

RN

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insights
and ideas
to make more
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Shaping the future
of independent retail
since 1889



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WELCOME

Judging by the number
of questions Sunder
faced, hearing his
experience
really captured
retailers' imaginations

Editor

Chris Gamm

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I never thought I'd be able to sell beer for a drastically more expensive price, but I had nothing to lose, so I gave it a go. I was shocked – it just took off."

In the final keynote presentation at last week's Local Shop Summit, Leamington Spa One Stop retailer Sunder Sandher shared the impact partnering with Deliveroo is having on his business.

The service has added £600 to his weekly sales and £10,000 to his annual profit, he told us. Most importantly, customers love it and are willing to pay a premium for it because of the convenience it offers. One key stat he shared was that prosecco is his second bestseller, with 23 bottles sold a week at double the shop price.

Judging by the number of questions Sunder faced, hearing his experience really captured retailers' imaginations. A few hours later, he tweeted that more than 20 people had asked for his Deliveroo contact's phone number.

Later that day in RN's panel session, we talked about how disrupting the traditional convenience model – or your shoppers' missions – needn't be complex or scary.

The reaction to Sunder's story shows that hearing real life examples, told in the language and terms of an independent retailer, inspires action.

It's why I take pride in the number of retailers the RN team speak to each week to source advice and ideas for things that have worked in their stores.

There are lots of inspiring examples over the next 45 pages to help your business adapt, evolve and grow.

BREAKING NEWS

Deposit plan is backed by 71% in RN readers' poll

More than 70% of RN readers voted in favour of a bottle deposit return scheme being implemented across the UK.

The poll has revealed 71% of respondents felt the scheme, which was proposed by environment secretary Michael Gove last week, would benefit their business.

Of 52 respondents, just 29% rejected the idea, mirroring the sentiments of the Association of Convenience Stores (ACS), which has warned of "unnecessary time and cost burdens" for retailers as a result of the scheme.

Paul Patel, of Dibden Purlieu News in Southampton, told RN he would support the introduction of a bottle deposit return scheme as long as it brought him repeat custom and was implemented fairly.

"If it's a case of purchase in, purchase out, it's a good system," he said.

NFRN Awards record entry

The NFRN has received a record 300 applications from retailers for its national awards, which will be held in London next month.

Applications have been shortlisted to 33 finalists in eight categories, including two new ones to meet the record numbers - Convenience Symbol Retailer of the Year and Retail Innovation of the Year.

The winners will be announced on 22 November at the Royal Lancaster Hotel in London.

NFRN Shoplink head of trade Carolyn Kirkland said: "It's a positive step forward for the industry. Independent retailers are changing their business models to achieve consumer expectations."

West Midlands' tasty trade event

West Midlands' District held a nine-branch trade night and curry event in Birmingham on 5 October. Around 80 people attended including suppliers Mondelez, Camelot, Ritmeester Cigars and PepsiCo who set up exhibitions offering free merchandise and special offers. NFRN national president Linda Sood said: "Events like this mean you get to meet a lot of NFRN members, alongside suppliers, and you get to share best practices and make important contacts."



Group boss confirms ties to be cut with P&H 'Not knowing is difficult'

New Costcutter supplier delay frustrates retailers

by Helena Drakakis
RNreporter@newtrade.co.uk

Costcutter will confirm a new supplier by the end of the month, retailers told RN. However, many feel let down the announcement did not happen at the company's Expo conference last week.

According to RN sources, the symbol group's chief executive Sir Michael Bibby confirmed it will sever ties with current wholesaler Palmer & Harvey (P&H), however a replacement deal has not been finalised.

One retailer, who asked not to be named, told RN: "Sir Michael Bibby told the conference explicitly that a new wholesaler will be in place in the next couple of weeks, but that an announcement cannot be made for legal reasons."

However, this has left many disappointed as they continue to struggle with availability issues. Another retailer, Arnaud Leudjou, of Costcutter Brunel University in Uxbridge, said he saw several products at the Expo which are not available through P&H.

"Smirnoff Cider comes in raspberry, passion fruit and grapefruit variants. I saw them at the Expo and thought they would sell very well in my store. However, one is not listed on the P&H site and one has been discontinued. These are the issues we face," he said.

David Wyatt, of Costcutter Service Station in Crawley Down, said: "Not knowing what will happen is difficult and the Expo would have been a good time to announce it. However, I accept a deal has to be the right deal and we

have to be patient."

A spokeswoman for Costcutter said during the address Sir Michael gave retailers at its annual gala dinner he reiterated that the group is actively exploring "all available opportunities".

"Sir Michael made it clear the focus is on making an announcement this side of Christmas," she said.

"With regards to P&H, we are supportive of the process they are going through and our team has been working with P&H on behalf of our retailers to improve the availability and service they receive."

Cut-price Glamour loses its print appeal

Condé Nast's decision to cut Glamour magazine's frequency from monthly to biannual has not come as a shock to retailers, they told RN, after a change in cover price failed to reduce a significant sales decline for the title.

The move follows the publisher halving the price of the title to £1 at the start

of this year. Glamour content will now be published online first, with the biannual edition billed as the "ultimate beauty bible and style guide".

"Condé Nast devalued its own product by cutting the price," said Matthew Clark, of Penylan News in Cardiff. "Is Glamour a gossip magazine or a quality

woman's monthly? If the publisher is not sure, how can readers be expected to know?"

Paul Bridgewater, of The Cabin in Freshwater, Isle of Wight, said the format change had not been enough to grow sales.

RN columnist Neville Rhodes said the loss in revenue from the price cut

had clearly not been outweighed by enough of an increase in advertising.

Condé Nast managing director Albert Read said today's Glamour readers move to "a different rhythm" than those who bought it when it launched in 2001.

The last monthly issue will be in December.

Final decision to be made early next month 'I think the vote will be very close'

Shareholders to decide on Nisa's £137.5m Co-op deal

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

The Nisa board's unanimous backing of a £137.5m acquisition by Co-op could spell the end of months of uncertainty, retailers told RN, but the final decision now lies in the hands of its shareholders.

The board announced its decision to support the deal on Tuesday, revealing plans to host a series of roadshows across the country to enable retailers to ask questions, while also addressing any concerns.

It is now up to the two companies to convince members of the benefits for their stores, with a vote set to take place in early November.

Harj Dhasee, of The Village store in Mickleton, Gloucestershire, said: "I think the vote will be very close. Overall, I would say more people want it but the proof will be in the pudding at the roadshows and they will have to be convincing.

"I would be excited to access to a great fresh produce range. My main concerns are over price,

products and promotions. The products will be there but will they be at the right price, and will the promotions be right?"

If the deal is given the go-ahead the Co-op will pay up to £137.5m over a period of four years, plus £5.5m in transaction costs.

Nisa will remain a standalone business, with shareholders set to receive an initial payment of £20,000 as well as additional rebates over the four years.

Anil Pankhania, of Nisa Local in Paddington,

responded positively to the update. "Nisa is a fantastic brand but we need stability and this way we keep that great brand," he said.

Ravi Kaushal, of Nisa Station Parade in Chiswick, London, also said he would welcome a deal, praising Co-op as an "ethical" company.

"I think it is a much better idea than the merger of retail and wholesale giants Tesco and Booker - which really will be the end of the convenience store if it goes ahead. It will kill all the competition," he said.

Charges for new £1 coin lead to call for review

Retailers have called for a review of the way new coins are brought into circulation after incurring bank charges to withdraw the new £1 coin to keep up with demand.

Peter Robinson, of Robinson Retail in Pembroke, and John Parkinson, of Broadway Premier in Penhryn Bay, Llandudno, told RN there had not been enough of the new coins in circulation.

"We are paying around £1 per every £100 for change we are drawing from the bank - a far higher fee than we would pay for putting money in," said Mr Robinson.

The comments follow reports that the Federation of Small Businesses expects thousands of shops will not want to let their customers down by saying they cannot pay with a round pound if they do not have any other change, according to The Telegraph.

Pret boss: happy staff, happy shoppers

Retailers who prioritise staff satisfaction can have a greater impact on shoppers' in-store experience than marketing - leading to a boost in spending and repeat purchases, a Pret a Manger boss told RN.

Board advisor Mark Palmer (pictured) told retailers the best performing Pret stores generate a £50,000 weekly turnover at the Local Shop Summit in London on 4 October.

"We invest more in staff training than marketing," he said.

"Shops underperform because of unhappy staff. A typical Pret has 25 employees and we listen to all their feedback.

"Whether it's front-of-house staff or chefs; we encourage team efforts. Customers won't return when served by unhappy employees."

Abdul Arain, of Al-Amin Store in Cambridge, said: "I hold training where staff roleplay; such as acting as customers at the deli - it's interactive and provides an opportunity



for staff to bond.

"We have only had two staff absences in the last year, we have a £1m annual turnover and our average basket spend is £10

because customers have a better experience."

Spar and Nisa told RN they hold regular conferences where retailers share best practice on staff

training. "More than 1,000 stores have undergone training to help create a point of difference," a Spar spokeswoman said.

● Local Shop Summit - p26.

£1.80 cover price for Mail on Sunday

The Mail on Sunday will increase its cover price from £1.70 to £1.80 this weekend.

The retailer margin will be held at 21%, meaning sellers will make an extra 2.1p per copy.

Publisher the Daily Mail & General Trust said the 10p increase - the first in more than 15 months - is forecast to deliver an extra £5m of RSV, maintaining the title's position of earning more revenue for retail than any other Sunday newspaper.

It added the newspaper generated more than £90m in RSV in the last year.

STORE LOOKBOOK



Sarj goes it alone

Produce grown by students at a nearby university campus, niche spirits that attract customers from 20 miles away and food to go – there is a lot that makes Sarj Patel's business stand out.

Tom Gockelen-Kozłowski reports

Pasture Lane Stores might sound like the kind of trend-heavy store opened in the past few years, but retailer Sarj Patel has been dedicated to serving the needs of the rural south-west Nottinghamshire village of Sutton Bonington for more than a quarter of a century.

It was this experience which, last year, gave him the confidence to make the store fully unaffiliated, replacing his old Lifestyle Express signage with his own unique frontage.

"We look like a proper local shop now," he says.

Although Sutton Bonington is more than five miles from the nearest super-market, and nearly 20 miles from his nearest wholesale depot, Sarj values the camaraderie, networking opportunities and ideas sharing which he finds in his local cash and carry.

"It's great to know what's going on," Sarj says.

So when a new Dhamecha depot opened in Leicester two years ago it gave him the increased self-assurance to take his own path.

The refit was a major one which cost Sarj £45,000. Yet, with many older customers in the village relying on the store, the disruption the work caused had to be minimised.

"The guys worked through the night and provided a shipping-style container which we would operate in when we weren't able to open."

It is not the first time that Sarj's instinct has told him to go it alone. He previously worked for Marks & Spencer, but wanted to do things his own way so started to look for his own store.

"You hear people say it when they are looking for a house but, for me, when I saw the store I thought 'this is the one for me,'" he says.

Sarj's dream store hasn't been without its challenges, however.

Sutton Bonington was a once thriving coal-mining village, but he has seen a nearby newsagent, grocer and butcher all close in the past 26 years. Where possible, he has tried to step in to fill the gap.

"It's just us and the Post Office now," he says.

One initiative which is helping Sarj cater to these growing demands, is a new joint Ginsters and Palmer & Harvey operation – Chilled Direct – which is helping Sarj improve his fresh and chilled offer.

"I've worked with Ginsters directly for years but this is a whole delivery offer with milk, yoghurt and bacon as well as sandwiches," he says.

The ability to offer a compelling fresh offer is now a vital ingredient in the

“I’ve seen many new ideas in RN – every store it features is different and is competing with a different set of challenges.” SARJ PATEL



What you can learn

- 1 Sarj feels his new signage emphasises his business is a 'real local store'
- 2 Customers travel more than 20 miles for the range of spirits – particularly gins – that Sarj offers
- 3 Working with Chilled Direct has develop a stronger fresh and chilled range.
- 4 Sarj has remained a big fan of visiting cash and carries

INFORMATION

Location

2 Pasture Lane, Loughborough
LE12 5PQ

Staff size

One full time, two part time

Opening hours

7am – 8pm (Mon to Sat)
8am – 2pm (Sun)



STORE LOOKBOOK



store's success. While Sutton Bonington suffered from the decline of the mining industry, the nearby university campus – part of the University of Nottingham – provides regular footfall and opportunities for Sarj to exploit.

He even stocks fruit and vegetables grown by agricultural students when the season allows it.

