

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 01.09.2017

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How three very different stores make winter ice cream work

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Shaping the future
of independent retail
since 1889



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Shopper
Missions



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the right in-
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“Over recent weeks, it seems news
wholesalers and publishers have
been doing their utmost to create
consternation and mayhem.”

Paul Baxter Page 21

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WELCOME

Independent retailers are in a great place and have far less to worry about from consolidation



Editor

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In November 2012, I asked Londis brand director Martin Swadling, then of Premier, what he thought the biggest change in symbol retailing in the next five years would be.

“More change and consolidation against a background of continuing tough economic conditions,” he replied. Four years and nine months later, he was pretty spot on. Market consolidation has been in the news for months, and four fresh stories broke last week.

First, Booker and Tesco bosses defended their tie-up in a letter to the CMA. Then Costcutter’s owner Sir Michael Bibby hinted at its own take-over deal. Amazon bought US retailer Whole Foods and slashed fresh prices, before a story broke on Sunday about Imperial and JTI creating a new rescue plan for Palmer & Harvey.

Market consolidation links all four deals, as Tesco and Booker have caused the industry to think about the future and solutions for delivering growth.

But what does this mean for your store? With the pressure on multiples increasing, one industry insider told me this week independent retailers are in a great place and have far less to worry about from consolidation.

You’re running stores that are making you money and wholesalers – and now grocers – want your business, he said.

However, the future of P&H could have an impact on your store. In this issue, consultant David Gilroy asks what would happen to P&H’s 90,000 customers if the wholesaler went under.

Martin Swadling showed five years ago that change is long overdue. No one yet knows what will happen next. But RN will keep asking the questions to keep you at the front of any change.

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‘Rosé has definitely increased in popularity – I’ve got everyone from young couples to workmen buying it.’

Pricewatch Page 18

BREAKING NEWS

New Pass My Parcel returns addition

Parcel delivery company Pass My Parcel has teamed up with returns provider ReBound in a bid to provide customers with more convenient returns and drive sales for retailers as a result.

Vijay Patel, of the Paper Shop in Bloomsbury, London, who offers the Pass My Parcel service, welcomed the news. "Anything that makes it more convenient can only be a good thing," he said.

Pass My Parcel head of marketing Freda Cronk said: "Retailers who don't offer free returns, or who restrict customers to one return method, will soon find they lose out to their rivals in this multi-channel world."

Graham Best, chief executive of ReBound, said: "It's all about making the process as convenient as possible - which can then drive up sales for retailers."

Help phase out the old round pound

Treasury minister Andrew Jones has urged shopkeepers to do their bit to ensure customers are not given old one pound coins.

The old coins will no longer be legal tender from 15 October, but retailers can exchange them at their banks. Mr Jones said the effort to phase out the old coins was being hampered due to businesses accidentally returning the new 12-sided coin.

"We want staff who are on the front line of the changeover to play their part to ensure only new pound coins are given to shoppers in their change," he said.



Display innovation day 'great success'

Display innovation was on show at McBride's 24hr Lakeside store in Enniskillen last week when craft beer makers Hillstown Brewery were one of several suppliers who set up for a sampling day. Coca-Cola and liqueur brand Coole Swan were just some of the companies present, but the Antrim-based brewers drew in customers with beers perched upon a vintage tractor. "We wanted to put ourselves on the map, and the day was a great success," said manager Daryl Moohan.

Industry analyst questions discounters claim 'Areas where it will be anti-competitive'

Analysts: Tesco-Booker merger defence 'a tactic'

by Helena Drakakis
RNreporter@newtrade.co.uk

A retail analyst has called Tesco and Booker's defence of its proposed merger, which cites discounters Aldi and Lidl as its largest threat, "a tactic".

Grocery analyst Molly Johnson-Jones commented following the publication of a joint submission by the companies to the Competition and Market's Authority (CMA), as it continues its phase 2 review of the deal.

Within the 111-page submission, Tesco chief executive Dave Lewis and Booker boss Charles Wilson argued

retailers across the sector "have experienced significant losses in customers to the discounters".

"Aldi and Lidl are also adapting their offers to compete more directly with players in the convenience segment," they added.

However, Ms Johnson-Jones, senior food and grocery analyst at Global Data, maintains the deal is anti-competitive in its current form and called the argument "a tactic designed to appeal to the CMA".

She said: "Everyone empathises with the discounter argument. People

see the food retail industry is really challenged by the discounters and Tesco-Booker know the CMA is more likely to look kindly on this deal if they bring in the idea of existent retailers being able to defend themselves."

Ms Johnson-Jones warned that while she believed Tesco-Booker would initially resist dropping prices, this would inevitably happen.

"Good prices require scale and scale gives good prices. This creates a system whereby if they wanted to drop prices they could. They won't at first,

to make a point, but if they want new franchises on board then it's likely they will be able to offer a better deal," she said.

Also commenting on the ongoing inquiry, John Ibbotson, analyst at Retail Vision, said while he believed the deal would go through, it would do so in a diluted form.

"The CMA has to undertake a detailed postcode analysis. There will be areas where this is anti-competitive and I think the likely outcome is that Tesco and Booker will be forced to sell stores off in those areas," he said.

Smiths News 'putting customers off' print

Smiths News' poor service has been a contributing factor to the decline of the print industry, retailers told RN.

Store owners said late or missing deliveries, attributed to the consolidation of the wholesaler's warehouses in the south east, has had a major impact on customers' interest in

the category and retailers' sales.

Jack Bhatt, of Universal Newsagent in Highbury, London, said the service has had a detrimental impact on his sales.

"Smiths is not helping us to sell magazines by not delivering them on time, they are just putting customers off buying them and losing

us sales," he said.

"A lot of retailers have such a negligible news bill anyway so they are starting to just get rid of their newspaper and magazine space in favour of more profitable categories. I know of two who have done that recently."

Alpesh Patel, of Wheathampstead Post Office in St

Albans, who is secretary of the Hertfordshire branch of the NFRN, said: "There have been an unbelievable amount of problems. We are losing both home delivery customers and walk-in customers."

Smiths News did not respond to a request for comment before RN went to print.

Retailers may be left without supplier, says David Gilroy 'It would be seismic'

Delivery charges on cards as P&H 'teeters on edge'

Chris Gamm and Alex Yau
chris.gamm@newtrade.co.uk

Palmer & Harvey customers could face delivery fees if the wholesaler collapses, according to industry expert David Gilroy.

Imperial Tobacco and Japan Tobacco International (JTI) have appointed EY and Deloitte to help advise on options to clear P&H's £50m debt, in was revealed last week. The delivered wholesaler has until the end of September to generate the funds.

Mr Gilroy told RN: "P&H is teetering on the edge and it rarely ends well when suppliers are investing. It's deliver-

ing to 90,000 units every week and there will be a vacuum if it stops. Who will take this up? Where will the supply come from? If it does go down it will be seismic and will have a profound effect."

Mr Gilroy raised concerns over retailers being left without a supplier or being asked to pay for deliveries.

"There are lots of hidden costs in delivering to retailers," he said. "Delivering to retailers for free at cash and carry prices is not tenable. It's the elephant in the room."

"At some point retailers will have to accept they will be charged for

the service. Whether it's delivery costs or a different pricing structure. I think we are only months away from this."

Vicky Singh, of Londis in Mitcham, said the impact on business would be huge. "It is very worrying because we get more than 50% of our goods from P&H," he said.

"We won't be able to afford goods from another wholesaler if they're more expensive, so we'll probably purchase entirely from Londis."

Ushi Vithani, of the Front Page in Thamesmead, expressed similar worries. He said: "Retailers are being left in

the lurch. Unless there's a miracle, retailers will pay through the nose for deliveries. Independents will suffer."

Jayesh Parekh, of Jay's Costcutter in Fallowfield, Manchester, added:

"Nobody has any confidence at all anymore."

"I don't think there's guarantee of what will happen to P&H, but either situation is frightening and many retailers are moving to different wholesalers."

A P&H spokeswoman said: "Having received a number of expressions of interest from trade and financial parties, we are confident of a successful outcome."

Johnston says i newspaper's 10p cover price rise will be reinvested

Johnston Press has defended an increase in the cover price of the i newspaper - with between 2% and 2.5% shaved from retailers' margins - stating profits will be invested back into the newspaper.

From Monday the price will rise by 10p to 60p for the weekday edition,

while the Saturday edition will also rise by 20p to 80p from 30 September.

The publisher said the rises mean retailers will earn an extra £900,000 annually on the title.

But the NFRN's head of news Brian Murphy said despite the increase in cash margin the deci-

sion has come at a time when retailers 'have had enough' of declining margins.

"It has also come at a time when Johnston Press has not yet resolved their ridiculous cut in margin on some regional newspapers," he said.

The i's Paul Bacon

said the price rise was necessary for investment in the title, including a new-look Saturday edition to coincide with the price rise at the end of the month.

"It's not lining the pockets of Johnston Press, it's all going back into the product," he said.

Ezeecopy small print warning

Retailers have warned other store owners to check the small print before committing to contracts, after two stores told RN they were caught out with extra charges from supplier Ezeecopy.

Ghurdeep Khaneja, of Today's Extra CJ Stores in Stokenchurch, and Jagdish Singh, of JK & Sons in Dudley, both signed up for photocopiers after learning they could receive 50% commission on every order on the machine.

However, both retailers told RN, following a three-month introductory period they were charged fees if the photocopiers were used for less than 40 pages a day. Neither had spotted terms regarding this in their contracts.

Mr Khaneja said he now faces a fee of £4,806 to have the machine removed before the end of his five-year contract.

An Ezeecopy spokesman said he could not comment in detail on the cases because "legal proceedings have begun".

"Every effort is made to resolve complaints prior to the account being passed to our solicitors," he said.

Alternatives to Comag

Publishers have started to announce the distributor they will be using following Comag's closure in two months' time, providing reassurance to retailers stocking their titles.

Hearst has now revealed it will start distributing through Frontline from 1 October. Eaglemoss has started switching its titles to Seymour, while fellow partworks publisher DeAgostini is moving to Marketforce.

