

# RN

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retailer tips  
featured  
inside

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# RN

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## 11 ways to stand out

All the best products from the Speciality & Fine Food Fair

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Shaping the future  
of independent retail  
since 1889



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Fresh & local  
Xmas ideas



**“It’s the age of innovation for  
c-store retailers, and independents  
need flexibility to respond rapidly  
to market changes”**

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## WELCOME

**There's a gap in  
the market and the  
door's wide open for  
enterprising c-stores  
to gain a foothold**

**SHOPPERS  
TRAVEL 50  
MILES FOR  
MY RANGE**

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**Editor**

Chris Gamm

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Whether you're a convenience store seeking growth through innovation, or a news and magazines expert looking to cement your specialism, there are reasons to be positive about the future, according to two experts I met this week.

Healthy wholesaler Tree of Life's chief executive John Weaver told me tastes are changing fast. Shoppers are increasingly switching from purchasing processed food to looking to consume smaller quantities of more nutritionally rich goods. Just look at What's New for inspiration.

The traditional way these new products reach the market is changing too. Instead of lead by the supermarkets, it starts with the shopper and any store that can fulfil their needs.

Mr Weaver's challenge, though, is that traditional health food stores are not innovating and following their millennial customers. This leaves a gap in the market and the door's wide open for enterprising c-stores to gain a foothold in health.

On the flip side, as c-stores review ranges to make space for these trends and other growth areas like alcohol, coffee and food to go, it puts traditional categories like magazines at risk.

According to Richard Lamb, chairman of news marketing agency Lucid, the days of 16m supermarket magazine displays are numbered. This creates a problem for publishers, especially those with titles outside the top few hundred, and an opportunity for independent news specialists.

The demand will be there for those dedicated to the category – just look at Mark Dudden's store in this week's Lookbook – and you could be crucial in helping publishers reach their readers.



# BREAKING NEWS

## Business co-op plan for Labour

A review evaluating the benefits of co-operative and mutualised business structures for SMEs was launched by shadow business secretary Rebecca Long-Bailey on Tuesday.

The review was unveiled at the Labour Party Conference in Brighton and highlights the borrowing potential of small businesses when they club together.

Labour MP for Sefton Central Bill Esterson told RN small businesses may be missing out on opportunities by not working more collaboratively.

"When people club together they can secure better lending," he said.

Mo Razzaq, of Family Shopper in Blantyre, said: "No matter how innovative they are, the biggest problem for convenience retailers is access to funding. I would welcome any move that enabled small retailers to secure lending."

Meanwhile, Labour reiterated its commitment to business rates relief and pledged to use the employment allowance subsidy to help small independent business owners offset the proposed £10 per hour national living wage.

## New Payzone terms 'soon'

Payzone has said it will send out new terms and conditions on its three-year contract "shortly", following criticism from retailers who said they have yet to hear from the company since it agreed to make changes.

Amit Patel, Belvedere News & Wine in Kent, said: "It seems like nobody knows what's actually happening. It's not very professional. They haven't even responded to my letter telling them I want to terminate my contract."



Pictured (left to right): Colin Smith, Joanna Casonato, Ferhan Ashiq, RN's Tom Gockelen-Kozlowski and Scott Graham

## Stores aim to stay ahead of new trends

The most progressive independent retailers are already looking for the next big thing after food to go, RN has been told.

At an event organised by RN, which invited retailers from across Scotland to share ideas, Scott Graham of McLeish's Key Store in

Inverurie, Aberdeenshire, said he wanted to keep innovating his store's offer.

"I think the biggest challenge for me is that we hear food to go is going to be the way forward but we're already doing that, what's the next big thing?" he said.

Retailers taking part in the event visited two businesses – Colin Smith's Nisa Pinkie's Farm Shop and Ferhan Ashiq's Levenhall Village stores – both within a few minutes' drive of each other in Musselburgh, East Lothian. The former is a 4,000sq ft mini-super-

market offering a variety of fresh, local and store-made produce while the latter is a small format café-style store on a busy road.

Colin Smith, owner and manager of Pinkie's Farm Shop said: "Anyone who wants to survive has to move with the times."

**Fears legislation would hit tobacco prove unfounded** 'It's easier for retailers to shop'

## Wholesalers defy worries over EUTPD II as sales rise

by Helena Drakakis  
RNreporter@newtrade.co.uk

Wholesalers have reported an uplift in tobacco sales following EUTPD II legislation.

One Birmingham-based wholesaler, SK Food & Drinks said it has seen an uplift of 43% in sales following the ban, however it believes this is attributable to several factors.

General manager Telly Sarai said: "We relocated last year and upgraded our tobacco room so sales have built since then. We have noticed that although we're told tobacco consumption is in decline

we are selling more since the ban and now placing a weekly or twice-weekly order."

Plain packaging, alongside other EUTPDII legislation, was introduced in May and led many to predict the rapid decline of tobacco sales. However, market consolidation appears to have benefited the supply chain.

Mr Sarai added: "We had more than 400 SKUs all with various price marks. We're now down to less than 180. There's more clarity and it's become much easier for retailers to shop."

Among Mr Sarai's best-

sellers are king sized Benson & Hedges Blue, Sovereign Blue and Sterling Dual.

Guy Swindell, Parfett's head of customer development and marketing, said he did not believe the legislation had stopped people from smoking.

The wholesaler saw a sales spike of 15% before the ban as retailers bought up pricemarked and small-pack sized stock.

Since the legislation, the wholesaler has seen sales levelling off but not in decline.

"We have also seen a move towards loose leaf

tobacco," he said.

Tobacco manufacturer JTI said it has been working with both wholesalers and retailers to maximise sales across the range.

Mark Yexley, JTI's head of communications said: "Our regular coverage of retailers through our sales force, and working with our wholesale partners, has been key to educating retailers on the importance of big brands for customers and the importance of competitive pricing.

"Those retailers that choose to sell at RRP or below are also benefiting from better sales."

Brand director outlines expansion of Mega Deals 'There's still a big place for brands'

# Point of difference to beat discounters, says Booker

by Tom Gockelen-Kozlowski

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Booker has pledged to help Premier retailers "go around" the discounters, focusing on major brands, promotions and alternative footfall drivers to increase stores' profits.

Martyn Parkinson, brand director for Premier, outlined a strategy that extends the company's Mega Deal initiative, new and regular trend-based promotions, and a redesigned leaflet to help stores publicise their offers.

From this month, Mega Deals – the symbol's major

brand offers – will rise from four per cycle to six and the company has committed to raising this to eight in the near future.

In addition, every promotional cycle will now include three protein products and three healthier products to cater to changing demands of shoppers.

"What we don't want to do is take on the discounters head on, product for product," said Mr Parkinson.

"In beers and wines discounters have their own brands, in confectionery they have a limited range.

"We still think there's a big place for brands."

Scottish retailers will now also benefit from a range of Scotland-specific promotions to cater to the nation's tastes.

Mr Parkinson also pointed to the example of Linda and Dennis Williams (pictured), of Premier Broadway Oxfords, who have recently added a full food to go counter under a newly-created The Premier Deli brand, as retailers who are increasing footfall in tough conditions.

After researching stores across the UK and working with a catering development representative from

the Booker-owned Makro group, the couple now offer freshly-made sandwiches, breakfast rolls and hot snacks.

A range of cakes delivered from a local bakery have already achieved £744 in weekly sales, less than five weeks after they arrived in store.

A new bean-to-cup machine now also serves 40 £1 cups per day, with regular purchasers able to access a lower 79p price which cuts the margin to 20% but rewards loyalty and encourages extra spend.

Mrs Williams said many stores in poorer communities could now succeed in categories like this which were previously confined to more affluent demographics.

"You need to persevere, expand gradually and talk to customers," she said.

"We even created a whole series of Facebook videos about our counter."

Mr Parkinson said that while low-priced, big-brand promotions were vital, stores serving food would attract shoppers.

"Once you're in and you see a store like this I think people will be prepared to pay a price for it," he said.



Dennis Williams has recently added a full food to go counter at his store

## C-stores in electric car charging expansion

Tesla has announced it is considering plans to partner with convenience stores as part of its expansion of electric car supercharger sites in the UK.

Speaking at the Foodservice Technology Conference Trade Show this month in California, chief technical officer Jeffrey Straubel said Tesla was exploring options to make it easier for shoppers to charge their cars.

The news comes in conjunction with its plan to double supercharger sites – which recharge a Tesla vehicle in 30 minutes – worldwide to 10,000 by the end of the year.

Retailer Moiz Vas, of Vas Group in Norfolk, said: "A half hour charge is ideal because customers want convenience. They can nip into a store and have a coffee or a snack. They don't want to wait longer."

## Top McColl's man to P&H?

McColl's co-founder Paul Lancaster is being lined up as the new chairman of Palmer & Harvey (P&H) as the Carlyle Group closes in on a deal to bail out the struggling wholesaler, according to a report.

Sky News claims Mr Lancaster, who still sits on the McColl's board, has been invited by buyout firm Carlyle to sit as non-executive chairman as they edge closer to a deal.

Sources also told the news channel that Carlyle and P&H were about to sign an exclusivity agreement with a full announcement due this week.

Any deal is also likely to involve Tesco agreeing to an extension of its existing supply agreement with P&H for up to five years.

## Delays 'cost HND retailers £2.29m'

Late deliveries could be costing HND retailers more than £2m in "lost" wages paid to delivery staff waiting for delayed newspapers, store owners told RN.

Speaking at the NFRN Eastern Counties district council meeting, Ralph Childs, of Childs Newsagents in Burgh Castle, Norfolk, said retailers in

the federation alone could be paying out £2.29m annually in wasted wages.

After suffering late deliveries on 116 days between May and September this year, Mr Childs calculated the cost of paying staff for the hours spent waiting for the newspapers to arrive would amount to £873 annually.

He said if that was the

case for all 2,600 NFRN members who offer an HND service, it would add up to a combined wage bill of £2.29m.

Gerald Thomas, of Arcade News in Ammanford, South Wales, employs 11 newspaper staff and agreed the problem is "frustrating".

"Sundays in particular have been getting worse

and they've been arriving at least 45 minutes late in the last three weeks," he said.

Meanwhile John Vine, of Newsworld in Church Stretton, Shropshire, said he has to let his delivery staff leave at 7.30am to get to school and is forced to spend money on petrol to carry out the rounds himself.



# STORE LOOKBOOK



## Back in the news

Readers travels across Wales to visit Mark Dudden's extensive magazines range. Despite taking the tough decision to shut his newsagents business, joining forces with another top store owner, Dee Goberdhan, means Mark is ready to face the future.

**Jennifer Hardwick reports**

**E**ighteen months ago, Mark Dudden made the big decision to close his family's newsagent after 52 years and move his extensive magazine and newspaper range into a post office on the same street.

Luckily, as a fourth-generation newsagent – his parents retired when Albany News closed last year, but at one point owned nine stores together – he had a long-established reputation as a magazine specialist, with enthusiasts travelling from more than 50 miles away to visit.

Even though the shop he moved to – Albany Road Post Office, a WH Smith Local owned by Dee Goberdhan – is only 300ft away from his old store, Mark had to work to retain his customers. He had started offering HND just six months before and found the move gave customers an excuse to try and end their contracts.

"As soon as I said I was moving, half of my HND customers said they were going to switch to buying their newspapers from the Tesco Metro," he says.

"I made the decision to offer free delivery to businesses only, because those customers pay the bill on time every Monday morning. So it's worth it even if I deliver for free. In the end, I managed to retain 100% of my business customers."

Mark currently has 50 HND customers after losing a handful in the move, but is

launching a leaflet drop in the next few weeks to find new business.

"Leafletting is the best way to find new customers. Sometimes you do have to wait, maybe up to three months or so, for everyone to respond, and you might only get one or two customers from 100 leaflets. But if they're interested, they will get in touch," he says.

HND aside, Mark knew it was important to make it clear to all his customers that his well-known magazine business lived on. Moving from a 500sq ft store to 38ft of shelving in a 3,000sq ft store meant cutting his range from 1,400 titles to 1,200, but he says he now feels confident he is making the most of the space and says the key is specialisation.

"I think the range is right now, I just cut a few titles from a few different categories rather than cutting anything all together," he says, adding that his top three categories are quality woman's magazines such as independent title Oh Comely, American car magazines and military history titles.

"The top 100 is in every store. We stock magazines which no other shop in Wales stocks. Last month I sold more copies of Vogue Collections than I did of regular Vogue – it's priced at £22.50 and I sold three."