Sarj has also built a range of specialist spirits which can trade for up to £40, he has introduced New World wines, a coffee machine and offers an expanded range of cakes and snacks.

"The M1 is only a few miles away and a lot of locals commute so, as well as students, they will come in the morning for a coffee and a sandwich," Sarj says.

"And our alcohol range means we have customers from Loughborough, five miles away, and even from the other side of Nottingham – we haven't advertised it, it's all word of mouth," he continues.

Sarj is adamant that taking the independent step was the right one for him.

He said: "We've seen a £2,000 increase in our weekly turnover, an increase in passing trade and our basket spend is up to £7". ●

What you can learn

- 5 Sarj ensured he was open as much as possible during the store's refit
- 6 Sarj has transitioned into the plain packaging and post-EUTPD era seeing no decline in his tobacco sales
- 7 Sarj's coffee machine has brought new footfall to his business



Want to see more of Sarj's store? Go to [sarj-pasturelane-loughborough](#)



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SYMBOL NEWS



Letter to competition authority from seven rival firms Merger would 'distort' market

Wholesalers unite to get Tesco-Booker deal axed

by **Hannah Gannagé-Stewart**
RNreporter@newtrade.co.uk

Seven wholesalers and buying groups have joined forces in an attempt to block the proposed £3.7bn Tesco-Booker merger.

In a joint submission to the Competition and Markets Authority (CMA) which was published last week, the group argued the move would ultimately be to the detriment of rival wholesalers, retailers and customers.

"This merger will not just result in a substantial lessening of competition but in a complete restructuring of the wholesale and retail of groceries

in the convenience and foodservice sectors," said the letter.

One signatory, Sugro UK managing director Philip Jenkins, said the CMA's investigation into the deal had overlooked the degree to which it would distort the marketplace.

"We're trying to get the CMA to understand the principle advantage that scale can provide," he said. "We know from the supermarket commission eight or nine years ago there was a detriment to the use of scale."

The group is being advised by a competition lawyer and Mr Jenkins confirmed it would seek

advice on what action could be taken if the CMA gives the merger a green light at the end of the month.

Mr Jenkins did not rule out the possibility of Bookers' rivals following suit to compete but said: "Wholesalers are primarily family businesses. They've been around for a long time so the principle of consolidation is very difficult now. It would be a natural move to make but it's not something that could happen immediately."

Leaders from Bestway, Today's Group, Spar, Bidfood, Confex and Landmark also put their names to the letter, which said contrary

to Tesco's argument that the move would "promote customer interests", it would in fact give the supermarket "incontestable power over the procurement of all grocery categories in the UK".

It warned the merger would create a "waterbed effect", whereby prices would naturally rise for the customers of rival wholesalers as terms for Booker's customers became more favourable.

The CMA is expected to issue a provisional decision towards the end of this month, followed by another short period of consultation. The final decision is due before Christmas.

Misra is Nisa interim boss

Nisa has announced the appointment of interim chief executive Arnun Misra.

Mr Arnun has previously held senior executive roles at Matalan, Asda, and Loblaws in Canada. He also spent six years as chief executive of private equity-backed Cannons Health, doubling its membership base before selling to Nuffield Health.

Nisa also recorded a 12.4% increase in year-on-year sales for the first half of the year and a 0.8% increase in non-tobacco sales on a like for like basis at £505m.

The group said sales were driven by strong growth in new stores and member recruitment, with 409 stores launched in the first half – including 210 from the continued McColl's Retail Group roll out – compared to 188 last year.

New app to help Tesco boost spend

The launch of Tesco's Pay+ payment and loyalty app is part of a determined move by the supermarket to secure a bigger share of shopper wallet, according to Kantar Retail senior analyst Derya Yildiz.

Pointing to rival schemes at Sainsbury's and Costcutter, Ms Yildiz said Tesco's app was "a much simpler yet effective move".

The retailer has also extended its same-day grocery delivery service across the UK, mimicking Amazon Prime membership by making the service free to Delivery Saver members.

He said the store is also planning flash deals in key categories like toys, in the race to secure holiday spend ahead of Christmas.

The supermarket reported a 27.3% rise in group operating profits to £759m as part of its 2017/18 interim results, alongside a 3.3% sales growth.

Select & Save outlines business overhaul plan

Select & Save has announced plans to overhaul its business model in the next 12 months to provide its retailers with the "best opportunities" in a competitive market.

The fascia announced the appointment of former One Stop and Costcutter

director Andrew King as managing director on 6 October.

Speaking to RN, Mr King said: "All of this consolidation creates uncertainty and we have to make retailing simpler for our members."

Select & Save plans to

refresh both its logo and fascia design, as well as the overall look of its stores. It also intends to focus on shopper missions to help drive revenue for retailers.

Another focus will be on training – ensuring retailers are kept up-to-date with legislation and staff

management.

"Our supply chain will be reviewed to ensure retailers get what they want," said Mr King. "We might stay with Nisa, but we've also been reviewing opportunities with Booker, Bestway and Palmer & Harvey."

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

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NEWS & MAGS



Retailers can boost sales by developing firm relationships 'We know who is buying Tes'

Local knowledge is king says Tes mag publisher

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Independent retailers who capitalise on their local knowledge have an opportunity to bolster magazine sales, the publisher of Tes and THE (Times Higher Education) has told RN.

Tes Global's head of operations Greg Frost said the company is focused on growing independents' revenue, as they already make up 50% of Tes (formerly Times Education Supplement)'s total sales.

Tes is hoping to tap into retailers' relationships with schools in their local area. It has also recently invested in an incentive scheme with the NFRN, in which 50 retailers were sent two free copies of Tes a week for one month to deliver to a school, receiving £50 for taking part.

"From a newsstand sales point of view, what we have lost in the whole-sale consolidation is local knowledge, for example if there is a teaching event or a new school opening.

Staff at the new 'super hubs' just don't have that knowledge for the whole area they cover," said Mr Frost.

"We know who is buying Tes – teachers – and we know where they are all day. If retailers deliver to a school but don't deliver Tes, there's an opportunity there for them, and if they go past a school but don't deliver at all, it's worth going in and speaking to them about Tes."

Mr Frost is awaiting the

results of the incentive scheme with the NFRN, with the most successful participants set to receive vouchers, but said there are plans for a similar scheme with the federation during the title's next annual sales peak in January.

The title's price went up from £3.20 to £3.50 at the end of August.

"We have put the price up but we haven't changed the terms and we have no intention to," said Mr Frost.

Archant cuts margins across titles

Archant has increased the prices of 34 titles across its portfolio of regional newspapers, with the majority undergoing a cut in retailer terms.

A total of 22 (65%) of the titles incurred the highest margin reduction of 4% in the changes, which came into effect last week.

Stacey Brown, of Best-one Barton Tors in Bideford, sells around 20 copies of the North Devon Gazette every week, which had a price rise from 50p to 70p and a terms cut of 4%.

"The cut is disappointing. Customers have been complaining because it's a big price jump."

The NFRN's head of news Brian Murphy said the federation is "concerned" about the impact of the margin cuts.

Archant declined to comment.

Cult mag relaunches

A cult jazz magazine has relaunched after closing a decade ago thanks to changes in the musical and publishing landscape.

Initially, the new run of Straight No Chaser is being published quarterly, with plans for at least two more issues after the current one, number 98. It is priced at £10.

In an editorial article published in the magazine, editor Paul Bradshaw wrote: "Why did the magazine cease? I'd have to say it was a question of timing and the impact of the internet."

"A decade down the line the game has changed, a window opened [...] we've decided that SNC98 will reside largely offline. We've opted to go deeper."

Iliffe launch is latest in expansion phase

Iliffe Media's launch of a paid-for title is testament to a successful local news strategy, the publisher's chairman told RN.

The Bishop's Stortford Independent went on sale last week priced at 80p, with a retailer margin of 25%, after the successful launch of The Cambridge

Independent last year.

"It's a two or three-year project in terms of getting to where we want to be but we are pleased with progress so far," said Edward Iliffe.

"We focus on positive news because we believe that's what people really want to read. We

also want to have a presence on the high street; we think that is very important."

Staff have moved into the office formerly occupied by the Herts & Essex Observer in the centre of Bishop's Stortford, which was closed last year when that title's staff were

moved to Trinity Mirror's Hertford office.

The launch marks the latest stage in Iliffe's expansion after the company purchased 13 East Anglia Johnston Press titles as well as the KM Group, which publishes 13 Kent newspapers, earlier this year.

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PRODUCT TRENDS

Full range of sugar options for energy

Retailers must stock a full range of full, low and no-sugar products to drive sales across the energy drinks category, Lucozade Ribena Suntory (LRS) told RN.

Commercial marketing director Mark Sterratt said retailers can attract the most customers by stocking the right range. "We made the decision last year to reduce our range's sugar content by half in line with next year's sugar levy, but it's still important to offer choice, whether that's zero or full sugar," he said.

"We did see a drop in sales when we first launched lower-sugar variants, but we added 12 million shoppers this year because they are seeing the appeal."

Chris Shelley, of Shelley's Budgens in Horsham, said: "We're seeing a 50% split across energy drink sales in store. Parents prefer to take sugar-free drinks but we're still getting customers who buy three or four energy drinks with sugar a day."

Natural way to win sales

Energy drinks made with only natural ingredients can provide a 'huge opportunity' for independent retailers, says iPro Sport.

Richard Lamb of Lucid Direct, iPro Sport's marketing company, said the category's demand has increased.

Pav Sahota, of Raw Store in East London, told RN: "Energy drinks with natural ingredients like Savase and Innocent are a big seller. We sell more than 150 bottles a week."

iPro Sport (RRP £1.99) is exclusive to independent retailers through their Smiths and Menzies subscriptions, with promised 30% margins.



JTI's Mark Yexley discusses opportunities in the vaping category

Education key to unlock 'huge' vaping margins

by Alex Yau

alex.yau@newtrade.co.uk

Retailers must get to grips with the rapidly changing vape market if they are to take advantage of the opportunity it presents, attendees were told at the Local Shop Summit (LSS) last week.

Speaking at the London event, JTI's head of communications Mark Yexley said suppliers have a huge role to play in increasing sales. "Vaping provides a huge opportunity for retailers," he said.

"According to the government there are two million

adult vapers in the UK and Nielsen claims independents hold 50% of total retail share."

Mr Yexley stressed the importance of reps as a source of information for retailers. "We have a massive role to play as a supplier," he said. "Training reps can help understand the category and we have online training tools. Retailers must educate themselves, too, whether through suppliers or customers."

Meanwhile, Raaj Chandarana, of Tara's News in High Wycombe, told the audience he had only been

introduced to the market a few weeks ago but, as a result of talking to his customers about their needs, is already seeing success.

He installed a vaping gantry last month and receives margins of up to 55% on vape products. "The market is shifting to vaping and retailers who don't do it quickly enough will miss a trick," said Mr Chandarana.

"The margins are huge, but there needs to be more training from suppliers. My education comes from customers and trying the products myself. That's how committed I am."

Bay Bashir, of Lifestyle Express Belle Vue Convenience in Middlesbrough, added: "Our vaping increased by up to 10%."

"We see a big opportunity, but the main barrier is education from suppliers. It's difficult to tell the difference between the various vapes available. Retailers need to feel confident when selling these products."

Speaking to RN after the LSS, Imperial Tobacco's head of next generation products Sophie Hogg said it had already distributed a number of e-vapour guides across the independent trade.

Sweet snacks still popular, summit is told

There is still demand for sweet snacks in convenience regardless of health trends, Pret a Manger and Popcorn Shed have advised.

Pret board advisor Mark Palmer told retailers mar-

keting products around indulgence was key, during his talk at the Local Shop Summit in London last week. "While I was Green & Black's marketing director, research we carried out sug-

gested customers weren't bothered about organic. So, we marketed indulgence and sold 4.3 million bars six years after," he said.

Popcorn Shed founder Laura Jackson added: "We

sell 1,000 popcorn bags in convenience weekly. Retailers should merchandise with premium products like alcohol because they link into the indulgence mission."

BRAND SNAPSHOT



Winning by a neck

Halewood Wine and Spirits has launched promotional neck collars on bottles of Crabbie's Alcoholic Ginger Beer offering chances to win lucky prizes.



Our Kay-ley bread

Comedian Peter Kay is the star of Warburtons' latest TV ad as part of a campaign which also includes outdoor and social media promotions.



More cheese, please

Kerry Foods has refreshed the packaging on its GoGo's cheese range to increase customer awareness of how much protein is in each product.



