

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 08.09.2017



Muscling out the mults

How we won back shoppers from Sainsbury's

LOOKBOOK
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Customers are changing. So are we.



Pav Sahota
RawStore



Mukesh Majithia
Nisa Local



Jay Patel
Budgens

- Three London retailers on their key shopper missions and how they're adapting their stores to meet them
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Shaping the future
of independent retail
since 1889



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extensive galleries and news



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WELCOME

This is an example of why local shops have a reputation for brilliant customer service that big businesses find so hard to replicate



Editor

Chris Gamm
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There's a lovely letter in this week's issue from Penny Hiscutt from Londis in Weymouth.

She tells the story of how she helped provide somewhere comfortable for a woman desperate to breastfeed her young daughter, while Penny also entertained her three other children.

The lady was so grateful she shared her story with the local paper.

It's an example of why local shops have a reputation for brilliant customer service that big businesses find so hard to replicate.

"It doesn't cost anything to help our customers," Penny writes.

In a special report in this week's issue, we show how every store can help its customers every day without the need for big gestures like Penny's.

We visited three retailers who understand their shoppers' key missions and build their stores around them so they are able to better cater to their different needs.

We spoke to shoppers with each retailer to find out how well their missions are catered to, how they're changing and what each store could do to improve their experience.

Christina West, a shopper at Jay Patel's south London Budgens (pictured opposite), demonstrates the benefit of getting it right. "I'm about to move further into Brockley, but I'll still come back here to shop," she says.

Big gestures like Penny's can make the papers and instantly create life-long shopper loyalty. But making your customers' lives easier every day, like Jay did for Christina, will keep them coming back to your store again and again.

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Brands like San Pellegrino are doing well. We're looking at adding more new brands, which are either sugar-free or low in sugar. What's New Page 14

BREAKING NEWS

Retailers' tip trips as binmen walk out

Retailers in Birmingham are being forced to visit local tips to get rid of store rubbish after refuse collectors in the area went on strike.

The ongoing dispute between workers and the city's council reignited with another walk-out on 1 September, following a summer of industrial action. It has led to rubbish and bins piling up on streets around the city.

Shaelender Goel, of One Stop Gospel Lane in the Acocks Green area, said: "We've been going to the tip every other day. It's a half hour round trip. You have to do it, otherwise it would be piling up outside. It's not good publicity."

Unite members have voted in favour of continuing action over staffing levels until the end of 2017.

Card fee ban could boost indies' trade

Retailers believe the recently announced ban on card payment fees could encourage the use of independent stores, as customers will expect the same treatment everywhere.

"Charging is off-putting for consumers, and I think a blanket ban makes everything crystal clear," said Joe Williams, of The Village Shop in Hook Norton, Oxfordshire.

Meanwhile, the UK Cards Association has confirmed the ban will apply to retailers offering cashback to customers.

A spokeswoman said: "While giving cashback is not a mandatory service, if retailers choose to offer it, they will no longer be able to charge for it."

The law will come into force in January 2018.

Tobacco margins raised to 12% as costs and illicit trading hit profits

Retailers are raising their tobacco margins to up to 12% to help offset rising store costs following the ban on price-marked packs enforced in May.

Angela Sykes, of Denmore Premier in Rhyl, told RN she would be unable to cover costs if she stuck to RRP. "We're down about 20% on cigarette sales, but 4% margin is not enough to help us cover staff

overheads. We try to get 8% margin across the board," she said.

"A lot of our sales going down is due to illicit trading in the area, so we need to have higher margins to make up for the loss in customers. We would not have been able to compete with lower margins."

Samantha Coldbeck, of Wharfedale Premier in Hull, added: "We've

definitely seen a decline in sales, but we would lose even more sticking with RRP. Our margins have increased from 6% to 7%, but it makes up for the losses."

Meanwhile, Peter Robinson, of Robinson Retail in Pembrokeshire, said he has set margins of 9% on cigarettes and 12% on tobacco.

However, other retailers

said surrounding competition meant raising prices would lead to a loss of sales in their store.

Steve Bassett, of Londis in Weymouth, said: "I'm all for RRP and volume sales. My strategy is to drive customers into the store on a regular basis so they buy other products. The overall spend of a tobacco customer is a lot higher than others."

National council calls for CMA scrutiny 'How many small cash and carries will there be?'

Will consolidation harm unaffiliated supply chain?

by Chris Rolfe

chris.rolfe@newtrade.co.uk

The Competition and Markets Authority (CMA) should widen its investigation into the Tesco-Booker merger to consider the impact of consolidation on the supply chain serving unaffiliated stores.

That was the view of retailers from around the UK attending the NFRN's national council meeting in Liverpool this week.

Pembrokeshire Londis retailer Peter Robinson (pictured, far right) raised concerns proposed mergers would limit the variety of suppliers and products available to unaffiliated stores.

"It's not difficult to imagine a situation where Palmer & Harvey doesn't exist, Nisa is owned by the Co-op, Morrisons has joined with McColl's and Tesco has merged with Booker," he said.

"If all this comes to pass, where do unaffiliated stores go to get stock? I'm not saying mergers are wrong or that there aren't independent wholesalers, but if



these mergers take place, how many small cash and carries will there be?"

NFRN chief executive Paul Baxter echoed retailers' concerns about the impact of mergers.

"Our original position was we welcomed anything that would benefit independent retailers," he said.

"Now, we're concerned the proposed mergers will leave them with difficulties sourcing stock.

"If changes lead to better prices and service, that's

great. But if they lead to more limited choice and more control to the big conglomerates, isn't. Vitality is good for the market, not clone stores."

Retailers said changes in the supply chain were already affecting their businesses.

Naresh Purohit, from Marseans in Dartford, Kent, said he had been told Booker's depot in Crayford was aiming to become catering-only.

"We will have to travel to Sidcup, because the

products we want will have been delisted in Crayford," he said.

Julia Bywater, from Bywater's News in Dudley, added she had noticed the range of products such as sweets and tobacco available through Booker and Blakemore had narrowed since the proposed Tesco-Booker merger was announced.

Mr Baxter pledged to communicate the federation's concerns to the CMA. ● Full national council report in next week's RN

Plastic cows help store to milk extra dairy sales

A window display featuring plastic cows has increased monthly dairy sales by 10% for a Cornwall retailer. Tywardreath Shop set up the display on 17 August promoting milk and yoghurt from nearby Trewithen Dairy. It is the first time the store has put up a dedicated promotion to the supplier, which it has partnered with for more than 25 years. Manager Tom Larkin told RN: "Trewithen products are some of the most popular in the area and the display has increased awareness."



Forecourts show biggest increase Retailers give employees greater responsibility

Top indies increase jobs as mults cut workforce

by Helena Drakakis and Tom Gockelen-Kozlowski
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Top independents have employed more staff in the past year while jobs have been slashed across multiple c-stores, a new report shows.

The Local Shop Report, published by the Association of Convenience Stores (ACS), shows 20,000 jobs have been lost across the sector in the last year.

Multiple stores lost on average one job per store. At the same time, symbols saw an average increase

of one job for every 10 stores, while independent forecourts saw the biggest growth with an extra member of staff in every store. One in three unaffiliated independents, meanwhile, had lost one in-store job.

David Charman, who runs Spar Parkfoot Garages in West Malling, has increased his staff from 20 to 52 following a redevelopment of his site three years ago. He took on two extra staff members last year.

"Forecourts have enjoyed revitalisation," he said. "We've seen stronger

margins so owners have invested. I don't think there's been that same effect in standalone convenience."

The rise is a shock to an industry, which had predicted steep job cuts due to National Living Wage and rising costs in other areas like business rates.

As recently as July, the ACS submitted a report to the Low Pay Commission that showed 48% of stores were cutting back on staff. The data included multiple c-stores and therefore hid the strong performance of top independents.

Lifestyle Express retailer

Bay Bashir, who runs Belle Vue Convenience in Middlesbrough, has retained his staff but given them more responsibility.

"I've needed to get more out of my staff. My extra costs are the law so I've wanted to create a proactive atmosphere where staff take on more," he said.

"Retailers shouldn't be afraid of investing. Sales are there for the taking, but if your store and staff aren't up to scratch, you'll be left behind."

● How symbol groups are helping retailers retain staff, next week's RN.

Stores still selling non-compliant cigarettes

Some stores have still not removed branded cigarettes and 10-packs from their shelves, months after the EUTPD II deadline in May.

Retailers told RN stories are circulating at cash and carry depots about shops still selling non-compliant items.

Harj Gill, of Select & Save The Windmill in Birmingham, said: "I have heard of retailers selling non-compliant stock. Apparently there are quite a few, it's mostly 10-packs. I'm surprised as we had so much notice."

Doug Love, trading standards officer at Islington council in north London, said: "I've seen a few in recent weeks. Less than in May, but there are still some."

"It is an offence and they had a year to get rid of them. Trading standards should pay them a visit."

Delivery fee OK, say 18%

Almost one in five retailers would pay for grocery deliveries from their wholesaler, an RN reader poll has revealed.

The response followed comments by wholesale expert David Gilroy last week, who told RN retailers could face fees in the future, calling free deliveries "untenable".

RN's poll revealed that 12% of retailers already pay for delivery, while 18% said they would pay and 70% would not pay.

KeyStore retailer Gary Haigh, who owns Peterhead Motors in Aberdeenshire, said: "I get free delivery but I expect my wholesalers to cover delivery costs in the product prices. I don't want to pay more."

New PoS and play stations in Camelot engagement drive

Camelot's All Stars initiative for independent retailers has led to new PoS materials being installed in more than 23,000 stores since June, meaning the company has reached 80% of its targeted stores already.

It comes as the Financial Times revealed a strategic review of the UK business currently being carried out by Camelot's

global chief executive Nigel Railton is focused on boosting ticket sales through tactics including convincing retailers to do more to promote its games.

The review follows a year-on-year fall in National Lottery ticket sales of 8.8% to £6.9bn in the year up to 31 March, with the company blaming a disappointing perfor-

mance across its range of draw-based games, especially Lotto.

Eugene Diamond, of Diamond's Newsagents in Ballymena, received new PoS six weeks ago, including new play stations, signage and mats (pictured).

"It's made a big difference," he said. "People notice change. Competition is fierce, so it's a really positive change."



STORE LOOKBOOK



A fresh start

When customers told Vicky and Mandeep Singh they needed a good-quality fresh and chilled range in their local store, the brothers acted and expanded. With a 1,900sq ft business and a vast range of produce and services, their business is now a local destination. Alex Yau reports

A year ago, Vicky and Mandeep Singh's Londis was regularly losing customers to Sainsbury's and Asda, a 20-minute walk away.

