shopping centres and internet shopping, so it's brilliant to see enthusiasm for the idea growing year on year with great involvement across the community.

On Sunday afternoon my youngest daughter Emma shook me vigorously

– I had nodded off during a riveting episode of Fake or Fortune – and said “there is a man at the door”.

Gingerly, I peeped through the blind and sure enough a stranger was waiting patiently.

I opened the front door and he blurted out “Old Moore's Almanack”. He explained he had come all the way from Hartlepool – 20 miles north up the coast – to buy his copy from me but the shop was closed. Stalling, I said I didn't know if we had one.

“You have,” he said imploringly. “I can see it in the window.”

I asked him to wait while I got the shop keys and sold the only copy I had – £3.50, not bad.

Off he went, saying cheerily: “See you next year.”

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



In response to RN tweet: Late deliveries could be costing HND retailers more than £2m in “lost” wages paid to delivery staff:

There's no ‘could’ about it. Late deliveries also undo all the publishers work to help retailers grow HND and in turn circulation

Chard Newsagent
@Chard_News

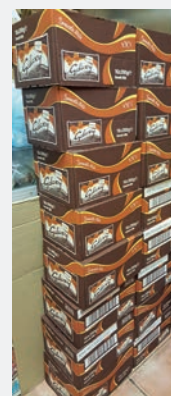
In response to @Retail_Steve tweet: BREAKING: English Deposit Return Scheme plan announced

This was coming all along, it is a pity that there is so much negativity. We need retailer input to make this work and not bankrupt retailers

Family Shopper Blant
@BlantFamily

We now stock the Beano just because Tom loves it! If you have a favourite comic, mag or paper let us know we will happily order it for you

Tywardreath Shop
@tywardreathshop



A stack of huge £2 Galaxy bars that's as tall as me...love working in retail in the run up to Christmas! #chocolatedeal #nightin

London Road Bakery
@bakeryboston

We ran out of space yesterday and my amazingly clever dad created this new shelving unit for us! What do you think? #Christmas IsComing #NewLines #ShopLocal

Charminster Stores & Post Office
@CharminsterPO



INDEPENDENT ACHIEVERS ACADEMY

FINALISTS ANNOUNCED

Congratulations to the 34 local shops that have been recognised for consistently delivering excellence in the 12 IAA disciplines below. The 12 IAA Stars and Overall Best Shop for 2017 will be announced at the IAA Gala Dinner on Wednesday 29 November at 8 Northumberland Avenue, London!



MARKETING TO CUSTOMERS

Handley's Go Local, Sandiway
Londis Westham Road, Weymouth
One Stop Mount Nod, Coventry
Premier Singh's Manor Store, Sheffield



In association with



CUSTOMER SERVICE

Hopes Of Longtown, Longtown
One Stop The Prior Way, Borrowash
Sherston Post Office & Stores, Sherston
Tenby Stores & Post Office (Premier Express), Tenby



In association with



EFFECTIVE RANGING

Londis Ferme Park Road, London
Londis Westham Road, Weymouth
Pike's Newsagents, Porthmadog
The Corner Shop Convenience Store (Premier Express), Crossgates



In association with



IN-STORE DISPLAY

Greenhill's Stores, Kineton
Hollins Green Community Shop, Warrington
Poole's Supervalu Dromore, Dromore
Spar Rocket Stores, Bolton



In association with



RESPONSIBLE RETAILING

Bradley's Supermarkets, Loughborough
Costcutter Epsom, Epsom
Shingadia's Londis Southwater & Post Office, Horsham
The Village Shop & Post Office (Spar), Hook Norton



In association with



STAFF DEVELOPMENT

Londis Chatsworth Road & Post Office, Chesterfield
Londis Westham Road, Weymouth
London Road Bakery (Spar), Boston
One Stop Mount Nod, Coventry



In association with





AVAILABILITY

One Stop Gospel Lane & Post Office, Birmingham
Select & Save The Windmill, Birmingham
Sherston Post Office & Stores, Sherston
Spar Wylde Green, Sutton Coldfield



In association with



SHOP LAYOUT

J Robarts & Son (Costcutter), Codicote
Nisa Local Fletton & Post Office, Peterborough
Poole's Supervalu Dromore, Dromore
Spar Wylde Green, Sutton Coldfield



In association with



MERCHANDISING

Costcutter & The Food Shop, Swanage
Londis Ferme Park Road, London
MJ's Go Local Extra, Sheffield
Narinder's Convenience Store (Premier), Huddersfield



In association with



SERVICE TO THE COMMUNITY

J Robarts & Son (Costcutter), Codicote
Jay's Budgens of Crofton Park, London
Pike's Newsagents, Porthmadog
Premier Smeaton Stores, Kirkcaldy



In association with



DIGITAL ENGAGEMENT

MJ's Go Local Extra, Sheffield
Nisa Local Fletton & Post Office, Peterborough
One Stop Mount Nod, Coventry
Premier Singh's Manor Store, Sheffield



In association with



RETAIL INNOVATION

Ancoats General Store, Manchester
Levenhall Village Store, Musselburgh
Nisa Local Fletton & Post Office, Peterborough
One Stop Working With Royals, Leamington Spa



In association with

CELEBRATE THE BEST OF LOCAL

The **IAA Gala Dinner** at **8 Northumberland Avenue, London** on **29 November** is your chance to network with other top retailers and leading supplier partners looking to support shops like yours in achieving their ambitions.

