

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 25.08.2017



## I'm set for the future

The key categories Barry Chandi's invested in and how he got them right

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# 6 ways to drive sales to students

- A focus on international products and food to go helped Swansea Costcutter retailer Martin Caldwell create a winning offer
- Plus how to cater for key student shopping missions

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Shaping the future  
of independent retail  
since 1889



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bakery



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and three  
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**“In 2002, the carriage charge for a retailer with average newspaper sales was 1.5p per copy sold. Today, it is more than 5.5p.”**

Neville Rhodes Page 15

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**TALK TO RN**



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extensive galleries and news



**'IT FEELS MORE LIKE AN M&S'**  
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# WELCOME

**Martin Caldwell says much of his success can be put down to responding to his shoppers' requests**



**Editor**  
Chris Gamm  
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The best advice I would give to any retailer is listen long and hard to the voices of your customers and don't take the obvious road when it comes to range selection." Costcutter retailer Martin Caldwell's advice for RN in this week's freshers' week feature struck a chord with me. "Look at your shopper profile and really drill down so you understand their habits and lifestyle," he says.

It's this strategy that helped quadruple his store turnover after he introduced authentic international brands that appeal to foreign students missing home comforts.

His simple but brilliant advice can be found behind the success of other businesses in this week's issue too.

Nisa retailer Jon Greenwood has 1,100 Chinese students at his York University store, but didn't want to offer them the same products they'd find in Tesco. So instead, he flew to Shanghai and Hong Kong to see what they ate there and sourced a local supplier.

It's not just retailers showing the benefit of listening to customers and acting on what they hear. Mars says it doesn't launch new brands very often, but has the data around customer trends towards alternative or healthier snacks to prove why Goodness Knows will be a success. You can read its advice for turning launches into bestsellers in RN's six-step guide.

Martin Caldwell says much of his success can be put down to responding to his shoppers' requests. When was the last time you took time out to consider who your customers are, what they like and do, and listened long and hard to the things they say they don't buy from you?

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**Students don't just eat junk food, we do really well on fresh fruit and veg**  
York Nisa retailer  
**Jon Greenwood**  
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# BREAKING NEWS

## Shamed to repay min wage cost

Five retailers named and shamed by the government as failing to pay staff the National Minimum Wage have been ordered to pay back costs.

The businesses, which include convenience stores, newsagents, and forecourts, were named on a list published by the Department of Business, Skills and Development.

Those named were North Cowton Service Station in Richmondshire (£8,229.11 owed to three workers), Nomi Enterprises in North Ayrshire (£2,047.16 owed to two), Raja Brothers in Oldham (£1,037.01 owed to two), Sussex Service Station in Birmingham (£803.78 owed to one) and Quality Save in Swinton (£391.10 owed to one).

As of 1 April, the minimum wage is £7.50 per hour for staff aged 25 and over, £7.05 per hour for 21-24 year olds and £5.60 for 18 to 20 year olds.

## Menzies H1 sales hit by merger

John Menzies has reported a sharp fall in first-half profits in its latest financial results, despite boosting revenues, after months of acquisition and merger costs.

Revenue rose by 21% to £1.2bn, but pre-tax profit fell by more than 80% on the same period last year, to £500,000.

The company attributed the fall largely to costs linked to the acquisition of plane refuelling business Asig last year and its recently-abandoned merger with DX Group.

Chairman Dermot Smurfit said the distribution side of the company "remains a strong business, performing well despite cost and volume pressures".



## Nisa to meat you: Hull store off hook

A derelict butchers in Hull has been transformed into a Nisa store in just three weeks. Husband and wife team Surinder and Parmeet Mehat, who run four other stores across the north, wanted to open as quickly as possible as a nearby Sainsbury's Local had just closed down. The store, on a large housing estate, focuses on value products. More than £100,000 has been spent on the refit. "It was a lot of work but we've got everything the community needs, including PayPoint and a cash machine," said Mr Mehat.