The 800sq ft store was in need of modernisation, lacked a fridge and there was limited space to stock a full range of fresh and chilled goods, meaning locals couldn't buy what they needed.

"We had got to the stage where we were this tiny store that didn't sell everything locals wanted. They were telling us how frustrating it was having to go to Sainsbury's or Asda to get high-quality produce," says Vicky.

Growing customer demand for fresh produce spurred the brothers to take action, and last summer they invested more than £100,000 to buy the fish shop next door and increase floor space to 1,900sq ft.

A refit included the installation of large fridges and a huge expansion of the store's fresh range, meaning fruit and vegetables now take up more than 25% of space – an increase from 10%.

The move has paid off, says Vicky, with annual turnover up by 20% and monthly sales of fruit and veg up from £1,000 to between £3,500 and £5,000.

The expanded fresh produce range is now one of the biggest draws for residents, around 70% of whom are mothers, 20% are elderly and 10% work in the nearby business park.

"A lot of our customers are mothers who

care about how food affects the health of their children," says Vicky. "They don't mind paying more if it's beneficial. We've definitely seen an increase in turnover."

To offer added value to customers shopping for fresh produce, Vicky and Mandeep have also increased the number of promotions they run on this range. Up to 40 deals now run weekly on fruit and veg, including two packets of fruit for £2.50 instead of £1.89 for a pack.

Professional-looking displays also play their part in attracting custom.

"All our fruit comes in colourful packaging. The Farm Fresh brand creates a positive image and the displays look more organised and eye-catching," says Vicky.

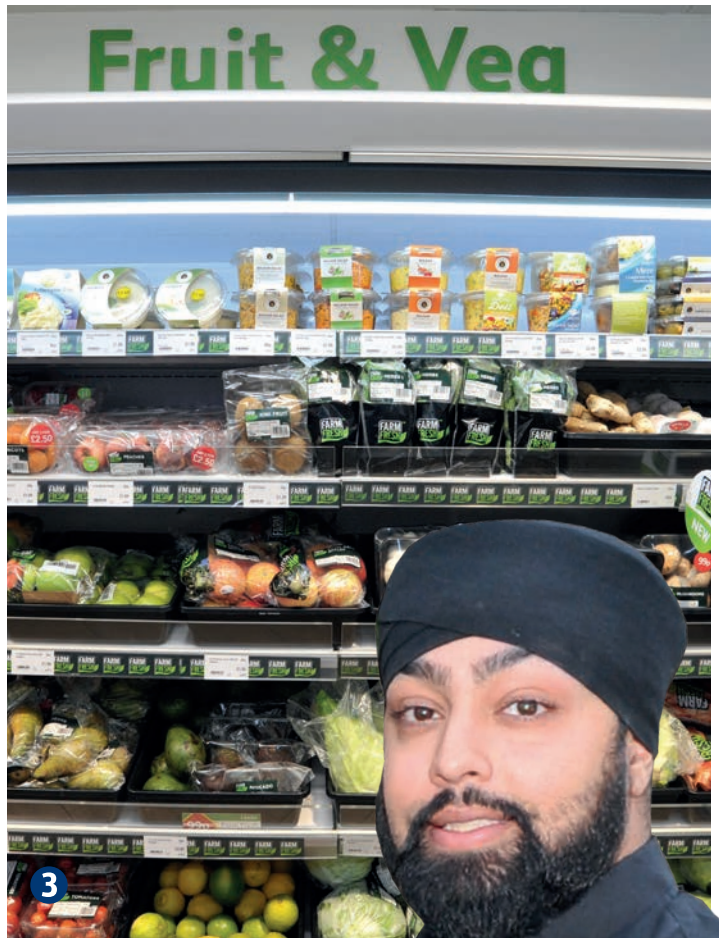
Vicky and Mandeep say the refit has helped them build on several other strengths in their business that also attract local customers.

Fresh produce isn't the only quality offer. Fresh coffee has proved successful since a self-serve Costa Coffee machine was installed seven months ago, which generates an average of £700 per week.

A quarter of the store is also dedicated to freshly baked goods, while a hotdog machine and hot food to go section provide even more options for customers.

These areas have proved so popular that tills have been positioned to face the aisles so staff can keep an eye on availability and restock goods as soon as they sell out. ➤➤

“I read RN regularly because it gives me ideas on how I can merchandise products. It makes a big difference to me and my customers” VICKY SINGH



What you can learn

- 1 Introducing hot dogs and hot food to go has helped modernise the Singh's offer
- 2 New chillers were part of the store's £100,000 refit
- 3 This helped boost the store's fresh range by 25%
- 4 Coffee, meanwhile, generates £700 in sales per week

INFORMATION

Location
57 – 59 Church Road, Mitcham, Surrey, CR4 3BF

Average basket spend
£5-£8

Size
800sq ft

Staff
8



STORE LOOKBOOK



The store also has a post office counter, which similarly reinforces the idea of a quality offer in customers' minds.

"It's the idea of offering good products again," says Vicky. "People see the Costa name and trust it, the fresh food is an instant draw, and they see the post office and are happy to post their goods here because they trust us. They're happy to pay a higher price."

Community spirit also plays an important role in the business. The store serves a mix of shoppers from mainland Europe, Britain and Asia, so the brothers have recruited staff members whose families originate from the UK, Afghanistan and Romania to ensure the business gels with locals in a way others cannot.

"The store is very multicultural and this goes well with the community," says Vicky. "Our rivals aren't as diverse and our communication with customers is very personal. Locals are able to associate themselves with us a lot more."

With the refit complete and a quality offer established, the brothers are confident of their future.

"Stores in the area can't really offer what we have and I believe nobody can really compete with us anymore." ●

What you can learn

- 5 Local producers are integrated into the store's range
- 6 A post office helps cement the store's position in the community
- 7 Overall, the changes help locals avoid a long trip to the nearest supermarket



Want to see more of Vicky and Mandeep's store? Go to betterretailing.com/londis-mitcham-surrey

SYMBOL NEWS

Nisa wine online is a retail toast

Retailers have welcomed Nisa's upcoming promotion, which offers customers deals and access to a website with information about its wine selection.

Nisa's Wine Festival runs from 11 September to 1 October, with offers on four wine brands: Heritage, i Heart, Echo Falls and Blossom Hill. A website has been launched in conjunction with the promotion which helps customers match a wine to an occasion.

Tyler Rohr, manager at Nisa Local in Shrewsbury, said: "You see a significant uplift in sales during the period. Any information to educate customers is beneficial. If you sell three or four bottles of a wine a week, a promotion can drive this up to 15 or 20."

The promotion is accompanied with PoS, which includes tasting notes.

McCull's get fresh with sales uplift

McCull's has attributed strong sales with "significant uplifts" in key convenience categories, including fresh and chilled food.

Figures released for last quarter show a 0.7% increase in like-for-like sales in the chain's convenience arm, with a 0.3% sales increase in newsagents. Total revenue was up 31.1% for the quarter and 15.8% for the year.

Chief executive Jonathan Miller said: "This has been a significant quarter for McCull's with the integration of all 298 acquired convenience stores from Co-op completed and the announcement of a groundbreaking new supply partnership with Morrisons, beginning in January 2018."



Bigger stores would capitalise, say retailers 'Small shareholders may be worried about match'

'Big players' would benefit more from Nisa/Co-op deal

by Helena Drakakis

RNreporter@newtrade.co.uk

Larger players are set to reap the rewards of a potential £144m Nisa tie-up with the Co-op, but smaller shops could be left behind, retailers have told RN.

The comments come as the symbol group confirmed it is in discussions with the group, after previous talks with Sainsbury's over a potential £130m deal faltered following concerns over intervention by the competition authority.

However, retailers have told RN they believe any deal will benefit larger stores and shareholders who could receive "life-changing sums of money".

Rav Garcha, who runs five Nisa stores across the Midlands, said: "There's not enough information for us to make a judgement on the deal itself, but I think there's little difference between Sainsbury's and the Co-op."

"Smaller shareholders may be worried about the match, but the question larger shareholders will

be asking is, is this money going to change my life? For those with fewer shares there's less incentive for change. For those with 200 shares it's potentially life-changing."

University of York commercial director Jon Greenwood, who is responsible for two Nisa stores on the university's campus, said he favoured the Co-op because he felt its ethical credentials would play well with students. However, he said he feared for smaller Nisa stores.

"The Co-op ethically has

the edge for my market, but we are large shops - more than 3,000sq ft. We also feel we might get some better prices out of the Co-op," he said.

"We're okay because we have size, but I don't know how the small corner shops will manage. I feel we are better placed for adapting to that kind of deal."

Nisa Chairman Peter Hartley said: "The Board of Nisa will continue to review serious queries and offers it believes are in the best long-term interest of the members."

Fillshill investment key to success

Retailers have welcomed an announcement by Scottish wholesaler Fillshill that it will increase investment to support its KeyStore fascia stores in a bid to retain customers in an increasingly competitive landscape.

The fifth-generation wholesaler says it is focusing efforts in a number

of areas, such as local sourcing, food to go and fresh and chilled. It says it will also offer retailers strong promotions as well as advice and support on store layouts and planograms, consumer leaflets, social media and EPoS till installations.

Fillshill managing director Simon Hannah said: "We have ramped

up investment in our workforce to enable us to engage more closely with our KeyStore customers."

The announcement comes after the company reported an increased operating profit of £1.1m in the year to January 31 against £0.9m in the previous financial year.

KeyStore retailer Chris Cobb of Cult Stores in Ab-

erdeen said: "We took on Fillshill's integrated till system last year and it's fantastic. It is a company who see value in investment."

"I also like the company's focus on local Scottish produce. I compete with a Tesco and Sainsbury's and this gives me a point of difference that Fillshill encourages."

NEWS & MAGS

'Constant contact' to get Smiths resolution

The NFRN has said it is in "constant contact" with Smiths News to try and resolve problems with late and incorrect deliveries as well as poor communication in the area serviced by its Hemel Hempstead depot.

Idrees Latif of Caddington Stores in Caddington, Hertfordshire said: "It has cost me thousands in revenue. One day we didn't get our newspapers at all and I've got 250 home delivery customers. The service has been disgusting."

NFRN news operations manager Pete Williams said: "We are in constant contact with Smiths News to work out what the problems are."

The federation has also arranged a meeting with the wholesaler for the end of the month.

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

Telegraph's quality push

The Daily Telegraph has launched a campaign, Words Chosen Well, to highlight the importance of quality journalism.

The campaign launched with a 40-second TV ad during the Game of Thrones finale last week, followed by a wrap on last Tuesday's edition of the newspaper.