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

#IAA17

EXPERT BRIEFING



Martin Stimson

Fisherman's Friend



Nights are now longer than days and temperatures are beginning to plummet. As Fisherman's Friend area business manager **Martin Stimson** explains, this means it's time for retailers to focus on the winter remedy market

We're approaching a peak time for sales of Fisherman's Friend

Medicated confectionery is widely recognised as a distress purchase and offers a huge opportunity for retailers to drive impulse sales during the autumn and winter cough and cold season. In 2016, our sales grew by 4.8% compared with 2015 - this was the brand's best performance since 2000.

Independent retailers are a key part of this performance

We've seen an even more impressive 14% uplift in sales in impulse and convenience outlets, making the brand an essential must-stock for the forthcoming annual cold and flu season. A big part of the reason behind this success is our brand offers a cost-effective option for shoppers looking for lozenges during the colder months.

Our portfolio extends beyond our bestseller

We enjoy very high consumer loyalty within the UK thanks to the brand's heritage. Our best-selling flavour, Original Extra Strong, which contains more menthol than com-

petitor brands, has a cult-like status for many, but we've also introduced a raft of fruity variants over the years including Sugar Free Honey, Aniseed and Sugar Free Blackcurrant.

Flavour is an increasingly vital part of our market

These fruity variants appeal to shoppers who want the benefits of menthol but with a more subtle, softer flavour. They are proving increasingly popular and are growing in importance within the medicated confectionery category as a whole.



We enjoy consumer loyalty within the UK thanks to the brand's heritage

Research shows flavour is a key purchase driver for consumers.

We're making sure customers see our brand again this winter

The visibility of Fisherman's Friend will be bolstered this winter with a heavyweight marketing campaign featuring a combination of digital, social media and PR activity - as well as extensive trade promotions and sampling - to support the key winter period and maximise sales during the next few months. Our TV advertising - fronted by tenor Alfie Boe - will return, and we will invest £1m in our marketing activity overall.

We will also support independent retailers across the UK

We will be giving retailers an opportunity to capitalise on all this marketing support for Fisherman's Friend, by offering a "buy two get one free" offer on retailer packs across key cash and carries throughout the UK. Retailers will be able to purchase two boxes of Original Extra Strong and one box of Aniseed for the price of two. All boxes also contain 24 packs for the price of 22. This 'best ever offer' for Fisherman's Friend will end on 30 November.

** Company CV **

Company Fisherman's Friend
Area business manager Martin Stimson

Profile Fisherman's Friend is an iconic brand associated with people battling colds and flu throughout the winter season. A substantial marketing campaign in recent years, which continues in 2017/18, has helped the company achieve its best sales since 2000.



FISHERMAN'S FRIEND®

**DON'T GET LEFT OUT
IN THE COLD...**

**PUT SOME HEAT INTO YOUR SALES
WITH FISHERMAN'S FRIEND**



- Sales of Fisherman's Friend **continue to grow**
- **+4.8% value growth** in 2016 v 2015 – our best year since 2000*
- **Rocketing by +14%** (value) in impulse and convenience**
- **Strongest ever** Cash & Carry promotions planned for Autumn 2017
- **Nationwide sampling** campaign kicks off in November
- **£1 million January 2018 national TV advertising** burst starring world-renowned tenor, Alfie Boe



GET ON BOARD & STOCK UP NOW

WWW.FISHERMANSFRIEND.CO.UK

U.K. Distributor – Ceuta Healthcare: 0844 243 6661

*Ceuta Healthcare, in-market total sales **Ceuta Healthcare, in-market sales, Jan-July 2017 v. Jan-July 2016

WINTER REMEDIES

Cold comfort

Who buys winter remedies, how can you get them to spend more and, most importantly, what is the competition up to? **Helena Drakakis** looks for some answers

Customer profiles



Catering for families

Many brands now offer an equivalent medicine specifically for children - for example, SHS has produced Benylin Infant Cough Syrup as well as a Night Syrup, and liquids for children's dry or chesty coughs. Similarly Calpol, which specialise in the children's market, offers a range including Blocked Nose Spray, Infant Syrup and Children's Soothing Syrup. Julie Duhra, of Premier Jules Convenience in Telford, says a good core range that is well merchandised can result in an uplift in sales.

"Parents come in any time of the day to top up, but don't have much time, so my section is clearly marked and I cover all the basics and offer a range of formats, whether it's a capsule, liquid or powders," she says.

Catering for time-poor cold sufferers

From high-flying bankers to factory workers on zero-hours contracts, many of us feel forced to battle on through our illnesses. Luckily, the number of on-the-go options available to help out is better than ever. Locketts represents nearly 10% of the medicated confectionery category and a range of PoS has been developed to help the range stand out this winter.

Dan Newell, confections marketing manager at Wrigley, says Locketts "help many people get through the day". Mondelez has a similar message. It expanded its Halls Soothers range in 2015, a move it says has cemented its role as market leader.

Catering for budget shoppers

Sunita Kanji, who runs a Family Shopper in Little Hulton, says her customers want value and to pay less for products such as paracetamol or ibuprofen. Likewise Les Gilbert, who runs the newsagent Better Buy Local in Chard, Somerset, has space for a limited range so focuses on own-brand products.

"I'm never going to be a destination for this kind of product, but pain-relief tablets are probably my bestsellers. I tend to stock Booker own-brand, and brand names only when they're on special offer to stay competitive," he says.

One exception to this rule is in children's medicine. Terry Caton, who runs a Londis in Chesterfield, says his Calpol range sells well as parents will more often buy a brand name. "I realise these items are a distress purchase, but to keep my customers coming back, I don't price above the RRP," he says.