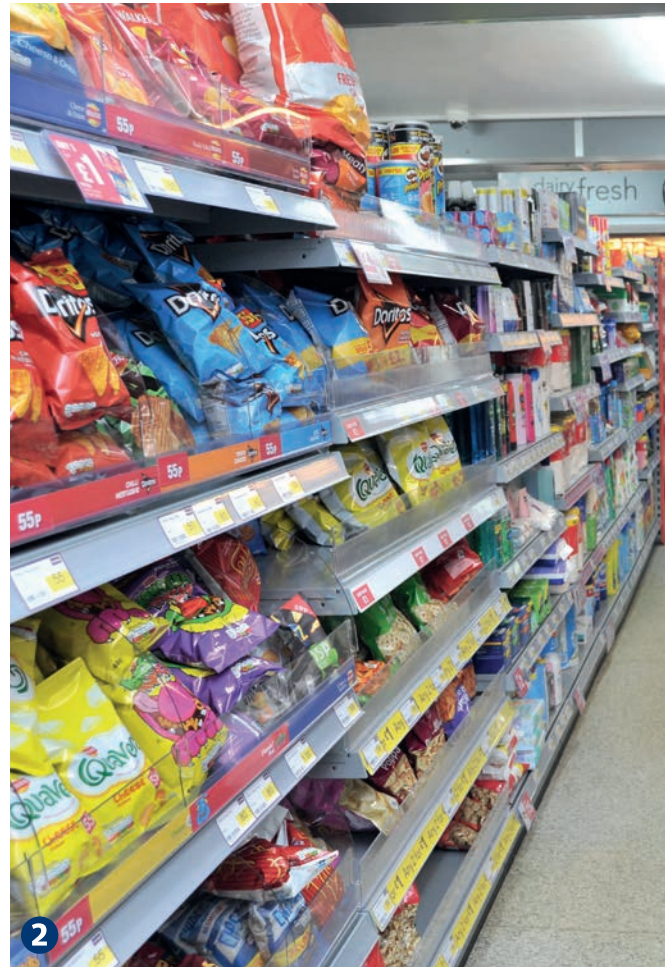
Condé Nast told RN conversations about its contract are still ongoing.

Lostock Hall Spar sees 400% rise in gin sales

Spar in Lostock Hall saw a 400% uplift in gin sales following its in-store promotion of the Tanqueray brand during the bank holiday weekend. All 25 70cl bottles were sold over the three days, compared to the store's average sales of six bottles a week. Lime, lemons, apple juice and mojito recipes were displayed alongside them to entice customers. Manager Vicki Joyce told RN: "Customers were enjoying the hot weather, so the display definitely attracted customers excited about the long weekend."



STORE LOOKBOOK



John's fresh appeal

Last year, John Green seized the opportunity to add a full convenience offer in the store he has run for 43 years. Nine months on, chilled alcohol, fresh produce and some eye-catching novelty offers are all helping drive a 50% increase in turnover. **Jennifer Hardwick reports**

When John Green's brother decided to retire from running his post office last year, John seized the opportunity to expand his offer and transform his traditional CTN into a fully-fledged convenience store.

Since carrying out a complete refit and joining Premier in the middle of last December, he has increased his turnover by 50%.

John's aim was to maximise space after the closure of the post office meant his store could expand from 400sq ft to 540sq ft.

"It doesn't sound like a lot but it meant we could make the central gondola much longer and our chilled unit bigger," he says.

"I had been wanting to do a refit for a while, but it took the post office closing to give me enough space. Although it created great footfall, only about 60% of people who used it actually bought something in the shop as well, so it made sense to close it."

John spent £35,000 on the refit after choosing to fully plan and carry it out himself, with a local carpenter employed for the external fittings.

As a result of adding key convenience categories and extending fridge space from 2m to 3.5m, John's main sales growth this year has come from chilled and fresh produce and alcohol.

He now offers 2m of chilled alcohol and

an additional 2.5m of beers, wines and spirits. In addition, he sells 40 different craft beers and is now looking to add craft ales to the selection.

In the past two months, he has noticed an increase in customers coming in for a full shop, with basket spend regularly reaching £15. And in May, he extended opening hours from 7am to 9pm, rather than 8pm Monday to Saturday, to maximise the potential to catch local residents on their way home from work.

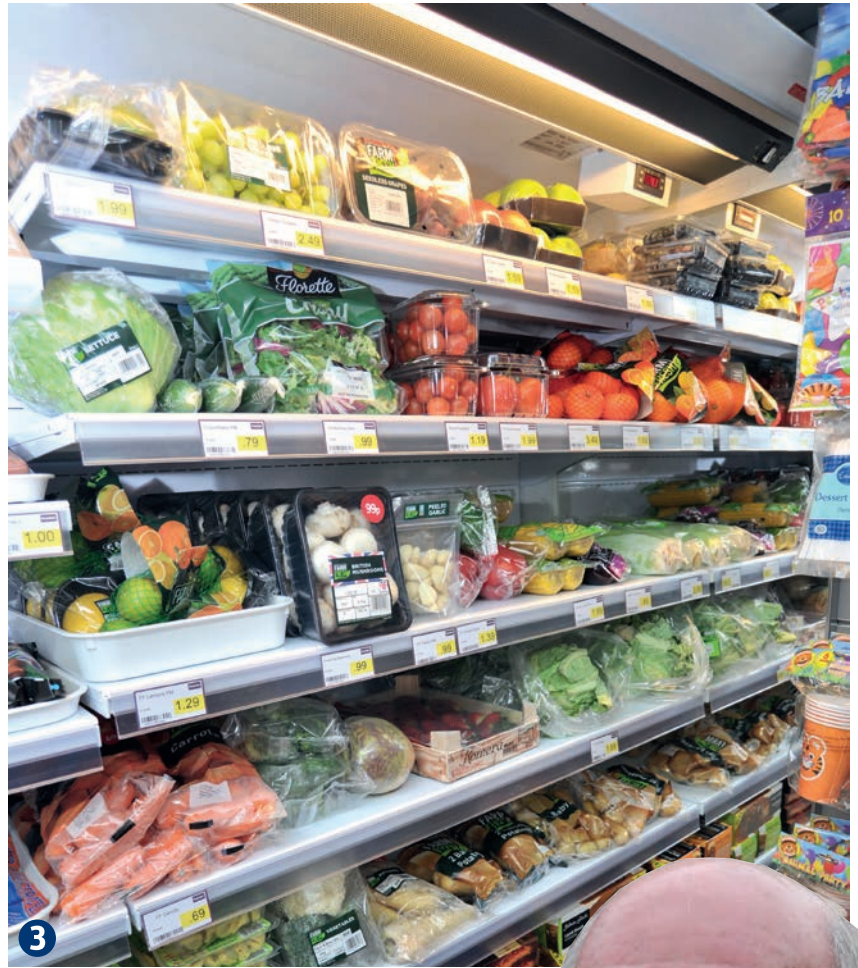
His choice to join Premier was motivated by a long-standing relationship with Booker. John had used its nearby cash and carry since taking over the shop 43 years ago, and worked on the launch of its Shop Local 2 Go promotional programme for independents in 2011.

"I felt Premier had a lot to offer. I stick to Booker's RRP's and there is a good margin on that," he says.

"We always make the most of their offers and promotions as well. We put the leaflets through peoples' doors and put them out in the shop too. I also make sure staff know about them and talk to customers about our offers."

John has also been using social media to attract more customers, with a particular focus on his expanded alcohol range. A recent Facebook post advertising a prosecco giveaway got 5,500 views. >>

“I read RN every week to find out about new products and to be aware of what other retailers are doing that works. You have to keep moving forward.” JOHN GREEN



What you can learn

- 1 John invested £35,000 in a total refit to add a full convenience offer
- 2 Removing the post office created more sales space for core categories
- 3 The main sales growth has come from fresh and chilled produce and alcohol
- 4 John's range includes 40 craft beers, 2m of chilled alcohol and 2.5m of beers, wines and spirits

INFORMATION

Location

Premier Green End Store, Green End Road, Sawtry, Huntingdon, Cambridgeshire, PE28 5UZ

Average basket spend

£7

Size

540sq ft

Staff

5 part-time



STORE LOOKBOOK



5



6

At the moment, he is promoting a competition to win a Pimm's hamper he has put together containing two bottles of Pimm's along with a jug and cans of lemonade, with anyone either buying a bottle of Pimm's or spending at least £25 in the store being entered into the draw.

"It's an inexpensive way of promoting the category and I've definitely noticed the difference, particularly on a Friday night," he says.

"People will come in on their way home from work and pick up a bottle of wine or some beers. It doesn't seem like many people keep a stock at home, but prefer to top up as they go."

Another great profit driver is a Snow-Shock slush machine which arrived in May. John now sells a minimum of 200 cups at £2 in a cold, quiet week, and up to 400 cups in a busy week.

Despite all of 2017's success, John is making new plans for the store, including the installation of an in-store bakery oven in what is now a storage cupboard.

His advice to other retailers is to focus on developing a really strong core range, but to always keep an eye on how other retailers are being successful. "You have to keep up," he says. ●

What you can learn

- 5 John sells at least 200 slush cups a week
- 6 Booker promotions and leaflets are used to promote great value in his store
- 7 Competitions such as the chance to win a Pimm's hamper help promote John's alcohol range



7



Want to see more of John's store? Go to betterretailing.com/premier-sawtry-huntingdon

SYMBOL NEWS

UK grocery shares fall on Amazon food grab

British supermarket shares have declined in the wake of Amazon firming up its takeover of US Whole Foods and subsequently slashing prices.

Following the news, Tesco and Sainsbury's share prices dipped by more than 1.8%, while Marks & Spencer fell by nearly 1.4% before regaining some ground later in the day, according to The Telegraph. Morrisons took the biggest hit with shares down 3.3% – a possible result of the uncertainty around the future of Amazon's wholesale agreement to sell fresh food in the UK with the supermarket.

Amazon has cut prices by up to 43% for some products and avocados by more than 30%.

Last week, Asda parent firm Walmart announced a tie-up with Google to offer voice-activated shopping in its fight against Amazon. There is no mention of the link-up extending outside the US yet.

Sainsbury's starts click and collect

Sainsbury's is rolling out a click-and-collect service allowing customers to grab online Argos orders from 100 of its Local stores.

All points will be operational by the end of 2017, with plans to further expand the service to 2,000 collection points. The new service follows Sainsbury's £1.4bn acquisition of Argos-parent Home Retail Group last year.

The move aims to meet customer demand for flexibility and speed, while making its shoppers' experience more convenient.



Group chief outlines prospect of a deal 'It's possible a merger may make things better'

Costcutter service must improve in any new deal

by Joe Cooper

RNreporter@newtrade.co.uk

Costcutter retailers have demanded better service from their symbol group if it is to go ahead with a consolidation deal, as it proposed last week.

In a letter to members, Sir Michael Bibby, managing director of Costcutter owner Bibby Line, outlined the prospect of a deal to be announced shortly.

"When Tesco announced its acquisition of Booker back in January, it took the entire market by surprise. Since then, businesses across the grocery and convenience sectors have been

open to having discussions that would not have seemed imaginable just one year ago," he said.

"Bibby Line Group and Costcutter Supermarkets Group have been working together to ensure we are at the forefront of these conversations, exploring all available opportunities."

He said any collaboration must resolve supply chain issues, continue to build volume through great prices and promotions, and strengthen the brand offering. However, it is a promise retailers are sceptical about.

Keith Tomes, of Costcutter & The Food Shop in

Dorset, said: "Anything that does happen has got to be better than what we have now. At the moment, Palmer and Harvey (P&H) is only fulfilling about 80% of our orders.

"Something has to change or we will be on the move."

Bolton-based retailer Baz Jethwa has switched two of his stores from Costcutter to Spar in recent weeks as availability issues started to affect turnover.