The newspaper's chief customer officer Robert Bridge said: "Words Chosen Well is a bold and engaging campaign that is both visual and thought-provoking. Quality journalism has never been more important, but in an era of fake news it's vital that we continue to raise awareness and encourage reappraisal of The Telegraph among new audiences."

Trump helps indie promote FT's new Weekend edition

A London independent store has revealed striking new Financial Times branding featuring the title's newly revamped Weekend edition and President Donald Trump. The design was revealed at the Cabot Place West branch of News On The Wharf in Canary Wharf last week. Owner Peter Wagg said: "It kills two birds with one stone because it lets people know that we're there and what we do and also gives us a window display which we wouldn't otherwise have much space to create."



Indies are undertrading with 12% of market 'Consumers are buying them on impulse'

Display Christmas titles early to get tills ringing

by Jennifer Hardwick

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Independents can grow their share of Christmas editions and one shots in the craft and home interest sectors by displaying copies as early as possible, distributors and publishers have told RN.

Data from Smiths News and Marketforce shows special Christmas magazines in the sectors – including one shots and additional issues of established titles – generated around £230,000 in RSV for independents in 2016.

This represents just 12%

of the total sector RSV, compared to independents' usual 20% share.

Comag's group sales development manager Dean Russell said independents should make the most of the early on-sale date of the titles, which are released in time for readers to have time to complete projects.

"Last year the craft titles did really well around Christmas," he said.

"The best thing to do is have a special Christmas section in store but in reality that can be difficult because of space, so they can be displayed with other

craft or cookery titles."

The highest-selling title last year was Immediate Media's Simply Christmas, at 71,259 copies across all stores, which will go on sale again this year on 14 September.

Meanwhile Kelsey Media's The Christmas Magazine, the third highest-selling title last year, will go on sale on 15 September.

Adrian Peel, circulation executive at the title's distributor Seymour, said 80% of the title's readers are female, with 70% aged 40 and over. Kelsey's other festive title, Christmas at Home,

will go on sale on 6 October, while a new launch, Easy Christmas, will go on sale on 29 November.

Meanwhile, D.C. Thomson is putting out a second edition of its one shot Your Best Ever Christmas, after a successful launch last year, on 13 September.

The publisher's circulation and trade marketing manager Ashleigh Dennis said: "With everyone's lives becoming busier and the growing pressure of creating the 'perfect' Christmas, it's these magazines that consumers are picking up on impulse."

Gnewt technology powers Menzies deliveries

Menzies Distribution is hoping to extend the use of electric vehicles to its newspaper delivery operation following the acquisition of London-based logistics company Gnewt Cargo.

The wholesaler purchased Gnewt, which runs the UK's largest all-electric fleet, for an undisclosed

sum last week. Gnewt provides final-mile delivery services in central London for retailers, e-tailers and parcel carriers such as Hermes and TNT.

A Menzies spokesperson said: "When purchased, Gnewt was a parcels-only business, however we are now examining how we might use the electric

vehicle fleet to serve some of our existing customers in other sectors, including news.

"Our ambition is to grow the Gnewt model and spread it to other urban centres around the UK."

Ranjan Patel, of Marsh Hill News in East London, said she hoped a switch to electric vehicles could lead

to a reduction in carriage charges.

"I object to the fact that every time the cost of petrol goes up this is reflected in a hike in charges," she said.

"I hope if Menzies did extend an electric fleet to its news operation that any savings would be reflected in a reduction."

PRODUCT TRENDS

Retailers chew over increase in gum sales

A rise in chewing gum sales has been driven by the growing appetite for sharing tubs which offer customers more value for money.

Meten Lakhani, of St Mary's Supermarket in Southampton, has seen a 25% uplift in sharing tubs.

"I used to sell five outers a week and now I'm selling 15," he said.

"You can get upwards of 40% margin on them. I would recommend stocking them by the till to attract the impulse buyers."

Martin Lightfoot, of Londis in Baillieston, has had similar success. He said: "I have noticed the sharing tubs driving sales. Customers see better value."

Figures from Nielsen show chewing gum pots are now worth £4.5m, up 230% in the year ending June 2017.

Hot dog lovers are sniffing out snacks

Retailers selling fresh American hot dogs have increased weekly food to go sales by as much as £200.

Peter Lamb, of Lamb's Larder in East Sussex, sells ten a day. He told RN: "We put the machine in just over a month ago and we sell 70 per week on average, at £2.99 each.

"Having the machine at the till helps because customers can smell the hot dogs and it encourages impulse buying."

Chris Herring, of Londis in Torquay, added: "They're one of our bestsellers. We sell 30 at £1.99 per week. Customers prefer them on the go."



£1m
Carlsberg UK marketing spend on Poretti

Customers buying premium beers are more likely to also buy quality cheese, meat and chocolate

Premium beer shoppers spend more on impulse

by Alex Yau

alex.yau@newtrade.co.uk

Customers who buy premium beers can spend up to twice as much as other beer shoppers, particularly when they're displayed with food, retailers have told RN.

Joe Williams, of the Village Shop in Hook Norton, Oxfordshire, said the difference is driven by impulse buys of premium snacks such as Tyrells crisps.

"The basket spend of customers who buy premium world beers like San Miguel doubles to £15 on average,"

he said. "I stock them near foods because customers want to enjoy them with meals or during social occasions."

John Parkinson, of Broadway Premier in Penhryn Bay, advises retailers to make sure premium brands are as visible as possible. "Premium beer customers normally spend around £10. Others spend £8 on average," he said.

"I find they're more likely to purchase foods like cheese or biscuits because they want to enjoy the beers over a meal or social occasion. I recommend

making brands visible to help drive those impulse buys."

Daphne Eddington, of the Village Shop in Braithwaite, agreed. "I've noticed customers who go for premium beers have a higher basket spend than those who purchase cheaper beers," she said.

"Our most popular beers are Peroni and Corona. Those customers tend to add foods like Cumberland sausages.

"Visibility is key. I've noticed an increase in basket spend and impulse buying by making sure customers

are aware of all our brands."

It comes as Carlsberg plans to push its premium Italian Poretti brand into the UK next year. The company is spending £1m on marketing, with off trade making up 30% of its distribution plan.

According to Nielsen, premium beer volumes in the off trade were up 3.3% to 6,329 hectolitres for the year ending May 2017.

Poretti brand manager Rebecca Sagoo told RN: "There's a huge opportunity for independent retailers to link sell premium beers to food."

Chicken and pork meet customers' needs

An increasing demand for chicken and pork has offset falling sales of meats such as beef, retailers have told RN.

Ferhan Ashiq, of Day-To-day in Prestonpans, recommends organising different meats into individual sections to maximise sales. He told RN: "I've definitely

noticed a trend in chicken rising. Sausages are also becoming popular. We've seen a 10% rise in chicken sales, while beef has fallen by around 5%.

"Customers just find chicken more convenient to cook because it mixes with other ingredients quite well. Chicken breasts

are definitely our most popular product in the category."

It comes as Kantar Worldpanel revealed chicken and pork as the only meats to see yearly growth for the 12 weeks to 13 August. Chicken sales grew 1.4% to £426.8m, while pork rose 4.2% to £168.2m.

Robert Kirkwood, of Premier Express in Cowdenbeath, has seen chicken sales rise by more than 10% over the last year.

He said: "There has been a noticeable increase in sales for chicken and pork. Last year we were making up to £30 on each purchase. Now it's more than £35."

BRAND SNAPSHOT



Millions for just a quid

Vimto and Millions have teamed up to release a new sweet range. The Vimto Millions product has an RRP of £1 and is available in 40g sachets.



Dual tabs from Surf

Unilever is launching its first dual capsule Surf laundry tablets. Backed by a £4m ad campaign, packs of 20 and 30 have an RRP from £6.44.



Eric's ads score again

Heineken's latest social media campaign for its Kronenbourg 1664 beer range includes a series of short films featuring ex-footballer Eric Cantona.



It's only natural...

Herbal Essences has launched its bio:renew range targeting shoppers who want natural ingredients. The 400ml bottles have an RRP of £6.



Mon Cherry

Monster Brands has redesigned its Good Grain Multi Grain cereal packaging in Plus Cherry and Cherry flavours at an RRP of £1.99.



Mini Cheddars trio

Jacob's new Mini Cheddars Crispy Thins come in three flavours: Toasted Cheddar, Cheddar & Chive, and Cheddar with a hint of Chilli. RRP is £1.88.



New size £1.99 bags

Mondelez has released new size Cadbury Curly Wurlly and Picnic Bites. Both products are now available in 110g bags with an RRP of £1.99.



Celebration teas

Tropical Sun has launched a range of herbal teas to celebrate its 21st year in business. The new teas have an RRP of £1.49.



Twist-ing millions

Coca-Cola European Partners has launched a multi-million pound campaign for Halloween-themed 150ml cans of Fanta Orange and Fruit Twist.

WHAT'S NEW



Best Friends

Raw Strawberry + Banana Bread



Organic

With Activated Buckwheat, Banana, Strawberry + Vanilla.
Gluten free, Dairy free, Soy free and GM free.
50g

iRaw

iRaw specialises in healthy snacks which are free from dairy, soy and GM and are also vegan-friendly. Its latest product is Best Friends Raw Strawberry and Banana Bread.

RRP £4.10

Contact sayhello@irawuk.com



Boka

Boka cereal bars are designed for shoppers on the go. There are four flavours in the range, including Apple & Cinnamon, Caramel, Strawberry and most recently, Choco Mallow.

RRP 89p

Contact info@bokafood.co.uk



Mr Lee's Noodles

Mr Lee's Noodles are low in sugar and gluten-free. There are six flavours available in the range, including Hong Kong Street Beef, Coconut Chicken Laksa and Tai Chi Chicken.

RRP £2.99

Contact info@mrleesnoodles.com



Little Dish

Little Dish has a new selection of tinned baked beans, macaroni cheese and spaghetti hoops. The tins have been designed for children, with low salt and sugar content.

RRP £1.25

Contact hello@littledish.co.uk



Pip & Nut

Peanut butter brand Pip & Nut has moved into the drinks market with its dairy-free almond milk. Litre bottles come in three flavours; Coconut, Honey & Vanilla and Unsweetened.

RRP £2

Contact thekernel@pipandnut.com



Ape Snacks

Ape Snacks Coconut Bites come in 30g pouches and contain no more than 150 calories. Three flavours are available to buy, including Natural, Chia Seed and Sesame Seed.

RRP £1.49

Contact hello@apesnacks.com

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



Kind

Kind has added two new variants into its range of healthy snack bars. Dark Chocolate and Mocha Almond join the portfolio, which also includes Caramel Almond & Sea Salt.

