

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 18.08.2017



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Shaping the future
of independent retail
since 1889



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“In the last year we have started doing hot food to go and it now accounts for up to 12% of our turnover, it’s been really popular.”

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WELCOME

Building a unique offer based on current customer trends will drive average spend

HOW WE SAVED OUR VILLAGE'S STORE

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Editor

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While phoning retailers who are new entrants to the Independent Achievers Academy Top 100 list this week, I spoke to Costcutter store owner Keith Tomes.

He told me how his store has been in his family for 110 years, but "constant tweaking" means his unique business still stands out today.

Keith's in-store butchery, his deli – where turkey, ham and beef are cooked – are areas he is most proud of, along with his homemade cakes and store-made frozen ready meals, which sit alongside his fresh coffee and food to go offer.

These products and services, he said, all contribute to an average basket spend of more than £9.50.

Keith's figure chimes with stats released by the IAA this week which show customers spend around 18% more in the best local shops – on average £1.11 more than in other stores.

Last week, another Top 100 first timer, Ian Handley, told a similar story in our Lookbook. Joining Go Local and developing his convenience range with a new three-barrel slush machine and a kids' zone had helped him grow basket spend from £4 in 2014 to around £7 today.

Other new data in this issue – magazine sales in the first half of 2017 from the Audit Bureau of Circulations – reveals growth for new Lego magazines and established gardening and cooking titles, demonstrating how basket spend can be driven by both new and traditional categories.

What's clear from these examples is that building a unique offer based on current customer trends will drive average spend. As ever, this issue of RN is packed with ideas to help you do this.

BREAKING NEWS

Barclays cuts will hit small business

Barclays' plan to axe 54 branches by the end of the year is another hit for struggling retailers in small towns and villages, a Welsh retailer told RN.

Barclays is the last bank in the town of Llanidloes, Powys. "This is another strain for small businesses such as ourselves," said Trudy Davies, of Woosnam & Davies, who manages her payroll through her local branch. "I will now have to drive 15 miles to pay my staff's wages."

But Paul Mather, of Sherston Post Office in Wiltshire, said recent bank closures in nearby towns provided him with "an opportunity to grasp with both hands".

"People can get cash here 12 hours a day," he said. "They really value our service now the banks have gone."

Scot stores need to get smoke duty

Time is running out for Scottish retailers who sell e-cigarettes and nicotine vapour products (NVPs) to register with the Scottish government.

Retailers already registered to sell tobacco, and who also sell NVPs, need to record their details with the Register of Tobacco and Nicotine Vapour Product Retailers.

The deadline is for registration is 1 October and is free.

Stores breaking Scottish law three times within a two-year period will be removed from the register and banned temporarily from stocking tobacco or NVPs.

Retailers will also need to have a documented age verification policy.

Research shows retailers benefit from experts 18% higher basket spend down to advice

IAA Top 100 shows high achievers follow trends

by Jennifer Hardwick

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Retailers tapping into the latest trends and acting on expert advice has helped fuel an 18% higher basket spend in the Independent Achievers Academy's Top 100 stores, in comparison to the UK average.

Along with the IAA's Top 100 local shops announcement this week, the Academy published research showing the average basket spend in the selected stores was £7.10 compared to the national average of £5.99.

Brothers Alpesh and Bimal Patel, of Londis Ferme Park Road in London, told RN they have grown basket spend from £6.50 to £9 over three years. They attribute a large portion of their success to working with the IAA and taking on advice about introducing new categories.

"This year we've introduced a lot of gluten-free and vegan products, which are really popular because a lot of people want to be healthy," said Bimal. "We've also added craft beer."

The figures also high-

light the number of Top 100 stores offering hot food to go is 58%, up from 21% in 2016, while the percentage of shops offering sandwiches has grown from 47% to 91%.

David Ramsey, of Byram Park Stores in west Yorkshire, said: "In the past year we have started doing hot food to go and it now accounts for up to 12% of our turnover, it's been really popular."

Mr Ramsey has made the Top 100 list three out of the past four years and in that time has witnessed

his store turnover increase from £3,000 a week to £16,000.

The findings also indicate an increase in the number of services offered by the selected stores, with 95% offering express payment facilities, 74% providing a parcel service and 77% offering home delivery.

Sunita Kanji, of Family Shopper Little Hulton in Manchester, who has an average basket spend of £8 said: "The IAA provides an opportunity to share ideas and find out if what you're doing could be improved."



David Ramsey of Byram Park Stores says adding new categories has increased turnover

UK can benefit from Europe egg scandal

The egg contamination scandal sweeping Europe can provide an opportunity for retailers who only source eggs from Britain.

Bristol retailer Tony Mallaban said he suspected a recent 17% sales boost was down to the fact all the eggs sold in his Premier Avon Gold store were sourced locally.

"We have signs telling

customers this," said Mr Mallaban.

"We have had to order more in this week. I think word is getting out and customers are telling their friends."

Eggs sold in Sherston Post Office Stores in Wiltshire come from a nearby farm, which retailer Paul Mather said reassured customers.

Around 700,000 potentially contaminated eggs have been imported into Britain from Dutch farms. Egg products at major supermarkets have been withdrawn over the last week.

Data published by Lightspeed Research found a third of UK customers said they plan to buy only British eggs or products

made with British eggs as a result of the scandal and just 2% plan to stop eating them altogether.

Ian Jones, chairman of British Lion Egg Processors, said: "This is a great opportunity for retailers to listen to the concerns of their customers and reassure them by using the 'Made with British Lion eggs' logo on packs."



NFRN members Kamal Thakar and Nilesh Patel with NFRN national president Linda Sood

Great Park is a royal setting for NFRN barbecue

The Berks and Bucks branch of the NFRN held its summer barbecue on Sunday at Windsor Great Park. The event which is organised annually by the branch was attended by more than 70 people. Vice president Raj Wadher of Upton News in Slough said: "It was a fantastic day, everyone had a lovely time. It's great to have such a successful event planned every year."

Menzies DX deal axed

Menzies has pulled the plug on its proposed merger with parcel delivery firm DX Group.

The potential deal, first announced in March, was called off by Menzies over financial concerns, following a trading update issued by DX.

Menzies had reiterated its commitment to the deal last month but said this week a deal would not be possible on the terms that had been agreed and discussions had been terminated.

However, it said its ongoing aim was still to separate its aviation and distribution businesses "at the appropriate time".

Nisa owners welcome pause on Sainsbury talks Fascias take stock as multiple awaits CMA

Nisa retailers take stock as Sainsbury halts talks

by Tim Murray

RNreporter@newtrade.co.uk

Nisa retailers have welcomed a pause on talks between their fascia group and Sainsbury's in the wake of the multiple temporarily halting negotiations.

The decision to pull out of deal talks has arisen because Sainsbury's wants to wait until the Competition and Markets Authority (CMA) has published the results of its investigation into the proposed Tesco-Booker merger.

Retailers told RN it

would give the group a chance to fully assess the implications of a deal and the best moves for its members.

Harj Dhasee, of Nisa Village Stores in Mickleton, said: "It's a good thing to do, there's nothing to be gained in jumping in feet first."

"There's no point starting the process if it falls at a later hurdle. This gives everyone a chance to think about it."

"I'm certain there's going to be a deal, it's just a question of who we partner up with."

Kishor Patel, of Houghton Trading, who operates stores in Hertfordshire and Middlesex, said: "Waiting for the outcome of the CMA decision is sensible. It gives a bit of breathing space, and the delay doesn't worry me."

The decision to pause deal talks came at the end of an exclusivity period between both parties which will not be continued for the time being. A source close to the deal revealed Co-op has signalled it is still interested in partnering with Nisa.

However, Mr Dhasee

said Sainsbury's was his preferred partner.

"Sainsbury's is a shrewd operator, it works well and makes money. I'd love to do the deal with them. I think it's offering the best package to retailers," he said.

However, Philip Constantine, of Nisa Hither Green in south east London, said he struggled to back a result which could remove members' independence.

"This break gives Nisa the chance to listen to what all its members are saying," he said.

Cash down but not out

The number of cash payments decreased by 11% between 2015 and 2016, but cash still remains the most frequently used payment method in the UK, according to data published by UK Finance.

The research highlighted cash represented almost half of all consumer payments and was used 25% more than its closest rival, debit cards.

More than a quarter of all cash payments were for £1 or less, and more than three in five were for a value of £5 or less.

New tenner on horizon

The new £10 note featuring Jane Austen will be issued from the middle of next month.

In addition to a raft of security measures featured in the recently launched £5, the new note has been created in a way that makes it easier to be read by blind or partially sighted customers.

The new £20 will arrive in 2020.

Govt in new business rates appeal scheme

New business rates appeals have plummeted by 97% since the government launched its Check, Challenge, Appeal scheme in April, research has revealed.

Business rates specialist CVS revealed 2,200 appeals were instigated in the first four months of the appeal scheme's launch, com-

pared to 19,000 in the same time period business rates were last raised in 2010.

CVS rating policy executive Paul Turner-Mitchell attributed the drop to the lengthy process of appealing against the revised rateable values and difficulties business owners face in using the online portal.

"The portal itself is a

nightmare to use, any retailer with a number of properties has to register each one, which takes up to 30 minutes each time. It's unstable and keeps crashing," said Mr Turner-Mitchell.

The Valuation Office Agency, part of HMRC, is this week unveiling new strategies to make it easi-

er for businesses to appeal - changes welcomed by CVS chief executive Mark Rigby.

Meanwhile, The Sunday Times revealed the government pushed ahead with plans to overhaul the appeals system for business rates despite not receiving a single consultation response in support of them.

STORE LOOKBOOK



Leave it to the experts

Where Mary Portas failed to restore the fortunes of Corfe Castle village's local store, Terry and Carole Birnie have succeeded. They told **Joe Cooper** how knowing their customers, meeting their needs and becoming a destination for tourists has transformed the business

Some visitors to the picturesque Dorset village of Corfe Castle still ask if the local shop is "the one off the TV".

They are referring to a 2010 episode of *Mary Queen of Shops*, where retail guru Mary Portas gave advice to struggling high street shops.

Back then, the store was haemorrhaging £6,000 a week, but Mary's advice, which proved to be unsuited to the business's demographic, failed to revive it and the store eventually went bankrupt.

But its fortunes were reversed when husband and wife team Carole and Terry Birnie bought the 1,000sq ft store in 2014.

The couple had had their eye on the building, which dates back to the 1500s, for several years. They had built up two stores in a village an hour's drive away, but wanted to move to a smaller store with a more relaxed pace.

They turned their attention to transforming their new venture, and their changes mean it is on course to achieve a £700,000 turnover this year.

The key to turning the store around, Carole says, was winning back local customers. The previous owners had abandoned basic convenience in favour of a farm shop feel and lost village custom along the way.

"Those people are your bread and butter and if you don't have what they want, they

won't use you," she says.

To win them back, Carole and Terry have made several changes, with modernisation and the introduction of convenience store basics at competitive prices top of the list.

"We spent £110,000 on a refit," says Carole. "I didn't want it to look too 'olde-worldle', because there are plenty of places like that in the village already. Instead, we put in a chiller and freezer. When people buy food they want clean, fresh and well-lit store. And when tourists come in they want something that feels familiar to the Tesco or Sainsbury's they are used to."

Costcutter's Independent range satisfies locals on a budget, while shoppers can also find the grocery and household brands they need. And to improve the store's service, Carole and Terry now only employ staff from the area, who know what villagers want.

The couple have also worked to attract tourists visiting the village. Seasonal trade makes up a large part of their profits, with basket spend varying between £4 and £8.50 depending on the time of year.

Terry and Carole stock a range of Dorset-made ice cream, cereal, fresh and chilled produce and souvenirs to appeal to campers and people in holiday cottages. They have also expanded their gluten-free and vegan ranges to meet demand from tourists.