"Since the supply deal with Nisa ended a few years ago, things have actually got worse. Anything would be better, but

equally they could just go from one problem to another."

Meanwhile, Jayesh Parekh, of a Costcutter in Fallowfield, Manchester, is considering leaving the group when his contract runs out.

"P&H is not working well for us at the moment. It's possible a merger may make things better if it improves the supply chain."

A Costcutter spokeswoman said: "We are active in the market to explore all available opportunities. We will update our retailers when there is news to share."

Symbol's Little Fresh adds new trio

Symbol group Simply Fresh is to test three additional smaller Little Fresh stores that cater for customers who eat healthily and on the go.

Initially, three stores, which are all below 1,000sq ft, were launched in undisclosed locations, after an announcement

by co-founder and managing director Kash Khera in April.

Now the symbol group has confirmed a further three will open by the end of this year with a final iteration of the concept rolled out in 2018.

The stores aim to tap into 'feed me now' shop-

ping trips where customers are short on time.

Simply Fresh's creative director Davinder Jheeta said: "The stores are meeting expectations and everything we set out to target has been catered for. This is not a trial. We have decided this is the way forward and these are

tests to see if the format is robust enough to meet the challenges independent retailers face."

The stores were inspired by a trip Mr Khera made to Hong Kong last year where convenience operates out of small-format outlets and are open 24 hours a day.

NEWS & MAGS

Scotsman posts 4.5% sales rise

The Scotsman was the only regional newspaper to grow its sales in the first half of this year, according to the latest data from the Audit Bureau of Circulations.

The six-monthly report of regional titles shows the Johnston Press title, which is celebrating its 200th anniversary this year, achieved a 4.5% increase compared with the first half of last year, and a 9.1% rise compared with six months ago.

No other titles achieved year-on-year growth, although The Irish News reported a 1.1% rise compared with the second half of last year.

Johnston Press group publishing director Richard Thomson said: "These strong ABC figures are testament to the brilliant talent and hard work of the Scotsman team."

Sunday Life margin cut 'frustrates' retailers

Retailers have been left "frustrated" after the publisher of the Belfast Telegraph reduced the retail margin on Sunday newspaper, Sunday Life.

Independent News & Media increased the price of the title from £1.50 to £1.60 on 20 August but kept the pence per copy available to retailers the same at 36p.

Gwen Patterson, of Spar Clandeboye in Bangor, said: "It's frustrating for us. We won't be giving it as much space now."

A spokesman for the publisher said the move was due to the rise in costs of print and raw materials, but it plans an "extensive promotional campaign to drive sales".

Quarterly publications priced at £6.99 Mojo and Q versions to be launched next year

Bauer's Empire Classics offers sales opportunity

by Jennifer Hardwick

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Bauer Media plans to bolster sales with the launch of high-value magazine collections to accompany its existing brands.

The Empire Classics series, which launched last week with a selling price of £6.99, is designed to be collected by film fans to cover every element of iconic cinema, with the first one named The Greatest Action Movies Ever.

Using a combination of previously published Empire features and new content, the series follows the launch of two recent successful Empire one shots - Empire Presents 101 Classic Scenes, released in June, and 101 Movie Masterpieces, released in September last year.

Bauer's managing director for sport and entertainment, Patrick Horton, told RN the new series takes advantage of the unique way magazines allow content to be presented.

"It's the antidote to this 'here today, gone tomorrow' world and the magazine format provides a way to combine long-form storytelling with opinion and insight, brought together into this really collectable item," he said.

"We've got a long list for a lot of potential versions of this. We are starting on a quarterly basis but will be driven by customer demand and if they want more of it we can do it more frequently."

With previous Empire one shots generating an RSV of around £80,000, Mr Horton said he believes each edition in the series could generate even more because of the combination of collectors who are keen to own every issue and buyers interested in

specific genres. He added the premium £6.99 price point is justified by the product's long-term appeal.

"There's a vast amount of content available online for free but here we are valuing depth and valued opinion and bringing it together in one place," said Mr Horton. "That's where a magazine can really win."

Bauer is planning to launch similar products for music titles Mojo and Q next year.



Challenges mount for papers' profitability

Every major national newspaper will still be in production in five years' time but the quality of the surviving publications will suffer, according to The Sun's former editor.

Speaking to BBC Radio 4 on the future of the industry, Kelvin MacKenzie predicted the short-term continuation of the biggest newspapers but said

they would face an even greater struggle.

"They will still be here in one form or another but they will be unprofitable," he said.

"Circulation will be small, advertising will be diminished and the products will be inferior."

The comments came as regional newspaper publisher Archant revealed

a 46% fall in profits year on year - attributing the slump to a decline in print advertising and rising costs.

Archant, publisher of The New European, only made £2.3m in profit in the first half of 2017, despite making cost savings of £3.4m, including cutting almost 100 staff since the start of the year.

An Archant spokesperson said: "Industry concern regarding advertising revenues and pressures in print have continued, however Archant's combined print and digital reach is at its highest level."

"Archant is committed to continue to innovate, remain locally relevant and find areas of opportunity for revenue growth."

PRODUCT TRENDS

Getting in position for health sales hike

Retailers who followed recent supplier advice on where to locate healthy snack bars within their stores have reported a 10% uplift in weekly sales.

Following advice given by Ferrero and Mars to understand increased shopper missions around snacking and healthier eating and to merchandise accordingly, as reported by RN last month, retailers have seen positive results.

Christine Hope, of Hopes of Longtown in Herefordshire, told RN: "Sales of healthy snack bars have increased by 10% a week since moving them next to the chocolate bars. "I now sell around 24 healthy snack bars on a weekly basis."

Vijay Kumar, of M&J News in Wolverhampton, said: "Since merchandising the products at the till, healthy bars are now making up a quarter of our overall snack sales."

Seasonal spirits

Combining alcohol with seasonal displays has been linked to an uplift in sales by independent retailers.

Justin Whittaker, of MJ's Premier in Oldham, reported a 20% annual uplift in Smirnoff sales after placing the product with summer merchandising.

"It reminded people of summer and these associations can boost alcohol sales," he said. "We've done it with the World Cup and we plan to do it with Halloween."

It follows last month's two-year anniversary of Molson Coors' 60 Second Shop campaign, with the company claiming 50% of customers prefer themed in-store merchandising.



Brands drive bread sales through thick and thin

by Alex Yau

alex.yau@newtrade.co.uk

Big brand packaged bread remains a major revenue driver for c-stores, compared to freshly-baked alternatives, retailers told RN.

Julian Hull, of Nisa Local in Essex, said packaged products from companies such as Kingsmill and Warburtons were most popular.

"They're doing much better than freshly-baked. We sell 100 loaves a day compared to 30 from the fresh

section," he said.

"We experimented with adding extra space, but customers kept flocking towards traditional packaged offers. They just associate them with quality."

Mark Coldbeck, of Wharfedale Premier in Hull, has seen little demand for freshly-baked loaves despite previously increasing his range.

"We have a local supplier who provides us with fresh bread, but people prefer packaged loaves," he said. "We tried to extend the range of fresh bread, but we

found we were still selling two loaves for every 10 from our packaged range.

"It's the association with the quality of the products. They have a longer shelf-life, customers are familiar with them and they associate them with good quality.

"We have driven our sales by placing packaged loaves in different areas of the store."

Chaz Chahal, of Costcutter in Worcestershire, added: "Healthy and fresh breads like gourmet and sourdough don't really sell as well.

People prefer foods on the go. Things like Kingsmill and Warburtons tend to do better because they are pre-sliced and convenient.

"We've tried adding more variety to our healthier and fresh ranges but that hasn't had much of a significant effect."

According to market researcher Nielsen, bakery is one of the largest retail categories in the UK, worth £2.5bn, while packaged breads are purchased four times more often than those baked in-store.

Kids' appeal vital for cereal success

Retailers who fail to stock cereals aimed at children could be missing out on sales opportunity, c-store owners told RN.

Sunita Kanji, of Family Shopper in Bolton, said: "I find 70% of all cereal sales are from the children's category."

She advised other retailers to make sure stock is clearly visible to maximise sales. "We sell more Frosties and Sugar Puffs than we do anything else. Customers know what these brands are," she said. "They sell themselves pretty much, so it's best to have them

displayed clearly so customers can find them straight away."

Julie Duhra, of Jule's Premier Convenience Store in Telford, said: "Sales of children's cereals tend to have an uplift during school holidays. The packaging is much brighter and adults

can also enjoy them, too. You are not going to sell muesli or porridge to a kid."

A survey of 2,000 UK households by Mintel in August last year found nine in 10 families eat children's cereals. More than 90% of those households had children aged 12 and under.

BRAND SNAPSHOT



Mentos mementos

Backed by a £3.5m ad campaign, Mentos' limited edition sweets are available for three months and come printed with jokes and games.



Sixty Six on one...

Rum Sixty Six's premium range has been extended with two 70cl options: £30 'Extra Old' and £55 'Cask Strength' – aged six and 12 years respectively.



Mega Bites

Mondelez International has launched new Cadbury Curly Wurly Squirrels and Picnic Bites. Both are available in 110g bags and have a £1.99 RRP.



Vanilla's in our midst

Dr. Oetker's flavour extract range is now available in a vanilla flavour. The 95ml bottle replaces the 75ml option with an RRP of £3.49.



Freshers' fayre

Boost Drinks is launching a Freshers' Week sampling campaign aiming to introduce 350,000 students to the 250ml Sugar Free Original range.



Breezy pickings

There are two new fragrances in Astonish's range of floor cleaners. The litre spray bottles cost £1 and come in cotton breeze and orchard blossom.



Gravy terrain

Unilever has added three new flavours to its Knorr liquid stock range: chicken, rich beef and vegetarian, which have an RRP of £2.20.



Oat and about

Quaker Oats' Porridge To Go Breakfast Squares are available in Golden Syrup & Strawberry, and Raspberry & Cranberry flavours. RRP for 55g packs is 75p.



Pome to roost

Wonderful Brands has revamped its Pomegreat pomegranate juices to appeal to a 'family-friendly' audience. RRP is £1.40 for 1lt packs.

WATER **PART ONE**

In association with



Lucozade Ribena Suntory's Ed Jones and Claire Higgins advise Simply Fresh retailer Sandeep Bains how to merchandise his fixture in sub-sectors to make it easy to shop

Retailer viewpoint

Sandeep Bains

Simply Fresh, Faversham



I'm pleased with the advice and changes from Lucozade. The new flow makes sense and the fixture looks good with FitWater, as well as the supporting PoS. It will stand out well on the shelf and, as long as it meets its purpose, I think shoppers will go for it.

Industry viewpoint

Ed Jones

Customer marketing controller, Lucozade



With our recommended merchandising flow, we've seen sales uplifts of up to 24% in stores like Sandeep's. By stocking launches like FitWater, Sandeep can tap into big trends in the category. Functional water is the fastest growing area in water, so it makes sense for retailers to get behind it.