RRP £1.29

Contact customerservice@kindsnacks.com



Joe & Seph's

Joe & Seph hand-makes all of its gourmet popcorn here in Britain. Its latest Coconut & Chia seed flavour is now available in a 23g foil pack.

RRP £1

Contact joe@joeandsephs.com

Focus

Flavoured water

If you want to add a little variety to your soft drinks range, why not try stocking these three flavoured waters in your chiller?



Aqua Esse

Aqua Esse is based in London and sells a range of flavoured waters in two variants: Fennel & Mint, and Damask Rose Petal. Products are available in 330ml bottles.

RRP £2.35

Contact info@aquaesse.com



Ugly Drinks

Ugly Drinks has extended its range of 330ml sparkling water cans with Triple Berry, Orange and Tropical flavours. This comes after the company rebranded itself with a new logo.

RRP 99p

Contact hello@uglydrinks.com



Phrooti

Sheffield-based Phrooti makes its selection of 250ml unsweetened drinks by combining real fruit in spring water. Flavours include Apricots & Mangoes, Raspberries & Strawberries, and Blackcurrants and Blueberries.

RRP £1.25

Contact hello@phrooti.co.uk

Debbie Davies

Londis, Hay-on-Wye, Hereford

Brands like Arizona and San Pellegrino are doing well. We're looking at adding more new brands to our range, which are either sugar-free or low in sugar. Additional fridge space and PoS are considerations we'll be making when trying to push sales.

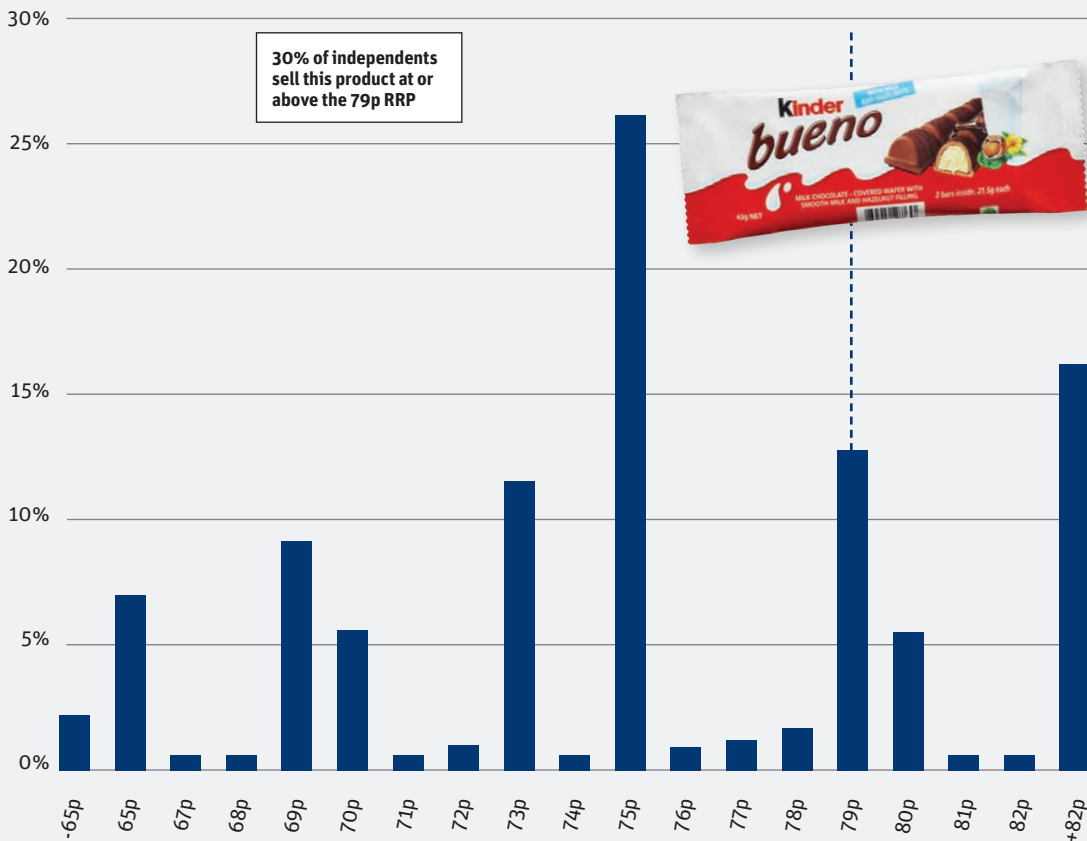


PRICEWATCH

Profit checker Countlines

Price checker

KINDER BUENO MILK & HAZELNUT BAR 43g Price distribution %



PRODUCT
Twirl 43g
Kinder Bueno Milk & Hazelnut 43g
Snickers Duo 83.4g
Wispa 39g
Kinder Bueno White 39g
Twix Xtra 75g
Mars Duo 85g
Boost 49g
Fry's Turkish Delight 50g
Mars 51g
Snickers 58g
Euro Shopper Milk Chocolate 100g

Analysis

Chocolate bars were once nearly always priced above RRP, but the influence of increasingly prolific pricemarking is clear here. As stores feel the pressure to price chocolate more competitively, just 30.4% of stores on our Profit Checker table

sell Kinder Bueno at RRP or above. Elsewhere on our table, the average selling price for six out of 12 products – mostly Cadbury and Kinder bars – is set at or below RRP. Interestingly, though, where Mars has chosen not to price-

mark its bestsellers, retailers still add to the RRP, by between 5p and 9p. Our retailers this week also highlight the growing strength of large blocks and small bars, with middle-sized single bars losing sales as a result.

How we drive our profit

Meryl Williams

STORE Pike's Newsagents
LOCATION Porthmadog, Wales
SIZE 700sq ft
TYPE high street

TOP TIP
Cut out middle-priced bars and stock as many pricemarked products as you can. Two for £1 deals are also valuable



I stock as many pricemarked items as I can. We have a lot from Cadbury in particular at the moment – Twirls and Double Deckers with a 55p pricemark – because they seem to be doing plenty of them. I've got the original and white versions of Bueno on 55p pricemarked packs too. The £1 pricemarked chocolate bars also do well. It's bars in between these two that have lost out as a result, though. People aren't buying chocolate bars for 70p because it doesn't make sense when you can get much more for £1, though I do sell Bournville for 69p.

David Robertson

STORE Pozzi
LOCATION Buckie, Scotland
SIZE 1,000sq ft
TYPE high street

TOP TIP
Don't try to push your margin too high, as there's nothing worse than people thinking they are being ripped off



We stick to the RRP when it comes to chocolate bars in our shop. A huge amount of the trade we get is from school kids, and you'd be surprised how price-conscious they are, so they know if they're getting a good deal or not. We've got a couple of premium bars, such as Willies Cacao, where we can charge a little bit extra, but in general I think sticking with RRP is the way to go. We don't stock Kinder Bueno to sell individually, but we do buy them in to add to the cakes we make to sell in the café we've got in our store.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SHEFFIELD NEWSAGENT AND OFF-LICENCE	RETAILER 2 CORNER C-STORE IN RESIDENTIAL AREA OF DERBY	RETAILER 3 NORTH YORKSHIRE VILLAGE C-STORE	RETAILER 4 LARGE C-STORE IN SURREY SUBURB	RETAILER 5 CORNISH SEASIDE SHOP	RETAILER 6 SUBURBAN EDINBURGH NEWSAGENT
50p	55p	-	50p	-	50p	50p	-
75p	79p	79p	-	80p	-	-	79p
88p	79p	85p	85p	95p	£1.05	80p	95p
50p	55p	-	50p	-	-	50p	-
75p	79p	79p	-	80p	75p	-	-
87p	79p	85p	85p	85p	-	-	95p
87p	79p	85p	85p	95p	£1.14	80p	95p
50p	50p	-	-	-	-	50p	-
76p	74p	75p	-	-	75p	-	75p
66p	61p	65p	61p	75p	72p	70p	70p
67p	61p	65p	65p	70p	72p	70p	70p
50p	50p	-	50p	-	-	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Barry Chandi

Nisa Local Buckden, Cambridgeshire

Draycott Brewing, £1.99 - £2.30



How did you discover them?

Draycott Brewery is based 100 yards from the shop. It's a small microbrewery based at the home of Jon and Jayne Draycott who set it up in 2009. Jon came in about five years ago and told us about the business and we said we'd give it a go. It's nice and convenient as we can just walk over there when we need some more.

Who buys them?

A mix of people. I'm not into real ales myself, but people seem to like them. You have local people who see the name and know it and want to try them. We're also very near the A1, so we do get tourists and people dropping by who are interested in trying something local.

Why is it so popular?

We stock four to five of their beers - they have a pale ale, a porter and a bitter. Their beers have received CAMRA's 'this is real ale' accreditation, and there is a full pint of beer in the bottles. They have a nice, homemade feel, which you can get from the label. We also have some extra signage to let people know it's brewed locally. We sell them on a three for £5 deal, too.

Bob Sykes

STORE Denmore Premier Food Store
LOCATION Rhyl, Wales
SIZE 1,500sq ft
TYPE main road

TOP TIP

Keep checking wholesale prices - pricemarked bars can often give you better margins than full-price items



We stock pricemarked items where possible because they sell better than bars that aren't. For bars like Fry's Peppermint Cream, Turkish Delight and Bournville I go four or five pence over to account for wastage. Pricemarks are a win-win - obviously they inspire confidence in customers but they also give us better margins. For example, with the 55p pricemarked Kinder Bueno, I get a 23% margin, but with the regular 79p bar I get just over 20%. It's the same with other bars - a bar of Cadbury's at £1.49 will give me a 20% margin but the £1 gives me a better return.

Mark Ansell

STORE Liskeard News
LOCATION Cornwall
SIZE 900sq ft
TYPE town centre

TOP TIP

Chocolate bars are regularly on offer from wholesalers - stock up so you can get bigger margins for longer



Every product has to earn its place in my store, so we've delisted Kinder Bueno because sales were so low. We've really cut down our range of single chocolate bars in general. We've got the main Cadbury bars, but while we stock the full range of larger Galaxy bars we don't stock the smaller ones anymore. As far as our margins go, we don't like to go below 25%. With the bigger £1 bars, we'll stock up on them when they're on offer - that way we can margins of up to 45%. We also stock a lot of pricemarked products.

ACADEMY IN ACTION

INDEPENDENT
Achievers AcademyBOOKER
WHOLESALE

Three month follow up: Service to the community

In May, Booker's Martyn Parkinson visited Robert Kirkwood in Fife to take a deeper look at his contributions to his local area. Three months on we take a look at his progress

IAA ADVICE

- 1 Contact the local paper to share the great (community) work you're already doing
- 2 Attend Premier social media workshop to learn how to share engaging photos and videos
- 3 Ask customers what's important to them so you can tailor your offer to appeal to local groups

ROBERT SAYS

I've gotten to know my local paper editor and have been featured a few times about my community efforts. Customers have taken notice and come in to chat about the articles. I've had a very beneficial social media workshop with Booker. Since then my posts have been shared much more often and people have come into the shop to see my craft beer range as a result! I've also asked customers about what's missing from my shop, many mentioned hot food-to-go so I have been looking into making space for it.