His arrival in the store has increased ➤➤





I check RN every week to see if there's any new magazine I should be stocking or promotions I didn't know about" **MARK DUDDEN**



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## What you can learn

- ① Dee has found the collaboration with another retailer valuable in her fight against other competition
- ② Stocking titles outside the Top 100 means readers will travel large distances for Mark's range
- ③ The post office is a good footfall driver for the store, accounting for almost 75 % of transactions
- ④ The store's news bill has increased by 70% since extending its magazine range

## INFORMATION

### Location

Albany Road Post Office,  
Albany Road, Roath, Cardiff

### Weekly turnover

£5,250

### Basket spend

£3.10

### Size

3,000sq ft



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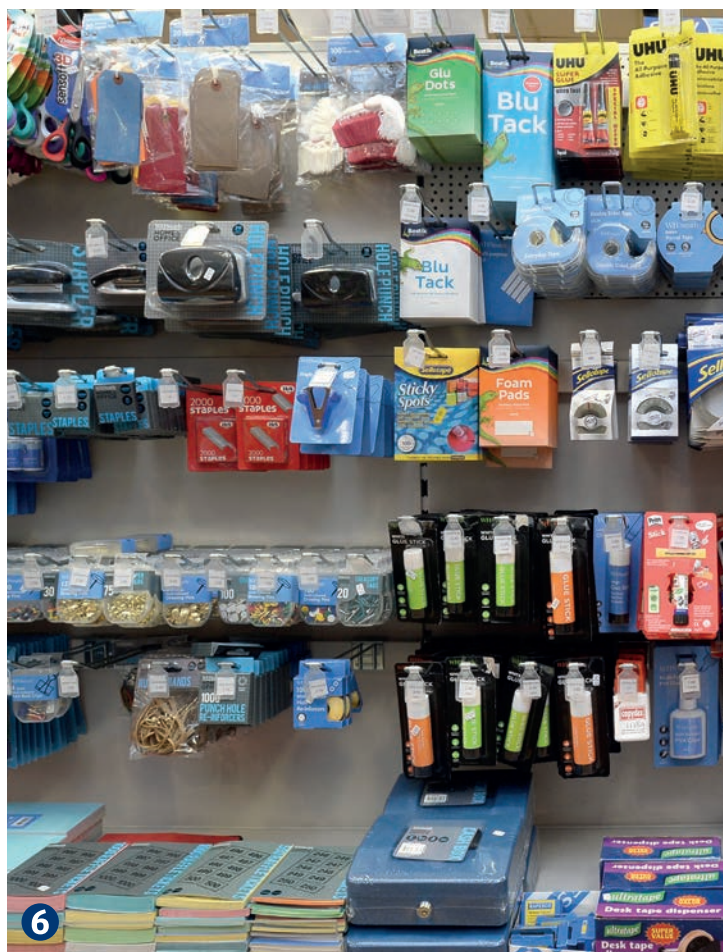




# STORE LOOKBOOK



5



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sales on the newspaper and magazine category by 225%, with the weekly news bill going from £400 to £1,300.

"The collaboration is valuable, the knowledge Mark has brought is something you can't put a price on," says Dee.

"We have been looking to expand the magazine range anyway; we used to just have the run of the mill titles. We created an extra 2m of magazine space by moving our greeting cards to the front and we've grown sales of those as well so it's been a win-win."

The top-selling category in the store is stationery, with its mixed demographic of customers including a large student population from nearby Cardiff University. Mark plans to increase profits further more by offering a more luxury range, introducing a range of coloured card that sells for 75p at a 500% mark up.

But it's in the magazines trade where Dee's new signing will have the most major effect - and Mark knows how valuable his salesmanship will be.

"It's important that I am present in the store because what my customers want is my knowledge and that's what they come in for."

## What you can learn

- 5 Mark uses his magazine expertise to draw in customers
- 6 A large local student population means stationery is the top-selling category in the store
- 7 Relationships with customers have been crucial following Mark's change of location



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Want to see more of Mark and Dee's store? Go to [betterretailing.com/Albany-Road-Post-Office-Cardiff](http://betterretailing.com/Albany-Road-Post-Office-Cardiff)



# SYMBOL NEWS



Ubamarket chief executive Will Broome demonstrates the app at Warner's Budgens Moreton-in-Marsh; inset, Scott Annan and Guy Warner outside Warner's Budgens in Broadway

**Technology is primary focus at first IROF event** Loyalty schemes add 30% to sales

## App helps indie stores to 'leapfrog' self-checkout

by Nick Shanagher

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Independent convenience stores are likely to leapfrog the need for self-service tills because of fast-improving technology, Ubamarket chief executive Will Broome told the Independent Retail Owners Forum last week.

The customer-facing Ubamarket app allows shoppers to pre-load shopping lists to quickly scan products and to use their phone as a guide around a store.

"I genuinely believe we have effectively leapfrogged the self-checkout till and the market will do so quite soon

because self-checkout is cumbersome and expensive," Mr Broome told IROF members at the event in Broadway, in the Cotswolds.

"You could repurpose self-checkout machines with a QR code in the middle to make the process super fast." He said doing so would allow customers to bypass the task of scanning their items.

At present, shoppers have to show their phones at the till to check out and pay, but the app has the potential to allow "grab and go", similar to Amazon software under trial in America.

Trials at Guy Warner's Budgens stores in Moreton-

in-Marsh and Broadway are in their final stages.

"It is at the cutting edge of loyalty," said Mr Warner.

"Shoppers who are using the scheme spend around 30% to 40% more than other shoppers."

Also speaking at the IROF meeting was Tim Chalk, former chief executive of 7-Eleven in Hong Kong, who urged local retailers to double-down on their ranges.

His top Hong Kong stores operating out of 500sq ft listed just 3,000 stock keeping units, 200 of which were changed every week.

"This creates excitement

for shoppers," he said. Retailers with 2,000sq ft often had areas where items were unintentionally concealed and they would improve sales by removing slow sellers, he said.

Loyalty schemes were a big driver of sales growth, Mr Chalk added. In Hong Kong they ran schemes 36 out of 52 weeks and those targeting women did best.

Scott Annan, founder of IROF, said the first event was a success. "Independents are realising that if they truly start to use customer data in their planning then they can be better than the major multiples," he said.

## Service – not price – key for indies

Independents must compete on personal service rather than price, a retailer told RN following the release of Aldi's annual results.

Joe Williams, of The Village Shop in Hook Norton which trades near an Aldi, expressed concern that the discounter grew sales in 2016.

According to the company's results, sales increased by almost £1bn while profits fell from £349m in 2015 to £324m in 2016. The company attributed the loss to investment in new stores and driving down prices.

"More people are visiting Aldi, but my customers tell me there are queues in the car park, customers are rushed through and it lacks personality," said Mr Williams. "My customers understand I might be more expensive, but they want local, convenient, and great personal service."

## Sales growth for the Co-op

The Co-op, which is currently in £140m takeover talks with symbol group Nisa, has reported an increase in like-for-like food sales despite a drop in underlying pre-tax profit of £13m.

The group, which also sells insurance, legal services and funeral care, recorded its 14th consecutive quarter of like-for-like sales growth with core convenience up by 4.5%.

Steve Murrells, group chief executive, attributed the increase in food retail to a 1.1 million increase in members following a relaunch of the group's membership scheme in September 2016. "Championing a better way of doing business is what the Co-op is all about," he said.

## Retailers cheesed off at Signature range shortage

Retailers who are reporting a shortage in Nisa's own-brand Signature cheese range told RN they have received no explanation and, in some cases, are losing sales.

East Lothian retailer Ferhan Ashiq, who runs two stores, said he has

been unable to order the five variants of the Signature cheese range for several weeks.

"It's been blacklisted, but no one knows the reason and now I don't have any £1 cheeses. The Heritage range is not a replacement because it retails at a higher price. Nobody I

ring seems to know what's going on and it has cost me sales," he said.

Barry Hanif, of Nisa Local in Coatbridge, said he has had the same problem. "It's definitely an issue, but we have access to other suppliers so replacements have been found," he said.

Nisa confirmed the

Signature cheese had been delisted. A spokesperson said: "The range was de-listed a number of weeks ago because of a cost inflation in cheese, which led to a need to reposition the Signature price point. Five lines have now been re-listed and are available to order at the new price."



# NEWS & MAGS

## iWeekend to debut its price hike

Johnston Press has said the new 80p Saturday edition of the i newspaper, iWeekend, should be sold all weekend.

The 20p price rise announced last month will come into force tomorrow.

"iWeekend, as the name suggests, is a true weekend newspaper minus the supplements and therefore it should be on sale on Sunday as well as Saturday," said sales and marketing manager Paul Bacon.

"With the number of pages increasing from 72 to 88 we're confident customers will feel they're still getting great value.

"And the 17.2p per copy is significantly higher than the 7.5p retailers were getting in January 2014 when it was just 30p each Saturday.

"We'll be listening to reader feedback and expect to make further improvements over the coming months."

## Wallpaper\* marks 21st with heavy duty issue

Design and lifestyle magazine Wallpaper\* is marking its 21st birthday with its heaviest ever issue – and a 66% price rise from £6 to £10 for all future issues.

Publisher Time Inc told RN the rise is a result of investment in the title including thicker, higher quality paper and targeted marketing.

It said the title has also achieved double-digit year on year growth in its print advertising sales in the run-up to the milestone anniversary.

Wallpaper's brand and content director Tony Chambers said: "The print edition is a truly luxury product."

## Norfolk abroad: Stenner and Lawn targets J Salmon gap

A postcard publisher based in Norfolk is hoping to step into the gap in the market set to be left by the closure of J Salmon at the end of the year. Stenner and Lawn currently mainly produce postcards of areas in the east of England but are planning to have destinations from the whole UK photographed by the end of September. Founder Charles Stenner said: "We are up to the challenge." J Salmon, the UK's oldest postcard supplier, announced its intention to close in July.



**Publishers to boost focus on independent stores** 'Multiples are going to cut the space'

## Indies could benefit from multiples' magazine cuts

by Jennifer Hardwick

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Publishers will look to increase their engagement with independent retailers because the multiples are likely to start cutting their magazine ranges, an industry expert has predicted.

Richard Lamb, chairman of consultancy Lucid, which provides ranging advice to Londis, Costcutter and Bestway, told RN he has noticed an increasing awareness of the importance of independent retailers for the category's survival.

He predicted the major supermarket chains including Tesco, Asda, Morrisons and Sainsbury's could soon start reducing their magazine ranges – or cutting them altogether – after already moving ranges away from the front of a high number of outlets.

"Everyone wants the independent sector to be successful and more publishers are recognising its importance because multiples are going to cut the space," said Mr Lamb.

"A lot of independents are taking their magazine space down to 1m or 3m

and the more carriage service charges go up, the more retailers will want to get out of it. Once people cut the category, they don't get it back."

He also predicted the remaining big distributors Marketforce, Frontline and its sister company Seymour, have a sustainable future despite the imminent closure of rival Comag.

Asked if the method used in other countries – where publishers deal directly with wholesalers – could ever be implemented in the UK, he said Smiths

and Menzies would be unwilling to take on the extra work needed to cover the distributors' current role. This is because they are both concentrated on diversifying their delivery business outside of newspapers and magazines, he said.

"Five or six years ago, the wholesalers might have been interested in taking on that part of the supply chain, but now they have gone too far down the line of being distribution businesses and they are focused on being efficient in the supply chain," he said.

## Local paper decline's wholesaler impact

The continuing decline in local newspapers could impact the arrival of other titles into wholesaler houses and to retailers, the NFRN has warned.

The federation initially raised concerns over the potential impact of Trinity Mirror's decision to switch two daily Gloucester titles to weeklies, because of questions over whether the timings of

vehicles delivering titles to Smiths News would change.

NFRN head of news Brian Murphy said problems could also occur if drivers took on extra retailer drops on the days when the newspapers no longer come out, to make up for the lost volume.

"If more drops are expected to be done by a driver, how do they en-

sure RDTs are being met?" he said.

Paul Latham, general manager of Smiths News' Newport depot, said in the case of the Gloucester Echo there are no anticipated problems.

"This should be delivered into locations with or before live news and we do not envisage any issues with onwards distribution," he said.

It was revealed the Gloucester Citizen and Echo will both cease publication as dailies on 7 October and will then be published every Thursday from 12 October, at a price of £1.50.

The news comes after a summer of multiple closures of regional newspapers in the UK as 18 titles closed between June and September.

# BRAND SNAPSHOT



## 'Try Marmite' campaign

'Just Try It', The Marmite Gene Project, will be supported by a £3m campaign including TV, online and social media advertising.



## Retro Bud on the way

Budweiser Prohibition is InBev's latest contribution to the low or no alcohol sector. Its 330ml format and retro packaging launches later this year.



## Spread of the Galaxy

Mars has launched Galaxy Spread, in a 200g jar, to help retailers tap in to the opportunity of the chocolate spread category, valued at £67m.



## Starmix's festive debut

Haribo has launched its first Starmix Christmas Tree Decoration; a Sweet Medley gift box and 70g Giant Trees, aimed at driving impulse sales.



## Plenty at the double

Plenty has transformed its range with longer-lasting rolls and double the number of sheets. The new packs are aimed at use beyond the kitchen.