Customers suffering from colds want to find relief locally



TAKE COMFORT



WITH CLEARING MENTHOL
AND SOOTHING HONEY

Locketts® and Tunes® are worth £10m in sales
and account for 10% of category sales*

Locketts® Honey & Lemon sells
over 10m packs per year*

STOCK UP NOW

Source: *Nielsen total coverage June 2015

DISPLAY HOTLINE 01788 545573 | WWW.WRIGLEY.COM/UK

WINTER REMEDIES

Catering for full-blown cold sufferers

Fisherman's Friend is another lozenge brand that sees a major uplift in sales at this time of year. Awareness and visibility are key for sales of brands like this to suffering customers in need of a quick fix, and after heavy marketing investment last year, the brand achieved its best performance since 2000.

Meanwhile, retailers should also stock complementary products alongside their medicines range to attract sales, says Jon Atkins, customer business manager at GSK, manufacturer of Panadol, Beechams, Theraflu and Zovirax.

"Within cough and cold treatments, products such as capsules, medicated confectionery and decongestants ensure shoppers can access the full range of products to treat their symptoms," he says.

Alongside Halls, Strepsils and Fisherman's Friend, retailers can profit from lip care and cold sore products such as Zovirax and Nivea balms. To help remind customers, retailer Sunita Kanji always posts on social media when autumn arrives.

COMPARE YOUR STORE

How does your range compare to the multiples when it comes to OTC medicines? RN checked out some nearby supermarkets and c-stores to find out what's on offer

Asda

Asda's range of winter remedies sits within a modest display of OTC medicines near to the till area. The store's range is concentrated only on branded products with a heavily rationalised selection of bestsellers, including Calpol, Nurofen, Sudafed, Gaviscon, Strepsils and Benylin.

The Co-op

The Co-op dedicates one bay to medicines including winter remedies. Six metres of this ranges from pain relief to lozenges and decongestants to cold and flu medicines, including a small selection of infant syrups. Competitively priced seasonal items are marked with a red price tag.

Little Waitrose

Little Waitrose includes around one metre for a highly rationalised selection of medicines. Alongside Strepsils, Halls Soothers and one Benylin cough medicine are a range of painkillers and cold and flu relief, again stocked with best-selling brands such as Panadol and Nurofen. Waitrose own-brand Essential Waitrose is also available in a designated pain relief section, with 16 ibuprofen tablets at 45p.

Sainsbury's Local

Everyday low prices are marked with red tags on Sainsbury's winter remedies, which sit on one bay alongside its OTC range and within eyeline of the till. The range includes own-brand pain relief as well as brands like Panadol and Nurofen. In cough syrups, there is a Benylin range as well as Calpol for children.

Tesco Express

Tesco dedicates around six metres to medicines, positioned in aisles close to the till. The category is clearly marked: wellbeing; stomach; allergy; pain relief; kids & vitamins and cold & flu. Winter remedies are branded bestsellers alongside Tesco own-brand cold and flu tablets. Few items are on promotion other than products marked as 'reduced to clear'. ●

WINTER REMEDY TIPS

GIVE THESE PRODUCTS A PRIME POSITION

Susan Nash

Head of trade communications, Mondelez



It's important these categories are merchandised in prime position to maximise exposure and sales. Ideally, retailers should also merchandise products in a counter-top unit to help drive awareness and visibility.

KEEP YOUR DISPLAY FULLY STOCKED

Dan Newell

Confections marketing manager, Wrigley



Having a fully stocked display will help maximise profit potential and guarantee repeat visits from customers. PoS will help retailers make the most of their over-the-counter display to encourage purchases on impulse.

COLD AND FLU SEASON HAS GROWN

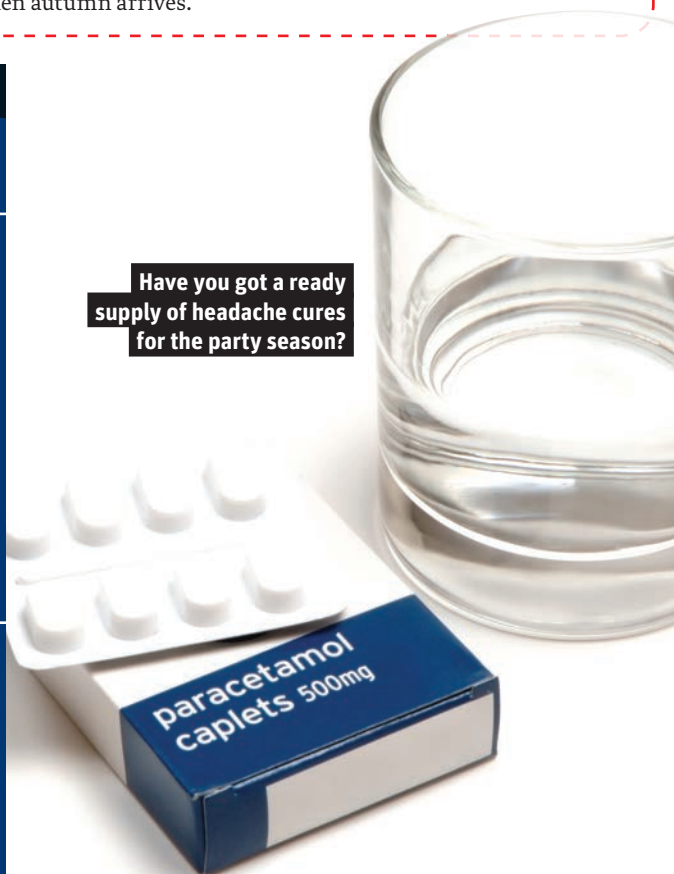
Martin Stimson

Area business manager, Fisherman's Friend



An extended cold and flu season means sales were up by 6% in the seven months right up to the end of July. This was by an even more impressive 14% in impulse and convenience outlets.