This tourist trade has to be competed for, however – Tesco and Sainsbury's are freq- ➤



Teamwork is vital. We employ local staff and they help keep us up-to-date on what customers want.” CAROLE BIRNIE



What you can learn

- 1 A wide range of Dorset-made goods appeals to holiday-makers
- 2 Carole and Terry have worked hard to win back the loyalty of local residents
- 3 The couple spent £110,000 on a refit to modernise Corfe Castle Village Stores
- 4 The store's gluten-free range has grown after tourists asked for more choice

INFORMATION

Location

Corfe Castle Village Stores,
25 East Street, Corfe
Castle, Dorset BH20 5EE

Turnover

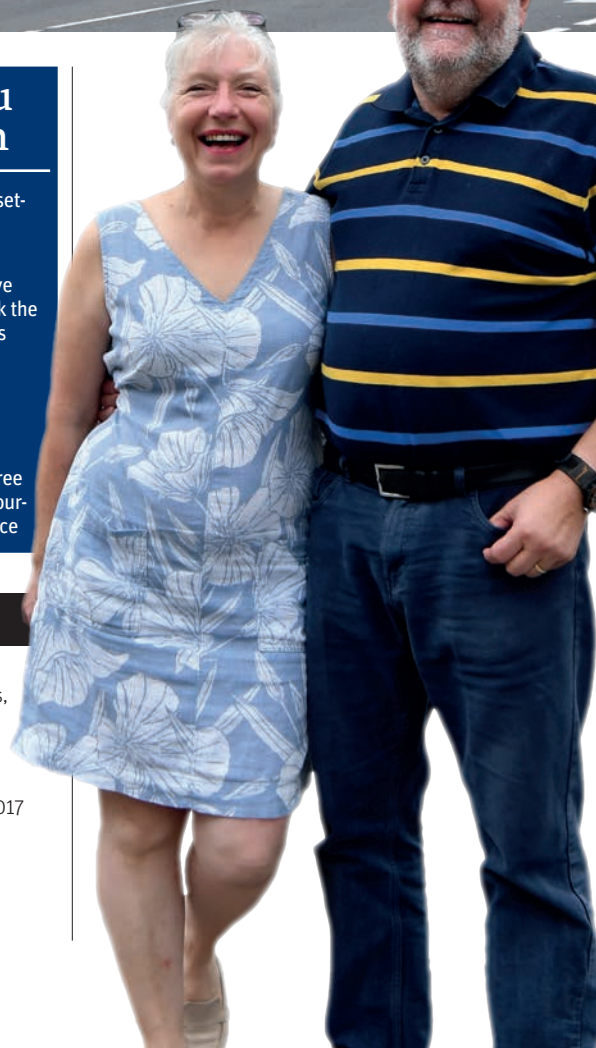
Projected £700,000 in 2017

Staff

Five (part-time/full-time)

Size

1,100sq ft



STORE LOOKBOOK



5



6

uently seen delivering to the many cottages.

"This is just another challenge we've had to adapt to," says Carole. "I've started providing some of the cottages with welcome packs and am working on getting others on board. I also do a home delivery service if people email in their orders."

Other in-store services are increasing the store's appeal too.

Carole and Terry have extended their opening hours, added the Lottery and, after the closure of the local post office, have also taken on this service. With no ATM in the village, the store's cashback service is another footfall driver.

Terry is pleased with how the business is shaping up.

"We got locals back by getting the products they wanted back on the shelves. At first, we didn't know what tourists wanted but we're getting on top of that too," he says.

Carole, meanwhile, is working on a media strategy. With tourists returning every other year, raising awareness is crucial, and it now has its own Instagram account.

The couple are in their element, says Carole. "But we've not had chance to slow down," she adds. "I have trouble letting go – I want to make sure we get every sale." ●

What you can learn

- 5 Carole and Terry mix local goods with basic groceries to appeal to villagers and tourists
- 6 Services such as the Lottery, post office and cashback drive footfall
- 7 Carole and Terry turned a bankrupt business into a store set to make £700,000 turnover this year



7



Want to see more of Raj's store?
Go to betterretailing.com/corfe-castle-birnie

SYMBOL NEWS

Chop shop: Sainsbury app meets fast buys

Sainsbury's has become the first supermarket to offer a 30-minute click and collect service in a bid to meet customers' increased demand for speed and convenience.

Through the Chop app, customers can select and pay for up to 25 items for collection in 30 minutes, seven days a week, with no fee for the service.

The orders are packed and ready for customers to retrieve by showing their order numbers at the store's Chop Chop desk.

This number will be available via the app or can be sent in an email depending on customer preference.

The trial has so far been launched in Sainsbury's Pimlico store in London.

Digital age: JJ points way with finger app

JJ Food Service has introduced fingerprint ID and a card scanning function to its app in a bid to make online shopping more streamlined for retailers.

The first UK wholesaler to make the move, the touch ID will enable retailers to log on using fingerprint recognition and once their shop is completed they can checkout by scanning their card with their mobile device instead of manually entering card details.

Mushtaque Ahmed, chief operating officer at JJ Food Service, said: "This adds a new level of convenience to shopping with us."

The JJ App is available for iPhones and Android phones.

Retailers choose big promotions over multibuy 'Large-pack value keeps people coming back'

Better value, less waste: low prices key to growth

by Joe Cooper

RNreporter@newtrade.co.uk

Retailers are pushing bigger pack size promotions and straight price reductions ahead of multibuy as customers search for better value and less waste.

Spar retailer Paul Stone, who runs seven stores in Manchester, said: "We are doing more and more straight price reductions instead of multibuy. I just don't think customers like buying more than they need."

"We are also experimenting a lot with promoting larger pack sizes on things like soap powder and fabric softener. Even if the margins are not as big it is helping to drive basket spend."

A new IRI report shows the multiples have had a 25% reduction in the number of items on offer since 2012.

Tim Eales, strategic insight director for IRI, said retailers were moving away from the "short-term benefits" provided by multibuy.

Mandeep Singh, of Premier Singh's Sheffield, said Booker's large packs of Surf for £3.80 and toilet rolls proving particularly

popular.

"This kind of value on larger packs is keeping people coming back."

Gloucestershire retailer Harj Dhasee said he was having to be smarter when selecting promotions because margins on offer through Nisa's main offers leaflet were slipping.

"On things like Cadbury's chocolate bars it's gone from 22% to 15%. We're not pushing the lower value items on the leaflet."

"Instead, we are going to the members' magazine to get promotions with extra margins."

"At the moment, we've bumped up a Nisa bleach 79p offer to £1 to squeeze that extra margin. Customers are still getting a deal and you're getting more profit."

Mr Eales said multiples were doing "fewer promotions, driven by a need for more promotional efficiency and effectiveness".

He added: "Our advice is to look for categories where the sales uplift from individual products on promotion delivers benefits for the category as a whole, meaning a win-win for both suppliers and retailers."



NFRN warns retailers over Payzone deal

The NFRN has issued a warning to retailers to delay the installation of a new Payzone terminal following further controversy over its new contract.

After the federation's announcement it was speaking to lawyers about the new contract last week, Payzone appeared to back down and said retailers

could get in touch if they did not wish to extend their contract under the new terms and conditions.

A spokesperson said: "We've listened to this and are going to contact all of our customers and offer them the chance to get back in touch if they don't want to extend their contracts."

However, the NFRN said in a statement: "Should Payzone make a call to organise the installation of their new terminal, please be aware agreeing to this will seal your acknowledgement of a new three-year contract, six months' notice to terminate and all the other new clauses."

Andy Banks, of Barnsley-

based Andy's News, said he had been told this week he would still face a charge if he chose to end his contract, despite receiving just 11 days' notice of the change in terms.

The NFRN was due to meet with Payzone on Wednesday, after RN went to print, and said it would update retailers afterwards.

NEWS & MAGS

Head space: mag launch minds gap

A new mental health magazine will be available to independent retailers from October as the trend for launches in the category continues.

Happiful magazine is currently distributed direct to customers or through charities, but will soon be available from Dawson Media Direct and DLT Media, with a cover price of £4.

The launch follows the release of wellbeing title Breathe last year, as well as In The Moment and Time's Mindfulness one shot in June.

A spokesman for Happiful said: "Independent retailers represent a good opportunity to promote Happiful and the awareness of mental health."

Jeremy Leslie, of Magculture in London, said two new independent mental health titles, Torchlight and Anxy, have been his best-selling launches of the summer.

Mag sales in full bloom

Sales of Gardeners' World's best-selling issue of the year, featuring the annual 2-for-1 Gardens to Visit card, were up 10% year on year in 2017.

The May issue, which this year included 2-for-1 passes to more than 400 gardens in the UK and Ireland, sold 297,000 copies – generating a 34% year on year increase in RSV, according to publisher Immediate Media.

Cornwall retailer Mark Ansell, of Liskeard News, said his sales of the title

were up by almost 90%, selling 70 copies compared to eight copies in a normal month.



Immediate's Andy Marshall cites sales boost headlines Children's titles achieve sales rises

ABC figures point to growth opportunity on newsstands

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

The newsstand is a "growth opportunity", Immediate Media's group manager told RN, after the Audit Bureau of Circulations revealed sales boosts across 11 of the publisher's titles.

Andy Marshall attributed widespread newsstand success for Immediate's children's, cooking and gardening magazines in the first half of 2017 to its promotions, PoS materials and covermount selection.

Strong year-on-year rises were achieved on children's titles Lego Nexa Knights (23.9%), Mega (26.8%) and Lego Friends (9.7%), while Lego Ninjago became the highest-selling title in the sector. BBC Good Food Home Cooking Series also achieved a significant 18.2% rise.

"We see the newsstand

as a growth opportunity and we work closely with our distributor Frontline to maximise sales," said Mr Marshall.

"We use our cutting-edge systems to ensure copy is where it should be. We work together to make innovative and striking promotions and we are as creative as possible in developing unusual and standout point of sale materials.

"The Lego brands remain strong and the fact we now have the top two Lego brands in the UK is testament to the quality of our content getting into the real essence of the brand. It's particularly pleasing to post strong uplifts across the boys' and girls' categories.

"Young children love physical products so we spend time and effort in researching the right con-

tent and the right cover gifts to make unbeatable packages across our entire portfolio."

Asked about the publisher's performance for the remainder of the year, Mr Marshall predicted growth in the mindfulness, craft and history sectors, as well as more rises in the children's category between Halloween to Christmas.

● For full ABC figures and analysis, turn to page 28



We work together to make innovative and striking promotions and we are as creative as possible

Andy Marshall

Group manager, Immediate Media

Pressing concern: mag launches fall in H1

The number of magazines launched so far this year has fallen 16% compared to 2016, new figures show.

However, industry experts told RN they are confident more launches in the second half of the year can push up the figure to match last year's total.

The number of launches hit 361 in 2016, representing

a four-year high for the sector. The new figures from the Professional Publishers' Association (PPA) reveal there were 160 regular frequency titles in the first six months of this year compared to 191 in the first half of 2016.

The PPA's head of retail and circulation marketing Anne Hogarth said the

organisation does not view the drop as "significant".

"The number of titles may even out with more being launched in the second half," she said, adding that no particular sectors have noticeably been hit by a lack of launches so far.

Marketforce's group circulation manager Rob Humphrey said: "It's hard

to say but there are a steady stream of launches coming from the children's sector this year and others including puzzle titles. I would say by year end it's likely to come close or match it."

Seymour group account controller Sue Stone agreed, adding: "The children's sector is very active for launches at the moment."

WALKERS

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PRODUCT

Suppliers say focus on snacking Link deals recommended

Their missions
are your profits

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Retailers who understand their shoppers' missions and merchandise accordingly can cash in on the growing snacking category, which has doubled sales in the last five years, suppliers told RN.

Ferrero and Mars gave the advice last week as Ferrero launched its B-ready Nutella snack bar and Mars provided ranging tips for its Goodness Knows bar, to help retailers tap into a 9% rise in cereal bar sales.

Levi Boorer, customer development director at Ferrero, told RN some retailers were responding to changing snacks trends in c-stores, and advised others to follow suit.

"We are seeing a shift in traditional categorisation of products to more mission-based displays," he said. "Retailers are realising customers are shopping by how they are feeling - with sweet treats, health, kids' or other snacks in mind, and we advise them to place B-ready with other sweet treats."

Mars said figures showed snacking had doubled in the past five years. It recommended retailers to display Goodness Knows alongside popcorn, rice cakes and other cereal bars if space allowed, or with confectionery bars in smaller stores.