## More from Guinness

Guinness's ad campaign portraying the story of 'The Compton Cowboys' is the next chapter of its 'Made of More' series.



## Dr Oetker's piece of cake

Dr. Oetker has launched Bake in the Box Loaf Cake Mix, available in Double Chocolate, Lemon & Poppy Seed and Banana & Choc Chip. The RRP is £2.50.



## Heinz's can do attitude

Kraft Heinz's £8m 'Made with Great' campaign is aimed at promoting its Classic soups' quality to drive canned soup sales.



## Jack oat lantern

Quaker Oats has introduced Pumpkin Spice variant into its Oat So Simple range, for a limited time only. The flavour is available for Halloween.



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# PRODUCT

## Spotlight on over 50s in lunch to go initiative

Retailers can boost lunch to go sales if they target customers over the age of 50, according to market researchers NPD Group.

Speaking at the Lunch! trade event in London, NPD Group Food-service UK director Cyril Lavenant said research conducted across 1,250 retailers showed lunch to go sales for over 50s had risen by 12% year on year to a value of £6bn.

"The over 50s demographic in Britain will grow in size while becoming more active and healthier than previous generations," said Mr Lavenant.

"Lunch has strong appeal because it is affordable, and businesses have also made their lunch

products more attractive through time-saving and technology such as contactless payment and click-and-collect apps."

Karen Lewis, of Spar Crescent stores in Oxon, said having sandwiches ready-made drives sales during lunch. She told RN: "The demand for ready-made sandwiches in store is very high for us. We sell 140 ready-made sandwich rolls every lunch time and the over 50s make up 60% of sales.

"It's convenient for them because they can pop in quickly and grab lunch. Contactless payment has also helped with the convenience."



The show attracts more than 6,000 visitors and 350 exhibitors every year

## Shrinking queues beats customers' takeaway blues

Businesses can increase lunch-time profit by managing customer queueing more effectively, coffee chains Pret a Manger and Benugo told guests at the Lunch! trade show in London last week.

Benugo's head of marketing Rory McEntee said customer communication and signposting has helped the chain increase average basket spend from £5.25 to £9.

"Whether it's coffee or sandwiches, we train staff to manage footfall by communicating with

and directing customers. Orders will be ready at the till and there's less frustration with long queues," said Mr McEntee. "What also helps is a mix of premium and affordable products advertised instore. The choice helps promote increased basket spend."

Former Pret a Manger head of marketing Mark McCulloch added: "Speed is everything. If you specialise in one thing, don't advertise others in your window. Stay single minded."

# TRENDS



**Sales up 6.3% year on year** 'Fresh produce driving growth'

## Health benefits boost organic

by Alex Yau

alex.yau@newtrade.co.uk

Retailers can cash in on the continued popularity of organic foods by educating shoppers and offering regular promotions, said wholesaler Suma.

Suma brand co-ordinator Emma Robinson said the main appeal of organic is the health benefits. She told RN: "Retailers can increase sales by making customers aware of the origins and health benefits, alongside having promotions each week."

"Chopped tomatoes and vegetable soups are popular. Customers will pay a premium if they know more about their food."

The advice comes as analyst Kantar Worldpanel forecast the UK organic market to grow to a record £2.2bn by the end of 2017, up 6.3% year on year. Additional figures suggest the value in independent retail at the end of 2016 grew from £308m to £327.5m.

Meanwhile, The Soil Association business development director Clare

McDermott said the grocery sector has driven 39% of organic sales over the last four years.

"Fresh produce is driving growth. London has been the biggest sales region with 35%, but stores nationwide can benefit as much. Make customers aware of origin and overall health benefits," she said.

Peter Lamb, of Lambs Larder in Tunbridge Wells, said organic sales have doubled in the last year. "Organic is a big seller. We shout about all of our fruit and veg being locally sourced," said Mr Lamb.

"Our weekly produce sales have doubled to more than £1,200 a week. We used to sell just one litre of organic almond and dairy-free milks, but now we're seeing 20 litres sell on a weekly basis."

Duncan Ellison, of Longden Post Office in Shrewsbury, added: "We actively tell customers the majority of our organic produce is locally grown and that has definitely driven sales."

"Only 10% of this area was locally sourced three years ago, but demand has increased this to 60%."

## Bigger not better for coconut water

Retailers can increase coconut water sales by offering 250ml formats, Coco Fuzion 100 has told RN.

The company hopes to quadruple sales to 12m units by 2019 and chief executive Stephen Barton said 62% of its sales come from 250ml formats. "Packaging is the key to increasing sales. A litre pack is ex-

pensive and cumbersome. The affordability of 250ml cartons appeal to more shoppers," said Mr Barton.

Nicholson Boyd, of Pickles of London in Dalston, said: "Weekly 250ml coconut water sales have doubled to 24 from a year ago. Sales of one litre bottles are only half of what we get for 250ml."

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# WHAT'S NEW

Products RN found at the  
Speciality & Fine Food Fair



## Gin & Mix

These pre-mixed gin cocktails are made with natural and fresh fruit juice, containing fewer than 77 calories in every bottle. The carbonated drinks are made using Scottish gin.

**RRP** £3.75

**Contact** carol@ginandmix.com



## The Traditional Free Range Egg Company

A selling point for The Traditional Egg Company is the fact the hens it uses are farmed in different fields before laying eggs. They get more nutrients, with health benefits transferred to the eggs.

**RRP** £2.90

**Contact** dan@tradeggo.co.uk



## The Pembrokeshire Beach Food Company

Each bag of sea herbs in the range contains seaweed that has been picked from the seas of Pembrokeshire. Flavours include Kelp, Grass Kelp, Laver, Dulse, and Salt Mix.

**RRP** £3.50

**Contact** mail@beachfood.co.uk



## Joe Tea

Joe Tea juices come in seven different flavours, including Raspberry, Lemon, Pink Lemonade and Mango Lemonade. They are brewed to traditional techniques originating from America.

**RRP** £3

**Contact** sales@cotswold-fayre.co.uk



## Revolicious

Revolicious smoothie bowls are designed for customers wanting breakfast on the go. They are vegan-friendly while also being gluten and dairy-free.

**RRP** £4.25

**Contact** jessica@revolicious.com



## Natasha's Raw & Living Foods

Natasha's Kale Crunchies contain no refined sugar and come in two flavours – Zesty Tomato and Lemon & Onion. Founder Natasha started the firm in her kitchen in the West of Ireland.

**RRP** £1.75

**Contact** Natasha@natashalivingfood.ie



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



## Adam's

Adam's claims using a cold-pressing method to make its chocolates gives them a rich a sweet taste unlike any other. They are dairy-free with no gluten or refined sugars.

**RRP** £5.75

**Contact** hello@adamschocolates.com



## Succulentto

Succulentto sauces are made with fresh ingredients sourced directly from Scotland. There is no sugar, salt, artificial colours or thickeners present in any of the bottled range.

**RRP** £4

**Contact** info@succulentto.com

Focus

## Olive oils

The trend for healthier eating has helped increase the popularity of olive oil. A growing range of flavoured oils from international suppliers means shoppers have plenty to choose from



### Bell & Loxton

South Devon-based Bell & Loxton produces cold-pressed rapeseed oils with a nutty flavour. There are no additives or chemical processing, and each bottle is rich in omega 3.

**RRP** £6.99

**Contact** contact@bellandloxtton.co.uk



### Acropolis

Acropolis claims to have developed its oils using traditions more than 2,500 years old. The range of seven flavours includes Olive Oil with Basil, Olive Oil with Chilli and Olive Oil with Garlic.

**RRP** £3

**Contact** hello@acropolisoliveoil.com



### Charlie and Ivy's

Charlie and Ivy's oils can be used to accompany bread as a dip, or to add extra flavour to various dishes. Flavours from the range include Chilli, and Garlic.

**RRP** £5

**Contact** info@charlieandivys.co.uk

### Peter Lamb

Lamb's Larder, Tunbridge Wells

We're selling more international olive oils because customers want a healthier alternative to other cooking oils. We find oils from Italian suppliers like Monini do particularly well

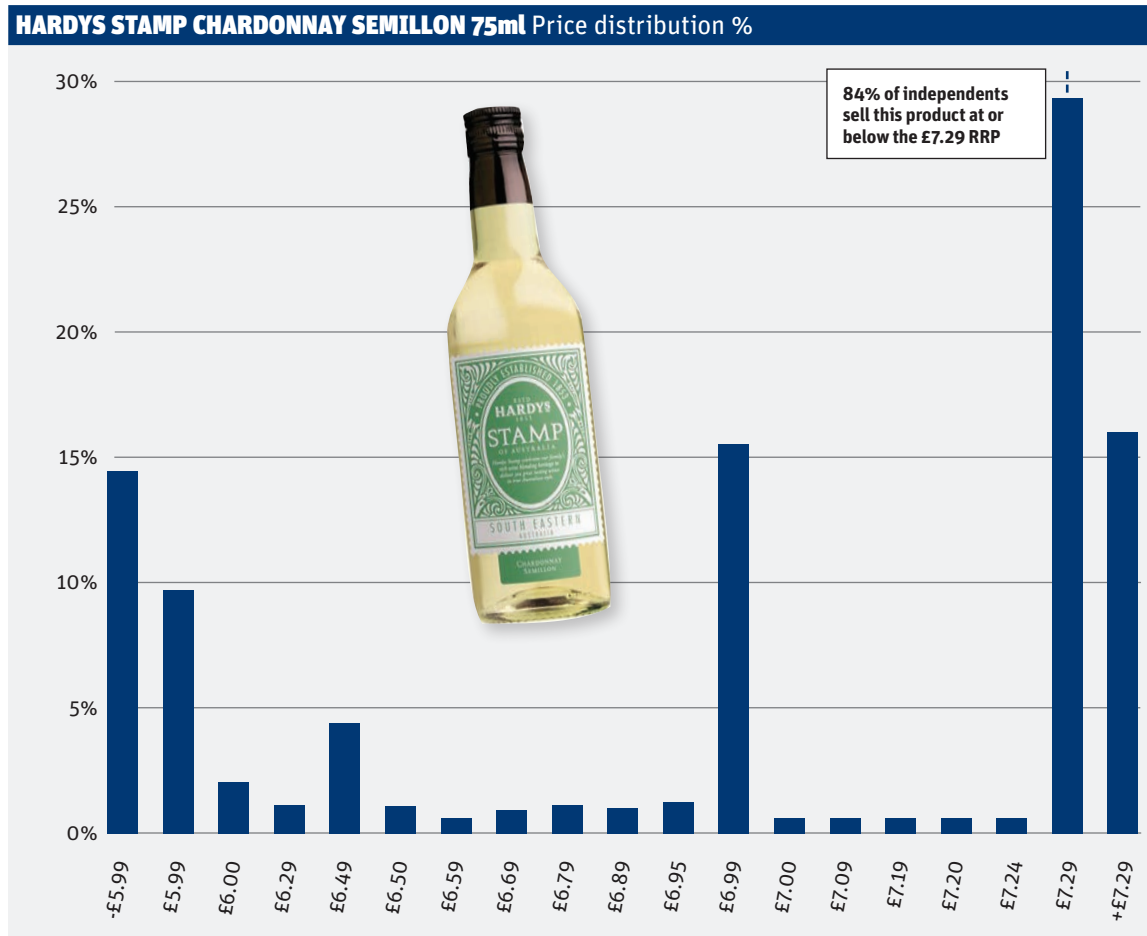




# PRICEWATCH

## Profit checker White wine

## Price checker



PRODUCT
Echo Falls California White 75cl
Hardys Bin 161 Chardonnay 75cl
Blossom Hill White 75cl
Isla Negra Sauvignon Blanc Reserve 75cl
Hardys Stamp Sauvignon Blanc Reserve 75cl
Secretary Bird Sauvignon Blanc 75cl
Hardys VR Chardonnay 75cl
Hardys VR Pinot Grigio 75cl
Echo Falls White Zinfandel 75cl
Hardys Stamp Semillon Blanc 75cl
Blossom Hill White Zinfandel 75cl
Distant Vines Pinot Grigio 75cl

## Analysis

Alcohol is a category where there are good margins to be made.

Our table looks at the cheap- to mid-range market, with many white wines, such as Blossom Hill and Secretary Bird aimed at the female mar-

ket. Most retailers look for 15-30% on wine, although almost all of our sample stores charge at or below the average RRP.

Our Price Checker item, Semillon demonstrates this trend, with almost

30% of retailers selling it at its £7.29 RRP and 51% selling below.

However, more and more retailers are buying in bulk on promotion to keep prices low, and avoiding two-for multibuys.