Be Kinder to kids

Ferrero has launched an on-pack campaign to support the Kinder Bueno range. Retailers can order free PoS for the campaign.



Your nuts, my sweet

KP Snacks' Salted Caramel nut flavour is now available in 375g tins, adding to existing flavours of Roasted and Honey Roasted. The RRP is £4.



Crispy call for Walkers

PepsiCo has extended its range of £1 priced Walkers snacks with Bugles BBQ crisps. Category advice to maximise sales is available to retailers online.



They've got some bottle

This month sees Coca-Cola European Partners roll out redesigned 200ml and 1l bottles backed by a £6.6m marketing campaign.



Whisky galore!

Highland Park has launched a single malt scotch whisky into independent retail. It has an alcoholic volume of 43.1% and its RRP is £40.



Yule be refreshed

This month sees Britvic launch a Christmas-themed range of its J20 soft drinks. The selection will be supported by a £2m marketing campaign.

WHAT'S NEW



Hangry

All five flavours in the Hangry snacks bars range are made from cold-pressed fruit, oats, nuts, seeds and nothing else. The all-natural bars are wheat, dairy and gluten-free.

RRP £1.49

Contact theboss@hangryfood.co.uk



Harry Brompton's

Harry Brompton's range of alcoholic iced teas have won numerous awards. Each 250ml can has 4% alcohol content and the two flavours include Skinny Peach and Original Citrus.

RRP £2.50

Contact info@tudordrinks.com



Naanster

Naanster takes the concept of a filled naan bread and packages it in five different flavours; Balti Chicken, Beef Madras, Chicken Jalfrezi, Chicken Tikka and Veggie Tikka.

RRP £2

Contact info@naanster.co.uk



Corkers

Corkers vegetable crisps are hand-cooked, and suitable for vegans. They are available in 40g pouches and larger 125g bags. Flavours include; Parsnip with Honey and Black Pepper.

RRP 40p

Contact info@corkerscrisps.co.uk



POW

Dorset-based POW produces energy drinks without the high sugar or caffeine levels of many others. Founder Ed Woolner has been in the drinks industry for more than 15 years.

RRP £1.50

Contact info@powerfulwater.co.uk



I Love Snacks

There are five flavours in the I Love Snacks range; Olive, Mango, Almond, Pineapple and Chocolate. Each comes in a resealable pouch and are gluten and GMO-free.

RRP £1.21

Contact info@ilovesnacks.co.uk

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



Chirps

Chirps snacks are made from free-range egg whites and insect protein. Each pack includes 10g of protein, with Sour Cream & Onion, and Sea Salt & Cracked Black Pepper flavours.

RRP £2.50

Contact contactus@twochicks.co.uk



Moo Milk

Moo Milk is low in sugar, has only 1% fat and meets all school health guidelines. Chocolate, strawberry, banana and chocolate fudge cake flavours complete the range.

RRP £1

Contact sales@canowater.com

Focus

Premium hot drinks

From roasted coffees to fragrant teas, a growing number of new suppliers have created a mass market of premium hot drinks which appeal to coffee and tea connoisseurs alike



Shibui Leaf Tea

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

RRP £4.95

Contact john@shibui-tea.co.uk



Pelican Rouge

Belgian-based Pelican Rouge has been specialising in premium coffee roasting since 1863. It claims to be among one of the first companies to trade roasted coffee throughout Europe.

RRP £3.50

Contact coffeeroasters@pelicanrouge.com



Chaadao Matcha

Chaadao Matcha offers powdered green tea packaged in aluminium tins. The ground up matcha powder differs from regular green tea by offering higher caffeine content and better detoxifying properties.

RRP £20

Contact info@chaadao.co.uk

Christine Hope

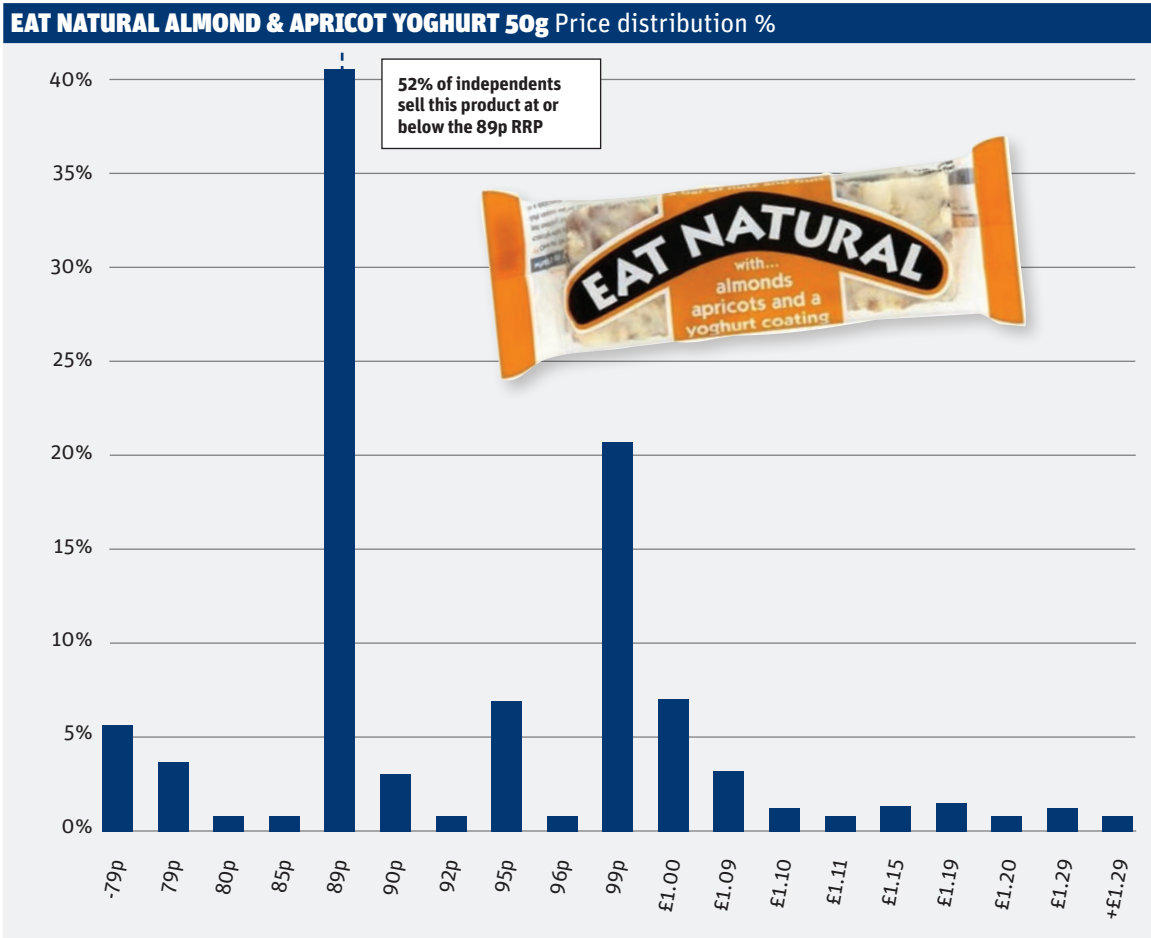
Hopes of Longtown in Longtown

Our bestsellers are Clipper and Pukka teas. We have 44 teas and coffees available – two thirds of them being premium. We drive sales by offering staff suggestions each week.



PRICEWATCH

Profit checker Cereal bars



Analysis

As our graph shows, 43% of retailers choose to sell Eat Natural at its 89p RRP, while 48% price above. The 9% who price below show how rare undercutting the RRP is when it comes to selling cereal and biscuit bars.

The proliferation of pricemarking in this category explains much of the regular adherence to RRP, but where the retailers featured in our Price Checker table have had the freedom to set prices, their higher rates are per-

haps because they are located in rural areas. The retailers we spoke to point out this is still an emerging category, so listening to customers to pick the right range and constantly updating it is essential.

Price checker

PRODUCT
Cadbury Snack Shortcake 43g
Nature Valley Canadian Maple Syrup 42g
Goodness Knows Cranberry & Almond 34g
Nature Valley Crunch Oats & Dark Chocolate 42g
Eat Natural Almond & Apricot Yogurt 50g
Happy Shopper Cornflake Bar 70g
Nature Valley Protein Peanut Butter & Chocolate 40g
Tracker Choc Chip 37g
Eat Natural Dark Chocolate With Cranberries 45g
Kellogg's Rice Krispies Squares 28g
Alpen Strawberry & Yogurt 29g
Nutri-grain Strawberry 37g

How we drive our profit

Vince Malone

STORE Tenby Stores & Post Office
LOCATION Tenby, Pembrokeshire
SIZE 900sq ft
TYPE small town

TOP TIP
Don't assume cereal bars are a breakfast substitute for young people. All ages buy at all times of the day



We recently rejigged this section so our cereal bars are in a walk-in position at the front of the store. When we started it we were expecting a younger clientele but that hasn't proved to be the case. Cereal bars sell across the board, not just as a breakfast substitute, and we find people pick them up mostly as snacks. We stick mainly to RRP with around 30% margin but we are about to review pricing on our range. We tend not to run promotions because these products sell regardless. At the moment, we are still learning because four years ago these products would not have sold.

Christine Hope

STORE Hopes of Longtown
LOCATION Longtown, Herefordshire
SIZE 900sq ft
TYPE rural

TOP TIP
If your customers keep asking for items, place them at the till area where they are visible and easy to buy



Breakfast bars did not work for us at all, but healthy eating bars do and the Nine brand is our bestseller. Because we are in a tourist area, we increase our range in the summer and reduce it in the winter. We used to have these bars displayed on a separate section but customers kept asking where they were so we placed them around the till area instead, which has increased sales and made it much easier for people to find them. I'm looking for around 25% to 30% margins on these products and try to buy on promotion so I can offer them cheaper than the supplier's RRP.

Helena Drakakis
 RNreporter@newtrade.co.uk
 020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 STORE IN SMALL SOUTH WALES VILLAGE	RETAILER 2 STORE IN CORNISH VILLAGE	RETAILER 3 LOCAL STORE IN INNER CITY LEEDS SUBURB	RETAILER 4 SMALL C-STORE IN SUSSEX COUNTRY TOWN	RETAILER 5 STORE ON PARADE IN LARGE LANCASHIRE TOWN	RETAILER 6 SHOP ON WEST MIDLANDS UNIVERSITY CAMPUS
64p	59p	–	–	59p	65p	–	83p
59p	59p	59p	59p	59p	59p	59p	–
90p	90p	90p	90p	90p	90p	90p	–
59p	59p	59p	59p	59p	59p	–	59p
93p	89p	–	99p	–	99p	–	–
59p	59p	–	–	59p	–	59p	–
85p	85p	85p	85p	–	–	85p	85p
59p	55p	–	–	–	55p	–	55p
94p	89p	–	–	–	89p	–	–
39p	39p	39p	39p	–	–	39p	39p
51p	39p	–	–	55p	–	–	–
49p	49p	49p	–	49p	49p	49p	–

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Justin Entwistle

Spar Hambleton

Ryan Bee Eggs
£1.50 for six



How did you discover them?

We started stocking the eggs around two years ago. Everybody knows about them here because they are supplied by a local car mechanic who keeps chickens in fields next to his garage. The eggs are free range and it was the supplier who originally approached us and the relationship developed from there.

Who buys them?

We have a mixture of customers but it's mainly families. When we first began stocking them we gave them a bit of a push and had a label on the shelf edge telling customers the product was local. Sales were a little slow at first but now we are selling around 20 cartons a week, and we only sell 22 of our standard eggs.

Why do you think they are so popular?

I think it's a combination of the taste and the fact it's local produce. If you ask customers, most will know about Ryan Bee and I think he supplies to a couple of other retailers too. We order around twice a week because of their popularity.

Nainesh Shah

STORE Mayhew News
LOCATION Belgravia, London
SIZE 600sq ft
TYPE inner city

TOP TIP

Listen to your customers and understand what's popular. If you have to rationalise your range, you want good sellers



Cereal bars are not a big category for me as I'm very short on space in my store, however I do sell the new Goodness Knows range. When you have to rationalise your range, it pays to keep abreast of what's selling and what is popular with customers. I operate in a part-commercial and part-residential area and my market is young people wanting a quick fix in the morning. Cereal bars are an impulse buy, and because this isn't a major category for me I go above the RRP by around 5p to 10p. I'm looking for around 25% to 30% margin on those kinds of products.