"Snacking has increased mas-



sively and we've seen retailers embracing this trend," said Katie Griffiths, Goodness Knows customer marketing manager. "A bar like Goodness Knows gives more choice, with its different taste and lower calories. It could go in a high footfall area or in a linked deal by a coffee machine."

B-ready comes in single bars and six-packs with RRP of 56p and £1.99 respectively, with bars containing less than 120 calories, and will be supported by a £3m ad campaign.

Meanwhile, Goodness Knows bars are available in three flavours, with each bar containing 160 calories and divided into four squares, and will be backed by a £4.6m ad campaign. In addition, Ferrero also revealed its Christmas line-up, with launches including a Kinder Chocolate Santa Letter, new collectable Kinder Joy winter eggs and Kinder Mix and Thornton Snowdog advent calendars.

Thorntons eyes Xmas

Ferrero has announced a packaging redesign, festive range and advertising package for Thorntons following a "breakthrough" year for the brand.

Christmas products include a dark chocolate Continental selection, a Seasonal Selection and a Christmas Selection.

Packaging will be redesigned to include copper and marble-coloured backgrounds for a more premium feel, and a £3m ad campaign will back the brand.

The plans were unveiled as new figures show Ferrero, which acquired Thorntons in 2015, has reduced a 23.3% sales decline to 9.1% and grown its market share from 2.7% to 9%.

"We have removed a lot of products to end confusion around lines that weren't relevant," said Levi Boorer, customer development director at Ferrero. "We've created a much more compelling proposition with core products in the Classic Collection and Continental ranges."

TRENDS

Tobacco firm 'in clear'

A British tobacco manufacturer has been given the all clear by Trading Standards after products suspected of being counterfeit were seized.

Chancellor Tobacco, based in Ipswich, has only been producing the MB, Treasurer London and Tornado brands for around a year, which has meant some retailers and enforcement teams were unaware of the products. The distributor, Zween Tobacco, are also little known.

Cigarettes were seized from

retailers in Sheffield, Liverpool and Brighton. However, Suffolk County Council Trading Standards officer Richard Carr said in a letter: "We can confirm that the products are not an illicit brand of white cigarettes and that the company is a genuine, UK-based company producing fully compliant cigarettes."

Chancellor mainly produces high-value cigarettes for markets outside of the EU, where packaging restrictions do not apply.

Involve your community 'Indies can compete with mults'

Make Halloween an opportunity

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Independent retailers must plan their Halloween ranges around community activities to compete with the supermarkets and take advantage of the season, according to Ferrero.

Levi Boorer, the company's customer development director, told RN retailers should research which events customers would be shopping for before buying their stock, and what prices they would be prepared to pay.

"Different communities celebrate Halloween in different ways," said Mr Boorer. "So if retailers need sweets for trick or treating, they should provide cheaper, smaller options. If it's more about parties, they should stock special packs instead."

He advised retailers to focus on sharing packs, pouches and tubs to



capitalise on Halloween, where confectionery made up £96m of £121m sales in 2016.

"The challenge for independents is these products are sold in supermarkets at high discounts," he said. "To compete, they should focus on well-known brands, especially those with strong TV support."

The advice came as Ferrero unveiled its Halloween range, which includes four monster-themed Kinder Choco-Bons 200g sharing packs. It launches next month and will be supported with sampling and a £1.1m TV ad campaign in October.

Link-sell coffee advised

Retailers who link-sell coffee with other products have reported a growth in sales.

Emma Burglund, of Simply Fresh in Abergavenny, told RN locating her coffee machine next to bakery products and link-selling them had help raise awareness and sales.

"In winter, I brought in sausage baps, so a did breakfast deal with them," she said. "Sales decrease

in summer, so we do a deal with coffee and a breakfast turnover or other pastries instead."

This comes as 76% of stores in the Independent Achievers Academy's 2017 Top 100 said they now sold fresh coffee.

Wrigley advised retailers to site chewing gum next to coffee to drive cross-category sales.

● See hot drinks on pages 28 & 29

ON A MISSION:

Hot Beverages on the Go

WRIGLEY
MISSION
CONTROL

29%

of chewing occasions happen directly after drinking hot drinks*

Chewing sugarfree gum helps keep teeth **clean and healthy** after drinking on the go**

Over **97%** of Wrigley's gum sales are from sugarfree products†



Tom Lynch, Senior Category Manager, Wrigley, says:

“Take advantage of this growing **shopper mission**, by placing a small gum display beside your coffee machine to encourage additional **impulse purchases**. Up-weight basket spend by offering a **cross-category promotion** with coffee and gum, and make sure gum is visible to all shoppers by having the **best sellers** displayed at till point.”

Work with your Wrigley representative to help maximise your gum sales, or visit www.wrigley.com/uk

* Ipsos Reasons to Chew 2014

**Extra sugarfree gum is beneficial for dental health as it helps to neutralise plaque acids

†Nielsen Scantrack, Total Gum, Total coverage MAT w.e. 5.11.16

WRIGLEY
A Subsidiary of Mars, Incorporated

BRAND SNAPSHOT



Ferreroocious monsters

Ferrero is launching four monster-themed Kinder Choco-Bons 200g sharing packs for Halloween next month, supported by a £1.1m TV ad campaign.



The greatest vape

Imperial Tobacco has teamed up with summer festivals in a bid to reach 350,000 people by the end of the season with its vaping brand Blu.



Children of the Quorn

Quorn, the meat-free brand, is targeting sales for family meals, with a category-boosting £2.5m media spend.



A blaster for the pass

Astonish's Mould and Mildew Blaster has received a stamp of approval from the Good Housekeeping Institute.



Light brand hat-trick

AG Barr is encouraging retailers to drive Diwali sales by stocking its Mango, Guava and Passion flavours in celebration packs.



Smoothie does it

Moma Foods has unveiled new branding for its oat-based drinks, with a new name - Breakfast Smoothie - and a packaging redesign.



Jingle balls

New for Pladis' Christmas collection this year is McVitie's White Chocolate Digestives Nibbles - biscuit balls coated in white chocolate.



Knopp's landing

Backed by a £4.5m TV campaign, Storck is launching Knoppers - a snack consisting of baked wafers with cream filling and a chocolate coating.



Tic Tac's tropic tactic

Adding a tropical twist to its flavour-changing Tic Tac Mixers range, Ferrero is launching Coconut to Pineapple, available from September.

YOUR NEWS

Retailing brothers celebrate growth

Brothers Barry and Ranjeet Chandi have grown year-on-year sales by 30% and basket spend by one third since investing in Nisa's Store of the Future 2 format 12 months ago. The Nisa Local Buckden in Cambridgeshire was expanded from to allow space for more fresh and chilled products, as well as a coffee machine and fresh bread. "We've got four metres for our fresh fruit and vegetables and more ambient space and we're selling tonnes every week," said Barry Chandi.



Owner finds success in Budgens crossover Basket spend doubles in venture

Manager doubles up in new Budgens store

by Joe Cooper

RNreporter@newtrade.co.uk

A former Budgens manager has opened his own store and has more than doubled the new shop's turnover within weeks.

Jerry Tweney has taken everything he learned from his 10 years as store manager at Warner Budgens in Moreton-in-Marsh and, with help from Guy Warner himself, is now running Prestbury Village Stores 20 miles away, under the Budgens banner.

The former Premier store underwent a complete refit and, despite only opening a fortnight ago, weekly turnover has grown from £6,000 to £15,000.

Building a credible fresh

offering so customers do not need to travel to nearby Cheltenham has been a top priority.

The store's basket spend has already doubled to £6 and Mr Tweney is aiming for a footfall of 2,000 people per week, compared to the old store struggling to pull in 600 customers.

"It's always been my ambition to own my own shop," said Mr Tweney.

"I decided to stick with Budgens as I knew so many of the senior team and I've not seen a better fresh food range than theirs."

The 400-year-old building, complete with thatched roof, is well known in the village and used to be visited every year by the Queen Mother

when she attended the Cheltenham Gold Cup horse races.

Mr Tweney has divided it into three sections – food to go, chilled and ambient. There is a coffee machine and a seating area for 14 people, something which is not available anywhere else in the village.

"We've got 400 fresh food products," Mr Tweney said. "Around 40% of the store is made up of fresh and bakery. We have a strong breakfast offering with bacon and sausage sandwiches, fresh bread and a tie-in with a local bakery and bake-off cakes and doughnuts."

Fresh meat, fish and meals-for-one for the town's affluent, older population are also a key part of the store.

Sign up for online training, stores told

A Wiltshire retailer has urged other store owners in the south west to sign up to a website that trains staff on age-related products.

Paul Mather, of Sherston Post Office, said the "little gem", set up by the Trading Standards Partnerships South West, was not well known despite it being "excellent value" for retailers.

Mr Mather pays £60 per year for the online toolkit, called No

Proof of Age - No Sale, which trains his 17 staff on legislation affecting anything from paracetamol to alcohol. Tests are used to prove staff have taken training on board.

"Legislation is changing all the time and things like medicines aren't as well known about," said Mr Mather. "It shows the authorities you're doing everything you can to make sure staff comply with the law.

A long-serving member of staff has just done it and said she has learned something new."

Managers can tailor the service to suit their business, certificates are awarded, and stores can also receive automated training reminders and access a helpline.

"It might take an hour or so but it's important. It's easy to forget it until something goes wrong," said Mr Mather.

ACADEMY IN ACTION



INDEPENDENT
Achievers Academy



Three month follow up:

In-store Display

In April, Mondelez's Susan Nash visited Harj Gill in Birmingham to have a look at how he could utilise in-store theatre. Three months on, we have a look at his progress

IAA ADVICE

- 1 **Maximise impact by asking for point-of-sale from suppliers when buying promotional stock**
- 2 **Source special point-of-sale signs and trays to tempt purchases of fresh and local products**
- 3 **Rethink the area by the counter to accommodate displays that will grab a shopper's attention**

HARJ SAYS

“We've made great progress with putting beers by the takeaway meal bags. We started out with 4-packs of Cobra, but what has really worked has been the 660ml bottles, which really capture the customer's imagination. We have printed out our own labels for the local meat and been in touch with our egg supplier to get special labels. He says that other people are looking for this too and we are waiting for it to be done. Other changes have taken second place to our business plans. We've been inspired and are looking at some big changes for the shop. Watch this space.”

Your action plan

Visit betterRetailing.com/AiA to find out more about Harj's visit, to develop your own action plan and see similar results in your shop

WHAT'S NEW



Patchwork Pâté

Patchwork was established in 1982 by Margaret Carter and the company still makes everything in small handmade batches, without artificial colourings, additives or preservatives.

RRP from £3.50

Contact info@patchworkfoods.com



ChariTea Iced Tea

ChariTea prides itself on paying higher prices for ingredients to support fair farming. It offers four different infusions, including a caffeine-free variant.

RRP £1.32

Contact info@charitea.com



Miller's Elements

Miller's, a family bakery based in Derbyshire, calls its range of crackers 'concept-led'. Included in the range is Miller's Elements, which comes in three variants: Fire, Water and Earth.

RRP £2.25

Contact john@artisanbiscuits.co.uk



RJ's Natural Liquorice

RJ's Liquorice comes in its traditional flavour, but also in Raspberry and Orange too. Made in New Zealand, it is available throughout the convenience channel in the UK.

RRP £3.65

Contact sales@rjlicorice.co.nz



Little Herb Farm

The Little Herb Farm is based on the outskirts of St Andrews in Fife. Also makers of vinegars, the company's range of dips include this new Lime and Coriander Houmous.

RRP £1.45-£1.89

Contact thelittleherbfarm.co.uk



Watmuff & Beckett

Set up in 2007 by childhood friends Andrew Watmuff and Michael Beckett, this company produces ready meals using quality ingredients sourced from British farms.

RRP £2.79

Contact hello@watmuffandbeckett.co.uk

Joe Cooper
 RNreporter@newtrade.co.uk
 020 7689 3357



Zest Pesto

Zest Pesto is free from artificial ingredients and is suitable for vegans and vegetarians. The company also produce a full range of pasta sauces.