## How we drive our profit

### Faisal Naseem

**STORE** Party Time  
**LOCATION** Arbroath  
**SIZE** 400sq ft  
**TYPE** estate

#### TOP TIP

Look at your competition and try not to lose customers to them. Try anything that may increase sales, like a delivery service



**We are** quite limited by what we sell on some white wines because a lot are now price-marked. I find that if you don't sell items with a pricemark, someone down the road will, so you'll lose custom to your rivals or discounters like Aldi and Lidl. For other wines, such as Isla Negra, I sell below RRP. I rotate my buying between promotions from Bestway, Batleys and United Wholesale, just so I can keep lower prices. I'm looking for a 15-20% margin on wines. That's unusual, I would say, but it's so I can remain competitive.

### Ash Patel

**STORE** Gerhold Londis  
**LOCATION** Putney, London  
**SIZE** 1,000sq ft  
**TYPE** main road

#### TOP TIP

Know your customer base well. Cheaper wines will sell very well in some areas but not in others



**My shop** is in an affluent area and I sell a lot of white wine, but not the cheaper ranges like Blossom Hill or Echo Falls. I stock Isla Negra, but it is a slow seller. I used to sell a lot on multibuys, like two for £12, but the deals aren't so good now. I tend to buy on promotion and stock a mid-range selection of whites, like Oyster Bay and Lindemans, at around the £7-£8 mark. I don't think there's any such thing as an RRP now. There are people on my road selling alcohol much cheaper, but I want to sleep peacefully at night.



➡ Helena Drakakis

✉ RNreporter@newtrade.co.uk

☎ 020 7689 3357

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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 NEIGHBOURHOOD STORE IN SOUTH EAST LONDON PARADE	RETAILER 2 RURAL VILLAGE STORE IN WEST WALES	RETAILER 3 OFF-LICENCE AND NEWSAGENT IN SUBURBAN WARWICKSHIRE	RETAILER 4 C-STORE IN RESIDENTIAL LANCASHIRE TOWN	RETAILER 5 OFF-LICENCE IN SUBURB OF KENT COASTAL TOWN	RETAILER 6 VILLAGE STORE IN RURAL GLOUCESTERSHIRE
£5.08	£5.99	£4.99	–	£5.99	£5.50	–	–
£5.04	£5.00	£5.00	£5.00	–	£5.00	–	–
£5.53	£6.59	£4.99	£6.59	£6.59	£5.50	£6.59	£6.59
£5.34	£5.50	£5.00	–	£5.00	£5.36	–	£5.00
£6.90	£7.29	£5.24	–	£6.99	£7.29	£5.50	£6.49
£5.59	£5.50	–	–	£5.50	£5.50	–	–
£5.95	£6.79	£5.50	–	–	£5.50	£6.79	–
£6.10	£6.79	£5.50	–	–	£5.50	–	£6.79
£6.20	£6.69	–	£6.69	£5.50	£6.35	£5.49	£6.69
£6.99	£7.29	–	£7.29	£6.99	£7.29	£5.50	£6.79
£6.62	£7.49	–	£7.49	£5.79	£7.49	£7.49	£7.49
£4.03	£4.00	£4.00	£4.00	£4.00	–	£4.00	£4.00

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Robert Kirkwood

The Corner Shop Convenience Store, Crossgates

Brew Shed Cider  
£2.50



#### Where did you discover it?

I wanted to extend my range of beers and ciders and I found three local brewers that supply me. Brew Shed Cider comes from the nearby village of Limekilns and the brewer there is Steven Hope. He produces small-batch cider and beers and he came to me first when he had apples spare at the end of the season. It's a short season, but all the apples he uses are collected by villagers and turned into cider at his hand press. One of my customers thinks it's the best cider he's ever tasted.

#### Who buys it?

I have a diverse range of customers and some travel 30 miles just to come to my shop. I've made a big deal of my craft beers and ciders and designed bespoke shelving for the range. My clientele are mainly men. I have one man who writes about craft beer and he travels to my shop and another comes from Glasgow. He pays a visit every couple of weeks and stocks up.

#### Why is it so popular?

People love the taste, but they also love the story behind each drink and I like telling those stories. The cider apples are picked by villagers and I know who's won an award and so on. Customers like the product being local and they understand limited availability too – it can be part of the appeal.

## Suresh Patel

**STORE** Upholland Convenience Store  
**LOCATION** Skelmersdale  
**SIZE** 1,000sq ft  
**TYPE** estate

#### TOP TIP

Arrange wines in country, price and grape order and make sure shelf edge labels are clearly understandable



**White wine** makes up around 7% of my turnover, but I find the really cheap brands don't sell. Isla Negra and Hardys are my bestsellers and I stick to the RRP. Occasionally, I buy in bulk at Booker if there is a promotion on, but I don't have space to store a large number of items and I don't want my money tied up potentially dead stock. I try to keep good availability on white wines, so I stock up as and when. White wines sell all year round, particularly in summer. I have them in a chiller and on a bay alongside my red wines.

## Sandeep Bains

**STORE** Simply Fresh  
**LOCATION** Faversham  
**SIZE** 1,600sq ft  
**TYPE** town centre

#### TOP TIP

Bulk buy on promotion to keep your prices as low as possible on best-selling brands



**I always** buy white wine on promotion and, on average, I'm looking at 25-30% margins. It's key to understand your customers. I have cheap, mid-range and premium quality wines and with my deals I try to encourage mid-range customers to trade up to our high-end offering. I have a very mixed demographic who buy white wines, but people mainly shop by brand so I have everyday low prices on lots of my best-selling products. I can keep brands like Isla Negra and Blossom Hill at a constant price of £5. I've stopped doing multibuy because they don't maximise profit.



# YOUR NEWS

## DTR takes retailer's foreign newspapers

A London retailer was left with no foreign newspapers to sell on Monday after a News UK Direct To Retail (DTR) driver accidentally took his supply.

The driver removed international titles that had already been delivered to Navin Bhuptani, of Goswell News, by shop- pers specialist distributor Quickmarsh.

"He obviously thought they were returns but once I told them about the mistake they should have sent them back to me. I had to explain to customers why they weren't there," said Mr Bhuptani.

A News UK spokesperson said: "Unfortunately, the driver was unable to return and redeliver as his vehicle had broken down.

"This really is a one-off instance. The retailer has been updated at every stage. However, we are unable to offer restitution for one-off issues."

## Ad campaign makes case for vape sales

An advertising campaign to help people quit smoking is to encourage the use of e-cigarettes for the first time.

The annual Stoptober campaign, promoted by Public Health England, kicks off on 1 October and highlights the use of e-cigarettes in a new TV-ad.

Jason Birks, of Moscis in Country Durham who who has a vape shop in-store, said he is using the campaign to advertise his range on social media.

He said: "It's a real opportunity. Anything that helps my customer be healthier and helps my sales can't be a bad thing."

**Costcutter is first convenience to trial Fingopay system** 'It seemed natural for us to install this'

## Finger on the pulse with queue-cutting technology

by Alex Yau

alex.yau@newtrade.co.uk

A Costcutter has halved individual customer transaction times after becoming the first convenience store in the world to allow shoppers to pay for goods using their veins.

The Brunel University store (pictured) launched a trial of the Fingopay system on 17 September, allowing shoppers to make payments via an infra-red scan of the veins in their fingertips at one of its four tills. Store manager Arnould Leudjou said it had reduced the average transaction time to three seconds.

He said the payment method had been actively advertised to undergraduates throughout the university's Freshers' Week, with the aim of making the campus entirely cashless in the next 12 months.

"We have seen the payment times for each individual customer halve to an average of three seconds," said Mr Leudjou.

"The reduced time helps minimise any frustration shoppers might have with queuing. We can get more customers in and out of the store because they have no major issues with

long waiting times."

To use the payment option, shoppers have to undergo a two-minute registration process which requires their bank details and an imprint of their veins.

"Shoppers don't have to carry any card or smartphone and it is really as simple as just tapping your finger," said Mr Leudjou. "More than 60% of our

transactions are done with a contactless payment card, so it only seemed natural for us to install this.

"I can imagine the university going fully cashless."

Payment specialist Sthaler, the company behind the Fingopay system, said the process is much more secure than using a fingerprint

because veins cannot be stolen or counterfeited.

More than 14,000 people are currently registered as students at Brunel University.

Proud bar in north London is the only other business in the world to offer the payment option to customers.

● Find out more in next week's Store Lookbook



Store assistant Iwona Stefaniak processing a transaction with the Fingopay system

## Beer Hawk trade division offers flexible sales

A craft beer company is helping convenience retailers grow sales by offering order flexibility alongside full category advice.

Craft beer company Beer Hawk has been running its trade division for a year and has already amassed 1,110 customers with an expected 350% uplift in

sales, compared to figures in 2016.

The company's head of trade, Russ Clarke, said: "We are using the same principle we do with our business-to-consumer customers. With craft beers, customers like to dip their toe into beers. We offer retailers no minimum order so they can try out varieties

and see what works for them."

The company also runs a Beer Guru service giving customers advice on bestselling lines and soon hopes to offer next-day delivery.

Independent bottle shop and convenience owner Shmila Amin, who runs Drink in Fulham, said: "It's

been great for our cashflow.

"For small independents like us, it's perfect - and the attractiveness of Beer Hawk Trade is that they have a good variety of beers and low minimum orders.

"The service lets me mix and match and offer enough variety to keep my customers coming back," she added.



# COLUMNIST



**Neville Rhodes**

## The issue with long contracts

**In an age of innovation for c-store retailers, indies need suppliers to provide the same flexibility in their contracts as owners display in store. Instead, outdated practices inhibit retailers, writes Neville Rhodes**



**W**hen I had a store, I learned the hard way that some suppliers regard independent retailers as a soft touch. A few “great deals” on products that may have been good earners for the salesmen, but turned out to be dead ducks, taught me to be wary.

These days, one-off product deals from travelling salesmen have all but disappeared, and it is in the area of contracts for the provision of services where independent retailers need to take care.

I would never sign a contract that bound me to a supplier for more than 12 months, and after the initial period I would want to be able to walk away without penalty,

subject to a notice period of no longer than three months.

If that were not acceptable to a supplier, there would need to be a very good reason why not.

The least risky contracts for independent retailers are for services where there is stiff competition among suppliers, such as energy and telecoms companies. As switching suppliers can often be beneficial, being able to do so relatively quickly should be a key consideration.

Much more risky are services involving equipment, whether it's on free loan, you own it outright, rent it, or particularly if you are leasing it, and which requires regular maintenance by the sup-



**It is in the area of contracts for the provision of services where independent retailers need to take care**

plied with a minimum rental of £10 a month for the terminal being phased out, effectively forces retailers to either pay considerably more for functions they may not want or need, or to drop PayPoint completely.

For some, this will involve switching to PayPoint's EPoS system, at £15 a week on a five-year contract, and removing a tried-and-tested EPoS system from a supplier you've worked with for years.

Payzone is also introducing new terminals, replacing its counter-top card machines with tablet versions, and the company also has plans to add an EPoS function. However, the basic 99p-a-week rental, covering bill payments and top-ups, and the optional additional £2.49 a week charge for plastic card transactions, remain unchanged. The minimum contract term is also unchanged at 12 months.

Regardless of the functional merits of the two rival systems, Payzone's shorter contract and flexible rental options seem more appealing to independent retailers than PayPoint's terms.

It's the age of innovation for c-store retailers, and independents need flexibility to respond rapidly to market changes. Long-term contracts that restrict their options should fade away like the erstwhile travelling salesmen and their one-off deals.

### \* Take note of notice giving

**+** For as long as I can remember, news wholesalers have given retailers six weeks' notice of carriage charge increases – although as the increases are not negotiable, the notice is only a matter of courtesy. By contrast, retailers are lucky if they receive as much as six days' notice of a price increase for a national newspaper, even though as often as not it comes with a cut in terms. This month, however, the *i* departed from normal practice, giving the trade more than a month's notice of the 20p increase to the price of the Saturday Weekend issue, which takes effect from 30 September. I doubt other publishers will follow the *i*'s example because it invites “spoiler” tactics by rival titles, but at least it provides retailers with some leverage with other publishers to insist on being given adequate notice of all increases. Better still, they should stop driving the dwindling band of print newspaper readers away with frequent above-inflation price increases, and stop alienating their long-suffering retailers with reductions in margins.

plier and may occasionally need urgent repairs.

I've followed plenty of cases over the years where disputes have arisen either because the supplier fell short of his obligations to the retailer, or because the equipment didn't live up to the retailer's expectations. So it's vital to seek advice from other retailers before committing to the supplier, and understanding what's in the small print of the contract.

Independent retailers are most vulnerable when one of their suppliers makes radical changes to its business model.

PayPoint's launch of its new multi-function PayPoint One terminal, with a minimum charge of £10 a week for existing customers,

*Neville Rhodes is a freelance journalist and former retailer*



# YOUR VIEWS

## YOUR LETTERS

### ■ People want IQoS but Philip Morris doesn't seem to be interested

We get lots of overseas customers and IQoS is successful in places such as Japan, so when Philip Morris suggested testing it in our shop as part of the initial launch it seemed like a good idea. The marketing looked great.