Have you got a ready supply of headache cures for the party season?



Catering for partygoers

With the party season in full swing, hungover customers can come to rely on convenience stores for headache relief. Vip Measuria, who owns a Family Shopper and a One Stop store in Derby, says he has started positioning a selection of pain-relief tablets on the counter top to act as a prompt for people to stock up.

"During the festive season, the usual Saturday morning crew who come in for paracetamol or Gaviscon can turn up any day of the week, so by placing key items on the counter, my range is visible to customers when they need it," he says. Secondary-sitting pain-relief items with water can also be a good visual cue for customers.

HALLS

THE NO1 MEDICATED CONFECTIONERY*

Fastest selling product in the market**

- Soothing relief
- Clearing menthol action
- Sugar free options available



**STOCK UP FOR THE
COLD AND FLU SEASON**

For great category advice go to deliciousdisplay.co.uk

Mondelēz
International

* As defined by Nielsen MAT to w.e. 26.08.17 **Soothers blackcurrant Nielsen MAT to w.e. 09.09.17

FRESH & LOCAL

100 MUST-STOCK CHRISTMAS PRODUCTS

In the second of our category-by-category guide to essential products to stock for Christmas, Alex Yau investigates some more unusual brands to set your offering apart from the crowd

16-30



16

Mrs Crimble's Chocolate Macaroons

Royal Wessanen is supplying retailers with a healthier version of the traditional Christmas treat. Mrs Crimble's Chocolate Macaroons (RRP £1.20) are gluten-free and available as part of a wider range of free-from snacks, which include coconut rings and Bakewell slices.



17

Made For Drink

As the name suggests, snacks from the award-winning Made For Drink range (RRP £2.75) are designed to be accompanied with alcoholic drinks. The company suggests pairing its Chorizo Thins with a glass of Rioja, or Duck Fritons alongside a pint of IPA.



18

Von der Heide's Stollen

Wholesaler Cotswold Fayre is tapping into the premium end of the festive cake category with Von der Heide's Stollen. Available in 250g gift-friendly boxes; the cakes are made using ingredients originating from Germany and variants include Chocolate and Cranberry, alongside Marzipan.



19

Pork Farms Branston Topped Pork Pies

Addo, which owns Pork Farms as well as Wall's Pastry, brings the credibility of two major brands into this category. Its Pork Farms Branston Topped Pork Pies is a bestseller which sees a peak at this time of year and the company recommends stocking Wall's 12-pack of sausage rolls too.



20

The Snaffling Pig Pork Scratching Calendar

The Snaffling Pig takes a different approach to the traditional chocolate advent calendar. There are 24 windows in the A3-sized calendar (RRP £17), each with Salt & Vinegar, BBQ, Maple Pigs in Blankets, Black Pepper and Perfectly Salted flavoured-pork scratchings.



21

Or Tea?

Or Tea? (RRP £4.99) takes influence from traditional Chinese teas originating from Hong Kong. Each circular tin comes printed with hand-illustrated Chinese artwork, while the loose leaf teas themselves are blended using premium ingredients sourced from the Far East.



22

Kerrygold Traditional Irish Butter Shortbread

Designed to be ideal last-minute gifts, Kerrygold Traditional Irish Shortbreads are available in either 225g boxes of nine (RRP £3.64), or larger 300g boxes of 12 (RRP £5.46). Each biscuit is made using butter sourced directly from Ireland.



23

Kallo Rice Cakes

There are six flavours available in the Kallo range of flavoured rice cakes; including Blueberry and Vanilla, Caramel, and Sea Salt & Balsamic. The cakes are part of a wider range of snacks which include kids' biscuits, plain cakes, and thins.



24

Steenberg Mulled Wine Spice sachets

Steenberg Mulled Wine Spice sachets can either be used on their own to make festive teas or as flavouring for desserts such as fruity stews or crumbles. Each box comes with five sachets which are organic and compliant with the latest Fairtrade standards.



25

Prestat Mince Pies

Prestat is best known for being the official chocolatier to the Queen. Its portfolio doesn't just cover confectionery, however. Its mince pie range (RRP £8.95) is packed into boxes of 12, with a mix of flavours including chocolate, traditional and almond.



26

Lillypuds gluten-free Christmas puddings

Family-run Lillypuds is based in East Anglia and all ingredients used to make its Christmas puddings are fully natural and sourced locally. Each pudding is also gluten-free with reduced sugar content, making them a healthy alternative to the traditional Christmas cake.



27

Clipper Organic Teas

Clipper claims to be the UK's first Fairtrade tea brand. Each box of 10 teabags is organic and caffeine-free, while also being made caffeine-free in a wholly natural process. The range overall includes Fruit Infusions, Occasion Infusions and Herbal Infusions.



28

Georgie Porgie Christmas pudding

Devon-based Georgie Porgie creates its products using a secret family recipe grounded on decades of tradition. Only the finest local ingredients go into each pudding, with the Queen and Prince of Wales being self-proclaimed fans of the company.



29

Prestat Alcoholic Truffles

The late Roald Dahl was a notable fan of these truffles (RRP £13.95 for 175g). They are available in four different flavours, which include London Gin and Lemon Fizz, Champagne, Yuzu Sake and – for the non-alcoholics – Earl Grey Tea.



30

Stork Original Baking Block

Each 250g pack of Stork Baking Block (RRP 85p) can be used as an ingredient for various pastries and desserts; from fruitcakes to scones. The blocks can be used straight from the fridge and they are also suitable for vegetarians.