RRP £2.27

Contact sales@hiderfoods.co.uk



Emily Fruit Crisps

Inspired by the founders' travels in the Far East, these fruit crisps are made in a vacuum to preserves all the nutritional goodness in fruit while still being crunchy.

RRP £1.19-£2.99

Contact trade@emilycrisps.com

Focus

Fruit juice

With customers increasingly focused on sugar content, more and more juice producers are focusing on making products that appear more natural and healthy. Here, RN profiles three that could feature on your shelves



James White Juices

Zingers are the latest range of four drinks from James White Drinks. The Turmeric Zinger, containing turmeric juice, is a perfect alternative to the morning coffee.

RRP £1.45

Contact info@jameswhite.co.uk



Granny's Secret

Inspired by its founder's upbringing in the Balkans, Granny's Secret juices are made by grinding the whole fruit rather than pressing it. The amount of fruit in each drink is shown on bottles.

RRP £2.65

Contact contact@grannyssecret.co.uk



The Village Press

Sunmagic is launching a freshly-squeezed range of premium juices, including Orange Juice, Cloudy Pressed Apple Juice and Still Lemonade. A 250ml bottle will cater for the growing demand for premium juices on the go.

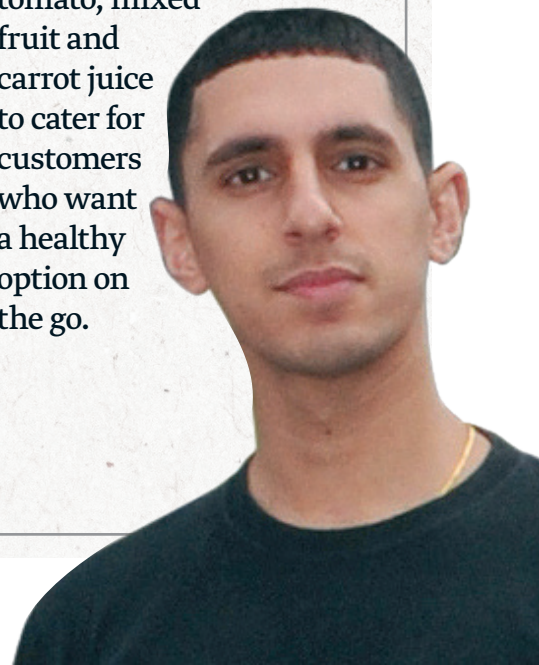
RRP £2.99 (1l)

Contact hello@sunmagicdrinks.co.uk

Sandeep Bains

Simply Fresh, Faversham

We stock organic ranges with flavours such as tomato, mixed fruit and carrot juice to cater for customers who want a healthy option on the go.



YOUR VIEWS

YOUR LETTERS

■ 'Premier League-style footfall' is fine – but it's not going to pay our bills

Why do most of the companies we deal with think we should work for footfall?

Payzone think they are paying so much commission that they won't supply us with free thermal rolls for their machines.

Camelot decided to offer a free go on the lotto for getting two correct numbers but won't pay us for processing the ticket, because it isn't generating money so we do the same work for nowt.

The great Post Office have us working for two bob an hour, and have decided to stop supplying us with paper clips, pens and rubber bands. We now have to buy our own to clip all their paperwork together.

But they all offer us Premier League-style footfall.

Graham Doubleday
Doubleday News
Mossley, Ashton-under-Lyne

Camelot had not replied to a request



Camelot decided to offer a free go on the lotto for getting two correct numbers but won't pay us for processing the ticket
Graham Doubleday

for comment by the time RN went to press

A spokesperson for Post Office said:

"Offering Post Office services in a retail outlet is a footfall driver, and independent research (Him! 2016) shows that 78% of people using the Post Office bought something else in the shop.

"Postmasters are also paid a fee for every transaction – mails, home shopping returns, Local Collect (parcel collection), travel money, easy bill payments, e top-ups, MoneyGram and much more, so the more they sell, the more they earn. The fee rates are calculated based on the complexity and duration of each transaction."

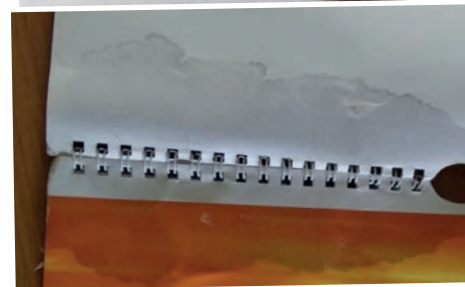
Payzone declined to comment

■ Smiths, how can I sell these soggy and torn calendars?

I totally agree with Graham Doubleday from Doubleday Newsagents, about his comments on Smiths News this week (on page 21, Your Views, RN 11 August).

Time and time again we get the same problems with the Yeovil branch. Although the staff are very good here, this problem still keeps happening.

I'm not a newsagents and operate as 100% HND. So when I order



something it's normally because a customer has requested it.

Only this week I've been promoting a 2018 calendar that we can order through Smiths News valued at £7.99.

These turned up today tied and strangled by the banding machine and soaking wet where they have been left in a cage outside with all

YOUR SAY Are you worried the number of symbol groups could decline as a result of the industry-wide consolidation?



Sudesh Patel

Coulsdon/Londis, South London
I am concerned about it because I think more and more control will be taken away from independents. I used to be a store manager for Tesco and I know the company is run as a dictatorship. If they do take us over they could call us the next morning and tell us we have to put all our prices up by 50% and there would be nothing I could do about it.

Gully Hayer

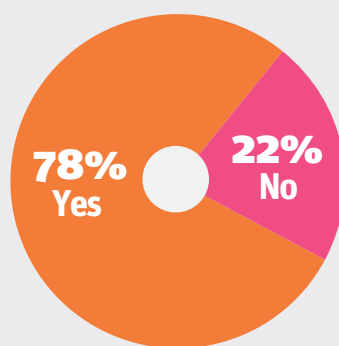
Premier Hayers Mead Vale Store, Weston-super-Mare
We're quite excited about the prospect of consolidation, what with being a Premier store and what's happening with Tesco and Booker. Booker will hopefully be joining forces with Tesco and we feel our future is bright as a result.

We hope it'll been better deals, banking and technology. Having access to the power of Tesco can only lead to good things and keep us ahead of our competition.

Jacqui Dales

London Road Bakery (Spar), Boston
I'm not worried about Spar because Blakemore own lots of stores as well as having symbol stores, so they can probably weather the changes. But if the number of symbols reduces it will feel like we have less choice about who we work with. It already feels that way with Londis, Premier and Budgens all being owned by the same company. We could end up competing with a store down the road, which will reduce market competition and could mean customers see the same deals everywhere.

RN READER POLL



Would cash and carries opening to the public be a threat to your business?

NEXT WEEK'S QUESTION

What percentage of your transactions are cash payments?



Vote now at
betterRetailing.com



our Saturday newspaper supplements.

I've now got to go through the hassle of sending them back and ordering more. Question is what state will the next ones be in? I will be contacting Smiths but along with the other HND roundsmen, we are sure

things won't change.

Kevin Passmore
Passmore Newspapers
Yeovil, Somerset

Smiths News had not replied to a request for comment by the time RN went to press.

100 YEARS AGO

18 August 1917

It was announced that the second son of Mr Balmforth, the editor of The Manchester Evening News, was killed in action. His name was Captain Alfred Balmforth of the Manchester Regiment.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I will start by endorsing Graham Doubleday's letter, printed Friday 4 August. I wholeheartedly agree enough is enough where Princess Diana is concerned. In fact, one lady rang up to say she had been a Mail reader for as long as she could remember but this coverage was over the top and she no longer wants to read it.

I felt so sorry for a Dutch couple last week, who were on a touring holiday around the Midlands camping in a different place each night. They were both on motorcycles and each had a sidecar carrying their dogs – certainly something you don't see every day.

They hired a day boat for a trip up the canal at Norbury Wharf. Unfortunately, as the lady got off, she slipped and fell between the boat

and the canal side. An ambulance was sent for as it was obvious she had broken her arm and she was, of course, in shock. That was the end of their holiday because the next day she had to fly to Amsterdam. Her husband had to travel back on his own with both dogs in his sidecar.

It is quite exciting watching local lad Adam Peaty's progress as he makes the headlines with his world record swims. At the rate he is going he could be in line for BBC Sports Personality of the Year – what a hoot that would be.

The autumn seems to be arriving early. It is completely dark when I get the papers off my delivery van. My head torch is back in use and I'm out there looking like one of Snow White's dwarfs heading off to work.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Thank you to all staff, suppliers and the local community for their continuous support TOP 100 Independent Retailer Our Local Community

Narinder Kaur
@nkaur5187

Fantastic first visit to Brandram Road, Corner Shop. The owner of this lovely store has decided



to sell @WSJEurope #newslondoncalling

Alex Okafor
@AlexO_NewsUK

New range of craft beers in Family Shopper, Blantyre. We had a number of customers asking for this and even have one that is alcohol free!

Mo Razzaq
@morazzaq

In response to RN's tweet: "promotions run by Mail Newspapers in the past two weeks have driven a sales uplift of more than 200,000 copies"

I get that promotions work... but would it not make sense to up the copies to newsagents to meet the extra demand created.

Chard Newsagent
@Chard_News

The big pity is my customers having to go to other establishments to collect the CDs

Eugene Diamond
@EDiamond136

In response to RN's tweet: "Do you think you have a responsibility to promote healthy eating to your customers?"

I think we should offer a choice and let the customer decide. I believe if we don't we will lose future customers

Susan Connolly
@RetailSusan

TOP 100

INDEPENDENT LOCAL SHOPS

ANNOUNCED

Local retailers benchmarked their businesses across 12 key disciplines and were visited by assessment partner, REL Field Marketing, for an in-store assessment to understand how they can better serve their communities. Congratulations to the **#IAA17** Top 100 local shops who are consistently delivering a brilliant experience for their shoppers.

Al-Amin Stores, Cambridge
Albany Road Post Office (WHSmith Local), Cardiff*
Ancoats General Store, Manchester
Basildon Garage (Mace), Basildon
Best-one Byram Park Stores, Knottingley
Boyatt News, Eastleigh
Bradley's Supermarkets, Loughborough
Broadfield Newsagent & Post Office, Crawley*
Budgens Anker Service Station, Nuneaton
Burn Valley Stores (Premier), Hartlepool
Clandeboyne Stores Spar, Bangor
Costcutter & The Food Shop, Swanage
Costcutter BWS, Chesham
Costcutter Campbell Street, Farnworth
Costcutter Epsom, Epsom
Coulsdon Londis, Coulsdon
Cowpen Lane News, Billingham
Family Shopper Little Hulton, Little Hulton
Fourways News (Spar), Penarth
Greenhill's Stores, Kineton
Handley's Go Local, Sandiway
Hayre Convenience Store (Premier Express), Leicester
Hollins Green Community Shop, Warrington
Hopes Of Longtown, Longtown*
J Roberts & Son (Costcutter), Codicote
Jay's Budgens of Crofton Park, London
JJ's Mini-Mart, Bridlington
Knight's Convenience Store (Premier Express), Gosport
Leiston Londis, Leiston
Levenhall Village Store, Musselburgh
Lifestyle Express Midway Convenience, Ledbury
Londis Abbotsbury Road, Weymouth*
Londis Broadoak & Post Office, Ashton-under-Lyne
Londis Chatsworth Road & Post Office, Chesterfield*
Londis Dimond Stores, Pembroke Dock*