Philip Morris initially said it would test the product for two weeks but eventually the trial lasted seven weeks. Philip Morris demonstrated the main unit - which customers have to buy direct to prove they are over 18 - and we sold the heat sticks. I had a huge response and the trial was a big success, so much so that a Philip Morris rep came down from Glasgow to see me.

The benefit Philip Morris offered me was £5 credit if a customer tried the product and £50 if they bought it. I was told stock would be made widely available to retailers after the trial.

But Philip Morris has done nothing to honour the promises it made me when the trial started. I've had no money paid into my account - I sold



**The stock I need has not been made widely available and I'm wasting time trying to get it from other cash and carries, rather than the one I normally use**  
**Nainesh Shah**

at least 20 units so I am owed at least £1,000.

It's also really hard to get hold of the stock we need to keep selling IQoS. We've had to set up a special account online to buy stock we've promised to get for customers, because we can't get hold of it unless we drive quite far to another cash & carry. The stock I need has not been made widely available and I'm wasting time trying to get it from other cash & carries, rather than the one I normally use.

I also can't get hold of anyone at Philip Morris to discuss this. Reps have been sympathetic, but they aren't who we need to speak to sort this out. The trial was successful for others, but I'd advise other retailers to beware because of what's happened to us. And I'd be wary of inviting Philip Morris to do anything else in my store.

**Nainesh Shah**  
 Mayhew News, London

#### Philip Morris's UK head of sales

**Matt Tisdall said:** "We are extremely concerned about the issues raised by this retailer, particularly as he has been so successful in helping smokers to convert to IQoS. We have apologised to him for failings in our system and have taken immediate action that have resolved the matter for him. We are also working with him to ensure he has sufficient supply of HEETS for his customers in future. Our relationships with our retail partners is hugely important for our business as they

will be vital in helping smokers who want to switch to alternative products."

### ■ Late inbounds are killing the industry

From 10 to 24 September my papers were 45 minutes late on four occasions, 40 minutes late twice, 30 minutes late three times, 20 minutes late once and 15 minutes late once, all due to late publisher inbounds.

Publishers, you are killing the industry with these constant late inbounds. People are starting to just drive slowly past my store on the off-chance they may see a pile of papers on the shelves. They will only do it for so long before they lose the habit.

**Graham Doubleday**  
 Doubleday Newsagents  
 Ashton-under-Lyne

### ■ Misleading ad?

Why has RN allowed Deliver My Newspaper to publish its misleading advert on its front page? It reimburses newsagents £2.09 per week but this is well below the lowest price I charge customers. My lowest priced delivery is 34p and most of my deliveries cost more. I've already had one disgruntled customer who was expecting a free delivery but won't get one.

**David Hart**  
 Uphill Village Shop  
 Weston-super-Mare

**Deliver My Newspaper did not respond before RN went to print.**

## YOUR SAY DO YOU AGREE ALL STORES SHOULD BE INCLUDED IN THE 5P CHARGE FOR PLASTIC BAGS?



#### Manish Mehta

Williams News,  
 Streatham, London  
 It's a fine line because there are advantages and disadvantages. The concern would be customers would not want to spend the 5p on top of what they are buying. However, it would definitely mean more customers would bring their own bags, which would save us money, and I see lots taking their own bags to supermarkets now so why not to their local store?

#### Naresh Purohit

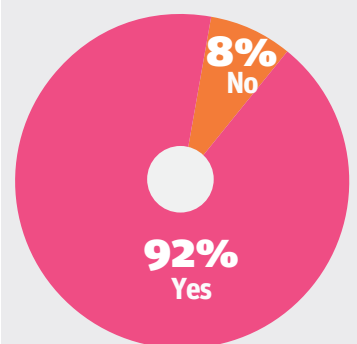
Marseans,  
 Dartford, Kent  
 I started charging at the same time as supermarkets and I've reduced the number of bags I give out by 90%. I always had a sign up reminding customers to

remember to bring bags so I just added to that and my customers all understand why. Mostly people only buy one now in an emergency if they forget theirs. I give all the money to the local school.

#### Paul Patel

WHSmith local,  
 Dibden Purlieu, Southampton  
 I'm not too concerned about it but I do think they need to sort out what the multiples are doing with the charges, after it was revealed Tesco used theirs to pay off so-called administration charges a couple of weeks ago. I think what could work well for independent stores is if there was a supplier that makes fabric bags, we could put our own branding on and sell for something like £2.

## RN READER POLL



**Have you noticed a rise in illicit tobacco trading since the legislation changes?**

#### NEXT WEEK'S QUESTION

Would you introduce a payment app in your store in the next 12 months, as the popularity of smartphones grows?



**Vote now at**  
**betterRetailing.com**



## DELIVERIES MUST BE ON TIME



My name is Les Wood, co-partner in L&J News in Urmston, Manchester.

We have run our store for 35 years and managed it for nearly three years before buying it, adding up to a total of 38 years – so we are not exactly wet behind the ears.

As a delivery news-agent, I welcome initiatives such as Deliver My Newspaper as we all want to be more profitable. My major concern, and I think most of my fellow newsagents would concur, is getting the

newspapers on time regularly, which is a major bone of contention. Most of us rely on young news boys and girls who need to get to school on time, hence the time criteria.

To embark on a project of this nature we need assurances on news deliveries to wholesalers so we can fulfil our obligations to existing and potential new customers.

Les & June Wood

L & J News  
Urmston  
Manchester

**Deliver My Newspaper  
will respond next week.**

**100  
YEARS AGO**

**29 September 1917**

The price of The Times was raised to ninepence “for patriotic reasons”. The Government’s restrictions on the use of paper led proprietors to instigate the increase.

## AROUND WITH THE ROUNDSMAN

**Blanche Fairbrother**



Hooray for Scott Saunders from Fakenham for writing his letter about Saturday delivery times. It is quite simply a nightmare when they arrive late.

The wretched publishers have no comprehension of what it takes to sort out the Saturday papers because they don’t do the job – they just churn out tons of stuff for us to deal with. I wonder if they ever stop and think that if it wasn’t for us getting up at silly o’clock seven days a week, fifty-two weeks of the year, they would have a serious problem.

I thought the pictures of Prince George were delightful, but did we really need to know how much the headmistress had paid for her dress or who had designed it? And did

they need to yet again bring out the photos of Diana taking William on his first day? It was George’s first day, and should have remained so.

It seems with the new phone system they’ve got in place at Smiths News, the personal touch has gone down the drain. It used to be when I phoned Wednesbury I could tell who I was speaking to by the sound of their voice, and it would be nice to have a little chat. Now, when I dial this new number it connects you to the next available “agent”, as they’re referred to.

Anyway, last time I wanted to speak to someone at Wednesbury I got connected to someone up in Newcastle – I suppose some whizz kid somewhere would call it progress.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us [facebook.com/ThisisRN](https://facebook.com/ThisisRN)  
and @ThisisRN



Our #Aylsham store display is fully stocked with our latest produce offers. Visit us today to discover our better than everyday prices!

**C T Baker Budgens**  
[@CTBakerBudgens](https://twitter.com/CTBakerBudgens)

Match Attax, the world’s most successful #football trading card game, returns this Thursday!

**NFRN**  
[@NFRN\\_Online](https://twitter.com/NFRN_Online)

Great opportunity to discuss tobacco legislations at the Labour Party Conference in Brighton.

**Suleman Khonat TRA**  
[@sulemankhonat](https://twitter.com/sulemankhonat)



**BREAKING NEWS** Darren Goldney, formerly of @CocaCola EP & @palmerandharvey, set to become the new MD of @TodaysGroup

**Better Wholesaling**  
[@BW\\_mag](https://twitter.com/BW_mag)



Macmillan coffee morning (well afternoon actually) this Friday #holborns #southnutfield

**Dean Holborn**  
[@DeanHolborn](https://twitter.com/DeanHolborn)



# Unmissable insight from three brilliant keynote speakers



**Mark Palmer**  
Former Marketing director  
Pret A Manger

## Secrets to creating shopper demand

**Mark Palmer** will describe how building customer awareness and loyalty helps businesses achieve profitable growth. Learn how you can achieve meaningful results for your shop, no matter the budget.



**Robert Kirkwood**  
The Corner Shop  
Convenience Store  
(Premier Express)

## Sales from every square foot!

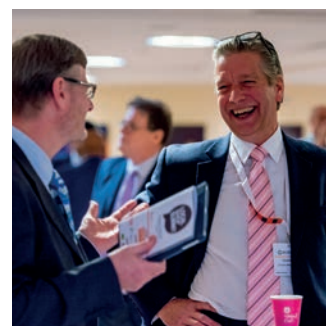
Growing average sales per square foot of retail space is something **Robert Kirkwood** knows all about. Hear his business approach as a brand new retailer, and how he has grown average basket spend to over £7 in a shop that is less than 500 square foot.



**Sunder Sandher**  
One Stop Working  
With Royals

## Deliveroo for the future

Finding new ways to bring in additional sales to your shop isn't always easy, but **Sunder Sandher** is doing just that. Sunder will share how he's using Deliveroo to sell an average of £479 a week extra in beers, wines and spirits with a 20% higher margin he gets from shop sales.



**4 October 2017 - The Oval, London**



# Unrivalled conversations and new ideas to grow your business in 2018

## Disrupting the traditional convenience model

In association with RN

What disruptive new models and missions should you invest in and how can you integrate them into your offer profitably?

## Maximising the fresh opportunity

In association with Booker Wholesale

What's shaping shopper demand for fresh and how do you improve your offer or get started to increase basket spend?

## Catering for health-conscious shoppers

In association with Lucozade Ribena Suntory

How will the health revolution impact shopper missions and drive sales opportunities in 'free-from' and low calorie products?

## Increasing core range profitability

In association with Mars Wrigley

Consumer trends are shaping 'traditional' categories so how do ensure you have the right range to meet shopper needs?

## Winning big in tobacco and e-cigs

In association with JTI

Life after plain packaging; how do you invest for success and use emerging products to become a destination?

## Boosting sales through relationships and data

In association with betterRetailing.com

How do you use tech to drive shopper footfall and create new revenue streams using loyalty and data?

## Unbeatable networking

Share new ideas with other top retailers and leading suppliers throughout the day, including at the industry's top networking dinner

Register your interest at [betterRetailing.com/LSS](https://betterRetailing.com/LSS)

# YOUR REGION



## NORTH WEST NFRN DISTRICT COUNCIL 19.09.2017

Glyn Bellis reports from the NFRN North West district council meeting

### Enough's enough: president heads to Smiths protest

District president Paresh Vyas joined the protest by around 30 retailers from across the country outside the head office of Smiths News at Swindon last week.

Mr Vyas wore the campaign T shirt bearing the message 'Enough's Enough' amid anger about "rip-off" carriage charges and claims of poor service including late deliveries.

He told the district council meeting: "If your newspaper sales are less than £200 and your carriage charge is £40 a week then by the time you have paid everything, you haven't made any profit."

"In the 100 years of the federation, no protest like this has happened."

Mr Vyas said the wholesaler was also struggling with casual drivers not turning up for work.

He added: "We can't continue like this. Newsagents are very frustrated and things are coming to a head in the current climate with the decline of newspapers."

"We hope the wholesalers and publishers get the message that they are killing their industry. If papers are late all the time, carriage charges should be refunded."

There were also fears the service to members may suffer further if wholesalers choose to deliver other goods.

Blackburn and Chorley member Hanif Khonat said: "The concern with the milk deliveries is, what next? It will just



prolong your newspaper deliveries."

### Echo and Mirror reflect badly at Smiths cut-off

The Daily Mirror and Liverpool Echo were reported to be among the worst culprits for arriving within 15 minutes of cut-off at Smiths News branches in the North West.

A report to the district members said the Trinity Mirror titles were now arriving on



**In the 100 years of the federation, no protest like this has happened**

**Paresh Vyas**

NFRN North West president

the same HGV and the issues at Stockport and Warrington were to be highlighted to the publisher. The Daily Mail has also put deliveries in one wagon.

A meeting at Menzies' Preston branch mentioned the poor physical quality of the Daily Mirror, with the paper described as "falling apart".

News UK and Telegraph publications are also arriving later at Menzies'

Kendal depot, because they too are now only on a single lorry.

### Be on your gourd for Halloween Jack o'lanterns

Members were reminded to have their pumpkins ready in the run up to Halloween.

District president Paresh Vyas said his business cashed in with the sale of more than 30 pumpkins last year.

"Try and create some interest for the shop," he urged retailers.

With Christmas also looming, members were given details about the 2017 edition of Simply Christmas magazine, already on sale with a £4.99 cover price. It features gift and decoration ideas and celebrity recipes.