Your action plan

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

YOUR NEWS



NFRN's Paul Baxter puts his support behind the new vending system. Pic: Reverse Vending Corporation

NFRN chief backs 'simple' vend system

NFRN chief executive Paul Baxter has said he would support the use of 'reverse vending' machines if a deposit return scheme is introduced in Scotland. Speaking to BBC Scotland on Monday, he said: "It's very clean and a very simple system to operate. I think all retailers will be overcome with how simple it is."

Scotland's first minister Nicola Sturgeon looked set to commit to a deposit return scheme as RN went to print.

Stores lose out as bookies sign new deal with distributor 'It's a big loss for us'

All bets off: retailers edged out by Citipost

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers are set to lose out on sub-retailing income after betting shops in their areas signed new contracts to receive The Racing Post from specialist distributor Citipost.

Citipost, which also distributes mail, parcels and catalogues as well as betting coupons, has a direct contract with The Racing Post for distribution and does not operate through Smiths or Menzies.

Betting shops in Exeter and Plymouth have recently signed up with the company.

Rob Langmaid, of Langmaid's News in Exeter, has lost contracts with two Betfred Stores, amounting to a loss of around £300 a month.

"It is making it harder for us to survive," he said.

"They were good contracts to have and were straightforward too, so it's a big loss for us."

Meanwhile, Steve Aubert, of Glenville Stores in Plym-

outh, said he will lose £37 a week after a Ladbrokes and a Betfred store both ended their contracts with him.

The NFRN's head of news Brian Murphy said affected retailers should get in touch with the federation for advice.

"We have had situations before where we have tried to create discussions between retailers and Citipost so that the retailer can still deliver the title in their area, but it depends on the individual situation," he said.

Spar store squeezes 50% margin from self-service OJ machine

A Cardiff retailer who installed a self-serve juicing machine last month is earning a 50% margin and is selling more than 100 bottles a week.

Tony Cristofaro, who runs Spar in Landmark Place, installed the machine (pictured) at the end of August for £6,000 under the advice of wholesaler Blakemore. It allows customers to squeeze their own orange juices for £3.49, with empty bottles provided from shelves at the side of the machine.

Mr Cristofaro said sales have increased continually since it was installed and is selling at least 14 a day.

"It's definitely been a profitable investment for us," he said.

"We were selling double figures from day one and we make about 50% margin on



each bottle. Existing customers quite like the machine and it has helped increase average basket spend."

WATER **PART TWO**

In association with



Lucozade Ribena Suntory's Claire Higgins provides Kent newsagent Hitesh Pandya with eye-catching PoS to promote the new brand

Retailer viewpoint

Hitesh Pandya

Toni's News,
Ramsgate



FitWater is an interesting new product that could fill a gap in the market. I'd like to see shoppers move away from cheap energy drinks and back onto higher margin products like these. The PoS from FitWater is bold and will catch shoppers' attention.

Industry viewpoint

Ed Jones

Customer marketing
controller, Lucozade



The top 30 soft drinks generate 60% of category sales, so it's important for retailers like Hitesh to stock the bestsellers. While some shoppers are brand loyal in water, FitWater has the credibility of the Lucozade name behind it, to encourage shoppers to try it.

Grow your water sales

In the second installment of our three-part series, FitWater and RN pay a visit to Hitesh Pandya's town centre newsagent, to help him boost his water profits

DID YOU KNOW?
58% of shoppers want a range of well-known brands when deciding on a c-store



HITESH'S CHALLENGE

Shoppers want cheap products, so I stock a lot of budget water lines, but I'm worried about diluting sales of higher-margin brands.

FITWATER'S ADVICE

Hitesh has lots of space in his chiller, but he's missing several top-selling waters, and filling shelves with value brands instead of the bestsellers. We'd suggest removing some of his Perfectly Clear stock and making room for bestsellers like Evian and Volvic.



HITESH'S CHALLENGE

Shoppers stick to the water brands they know, and the market is crowded. How should I encourage them to try new products?

FITWATER'S ADVICE

As functional water brands are in growth, now is a good time for Hitesh to stock our new brand, FitWater. We introduced four facings of FitWater to his shelves, and used a range of PoS to make it stand out, including labels, posters and a large stand at the entrance.

YOUR VIEWS

YOUR LETTERS

■ Mirror Mirror: Publishers' cuts are making bad headlines for print

Yet again the publishers have let us newsagents and retailers down. This time the Mirror group turned up to our Smiths News house more than 45 minutes late and I therefore got my newspapers more than an hour late. As it was the heaviest day of the week, I then have more than 1,300 inserts to go in my papers before we can even start to deliver them.

The Saturday delivery times are getting worse and worse, and unfortunately 45 minutes to an hour late is getting acceptable. But why should we let the publishers get away with it?

I have now employed another member of staff on a Saturday to try and catch up on the delivery times because the papers are so late, but who foots this bill - the publishers? No way.

It's coming off my margins that are getting cut year on year. It may seem silly to them employing extra staff but my customers are not happy with papers getting later



The Saturday delivery times are getting worse and worse, and unfortunately 45 minutes to an hour late is getting acceptable. But why should we let the publishers get away with it?

Scott Saunders



and later on a Saturday and I cannot afford to lose them in what is a decreasing market.

Get the weekend times sorted or print the titles earlier so we have time to put the inserts in and get them out in good time. This is not rocket science, but your cutbacks are making it very hard work.

Scott Saunders
News-Klip,
Fakenham, Norfolk

The Mirror Group's newspaper sales director for nationals John Howard said:

"Scott, I'm sorry that you have been forced to contact the trade press but we thank RN for allowing us the opportunity to respond. Firstly, we apologise to you for the late arrival of our vehicle into Smiths News' Newmarket

business on Saturday morning. According to our records, the Mirror vehicle arrived at 4.20am, twenty minutes late. There was of course the England game on Friday evening and there was talk of a cut-off extension - a move that the Mirror resisted. Had the trade implemented this, I suspect that you might have received your papers even later. However, we really should have been re-run by Smiths. The trade asked for a common sense approach and it appears that perhaps the wholesaler at Newmarket took this a bit too far. I have asked the team at RN for your direct line so that I can call you in person and apologise again."

■ Dinner and dance in step with NFRN president's visit

This year's NFRN North West Spectacular Dinner and Dance will take place on 5 November at the Sheridan Suite in Manchester. This will coincide with NFRN national president Linda Sood's visit to the district.

There will be trade stands available on the night, where no doubt you will be able to pick up some great ideas for your businesses. We ask you to please support this event, don't miss out a night to remember.

Suleman Khonat
NFRN north west district
national councillor

YOUR SAY WHAT ONE THING COULD YOUR SYMBOL GROUP DO TO IMPROVE THEIR SERVICE TO YOU?



Siva Thievanayagan

Nisa Local Fletton, Peterborough
Prices are so important at the moment but I feel Nisa's price points are not as good as they could be. I think it is struggling with its buying power and this is why prices are not so great. Promotions are what drive people into the store and I think Nisa could make its offers more competitive. We've also had some availability issues, for example with 1.75l Coke bottles and Red Bull, which are both important to convenience stores.

Kamal Sisodia

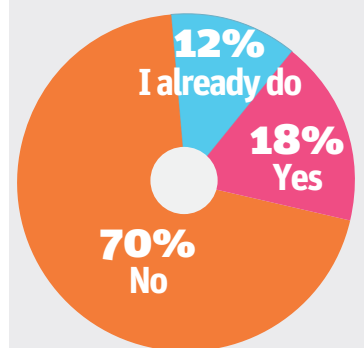
WH Smith Local, Coalville, Leicestershire
I have an issue with marketing materials, which is very particular to WH Smith Local. We

go on the website to print the PoS material but often they don't fit or work well in certain areas, such as shelving. I think this is down to them not being used to what it is like on the shop floor. The result is the store doesn't look as sharp as it could.

Jack Patel

Londis Westhorne Stores, Reading
Since Londis went to Booker, the prices and the deals are not as good compared to when they were with Musgrave - so I would bring back some of those. For example, I used to get a crate of Brakspear Bitter for £6.75, but this went up to £7.25 and then £8.25. I am dreading what happens if Booker does a deal with Tesco. I would like to see more of those competitive offers back.

RN READER POLL



Would you pay for deliveries from your grocery wholesaler?

NEXT WEEK'S QUESTION

Are you employing more, fewer or the same number of people as this time last year?

Vote now at
betterRetailing.com



MUM'S THE WORD FOR BETTER CUSTOMER CARE

A couple of weeks ago, a woman came into our store desperate to find somewhere to breastfeed her eight-month-old daughter.

I helped her find somewhere private, but also kept her other three children entertained.

I was surprised (but delighted) to find she was so grateful, she told the local press about my help. But we should all, as retailers, do our bit to offer this sort of assistance all of the time. To me, this is the most natural thing in the world. She felt the social stigma about feeding in public, but I hope other retailers will follow suit, and won't hesitate to help. It

doesn't cost a business anything to be helpful.

Penny Hiscott
Londis, Weymouth, Dorset

100
YEARS AGO

8 September 1917

The Newcastle Newsagent's Association reported it had made headway in fighting against street trading. The trade, often carried out by school children, was described as a "burning issue".

VIEW FROM THE COUNTER with Mike Brown



I am writing this piece on the 9.08am train from Northalerton to King's Cross to watch the Rugby League Challenge Cup Final at Wembley Stadium. Whenever you plan to do something like this, you always hope and pray the papers are on time. They were, but unfortunately the Telegraph - my biggest home delivery title - was late. Its ETA into Stockton was 5.15am. So, I made the decision to travel the 13 miles to the depot to get them.

I was back in the shop at 6am and managed to get the rounds ready for the boys to deliver the next day, before closing the shop at 12.30pm.

My wife and I travelled to Heathrow to collect my youngest daughter Emma from her 10-day trip to the USA, playing football for England Women's U17. The

girls lost both matches 6-2 and 6-1, but they did win a penalty shootout competition. Next year, the World Cup for this age group is in Uruguay so I had better start saving up now.

I thought it was unusual to get two visits from Trading Standards recently, test purchasing for e-cigarettes and cigarettes, until I read in the local newspaper this was a summer campaign. 14 out of 55 retailers in North Yorkshire sold cigarettes to a 15-year-old. My advice is to be vigilant and always ask for ID.