Londis Ferme Park Road, London
Londis Manor Park, London
Londis Stour Road, Christchurch
Londis Westham Road, Weymouth
London Road Bakery (Spar), Boston
Mace Village Shop, Whissendine*
Manchester Road Spar, Burnley
McLeish, Inverurie
MJ's Go Local Extra, Sheffield
MJ's Premier Store Oldham, Oldham
Mullaco Supermarket, Dewsbury
Narinder's Convenience Store (Premier), Huddersfield
Nisa Local (V&N), Canvey Island
Nisa Local Dartford, Dartford
Nisa Local Fletton & Post Office, Peterborough*
Nisa Local Orton, Peterborough
One Stop Belgrave Stores, Coventry
One Stop Canterbury Stores, Canterbury
One Stop Draycott, Draycott
One Stop Gospel Lane & Post Office, Birmingham*
One Stop Mount Nod, Coventry
One Stop The Prior Way, Borrowash
One Stop Warstock Post Office, Birmingham*
One Stop Working With Royals, Leamington Spa
Pike's Newsagents, Porthmadog
Poole's Supervalu Dromore, Dromore
Premier Eldred Drive Stores, Orpington
Premier Green End Store, Huntingdon
Premier Hayers Mead Vale Store, Weston-Super-Mare*
Premier Jimmy's Store, Northampton
Premier Jules Convenience Store, Telford
Premier Pricecracker (Fintry), Dundee*
Premier Singh's Manor Store, Sheffield
Premier Smeaton Stores, Kirkcaldy
Premier Upholland Village Store, Up Holland
Premier Whitstone Village Stores, Whitstone*

Premier Woodcross Convenience Store, Coseley
Ruprai Food & Wine (Nisa), Birmingham
Select & Save The Windmill, Birmingham
Selection Box, Bridgend
Sherston Post Office & Stores, Sherston*
Shingadia's Londis Caterways & Post Office, Horsham*
Shingadia's Londis Southwater & Post Office, Horsham*
Simply Fresh Cardiff & Vale College, Cardiff
Simply Local Moat Stores, Malvern
Simply Local Newton-Le-Willows, Newton-Le-Willows
Spar Bilsby & Post Office, Lincoln*
Spar Minster Lovell, Witney
Spar Rocket Stores, Bolton
Spar Wigston, Leicester
Spar Wylde Green, Sutton Coldfield*
St Mary's Supermarket (Premier), Southampton
Sukhi's Simply Fresh, Kenilworth*
Tenby Stores & Post Office (Premier Express), Tenby*
Teri's Supermarket (Bargain Booze), Oldbury
The Corner Shop Convenience Store (Premier Express), Crossgates
The Hollow & Post Office (Premier), Northampton*
The Village Shop & Post Office (Nisa), Hook Norton*
Today's Extra Gloucester Avenue, Northampton*
Todays News, Newcastle
Village Stores Mickleton (Nisa), Mickleton
Wady & Brett (Londis), Charing
Welcome Store & Post Office, Lower Willingdon*
Wimborne Mace, Wimborne
Woosnam & Davies News, Llanidloes

*Post Office

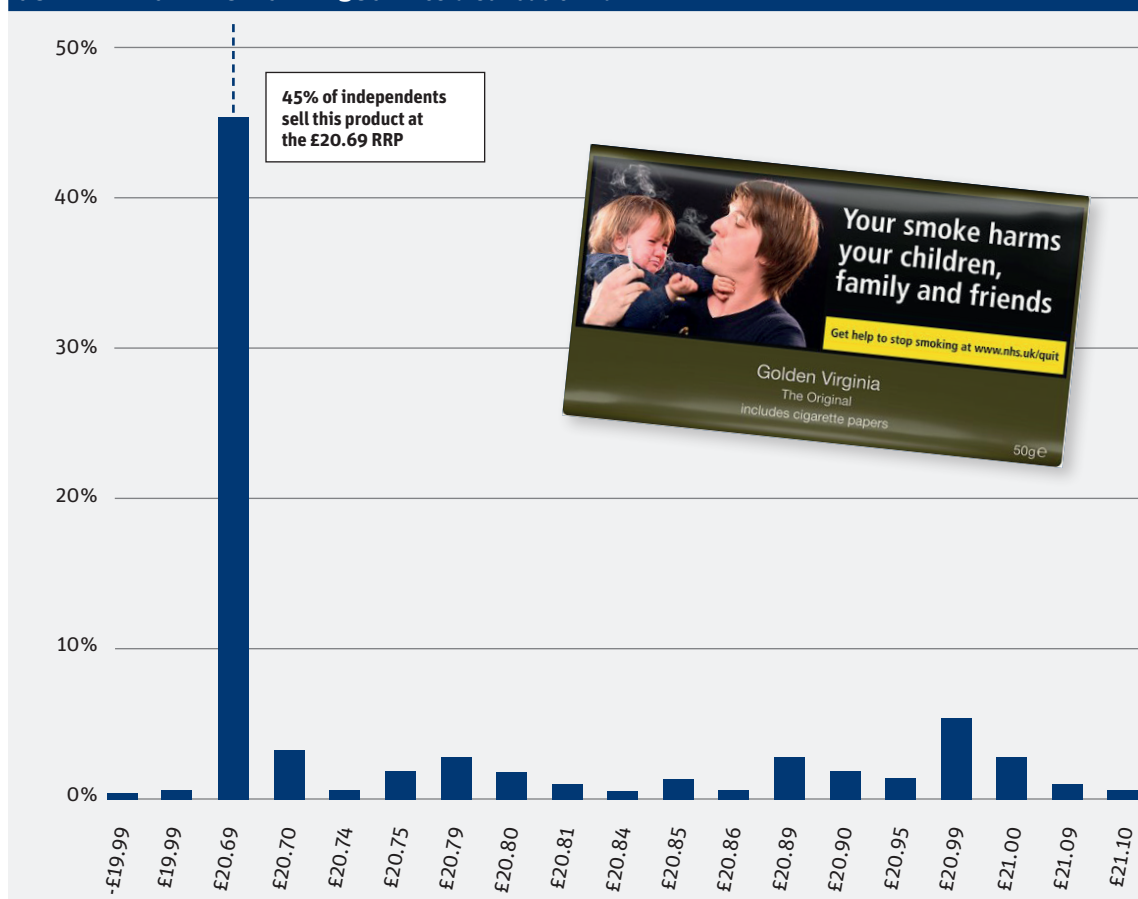


PRICEWATCH

Profit checker Rolling tobacco

Price checker

GOLDEN VIRGINIA ORIGINAL 50G Price distribution %



Analysis

Three months after EUTPD II regulations came into full force, retailers' pricing of rolling tobacco has settled into distinct patterns. As our Profit Checker chart shows, many stores prefer to stick to RRP,

with 45% opting for this price for 50g packs of Golden Virginia. Eugene Diamond told us he chooses to do this because he knows what his shoppers can and expect to spend. But even more – 47% in the case of

Golden Virginia – price above, with 30p the most common addition. Terry Caton told us his decision to raise prices above RRP was to ensure he makes a decent cash return from the category.

PRODUCT

Amber Leaf 2 in 1
30g

Gold Leaf Quality Blend
30g

Golden Virginia Original
30g

Amber Leaf RYO
30g

Amber Leaf Original
50g

Cutters Choice Original
30g

Golden Virginia Bright Yellow Pocket Plus
30g

Amber Leaf 3 in 1 Crush Proof Box
30g

Golden Virginia Original
50g

Gold Leaf RYO
50g

Sterling RYO
30g

Pall Mall Fine Cut
30g

How we drive our profit

Terry Caton

STORE London
LOCATION Chesterfield
SIZE 1,500sq ft
TYPE neighbourhood

TOP TIP

Maintain good availability and make sure you stock brands that are relevant to your area



We are doing okay on tobacco in general, and we are lucky we don't have the same challenges as some retailers down south when it comes to illicit tobacco. Sales are static at the moment. We sell our 50g Golden Virginia at £20.95, which is above the RRP, because I have to make sure the category makes a cash return. We don't massively overprice, though. It's about having the correct products and prices for your area. You have to understand your cash profit return. Manufacturers may not like it, but you have to maximise profitability.

Eugene Diamond

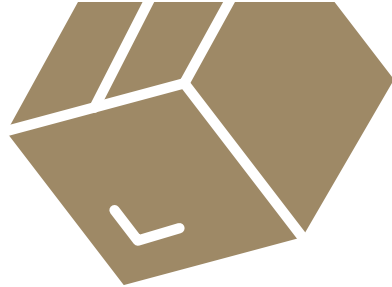
STORE Diamond's Newsagents
LOCATION Ballymena
SIZE 1,000sq ft
TYPE town centre

TOP TIP

Use knowledge of your customers to set your prices and resist the temptation to raise them if you think it will cost you sales

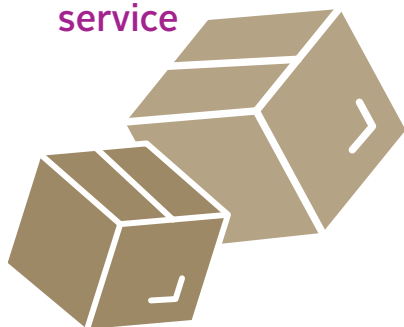


I usually sell rolling tobacco at the RRP, despite the temptation to go above it. My customers are looking to spend around £10 on a 30g pack of tobacco, so any brand that is able to offer that price does well. Amber Leaf used to fly off my shelves, but I'm selling more Golden Virginia in 50g packs at the moment because I always have it in stock and customers can rely on me for that. People find this larger size better value than the 30g packs, but since the law changes came in, Gold Leaf or Amber Leaf 30g is our overall bestseller.



74%

offer a parcel
delivery/collection
service



Average basket spend
£7.10



76%

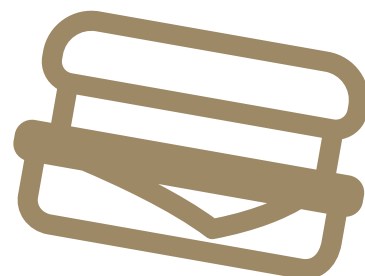
sell fresh coffee



TOP 100 IN STATS

58%

sell hot food to go



44%

of shops are
1,000 sq ft
or under



89%

belong to a symbol
or franchise group



Being a part of the IAA Top 100 is a big deal to me. I use the benchmarks every day to check what I'm doing is right for my shoppers and I can't wait to share this with them.

Narinder Kaur,
Narinder's Convenience
Store (Premier),
Huddersfield



Meet the #IAA17 Top 100

Build your network and share new ideas with your local Top 100 retailers. Visit

betterRetailing.com/IAA/top-100

#IAA17

Toby Hill
 RNreporter@newtrade.co.uk
 020 7689 3357

Data supplied by



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£20.89	£20.69	–	£21.19	£20.69	£20.85	–	£20.69
£16.75	£16.50	–	£16.50	£16.50	–	£16.50	£17.20
£10.33	£10.10	£10.15	–	–	£10.10	–	£10.50
£10.17	£9.99	£10.15	£9.99	–	£10.10	£10.31	£9.99

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Suresh Patel

Upholland Village Store,
Upholland, West Lancashire



Milk by Rowland's
Dairy
£1.49 for 2l



Where did you discover it?

The previous owner used to stock this milk and when I took over I needed to find a milk supplier, so it made sense to continue with them. This company is based in Mawdesley – its farm is there too and everything is processed on site. The milk is fantastic. It's not blended and is produced the day before we get it. We have a badge on it to say it's free range too. I've been invited to visit the farm, which I intend to do as it will be good to see how the milk is processed.

Who buys it?

Customers who live locally – they prefer it to any other brand. It would be cheaper for me to go through Premier to get my milk but my customers want Rowland's and they won't switch. I did try to change supplier a couple of years ago but it didn't work and I immediately switched back to Rowland's. We offer it in one, two and four-pint bottles.

Why is it so successful?

I am assuming customers drink it because they like the quality and the creamy taste. Also, customers like it because it is local. Because Rowland's does everything itself, it means it has very simple packaging.

Paul Patel

STORE WH Smith Local
LOCATION Dibden Purlieu
SIZE 1,600sq ft
TYPE residential

TOP TIP

Talk to customers about what you stock, and remember you can't compete on low prices unless you reduce your margins



With rolling tobacco, I charge 30p above the RRP. Customers don't know much about prices because we have gone dark. I have steady custom for Golden Virginia, and sell around 10 packs a fortnight. I charge £21 for a 50g pack, to earn a 12% margin, which isn't huge. The biggest problem I have here is illicit tobacco. I sell more Rizla papers than tobacco, which people are getting from alternative sources. Ideally, I'd like to go back to the old days when you could bring back just a small amount from abroad – not as much everyone does today.