### Smoke signals: new tobacco laws could affect sales

Former national president Suleman Khonat urged retailers to remain vigilant to avoid falling foul of the laws on tobacco sales.

He reminded them of the "no ID, no sale" message and warned test purchase results for the Manchester area were "not very good".

### Oldham Evening Chronicle closure

Members were reminded in a report read at the meeting about the recent closure of the Oldham Evening Chronicle after 160 years.

A new weekly newspaper has now been launched in the town by Newsquest - The Oldham Times. Newsquest has priced the new title at 80p and it will come into print three weeks after the daily paper's demise.



**Paresh Vyas**



**Hanif Khonat**



**Suleman Khonat**

### Your say

Are wholesalers in danger of making indies less independent by reducing their range? Can you access the products you need?



They are making it difficult for indies to get the required goods and cutting back on things. We are trying to serve our communities but it leads to less choice on the shelf. Cutting their selection is forcing us to run around while running a business.

**Shumaila Malik**

Costcutter, Withington, Manchester



I am able to get what I need. But larger stores are able to get the products cheaper and can sell a £1 bottle of Coke, for example, for 60p. It feels very unfair. I get the products I need but not at the same competitive prices.

**Jimmy Joshi**

Hari Market News, Ashton under Lyne



We are fortunate because we have a local cash and carry which has quite big ranges. We have noticed the Booker range is reducing. I have never shopped at just one cash and carry but it could affect those who have limited wholesalers.

**Hanif Khonat**

Redlam News, Blackburn



# YOUR REGION



## EASTERN COUNTIES NFRN DISTRICT COUNCIL 19.09.2017

Richard Goss reports from the NFRN Eastern Counties district council meeting

### True impact of late deliveries exceeds £2m

The shocking impact of late deliveries by publishers was revealed by one member of Eastern Counties council, who claims the true cost to the industry is more than £2m a year in extra wages.

Great Yarmouth member Ralph Childs decided to do the sums after repeatedly late deliveries meant he had staff who were being paid to stand around with nothing to do, waiting for the wholesaler to arrive.

His figures and findings are highly critical of newspaper publishers, who he said are sometimes up to three hours late with deliveries.

Mr Childs kept a detailed log of times from May to September this year and found only five occasions were deliveries on time. That left 116 days on which they were late.

He told the branch meeting he has a member of staff on duty at 5am at his shop in Great Yarmouth and at a minimum wage of £7.50 an hour those delays added an extra £291 to his payroll – totalling an annual cost of £873.

But by using the same sums for all NFRN members who operate delivery rounds – an estimated 2,600 – across the country, the total of “lost” wages comes to £2.29m, according to Mr Childs.

“This is the true cost of delays – and the situation is not getting any better.

“There are always excuses but it is a real loss to our members who still do home deliveries,” he said.

“It’s not the magazines – it’s the newspapers.”

National president Linda Sood agreed. “We pay for a service and we pay their

wages,” she said.

“The publishers must come and see for themselves what the problems are and come up with a solution.

“They are getting away with murder, and as a result our members are suffering. We pay them to get the papers to us on time – and they don’t.”

### President focuses on better service for independents

National President Linda Sood told members her main objectives were to improve levels of service and ensure the federation championed independent retailers.

She said she intended to ensure members were provided with a tailor-made service and that both the national executive committee and national council faced up to day-to-day issues faced by store owners.

Mrs Sood told the Eastern Counties district council meeting in Norfolk: “Smiths is hiking its carriage charges by an average of nearly 4% at a time when newspaper and magazine volumes continue to fall.



**Publishers are getting away with murder, and as a result our members are suffering. We pay them to get the papers to us on time – and they don’t**

**Linda Sood**

NFRN national president



“It seems inconceivable for the wholesalers to expect retail customers to fork out more for a service that can only be described as inadequate.

“If Smiths used the extra money to invest in and improve its business then such a rise would not be as difficult to comprehend although it would still be unpalatable.”

Mrs Sood said she planned to meet publishers in the coming weeks to urge them to think about the way the news supply chain operates and find other

ways to fund wholesalers that does not involve charging “hard-pressed” retailers more.

She added: “I want to open retailers’ eyes to the opportunities now available – better products, great deals and attractive margins. But overall, we want to equip them with all the skills, knowledge and support they need in what is a challenging trading environment.”

### Newsagents wary of ‘no-go’ zones

Newsagents are becoming wary of delivering papers to houses in multiple occupation, according to Ralph Childs.

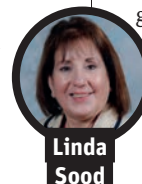
He told the Eastern Counties district council shops and roundsmen are increasingly using street maps and planners to mark out the “no-go” areas for home delivery.

He said: “Here on the coast in a seaside town many of the big properties were once used as bed and breakfast accommodation for holiday makers but now they are flats and bedsits so it is sometimes very hard to get paid.

“As a result there are addresses that we no longer deliver to at all.”



**Ralph Childs**



**Linda Sood**

### Your say

How have your cigarette sales fared in the past year? Have you reduced your focus on tobacco to concentrate on other categories?



There was a dip in sales of tobacco but now they are about the same, though we have seen a rise in the sale of rolling tobacco. This has also led to an increase in sales of filters and papers.

**Josie Dixon**

Dixon's Newsagents, Lowestoft



Sales are steady and we stick to the RRP because we are competing with supermarkets. There is a growing demand for old-fashioned shag tobacco and grinders as people want to roll their own.

**Linda Sood**

Premier Falcon Convenience Store, Portsmouth



We used to do about £2,500 a week but sales dropped to half that figure and are now only slightly above 50% of that. We tried offering vaping kits and refills but no-one wanted to know.

**Ralph Childs**

Childs' Newsagents, Great Yarmouth

# ADVICE CENTRE



## How to deal with difficult customers

A stint as a voluntary police constable before opening his Nisa Local store in Dartford means **Rajan Patel** knows how to diffuse tension when confronted by aggressive customers. While he says occasional troublemakers are a fact of convenience store life, he has a few top tips for keeping the worst of them in line

**S**hopper rage is an unnervingly regular occurrence in convenience stores. The ACS Crime Report 2017 found one in five retailers or their staff will become a victim of violence at work.

Age restricted sales, refusal to serve drinks and confronting shoplifters were highlighted as the top triggers for aggression in the

report. Nisa Local Dartford owner Rajan Patel also cites these as the main problems he faces.

However, he remains pragmatic about the solutions. Ultimately, he says if you earn the respect of your community and there is a friendly and vigilant presence on the shop floor, the aggressive minority of customers will not get out of hand. ●

1

### Earn community respect

Maintain a strong relationship with members of the community and they will step in and back you up. It is very important to be yourself and treat all of your customers with respect. On one occasion a customer who was being served by my wife became aggressive when she asked him for ID to buy alcohol. Another customer courageously backed us up as the man became violent. I have even had situations where the friends of shoplifters have asked them to give goods back because they know me and my family.

2

### Be courteous and fair

If you suspect someone of shoplifting or their behaviour worries you, you must deal with them politely. Explain you are running a business and you have to protect it. A lot of situations can be calmed with humour. If kids are hanging around I kindly remind them their bus is leaving outside, or when I ask for ID I make a joke about how nice it would be to look that young.

3

### Be visible on the shop floor

Having a presence on the floor is the best way to avoid trouble in the first place. We make sure we have at least two or three people at the busier times. Be more proactive and involved with your community than just standing behind the counter asking customers what they want – you have to be interested in the people who come into your shop. You will get to know most people and when you see new faces, you have to be extra vigilant.

4

### Engage positively with the police

On rare occasions we will have to call 999 and we have an alarm button under the counter which contacts the police automatically in an emergency. I have local community police officers' numbers on my phone and they will come and assist me. We understand the police can't be everywhere all the time, so we balance when we need to call them. You have to make a judgement on when you can deal with a situation on your own.

5

### Use security technology

Use security technologies to your advantage. At busy times we focus CCTV cameras at hotspots where shoplifters tend to operate and make sure the cameras are monitored. Having the CCTV footage means you can go through all the correct processes before banning anyone and is useful if people deny that they have been aggressive or stealing.

If you've had a great idea for your business or would like advice from other retailers to get started contact Chris Rolfe at [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)



# INDUSTRY PROFILE

## Lucozade Ribena Suntory

As marketing director for Lucozade Energy, Steven Hind is overseeing a period of great change for what is a major convenience category



**RN** How is the energy drinks sector performing in convenience retail at the moment?

**STEVEN HIND** Energy drinks is the biggest-selling soft drink segment in independents and symbols, so it's safe to say the leading energy brands should form the basis of any independent retailer's range.

Lucozade Energy alone contributes almost £104m in value sales within independent stores. In fact, 12 bottles of Lucozade are sold every second in the UK, 400 million in a year.

**RN** Within this strong performance, where is the biggest growth occurring?

**SH** Consumers are more adventurous than ever before and their evolving tastes means they are looking for bolder flavour combinations and a wider range of choice.

So flavour extensions from the most trusted brands are a great way for retailers to increase impulse sales and bring new drinkers into the category.

**RN** How are you ensuring independents are able to see the benefit of this trend?

**SH** In March, we launched Pineapple Punch – a new variant from Lucozade Energy – to help retailers do just this. We also brought this to market exclusively via the wholesale channel, meaning independent retailers who stock it can give themselves a real edge against the multiples.

**RN** You recently adjusted sugar levels in Lucozade Energy. How

much of your range now falls below the sugar tax limit and are you planning further adaptations to your range?

**SH** We're making some bold changes to our brands by removing 50% of the sugar across our portfolio, ensuring we continue to meet shifting consumer demand for healthier soft drinks.

We're proud to be leading the UK by taking such a progressive step forward, and are confident these changes will grow retailers' soft drink sales.

We've already started this process with 74% of our products, including Lucozade Energy, which has been switched over to new formulations.

By 2018, Ribena and Orangina will follow suit, meaning our whole portfolio meets growing demand for lower-sugar soft drinks.



**By 2018, our whole portfolio will meet growing demand for lower-sugar soft drinks**

**RN** How does the new Lucozade Zero range fit into this approach?

**SH** For consumers who want to cut their sugar intake even further, we have developed our Lucozade Zero range.

The Zero range was the most successful soft drinks launch of 2016 and expanded further this year when Lucozade Zero Original joined Orange and Pink Lemonade to offer consumers its iconic taste with zero sugar.

The brand is still growing at 127% year-to-date following last summer's launch.

**RN** What can retailers expect to see next from Lucozade?

**SH** We've worked incredibly hard to ensure Lucozade's new recipe delivers the great taste shoppers expect. We're so proud of the new Lucozade Energy we're taking it on the road.

The brand's biggest ever sampling campaign will involve four million samples being given out to consumers in high footfall locations all over the country. This is backed by a significant £20m advertising campaign.

By making changes to our recipes and supporting them with high-profile campaigns, we're committing to driving soft drink sales in independents in a changing marketplace.

### \*\* Company CV \*\*

**Company** Lucozade Ribena Suntory  
**Marketing director (Lucozade Energy)** Steven Hind  
**Profile** After acquiring the Lucozade and Ribena brands from GlaxoSmithKline in 2013, Lucozade Ribena Suntory has been busy creating new flavour extensions and reformulating the brand's best-known products.

**Latest news** Alongside a push to reduce sugar, which will include a reformulation for Orangina and Ribena next year, the company is about to launch its biggest ever sampling initiative for Lucozade Energy, with a £20m advertising campaign also lined up for the brand.

\*\*

\*\*



# CONFECTIONERY

## 100 MUST-STOCK CHRISTMAS PRODUCTS

Over the next seven weeks RN will provide a comprehensive category-by-category guide to the must-stock products for your store this Christmas. In part one, **Helena Drakakis** takes a look at confectionery

**T**here is nothing more important than the products that you stock in your store – get it right and customers will spend, get it wrong and they won't. At Christmas this truism becomes even more important as customers increase their spending and will reward those stores who have the right range with higher basket spend and greater footfall.

This is why RN is beginning a series of features over the next seven weeks that will provide a comprehensive guide to the 100 products that could help make your Christmas a successful one.

For the first week we are looking at a category which, according to Bep Dhaliwal, trade communications manager at Mars, is “intrinsic to Christmas”. It is at the heart of many rituals and traditions. As such, it is a highly exciting time for consumers who look forward to opening their advent calendars, decorating the tree, and having a night in with family and friends at this festive time,” she says.

Over the next three pages, tick off the products that you will be stocking. Are there any gaps in your planned Christmas range? »

Stocking the right products is a job for both retailers and Santa Claus





# SWEETEN YOUR CHRISTMAS

WITH OUR **BIGGEST** EVER BROCHURE!