Grow your water sales

In the first of a three-part series, FitWater and RN visit Kent retailer Sandeep Bains to help him improve the merchandising of his water fixture

DID YOU KNOW?

92% of customers are looking to reduce their sugar intake

SANDEEP'S CHALLENGE



We have a 1,800sq ft store, but our water fixture is small, as we give more space to fresh and chilled products.

FITWATER'S ADVICE

To make the most of Sandeep's space, we suggest merchandising his fixture in this order: carbonates, colas, then stimulants, energy and sports drinks, functional drinks, water and finally, flavoured waters. This will make it clearer and easier for shoppers to make purchases.

SANDEEP'S CHALLENGE



I have a wide range of customers, from school kids to gym-goers and builders, so my water range needs to appeal to everyone.

FITWATER'S ADVICE

Water makes up 14% of sales in the soft drinks category, but it isn't getting that much space in Sandeep's fixture, so he isn't catering for what different shoppers need. Because of the trend for functional water, we suggest double-facing new FitWater next to plain water brands.

WHAT'S NEW



Lurvill's Delight

Lurvill's Delight has introduced a new flavour called Lavender Spice to its range of botanical spices, originally produced in Wales between 1896 and 1910.

RRP £1.89 (330ml)

Contact info@lurvillsdelight.com



Big Drop

Low-strength craft beer company Big Drop has produced two new flavours, Lager and Spiced Ale. The full range of four beers, all with less than 0.5% alcohol, have also been redesigned.

RRP £2.30-£2.90

Contact rob@bigdropbrew.com



Manfood

Manfood recipes began as a range of pickles to go with snacks and have since expanded to include cocktail jams, sauces and beer jellies. Wasabi Mayonnaise is the latest addition.

RRP £4.95

Contact info@welovemanfood.com



Happy Monkey

Ideal for lunchboxes, Happy Monkey smoothies are made from a blend of crushed fruit and vegetables, fruit juice from concentrate and natural flavouring.

RRP £2.49 (4x180ml)

Contact info@happymonkeydrinks.com



The Veggie Plot

The Veggie Plot's Savoury Yogurt is a premium vegetarian product with a greek yogurt base. Sugar- and fat-free, it can be eaten as a healthy snack, dip, or base for homemade sauces.

RRP £1.85 (150g)

Contact anna@theveggieplot.co.uk



Tiny Tigg's

Tigg's produces naturally colourful, all-purpose dressings and sauces. They can be used on salads, but also as ketchup and pasta sauces.

RRP 99p (25g)

Contact info@tigitup.co.uk

RN Reporter
 RNreporter@newtrade.co.uk
 020 7689 3358



Boka Bar

Unlike many cereal bars, Boka have four green traffic lights on packs. The caramel, strawberry and apple and cinnamon bars contain just 1.6g of sugar and 99 calories.

RRP 89p

Contact stockist@bokafood.co.uk



St Austell Brewery

Leading West Country distributor St Austell Brewery has revamped bottle and label designs on three of its beers, the flagship Tribute, Korev lager and Proper Job IPA.

RRP £1.80

Contact info@staustellbrewery.co.uk

Focus

Welsh produce

The traditional lamb and beef from the lush Welsh valleys are well known, but the country's organic farmers markets, artisan producers and food festivals show there is much more to the country



Blas ar Fwyd

Blas ar Fwyd's medley of pork, chorizo, chickpeas and tomato has just won a Great Taste award. The firm began as a delicatessen in 1988 selling fine food and wine from Wales.

RRP £3.75

Contact criw@blasarfwyd.com

Cwrw Ogwen

Cwrw Ogwen microbrewery, a social enterprise in Gwynedd, has launched its first beer, Caradog. A golden ale, it is named after poet and novelist, Caradog Pritchard.

RRP £2.99 (500ml)

Contact cwrwogwen@gmail.com



Black Mountains Smokery

Black Mountains Smokery is a family-run gourmet food business based in the Brecon Beacons. Its sustainable smoked salmon is produced using traditional curing methods and only Welsh oak smoke.

RRP £7 (100g)

Contact admin@smoked-foods.co.uk

Mair Evans

Londis Bethesda, Wales

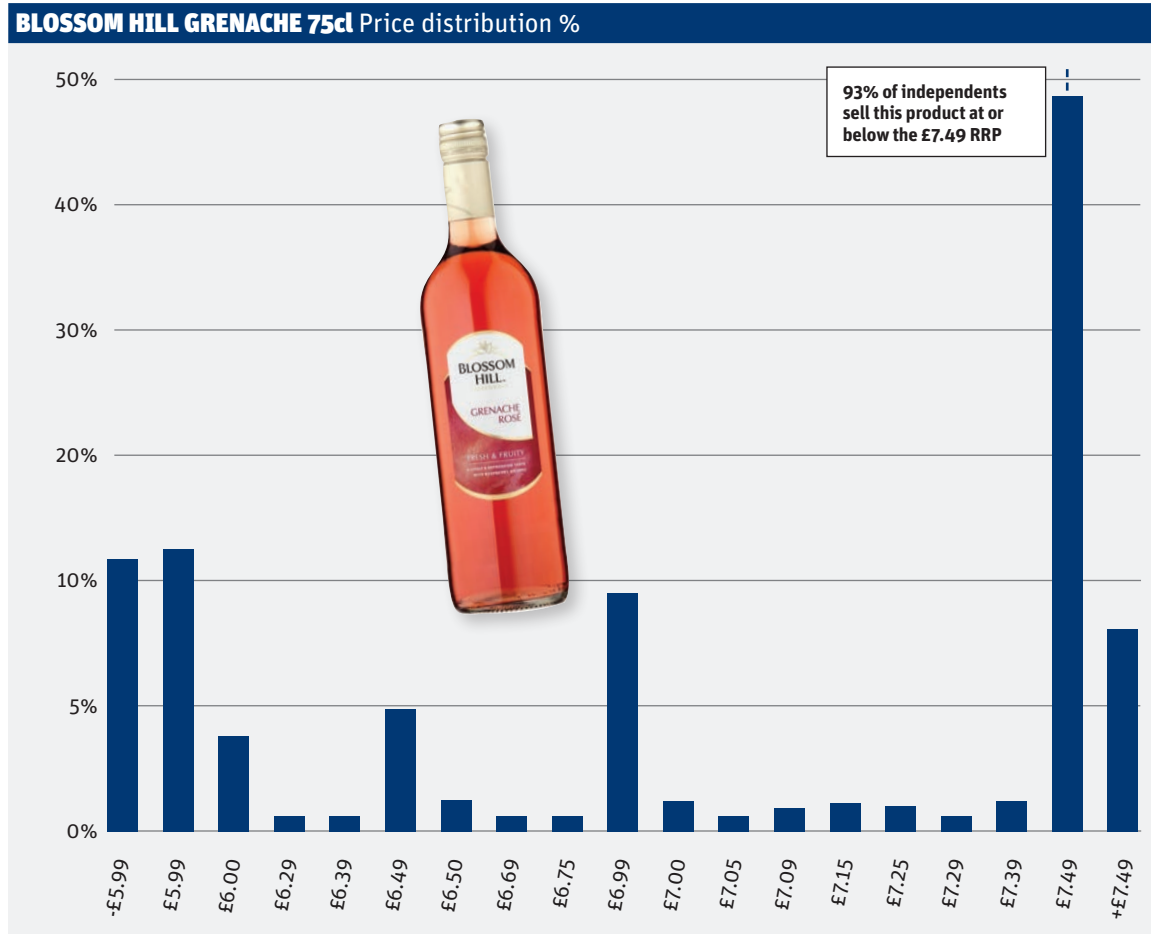
We have just got Cwrw Ogwen's Caradog in over the past few weeks. They're a microbrewery also based in Bethesda. They are selling really well and it's great to support local producers.



PRICEWATCH

Profit checker Rosé wine

Price checker



PRODUCT
Echo Falls 75cl
Echo Falls Summer Berries 75cl
Hardys Bin 161 75cl
Blossom Hill 75cl
Isla Negra Seashore 2003 75cl
Blossom Hill Grenache 75cl
Jacob's Creek Shiraz 75cl
Mateus Rosé 75cl
The Straw Hat 75cl
Isla Negra 75cl
Black Tower 75cl
Kumala 2003 75cl

Analysis

While many categories in Pricewatch show a clear pattern of retailers pricing above or below RRP, strategies for rosé wine are hugely diverse.

This is best demonstrated by the differing trends on our Price Checker and

Profit Checker tables. On the former, 31% of products are sold at RRP, 49% above and 20% below. On the latter, 47.8% stick to RRP, 46.4% go below – by up to £2.50 – and just 5.8% price above.

Retailers attribute this huge varia-

tion to wholesaler offers, local competition and cash-strapped customers driving prices down, while spotting an opportunity to increase margins pushes them up, with £5-£8 the most typical price bracket.

How we drive our profit

Peter Mann

STORE Nisa Local
LOCATION Luton
SIZE 2,500sq ft
TYPE main road

TOP TIP
I don't think £8.19 is an attractive RRP, so I bring it down to £7.99



We sell Blossom Hill rosé at £6.99 in our store. It was on offer with Nisa at an RRP of £5.99 a couple of months back and I bought some, but I decided to put on £1 to make a bit of extra money. Generally, £6-£7 is my ideal price bracket. We aim for a 20%-25% margin with wines, although it can go down to 10% if they are on offer. Echo Falls Summer Berries is doing very well, but generally I think rosé is experiencing a bit of a slowdown. People seem to be choosing flavoured ciders as a summer drink to have in the garden instead.

Paul Keys

STORE Keys News
LOCATION Sheffield
SIZE 750sq ft
TYPE neighbourhood

TOP TIP
Stock some of the Gallo Spritz range for customers looking for a fruitier drink in the summer



We charge below RRP – £6.99 – for Blossom Hill rosé because wine sales are sometimes a struggle around here. I've read about the rosé trend but we've not really seen it here. In general, we charge RRP for most of our wines unless there's a Go Local promotion. We have 12 types of rosé but we probably only sell about two cases per week across the range. Our Malbec, rioja and prosecco tend to sell best, as well as new world wines. We'll tend to stick to a £5-£8 range, though we do have Silver Bay at two for £4 for customers on a budget, and £16.50 is our most expensive bottle.