Billy Kinder

STORE Today's Extra, Gloucester Avenue
LOCATION Northampton
SIZE 2,000sq ft
TYPE main road

TOP TIP

If cereal bars sell well in the early morning, position them next to your breakfast, food to go and takeaway coffee



With individual cereal bars I keep a range of around a dozen best-selling brands, including Alpen and Kellogg's, and I'd say it's a steady selling category for me. I sometimes sell multipacks, but only when they are on offer, for example four for £1. We position these bars around the coffee area because we've found our customers use them for top-up snacks or meal replacements. We certainly sell more in the morning. Generally, all our range is price-marked, and on pricemarked bars I'm looking at a margin of 20% or just below. I do feel pricemarking squeezes the margin, though.

YOUR VIEWS

YOUR LETTERS

■ It is high time for the NFRN to make much-needed changes

The NFRN, of which I have been an active member for 45 years, has always been dependent on member involvement. Recently, the organisation has been slowly dissolving – partly due to a lack of members. Now, there are roughly 14,000, compared with the 33,000 when I started.

Newsagents appear to want to be members, but no longer wish to play a part in the structure of our great federation. The newsagent trade that the federation structure was built on has changed completely in the past 40 years. There has been a push to join branches together, but alas, that process will not get more members involved.

For example, take my own Salisbury branch – members do not attend branch meetings. So joining up Weymouth, Salisbury, Bournemouth and Southampton to create one ‘super-branch’ will not encourage members to attend meetings any more than before.

Speaking honestly, the branch district and national council system is not fit for the purpose it was de-



The branch district and national council system is not fit for the purpose it was designed for
Derek Tarrant

signed for. The call system brought in a few years ago replaced the branch system for members. If the branches are redundant, which they are, then it follows the district, and national council will be as well.

So what can we do about it? First of all, it would be better if the NFRN look at becoming a mutual society or organisation. It would allow the ‘interested’ members to take part in whatever capacity suits them. Each member would still have a voice – should they wish to or not. Secondly, perhaps a co-operative society could be considered.

I am not asking for change for change’s sake, I am asking for change because it is needed – because without it, we simply will not survive in the long term.

I realise I may upset some of our elder members who have served the federation so well, but it is those very members, together with newer members, who can set the scene for the future.

Derek Tarrant
Swanage
Dorset

A spokesperson for the NFRN said:

Mr Tarrant makes some interesting points and we welcome his comments. He is right that for the NFRN to remain as an association of influence it is important that the organisation changes and modernises.

We have changed and will continue to change to ensure we meet the needs of time-pressed independent retailers. This has meant fewer committee meetings and more regional trade shows – all of which have been highly successful. These business and social events, coupled with increased use of digital communications and social media, has enabled us to increase our reach to a wider audience. But we will not stand still and will continue to debate the many ways in which we can continue to best serve independent retailers.

■ We allow retailers to grow and improve

In response to the letter “Deliveries must be on time” (RN, 29 September)

Deliver My Newspaper addresses the need for a consistent and compelling offer across multiple titles and allows a retailer to grow their business using the offer.

All publishers make every effort to manage the delivery of their titles to market on time and in full while constantly looking for improvements. All publishers strive to get copies out by the required time to all 50,000 outlets across the country every day of the year. Due to the time-sensitive nature, on occasions we have isolated issues from road closures to production issues or breaking news. Where you experience ongoing issues, please do esca-

YOUR SAY WHAT IS THE ONE THING THE GOVERNMENT SHOULD DO TO HELP INDEPENDENT RETAILERS?



Debbie Davies

Pughs@Londis, Hay-on-Wye, Hertfordshire

For me it would definitely be to change the business rates system in some way. I don’t know exactly how they would do it, but I would like to see it more evened out between everyone in the country to make it fairer to smaller businesses. Our rates have gone up a lot and it is difficult.

Martin Lightfoot

Londis Solo Convenience, Glasgow

It would have to be rates relief. The high streets are empty and they want people in these buildings, but businesses aren’t able to invest and provide that service to their community with their rates

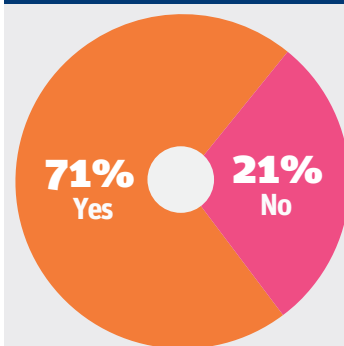
bill so high. It’s the same for established businesses too, they stop people from being able to invest and improve. Paying them quarterly would make them much better for cash flow, but I think there also needs to be more relief.

Adrian Rodda

AR News, Harrogate, Yorkshire

I’d like to see a massive reduction in business rates for retailers. In my opinion, all shops under 1,000sq ft should be exempt from them – basically the same as the Sunday trading hours laws. It’s one of the biggest costs we face and it’s not based on our ability to pay. It is like the old Victorian window tax. It’s clearly an antiquated system and I think it should be abolished.

RN READER POLL



Would you welcome a bottle deposit return scheme in England?

NEXT WEEK’S QUESTION

Will you be ignoring the Royal Mint and accepting old pound coins after the 15 October deadline?



Vote now at
betterRetailing.com

late through your wholesaler or via the specific newspaper publisher's customer service line.

Deliver My Newspaper group

Committed to high levels of service

To say that Palmer & Harvey has "supply issues caused by credit problems" and "does not have enough credit" with our suppliers is factually incorrect (RN, 6 October). We continue to meet contract terms with our suppliers and trade as normal with our trusted supply partners and valued retailers.

We serve more than 90,000 retail accounts and are committed to delivering high levels of service and availability. Should individual retailers experience one-off issues with their supply, they should speaking to their account manager so matters can be resolved.

Palmer & Harvey spokeswoman

**100
YEARS AGO**

13 October 1917

Home Notes magazine gave away furs in its autumn edition. "In the autumn a young girl's fancy lightly turns to thoughts of furs," the magazine read.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I had a phone call from the lady who keeps Queensville Stores last week. She is going mad because she has a lot of HND and her papers are arriving far too late. She has tried speaking to Smiths News at Wednesbury to get them to put on another van, but they said no. I put her in touch with Michael Williams to see if anything can be done. He does understand our needs and gets things sorted out as much as he can.

I am writing this on Saturday evening (30 September) and what a dreadful day it's been. My papers didn't arrive until 5.10am – they are getting later and later on Saturdays. When they did finally get here there was a ridiculous amount of rubbish in the polybags – it was like

ANY PLANS TO PROTECT PROFITS?

With the new debit and credit card law coming in from January, what are other retailers' plans to lessen the blow to your business?

At present we charge 35p per transaction, no lower limit spend and have a cashback limit set at £50.

We don't want to upset any customers but are planning on bringing a minimum spend in (not decided how much yet) and not allowing lottery or scratchcard purchases by card.

We're also unsure about cashback as obviously this will cost us more. We would love to hear what other small businesses have planned to protect their profit as this is where it's going to hit us.

Elizabeth Burton
Kingswear News



YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Your tweets from last week's Local Shop Summit :

Over 40% of retailers think nearly a quarter of their store will be 'food to go' in next 2 years

Steve O'Neill
@steveoneill77

So the one thing we as retailers can't afford to do is to stay the same...evolving is of paramount importance. Thanks LSS17

Dee Go
@deenfrn

I've changed my outlook on life. Retail is fun and every day's a school day. Great speech from Robert Kirkwood #LSS17

Chris Gamm
@ChrisGammRN



If you're serious about developing your business, commit to and communicate your offering says Mark Palmer

Chris Rolfe
@ChrisRolfeRN



Robert Kirkwood ... goes cash & carry every day to keep his #fresh "FRESH" with the added bonus of free fruit to every local kid

Harj Dhasee
@HarjDhasee

@sundersandher joined Deliveroo to join the big boys! Since joining he hasn't looked back! #doorstepprofits

Andy Law
@Andrewlaw596

@Vipmeasuria says core range needs to be different across the seasons

Steven Denham
@Retail_Steve

an explosion. In fact, there was so much weight, Smiths at Wednesbury sent the full bundles of the Sun magazines out the day before with an accompanying letter telling us not to put them in Friday's paper – as if we would.

If we have this much rubbish at the moment, how much are they going to expect us to deal with nearer to Christmas? The poor paper boys and girls will be on their knees. Another thing is you can't get the papers in the letter boxes when they are this thick.

The holiday boating season comes to an end at Norbury Wharf this weekend so things will be very quiet there and it will mean a few less papers being needed.

YOUR NEWS

Green dots to show gluten-free products

A Premier store has seen a 12% uplift in free-from sales after using green dots designed to tell customers quickly which products are dairy- or gluten-free.

Anita Nye, owner of the store in Orpington, Kent, began placing the dots across the one metre free-from display 18 months ago. She came up with the idea after noticing customers spent a lot of time studying food labels. "The free-from trend is growing, but our customers' time in-store was being taken up with checking labels," said Mrs Nye.

"We trialled the green dots and found it was a success because fewer customers ask what is gluten- or dairy-free and our sales have definitely increased. The shopping experience overall is much easier for them."

Irish to call for new trade role

Irish retailers plan to call for the creation of a small business ombudsman to promote their interests at Dáil Éireann (the Assembly of Ireland).

Speaking at an NFRN Republic of Ireland district council meeting last week, Athlone retailer Martin Mulligan said: "The ombudsman's role would be to promote jobs and keep what we have and keep the shops in the communities before they're all gone."

The branch is hoping to take 30 retailers to the meeting with ministers on 1 November.

It is hoped an ombudsman could offer support on issues such as retail crime, carriage charges, commercial rates and the National Minimum Wage.

Former president first to refit under Everyday fascia 'We needed to add food to go'

Cakes, vapes and coffee as NFRN's Ray rebrands

by Chris Rolfe

chris.rolfe@newtrade.co.uk

A retail husband and wife duo have taken the brave decision to completely transform their traditional newsagents into a modern and innovative convenience store under the NFRN's new Everyday fascia.

Former NFRN president Ray Monelle and his wife Andrea became the first retailers to refit under the federation's fascia when their modernised business in Weston-super-Mare was unveiled last week.

"If you don't bring your store up to standard you'll go under because customers these days expect certain standards. People can't believe what we've done here," said Mrs Monelle.

The couple have added IQOs, a full vape station, locally baked cakes and a basic convenience and food to go offering – including meat snacks, pies, dairy products and ready meals – to their range. They will receive deliveries from Booker, which is partnering with the NFRN to supply Everyday stores where retailers request delivered supplies.

"We chose to trial Everyday because we wanted every corner of the shop



Mr Monelle and his wife Andrea at their store opening event last week

overhauling and welcomed the NFRN's advice because we knew we needed to add food to go," said Mr Monelle.

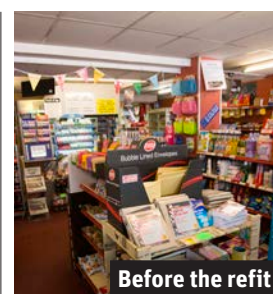
The couple have also implemented Zapper payments, screens which display newspapers' front pages every day, as well as slush and coffee machines.

The store is also first to trial Pastorfrigor's micro-channel refrigeration technology, which is 47% more energy-efficient than Mr Monelle's previous sys-

tem, and compliant with legislation set to phase out refrigerants by 2020.

Speaking at the launch, NFRN chief executive Paul Baxter said: "This looks like a 2,000sq ft solution, but in a 600sq ft store. We want Everyday stores to act like multiples but be independent and we will support store development on every level."

Retailers interested in joining the new fascia must commit to having EPoS and can choose to



Before the refit

receive deliveries from Booker, but would not be compelled to work with any wholesaler or follow set planograms.

App for retailers to organise events nears launch

A retailer-turned-tech entrepreneur is on the cusp of launching an app that could help retailers manage and promote events via a custom-made social media stream.

Peter Lamb, of Lamb's Larder in East Sussex, has been developing the app for two years and has

trialled it with a local cricket club, with a view to expanding it into other industries, including convenience, by the end of the year.

"Whether it's a store promo for a new soft drink, or a seasonal event like Halloween, the technology draws

attention to your shop," said Mr Lamb.

The package, which is called Thinking Sports, combines tweets, video clips, updates, or sponsor messages, for example, into a live Twitter feed for the duration of an event.

"Events give a retailer the opportunity to

promote something and for sponsors it's a goldmine," he said.

The app, which will be available either as a complete package run by Mr Lamb's company, or through a £20 per month rental fee, will also extend to other social media platforms in the future.