My plans for Christmas



Ferhan Ashiq
Day-Today Ashiqs,
Prestonpans,
East Lothian

We take orders from customers for fresh meat and cakes in the run up to Christmas. The service was introduced two years ago. I start taking orders usually around mid to late November and customers normally ask for poultry, Christmas cakes or minced pies. Local companies who supply us include Ford's Bakers or PWC Butchers, which our customers have a lot of loyalty to. It's all advertised throughout the store, in the shop windows and on social media sites like Facebook. There is normally a total of 11 orders from customers costing between £40 and £60. I'd definitely recommend it because we make a decent margin of 20%. ●

Next week in RN's 100 must-stock Christmas products: alcohol

SCOTTISH TOUR

Last week, four great Scottish retailers met to tour two great Scottish businesses and discuss how their models have adapted to thrive in today's challenging market.

Tom Gockelen-Kozlowski reports

Same challenges, different solutions

Last month, RN brought together Joanna Casonata, Scott Graham, Ferhan Ashiq and Colin Smith in Colin and Ferhan's stores to discuss how businesses in different locations can thrive in tough times.

In different ways, each retailer has done this. "It's about future-proofing your business – grocery is in decline, cigarettes are most certainly in decline, as are PayPoint, lottery and news. They might not be the most profitable areas of your business, but this has an effect on footfall," says Colin.



ABOUT MY STORE

Ferhan Ashiq

Levenhall Village Stores, Musselburgh

Store size **550sq ft**



I didn't want another convenience store – I already have one of those. When I opened this business last year, I wanted a food to go store with convenience attached. Originally, as it is an affluent area, we decided to premium-price products and avoid pricemarking, but my customers are looking for better deals on bestsellers. This used to be a post office, but when I bought it this service had gone. I shut the store for two years and spent £110,000 on a full refit.

Colin Smith

Pinkie Farm Shop and Nisa, Musselburgh

Store size **4,000sq ft**



I had been a wholesaler all my life and I used to trade with the guys who ran this store. Three years ago, we rebuilt it, and kept the store name, even though there is no Pinkie Farm any more. Our big focus is food to go – this is the future of retailing because there is no margin in the rest of the business. Where possible, we try to stock as much local produce as we can and we maintain a big range of pet foods, which is a legacy from the farm shop too.

VISITORS

Joanna Casonata
Giacopazzi's, Kinross



In business for well over a century, Joanna's family own two convenience stores in the area. Utilising their heritage, the family produces its own fresh pizza and homemade ice cream.

Scott Graham
McLeish's Key Stores, Inverurie



Scott's award-winning convenience store has been voted Scotland's best. His hands-on approach means he rarely steps away from his business and likes to keep a keen eye on operations.

TOUR ONE: LEVENHALL VILLAGE STORES



WHAT WE DO

Joanna Casonato Our staff love our new store too

We opened a new store recently and when we were advertising the reaction was amazing. I think people want to work in a new store. We also have an in-store pizza oven and people kept saying to us, “you need to get a professional in”, but you can’t because we’re open from 7am to 10pm so you can’t have a pizza chef working those hours seven days a week. So we deskilled everything and got in a pizza press instead of making the bases by hand – that way everybody can do everything.

Scott Graham Our cigarette sales have gone up

It’s really interesting, food to go is important for us. We went for an overhead gantry and brought in the space behind for a metre of spirits – we had 19% increase in sales. Interestingly, when cigarettes went into plain packaging we saw an uplift. We’ve never done pricemarked but the stores around us had. When pricemarked disappeared the big rise in prices for stores nearby meant people stopped going there specifically for tobacco and did all their shopping with us.

RN Tell us about your business model.

FERHAN ASHIQ Originally, when I was thinking about opening a second store I thought I’d need to have a big shop – a lot of retailers who I spoke to were buying 1,500sq ft stores, with a staff team to maintain and run it. With a small format store, could you really do that? I’d have to be here.

RN What changed your mind?

FA I chose this store because of its location. Around a quarter of the traffic into East Lothian goes past here so it’s a massive opportunity. Originally, I thought I would also get quite a lot of local traffic with schoolkids coming in, but I’ve discovered it’s more about rush hour traffic and tourists coming past. Since EUTPD II, our cigarette sales have gone down by a third, so offering a great coffee and food to go range in an area like this makes sense.

RN How did you create this store’s offer?

FA In the past two years I’ve collected ideas. I definitely made a number of mistakes in this process. One thing I soon realised wasn’t working was our chip vending machine, for example, which I’d brought in specifically for school kids, but they actually don’t come past this way in the numbers I’d expected. After initial interest, sales dropped off dramatically, but when I moved it to my other store – where there are schools nearby – our sales quickly rose. Now, I’m selling



I brought in some new staff with the right experience

in a week what I did in a month. A coffee machine and freshly made sandwiches is our next step.

RN How have you approached staffing this store?

FA We generally only have one member of staff in this store, because of its size. I employed new staff, and for this concept I brought in someone with the right experience – she used to work at the local golf course and has taught the rest of the team how to make the coffees. It’s great because our staff turnover is a lot lower than in our other store.



Three things to learn from Ferhan’s store

1. Share knowledge among your team One member of Ferhan’s team has barista experience, and she is training the rest of the staff.

2. Let technology help you manage CCTV, a tobacco vending machine and finger-tip signing-in machine help Ferhan manage his store from afar.

3. Utilise your strengths elsewhere Ferhan’s family store has a large stock room, allowing him to increase the shopfloor space of this store.