Ian Lewis

STORE Spar Crescent Stores
LOCATION Whitney
SIZE 1,800sq ft
TYPE village

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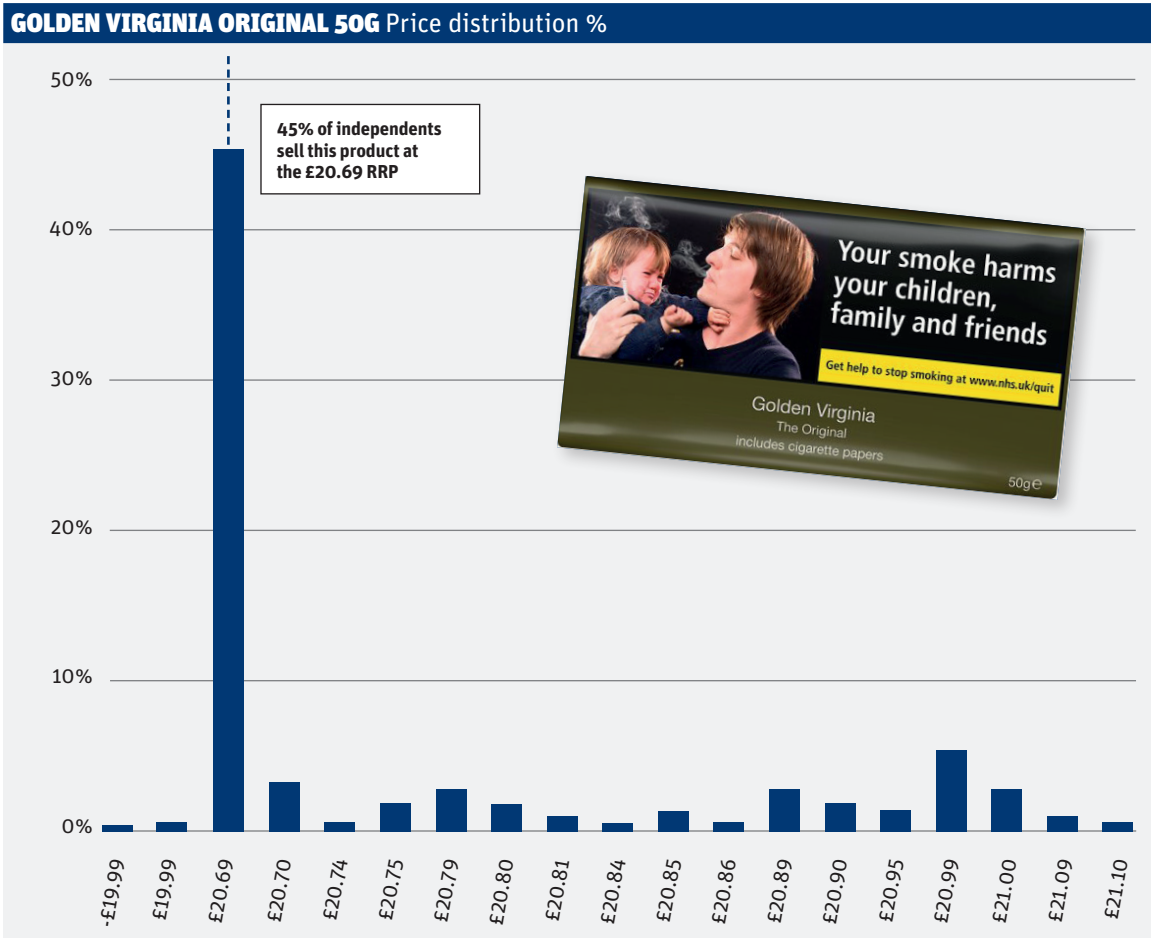


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PRICEWATCH

Profit checker Rolling tobacco

Price checker



PRODUCT
Amber Leaf 2 in 1 30g
Gold Leaf Quality Blend 30g
Golden Virginia Original 30g
Amber Leaf RYO 30g
Amber Leaf Original 50g
Cutters Choice Original 30g
Golden Virginia Bright Yellow Pocket Plus 30g
Amber Leaf 3 in 1 Crush Proof Box 30g
Golden Virginia Original 50g
Gold Leaf RYO 50g
Sterling RYO 30g
Pall Mall Fine Cut 30g

Analysis

Three months after EUTPD II regulations came into full force, retailers’ pricing of rolling tobacco has settled into distinct patterns. As our Profit Checker chart shows, many stores prefer to stick to RRP,

with 45% opting for this price for 50g packs of Golden Virginia. Eugene Diamond told us he chooses to do this because he knows what his shoppers can and expect to spend. But even more – 47% in the case of

Golden Virginia – price above, with 30p the most common addition. Terry Caton told us his decision to raise prices above RRP was to ensure he makes a decent cash return from the category.

How we drive our profit

Terry Caton

STORE London
LOCATION Chesterfield
SIZE 1,500sq ft
TYPE neighbourhood

TOP TIP
Maintain good availability and make sure you stock brands that are relevant to your area



We are doing okay on tobacco in general, and we are lucky we don’t have the same challenges as some retailers down south when it comes to illicit tobacco. Sales are static at the moment. We sell our 50g Golden Virginia at £20.95, which is above the RRP, because I have to make sure the category makes a cash return. We don’t massively overprice, though. It’s about having the correct products and prices for your area. You have to understand your cash profit return. Manufacturers may not like it, but you have to maximise profitability.

Eugene Diamond

STORE Diamond’s Newsagents
LOCATION Ballymena
SIZE 1,000sq ft
TYPE town centre

TOP TIP
Use knowledge of your customers to set your prices and resist the temptation to raise them if you think it will cost you sales



I usually sell rolling tobacco at the RRP, despite the temptation to go above it. My customers are looking to spend around £10 on a 30g pack of tobacco, so any brand that is able to offer that price does well. Amber Leaf used to fly off my shelves, but I’m selling more Golden Virginia in 50g packs at the moment because I always have it in stock and customers can rely on me for that. People find this larger size better value than the 30g packs, but since the law changes came in, Gold Leaf or Amber Leaf 30g is our overall bestseller.

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Get the kettle on

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Paul Keys' premium local coffee is his best-selling hot drink

Local coffee

Paul Keys, owner of Key News & Stores in Sheffield, stumbled across his local coffee supplier at a farmers market one Sunday afternoon. "Now it's the biggest-selling hot drink in my shop, despite costing a minimum of £5," Paul says.

His supplier is a local company called Frazer's Coffee Roasters, which offers four different grinds. Products sell for between £5 and £6.50 and Paul takes a margin of 33% on each sale.

"I can't deny they're expensive, and I wasn't convinced they would sell when I first brought them in," says Paul. "But I gave it a go and it caught me by surprise - they flew out."

Paul also plans to try some of Frazer's more speciality products, including a Christmas grind that sells for £7.50, and new bottled cold brews. "I'm interested to see how they go," says Paul. "Beans are steeped in cold water rather than hot and it takes 24 to 48 hours to do a batch."

Herbal and fruit teas

To make the most of the diverse opportunities in the hot drinks category, retailers need to build a broad and balanced range that encompasses not just black tea and coffee, but fruit infusions, herbal teas, and chocolate drinks.

"Customers are increasingly looking for a wider range of green and infusion teas in their local store as they seek to incorporate healthier options in their daily diet," says David Rich, channel business manager at Twinings. "Retailers should look to incorporate one or two different varieties of each sub-sector from leading brands."

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Each September, she runs a charity event in her shop, selling tea, coffee, cakes and raffle tickets to raise money for Macmillan Cancer. This year, she plans to include more fruit and herbal teas in her charity sales, to help her decide which varieties to stock in future.

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Coffee and bakery

The initial outlay for a coffee machine can be off-putting, but the long-term proceeds make it undoubtedly worth the investment, says Emma Berglund, owner of Simply Fresh in Abergavenny.

"We sell about 20 coffees a day at £2 each, with a mark-up of about 45%," she says.

Emma has located her machine next to her extensive bakery section, often using promotions to merchandise the two together. "In the winter, I brought in sausage baps and did a breakfast deal with them," she explains. "Of course, sales decrease in the summer, so we do a deal with a breakfast turnover or other pastries such as croissants, pain au chocolats

or apple lattice pies instead."

Emma also suggests using coffee machines to highlight new products. "If we bring in a new bakery product we'll often include it in our breakfast deal, to help it get noticed," she says.

Paul Keys also has a coffee machine in his store. "Coffee sells particularly well in winter, especially if workmen are on a construction project nearby," he says.



Consumers are looking for special products to emulate an exclusive coffee shop experience



Non-traditional teas and coffees add variety and tap into coffee shop culture



Premium brands

"Despite the current economic uncertainty, consumers are looking for special products to emulate an exclusive coffee shop and tea room experience," says Simon Kershaw, category manager at Typhoo Tea.

It is a trend several retailers tell RN they have noticed in their stores.

"Customers are increasingly choosing our Fairtrade organic coffee," says Emma Berglund. "I'll flag up our organic coffees with point of sale to encourage customers to trade up."

Over the past year, Julie Duhra has noted the growing popularity of Nescafé's two-in-one sachets of coffee and whitener. "They obviously cost more per cup than normal instant, but people like the convenience of it, especially office and construction site workers," she says.

As well as tea and coffee, big brands also lead the way in chocolate drinks sales. Mondelez relaunched its Cadbury Highlights range in 2016, appealing to adult drinkers, while its new Cadbury Freddo Drinking Chocolate is tailored to the sweet tastes of younger drinkers.



Brilliant merchandising

Once you have built the right of range of products, the next step is to merchandise and promote them to your customers.

"With a wide range of varieties, flavours and styles, the tea fixture can be confusing for shoppers, so retailers are advised to lay it out according to the different sectors," says Twinings' David Rich. "Separate standard and premium teas, and within premium teas, merchandise all speciality, green and infusion packs in their own individual blocks, making it quick and easy for shoppers to find what they want."

Paul Keys also suggests siting teas and coffees next to biscuits, while Emma Berglund recommends promoting the two alongside each other, boosting cross-category sales.

"If we have biscuits on offer, I'll put them together with tea or coffee on a promotional bay at the end of the aisle," she says. ●

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MAGAZINES

The magazine-reading British public are obsessed with Lego, gardening, cooking and politics, the latest sales data has shown. Jennifer Hardwick delves into the Audit Bureau of Circulations' 2017 figures to discover which trends are driving your profits

Find the trends driving your 2017 your newsstand



We believe print magazines have a unique ability to reach, influence and engage consumers



LOVE FOR LEGO

RN singled out the ever-popular bricks as a clear sales winner on the magazine stand based on February's ABC figures, but the August ABC report proves children are just as keen on Lego titles in 2017 as they were last year.

Lego Ninjago stormed into the top spot for children's magazines after achieving 7.4% sales growth year on year, while Lego Nexo Knights' sales were up by almost a quarter (23.9%). Fellow Immediate title Lego Friends also grew by 9.7%.

The only Lego title to suffer a drop in year-on-year sales was Star Wars Lego – its circulation fell by 26.2% – but the magazine was still the fifth best-selling title in the category.

Meanwhile, sales of fellow long-term favourite franchise Peppa Pig Bag-o-Fun Magazine grew by 6.3%, meaning the magazine maintained its second place position, although sales of sister title Fun to Learn Peppa Pig fell by 12.3%.

NEW CHILDREN'S TITLES

When it comes to titles choosing to report their ABC figures, the buoyant children's sector is the only place where launches can be found.

Immediate Media's Lego Special Series made a high entrance as the sixth best-selling title in the category after launching in February. Immediate's other launch, Pokémon Magazine, was only released in March, but already ranks in 17th place in the charts, proving it is still worth taking a chance on a teen trend.

Also launching in March, DC Thomson's new primary girls' title, Sweet, was the 30th best-selling magazine in the children's sector. Meanwhile, established titles Girl Talk and Girl Talk Art reported rises once again, of 6% and 0.5% respectively.

Disney Frozen may have been knocked off the top spot by Lego Ninjago and Peppa Pig, but the title still delivers the highest profits to retailers in this category, achieving an RSV of £6.1m in the first half of this year.