YOUR REGION



YORKSHIRE NFRN DISTRICT COUNCIL REPORT 03.10.2017

John Dean reports from the NFRN Yorkshire district council meeting

NFRN must keep applying pressure

It is crucial the NFRN continues to campaign on behalf of retailers as the pressures they face further increase, said district vice president Tas Sangha.

He told delegates independent newsagents are having to cope with increased costs through the National Living Wage, the introduction of the pension auto-enrolment system and rising prices.

He said these factors were combined with the lowest level of customer spending the UK has seen for several years.

Mr Sangha referred to the recent NFRN protest outside Smiths News head office in Swindon at continued carriage charge increases yet persistently poor service as an example of how the federation fought for retailers.

He said the federation had to keep fighting to represent the cause of newsagents.

"Costs are escalating for newsagents and in the face of these challenges we have to keep strong," said Mr Sangha.

Chesterfield member Stuart Reddish, who played a key role in the Swindon protest, said the event had an effect because it persuaded senior Smiths News staff to listen to the complaints.

"This kind of thing makes them accountable," he said.

Menzies' service 'diabolical'

Concerns were raised over the level of service retailers were receiving from Menzies, following late and erratic deliveries.

Chesterfield member Stuart Reddish described the service as "diaboli-



Members were urged to check invoices to ensure they weren't being overcharged

cal", while a meeting between Hull and Grimsby members and the distributor on 2 October in Hull



Andrew Taylor

was described as "passionate" by Hull branch member Andrew Taylor. He said a particular concern expressed by members was missing tote boxes.

York member Nick Carling said there had been serious problems in the York and Harrogate area and York member Nick Lister said: "Menzies is not fit for purpose."



Costs are escalating and in the face of these challenges we have to keep strong

Tas Sangha

Vice president, Yorkshire

Members agreed to set up a further meeting with Menzies at Wakefield to discuss the problems.

Despite recent issues, members said they were delighted at the success of a Menzies trade day in July, which gave Yorkshire retailers an insight into the company's activities in Wakefield.

Bradford member Stephen Hunter, one of the event's key organisers for the NFRN, said the day was well attended by retailers, many of whom had appreciated the chance to talk to Menzies staff.

Mr Taylor said: "It was a fantastic day, superb."

Mr Reddish said: "This is the kind of thing the federation should be doing."

Make sure you check your bills

District president Jay Banning urged newsagents to check their bills to avoid being overcharged, during his opening address at the meeting.



Stephen Hunter

He said in addition to being more vigilant, members should be prepared to challenge any bills they discover are wrong.

Mr Banning said he was concerned too many traders did not thoroughly check their bills before paying. He said: "We are paying bills and not knowing what for. It is important that we all check our bills to make sure they are right."

'Unfair' exit fee challenged

Members expressed concern at the charge being imposed on traders who leave their contracts with Payzone mid-term.

Grimsby member John Grice said the initial fee to be charged was £1,000 but, although action by the NFRN's legal team had seen it reduced to £250, he remained concerned a fee was being charged at all.

"A termination fee when you leave is unfair," he said.

The NFRN has recently expressed concern at the new contracts that were being imposed by Payzone.



John Grice

Your say

What point of difference do you have in your store that helps you beat competition from the discounters?



Competing with the discounters is about the range that we stock. We stock a diverse range of products so people can buy the things they want when they come into the store, but it is also about offering a good quality of service.

James Wilkinson
Pybus News,
Boroughbridge



We cannot compete with the discounters on price. What we can do is offer customers a personal service and quality products. Personal service is important. We have to offer the things the discounters cannot offer.

Kishor Patel
Riddlesden Convenience,
Keighley



We try to compete with the discounters on price and we do that by buying end-of-line clearance stock. We can then sell it at low prices and show we can compete with them on price on some products.

Stuart Reddish
Londis stores,
Chesterfield and Sheffield

App presentation from Zapper

Representatives from payment app Zapper gave a presentation to the meeting explaining the technology.

They said 74% of customers already make payments with smartphones and the figure is expected to increase in the years to come as use of cash declines.

During the presentation, they said during an eight-month trial, spend in stores taking part went up by 35% and visits to shops increased by 61%.

YOUR REGION



REPUBLIC OF IRELAND NFRN DISTRICT COUNCIL 03.10.17

Kathryn Gaw reports from the NFRN Republic of Ireland district council meeting

Ombudsman call by Irish retailers

Irish retailers said they plan to call for a small business ombudsman at Dáil Éireann (the Assembly of Ireland) to raise awareness of the issues they face.

Members hope to bring up to 40 fellow retailers when they present their manifesto to ministers on 1 November.

"We need to get the ombudsman as soon as possible," said Midlands & West branch member Martin Mulligan.



Martin Mulligan

"We'll be putting forward that the ombudsman's role could go to one of the existing ministers.

"Their job will be to promote jobs, keep what we have and keep the local shops in the communities before they're all gone."

It is hoped an ombudsman would offer support on issues such as retail crime, carriage charges, commercial rates and the National Minimum Wage.

"We need them to create an Office for Small Business and allocate it €5m," said Donegal North West branch member Packie Doherty. "That would be a start."

Ireland's five independent ministers have already pledged their support for small retailers, but members of the district council warned that they had to act quickly before the next election.

"In my opinion there's going to be an election within the next 12 months and if we don't get those five ministers on board we'll be sidelined," said South East branch member Peter Steemers, chairman of the NFRN's



A delegation of NFRN members and retailers will attend the Dáil Éireann (Assembly of Ireland) on 1 November to call for a business ombudsman

ROI district.

Council members agreed to try to get between 30 and 40 other retailers to join them for the Dáil meeting on 1 November, and offered to cover their travel expenses, hotel accommodation,



Packie Doherty

dinner and breakfast.

A media campaign is also being planned to draw attention to the retailers' requests.

Mr Doherty suggested a planning meeting before the end of October, to enable members to make the most of their Dáil visit.



We need to get the ombudsman as soon as possible

Martin Mulligan

Retailer, Athlone

Irish praise for 'Enough' campaign

Irish members praised the effectiveness of the NFRN's Enough is Enough campaign in the UK and said they hoped a similar campaign would be carried out in Ireland.

More than 30 NFRN members took placards to the offices of Smiths News in Swindon on 18 September, in a protest against rising carriage charges.

"The 'Enough' campaign has been gathering momentum over in England and please God it will come over here as well," said Peter Steemers. "It would be

good to recognise the fact we have to pay for these charges."

NFRN retail development manager Nicky McGrath said the protest had been a success as Smiths is now starting to listen.

"If we got 30 or 40 retailers gathered together outside the offices of Newsprint, we'd have the same effect," said Mr Doherty.

Poor returns from lottery sales

Irish newsagents are "lucky to get 6%" on their lottery sales, the meeting heard, 30 years after the National Lottery was founded in Ireland.

In advance of a joint meeting between the NFRN and the National Lottery on 18 October, one member suggested they should ask for an increase in newsagents' sales commission.

"Does anyone ever bring up the percentage?" asked Mr Doherty. "It's been 30 years now and we're still on the same level."

However, South Munster branch member Tom McDermott pointed out newsagents

in the UK are only receiving 5% on the same service.

He reminded members that in 2014 Irish retailers specifically asked the National Lottery to guarantee the 6% in return for their support of the new operators.

"They were taken over by a Canadian pension fund and Camelot," said Mr McDermott. "We said we'd back you if you guarantee our commission of 6%. You don't have to stock the product. The staff are already there. We're damn lucky to have the 6%."



Tom McDermott

Your say

How do you plan to profit from Halloween and other upcoming seasonal opportunities this autumn?



I have all my Halloween stuff coming in next week and we hope for a good season, then we're into Christmas. We'll also be stocking more multipacks of sweets, face paints and so on - anything we can get our hands on.

Martin Mulligan
Londis, Athlone



We dress the shop with witches and we have a huge Halloween display. We get customers hyped up for Halloween and hope they'll buy lots of apples and nuts and decorations from us. We do a lot of costumes for kids' and adults as well.

Tom McDermott
Londis, Clonmel, Co. Tipperary



I have a lot of stock left from last year and that will be where my profit comes from. Then I'll just fill in the gaps. The gaps are small enough so my purchasing for this year will be small, but I hope my sales will be bigger.

Peter Steemers
Steemers O'Leary's, Buncloody



COMMITTED TO OUR RETAILERS SINCE 1977

"Nisa are world class when it comes to delivery. We've always enjoyed over 95% of deliveries arriving on time and in-full, so have never had issues with availability or stock.

But when Nisa suggested that we switch to the new Nisa store of the future format we couldn't have predicted what an impact it would have, it really has taken our business to the next level.

The Nisa team remodelled the whole store to take advantage of extra space made possible by a reduction in size to our stock room. It was a big jump, but the move was made possible due to the reliability and frequency of Nisa's deliveries, meaning we could easily work around the smaller stock room and maximise our selling space.

Nisa carefully worked out the range by identifying the main missions first, then location and category space. Only then was range selected. The promotions that Nisa provide are perfect for our customers and mean we can offer real value on the products our customers want to buy every day.

The results have been a hit with the locals. The customers love what we've done here and they tell us that they feel the store is larger and more open than before, so we want to adopt the same format across our portfolio."

“

Nisa's phenomenal delivery service is unrivalled and better than we could ever have expected.

Anish Keshwara, Nisa Local, Whittlesey

”

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Nisa
Making a Difference Locally

SUMMIT REPORT

The future's bright

With the background of industry upheaval, rising costs and changing demands, a host of the industry's top minds met at the Local Shop Summit. As Tom Gockelen-Kozlowski discovers, there are many reasons for optimism

LOCAL
SHOP
SUMMIT



THE KEYNOTE SPEAKERS



Pret A Manger's former global marketing manager and the man behind Green & Black's meteoric rise gave his insight on how to communicate your store's brand

FIVE THINGS WE LEARNED FROM MARK PALMER

Remember the most important goal

Marketing is about charging people more for your products or services. You have got to give customers more reasons to legitimately pay more. I write those words down on a piece of paper wherever I work.

Choose a few ways to advertise, do not try to do it all

Sometimes in marketing you feel obliged to do a little bit of everything – online, leaflets, direct mail. One of the things I have learned is just to say no to some of those things. Pick a couple of ways to communicate and do them with consistency.

Listen to the cynics – and try to convert them

Make sure you speak to people who

you think should be shopping with you but are not. We did a focus group with shoppers when I worked with Green & Black's and discovered our packaging looked hopeless and needed to be more indulgent.

Over-communicate your offering

Customers live very busy lives and are constantly bombarded by competing brand messages. You'll be surprised how little customers notice and they will tend to get bored of message a lot later than you will.

Give your new product offer time

A quarter of Pret's revenue comes from coffee and tea – it's been a game changer. Coffee drives frequency but it takes three to five years until that is what people say they know you for.

Former sales rep Robert Kirkwood had long dreamed of opening his own store. Barely two years after he launched his first one – a 470sq ft unit that nonetheless provides a full convenience offer – Robert is about to open his second store

FIVE THINGS WE LEARNED FROM ROBERT KIRKWOOD

Do your research – and camp out if necessary

When I found out about this store I wasn't certain. But I camped out in my van and watched people going past. Despite the fact making deliveries is very difficult, I realised there was a real opportunity with this site.

Size doesn't matter

My store is only 470sq ft but I had my busiest week last week and I was turning over £20 per square foot per week. And that was from £0 less than two years ago.

Reach out for help and support

I was lucky enough to get a visit from Premier's brand director Martyn Parkinson who asked me what I needed. I needed a meal deal for tea time and he came back with one, which now

goes in my freezer and is available nationally.

You can learn this industry on the job

I left school with no qualifications but I worked as a baker, a duty manager for Scot Mid and then became an assistant buyer for a food hall. I ended up being a sales rep in the highlands – which was fantastic – and that's where I decided I wanted to open a shop.

You can find space for trends if you do it right

My point of difference is craft beers, which we put in a beer cave. We have three local breweries in a five-mile area. After finding the right supplier in Edinburgh, we're now selling five to six cases of craft beer every week.



Sunder Sandher may have been at the top of the convenience game for 34 years, but by working with companies such as Deliveroo to increase his trade, he shows he still has the urge to innovate

FIVE THINGS WE LEARNED FROM SUNDER SANDHER

We've added value to our store

Getting Deliveroo was about bringing value to the store. Deliveroo provides marketing tools which are second to none, and now I'm no longer just the corner shop but I'm with the big boys, the restaurants like Wagamama.

Success can come quickly

I was shocked – I was getting deliveries as soon as I put Deliveroo into my store. We're now seeing orders of roughly £600 or more per week. It's going to be worth more than £10,000 profit to my business this year.