SCOTTISH TOUR

TOUR TWO: PINKIE FARM SHOP NISA



RN Tell us about your business model.

COLIN SMITH We make all our sandwiches and a lot of our food to go. This is our focus – there is no margin in the rest of the store. You need staff who can work on both sides of the business, so we employ people to do that as much as possible, although in some cases people don't want that or we don't need them to. When we opened, we could have gone under the franchise model, maybe with Subway, but you won't make any money.

RN What are your plans to develop this area?

CS Our food to go area is about to be fully changed. The idea is to have a more premium range of food to go as well as a self-serve display in the middle of the section where customers can pick up hot snacks. It will reduce queues at our counter and free up space for a better range.

RN How important is it to stay relevant in food to go?

CS Anyone who wants to survive needs to keep up with consumer trends. Sandwiches are a staple of this area, but it really does need innovation as well.

RN What other areas are important to your business?

CS Craft beer is doing well. It's not something I know much about but we can work with suppliers who know what the next big thing is. For



Anyone who wants to survive needs to keep up with trends

us, it's a lot about trial and error as we've developed this range. Another of our bestsellers is pet food and we bag up a range of treats and food ourselves, which can get us quite a nice margin.

RN Which local suppliers do you use?

CS On our fresh we have local produce from a butcher in the town, we also have our own branded cakes made by a company called Brambles. They're really popular and enable us to get a good margin too. You need to have a minimum order of £200 but if you can, it's a good thing to stock.



WHAT WE DO

Scott Graham You've got to think about the prices

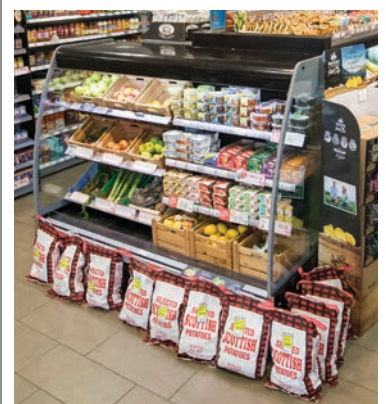
You've got to have products like macaroni, chicken fillets, chips, veg and chilli, and think about the retail price. You'd pay £9 for that in a restaurant but I can get it down to £3.99 in our store – that's our ceiling. We will offer pork and turkey baguettes, for example, but never steak, because you're looking at £5 a pop at least.

Joanna Casonato Could we make a pet food focus work too?

Our local farm shop is closing down and being turned into a kitchen shop, so I'm wondering if we do something similar. Maybe I can go in and ask what their bestsellers are. Previously, we haven't tried to compete with them. We did really well with plants in our old store, but I didn't want to step our range up and put the extra nail in their coffin.

Three things to learn from Colin's store

- 1. Create your own brand** Colin's "Pinkies" cakes provide a talking point and USP to his business that keeps customers coming back.
- 2. Use all of your experiences** After a career in wholesale Colin has a network of contacts to call on for advice and ideas.
- 3. Don't be satisfied** Colin's food to go is of an exceptional standard but is about to get a major overhaul.



THIS WEEK IN MAGAZINES

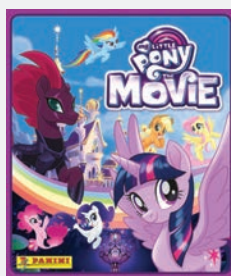


Film tie-in

SADDLE UP FOR A WINNER WITH MY LITTLE PONY

The release of the My Little Pony Movie later this month is bound to generate huge interest in Panini's latest sticker collection

PANINI is launching a My Little Pony Movie collection in advance of the film's release on 20 October. The collection features more than 200 stickers including lots of special stickers. Starter packs costing £2.99 include an album as well as 26 stickers to get collectors started. There are also limited edition figurine starter packs available which include a figurine of either Princess Cadance, Rainbow Dash, Starlight Glimmer or Trixie. The collection is being backed by cinema and YouTube advertising as well as newspaper promotions and covermounts on My Little Pony Magazine. Extra packets of stickers cost 60p, with tins costing £6.99.



**MY LITTLE PONY
MOVIE STICKER
COLLECTION**
On sale out now
Frequency one shot
Price £2.99/60p
Distributor
Marketforce
Display with Shopkins
World Vacation, Trolls
Trading Card Game

Round up



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

INNOVATION SHOWS POWER OF PRINT

We all hear a lot about the decreasing amount of money publishers can make from lucrative print advertising in their titles which, combined with falling copy sales in the majority of cases, is reducing their profits and therefore affecting their long-term sustainability as businesses.

However, a recent move from outdoor clothing retailer L.L. Bean has proven there are still companies which value the power of print to communicate with their customers. The company created an innovative new advert which doesn't make use of any new digital tricks or technology, but a special kind of ink.

The light-sensitive creation, which ran in the New York Times, means the text can only be viewed outside - the idea being that the company is only targeting people who like to spend time outdoors. The campaign highlights the unique capabilities of print, and that advertising agencies are still committed to finding new ways to make it valuable for brands.

The reason why print advertising costs so much more than online advertising is simple - people are likely to spend much longer on a page of a newspaper than they are a web page, so it is more likely they will take in the message and act on it.

With research from new HND website Deliver My Newspaper recently revealing the average newspaper reader spends one hour and nine minutes reading their titles of choice, that doesn't look set to change any time soon.

Ultimately, the titles which will still be on your shelves in a few years' time will be the ones which find a way to stay relevant to both advertisers and readers. With 21-year-old title Wallpaper* recently claiming double-digit growth in its print advertising, it is not just new titles that have the strongest chance of survival.