Sun Savers is proving popular in my shop, with some customers chuffed at saving £16 so far and being automatically entered into a prize draw. I certainly have seen an uplift in sales from this promotion.


MARTELL
COGNAC
FONDÉE EN 1715

NEW AND ENHANCED MARTELL VS SINGLE DISTILLERY



+2M
CASES

PREDICTED GROWTH
OF COGNAC
CATEGORY*

8/10

CONSUMERS
PREFER THE
NEW BOTTLE**

MARTELL.COM

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


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

CATEGORY ADVICE

Mouthwatering sales

RN returns to two retailers to see whether their gum sales have grown over the past six weeks, following advice and tips from Wrigley

RN visited two retailers in June, with Steve Stafford, Field Sales Representative at Wrigley, and mentor Harj Dhasee, who took part in the project last year, to take a closer look

at their gum fixtures. Steve gave the retailers advice, and made changes to their displays. Here, we catch up with both retailers to see how these changes have impacted their sales.



EXPERT ADVICE STEVE STAFFORD

Field sales representative, Wrigley



“We are delighted with the results. By working in collaboration with each retailer we were able to optimise their local knowledge and create a bespoke gum range to suit them. Both retailers were extremely flexible and open to change, allowing Wrigley display equipment to be installed that meets their needs to drive impulse sales.”



THE RESULT
15%
uplift



FOCUS ON SUDESH PATEL

Londis,
Coulsdon

CHALLENGES

- **Height:** Sudesh's fixture was below the counter and therefore below shoppers' eye levels, so impulse sales were being missed.
- **Visibility:** Mints and gums were mixed together, meaning the display was unclear making it harder for shoppers to find what they wanted.
- **Secondary siting:** Sudesh had a good gum range, but only one siting so he could have been missing sales in other areas of the store.

CHANGES TO DRIVE SALES

- **Height:** Bring gums to shoppers' minds and increase impulse purchases by adding a counter-top unit to bring the display to eye level.

- **Visibility:** Make the fixture clearer for customers and easier to shop by separating mints, gums, bottles and sticks.
- **Secondary siting:** Generate more sales by adding a secondary unit near the entrance filled with the bestselling lines.

SUDESH SAYS

“The changes Steve made have helped boost my sales, and I'm pleased with the results. The secondary display at the entrance was the biggest boost, and I also really like the added height of the unit. I would encourage other retailers to take part in these projects, as there is a lot they can learn to boost profits.”

Key lessons for your store

- 1 Make sure your display is at customers' eye levels to increase impulse purchases.
- 2 Separate mints and gums within your fixture to make it easier for consumers to navigate.
- 3 Add a secondary siting near your store's entrance to attract shoppers as they enter.

in association with
WRIGLEY
A Subsidiary of Mars, Incorporated



**FOCUS ON
CLIFFORD HALL
& BOB GOKANI**

Bargain Booze,
Basildon

CHALLENGES

- **Location:** The main fixture wasn't immediately obvious to shoppers, it wasn't very close to the till so impulse sales were being missed.
- **Range:** Clifford's range included some bestsellers but was missing some popular flavours and formats so not all customer needs were being met.
- **Display:** The display was untidy with out of date POS so customers couldn't easily identify the products they were looking for.

CHANGES TO DRIVE SALES

- **Location:** Encourage impulse purchases by moving the main fixture closer to the till, and adding a secondary siting by the second till.
- **Range:** Meet all customer needs by adding the full range of bestsellers to the main display, include bottles, sticks, PMPs and NPD.
- **Display:** Help customers find what they're looking for by updating POS and tidying up the range.

CLIFFORD SAYS

"I'm happy with my sales increase and I think I've seen these results because shoppers can find my gum range more easily now. The display is clearer and the new position closer to the till has been great. I'm looking forward to seeing our profits grow further over the rest of the year with these changes in place."



Key lessons for your store

- 1 Include bestselling lines of bottles, sticks, PMPs and new products in your display to cater for all shopper preferences.
- 2 Move the fixture closer to your till and add a secondary siting to improve visibility and increase impulse buys.
- 3 Keep your display clean and tidy, with up-to-date POS and branding to help customers to find what they're looking for.

THE RESULT
17%
uptift



WRIGLEY'S TIPS

1. Shoppers are drawn to tidy, full displays, so keep your gum fixture stocked with the top sellers.
2. 90% of impulse gum sales are triggered by shoppers seeing gum in store, so make sure gum is visible at the till at eye level.
3. Boost impulse buys with a secondary siting stocking bestsellers near your entrance.



**MENTOR ADVICE
HARJ DHASEE**

Nisa Village Shop, Mickleton



"It's fantastic to see Wrigley's advice has increased sales by 15% and 17% in Sudesh and Clifford's stores – over the rest of the year they are really going to see results.

The changes have helped improve the presence of gum and overall standards, creating a better visual impact for shoppers. Any retailers who aren't working with Wrigley should get involved as it's such an easy win.

GROW GUM SALES
For more advice and tips on growing your gum sales, go to betterRetailing.com/merchandising-your-gum-display



GET INVOLVED

If you would like to take part in a similar project call **0207 689 0600 – option 3** or tweet **@betterretailing**

TOBACCO

Rolling with the trends

EUTPD II tobacco regulations introduced in May prompted changes in customer buying habits, but how have savvy retailers adapted their range and service to cater for new shopper trends? **Joe Cooper** investigates



David Worsfold

Farrants,
Cobham, Surrey



My customer trend As other local shops and supermarkets start to delist products, customers who buy niche brands are looking for alternatives.

What I do Since the law changes were introduced in May, even more brands are being delisted or disappearing altogether – the More brand and Sobranie Black Russian, for example. We are a specialist tobacco store, so the regulations have actually driven sales. We offer advice and anecdotes on alternatives for these customers. The time and effort we invest in making the category work means we're known as experts and people will travel a fair distance to get what they want.

Mark Ansell

Liskeard News,
Cornwall



My customer trend With smaller pouches of roll-your-own tobacco banned, customers are looking for value for money from 30g packs.

What I do Everyone knows brand loyalty is not what it used to be since the law changes. Booker must have done deals with the manufacturers to keep prices on JPS Gold Leaf and Cutters Choice competitive. We pass that on to customers and have made a name for ourselves as a result. Gold Leaf is £9.99 and Cutters Choice is a penny more. Obviously, we can't advertise this fact, but you'd be surprised how effective word of mouth can be in a small place.





It is illegal to sell tobacco products to anyone under the age of 18

Tobacco Products Price List	Price
Players Bright Blue 20s	£7.35
Players Double 20s	£7.35
Players Super Kings Red 20s	£7.35
Players Super Kings Blue 20s	£7.35
Players Super Kings Green 20s	£7.35
L&B Blue Royal Blue 20s	£7.75
L&B Blue Double 20s	£7.75
JPS Blue 20s	£8.00
JPS Double 20s	£8.00
JPS Super Kings Red 20s	£8.00
JPS Super Kings Green 20s	£8.00
Lord and Butler Original Silver 90s	£9.50
1111 Leaf JPS Quality Blend 20s	£9.99
Gold Leaf JPS Quality Blend 10s	£16.50
GV Bright Yellow 30g	£11.39
GV Bright Yellow 50g	£18.89
Golden Virginia The Original 30s	£12.41
Golden Virginia The Original 50g	£20.89

Justin Whittaker

MJ's Premier, Manchester



My customer trend More customers are asking about vaping products now standard cigarettes are becoming less attractive.

What I do We've been monitoring total store sales closely since May. They are down £3,000 per week, partly because the tobacco regulations have affected footfall, so we've had to take action. JTI has relaid our stand so it's now 60% standard cigarettes and 40% vape products. We've done free trials with it and have promoted it on Facebook. We source from Booker and sell liquids at £2.50, for a 61% margin. The Edge E liquid has been particularly successful. Although we can't do pricemarked packs, we can now set our own RRP, so we set cigarette margins at 8% and rolling tobacco at 12%.



Nainesh Shah

Mayhew News, Belgravia, London



My customer trend Although sales are declining, cigarettes are still a big footfall driver. Customers are looking for new, cheaper options, so keeping a good range is key.

What I do I'm drawing customers in by pricing below RRP, or keeping prices low compared to stores nearby. I'm stocking more brands around the £7.50 mark for price-conscious customers. I sell Marlboro at £10.20 when I know other shops in my area sell it for £12-£12.50, for example. I've noticed reps stepping up their efforts to get us to stock all their brands, but in my 1.5m gantry, space is at a premium and I need the best range possible. I am straight with them - if a product is gathering dust, it's not worth my while, but if they are flexible we can make a deal.



Kamal Sisodia

WH Smith Local, Coalville, Leicestershire



My customer trend With roll-your-own still growing in popularity, and larger packs lasting longer, customers want packs that keep their tobacco in the best condition.

What I do Our cigarette sales have dropped by about 20%. We've reduced our range by delisting some Richmond, Sovereign Black and JPS lines. I've noticed the tobacco companies are not coming in as much and asking us to remerchandise, but this gives us more freedom. Customers tell us Amber Leaf boxes are not as easy to use as pouches, because things get stuck together in the box, so we go to Bestway or Costco to buy the formats they want.



I sell Marlboro at £10.20 when I know other shops in my area sell it for £12-£12.50



SHOPPER MISSIONS

Capital convenience

Why do customers come to your store and how do you cater for their most common shopping trips? **Helena Drakakis** visited three diverse stores in London to investigate how their owners design ranges and layouts around key shopper missions, and what customers think of the results

Last month, Mars and Ferrero both gave RN this advice for independent retailers – plan your store around the reasons customers shop with you, rather than just traditional product categories.

You will attract more sales and loyalty, they said, if you understand why customers visit your store – their “shopper missions” – then plan your range and layout to make these shopping trips quick and easy.

So RN decided to investigate how retailers are putting this advice into practice.

We visited three very different shops in London – a newly-revamped store in the heart of hipster-hub

Shoreditch, a Nisa in suburban Islington and a Budgens on a south London high street – and asked each retailer what their top shopper missions are, and how they use their layout, range and display to cater for them.

Another common piece of advice is that retailers should view their businesses through their customers’ eyes, so we also asked shoppers in these stores what they really think of their local shop.

This month’s special report will help you see your shop through your customers’ eyes and tailor your offer around their needs.

It’s time to take a shopping trip around London’s convenience stores...