Double your prices

The first thing we had to do was create a price structure. With spirits it is very price-sensitive and Deliveroo do charge 30% on top – so I left spirits

prices where they were. On everything else – snacks, soft drinks, wines – I just doubled all the prices and thought, 'I'll see how this goes'.

Know your customers

We're attracting orders from outside our usual area and we get access to their addresses, phone numbers and names too. The day after an order, we give them a call and find out why they ordered and offer them a free product or discount next time they use the service.

If Deliveroo hasn't arrived – put your name down

If you haven't got Deliveroo in your area put your name down because you will get first refusal. If Deliveroo is in your area I urge you to take it up. ➤

SUMMIT REPORT

THE SESSIONS

Session one

Disrupting the traditional convenience model

Brought to you by



Industry expert

Chris Gamm, editor, RN

Retailer panel

Paul Baxter, chief executive NFRN
Jack Mathews, Bradley's Supermarkets, Loughborough
Siva Thievanayagan, Nisa Local Fletton, Peterborough

The chair's report

Tom Mulready, marketing manager, Newtrade
What was the most exciting thing you discussed that will have the biggest effect on the industry in the next 12 months?

A lot of what we discussed was about how to make the experience of shopping in your store really memorable for your shoppers.

What was the most surprising thing you discovered?

For a conversation that was all about disruption, the most surprising thing was how often the word 'consistency' came up. Keep doing things, keep trying things, and while it might not work straight away, it might in a few months' time.

What was the easiest thing a retailer could implement in their store tomorrow?

The key thing about disruption is knowing your customers and what they want from you as a business so, it's about going back and listening to the people who shop with you.

Session two

Maximising the fresh opportunity

Brought to you by



Industry expert

Mike Baker, brand director, Budgens

Retailer panel

Joe Williams, The Village Shop, Hook Norton
Paul Gardner, Budgens of Islington, London
Raj Aggarwal, Spar Wigston, Leicester
Ranj Hayer, Premier Hayers, Weston-Super-Mare

The chair's report

Tom Gockelen-Kozlowski, features editor, RN
What was the most exciting thing you discussed that will have the biggest effect on the industry in the next 12 months?

The most exciting thing is the fact it's getting to the point now where everyone is getting involved with fresh, no matter their store type.

What was the most surprising thing you discovered?

I was really surprised by the number of questions from retailers about every element of fresh – from how to compete with supermarkets to how to organise a delivery. There's obviously a great thirst for knowledge out there.

What was the easiest thing a retailer could implement in their store tomorrow?

Start with a range of 15 products and grow your fresh range from there. All the retailers on the panel agree you have to give it three to six months to see if fresh will succeed in your store.

Session three

Catering for health-conscious shoppers

Brought to you by



Industry expert

Mark Sterratt, head of market strategy and planning, LRS

Retailer panel

Chris Herring, Londis Shiphay, Torquay
Ian Handley, Handley's Go Local, Sandiway
Anita Nye, Premier-Eldred Drive, Orpington
Aman Uppal, One Stop Mount Nod, Coventry

The chair's report

Louise Banham, editor, Retail Express
What was the most exciting thing you discussed that will have the biggest effect on the industry in the next 12 months?

Sugar tax. It's going to have a big effect and it's going to add a lot of cost on to products. A litre of Coca-Cola will have an extra 24p on it, for example.

What was the most surprising thing you discovered?

One great idea retailers seemed very excited by was from Anita Nye, who puts a green sticker on all her free-from labels so customers immediately know what to buy. It was time-consuming to begin with but makes her store easy to shop.

What was the easiest thing a retailer could implement in their store tomorrow?

Tastings for healthier products are key because you've got to let customers know what these products taste like. Aman Uppal said he does this and gets great results.

Session four Increasing core range profitability

In association with

**MARS
WRIGLEY**
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Industry expert

Shelley Kavanagh, impulse sales controller, Mars Chocolate

Retailer panel

Vip Measuria, One Stop The Priorway and Draycott, Derbyshire

Harj Dhassee, Nisa Mickleton Village Stores, Gloucestershire

Danny Wilson, One Stop (7 stores), Scarborough

Trudy Davies, Woosnam & Davies, Powys

The chair's report

Chris Rolfe, associate editor, RN

What was the most exciting thing you discussed that will have the biggest effect on the industry in the next 12 months?

One of the things we discussed was how protein products and nuts are going to become part of the core of confectionery category.

What was the most surprising thing you discovered?

One retailer on our panel, Trudy Davies, has added 10p onto the price of a Mars bar in her store, even though she has a competitor store next door. Customers choose to come to her because of her fantastic specialist range.

What was the easiest thing a retailer could implement in their store tomorrow?

We talked about the rise of £2 products. Like £1 products, customers still get to feel as though they are getting great value, but retailers are able to get a higher spend too.

Session five Winning big in tobacco and e-cigs

In association with

JTI



Industry expert

Mark Yexley, head of communications, JTI

Retailer panel

Raaj Chandarana, Londis Tara's News, High Wycombe

Dave Hiscutt, Londis, Weymouth

Billy Kinder, Today's Gloucester Avenue, Northampton

Bay Bashir, Belle Vue Convenience Store (Lifestyle Express), Middlesbrough

The chair's report

Chris Dillon, features editor, Retail Express

What was the most exciting thing you discussed that will have the biggest effect on the industry in the next 12 months?

There's still a lot of uncertainty about this market and the thing that will have the biggest effect is just for retailers to speak to their customers to find out where this market is going.

What was the most surprising thing you discovered?

At the high-end of the products it was the process. We were talking about products that sell for £45 to £50.

What was the easiest thing a retailer could implement in their store tomorrow?

It's talking to customers, and getting that category education. There are so many sources, whether it is talking to your rep or going online and talking to other retailers.

Session six Boosting sales through relations and data

In association with

betterRetailing.com



Industry expert

Stefan Appleby, head of digital, Newtrade

Retailer panel

Christine Hope, Hopes of Longtown

Ferhan Ashiq, Levenhall Village Stores, Musselburgh

Mandeep Singh, Singh's Premier, Sheffield

The chair's report

Jack Courtez, news editor, Retail Express

What was the most exciting thing you discussed that will have the biggest effect on the industry in the next 12 months?

It's the idea there is far more customer data available today – it's not just available to the multiples. Retailers have got the opportunity to use the same tools they are using.

What was the most surprising thing you discovered?

It was probably the way Mandeep uses his online profile to help shift his £96 vacuum cleaners, especially when students move in at the start of the year.

What was the easiest thing a retailer could implement in their store tomorrow?

It's about just getting started on social media. If you're not yet there with your store, just go online and whether it's Facebook or Twitter you can start tomorrow. If it is easier, you can also ask someone else – a member of staff – to do it for you. ●

HOME NEWS DELIVERY



Publishers show a united front as they launch Deliver My Newsholder

When Deliver My Newspaper launched last month it was the culmination of months of work by publishers. Why is it so significant for retailers and what do you need to know about the initiative? **Jennifer Hardwick** explains all

Deliver more sales

Just over a month ago, five of the UK's biggest newspaper publishers came together in an industry-first to launch a scheme which they hope will provide a unique opportunity to convert regular newspaper readers across the UK to home newspaper delivery. The Deliver My Newspaper website allows readers to sign up for their title of choice and sends them vouchers to use at their closest HND retailer, offering free delivery for the first six weeks as an incentive.

At the launch event, the publishers involved – News UK, Mail Newspapers, Telegraph Media Group,

Guardian Media Group and Johnston Press – told a room of retailers and other industry experts their investment would bring a host of benefits, including sending a unified, recognisable message to customers and make finding new business easier.

One month in, RN asks why the collaboration is so significant – and what the reaction has been so far.

“The feedback overall has been very positive and Deliver My Newspaper has been well received by retailers across the country,” says Mail Newspapers’ independents retail sales manager Andy Law.

“As publishers, we are commit-



In a time where there is so much competition in the market, we believe HND offers a real point of difference

ted to growing our HND sales across the industry and see Deliver My Newspaper as a huge step towards achieving this.

“In a time where there is so much competition in the market, we believe HND offers a real point of difference for independent and convenience retailers to protect and grow sales.”

Telegraph Media Group’s national sales controller Paul Reeves agrees offering HND and making the most of its benefits is more important than ever before, calling Deliver My Newspaper “a national solution that’s been missing from both publishers’ and retailers’ armoury”.

“Research shows many customers are shopping locally and are returning to HND. It’s therefore key for the industry that, as publishers, we collaborate to build on this,” he says.

And if this initiative works, the ultimate goal – securing a more positive future for the newstrade – could be within the industry’s grasp, Mr Reeves believes. “HND is, and will continue to be, a huge part of the retail operation, with many retailers opting to become HND specialists rather than diversifying into other speculative product categories.

“In addition, customers can now easily identify their local HND shop if they move, ensuring publishers and retailers retain readers rather than losing them.”

Publisher investment is the first step, but retailer participation is key to Deliver My Newspaper's success. Here, News UK's head of retail marketing Chris Hughes answers some of the most common questions retailers have asked so far.

Will every HND retailer be listed on the website?

We know there are 9,500 retailers who offer a home news delivery service. We want the website to be as accurate as possible. Obviously, there are certain areas of the UK which are harder to map than others, but we are doing all we can to cover as much as possible.

How are you reaching out to retailers to get them to tell customers about Deliver My Newspaper?

We are operating a two-pronged approach to reach as many retailers as possible. Our field team are visiting as many stores as we can to introduce them to the scheme, place PoS and ensure their delivery area is mapped correctly. We also have a telesales team who are calling retailers we might not have managed to get to yet, in order to reach as many as we can in the shortest possible time.

How can retailers who are not featured on the website and want to promote their HND get involved?

In the first instance, get in touch directly with an involved publisher who will facilitate setting you up on Deliver My Newspaper. All we need is your box number, store postcode, contact name and telephone number, plus the postcode areas you supply, and we will add these to the website. If you do not yet offer HND but would like to, please also get in touch for advice on how to set this up.

Are there any marketing materials retailers will be able to access to publicise their store?

For any new HND retailer, we will provide a PoS pack that contains posters and flyers to use in store, plus a question and answer sheet to help retailers and staff understand the scheme and how to get the most out of it. As a group, we are also looking at the opportunity to provide PoS materials that can be tailored to each individual store.

What advice do you have to drive HND in store?

Firstly, educate all your staff on the importance of HND and how it works. Secondly, market your

service to potential customers in your area via leafleting and community events. In store, keep leaflets promoting your HND offer on your counter and talk to your existing customers. If you would like PoS to help you promote your offer, get in touch directly with your preferred newspaper publisher.

How was the delivery cost that can be reimbursed to retailers in the first six weeks calculated?

The suppliers involved carried out individual surveys in relation to delivery charges across the UK. The results showed us the average charge



This is a fantastic time of year to promote home news delivery

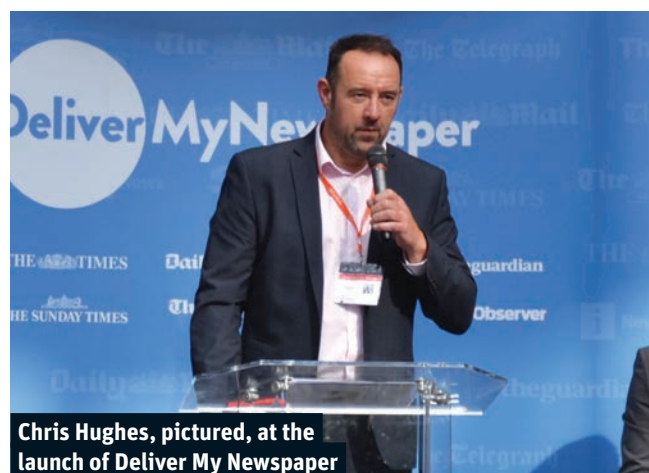
for delivery in the UK for seven days is £2.09, and for weekend-only is 84p. To bring consistency to our offering we made the decision to use this average as a benchmark for deliver-mynewspaper.co.uk. This may not cover a retailer's full delivery cost, and as such a retailer reserves the right to charge their customer the difference between the amount DMN reimburse and their delivery charge.

What tip would you give to retailers for talking to customers about Deliver My Newspaper and persuading them to sign up?