➔ **Joe Cooper**
 ✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3357

Data supplied by



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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL C-STORE IN ABERDEEN SUBURB	RETAILER 2 LARGE SUBURBAN GLASGOW SHOP	RETAILER 3 OFF-LICENCE IN EAST LONDON RESIDENTIAL ESTATE	RETAILER 4 CAMBRIDGESHIRE VILLAGE HIGH STREET SHOP	RETAILER 5 POST OFFICE IN RESIDENTIAL AREA OF SOUTH YORKSHIRE TOWN	RETAILER 6 VILLAGE STORE IN SOUTH DEVON
£5.12	£5.99	£6.49	£5.99	£5.99	-	£6.99	£6.00
£5.09	£5.19	£5.49	£5.99	£5.19	£5.19	£5.49	£5.00
£5.06	£5.50	-	-	£5.00	£5.00	£5.99	£5.00
£5.59	£6.59	£6.49	£4.99	£6.59	£6.59	£6.63	£6.59
£5.23	£5.00	£5.99	£5.49	£5.00	£5.00	£5.69	-
£6.96	£7.49	£6.99	£5.99	£7.49	£7.99	-	£7.49
£7.80	£8.39	-	-	-	-	£8.49	£7.41
£6.31	£6.59	£6.49	£6.99	-	£7.49	-	-
£4.24	£3.99	-	£3.99	-	-	-	-
£5.08	£5.00	-	-	£5.00	£5.00	£5.00	-
£6.25	£6.49	£6.99	£6.99	-	£6.99	-	-
£6.19	£5.65	-	-	£6.49	£6.99	-	£5.90

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jerry Tweney

Tweney's Budgens, Cheltenham, Gloucestershire



North's Bakery

Large white bloomer, £1.80



Where did you discover it?

North's used to have a bakery in the store, so when I was doing my research before opening their name came up a lot. They're based five miles away in Winchcombe and when I contacted Gary North we spoke about the association between the bakery and the shop. They've been baking for more than 50 years and said they'd love to supply us again. We get fresh bread delivered six days a week and if customers order before 3pm we can have a loaf delivered for the next day.

Who buys it?

It's really popular with everyone. We stock two sizes of loaf, speciality breads and old-fashioned confectionery like egg custard, Eccles cakes, Chelsea buns and lardy cake. North's still make things in the traditional way. The cheese and Marmite and the cheese and onion bread fly off the shelves.

Why are they so popular?

Firstly, they're fantastic bakers with an extensive range and the bread is so tasty. The name is well known in the area and people know the family. We have the bread on an old wooden cart in the middle of the store. It draws people in and it's become quite a feature. It's going so well that soon we'll be stocking their savoury range, including sausage rolls and a steak bake.

Surinder Mehat

STORE Nisa Local
LOCATION Hull
SIZE 2,000sq ft
TYPE neighbourhood

TOP TIP

Keep big brands at competitive prices to help you to introduce customers to them



I sell a lot of value products in my store so we have to stock the cheaper wine brands and be competitive with our prices. There's a lot of competition in my area, including McColl's, so I can't price too high. Many of our customers have tight budgets so are keen on price too, and will tend to look for brands like Lambrini, which we sell for £2.99. For our rosé we focus on brands like Echo Falls, which we sell for £5. Our lager and cider are still the biggest sellers, but our wine is normally bought by more middle class customers.

Julie Durha

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

TOP TIP

Presentation is key. I make sure everything is facing forward and none of my shelf-edge labels are missing



Our biggest sellers are Echo Falls and Isla Negra, which are both priced at £5.50. Blossom Hill Crisp & Fruity also goes very well - I stocked up on it when it was on Premier's Mega Deals offer - and Premier Estates is a slightly cheaper option at £4.79. I have to price below RRP as there's a Tesco Express and a 24-hour garage nearby. Rosé has definitely increased in popularity - I've got everyone from young couples to workmen buying it. I probably go through six to eight cases per week but I'll have to start focusing on my reds soon as we head into September.

YOUR NEWS

Self-serve uni tills help sales rise 45%

Installing self-service checkouts can help retailers grow sales and cut staffing costs if the demographic of the store is appropriate, according to the University of Hull.

The university chose to install the tills as part of a refit in one of its campus stores, which reopened as a Spar in February.

The university's commercial services director Andy King credits the self-service tills for a 45% rise in sales following the refit.

The tills now account for up to 35% of transactions in term time and 60% out of term time, when fewer staff are employed. There are four staffed tills and four self-service tills in the store.

"We are saving around £43,000 a year in staffing costs if you take into account pensions and training," he said.

Toy reserve scheme is child's play

A Yorkshire store is offering customers the chance to reserve toys for Christmas with a deposit scheme as a way to drive sales.

Pauline Gill, of Eastburn Stores, set up the scheme herself and said it helps the store to compete against the multiples and larger toy stores by allowing customers to pay just 20% of the price now.

"We have already had customers coming in and asking if we can reserve them because they know a lot of stores sell out nearer the time," she said.

So far, the latest Paw Patrol toys are included in the scheme but more will be added in the next few weeks.

Brexit effect being felt in affluent areas of London 'I am going below RRP on many brands'

Prices slashed in upmarket Belgravia to retain cig sales

by Joe Cooper

RNreporter@newtrade.co.uk

A retailer has cut cigarette prices and introduced further pricemarking as part of a "survival strategy" to deal with the fallout of Brexit in one of the country's most affluent areas.

Following the Brexit vote in June last year, Nainesh Shah, of Mayhew News in Belgravia, London, has experienced a 22% drop in footfall in his store, which he attributes to many of his

wealthy, entrepreneurial customers from all over the world choosing to live elsewhere. Mr Shah said his customer demographic has changed significantly since the vote.

"I've made a conscious attempt to target the more working-class customers living and working in the area in order to combat this," he said.

"I am still targeting the higher end of the market but with so much construction going on in

the area there are a lot of workmen around."

Fewer customers are now buying premium cigarettes and magazines, which has meant basket spends above £50 are less frequent.

"I'm drawing them in by cutting prices on cigarettes. I'm going below RRP with many brands. For example, I have Marlboro at £10.20, when I know the other shops nearby are selling it for between £12 and £12.50.

"Lunchtime is also big for us. Having more price-marked soft drinks is also encouraging people who are focused on value."

Mr Shah said he thought his wealthy customers would return when the realities of Brexit become clearer, but this could be several years away.

"We are not making as much money as we were but this is our survival strategy, to ensure we pay our rent and rates and keep out staff in work," he added.



E-cig sales rocket after vape zone launch

A retailer has increased his e-cigarette sales tenfold by creating a dedicated vape shop in his store.

Jason Birks, who runs Moscis Convenience Store in Peterlee, County Durham, opened the "store within a store" three weeks ago and is selling a range of premium e-cigarettes and

liquids. "Traditionally my sales have come from tobacco, but with this market declining I see vape sales as the next step in securing the future of my store," he said.

Mr Birks moved his magazine display and now has a two-metre bay of products with a separate

till near the entrance to his store. He also runs a loyalty programme to highlight promotions and to offer regular customers discounts.

While he is stocking mainstream brands, such as Blu and Vype, he is concentrating his efforts on offering customers premium

brands like Legends, Zap! and Aramax.

"This is just the start. I'm hoping sales will get better and better. It's early days and because of the change in law I can't advertise on social media, so I'm relying on word of mouth to attract customers," he added.

COLUMNIST



Paul Baxter

Retailer support around the clock

At next week's NFRN national council in Liverpool the latest developments in the newstrade and the federation's intervention in contract disputes will be hotly debated, writes chief executive **Paul Baxter**

For consumers to have access to a diverse and plural press, independent retailers require their newspapers and magazines to be delivered at the right time, in the right quantities and at the right price.

In recent weeks, however, it seems news wholesalers and publishers have been doing their utmost to create consternation and mayhem.

Late deliveries and missing copies and credits are the norm for most retailers as the rationalisation of depots and jobs cuts continue, while customer service is almost non-existent.

In addition, Smiths News announced it was hiking its carriage charges, with some retailers having to pay a huge additional 10%.

The NFRN has campaigned against carriage charges for many years, because we believe they are pernicious and deny retailers a large slice of the margin they should receive from selling newspapers and magazines. I know of no other industry where retailers have to pay a delivery charge on a fixed-price product.

Smiths News' excuses for this latest increase are rises in labour costs and the retail price index. It conveniently forgets, however, that retailers are affected by these too, but are expected simply to absorb them.

What makes this increase even more inexplicable is that given falling newspaper and magazine circulations, the volumes news wholesalers are delivering have been considerably reduced.

Neither are these carriage charges, as they were described when first introduced, the "small contribution from retailers towards the cost of serving retailers in remote and rural areas that would otherwise be uneconomic to supply". Today, they are the main, if not only, source of profit for wholesalers and a major drain on the viability of smaller retailers.

For the NFRN, the Freight Transport Association (FTA) element of the charge is also contentious, as the majority of deliveries are made by contractors who are known to often voice their own concerns about Smiths News.

It's no secret that many independent retailers are failing to break even when selling newspapers and magazines.

Over the past few weeks some retailers have taken further financial hits with significant price increases on 41 Johnston Press titles, accompanied by eye-watering margin cuts to as little as 10%.

The NFRN will also be keeping watch over the magazine distribution market as the forthcoming demise of Comag means the majority of product will be controlled by Marketforce and Frontline, while Seymour will pick up the lion's share of third-party titles.

While, in theory, this should have no real impact on retailers, late-arriving magazines via the wholesaler's super hubs is worrying and we will remind national councillors to keep us informed of such incidents.



Smiths News recently announced it was hiking its carriage charges, with some retailers having to pay an additional 10%



Retailers have taken further financial hits with significant price increases on 41 Johnston Press titles, accompanied by eye-watering margin cuts to as little as 10%

Meanwhile, along with an update on the NFRN's success in challenging proposed new terms and conditions in Payzone contracts, there will be further debate around clauses and costs that still require review and the steps we are taking for an acceptable resolution.

Information will also be shared on our actions in response to recently announced proposed changes to conditions for retailers who sell National Express tickets.

Proposals for retailers to pay the cash they take into their own bank accounts and then transfer it to National Express via direct debit will result in extra bank charges and the possibility they could end up operating this service at a loss.

This threat is amplified as the commission they earn is being cut from 34p to as little as 10p, minimum sales targets are being introduced, and the notice period to terminate contracts is increasing to three months instead of the current 30 days.

As well as taking legal advice, the NFRN is seeking a meeting with National Express to air our concerns face to face.

With these issues up for debate, the two-day national council looks set to be a thought-provoking meeting. In essence, much of the agenda will be about going back to basics, but more importantly, we can reassure members that while it may be tough, they can rest assured we are working around the clock to support them.

Paul Baxter is the chief executive of the NFRN

YOUR VIEWS

YOUR LETTERS

■ Cutting supply of papers to newsagents is bound to have a knock-on effect on circulation

In reference to the article on page 11 of last week's RN (25 August) regarding the drop in newspaper sales, is it surprising there is a drop in sales when Menzies continually cut back the supplies to independent newsagents without explanation?

Just this morning we have had to go out to a local supermarket to purchase a Daily Telegraph to fulfil our home news delivery rounds, leaving no copies for casual drop-in sales. Midway through the morning and we have already lost three sales.

I have called Menzies to ask at what point my orders on i-Menzies become firm so I can adjust them and be confident the numbers shown are what will be delivered, and I am advised some customers have checked the evening before and still had a different number delivered the next day.