PRICE CUTS IMPACT

Cosmopolitan has clung on to the top spot in the battle of the monthly glossies – but Glamour closed the gap between the titles after halving its price to match Cosmo's £1 at the start of the year.

While Cosmopolitan achieved 2.1% year-on-year growth – compared to 72.7% growth this time last year in the immediate wake of its own price cut – Glamour's price cut helped it reduce a 20.9% decline this time last year to just 6.8% this month. The difference in sales between these two category leaders now stands at around 60,000 copies per issue.

James Wildman, chief executive of Cosmopolitan publisher Hearst UK, says: "We believe print magazines have a unique ability to reach, influence and engage consumers and I am delighted that Hearst leads the market in each of our monthly magazine competitive sectors."

Meanwhile, the figures suggest weekly women's titles Closer and Woman could be the early victims of Glamour and Cosmopolitan's price drops as bargain-hunting customers are tempted by lower-priced titles covering similar fields. With cover prices of £1.70 and £1.10 compared to the glossies' £1, Closer and Woman suffered declines of 22.5% and 17.4% and respectively, both steeper falls than those seen in February's figures.



HOME AND GARDEN

Sales of home interest titles this year suggest the Great British public has been getting out into the garden more than ever – and seeking tips on how to garden successfully – with strong sales rises on a number of titles in the sector.

BBC Gardeners' World turned around a recent downward trend with an impressive 9.7% year-on-year sales increase. Rises were also reported by Garden News, at 4.7%, and Garden Answers, at 3.5%.

Moving from the garden into the home, BBC Home Cooking Series reported an impressive sales leap, of 18.2%, while following a relaunch in March, Jamie magazine also increased sales by more than a quarter, achieving an increase of 28.3%.

The growth was not mirrored by cookery stablemates BBC Good Food or BBC Easy Cook, however, which suffered drops of 13.4% and 6% respectively.

ALSO ON THE UP

VOLUME SALES...

Take a Break Series While the standard Take a Break suffered a 8.5% year-on-year sales drop (but remained the top-selling women's weekly), monthly sister title Take a Break Series is up 11.7%.

Condé Nast Traveller The only travel title to report a year-on-year increase, the title is up 10.2% on last year.

Soaplife Despite a 7.9% drop for rival Inside Soap, Soaplife achieved 5% growth year on year.

MONEY IN THE TILL...

Fun to Learn – Peppa Pig Despite selling around 3,000 less copies in the first half of 2017 compared to the second half of 2016, this title's RSV for the six-month period is up from £4.4m to £4.5m, thanks to a price increase to £2.99.

Hello! generated more than £1m extra in RSV in the first half of 2017 compared to the second half in 2016, after increasing sales between the two periods by 4%.

My Weekly increased its RSV from to £4.4m to £4.7m in the first half of 2017 compared to the second half in 2016, despite sales falling by around 4,500 copies.

CURRENT AFFAIRS

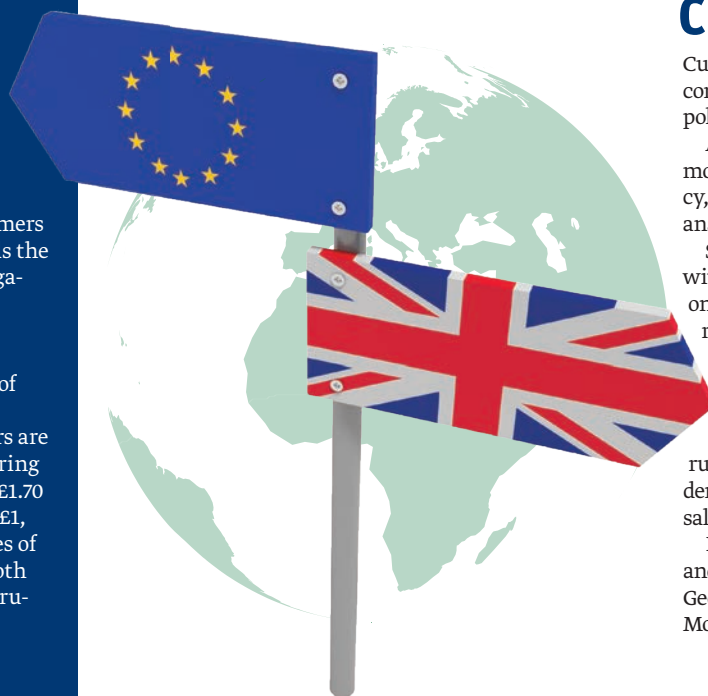
Current affairs and news magazines continue to capitalise on turbulent political times.

A year on from the Brexit vote and six months into Donald Trump's presidency, the British public remains eager for analysis and opinion around the news.

Satire is still very much in fashion, with Private Eye following its 16.6% year-on-year rise in February with an 11.5% rise this time around. The Economist also continues its successful run, reporting a 1.2% rise.

While the Spectator didn't quite manage the sales it achieved in the run-up to the Brexit vote, continued demand for news and analysis meant sales only dipped slightly, by 2.9%.

Elsewhere in the category, culture and photography magazine National Geographic reported a 11.9% rise, and Monocle a 7.1% rise. ●



MAGAZINES

When was the last time you reviewed your magazine range? RN's analysis of the latest ABC figures gives you an easy-to-use checklist of the bestsellers to help you get your range right

Refresh your newsstand

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
CHILDREN & TEEN				
Lego Ninjago	83,667	7.4%	£3.8	■
Peppa Pig Bag-o-Fun	72,743	6.3%	£4.4	■
Disney Frozen	68,059	-19.0%	£6.1	■
Lego Nexo Knights	63,171	23.9%	£2.7	■
Star Wars Lego	59,009	-26.2%	£2.8	■
Lego Special Series	57,707	–	£1.6	■
Fun to Learn - Peppa Pig	57,245	-12.3%	£4.5	■
CBeebies Magazine	53,569	-8.2%	£3.5	■
CBeebies Art	52,649	-14.0%	£2.2	■
Fun to Learn - Friends	46,543	0.4%	£3.6	■
CBeebies Special	45,474	-17.9%	£2.5	■
Paw Patrol	45,007	–	£2.8	■
Top of the Pops	44,870	2.6%	£2.5	■
Trolls	44,074	–	£1.6	■
Lego Friends	43,997	9.7%	£1.1	■
Andy's Amazing Adventures	42,093	0.7%	£1.7	■
Pokémon Magazine	40,859	–	£1.0	■
Girl Talk	40,254	6.0%	£3.1	■
Toxic	40,061	-30.3%	£2.6	■
Sparkle World	38,982	-18.4%	£2.5	■
Mega	38,102	26.8%	£1.4	■
Disney Princess	35,252	-21.7%	£2.2	■
Thomas & Friends	34,989	-10.6%	£2.5	■
Swashbuckle	31,926	-4.1%	£1.3	■
Disney Stars	31,507	-20.0%	£1.5	■
Go Girl	31,331	-20.3%	£1.3	■
Fun to Learn - Favourites	31,079	-2.6%	£1.5	■
Go Jetters	30,302	-22.3%	£1.0	■
Girl Talk Art	28,144	0.5%	£1.3	■
Sweet	27,890	–	£0.8	■
Octonauts	26,894	-22.0%	£0.9	■
We Love Pop	26,615	-8.5%	£1.5	■
Toybox	24,751	5.7%	£1.4	■
Mr Tumble Something Special	23,835	-24.4%	£1.0	■
Ultimate Spider-man	23,189	-26.6%	£1.7	■
Disney Star Wars Adventures	22,010	-42.1%	£1.1	■
Horrible Histories	20,523	-9.6%	£0.7	■
Hey Duggee	14,389	-30.4%	£0.4	■
Doctor Who Magazine	10,284	-16.9%	£0.9	■
First News	5,628	-13.5%	£0.5	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
HEALTH, FITNESS & PARENTING				
Slimming World Magazine	562,198	0.5%	£6.8*	■
Prima	108,856	-5.3%	£4.2	■
WeightWatchers Magazine	81,188	-12.7%	£2.8*	■
Women's Health	67,192	-10.9%	£2.7	■
HOME INTEREST				
Ideal Home	107,749	-10.6%	£4.4*	■
Your Home	94,253	-1.6%	£2.6	■
BBC Gardeners' World	75,028	9.7%	£4.3	■
Style at Home	65,341	-11.4%	£1.6	■
Country Living	62,376	-1.7%	£3.2	■
BBC Good Food	54,759	-13.4%	£2.4	■
House Beautiful	48,328	-16.0%	£2.3	■
25 Beautiful Homes	47,962	-12.4%	£2.5	■
Homes & Gardens	46,782	-4.0%	£2.5	■
HomeStyle	44,700	-7.9%	£2.3*	■
Living etc	43,401	-5.5%	£2.0*	■
Country Homes & Interiors	38,689	-9.8%	£2.0	■
House & Garden	28,865	2.2%	£1.5	■
Delicious	25,411	-8.9%	£1.3	■
Elle Decoration	25,258	0.9%	£1.4	■
BBC Home Cooking Series	24,374	18.2%	£0.4	■
Garden News	23,698	4.7%	£2.5	■
Good Homes	16,675	-18.6%	£0.9	■
BBC Easy Cook	15,504	-6.0%	£0.9	■
Garden Answers	13,970	3.5%	£0.8	■
Jamie Magazine	11,164	28.3%	£0.4	■
World of Interiors	9,230	-1.7%	£0.6	■
Olive	8,887	-22.4%	£0.5	■
Grand Designs	6,930	-15.2%	£0.4	■
MEN'S LIFESTYLE				
Men's Health	54,274	-18.4%	£2.2	■
GQ	37,999	-11.5%	£1.8	■
Esquire	10,744	-20.3%	£0.6*	■
Wired	8,905	-15.5%	£0.4	■
MISCELLANEOUS				
The People's Friend	137,482	-9.9%	£8.6	■
Private Eye	97,486	11.5%	£4.6	■
National Geographic	19,460	11.9%	£1.4	■
The Economist	15,198	1.2%	£3.8	■
Weekly News	14,696	-17.1%	£1.0	■
Monocle	9,524	7.1%	£0.7	■
Jewish Chronicle	9,102	-14.2%	£1.0	■

If you have...



...a core range of bestsellers

Benchmark your range against the titles in purple. These are the top 100 sellers on the newsstand.



...a more extensive range

Check you have the titles in khaki in addition to the top 100.