Shopkins
Once you shop... You can't stop!

STICKERS

PACKET 60P

STARTER PACK £3.00

FREE HAIR CHAIR!

ON SALE
OCTOBER

ALL NEW COLLECTIBLES FROM
TOPPS

©2017 Moose

THIS WEEK IN MAGAZINES



Bestsellers Motoring & motorcycling

Title	On sale date	In stock
1 MCN	11/10	<input type="checkbox"/>
2 Autocar	11/10	<input type="checkbox"/>
3 Classic Car Weekly	11/10	<input type="checkbox"/>
4 Speedway Star	14/10	<input type="checkbox"/>
5 Autosport	12/10	<input type="checkbox"/>
6 Motorsport News	11/10	<input type="checkbox"/>
7 Auto Express	18/10	<input type="checkbox"/>
8 What Car?	26/10	<input type="checkbox"/>
9 TMX News	12/10	<input type="checkbox"/>
10 Classic Sportscar	11/10	<input type="checkbox"/>
11 BBC Top Gear	01/11	<input type="checkbox"/>
12 Commercial Motor	12/10	<input type="checkbox"/>
13 Classic Bike	25/10	<input type="checkbox"/>
14 Practical Classics	01/11	<input type="checkbox"/>
15 Classic Car Buyer	11/10	<input type="checkbox"/>
16 Classic & Vintage Commercial	20/10	<input type="checkbox"/>
17 Classic Cars	25/10	<input type="checkbox"/>
18 Land Rover Owner	01/11	<input type="checkbox"/>
19 Classic Car Mart	20/10	<input type="checkbox"/>
20 Classic Motorcycle Mechanics	18/10	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



F-22A RAPTOR

The first stealthy F-22A Raptor took to the skies in September 1997. According to publisher Key Publishing, any fighter pilot will tell you nothing comes close to a Raptor. Unlike the F-15 Eagle, the F-22 has not been in an air-to-air shooting war. This publication marks 20 years since the first flight of the fighter jet. F-22 Raptor will be promoted through Key Publishing's portfolio of transport and leisure titles.



On sale 12 October
Frequency one shot
Price £5.99
Distributor Seymour
Display with Aeroplane Monthly, Air Gunner



FUN TO LEARN FRIENDS

Fun To Learn Friends Halloween edition includes stories, crafts and activities from popular pre-school characters Paw Patrol, Peppa Pig, PJ Masks and The Gruffalo. This special spooky issue comes with activity stickers, a Room on the Broom recipe to make and a Ben & Holly's Magic Potion Set to help readers get into the Halloween spirit.



On sale out now
Frequency fortnightly
Price £3.99
Distributor Seymour
Display with Fun To Learn Favourites, Peppa Pig Bag O' Fun



PEPPA PIG BAG O' FUN

Peppa Pig Bag O' Fun magazine is all about pretend play this month. Full of stories, activities and competitions based around Peppa Pig and her friends and family, this issue also comes with a free fishing game, dinosaur grabber and a badge. Young readers will be kept busy with the magic painting book and themed colouring book, and 42 large activity stickers are aimed to make interacting with the activities in the magazine even more fun.



On sale out now
Frequency monthly
Price £4.99
Distributor Seymour
Display with Fun To Learn Friends, Peppa Pig Bag O' Fun



FATE & FORTUNE

This issue of Fate & Fortune is all about Black Magic, just in time for readers to get ready for Halloween, including a story about the cursing of a home by a demon. Elsewhere, there are tales of dating disasters, as well as ruminations on ghosts, housework magic and a special report entitled: 'Has your pet reincarnated to heal your soul?'



On sale out now
Frequency monthly
Price £1.99
Distributor Frontline
Display with Spirit & Destiny, Enhancing Your Mind, Body & Spirit



CBEEBIES ART MAGAZINE

There is a bumper issue of CBeebies Art Magazine this month to celebrate Halloween. A Monster Art Set is included free, as well as eight 'spooky friends' to use in projects, scary decorations and glitter. Inside, there are a wide variety of tips for readers to make the spookiest crafts to scare their family and friends as much as possible.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with National Geographic Kids, Animals and You

PANINI
FIFA 365

BRAND NEW!

STARTER PACK £2.99_{RRP}

STICKER PACKET 60P_{RRP}

#GotGotNeed
@OfficialPanini

© The FIFA name and logo are registered trademarks of FIFA. All rights reserved.
OFFICIAL LICENSED PRODUCT

Manufactured under license by
PANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



MATCH ATTAX 2017/18

Topps has launched a new Match Attax collection for the 2017/18 season. The official Premier League trading card game features new cards and foil sets, as well as all the stars of the Premier League. With more than 500 cards for fans to collect, an exclusive limited edition card will be included with every starter pack. The packs also contain a collector binder.



On sale 1 March
Price £4.99
Frequency monthly
Distributor Frontline
Display with Match of the Day, When Saturday Comes, World Soccer, Soccer Bible



STUFF

The November issue of Stuff is a special on the new iPhone X, providing readers with everything they need to know about the latest model. Elsewhere, the team looks at the best new tech bargains, including the Nintendo SNES Classic Mini and the new Fitbit Ionic, and the best smart home heating systems to help cope the colder weather.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Wired UK, Technology Review



TAKE A BREAK'S SEASONAL PUZZLE COLLECTION

Take a Break's biggest collection of puzzles is back, with 164 pages of puzzles to keep readers thoroughly entertained throughout autumn. The mixed selection of puzzles is intended to ensure the whole family will have something to enjoy. There is £500 to be won, as well as the usual free pen.