When will someone set up a sys-



Something needs to change before we get so frustrated we decide to give over the space we allocate to newspapers to something we can make a decent margin on
Pauline Gill



tem that works? We are constantly changing the orders and then they get cut back. I know this is an old, old story but something needs to change before we get so frustrated we decide to give over the space we allocate to newspapers to something we can make a decent margin on.

Pauline Gill
 Eastburn Stores & Post Office
 West Yorkshire

A Menzies spokesman said: "We aim to provide the most intuitive, helpful online service we can – so feedback like Pauline's is invaluable when we are working to make improvements. i-Menzies will shortly launch an upgraded order management function in response to similar concerns which other customers have shared. The upgrade will make it much easier for a user to

YOUR SAY Do you think it's fair for retailers to keep paying carriage charges?



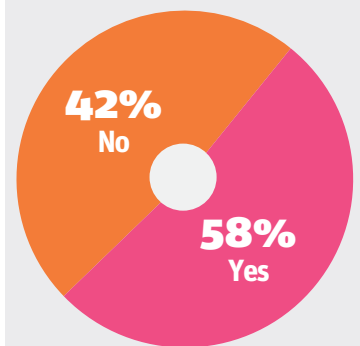
Kate Clark
 Sean's News,
 Upton-upon-Severn, Worcester
 They should be paid by the wholesaler and the publisher – it's time they thought about the people at the bottom. My newspapers are delivered late, wet and damaged, while some of my magazines don't turn up. We are paying for a service which is not adequate. I wouldn't do that to my customers. It's going to end up as a very small group of retailers who continue to sell newspapers.

Ralph Patel
 The Look In,
 Woodmansterne, Surrey
 At the NFRN we have always called for the publishers to take on the carriage charges. If they added on just one or two pence to cover it, it might bring a lot

of retailers back to the category who are put off by the cost. When Smiths and Menzies pushed out all the small wholesalers they offered the newspaper publishers a much cheaper deal, but then the charges just got put back on retailers.

Waqar Chaudry
 Milton Stores, Glasgow
 The publishers should just add 1p to all the papers if they want us to keep selling them, rather than expecting retailers to keep paying. We are all waiting for Menzies to announce another carriage charge rise and I don't think the publishers realise they are just killing shops. There will be a lot of retailers who will have to get out of the business if it goes up again and just stop selling newspapers.

RN READER POLL



Have you delisted any premium brands in favour of own-label brands this year?

NEXT WEEK'S QUESTION

Would you pay for deliveries from your grocery wholesaler?



Vote now at
betterRetailing.com

indicate when they wish to make a change permanent, and protect that change against adjustments. Once the new function is live, we'll be very keen to hear from our customers about how it is working – and which upgrades they'd like us to prioritise next for i-Menzies."

■ Has Menzies got any idea the effect its actions has on our cash flow?

Here I am on a Monday morning, looking at my John Menzies account and yet again the company has not processed the returns from the previous Wednesday.

It's bad enough that 99 times out of 100 Thursday's returns don't get processed in the same week.

Has Menzies got any idea what this does to our cash flow? I doubt it.

We work our butts off day in, day out, and along comes Menzies and screws everything up.

Perhaps God will grant

I THOUGHT CHRISTMAS HAD ARRIVED EARLY

Paul Little, circulation director, advised us the Telegraph would be combining the Saturday section and Saturday Travel section into one single product for one Saturday only.

For a second I thought Christmas had come early. It's not good to get me all giddy and then pull the

carpet from under my feet.

Why, if you can do it once, can't you do it all the time? Just think how many 2ps you would save. You would possibly be able to increase our terms, instead of the per copy sold insertion fee.

Graham Doubleday
Doubleday Newsgents
Ashton-under-Lyne

my wish that another wholesaler will come to the marketplace. Even the Devil would probably serve up a better company than Menzies.

management team has been in touch to discuss his concerns and determine how we can best support his business in future."

Jim Moorhead
Top Cards
Johnstone, Scotland

A Menzies spokesman said:
"We were sorry to hear that Mr Moorhead had not received his credit as expected and would like to apologise for any inconvenience he experienced. Our local

100 YEARS AGO
1 September 1917
Action was brought by Annie Jeffrey for damage to her musquash seal coat. The plaintiff burned the item on an electric heater while shopping for a tortoiseshell bag frame. The judge ruled customers must be kept safe.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I do wish football didn't exist. It seems to have started earlier than ever this season. And why they have to play on Friday nights now is beyond me; it means the papers are late arriving on Saturday morning. This leads to one hell of a rush because we have to insert all the wretched supplements.

I am writing this on Saturday 19th. It is V Festival this weekend at Weston Park so Stafford Station is a very busy place. Hundreds of people are pouring off the trains, loaded up with sleeping bags, tents and, of course, the compulsory alcohol. We have had a lot of rain in the last few days so there should be plenty of mud for them all to play in.

Sometimes, something new comes along I find quite amusing. At the

moment, it's a Jacob Sheep. A flock has been put into a field opposite Mr Chell's house and every morning when I deliver his copy of The Sun, there is one particular sheep who comes up to the field gate. It stands and looks at me with its head tilted to one side as if it is thinking 'why doesn't this silly person come to our gate with something edible?'. If I had one of those modern phones I would take a photo of it because it really is so cute.

It was rather sad this morning reading about the death of Sir Bruce Forsyth. What a brilliant entertainer he was. There are a few of today's so-called stars who could learn a thing or two from him. God Bless him and may he rest in peace.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

Contact us at facebook.com/ThisisRN and @ThisisRN



Kenyans get to grips with world's toughest ban on plastic bag use

Agencies Nairobi
Kenyan producing, selling or even using plastic bags risk imprisonment of up to four years or fines of \$40,000 (£31,000), as the world's toughest law aimed at reducing plastic pollution comes into effect.

The east African nation yesterday joined more than 40 other countries that have banned, partly banned or taxed single-use plastic bags, including China, France, Rwanda and Italy.

The UN environment programme (Unep) estimates Kenyan supermarkets hand out up to 100m plastic bags a year. Many bags drift into the ocean, strangling turtles, suffocating seabirds and filling the stomachs of dolphins and whales with waste until they die of starvation.

The ban was carried through after the high court threw out a challenge brought this, by 2050, we will have more plastic in the ocean than fish." Plastic bags, which Habr says take between 500 to 1,000 years to break down, also enter the human food chain.

In Nairobi's slaughterhouses, cows destined for human consumption have been found to have up to 20 bags in their stomachs. "This is something we didn't get 10 years ago but now it's almost on a daily basis," said Mbuthi Kinyanjui, a county vet, as he watched workers scoop plastic bags from the stomachs of cow carcasses.

The number of plastic bags that Kenyan supermarkets previously handed out every year, according to a UN environment programme estimate

100m

Talking about deterrents.....might be the sort of thing we need to stamp out tobacco smuggling.

Eugene Diamond
@EDiamond136

Cheery start to the week giving somebody a cheque for a £50k National Lottery win at 7.45am.

Halton Post Office
@HaltonPO



One of the themes of my last few stores visits has been the next generation making an impact. Sunny and Rav a great team.

Martin Swadling
@MartinmyLondis

Did you know - Depending on your location, offering home delivery could lead to turnover up to 40% above your regional average.

TRDP Retail Insights
@TRDPInsights

A brilliant last Boot Fair of the season! Over £1,750 has been raised by these events throughout the year for local charities & good causes.

Jempson's
@jempsonsstores



WINTER ICE CREAM

The inside scoop

Ice cream sales don't stop when summer finishes. Here, three savvy retailers with very different stores tell **Joe Cooper** how they use tubs, multipacks and even in-store self-serve machines to make this category a year-round bestseller



Carole Birnie

The local village store

Stocking a good range of premium, local ice creams alongside cheaper ranges for families ensures ice cream remains a profitable category in Corfe Castle Village Stores in Dorset during winter.

"Purbeck Ice Cream is produced five miles up the road. It is well-known locally, so it's popular all year round," says owner Carole Birnie. "It competes with and outsells Ben & Jerry's. We sell 500ml tubs for £5.50. We're not particularly brand loyal - Ben & Jerry's does well on offer but we'll take Häagen Dazs if that's on a deal too. As long as we've got a brand name it doesn't matter which we stock."

The rest of Carole's ice

cream and puddings section is filled with £1 one litre tubs of vanilla Lyons Maid and a selection of Cost-cutter's Independent range. "This is the stuff parents pick up to treat the whole family," Carole says.

When lollies in the impulse freezer have sold through, Carole has the chance to push smaller tubs of Purbeck, which are also popular with tourists wanting to sample local produce.

"We'll put the little 125ml tubs that come with a spoon in there. They taste great and it's also good to be supporting a local product," she says.

Carole's winter bestsellers

- Local ice cream tubs
- Premium tubs
- £1 value and own label tubs



Local ice cream is popular all year round in Carole Birnie's store



This is the stuff parents pick up to treat the whole family



A mix of big brands and own labels allows Corfe Castle Village Stores to cater for families and tourists



Meten Lakhani

The student hub

With a residential area, offices, a hotel and university halls housing 1,000 students, demand for Meten Lakhani's ice cream range is still huge during winter.

Students like a wide range of the latest flavours and competitive prices, and his St Mary's Supermarket store in Southampton caters for both.

"At the back of the shop we've got two jumbo freezers for take-home ice cream," says Meten.

Solid student favourite Ben & Jerry's is kept at £3.99, he adds.

"We make sure to stock up on this whenever Booker has it on offer so it never runs out. Otherwise, we'll go out and hunt for it."

Newer ideas such as frozen

yoghurt have been tried but the numbers didn't add up. "When you get ice cream right, the margins are fabulous," Meten says. "In winter, we still make margins of 30% or up to 40% when the offers are on."

Variety in the range of tubs and multipacks is also key, whether it is boxes of Fab lollies, tubs of Flake, Oreo or Daim ice cream, and the latest Magnum tubs. Meten lets the bigger brands run out through winter, leaving space for budget impulse buys from the Euro-Shopper range.



Meten Lakhani makes 30%-40% margins on his tubs and multipacks



The suburban store



Mo Razzaq

Value options are vital for families on a budget shopping at Mo Razzaq's Family Shopper in Blantyre in Glasgow, but he is testing a new idea he hopes will help to keep ice cream sales buoyant over winter – an ice cream and frozen yoghurt machine.

"We were attracted by the fact there's no wastage," says Mo. "We're testing it because we think there's a big market for it. Ice cream is a

year-round dessert. Customers seem to love the machine so there's a possibility of getting a bigger, self-cleaning

one as an investment."

Sales have been split 50-50 between ice cream and frozen yoghurt. Each sells for £2 a serve, making Mo an 80p profit.

Elsewhere, a combination of Happy Shopper's value range and multipacks of Lyons Maid provide good value for families. They are included in a three for £5 deal on pizza, chips and ice cream, which boosts link sales.