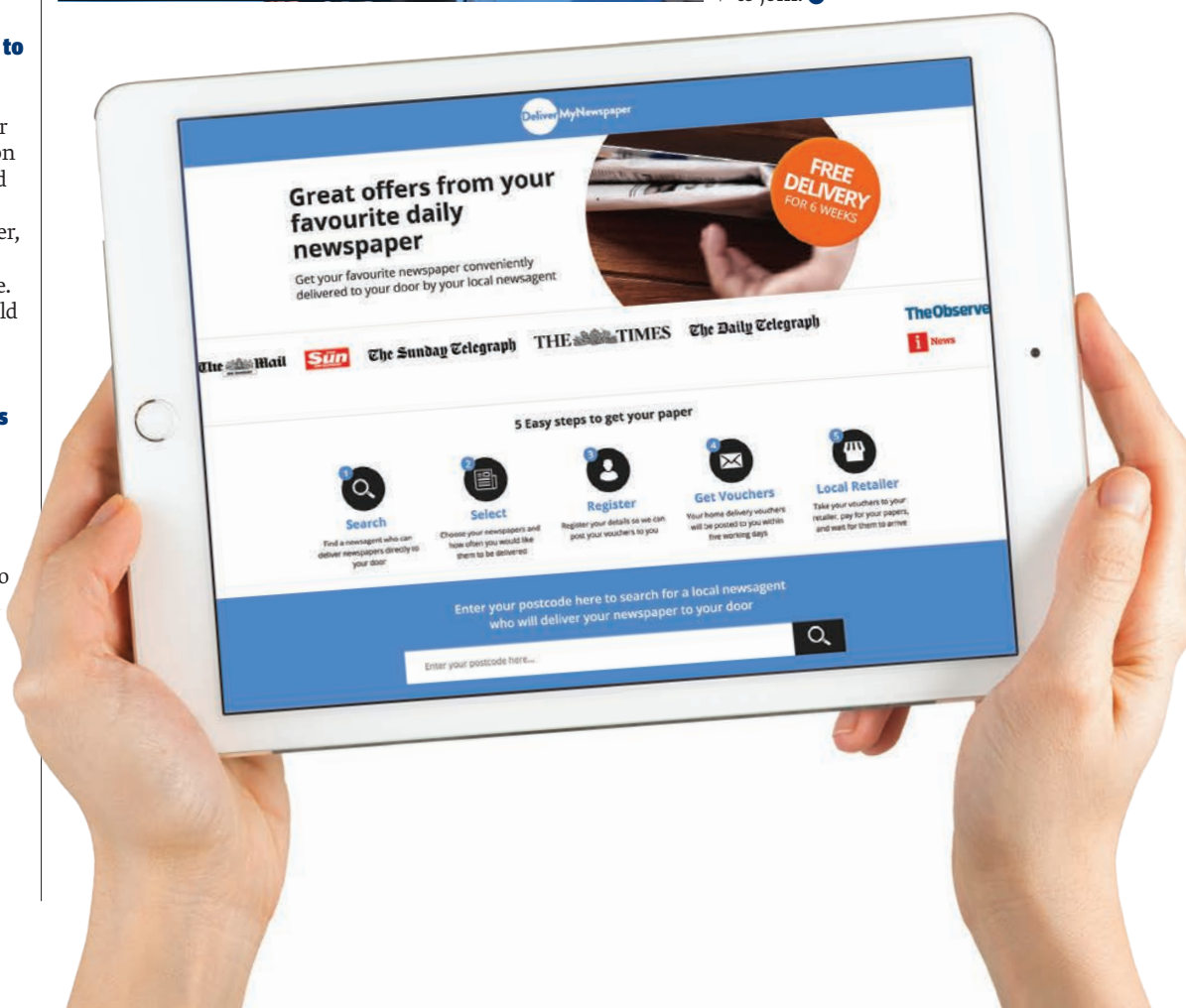
This is a fantastic time of year to promote home news delivery. Who wouldn't like to wake up in the morning and have their favourite newspaper ready to read, to save the need to get dressed and go outside on a cold, wet, rainy day? Talk to your customers about convenience and the benefits this will give them.

Is there a chance other publishers will join the scheme?

When Deliver My Newspaper was first discussed, all of the national newspapers were approached to get involved with the scheme. The opportunity for other publishers to get involved has always been available and we would welcome them to join. ●



Chris Hughes, pictured, at the launch of Deliver My Newspaper



ALCOHOL

100 MUST-STOCK CHRISTMAS PRODUCTS

In part three of our Christmas series, Alex Yau brings you the latest news from the UK's big and small alcohol suppliers to help you choose a stand-out range

31-45

31

Gordon's Pink Gin

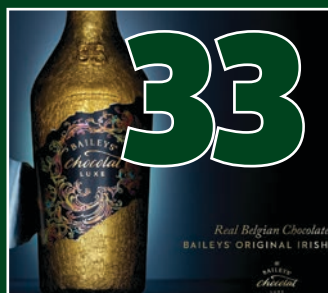
Diageo is targeting a younger audience with its Premium Pink Distilled Gin range; backed by a £2.1m advertising campaign. As the name suggests, the 70cl drink (RRP £16.70) has been given its colour through a combination of raspberries, strawberries and redcurrants.



32

Haig Club Clubman Whisky

Haig Clubman Whisky (RRP £25) has been designed to stand out on alcohol displays with the blue colour scheme on each bottle. The current range of products is the result of a partnership between Diageo and former England footballer David Beckham.



33

Baileys Chocolate Luxe

As the name suggests, Baileys Chocolate Luxe combines the premium creamy spirit with chocolate sourced from Belgium. The brand is aiming to appeal to younger, more affluent customers with this latest addition to its range. The 500ml bottles have an RRP of £16.99.



34

Tia Maria gift pack

Tia Maria is getting into the giving spirit this Christmas with a £15 gift pack. The circular tin comes with a bottle of the coffee liqueur along with chalk and a chalkboard to leave personalised drink orders or messages for friends and family.

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ALCOHOL

Supplier advice

Guy Dodwell

Off-trade director,
Diageo

Ensuring a range of premium spirits are stocked over the festive period will inspire shoppers when they're looking for the perfect gift. People will tend to trade up when they're shopping for a Christmas treat. The biggest spikes in promotional activity tend to land in the final week of October and the final week of November, so it's a good opportunity to strike in time for shoppers getting their last pay-cheques of the year.

Supplier advice

Ben Smith

Corporate communications
manager, Concha Y Toro

Avoid the temptation to list too many different wines. Ensure you have red, white and sparkling options at the key price points, but where you have a popular wine or style, it's more effective to have multiple facings of that wine than three or four competing options on shelf. Include some premium options; the festive season will see most people trading up quite substantially to make their occasions more special.



35

Captain Morgan White

Launched this year, Captain Morgan White is made from high quality ingredients sourced from the Caribbean to give it a creamy texture and a smooth, sweet taste. Diageo recommends mixing the spirit with cola or as an ingredient for mojitos.



36

Absolut Lime

Pernod Ricard is targeting flavoured-spirit drinkers with the latest flavoured vodka in its range. It has an RRP of £18.75 and the company claims lime drinks have gained some strong traction with alcohol drinkers.



37

Martell VS

Launched earlier this year, Martell's VS cognac range has been given a new look to help it stand out on alcohol displays. Martell VS Single Distillery (RRP £27.19) is specially crafted from a single distillation source.



38

Old Samuel

Old Samuel bourbon is sporting a new black packaging for its Bourbon Reserve and four liqueurs: Honey, Cherry, Cinnamon and Almond flavours. The new, eye-catching packaging will also enable the award-winning bourbon to stand out on shelves.



INTRO SELECTION

12 top-selling craft beers
curated for Convenience Stores



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STOCK UP ON THE RANGE TODAY



Pernod Ricard UK
Créateurs de convivialité

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

Source: AC Nielsen Scantrack Total Impulse 17.07.17

DRINK RESPONSIBLY

drinkaware.co.uk for the facts

ALCOHOL

Supplier advice



Shaun Heyes

Convenience director,
Treasury Wine Estates

I recommend streamlining your wine range to include only a selection of core whites and reds. Shoppers can become confused if they see too much of the same product and shops, more often than not, have eight of the same wines when having only three will do. Shoppers are more likely to spend at Christmas, so stock premium wines alongside more affordable ones to encourage your customers to trade up.



40

Ciroc French Vanilla

Diageo's premier Reserve department has announced the arrival of a new addition to its ultra-premium Ciroc vodka range, Ciroc French Vanilla. Inspired by the French style of making luxury vanilla ice-cream, the five-time distilled vodka has noticeably rich and creamy texture.



39

Thatchers Katy Cider

The latest cider drink from Thatchers gets its name from the red apples it is made from. Brewed at the Myrtle Farm in Somerset, the drink, which has an alcoholic volume of 7.4%, has been designed for pairings with seafood.



41

Old Mout Cider

Heineken is tapping into the premium cider category with the Old Mout range. Established in 1847, Old Mout originates from New Zealand and is available in several fruit flavours; including Kiwi & Lime and Strawberry & Pomegranate.



Black Tower



Wines for the everyday occasion

Celebrating 50 years of wine making and still a UK favourite, Black Tower is the perfect choice for those who want to celebrate life's little achievements. Introducing two new delicious wines, a crisp Sauvignon Blanc and the wintry Fruity White.

Dry, sweet, fruity or smooth –
wines to suit every taste.

**Stock up on the new additions
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ALCOHOL

Supplier advice

Jason Warner

Senior brand manager,
AB Inbev spokesperson

Shoppers are looking for premium brands to heighten their drinking experiences at home – even more so at Christmas when shoppers are entertaining family and friends. Premium brands have authentic stories to tell, use high-quality ingredients and create an experience. Recently, we have seen a growing number of consumers opting for alcohol-free beer during drinking occasions; the category continues to grow in popularity, particularly among millennials, due in-part to consumers being more aware of their health and wellness.

My plans for Christmas

Robert Kirkwood
The Corner Shop
Premier in Fife

I started selling these gift packs of ale last year and I'm planning on doing it again this year because they were so successful. We sold more than 20 in December. They are packs of six bottles with drinks from local breweries such as Beath Brewing and Inner Bay Brew Shed. I'm still yet to determine pricing for Christmas this year, but they were £15 last year and the margins were very good at 40%. Customers tend to trade up during Christmas and I find selling alcohol in these festive gift packs encourages a higher basket spend.



42

Black Tower

Black Tower has been a feature of many retailers' ranges for decades but the German company hopes that the current trend for fruitier wines will see sales surge this Christmas. To support this Black Tower is running a "50th anniversary media campaign and has launched two new wines, Sauvignon Blanc and Fruity White.



Supplier advice

James Middleton

Pernod Ricard impulse
channel director

Promoting cocktails and mixed drinks in store, alongside a range of Premium Scotch whiskies, will unlock £2,500 opportunity per store. Three simple cocktails, which are easy for shoppers to recreate at home using ingredients readily available in store are The Espresso Martini, Jameson, Ginger & Lime and The Plymouth Pink G&T. Christmas is the perfect time of year to drive purchases of Scotch whisky, with sales increasing 68% in the eight weeks ahead of the big day.



43

Casillero del Diablo Cabernet Sauvignon

Casillero del Diablo claims this is its most famous variety of wine, and includes aromas and flavours from cherries, plums and vanilla. The dinner wine has been designed to accompany red meats such as beef.



44

Trivento Reserve Malbec

The Argentinian red wine has been tailored to be drunk at dinner, with recommended dishes from Concha Y Toro being meals with meat and tomatoes. Each 75cl bottle has spent six months being aged in French oak barrels.



45

Jacob's Creek Le Petit Rose

Pernod Ricard is to launch its latest rosé wine into the Australian Jacob's Creek brand in November. The drink is targeting the premium end of the rosé market with its £8 RRP and will be supported by both offline and online marketing campaigns. ●

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

SALES OF PREMIUM SPIRITS
RISE TO 50% SHARE AT CHRISTMAS
MATCH THIS TO DRIVE
£2,582
OF SALES
PER STORE*



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DEMAND FOR COCKTAILS AT HOME HAS INCREASED BY +25%
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STOCK UP ON THE
GOOD STUFF



Pernod Ricard UK

Créateurs de convivialité

drinkaware.co.uk for the facts

DRINK RESPONSIBLY

*An average impulse retailer would make an extra £2,582.00 if their sales of Premium at Christmas were 50% of all spirits sales. Nielsen Scantrack Total Impulse WE 17.06.17

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10**

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THIS WEEK IN MAGAZINES



Panini launch

BEN 10 RISES AGAIN IN HIS VERY OWN MAGAZINE

He's the Cartoon Network boy wonder with superhuman powers, and there's a treat in store for retailers with this new title

BASED ON a popular Cartoon Network TV series, this new magazine is all about 10-year-old Ben and the power he has from possessing the most powerful device in the universe – the Omnitrix. Every issue will include a free gift, comic-strip story, puzzles and the chance to win prizes, as readers find out about the latest adventures of Ben, Grandpa Max and Cousin Gwen. Publisher Panini says the launch will be supported with a TV channel sponsorship and online campaign.