Catering to vegan and gluten-free customers shows the store knows its shoppers' requirements



One customer believes the store's salads could be more prominent



Pav Sahota



Store Rawstore, Shoreditch, London
Size 2,000sq ft
Area urban

My main shopper missions

I've been trading as Rawstore for four months and cater for a range of shoppers, mainly between the ages of 18-35. Our customers' missions depend on the time of day and day of the week, and 90% of our custom is regular. Much of my trade is in the morning, with people picking up a coffee, pastry and maybe a bottle of water and something for lunch. Lunchtime is busy too, but I've noticed increasingly that people are coming in later to pick up ingredients for dinner. We are open later on Friday and Saturdays when a lot of people go out in the area, so sell a lot of food to go then.

How I cater for my shoppers' missions

Layout

I wanted people to be able to navigate food to go quickly – most customers spend five minutes in store, but this can rise to 15 minutes, especially in the evening. Food to go is positioned next to our coffee bar so customers can pick up something quickly. Milk, cheese and meat are at the back and we now have a separate fridge for all vegan products, as many of our customers ask for those especially.

Display

I wanted people to see immediately from the entrance that we stocked fresh food, so I've got a selection of fruit and veg at the front, set out like a market, with mock chalkboard price tags. We also have clearly-lit sections including coffee, wine and frozen throughout the shop. All prices are clearly stated on the shelf edges and all packages are marked if they are gluten-free.

Range

I source most of my fresh produce from Spitalfields and New Covent Garden Market and carry some unusual lines like Calabrese broccoli, so chefs often come in to top up. We've taken suggestions from customers, especially on vegan food, but we've also looked at where we could increase sales, for example on drinks and tobacco. When I was a Nisa Local those categories sold well; now we've changed our name and look – which includes a lot of fresh and healthy produce – people don't necessarily make the connection. So, we've increased our craft beer range and begun thinking of ways to bring people in for those items.

How I plan to improve my offer

I'm planning to increasing the height of shelves by half a metre, which would give me around 42 metres of extra shelf space. We want to increase sales of drinks and tobacco so I've had a neon sign made for the front window that says "Fags and Booze". It's a risk, but I think my fresh-food customers will find it funny – it's tongue in cheek – and it will bring the extra custom in, especially on the weekends and evenings. I'm also thinking about swapping the coffee bar and the till area over. The till area is tucked to one side and sometimes in the evening it might look as though we are closed.

What I've learned from customer feedback

Being a new store we're always really interested in what customers think and how easily they navigate the store. I think we got the layout right from day one, but we have changed the range. Customers have asked for products like chilli tortillas and when we tried them they sold really well. I've been thinking of displaying fresh salads next to food to go, ready meals or in front of the counter, so this feedback is really valuable.



Pav hopes his front-of-store fresh display appeals to customers

CUSTOMER VIEWPOINTS

Ned Boyd

London



I come here every morning for my soya latte coffee. It's the only place where the soya milk is good – it's Japanese. I've recently turned vegan and I like the fact the coffee bar has vegan and gluten-free items. Until today, I hadn't noticed the fresh salads as you can't see them from the counter, so perhaps they could be more prominent.

Feras Harb

Palestine



I've never been in this store before, but it's easy to find your way around. I came in because I wanted ingredients to make sandwiches and I'm buying chorizo, mozzarella and an avocado, cucumber and lettuce. I could see the fresh fruit and vegetables from the entrance and I liked the minimalist feel. The bread looks good here, too.

SHOPPER MISSIONS

Mukesh Majithia

Store Nisa Local, St John Street, London

Size 2,000sq ft

Area urban residential

My main shopper missions

I serve a mixed area of residents, workers and students who are here during term time at City University. I'm busiest between September and July, when I have a steady stream of customers all day. There's the morning worker mission when people pick up fresh coffee and a pastry. I also get a few mums on the school run picking up drinks or sandwiches for their children's lunches. Around 11am I have workers picking up cakes, snacks, sandwiches or hot food for lunch. During the day people also pop in for tobacco, milk and essentials, and I often get students picking up something for dinner.

How I cater for my shoppers' missions

Layout

I refurbished my store a year ago. My old layout was good for 1998 when I first opened, but it wasn't working for 2017. Now, the aisles are wide and the store feels fresh and spacious. I was encouraged to open up my windows so customers passing by can see my fresh stock, too.



Display

It's easier for customers to shop here now. Before I refitted, my fridges and freezers were half the height they are now. I stocked the same products but no one could see them like they can now. My bread and bakery sections are all in one place, as are soft drinks and crisps. I second-site products on promotion and keep them prominent because offers have always driven my business. I've also got sections branded, for example, Big Night In. A lot of local customers come in for those kinds of items in the evening.

Range

I've tailored my range to essential shopping – mainly mainstream brands and a good selection of tinned goods. My customers don't want premium, they just need everyday items they've run out of. I've also installed a hot food counter, which has been brilliant. I sell meat

and vegetarian curries and samosas made by a local restaurant. They go down really well with students, but also people picking up something for lunch or if they are in a hurry for dinner.

How I plan to improve my offer

I'd like to be able to sell more when the students aren't here. During term-time I run a lot of offers like meal deals and two-for-one, so I want to keep that up and put posters in the window advertising this. I'm happy with my layout, because customers tell me it works well and they can find everything.

What I've learned from customer feedback

Retailing has become much harder now. When I started 40 years ago people did all their shopping in my store in a trolley. Now it's in baskets. These days I have a Tesco, Sainsbury's and Waitrose nearby so people's missions have changed and people come here to top up and buy convenience, tobacco and alcohol. I'd like to carry a fuller fresh range, although the wastage makes me nervous.

A local restaurant provides the store's highly popular samosas





Higher margin categories are providing opportunities – but the wastage makes Mukesh nervous



New refrigeration units were part of Mukesh's major refit works



I would like to be able to sell more when the students aren't here

CUSTOMER VIEWPOINTS

Graham Harrison
London



I've been a regular here for 17 years and come in for items like milk, pet food, cordials, or anything else I've run out of. I also buy a lot from the hot food counter. The curries have a homemade feel. The new store is great. It's very easy to find things and everything is clearly labelled. I would probably buy more for dinner if there was a greater range of fresh food.

Lorraine Elliott
London



I've been coming to this shop for 10 years. I come in at any time of day, but mainly around lunchtime. Since it's been refurbished it's really great to shop in. It's spacious and air-conditioned now. I do my main shopping in Sainsbury's, but I use this store for top-ups, bread, milk and essentials I've run out of. I buy a lot on promotion so I come in if I know I'll get a good deal.

SHOPPER MISSIONS



Fresh bread in Jay's store helps him stand out from the competition



Craft beer has been successfully added to the store's range



Specialist fruit and veg – at the right price – brings customers back again and again

Jay Patel



Store Jay's Budgens, Crofton Park, London
Size 2,000sq ft
Area suburban residential

My main shopper missions

We have several schools around us, so serve mainly young couples with families and students. Other than a Co-op, we are the only convenience store on our road, so many of our customers are regulars. We open at 5.30am, so serve taxi and delivery drivers coming back from work. Then it's people going to work and mums taking children to school. After school, children come in and parents also pick up ingredients or ready meals for dinner.

How I cater for my shoppers' missions

Layout
 Our food to go and coffee machine sit alongside pastries and bread at the entrance – that's designed for morning customers who don't have time. From there, we lead into fresh and chilled. Core convenience like pasta, tinned food and household items sit centrally. We've also got one full aisle for world foods – Polish, Caribbean, Chinese, Indian – because we have a very mixed demographic. Our kids' play stand is rotated seasonally, so in the summer it has beach and garden toys, then we'll put Halloween items there and so on.

Display

All our prices are marked clearly and we use aisle ends for promotions and themes like Big Night In. We cater mainly for young families who are health-conscious so we have two healthy food end-of-aisle displays containing gluten-free and wholefoods and a vegan range in our chilled section. Craft beer also does well so we have a bay dedicated to it, which includes local lagers. Some produce like bread

and eggs is also sourced locally and we display information about the company on the shelf edges.

Range

Our range is tailored to the community and we want to offer a point of difference too. We stock all the mainstream items you expect to find in a convenience store, alongside more premium alternatives. We have 12 varieties of milk, from cow's milk to soya milks, for example, and it's the same with yoghurt. We've increased our health foods and have a wide variety of fruit and veg, including more unusual items like donut peaches. People remember us because we always have what they want.

How I plan to improve my offer

We are just about to carry out an extensive refit. We want to add an extra aisle to extend our healthy food and frozen ranges. We'll also add a dedicated food to go area and stock a range of premium Cook ready meals. They are perfect as evening meals for families, but students buy them too. We will move the entrance to the middle so all the windows are opened up for customers to see inside. We may also put in a small area where people can sit and enjoy a coffee. We have a lot of mums with children and that could work well.

What I've learned from customer feedback

Customer feedback is very important and I get lots of it. If there's something on the floor that shouldn't be there, customers often take a picture and send it to me. I take that positively because if people didn't feel comfortable they wouldn't tell me how to improve. Our upcoming refurbishments reflect how the community is changing, with more young families and students here than ever before, but my customers know that any time they need something or can't find something, there's always staff on the shop floor to help.



People remember us because we always have what they want

CUSTOMER VIEWPOINTS

Aniko Ferro

Brockley, London



I have two kids so I do my main shop online, but I pick things up here to go alongside an evening meal or for the kids. During holidays, we'll come for treats like ice creams or toys. My boys love coming here. I always come in for one item, and end up buying much more. The service is incredibly friendly and I know whatever I want or I've run out of will be here.

Christina West

Brockley, London



I would much rather shop here than the Co-op down the road, which seems very claustrophobic. I come here for top-up shops and love that the service is very personal. If they haven't got something in, like green peppercorns, they will get it for me. I'm about to move further into Brockley, but I'll still come back here to shop. ●



THIS WEEK IN MAGAZINES



It's started...

TIME TO CASH IN ON THE CHRISTMAS COUNTDOWN

Autumn may not yet have arrived, but, looking further ahead, it's time to help your customers get geared up for fabulous festive fun

IT'S NEVER too early to start preparing for the most wonderful time of the year, so DC Thomson is releasing the second edition of Your Best Ever Christmas Magazine after a successful launch last year. On sale from now until the big day, the title's step-by-step Christmas planner is packed with tips, ideas and lists, as well as no-fail recipes and tips for great buffets and nibbles. Of course, there are also plenty of decoration ideas for homes, tables and Christmas trees. DC Thomson says last year's sales outperformed expectations at 29,000 copies, generating an RSV of almost £145,000.



YOUR BEST EVER CHRISTMAS MAGAZINE
On sale 13 September
Frequency annual/one shot
Price £4.99
Distributor Marketforce
Display with Good Housekeeping, Simply Christmas

Round up



Jennifer Hardwick

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

SWIFT'S NEW SPIN ON MAGS MARKET

Not content with selling millions of records worldwide, Taylor Swift is moving into the world of magazine publishing.