CONTAINING  
OVER  
**390**  
FESTIVE  
FAVOURITES

INCLUDING  
OUR OWN  
**Let it Snow**  
RANGE OF  
PRODUCTS



**PICK UP YOUR  
CHRISTMAS BROCHURE  
IN STORE NOW**

**EARN  
MARGINS  
OF UP TO  
67.7%**



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# CONFECTIONERY



# 1

## Galaxy Gift For You White

The impulse product returns rebranded for Christmas 2017. Available for 65p, the product sits alongside a range of Galaxy-branded festive items including novelty, selection boxes and advent calendars.



# 2

## Let It Snow Chocolate Coins

Confectionery specialists Hancocks Wholesale are offering their own spin on this must-stock Christmas item. Whether they're shared around the office or make an appearance in stockings, these coins offer margins of over 40% at RRP.



# 3

## Malteser Merryteaser Reindeers

Mars' Merryteaser Reindeer and Maltesers Merryteaser Mini-Reindeer sharing bags bring a new format to what is already a successful impulse product, providing top-up opportunities ahead of the big day too. Merryteaser Reindeer is available with an RRP of 65p and the Mini-Reindeer sharing bag is £1.29.



# 4

## Chupa Chups Candy Christmas Cake

Mini Candy Cakes from Chupa Chups (RRP £5) are available in four different-coloured designs and each cake is made up of 15 different 'candies' including marshmallows and jellies. These form part of the Chupa Chup's festive gift range alongside Candy Tea Party, Candy Cake and Chupa Chups Xmas Greeting Cards.



**Vicky Singh**  
Londis Mitchum,  
Surrey

Our plans are to go really big on Christmas and make it the best ever – we've already ordered £4,000 to £5,000 of chocolate via Londis and we're going to use our promotional area at the front of the store to pile up products such as tins of Quality Street and assorted selection boxes into a pyramid. Any £1 bars or sharing bags get taken down to 99p in our store and it does make more people buy them. We'll be taking that approach and using it over Christmas too. Cadbury and Nestle are our biggest sellers.

# 5

## Kinder Chocolate Santa Letter

Kinder Chocolate Santa Letter (RRP £3.50) is a key part of Ferrero's new Christmas product range. Consisting of two 100g Kinder Chocolate bars, an envelope, paper and stickers. Each sent letter will be replied to by the Royal Mail.



## Supplier advice



**Susan Nash**

Trade communications manager, Mondelez

In October start the countdown to Christmas with 'self-eat' impulse items. Continue the countdown theme in November with advent calendars and novelty sharing, while by December selection boxes, Christmas-themed gifts, family sharing lines and top-up gifts become must stocks. >>



limited  
edition



# TO MORE CUSTOMERS & SALES

The world's number 2 candy brand is an instant ice-breaker,  
which is why we've introduced 34 fun sharable challenges on  
each chew to get everyone talking



- Mentos has seen 12 years of continuous growth!
- Top 10 candy brand in the UK\*



**£3m media spend  
in 2017, the biggest  
ever for Mentos**

AS SEEN ON  
**TV**



**STOCK UP TODAY FOR  
A BETTER WAY TO SAY HELLO**



\*SOURCE: IRI CONFECTIONARY SALES MAT 2017



# CONFECTIONERY



## 6

### Smarties Santa

A new design for the Smarties Santa's workshop comes complete with six hollow milk chocolate figures with mini Smarties inside, including Santa, reindeer and elves. This year it will also be joined by Milkybar Santa's workshop. Both have an RRP of £4.



## 7

### Mentos

For this Christmas, Mentos has released a range of Say Hello limited edition sweets. As part of the campaign, each sweet will be printed with a quirky icon and message such as 'High Five' or 'Selfie' and packets while 'sharable' challenges - including doing a moonwalk or telling a joke will appear on packs.



## 8

### Maynard Bassett's Jelly Snowmen

The first Christmas after the merger of Bassetts and Maynards last year, brings a range of new products from Mondelez. Jelly Snowmen - in a 165g sharing bag (RRP of £1.32) sits alongside Wine Gums Merry Mix (RRP £1.32) and Juicy Chews Festive Jar (RRP £5.19).



## 9

### Cadbury Cracker

Crackers are a Christmas icon and Mondelez has developed two Cadbury-branded Christmas impulse crackers for 2017. Snow Bites Cracker and Cadbury Heroes Cracker - including four Snow Bites bags and a range of Heroes chocolates respectively. Both come with a £2.99 RRP.

## 10

### Just Brazils

Despite a Brazil nut shortage threatening availability, Big Bear confectionery has just confirmed it can meet demand of its Just Brazils box across independents. What Christmas wouldn't be complete without a luxurious chocolate covered Brazil nut? Boxes are sold in 180g packs and available through selected wholesalers.



#### Supplier advice

#### Levi Boorer

Customer development director, Ferrero

Keep your range simple to avoid confusion and allow your customers to buy with confidence. Shoppers are looking to trade up at this time of year, so offer a good display dedicated to your Christmas offering, which is focused on premium brands to encourage shoppers to spend more.

#### Supplier advice

#### Paul Siviter

Sales and marketing director, Hancocks

Festive trends are recurrent and so in order to stand out from the crowd retailers must find a way to differentiate from competitors. This can be done by creative merchandising via displays or other strategies that ensure consumers have a memorable visit. ➤



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\*Nielsen, Total Coverage, Total Chocolate MAT w/e 26th Dec 2015. MALTESERS® and MERRYTEASER® are registered trademarks. ©Mars 2017.



# CONFECTIONERY



## 11

### Cadbury's Retro Selection Box

With a target audience of the over 40s, this collection of chocolates with wrappers taken from the brand's 1970s range is designed to provide a gift full of nostalgia. Filled with classic Christmas favourites including Cadbury's Caramel and Whole Nut.



## 12

### Thorntons Christmas Selection

This limited edition selection box includes 37 festive favourites, such as the Creamy Fudge Star, Vanilla Snowflake and Coffee Truffle. This year Ferrero will support the Thorntons range with a £3m "Pass on the Love" marketing campaign.



## 13

### Reese's Selection box

Available from Hancock's, this four-bar festive pack is part of the wholesaler's 390-strong Christmas confectionery range and will help stores tap into the major trend for US confectionery.



## 14

### Thorntons Snowman and Snowdog Advent Calendar

These much-loved Christmas characters appear together on Ferrero's new Thorntons advent calendar. Each product includes a 60g white chocolate Snowdog which, for patient children, can be opened on Christmas Day.

### Supplier advice

#### Mark Roberts

Trade marketing manager, Perfetti Van Melle



Firstly, retailers should stock-up on products they know sell well during this period. For example, 66% of the top fifteen selling lines are gifting products. What's really interesting is the role sugar confectionery played in Christmas sales last year. Traditionally we see a big spike around Halloween, but last year we also saw a surge around the festive period, with £15.2 million of sales made in Christmas week.

## 15

### Cadbury Heroes Advent Calendar

Mondelez has identified an opportunity for a teen-focused advent calendar and this higher-priced product includes a series of exclusive festive Snapchat filters which can be opened throughout December.



### Supplier advice

#### Bep Dhaliwal

Trade communications manager, Mars



Shoppers expect to find festive confectionery at the front of the store, with all Christmas items sited together, making it easier for them to buy everything they need. You can also site disruptive displays in high footfall locations throughout the shopper's journey in store, capturing the attention of shoppers, encouraging impulse sales. ●



**The No.1 supplier  
at Christmas\***



**CHRISTMAS  
2017**

For festive category advice go to [deliciousdisplay.co.uk](http://deliciousdisplay.co.uk)

In trials retailers following our category advice  
increased their seasonal sales by 21%\*\*

**Mondelēz**  
International

\*Source IRI, Total Market, Sales Unit 17 w/e 25.12.16 - No.1 confectionary supplier at Christmas. \*\*C-store shop project 2016.



# WEEKLY SHOPPING

Being a destination for a weekly shop is a goal for many store owners. **Alex Yau** speaks with two retailers who are at different ends of this journey

## Can you offer a weekly shop?

### Robert Kirkwood

Premier Express, Cowdenbeath

Store size **450sq ft**

Staff members **4**

Average basket spend **£6.60**

**The store** After two years of building up a reputation as one of convenience's most exciting new retailers, Robert Kirkwood is soon opening his second store. Twice the size of his existing business, Robert feels that this business provides the opportunity for growing his basket spend and offering locals everything they need for their weekly shop.

**ROBERT KIRKWOOD** I'm opening a new store more than 800sq ft in size, twice that of my current shop. My average basket spend is £6.60 and I'd like to know how I can maximise the opportunities in my new store. I want this store to cater to the needs of my customers locally so that they don't need to travel miles away to do their weekly shop.

**CHRIS SHELLEY** Using a symbol group, Budgens in my case, was really essential. They know what works and how we could cater to our demographic in the most important way. Certainly, from a starting point, talking to them was valuable.

**RK** Did you have any problems when you first opened the revamped store?

**CS** There were growing pains, but you've got to go through them to get out of the other end. One of the most important things is picking the right symbol group. The Budgens team made life easy and as you're already opening a new store



Local products are a strength for independents



with a symbol group who you've worked with before, make sure you ask them for all the advice and guidance they can offer.

**RK** As an independent convenience retailer is there any area where I'm able to beat the weekly-shop offer of supermarkets?

**CS** I'd recommend local produce because it can help set you apart from the multiples. Customers look for quality and they don't mind paying more. They can get this with food sourced locally. We have 25 different local suppliers such as South Downs Natural Mineral Water and we're about to sign up a local fishmonger. Every category is grouped together to avoid any kind of



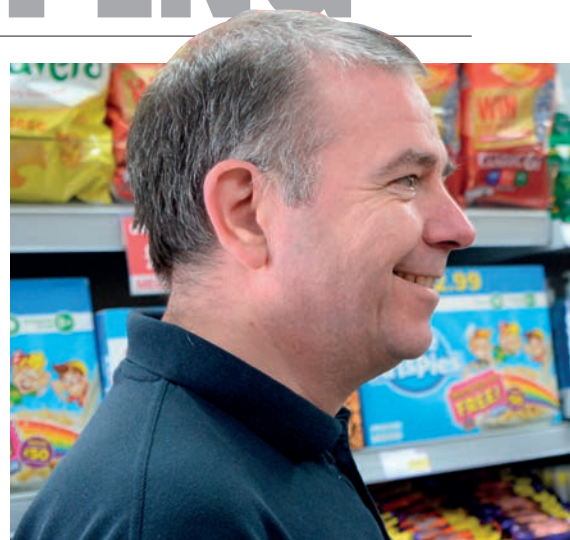
Customers look for quality and they don't mind paying more

confusion. Our local product range includes meat, alcohol, eggs and water. We get a margin of between 30 and 60%.

**RK** How often do you get these products delivered in store? I don't want to have to reduce the price of stock nearing expiry because I'll see my margins wiped out.

**CS** The more frequent deliveries you have, the better. Local stock should most importantly remain fresh, which is why we get them delivered into the store every day. That helps maintain quality and freshness. It can be a bulky process having so many deliveries, but I find having features like a walk-in freezer really helps reduce issues.

**RK** What about products from more well-known suppliers? It sounds







Robert Kirkwood plans to use everything he's learned in two years of retailing in his new store

## Chris Shelley

Shelley's Budgens, Horsham

Store size **3,000sq ft**

Staff members **40**

Average basket spend **£7.50**

**The store** Shelley's News became Shelley's Budgens in 2015 as Chris and his family decided a drastic change was needed to keep up with the changing convenience market. Still offering a great news and mags range and successful HND service, Chris nonetheless understands the journey a business needs to take if it is going to secure the weekly shop of locals.



### like a no-brainer to keep a mix of the two.

**CS** Yes, it's important to keep a mix. We have 30% of space in the store dedicated to local, while the remainder will be on vital products like branded fresh produce – Müller yoghurt, for example, or toiletries like deodorant and toilet roll.

### RK I suppose you already have strategies to encourage customers to add a mix of both to their baskets?

**CS** We do. Our local products aren't pricemarked and that gets us the higher margins but the best way of getting a customer to spend more is to have great promotions on core non-local lines, whether that's food or toiletries. We run 400 promotions a week, including three packs of Müller Yoghurt for £1 or 10 cans of Coke for £3.50. Getting that weekly basket is about focusing on the items which will last customers the entire week.



It's about positioning things well to drive impulse buys

Customers prefer quality over price, but you've also got to give them a choice. You've got to cater for the market really.

**RK** So how do I balance all this, ensuring I'm meeting the needs of weekly shoppers without forgetting about the classic impulse products convenience stores need to have? I don't want to go in all guns blazing and stock more items than necessary if they don't sell.

**CS** It's really about positioning things well to drive those impulse buys. We encourage customers into middle of the store to purchase the foods that will make up a bigger shopping basket. We then get them to add to that bigger, hopefully weekly, shop by placing food to go, chocolate bars and similar items nearer till.



It's important to stock big brands in the right formats

### RK If I'm going to offer this bigger range I know I'm going to have to look at advertising, but I'm not too sure whether local media or social media online is the most effective.