On sale 18 October
Frequency 4 weekly
Distributor
Marketforce
Price £3.99
Display with Beano

Round up



Jennifer Hardwick

Magazines reporter
jennifer.hardwick@newtrade.co.uk
@Jennifer_RN

TURNING NEGATIVE INTO POSITIVE

Understandably, we hear a lot about the hurdles retailers face in successfully running their magazine category, so it is always welcome to hear from a retailer who is attempting to solve a problem.

Last week, I wrote about the closure of Wall Street Journal's European edition and London retailer Nainesh Shah told me he was concerned about the profits he would lose after previously selling up to 15 copies of the title per week. But before he had even got to that part, he told me about the positive action he was taking.

"We are talking to customers about taking the American version instead because we can print foreign magazines here in the shop. We have already spoken to a few of them about doing that and they are interested. It will take a while to explain what's happened and why, but if customers do buy it, it will cost £3.50, whereas the European version cost £2," he said.

Obviously, this is not a solution many retailers would be able to offer, but what impressed me most was Nainesh's attitude. He was disappointed about his likely loss of profits from the decision, but rather than dwell on it, he sought a solution as quickly as possible. He is taking action to educate his customers on the new situation to give himself the best chance of keeping them.

Another piece of great advice I heard last week was from Bill Stocker, founder of specialist distributor MMS. He told me the best retailers he has worked with "walk the floor" with their customers and talk to them about their range as they go, meaning they understand what their readers are looking for and find out if there is a different title they should be stocking.

Clearly, a positive relationship with customers is key to keeping business high both in difficult and happier times.



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20 Stickers

Sucker Collection
starter pack

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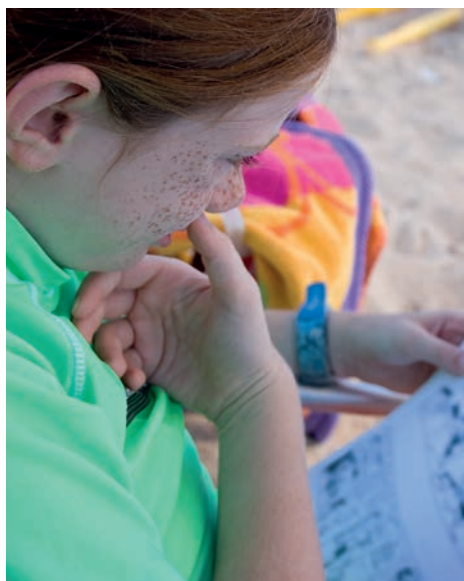
Starter Pack
£2.99 RRP

Sucker packet
60P RRP

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THIS WEEK IN MAGAZINES



Bestsellers Teenagers

Title	On sale date	In stock
1 We Love Pop	18/10	<input type="checkbox"/>
2 2000 AD	18/10	<input type="checkbox"/>
3 Shout	18/10	<input type="checkbox"/>
4 Pokémon Mania	n/a	<input type="checkbox"/>
5 Judge Dredd Megazine	18/10	<input type="checkbox"/>
6 I Love	03/11	<input type="checkbox"/>
7 Beautiful Mermaid	03/11	<input type="checkbox"/>
8 Astonishing Spiderman	26/10	<input type="checkbox"/>
9 Wolverine and Deadpool	02/11	<input type="checkbox"/>
10 Deadpool Unleashed	19/10	<input type="checkbox"/>
11 Avengers Universe	02/11	<input type="checkbox"/>
12 Essential X-Men	19/10	<input type="checkbox"/>
13 Mighty World of Marvel	19/10	<input type="checkbox"/>
14 Marvel Legends	09/11	<input type="checkbox"/>
15 Top Model	27/10	<input type="checkbox"/>
16 Star Wars Junior Graphic Novel	n/a	<input type="checkbox"/>
17 Batman	02/11	<input type="checkbox"/>
18 Robot	n/a	<input type="checkbox"/>
19 Commando Action Adventure	19/10	<input type="checkbox"/>
20 Commando Home of Heroes	19/10	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

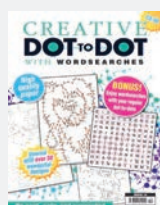


BREATHE JOURNAL

The team behind Breathe magazine are launching a new edition of the Breathe Journal following successful sales of last year's first edition. The journal mirrors the concept of the usual bi-monthly magazine and publisher GMC group is billing it as the perfect Christmas present for women who want more than a planner, offering them inspiration, reflection, self-exploration and creativity.



On sale 19 October
Frequency one shot
Price £9.99
Distributor Seymour
Display with Breathe, Simple Things, Flow



CREATIVE DOT-TO-DOT

Creative Dot-to-Dot has been relaunched with additional content and now includes a bonus section of more than 20 wordsearches to give puzzlers extra entertainment. The title contains relaxing puzzles for adults, allowing them to join the dots to reveal pictures of landscapes, animals, flowers and more. Some of the puzzles feature more than 400 dots.



On sale 18 October
Frequency monthly
Price £3.50
Distributor Marketforce
Display with Colouring Heaven, Zen Colouring



CLASSIC & SPORTS CAR

The November issue is all about Morgan mania. The team brings together a dozen of the firm's most emblematic vehicles, from three-wheelers to four-wheelers, two-to-eight cylinders, open cars and coupés. There is a report from the Goodwood Revival, as well as features on the Jaguar XJ40, Jowett Javelin, Grand Prix super-subbs and Giovanni Angelli's favourite flat.



On sale out now
Frequency monthly
Price £4.90
Distributor Frontline
Display with Classic Car Buyer, Classic Car Weekly



PRACTICAL SPORTSBIKES

Practical Sportsbikes magazine is described by publisher Bauer Media as being made by enthusiasts for enthusiasts, focused on buying, fixing, restoring and riding sports bikes from the 1970s, 1980s, and 1990s. After eight years on the newsstand, this month's issue is released in an overhauled design with more in depth restoration stories, bigger buying guides, new projects and specials.



On sale out now
Frequency monthly
Price £4.20
Distributor Frontline
Display with Classic Bike, Bike, Ride



SPIRIT & DESTINY

This issue of Spirit & Destiny is focused on helping readers discover their inner selves, including articles on the ancient art of palmistry and interpreting the world's spiritual awakening. There are also nine pages of in-depth horoscopes and advice on how to develop better psychic reading skills and achieve deeper rune readings.



On sale out now
Frequency Monthly
Price £3.80
Distributor Frontline
Display with Enhance Your Mind, Body, Spirit, Fate & Fortune

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RN

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POWER RANGERS NINJA STEEL

The new Power Rangers Ninja Steel sticker collection is based on the 24th series of Power Rangers, Power Rangers Ninja Steel. The Rangers must master their arsenal of Power Stars, Zords and Megazords to save the planet from destruction. The sticker collection has 180 stickers including 24 glitter and 12 foil effect versions. Starter packs include a 32-page album and 26 stickers.



On sale out now
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Journey to Star Wars, Cars 3 sticker collection



MARVEL TRADING CARD COLLECTION

Panini has launched a Marvel trading card collection with a total of 198 cards to collect including 48 special cards. There are three different limited edition cards to find in starter packs, one on Spider-Man Magazine (on sale 26 October) and one on Marvel Heroes Magazine (on sale 12 October). Starter packs include a collector's album.



On sale out now
Frequency irregular
Price £4.99
Distributor Marketforce
Display with Power Rangers Ninja Steel, Invizimals



TAKE A BREAK'S TAKE A PUZZLE

Take a Puzzle contains a mix of brainteasing puzzles as well as the chance to win more than £10,000 in prizes, including a Fuerteventura holiday worth £3,000. Other prizes on offer include more than £2,500 in cash amounts, a three-night trip to Belfast and wine club subscriptions, as well as dehumidifiers, wake-up lights and £500 in vouchers.



On sale 19 October
Frequency monthly
Price £2.40
Distributor Frontline
Display with Take a Crossword, Puzzler Collection



INFINITY

Infinity is a science fiction magazine for connoisseurs of the genre, covering favourites both old and new. The magazine brings readers coverage of the latest science fiction and comic book hero films as well as reports and episode guides to the current favourite TV shows. In this issue, readers can go behind the scenes of the Planet of the Apes television series.



On sale out now
Frequency 8 per year
Price £3.99
Distributor Intermedia
Display with Sci Fi Now, Dr Who Mag and SFX



LEGO NINJAGO

The Lego Ninjago Movie is released today, so expect an uplift in sales on the magazine as fans head to the cinema to watch the ninjas' adventures. The latest issue comes with a Kai mini figure and trading card pack, and there are giant posters included inside too. There is also the chance for readers to win new Lego Ninjago sets with competitions.



On sale out now
Frequency monthly
Price £3.75
Distributor Frontline
Display with Lego Nexo Knights, Lego Star Wars

Industry viewpoint

Rebecca Smith

Head of circulation,
Panini



Panini is incredibly excited to be working with the powerhouse that is Cartoon Network again to bring Ben 10 magazine back to the shelves of retailers and into the homes of Ben 10 fans (see p41).

A few years ago, the old version of Ben 10 was a top-performing boys' title, so we know the title possesses all of the relatable themes to make it a huge success. Historically, the series saw Ben 10 grow in age until he reached teenage years. The new series is a complete reboot with Ben returning to his goofy 10-year-old self, which resonates well with the target audience.

Ben 10 features not only on Cartoon Network, but also free-to-air channel CiTV since May this year. In addition, the Ben 10 YouTube channel now boasts 735,000 UK subscribers, and is gaining momentum daily.

The magazine will publish every four weeks and will focus on the core themes of humour, friendship, imagination, action and adventure. Each issue will offer readers an exciting and rich variety of editorial content,

comprising of original comic stories, character fact files, features, colouring pages, puzzles and activities, quizzes, simple makes and board games.

Every issue will feature a cover-mounted gift, offering great play value and linking to editorial content where possible.

In terms of support from Panini, the magazine is running a sponsorship campaign on the Cartoon Network channel, where Ben 10 is currently the number one performing show.



In addition, Panini will run an online digital campaign to gain significant reach to primary-school age boys.

Top tip

Display alongside Lego titles and Toxic magazine, giving any discretionary space to the title in the early weeks following launch



THIS WEEK
IN MAGAZINES

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 @JenniferH_RN
 facebook.com/thisisRN

Partworks					Collectables				
Title	No	Pts	£		Title	No	Pts	£	
Amercom UK					Hachette				
Ships of War	27	40	11.99		2000 AD				
DeAgostini					The Ultimate Collection	4	80	9.99	
Build the Ford Mustang	93	100	8.99		Art of Crochet	112	120	2.99	
Build your own R2-D2	41	100	8.99		Art of Cross Stitch	42	90	2.99	
Enhancing your mind, body, spirit	41	120	3.99		Art of Knitting	43	90	2.99	
My Animal Farm	36	60	5.99		Art of Quilting	94	90	3.99	
Jazz at 33 and third RPM	47	70	14.99		Art Therapy	135	120	2.99	
Star Wars Helmet Coll'n	47	60	9.99		Art Therapy 50 Mindful Patterns	27	80	4.99	
The Beatles Vinyl Collection	17	23	9.99		Assassins Creed: the official collection	18	80	9.99	
Zippo Collection	55	60	19.99		Dr Who Complete History	56	80	9.99	
Eaglemoss					Draw The Marvel Way	47	100	4.99	
DC Comics Graphic Novel	57	100	9.99		Judge Dredd Mega Collection	72	80	9.99	
Disney Animal World	86	100	5.99		Marvel's Mightiest Heroes	100	100	9.99	
Game of Thrones	42	60	8.99		Transformers GN Collection	18	80	9.99	
Marvel Fact Files	239	250	3.99		Warhammer	30	80	9.99	
Military Watches	96	100	9.99		RBA Collectables				
My Little Pony					Real Life Bugs & Insects	60	60	0.99	
Colouring Adventures	32	80	3.99		Panini				
Star Trek Ships	109	130	10.99		F1 Collection	40	60	9.99	

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6810988



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4710035

Heron News, Nuneaton

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5813031



Best One, Barry

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- Prominent location in residential area
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4710020



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Battersea**

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