That's right – alongside the launch of her new album Reputation, the singer is releasing two accompanying collectable magazines. Both editions will include 72 pages of artwork by the pop star herself and behind-the-scenes photos from her latest music video shoot, as well as poetry, personal photos, handwritten lyrics and an exclusive poster.

It's set to be exclusively available in US chain store Target, so UK fans will probably be left to find it online, but the millennial singer's faith in printed magazines is interesting. Earning \$126m a year at the last count, she's certainly a savvy businesswoman and one who knows exactly what her fans want. She's also not the first musician to venture into magazines in recent times, with Frank Ocean releasing two back-to-back albums this time last year packed with a pop-up magazine named Boys Don't Cry.

As Bauer's managing director for music, sport and entertainment Patrick Horton told me last week while discussing the launch of the Empire Classics series, the appetite for in-depth magazines on specific genres or key figures in music and film is growing steadily. According to Mr Horton, previous Empire one shots have generated an RSV of around £80,000 each time, so it's worth having a look at your stock and considering whether you could be doing more with the genre.

Over the past few weeks, I've been speaking to readers of these pages about what you use them for, and one of the most common answers I've been given is they allow you to start conversations with customers about titles you might not otherwise have known anything about. If that isn't a tactic you use, it's definitely time to start and see whether you can grow your sales too.

THIS WEEK IN MAGAZINES WE WANT YOUR INSPIRATIONAL IDEAS!



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



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THIS WEEK IN MAGAZINES



Bestsellers Music

Title	On sale date	In stock
1 Mojo	26/09	<input type="checkbox"/>
2 Kerrang!	09/09	<input type="checkbox"/>
3 Record Collector	14/09	<input type="checkbox"/>
4 Classic Rock	12/09	<input type="checkbox"/>
5 Uncut	21/09	<input type="checkbox"/>
6 Q	26/09	<input type="checkbox"/>
7 BBC Music	05/10	<input type="checkbox"/>
8 Metal Hammer	19/09	<input type="checkbox"/>
9 Guitarist	22/09	<input type="checkbox"/>
10 Gramophone	13/09	<input type="checkbox"/>
11 Prog	12/10	<input type="checkbox"/>
12 Sound on Sound	21/09	<input type="checkbox"/>
13 Vive Le Rock	03/10	<input type="checkbox"/>
14 Rock Sound	13/09	<input type="checkbox"/>
15 Country Music People	05/10	<input type="checkbox"/>
16 Classic Pop Presents	n/a	<input type="checkbox"/>
17 Mixmag	21/09	<input type="checkbox"/>
18 Guitar & Bass	19/09	<input type="checkbox"/>
19 The Wire	14/09	<input type="checkbox"/>
20 Jazz Journal	29/09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



FOOD TO LOVE: WINTER COMFORT FOOD

The latest Food to Love seasonal special is all about comfort food. The issue contains plenty of ideas for cosy midweek meals and show-stopping dishes for readers to prepare when they have family and friends over. The recipes are split into seven easy-to-navigate sections and include sticky sweet puddings, rich casseroles and plenty of inspiration from world cuisine.



On sale out now
Frequency irregular
Price £5.99
Distributor Frontline
Display with Food to Love, BBC Good Food



MOTOR SPORT MAGAZINE

Motor Sport Magazine is Britain's oldest motor racing magazine and has been covering the sport since 1924. This month's issue sports a fresh design, as well as new features and regular content designed to attract young readers. The cover story is an exclusive test drive of Bruce McLaren's M6A Can-Am car.



On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Octane, Classic and Sports Car, Top Gear



AUTOCAR

This week's edition of Autocar features all the key cars from the Frankfurt motor show. Elsewhere, a Range Rover Velar comparison test is carried out by the team. Also reviewed is the new Mercedes AMG GT C sports car. Distributor Frontline is predicting a 20% sales uplift on the previous issue.



On sale 13 September
Frequency weekly
Price £3.80
Distributor Frontline
Display with Autotrader, What Car



CLASSIC FORD

The next issue of Classic Ford will be bagged with a free copy of the FordFest Show Guide, worth £3. FordFest covers old models, classics, modern and modified examples at the Santa Pod Raceway in Bedfordshire. Distributor Seymour says independents account for 25% of sales for Classic Ford and are the biggest sales outlet group for the title.



On sale out now
Frequency monthly
Price £4.70
Distributor Seymour
Display with Fast Ford, Classic & Sports Car



CLASSIC & SPORTS CAR

In this issue, the Classic & Sports Car team makes a pilgrimage to Blackpool to mark 70 years of Britain's iconic manufacturer, TVR. Elsewhere, they spend a day at the Festival of the Unexceptional to delight in mundane cars. Meanwhile, there are celebrations for Volvo hitting its 90th year, with a visit to a Volvo gathering at Rockingham Motor Speedway and interviews with the brand's biggest fans.



On sale 13 September
Frequency monthly
Price £4.90
Distributor Frontline
Display with Autocar, Classic Ford

FIFA 365

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THIS WEEK IN MAGAZINES



BBC GOOD FOOD

This month BBC Good Food celebrates the British food scene in all its diversity, shining a spotlight on the pioneers from overseas who have brought their culinary culture to the UK. The September issue also features six classic global curries from some of the UK's best restaurants, exclusive recipes from the BBC's Big Family Cooking Show-down, 44 top ideas for easy weekday suppers and sweet delights from chef, restaurateur and food writer Yotam Ottolenghi.



On sale out now
Frequency monthly
Distributor Frontline
Price £4.35
Display with Olive, Delicious



GOOD HOME ULTIMATE CHRISTMAS

Ultimate Christmas is filled with lots of ideas and tips. Features include five new festive styles, best buys and perfect table settings, as well as a plan-ahead menu and finishing touches. Each issue comes with a free chocolate Lindt chocolate bar, Gourmet Society Card and 2018 Calendar.



On sale 20 September
Frequency one shot/annual
Price £4.99
Distributor Marketforce
Display with Simply Christmas, Ideal Home Christmas



FAMILY TRAVELLER

The autumn special of Family Traveller magazine contains plenty of ideas for holiday destinations and how to get the best out of them with kids, be that an experiential tour of Thailand or a five-star resort with brilliant kids' clubs. Also inside are family city guides, expert advice and celebrity columns, as well as details of the latest openings and the best things to do with kids during specific school holidays.



On sale out now
Frequency quarterly
Price £4.95
Distributor Marketforce
Display with Good Housekeeping Travel, Sunday Times Travel Magazine



BeRUGBY

This is BeRugby's second issue after its launch onto the newsstand, having already successfully launched as a subscription-only title. The title is aimed at young players and fans of the sport. BeRugby provides advice and support, connecting people involved in mini and junior rugby at grassroots while also focusing on the national game.



On sale out now
Frequency monthly
Price £3.95
Distributor Inter-Media
Display with Kick, Match, First News



FAST FORD

The next issue of Fast Ford will be bagged with a free copy of the FordFest Show Guide, worth £3. Inside the magazine the team gets behind the wheel of the new 647BHP hypercar, and there is coverage of the Fast Ford Awards. FordFest covers old models, classics, modern and modified examples at the Santa Pod Raceway in Bedfordshire. Seymour says indies account for 20% of sales for Fast Ford.



On sale out now
Frequency monthly
Price £4.70
Distributor Seymour
Display with Classic Ford, Fast Car

Industry viewpoint

Lydia Coleman

Marketing executive, Eglemoss



As the weather starts to get cooler and people begin wrap up warm again, we enter the perfect season to sell our recently-launched craft collection Knit & Stitch Creative. The easy, step-by-step, square-by-square guides make this a winter winner for beginner knitters.

According to the Craft & Hobby Association, the craft industry is worth £3.5bn and is growing 11% year on year. Take advantage of the trend and stock your shelves with our brand-new knitting collection.

Following the globally successful Knit & Stitch in 2013, we are focusing on a younger and fresher target audience, with women of all generations now pursuing knitting and crochet as a pastime.

Launched earlier this month, Knit & Stitch Creative is a build-up collection with customers working towards a beautiful textured throw. In addition, they become part of the wider new brand community Creacrafts, with a luxurious range of Crea yarns to be collected across the partwork.

The title is supported by a nationwide TV, digital and social media marketing campaign, so it is imperative copies are apparent in-store to fully benefit from the increase in footfall.

Independent retailers are essential to all our collections, especially in encouraging repeat purchases on a weekly basis.

On average, they perform 10% to 15% better on retention versus a national grocer, especially on build-up partworks, therefore we continue to offer our full support to the independent sector to maximise retention on our collections.

Top tip

Make sure your issues of Knit & Stitch Creative are clearly visible, especially during the TV campaign which began last week

COMING UP IN NEXT WEEK'S RN



COSTCUTTER RETAILER KEITH TOMES ON HIS FAMILY'S 100 YEARS OF RETAIL INNOVATION

Plus, make sure your knowledge of the collectables market is up to date with our guide, and, how to profit from Halloween in 2017



THIS WEEK IN MAGAZINES

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Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	25	40	11.99
DeAgostini			
Build the Ford Mustang	88	100	8.99
Build your own R2-D2	36	100	8.99
Enhancing your mind, body, spirit	36	120	3.99
My Animal Farm	31	60	5.99
Jazz at 33 and third RPM	44	70	14.99
Simply Stylish Knitting	89	90	3.99
Star Wars Helmet Coll'n	44	60	9.99
The Beatles Vinyl Collection	15	23	9.99
Zippo Collection	53	60	19.99
Eagle Moss			
DC Comics Graphic Novel	54	100	9.99
Disney Animal World	81	100	5.99
Game of Thrones	40	60	8.99
Marvel Fact Files	234	250	3.99
Military Watches	93	100	9.99
My Little Pony			
Colouring Adventures	27	80	3.99
Star Trek Ships	106	130	10.99

Title	No	Pts	£
Hachette			
Art of Crochet	107	120	2.99
Art of Cross Stitch	37	90	2.99
Art of Knitting	38	90	2.99
Art of Quilting	89	90	3.99
Art Therapy	130	120	2.99
Art Therapy 50 Mindful Patterns	25	80	4.99
Assassins Creed: the official collection	15	80	9.99
Dr Who Complete History	53	80	9.99
Draw The Marvel Way	45	100	4.99
Judge Dredd Mega Collection	70	80	9.99
Marvel's Mightiest Heroes	97	100	9.99
Transformers GN Collection	19	80	9.99
Warhammer	27	80	9.99
RBA Collectables			
Real Life Bugs & Insects	55	60	0.99
Panini			
F1 Collection	38	60	9.99

Collectables

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

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

Newspapers

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

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

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

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

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

* By negotiation

Insertion payment guide

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