Customers still want branded goods, however, and Mo sells Ben & Jerry's at £3.49 all year round as part of his everyday low prices guarantee.

"We also stock Häagen Dazs multipacks, which we thought might be too expensive but are selling well because people want to treat themselves," Mo adds.

SIX ICE CREAMS TO STOCK THIS WINTER

Simply Ice Cream

New this winter is Simply Ice Cream's Toffee Apple flavour. It is made with real apple pieces, toffee sauce and crunchy honeycomb pieces, which are combined with autumnal spices. All flavours are handmade in small batches. The caramelised apple flavour, which also works for Halloween, has an RRP of £5.99 for a tub.



Ben & Jerry's

Featuring a layer of spoonable topping, Ben & Jerry's Topped is designed to add a new layer to the brand's portfolio. It comes in Salted Caramel Brownie, Chocolate Caramel Cookie Dough and Strawberry swirled variants, with the packaging designed to give customers a preview. The Topped range has an RRP of £5.49.



Magnum tubs

Magnum's tub format is billed as the ultimate Magnum chocolate and ice cream experience. Tub contains ice cream with shards of Magnum chocolate, encased in a chocolate shell and topped with a chocolate disc. Available in the brand's three most popular variants, classic, almond and white, the 440ml tubs have an RRP of £3.85.



Cadbury tubs

Cadbury Dairy Milk Big Taste Toffee Whole Nut 480ml tubs, a mix of toffee and chocolate ice cream, toffee sauce, whole roasted hazelnuts and chocolate pieces, are designed to cater for shoppers looking for desserts or treats for nights at home.



Oreo Sandwich

According to Charlotte Hambling, head of UK marketing at Froneri, Oreo Sandwich ice creams can work just as well in winter as in summer. "They're very much an eat-now treat requiring no cutlery or bowls and also work perfectly for winter nights where groups of friends get together," she says.



Kelly's of Cornwall

The latest addition to the Kelly's range is a creme brulee 950ml tub, containing clotted cream vanilla ice cream swirled and topped with caramel sauce and crunchy brown sugar. "The high quality and unique Cornish ingredients mean the range is perfect for serving at family gatherings and with hot desserts throughout the winter," says Charlotte Hambling.



BAKERY EQUIPMENT



To earn a crust

The combination of great quality products and a freshly baked offering is irresistible to shoppers in independent stores, says Aрызta Food Solutions. As retailers report booming bakery sales, **Joe Cooper** quizzes two companies about the in-store equipment available for c-stores



Country Choice

Hannah Morter, marketing executive at Country Choice, outlines options for stores of all sizes

What in-store bakery solutions do you offer independent retailers?

Everything from entry-level bakery concepts consisting of a compact four-tray oven and four wicker display baskets to a modular bakery system that can 'grow' with the store. We also offer gondola and tower bakery units, with all the necessary labelling and PoS material.

How much does it cost?

Equipment can be purchased outright for between £1,250-£2,300, or offered dependent on minimum spend. For an entry-level compact oven it is £500 per month, and £700 per month for larger units.

What support do you give retailers?

We work with them to identify the most appropriate range, where best to merchandise it and also provide training and marketing support.



SALES TIP: GET YOUR DISPLAYS RIGHT

Up to a third of bakery sales can be from impulse units in key areas, so the front bakery stand should, where possible, be supported by floor units for impulse confectionery, preferably placed by a coffee machine to create a destination.

Jerry Tweney

Tweney Budgens,
Gloucestershire



As a relatively small store – we're 1,600sq ft – Country Choice was the ideal option.

We chose a four-drawer oven and bake three times a day. In the morning, we make croissants and French sticks, at midday we have sausage rolls and steak bakes, then we make pizzas from the French sticks for kids who come in after school.

The oven takes 15 minutes to

heat up and the products take eight to 15 minutes to cook, so we've got the whole process down to under an hour.

We get great support and training from Country Choice. Everything is ordered online and comes with packaging.

It's become very profitable for us as we're now established as a place come for a coffee and a pastry or a breakfast bag.

HOW TO CHOOSE THE RIGHT EQUIPMENT

1. Start with a small model – it can be added to later
2. Depending on the model, you may need to adapt your power supply
3. Consider fitting extra impulse units around your store
4. Add theatre and PoS to show off what your equipment can do





Aryzta Food Solutions

Vincent Brook, UK retail commercial manager, explains how his company supplies and works with independent stores

What in-store bakery solutions do you offer independent retailers?

We offer ovens to suit all store sizes. The 22kg entry model isn't much bigger than a microwave and the ovens can be taken on loan, subject to retailers being able to meet agreed sales targets. They can also be purchased or leased, with terms linked to trading levels. Oven stands, baking trays, mats and accessories are also provided.

How much does it cost?

Prices start from £800 for the smallest oven available. Various loan packages are available and retailers should contact Aryzta and speak to a retail concept specialist to find out more.

What support do you give retailers?

We work closely with retailers to identify which products are best suited to their shoppers. We also train staff operating the equipment, knowing that by offering freshly baked lines at their very best, shops will attract new customers and increase profits.

SALES TIP: BAKE LITTLE AND OFTEN

This helps keep wastage to a minimum as retailers only bake what they need rather than a huge amount at the start of the day. It also meets consumers' needs as one of their key demands is for there always to be 'fresh' products.

Vip Measuria

One Stop, working with The Prior Way, Derby



We've had an in-store bakery from Cuisine de France for three years. We began with one display unit near the till selling fresh breads and pastries, then added one for doughnuts.

We chose a three-shelf oven, which was supplied free of charge, and had it installed in our stockroom, so the only cost was a small freezer to store the products.

We fire up the oven one to four times a day, depending on school term times.

We're thinking about expanding the range to get more profit from the bakery now – we've had good momentum and sales, but we want to take it to the next step.

We're working with Cuisine de France to see if we can add more in-store theatre to drive sales too. ●



NEW AND ENHANCED MARTELL VS SINGLE DISTILLERY



+2M
CASES

PREDICTED GROWTH
OF COGNAC
CATEGORY*

8/10

CONSUMERS
PREFER THE
NEW BOTTLE**

MARTELL.COM

*WSR Global Cognac Insights 2016 - Predicted growth by 2021
**Headroom Analytics Research 2016

Pernod Ricard UK
Créateurs de convivialité
ENJOY MARTELL RESPONSIBLY
drinkaware.co.uk for the facts

TEST THE TOOLS



Delicious Display

Mondelez International has a portfolio of power brands, extensive market insight and strong category knowledge. Find dedicated category advice to help you drive your sales at www.deliciousdisplay.co.uk



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Welcome to Delicious Display

The best place to find advice and tips to maximise your snack sales in...



RETAILER Q&A



Andy Malik

Gawsworth Store
Didsbury, Greater Manchester

How easy was the website to use?

The site was colourful and easy to navigate. It had a clear toolbar to direct you to the different categories and large buttons to shortcut through to different areas of the site like the profit calculator and planograms. The site was full of information and I spent about an hour reviewing the content.

What did you learn from it?

As an established retailer, it confirmed the approach I take in my store. The bestsellers section was particularly useful and the news banners were good for highlighting new products and advertising. I think this site would be a useful tool for newcomers or retailers who want to improve their in-store offering and sales and refer back to top tips, category advice and planograms.

What will you do next to implement what you learned?

I'll share this with my staff, especially new employees, as it will help educate them on key advice for increasing sales, including what our customers are looking for, new products and ideas for displays.



Five reasons deliciousdisplay.co.uk will help you grow your sales

Susan Nash

Trade communications manager, Mondelez



Category by category advice on confectionery, biscuits, snacks, cheese, hot drinks.



Display advice, including download and printable PoS shopping lists to help drive sales.



Brand and product news, consumer marketing activity, promotions and TV campaigns.



Market data on category bestsellers to help retailers stock the right products in store.



Bespoke planograms for all sectors in different sizes to suit all store spaces.



THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick
Magazines reporter
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TITLES WHICH SET THE TILLS RINGING

Which magazines put the most money in your till? Depending on your location and its demographic, the bestsellers around the country will vary a great deal. But there is also great variance in the profits on offer from a lot of the most popular titles, as our analysis of the latest ABC figures shows. Radio Times still has by far the highest annual RSV of any title in our top 100 – £44.2m – almost twice that of its nearest competitor What’s on TV, which generates £26.5m.

Meanwhile, Condé Nast might have slowed the rate of decline in sales of Glamour with its price cut – the title was down 20.9% year on year in August 2016, compared to 6.8% this year – but its annual RSV has fallen by more than 40%, down from to £4.3m to £2.5m.

Speaking of money in the till, it’s back-to-school season and a lot of new hobby titles and magazines for children and teenagers are launching in the UK. However, over in Spain, the publisher of global affairs magazine Monocle has taken a punt on a new summer sales opportunity. It launched a newspaper to accompany the magazine, the Monocle Summer Weekly, with four issues throughout August being sold in airports and resorts as well as on newsstands.

No sales figures have been released as yet, but the investment made by the publisher on a brand new printed product is encouraging. Speaking about the launch, Monocle editor-in-chief Tyler Brülé told the BBC’s Today programme: “Our heritage at Monocle is a magazine, but we decided there was space in August to reach readers across the Mediterranean in their loungers, in a weekly format.”

Essentially, the strategy is to appeal to readers who are trying to switch off for summer but don’t want to totally lose track of what’s going on in the world. Hopefully, magazine readers in your area feel the same way.

Here we glow!

A KIND OF MAGIKI FROM NEW PONY COLLECTION

DeAgostini’s brand has generated more than £3.5m RSV since 2015. Now they’re saddling up with a series which will be a sales winner

SINCE THE Magiki brand was first launched in the UK in January 2015, more than 1.4 million units have been sold and an RSV in excess of £3.5m has been generated, according to manufacturer DeAgostini. Following the successful launch of Magiki Mermaids in April 2016, the next collection, Magiki Ponies, is about to be released. It is made up of 12 different ponies, which change colour and glow in the dark when exposed to sunlight or heat. All the ponies in the series also come with a collectable leaflet describing their specific characters. Aimed at girls aged between four and 11, each pack will be blind-sealed in a foil bag to encourage multi-purchase.



DISNEY PRINCESS HEART OF A PRINCESS
On sale 31 August
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Disney Princess Trading Card Game, Beauty & the Beast Sticker Collection

Disney PRINCESS
STICKER COLLECTION



Starter Pack: £2.99 RRP
Sticker Packet: 60P RRP

ON SALE SOON!

BRAND NEW!



www.paninigroup.com

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THIS WEEK IN MAGAZINES



Here we glow!

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Round up



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

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Disney PRINCESS

STICKER COLLECTION

Starter Pack: £2.99 RRP
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ON SALE SOON!