KEY

Top 100 titles
Newsstand circulations of 5,000 copies or over

* adjusted to reflect significant use of multipacking/price promotions

Source ABC January 2017-June 2017 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
The Spectator	8,351	–	£1.8	■
The Week	7,397	–	£1.3	■
The Oldie	6,175	1.6%	£0.4	■
Reader's Digest	5,697	–	£0.3	■

SPORT & LEISURE

The Sunday Times Travel Magazine	14,460	-18.0%	£0.7	■
Condé Nast Traveller	12,008	10.2%	£0.5	■
Practical Photography	9,860	–	£0.6	■
Lonely Planet Traveller	7,562	-18.0%	£0.4	■

TV LISTINGS

TV Choice	1,200,487	-2.6%	£18.0	■
What's on TV	882,883	-6.1%	£26.5	■
Radio Times	339,860	-14.4%	£44.2	■
TV Times	159,724	-11.2%	£13.6	■
Inside Soap	92,751	-7.9%	£8.4	■
Total TV Guide	86,427	-6.5%	£5.6	■
TV & Satellite Week	83,790	-13.2%	£8.0	■
Soaplife	43,614	5.0%	£2.2	■

WOMEN'S MONTHLIES

Cosmopolitan	273,204	2.1%	£2.7	■
Glamour	210,045	-6.8%	£2.5	■
Yours	172,525	-5.8%	£7.0	■
Good Housekeeping	161,541	-5.5%	£7.3*	■
Woman & Home	161,031	-10.3%	£8.5	■
Take a Break Series	160,862	11.7%	£3.5	■
Marie Claire	81,868	-19.0%	£3.3*	■
Vogue	78,927	-10.3%	£2.9*	■
Red	75,227	-18.2%	£3.9	■
Hello! Fashion Monthly	62,964	1.5%	£0.6	■
Elle	62,252	-10.4%	£3.9*	■
Harper's Bazaar	20,513	-15.7%	£1.3*	■
Tatler	19,825	-22.5%	£1.1	■
Vanity Fair	16,356	-18.0%	£1.0	■

WOMEN'S WEEKLIES

Take a Break	508,572	-8.5%	£24.9	■
Woman's Weekly	229,039	-6.5%	£12.5	■
Chat	216,264	-11.2%	£10.6	■
That's Life	202,401	-7.4%	£8.0	■
Closer	181,936	-22.4%	£14.5*	■
Woman	179,455	-17.4%	£10.1*	■
New!	178,615	-15.5%	£10.3*	■
Woman's Own	165,680	-10.1%	£8.2*	■

Bella	160,283	-8.3%	£8.3	■
Hello!	157,278	-11.2%	£16.4	■
OK!	143,839	-5.1%	£10.9*	■
Best	126,486	-9.5%	£8.0*	■
Real People	120,773	-12.0%	£5.4*	■
Pick Me Up	117,455	-9.0%	£4.2	■
Star	105,383	-14.7%	£5.1*	■
Heat	99,084	-18.6%	£7.3*	■
Reveal	96,721	-12.7%	£4.2*	■
Now	83,275	-20.2%	£5.7*	■
My Weekly	82,354	-5.7%	£4.7	■
Love It!	81,059	3.3%	£2.9	■
Grazia	73,201	-19.3%	£6.6*	■
Look	52,483	-30.6%	£4.3*	■



THIS WEEK IN MAGAZINES



2000 AD The Ultimate Collection

COMIC TIMING: 2000 AD ROLLS BACK 40 YEARS

Marking four decades of the classic science-fiction title, Hachette couples a graphic novel offering with a £1m TV launch campaign

COMPILING THE definitive stories from 40 years of the weekly science fiction comic 2000 AD, this new graphic novel collection is designed to cover the best of the title for fans to compile their own library. As well as containing the most well-known stories from the classic comic series, there is exclusive bonus content as well as buildable spine art and new cover designs. Aimed at men aged between 35 and 55 years old, publisher Hachette is investing in a £1m TV advertising campaign for the launch. The RSV on offer from one customer if they buy all 80 parts is £788.



2000 AD
On sale 23 August
Frequency fortnightly
Price (Pt 1) £1.99; (Pt 2) £6.99; (pt 3+) £9.99
Distributor
Marketforce
Display with Assassin's Creed: The official collection, Game of Thrones

Round up



Jennifer Hardwick

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PARTWORK HAS A BIG PART TO PLAY

A lot of the conversations I'm having with publishers, distributors and retailers at the moment revolve around one thing: partwork launch season is coming.

Publishers are beginning to show their hands, with Hachette announcing this week the arrival of 2000 AD: The Ultimate Collection, accompanied by a £1m TV advertising campaign. Obviously, we'll keep you up-to-date with all the other top launches as soon as we know more and, from what I understand, there should be plenty to hear about by September.

After a strong year of sales for the sector, publishers are feeling confident and the autumn is set to deliver another boost to your profits. According to the latest figures from Smiths News, the top three sellers are still My Little Pony Colouring Collection, The Beatles Vinyl Collection and Assassins Creed: The Official Collection, but it will be interesting to see if some newcomers can take those places.

I was encouraged by the recent discovery that most of you seem to be feeling confident about the sector as well, despite the upcoming shift in distributors as Comag closes its doors. When I asked retailers if they were anticipating problems in the wake of the closure, the majority said they weren't expecting anything worse than a few initial hiccups. It seems the ongoing efforts to improve the supply chain are paying off in a lot of cases, although I did speak to some retailers who have still been waiting on titles for months, so it looks like some wholesale houses are more on top of problems than others.

Personally, I would agree a few initial issues are inevitable, but I can only hope they don't affect too many of you – especially as they will come at the end of October, when a lot of the new collections should still be selling nicely.

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

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



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

RN

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THIS WEEK IN MAGAZINES



Bestsellers Science

Title	On sale date	In stock
1 New Scientist	26/08	<input type="checkbox"/>
2 Nature	24/08	<input type="checkbox"/>
3 BBC Focus	22/08	<input type="checkbox"/>
4 Astronomy Now	24/08	<input type="checkbox"/>
5 Scientific American	12/08	<input type="checkbox"/>
6 BBC Sky at Night	24/08	<input type="checkbox"/>
7 How It Works	07/08	<input type="checkbox"/>
8 BBC Earth	n/a	<input type="checkbox"/>
9 Wonderpedia	n/a	<input type="checkbox"/>
10 Scientific American Special	n/a	<input type="checkbox"/>
11 New Scientist The Collection	n/a	<input type="checkbox"/>
12 Curious Mind Series	31/08	<input type="checkbox"/>
13 BBC Focus Collection	22/08	<input type="checkbox"/>
14 Discover Space	n/a	<input type="checkbox"/>
15 Sky & Telescope	31/08	<input type="checkbox"/>
16 Sky at Night Collectors' Edition	n/a	<input type="checkbox"/>
17 British Archaeology	06/10	<input type="checkbox"/>
18 Astronomy	13/09	<input type="checkbox"/>
19 Current Archaeology	17/09	<input type="checkbox"/>
20 American Scientist	n/a	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



MOANA MAGAZINE

The publisher behind Disney Princess and Disney Frozen is now giving Disney's latest princess her very own title. Moana features puzzles, activities, colouring and crafts as young fans get the opportunity to follow Moana and Maui's adventures in Polynesia. Publisher Egmont says the film provides "rich content" for a regular-frequency title. The price will depend on the covermount included, with high-value issues costing £4.99.



On sale out now
Frequency monthly
Price £3.99/£4.99
Distributor Seymour
Display with Disney Princess, Disney Frozen



On sale 24 August
Frequency monthly
Price £4.20
Distributor Frontline
Display with What Motorhome, MMM



PRACTICAL MOTORHOME

The October issue of Practical Motorhome is a national parks special. Readers will be able to explore the secrets of the South Downs, Britain's newest national park and there is a celebration of the best national parks in Europe. The runners and riders on the shortlist for the magazine's Motorhome of the Year Awards 2018 will also be revealed. Publisher Haymarket expect a 15% sales boost on the previous issue.



On sale 31 August
Frequency one shot
Price £6.99
Distributor Seymour
Display with Aviation History, Aviation News



BAE SYSTEMS

This 132-page British Aerospace and BAE Systems publication, written by renowned author Stephen Skinner, commemorates the 40th birthday of one of a world's largest defence companies. This bookazine uses extensive archive images, inside comment and researchers to chart the history of BAE Systems, which in 1977 inherited the Tornado, Jaguar, Hawk and Harrier fighter planes. Key Publishing will be promoting through on-page adverts, email, web banners and social media.



On sale out now
Frequency one shot
Price £5.99
Distributor Seymour
Display with British Railway Modelling, Military Modelling



SCALE MODELLING

Scale Modelling Road and Track presents nine building projects for all levels, from experienced car and bike modellers to those considering entering this genre for the very first time. Hints and tips come from the auto modelling specialists at the Airfix Model World team. The 100-page special offers walk-round photos, history and a dedicated listing of manufacturers of kits, aftermarket products, decals and other items.



On sale 23 August
Frequency monthly
Price £4.75
Distributor Frontline
Display with Homes and Gardens, Amateur Gardening



GARDENERS' WORLD

The latest edition of BBC Gardeners' World magazine includes a special feature on gardening with disabilities, with presenter Mark Lane's guide to greenhouse buying and an action plan for transforming hedges. Publisher Immediate Media says the magazine continues to perform well in the buoyant gardening market.

STICKER COLLECTION

Starter Pack:
£2.99

Sticker Packer:
60P

©Disney/Pixar

ON SALE NOW!

www.paninigroup.com

THIS WEEK IN MAGAZINES



ANDY'S AMAZING ADVENTURES

This bumper 20th issue of Andy's Amazing Adventures features the title's biggest ever gift – stickers of Andy, his magic clock, a coelophysis and more. Inside, there are an extra eight pages and 30 more stickers. Readers can make a stegosaurus and play dino dice, encounter a prehistoric crocodile and get up close with a gorilla. There's also a double-sided Allosaurus poster and two adventure stories.



On sale 23 August
Frequency monthly
Price £4.75
Distributor Frontline
Display with Octonauts, Go Jetters



AUTOCAR

This week's edition of Autocar is a bumper 100-page special issue. Using classified adverts, readers are presented with a guide to the 100 best used car buys, from £300 to £25,000. The all-new Ford Fiesta is subjected to a full Autocar road test and there's an exclusive look at the next Audi A1, the latest on McLaren's all-electric plans and details of Porsche's facelifted Macan.

On sale 23 August
Frequency weekly
Price £3.80
Distributor Frontline
Display with Carbuyer, What Car, Retro Cars



HOLIDAY LIVING

This summer edition of Holiday Living will be bagged with the Ultimate Lodge Guide detailing the best holiday parks and lodges to stay in, glamping tips and pet-friendly holidays. Also included are top tips for buying a holiday home and a rundown of the best holiday parks in the north east. The issue also explores the latest exciting holiday innovations and breaking news stories set to determine the way we holiday in the future.



On sale date out now
Frequency bi-monthly
Price £5
Distributor Seymour
Display with Condé Nast Traveller, National Geographic



OLD GLORY

Old Glory is Britain's best-selling magazine for steam and vintage machinery enthusiasts. Steam traction engines, mechanical organs, mill engines, steam ships, locomotives, veteran cars and scale models are among the subjects covered. The September issue has an eight-page guide to the Great Dorset Steam fair – the world's biggest festival of its kind, now in its 49th year and covering 600 acres on the Bank Holiday Weekend.



On sale 18 August
Frequency monthly
Price £4.25
Distributor Seymour
Display with Classic & Vintage Commercials, Steam Railways



TOP OF THE POPS

This popular pre-teen title features exposes celebrity faux pas photographs, readers' most embarrassing stories, the latest celebrity gossip, shopping tips, as well as problem pages, readers' letters and reviews. This issue features the latest from Justin Bieber, Shawn Mendes, Caspar Lee and Zoella and Alfie. There are style tips for gym wear and hints for getting a luxury make-up look at high street prices.



On sale out now
Frequency monthly
Price £3.50
Distributor Comag
Display with Frontline
Display with Pony, Shout

Industry viewpoint

Sophie Laporte

Senior product marketing manager,
Hachette Partworks



On 23 August, Hachette Partworks will be launching a fantastic new partwork, 2000 AD: The Ultimate Collection.

As you know, the partwork sector is currently performing exceptionally well with some very strong collections generating high levels of demand. With your support, 2000 AD: The Ultimate Collection will continue this trend. This launch underlines the commitment of Hachette Partworks to supporting the newstrade, especially the independent sector, which benefits the most from our huge investment.

The original 2000 AD comic launched in February 1977, and since then has built up a cult following as Britain's most successful sci-fi comic. With its Facebook page having more than 72,000 likes and with almost 38,000 Twitter followers, with your help, this launch will be a massive success.

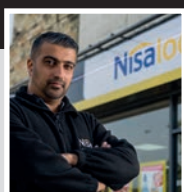
As with all our collections, the launch is supported by an extensive TV advertising and social media campaign beginning on 23 August. This is all certain to drive footfall into independent newsagents, the traditional destination for partwork collections. The first issue has a striking design and is mounted onto a backing board that will really stand out and attract a great deal of customer interest.

The independent sector is important for us and this will again be the case for The Ultimate Collection. We are anticipating this to deliver more than £1.2m in revenue for the newstrade, with 50% of this going to independent retailers across the UK. With prominent displays and promoting the collection to your customers, you will certainly earn your share of the profits.

Top tip

Don't return your copies early. Try giving them a double facing in your store, especially during the TV campaign.

COMING UP IN NEXT WEEK'S RN



HOW BARRY AND RANJEET CHANDI MADE BIG CHANGES AND BOOSTED SALES BY 30%

Plus, make the most of your e-cigarette range with RN's guide to new opportunities and how to overcome market challenges, and stock management lessons as freshers' week approaches

RN