On sale out now
Frequency irregular
Price £3.49
Distributor Frontline
Display with Take a Puzzle, Take a Crossword



AUTOCAR

In this issue of Autocar, the team experiences the first drive of the new Rolls-Royce Phantom. They also get a sneak preview of the new Audi-A8 - the first of the manufacturer's new generation cars - and the Kia Stinger - Kia's first attempt at making a sports saloon to rival BMW. Distributor Frontline is predicting a 20% sales uplift compared to the last issue.



On sale 11 October
Frequency weekly
Price £3.80
Distributor Frontline
Display with Auto Trader, Car



MATCH

This issue of Match will have three packets of Panini FIFA 365 stickers to go with a free sticker album included with the previous issue. Content will include the usual mix of football news and gossip including the latest on transfers, player interviews, fans' opinions and thoughts, as well as tips on which players to select for readers' fantasy football teams.



On sale 10 October
Frequency Weekly
Price £2.50
Distributor Seymour
Display with Match of the Day, FourFourTwo

Industry viewpoint

Kerry Lawrence

Publishing director, Craft Group
 Immediate Media



Crafting in the UK is big business. This year's Craft Intelligence research showed 68% of British women - 18.1 million - have crafted in the past 12 months and the UK crafting market is worth £5.4bn each year (Kantar/Immediate Media 2017).

Christmas is, without doubt, a crafter's favourite time of year and the festive season generally begins in July and runs through to December for them. Although this seems like a long time, bear in mind the typical paper crafter will make around 50 handmade Christmas cards a year, while time-consuming crafts such as knitting and crochet require months of work.

In order to impress friends and family, finding new and novel inspiration is a top priority for crafters and Immediate Media's craft portfolio is focused on delivering this through exclusive content, innovative covermounts and eye-catching packaging. Many of our titles boost their cover price and deliver bigger and better packages for readers with more projects and cover gifts than regular issues. These deliver both great news-stand impact and high RSV for retailers so be sure to place them in prominent positions.

We see impressive sales uplifts in the run-up to Christmas. Last year, 13% more knitting and crochet magazines were sold during the festive season, delivering 20% more RSV. In needlecraft, volumes increased by 37% and RSV by more than 50%. Make sure you capitalise on these high levels of interest.

Finally, look out for Immediate Media's dedicated seasonal offering - Simply Christmas. Published for the first time in 2016, this was last year's bestseller, beating much more established titles.

Top tip
 Keep an eye out for Cardmaking & Papercraft's 4-gift bumper pack on sale from 27 October and Today's Quilter's first ever 'events' issue on sale from 9 November

STOCKTAKING

STOCKTAKING

***** VERY LOW FEES GUARANTEED *****

Henderson Stocktaking Ltd provides high quality stocktaking, stock audit mystery shopper and other retail services nationally.

Telephone now for unbeatable services at unbeatable fees

FREEPHONE
0800 298 7544

www.stocktakers.com
enquiries@stocktakers.com

RN

To advertise in the RN classified section please contact Khi Johnson:

0207 689 3366
khi.johnson@newtrade.co.uk

PROPERTY

INCREASE YOUR PROFITS

GENEROUS COMMISSION PAID EACH MONTH

**EZEECOPY PAYS FOR EVERYTHING
PHOTOCOPIER, PAPER, INK & SERVICE**



BLACK & WHITE COPIES

COLOUR COPIES

MOBILE PRINTING

NO INTERNET CONNECTION REQUIRED

PHOTOCOPIES 10p only
TEL: 0844 853 4710

Mobile Phone not Included

RING 01744 766 976
OR EMAIL US AT ADMIN@EZEECOPY.CO.UK

EXCLUSIVE SUPPLIER TO **SPAR** AND MANY INDEPENDENT STORES

M*Coll's

Subject to status. Terms & Conditions apply. VAT Registered No. 343 8633 45 Company Registration No. (England and Wales) 2038240

EPOS

YOUR EDGE IN PAYMENT & BUSINESS MANAGEMENT

**BEST RATES
GUARANTEE**





From **0.40%**
Per Transaction*



From **0.75%**
Per Transaction*





*T&Cs Apply. Rates are subject to change.

- Durable touch screen EPOS with optional extras
- Bespoke screen customisation, the way you want it
- Integrated with contactless payment and mobile top-up
- Standalone debit/ credit card payment facility available
- Support for hardware/ software/ back-up available
- UK based customer support, 24/7 365 days
- Finance options available (subject to credit approval)

powered by **ces software**



sales@3rtelecom.co.uk



01992 574 650



www.3rtelecom.co.uk

FINANCE

WE WILL INVEST £1K-£100K IN YOUR BUSINESS!

MIN
2
MONTHS

Trading at least two months?

MIN MONTHLY SALES
£3,000

Gross at least £3K monthly?

Immediate access to **working capital!**

YOU QUALIFY. It's that simple.

Approval within **24 hours!**

- ✓ Free application
- ✓ Minimal documentation required
- ✓ Approval in just a few hours
- ✓ No personal guaranty or collateral required - sales based funding

CALL US

0800 368 9695

www.gotcapital.co.uk



BUSINESS FINANCING
MADE SIMPLE





“

Knowledge is everything, I read RN because it gives me feedback on what top retailers are doing so I can get ideas on what to do next.

DAVID WYATT, COSTCUTTER SNOWHILL, WEST SUSSEX

Every week RN gives you advice, ideas and insight to grow your profits

RN

Order your copy today  Michael Sharp  020 7689 3356  michael.sharp@newtrade.co.uk