**CS** We do a leaflet drop through Royal Mail every four weeks with our promotional cycle. We do 2,000 every four week, alongside work with the local press. Most of it is done directly through Budgens and it definitely does get people to the shop. That would be my first step.

### RK I have a mix of staff from the area and the local university. It works well for us engaging with locals and interacting with them in a personal way, bring customers back again and again.

**CS** It's similar here. My 40 employees are from the area. They interact well with the locals and they really know what they want from a store. It really helps bring customers back because they know they can rely on us for a quality service the multiples are unable to offer. I think it's really important you have staff who can create a personal relationship with customers because you're more likely to turn them into regular shoppers this way. ●



# THIS WEEK IN MAGAZINES



New from DC Thomson

## LOOKING FOR THE NEXT BIG KIDS' MAG? THIS IS IT

What's on trend for today's youngsters? Whatever it is, This Is magazine will have all the details, beginning with Halloween

A NEW CHILDREN'S magazine from DC Thomson is getting off to a spooky start. This Is magazine will feature a different topic every month. It kicks off with This Is Halloween, focusing on everything young readers will need to get ready for the big event. Inside are "monstrous" makes, creepy comics and a selection of games, quizzes, puzzles and jokes. The title will then cover different topics that are trending and popular with young people at the time. The first issue comes with four free Halloween costume gifts, including a skull mask, monster bolt, fake scabs and vampire fangs.



THIS IS  
On sale 4 October  
Frequency monthly  
Price £3.99  
Distributor  
Marketforce  
Display with Beano,  
Girls Love, Mega

## Round up



Jennifer Hardwick

Magazines reporter  
jennifer.hardwick@newtrade.co.uk  
@Jenniferh\_RN

## OFFLINE BROWSING IS THE REAL THING

One of the most exciting parts of my job is speaking to a magazine specialist retailer for the first time – hearing a different perspective on the category and understanding the strategy that works for them and finding out advice they would give to others.

It was fascinating to speak to Daniel McCabe, of Bath store Magalleria, last week. He was open about the fact he had no particular passion for magazines when he opened the business – with more of a history in book publishing – but he spotted a gap in the market and took a chance. The gap he referred to was a space for enthusiasts of the new breed of premium-priced, niche titles to browse and buy magazines.

The store's top-selling title is gardening and culture quarterly Rakes Progress, selling 80 copies of each issue.

While they are available to order online, there is no replacement for wandering around a store and having a browse of magazines you might never have heard of before.

That being said, Magalleria's online business has been more successful than he and his business partner had ever anticipated, with many international orders being placed from parts of the world where the gap in the market they identified still exists.

When I spoke to Jeremy Leslie of London's magCulture last month he said the same thing, noting that orders from New York were coming in for titles which are actually published in the city, just to allow the buyer the convenience of receiving them all in one package.

Remember, you have the opportunity to offer something to people in your area they're unable get anywhere else, and be prepared to try a new title that at the very least could provide a talking point between you and your customers.

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## Bestsellers Craft & hobbies

Title	On sale date	In stock
1 Woman's Weekly Home Series	03/10	<input type="checkbox"/>
2 Simply Knitting	13/10	<input type="checkbox"/>
3 Love to Knit & Crochet	n/a	<input type="checkbox"/>
4 Relax With Art	12/10	<input type="checkbox"/>
5 Let's Knit	26/10	<input type="checkbox"/>
6 Colouring Heaven	04/10	<input type="checkbox"/>
7 Cardmaking & Papercraft	03/10	<input type="checkbox"/>
8 World of Cross Stitching	10/10	<input type="checkbox"/>
9 Relax with Art Holiday Special	12/10	<input type="checkbox"/>
10 Relax with Art Pocket Collection	17/11	<input type="checkbox"/>
11 Simply Crochet	12/10	<input type="checkbox"/>
12 Knitting Magazine	19/10	<input type="checkbox"/>
13 Simply Cards Paper Craft	19/10	<input type="checkbox"/>
14 Knit Now	19/10	<input type="checkbox"/>
15 Papercraft Inspirations	05/10	<input type="checkbox"/>
16 Cross Stich Crazy	26/10	<input type="checkbox"/>
17 Love Patchwork & Quilting	11/10	<input type="checkbox"/>
18 Crafts Beautiful	12/10	<input type="checkbox"/>
19 We Love Craft	19/10	<input type="checkbox"/>
20 Cross Stitcher	13/10	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## COUNTRY LIVING CHRISTMAS

Country Living has launched a Christmas magazine for the first time. The 196-page special includes a range of original gifts for all the family, foodie presents to make and bake, and craft projects to give celebrations a handmade touch. These include decorations, gift wraps, cards, wreaths and greenery. Also included are decorating schemes based on different colour combinations.



**On sale out now**  
**Frequency one shot**  
**Price £4.99**  
**Distributor Comag**  
**Display with Homestyle Christmas, Ideal Home's Complete Guide to Christmas**



## FLYPAST

The November 2017 issue of FlyPast includes a free double-sided poster, dedicated to the legendary Hawker Hurricane aircraft. It also details the current airworthy Hurricanes in a 16-page special pull-out section. There is also a feature on the Westland Lysander from the Shuttleworth Collection and the dangerous and mysterious night missions it undertook during World War Two.



**On sale out now**  
**Frequency monthly**  
**Price £4.60**  
**Distributor Seymour**  
**Display with Aviation History, Aviation News**



## LANDSCAPE

The November to December issue is billed as an "autumnal feast" by publisher Bauer Media, featuring toffee delights from the kitchen, a look at an ancient forest lost in the mists of time and a visit to a sheltered haven on a wild coast. Content includes the usual mix of history and heritage, gardening, travel, craft and cookery. Readers can discover how to keep fires burning with an expert on kindling.



**On sale out now**  
**Frequency 8 per year**  
**Price £4.50**  
**Distributor Frontline**  
**Display with Country Living, Country Life**



## THE

Times Higher Education (THE) is a weekly magazine designed specifically for professionals working in higher education and research. It also produces the World University Rankings, and its subsidiary supplements - the only global university performance tables to judge world class establishments across teaching research, knowledge transfer and international outlook.



**On sale 5 October**  
**Frequency weekly**  
**Price £4.50**  
**Distributor Seymour**  
**Display with New Scientist, New Statesman, Economist**



## AUTOCAR

In this week's issue, readers can find out how to buy their first supercar - for the price of a supermini. The new Jaguar E-Pace is put through its paces and new McLaren and Lamborghini models are profiled. The motoring category is worth 5% of the total magazine market, generating more than £49m in RSV between August 2016 and July 2017, according to distributor Frontline.



**On sale 4 October**  
**Frequency weekly**  
**Price £3.80**  
**Distributor Frontline**  
**Display with Autotrader, Car**

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# THIS WEEK IN MAGAZINES



## MAKING CARDS

Making Cards magazine is full of step-by-step handmade card projects and inspiration, including a number of techniques and designs for all occasions that are unique to Making Cards readers. The Christmas Edition focuses on festive cards especially teamed with shopping pages, interviews and competitions. This edition comes with a free 18-piece stamp set named Woodland Friends and two exclusive craft paper collections.



**On sale 28 September**  
**Frequency** bi-monthly  
**Price** £4.85  
**Distributor** Warners Group Publications  
**Display with** Cardmaking and Papercraft, Simply Cards and Papercraft



## YOURS RETRO

In this issue of Yours Retro the team take a look at rarely seen photos of Ava Gardner, the actor who famously refused to "kiss and tell" during the peak of her careers in the 1940s and 50s. Elsewhere, the magazine looks back at the TV medics that raised readers' pulses and the film that sparked the love affair between Richard Burton and Elizabeth Taylor.



**On sale 5 October**  
**Frequency** bi-monthly  
**Price** £3.99  
**Distributor** Frontline  
**Display with** Closer, Yours

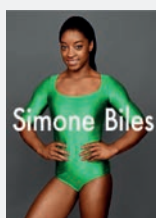


## AIRFIX MODEL WORLD

November's issue of Airfix has full build coverage of the 1/72 Phantom FG.1 fighter aircraft, as well as plans to scratch-build an HMS Ark Royal carrier deck catapult section. This issue also has complete build articles on the new 1/32 Sopwith Ship's Camel WWI fighter, from film director Sir Peter Jackson's kit company Wingnut Wings.



**On sale 5 October**  
**Frequency** monthly  
**Price** £4.50  
**Distributor** Seymour  
**Display with** Airfix, Flying Scale Models



## THE GENTLEWOMAN

The 16th issue of The Gentlewoman stars American artistic gymnast Simone Biles, officially the best gymnast in American today. Described as being created for "modern women of style and purpose", the title celebrates inspirational women. It also offers a perspective on fashion designed to be focused on personal style, and the way real women actually look and dress.



**On sale out now**  
**Frequency** biannual  
**Price** £6.50  
**Distributor** Seymour  
**Display with** Frankie Magazine, Wallpaper



## BRITAIN'S BUSES

The second volume of Britain's Buses focuses on the buses of 12 major UK cities outside London. These are Birmingham, Manchester, Liverpool, Leeds, Sheffield, Nottingham, Newcastle, Edinburgh, Glasgow, Bristol, Cardiff and Belfast. In words and pictures – most of them in colour – Britain's Buses tells the stories of the often distinctive buses operated in these cities from the 1950s to the present day.



**On sale 5 October**  
**Frequency** one shot  
**Price** £6.99  
**Distributor** Seymour  
**Display with** Buses, Bus and Coach Preservation

## Retailer viewpoint

**Muntazir Dipoti**

Todmorden News Centre,  
West Yorkshire



**A**t this time of year, the Christmas magazines have started coming in and we do very well with them for the next couple of months.

Aside from the actual Christmas ones, we also do well with the food magazines because people are either hosting the celebrations at their home for the first time or they just want to try something different, so they want to start getting prepared. The other category that sells well is anything on crafts or card-making. They start to sell from September onwards and people who are interested will often buy a couple each.

Because we are a news and magazines specialist we also get a lot of people in October and especially November who come in to buy magazines as presents. I had someone in yesterday who said they want to buy a present for their friend who loves kayaking and I don't do any of those titles.

I called Smith's and found out there are two different magazines available. I told the customer she could choose between the two and I will now order in a couple of copies every month and her friend can come in to get it for the whole year and I'll shop save one.

If she doesn't come in I will still try it for a few months and see if it sells. My motto is that if anyone asks for a magazine we don't have, we will order it in and see how it goes.

There are so many titles, there is no way we can hear about them all, so this is a way to build my range.

For Christmas, we create a special section and display all the titles together in three rows at eye level.

## Top tip

*If you think the category is dying, Christmas is a great time to try new titles and every retailer should do it*

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Partworks					Collectables				
Title	No	Pts	£		Title	No	Pts	£	
<b>Amercom UK</b>					<b>Hachette</b>				
Ships of War	26	40	11.99		2000 AD				
<b>DeAgostini</b>					The Ultimate Collection	3	80	9.99	
Build the Ford Mustang	91	100	8.99		Art of Crochet	110	120	2.99	
Build your own R2-D2	39	100	8.99		Art of Cross Stitch	40	90	2.99	
Enhancing your mind, body, spirit	39	120	3.99		Art of Knitting	41	90	2.99	
My Animal Farm	34	60	5.99		Art of Quilting	92	90	3.99	
Jazz at 33 and third RPM	45	70	14.99		Art Therapy	133	120	2.99	
Star Wars Helmet Coll'n	46	60	9.99		Art Therapy 50 Mindful Patterns	26	80	4.99	
The Beatles Vinyl Collection	16	23	9.99		Assassins Creed: the official collection	17	80	9.99	
Zippo Collection	54	60	19.99		Dr Who Complete History	55	80	9.99	
<b>Eaglemoss</b>					Draw The Marvel Way	46	100	4.99	
DC Comics Graphic Novel	56	100	9.99		Judge Dredd Mega Collection	71	80	9.99	
Disney Animal World	84	100	5.99		Marvel's Mightiest Heroes	99	100	9.99	
Game of Thrones	41	60	8.99		Transformers GN Collection	21	80	9.99	
Marvel Fact Files	237	250	3.99		Warhammer	29	80	9.99	
Military Watches	95	100	9.99		<b>RBA Collectables</b>				
My Little Pony					Real Life Bugs & Insects	58	60	0.99	
Colouring Adventures	30	80	3.99		<b>Panini</b>				
Star Trek Ships	108	130	10.99		F1 Collection	39	60	9.99	



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**Bristol** 0117 9606563



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**W Midlands** 01543 411036



**Newsagents**  
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**Kent**  
Ref: T33168Z

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Same owners for 30 years, retirement sale  
Busy shop with high commission income  
Net profit on accounts more than £85,000

**Kent** 01273 803777



**News/Off Lic/Conv**  
Leasehold £49,999  
**Blackwood**  
Ref: GOL33225JJ

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