BRAND NEW!

www.paninigroup.com

© Disney

THIS WEEK IN MAGAZINES



Bestsellers Cookery

Title	On sale date	In stock
1 BBC Good Food	28/09	<input type="checkbox"/>
2 Delicious	30/09	<input type="checkbox"/>
3 Healthy Diet	28/09	<input type="checkbox"/>
4 TAB My Favourite Recipes	21/09	<input type="checkbox"/>
5 Eat In	n/a	<input type="checkbox"/>
6 Easy Cook	07/09	<input type="checkbox"/>
7 Olive	05/09	<input type="checkbox"/>
8 Food to Love	07/09	<input type="checkbox"/>
9 BBC Home Cooking Series	n/a	<input type="checkbox"/>
10 Food & Travel	06/10	<input type="checkbox"/>
11 Vegan Living	28/09	<input type="checkbox"/>
12 Decanter	06/09	<input type="checkbox"/>
13 Vegan Food & Living	21/09	<input type="checkbox"/>
14 Cakes and Sugarcraft	n/a	<input type="checkbox"/>
15 Food Heaven	07/09	<input type="checkbox"/>
16 Healthy Food Guide	30/09	<input type="checkbox"/>
17 Jamie Magazine	04/10	<input type="checkbox"/>
18 Make it Healthy	n/a	<input type="checkbox"/>
19 Free-From Heaven	28/09	<input type="checkbox"/>
20 Cake Decoration & Sugarcraft	28/09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



PANINI FIFA 365 ADRENALYN XL 2018

Panini has launched an all new Panini FIFA 365 Adrenalyn XL Trading Card Collection for 2018. The collection features a selection of the world's best teams and clubs including Europe, the Americas and Asia. More players than ever before are featured, including special cards to celebrate the top world stars. There are 459 cards in the collection, with lots of foil and transparent versions. Starter packs are £5.99, with smaller packs costing £1.



On sale out now
Frequency annual
Price £5.99/£1
Distributor Marketforce
Display with Road to 2018 FIFA World Cup Russia



On sale 8 September
Frequency weekly
Price £3.50
Distributor Seymour
Display with First News, New Scientist



TES

Back to school is a key time for sales of Tes, the magazine for teachers aimed at supporting the profession. The title is designed to help educators find the tools and technology they need to excel, supporting them throughout their careers and professional development. The 8 September issue will carry the popular New Teachers supplement.



On sale 30 August
Frequency monthly
Price £3.99
Distributor Frontline
Display with New Scientist, New Statesman, Economist



THE

Times Higher Education (THE) has been designed for professionals working in higher education and research. Included with the 7 September issue will be the World University Rankings 2018, the only global university performance tables to judge world class universities across teaching research, knowledge transfer and international outlook.



JOURNEY TO STAR WARS: THE LAST JEDI

Topps has launched a new Star Wars trading card collection, with the next instalment scheduled for cinematic release in December. Starter packs will cost £4.99, including a binder, poster and one packet of cards. Individual packets will then be sold at £1.

On sale out now
Frequency one shot
Price £4.99/£1
Distributor direct
Display with Star Wars Universe Stickers



THE RUGBY PAPER

The Rugby Paper covers Rugby Union from national teams and Aviva Premiership and Guinness Pro 14 down to grass roots. The Rugby Paper features famous former players as columnists including Jeremy Guscott and Jeff Probyn. With more than 60 match reports, round-ups from all 22 county leagues and results for more than 500 matches, each issue has every rugby union fan covered.



On sale 3 September
Frequency weekly
Price £1.80
Distributor Mail Newspapers
Display with national newspapers

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

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



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

RN

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

THIS WEEK IN MAGAZINES



HERITAGE TRACTOR

Heritage Tractor is the new quarterly from Sundial Magazines, the publisher of Classic Tractor. The publication is designed to complement Classic Tractor, which covers all aspects of the more recent farm machinery scene – 1965 onwards. Heritage Tractor will contain a wide range of old-time farm machinery topics, model and company profiles, guidance on buying and using vintage tractors and coverage of vintage events, as well as models, memorabilia and other collectables.



On sale 8 September
Frequency quarterly
Price £4.60
Distributor Seymour
Display with Classic Tractor, Tractor & Machinery, Old Glory



KNIT & STITCH CREATIVE

Partworks and collections publisher Eaglemoss is launching a collection alongside an exclusive range of CreaCrafts yarn. The Knit & Stitch Creative collection gives readers step-by-step guidance to create a textured throw and matching cushions, plus many other projects for home items. Every issue will come with two textured CreaCrafts yarns in a range of colours.



On sale out now
Frequency weekly
Price 99p, part 2 £2.50, then £4.99
Distributor Seymour
Display with Love Patchwork & Quilting, Love Crochet



AIRFORCES OF THE WORLD

The first edition of AirForces of the World, a new series of air power reviews from the makers of AirForces Monthly and AirForces Intelligence, brings coverage of Western Europe. From the largest to the smallest, the region's air forces are detailed in full in this 100-page publication, with extensive orders of battle for every flying unit. Correspondents also profile a select group of air forces and missions, taking an in-depth look at individual aircraft types and units.



On sale 7 September
Frequency one shot
Price £5.99
Distributor Seymour
Display with AirForces Monthly, AirForces Intelligence



DOCTOR WHO MAGAZINE

Panini has launched a special issue of Doctor Who Magazine all about the new Doctor, Jodie Whittaker, including an exclusive interview. Other features include unseen photos and designs from prosthetic and animatronics workshop Millennium FX, as well as a look back at 1984 classic episode The Aztecs.



On sale out now
Frequency 13 a year
Price £5.99
Distributor Marketforce
Display with Radio Times, SFX



STUFF

Stuff's latest issue contains a full feature on Lego's new robot, alongside information on all the best robots on the market at the moment. Elsewhere, there is the grand reveal of Samsung's Galaxy Note 7 and Apple's latest iMac goes head to head with Microsoft's Surface Studio. Distributor Frontline is predicting a 25% sales increase compared to the most recent issue.



On sale 7 September
Frequency monthly
Price £4.99
Distributor Frontline
Display with Wired, PC Gamer

Industry viewpoint

Anne Guillot

Marketing & circulation executive, GMC Publications



This year is undeniably the year of mindfulness, with new services and products emerging, and new magazines covering this now-popular subject. But it's not a passing craze; mindfulness is here to stay and there are many opportunities still to be exploited. If you think about it, this global movement started a few years ago with the art therapy and colouring trend.

GMC Publications was the first publisher to enter this lucrative market in the UK, launching the successful Zen Colouring in spring 2015. From here, it was a natural step to tap into mindfulness and we launched Breathe in summer 2016 – now regarded as the original mindfulness magazine. So, what's next?

Actually, the question is: who's next? Based on readers' feedback and extensive research, GMC has noticed a younger generation that is interested in mindfulness but is being ignored.

Look at the range of titles on offer to them and you'll see mostly fashion and celebrity gossip magazines. But teenagers, who represent a large customer group, need to be considered, heard and inspired. They feel no one has been addressing their issues – until Teen Breathe, that is.

The team behind Breathe is excited to announce the launch of the first wellbeing magazine for teenagers 'for a happier, healthier, more fulfilled life'. It has been designed to soothe teenagers' anxiety with positive psychology and creativity for wellbeing, so it is perfectly targeted at its audience.

As back-to-school time can be stressful for many kids, GMC took the strategic decision to wait until now to disclose the magazine. Thinking ahead is key in this industry – as is timing.

Top tip
 Display Teen Breathe with children's magazines or women's interest titles – it is not only aimed at teenagers but also at their older female relatives.

JOURNEY TO STAR WARS: THE LAST JEDI

STARTER PACK £4.99

PACKETS £1.00

ALL NEW TRADING CARDS FROM TOPPS OUT NOW!

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THIS WEEK IN MAGAZINES

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Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	24	40	11.99
DeAgostini			
Build the Ford Mustang	87	100	8.99
Build your own R2-D2	35	100	8.99
Enhancing your mind, body, spirit	35	120	3.99
My Animal Farm	30	60	5.99
Jazz at 33 and third RPM	43	70	14.99
Simply Stylish Knitting	88	90	3.99
Star Wars Helmet Coll'n	44	60	9.99
The Beatles Vinyl Collection	14	23	9.99
Zippo Collection	52	60	19.99
Eagle Moss			
DC Comics Graphic Novel	54	100	9.99
Disney Animal World	80	100	5.99
Game of Thrones	39	60	8.99
Marvel Fact Files	233	250	3.99
Military Watches	93	100	9.99
My Little Pony			
Colouring Adventures	26	80	3.99
Star Trek Ships	106	130	10.99

Title	No	Pts	£
Hachette			
Art of Crochet	106	120	2.99
Art of Cross Stitch	36	90	2.99
Art of Knitting	37	90	2.99
Art of Quilting	88	90	3.99
Art Therapy	129	120	2.99
Art Therapy 50 Mindful Patterns	24	80	4.99
Assassins Creed: the official collection	15	80	9.99
Dr Who Complete History	53	80	9.99
Draw The Marvel Way	44	100	4.99
Judge Dredd Mega Collection	69	80	9.99
Marvel's Mightiest Heroes	97	100	9.99
Transformers GN Collection	19	80	9.99
Warhammer	27	80	9.99
RBA Collectables			
Real Life Bugs & Insects	54	60	0.99
Panini			
F1 Collection	37	60	9.99

Collectables

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

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

Newspapers

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

Saturday newspapers	price	margin pence	margin %
Sun	70p	14.98p	21.4%
Mirror	£1.10	22.6p	20.6%
Mirror (Scotland)	£1.10	22.6p	20.6%
Daily Record	£1	21.4p	21.4%
Daily Star	50p	12.085p	24.17%
Daily Mail	£1	21p	21%
Express	80p	17.152p	21.44%
Express (Scotland)	80p	18p	22.5%
Telegraph	£2	48p	24%
Times	£1.70	39.95p	21.5%
FT	£3.50	79.1p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	80p	17.2p	21.5%
i (N. Ireland)	80p	17.2p	21.5%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

Sunday newspapers	price	margin pence	margin %
Sun	£1.10	23.1p	21%
Sunday Mirror	£1.50	31.5p	21%
People	£1.50	31.5p	21%
Star Sunday	90p	19.89p	22.10%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.70	35.7p	21%
Sunday Mail	£1.70	35.7p	21%
Sunday Telegraph	£2	45.5p	22.75%
Sunday Times	£2.50	52.5p	21%
Observer	£3	73.5p	22%
Scotland on Sunday	£1.70	39.95p	23%
Racing Post	£2.60	61p	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	21%
Sunday Express	£1.40	29.65p	21.18%
Sunday Post	£1.60	33.6p	21%

Weight Watchers	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	840g	345g	75g	3	45g
Telegraph	780g	130g	5g	1	5g
Mail	680g	225g	115g	5	45g
Mail on Sunday	680g	250g	50g	1	50g
Times	665g	135g	5g	1	5g
Guardian	630g	255g	20g	2	10g
Sun	565g	210g	55g	4	45g
Sunday Telegraph	520g	290g	0	*	*

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

Insertion payment guide

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

*By negotiation