**Wholesaler's consolidation fails to deliver** Distribution lags after Reading house closure

# Smiths service slammed following depot closure

by Jennifer Hardwick

[jennifer.hardwick@newtrade.co.uk](mailto:jennifer.hardwick@newtrade.co.uk)

Smiths News has come under fire for poor levels of service from retailers across the UK just a month after announcing a 10% carriage charge hike.

The latest step in its consolidation programme – the closure of its distribution centre in Reading – left retailers feeling the repercussions of late and missing deliveries last week.

This was followed by revelations the future of the Reading customer contact centre is also in jeopardy, after staff and retailers were informed the wholesaler is

proposing to close it in December, following a period of consultation.

Robert Schlachter, of Smiths Newsagents in Banbury, suffered late newspaper and magazine deliveries throughout last week and did not receive any magazines last Monday – the first day after the move of magazines from Reading to the Hemel Hempstead depot.

"There were three totes of magazines missing and they still don't know where they are, meanwhile we're left to explain it our customers," he said.

The alleged deterioration

in service levels follows last month's announcement that retailers face an increase of up to 10% in carriage charges, set to come in to force from next month.

Mark Ansell, of Liskeard News in Cornwall, said it has taken him up to eight attempts to get through to the Reading customer contact centre.

The criticism comes as research by RN columnist Neville Rhodes revealed Smiths News' charges for average sales of national newspapers have increased by 67% since 2002, while Menzies' charges have gone up by 79%. When national

newspaper sales totalled more than 90 million copies a week in 2002, the carriage charge for a retailer with average sales worked out at less than 1.5p per copy sold. Today, with sales down to 37 million copies per week, the average charge for retailers is more than 5.5p per copy.

A Smiths News spokeswoman said there would be no change for customers calling the Reading customer contact centre and calls would be handled by the Wednesbury and Newcastle centres.

● For more carriage charge analysis see Neville Rhodes' column, page 15

## Google gaps: online visibility key to sales

Retailers who fail to create and maintain active store profiles on Google risk losing out on new customers, they have been warned.

Abdul Arain, of Al-Amin stores in Cambridge, spotted the opportunity five years ago when he began utilising social media to boost his business.

"People use Google Maps

because they want to find places online instantly," he said. "It's important for retailers to make sure information is clear and images are bright."

Mr Arain arranged for Google Maps to take photos inside his store, allowing customers to browse the shop online prior to a physical visit.

"There's so much competition online so you need to stand out," he said.

Julian Taylor-Green, of Spar in Lindford, links a 6.5% uplift in sales last year to his utilisation of the online platform.

"Make sure opening times are up to date and ensure you upload plenty of high quality, colourful

images of your displays and promotions. It maximises how many people come into your store," he said.

Steve Denham, associate editor of betterRetailing.com, raised the issue in his online column last week. He believes retailers must maximise their Google visibility to ensure stores are promoted in every way.

Wholesale experts says customers will lose out 'I passionately believe it should be stopped'

# Industry leaders in 'unite to fight' Tesco merger call

by Helena Drakakis

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Wholesale experts have called on the industry to lobby the Competitions and Market Authority (CMA) over the proposed Tesco-Booker merger amid claims it will destabilise the retail grocery market and leave customers worse off.

Steve Parfett, chairman of Parfett's, is among several voices calling on the sector to unite in opposition to the deal, which he called "one of the most difficult problems in my whole career".

Mr Parfett's main criticism of the CMA is its focus on investigating the least

harmful aspects of the merger, sidelining issues such as the potential abuse of buying power.

"Tesco cost prices will, on day one, be available to Booker and they will have an enormous price advantage over the rest of the wholesale sector," he said.

"People like ourselves and Bestway have been vociferous in our opposition, but others are nervous about putting their heads above the parapet.

"People feel there is a danger that by speaking out we are saying our company is in a weak position, but that's not the case. This is a threat to the whole industry and I passion-

ately believe it should be stopped."

In a LinkedIn article published at the weekend, Tony Salisbury, retired managing director at AF Blakemore, said: "The Tesco-Booker deal is very wrong and dangerous to the competition, not just for the wholesale industry but to customers. There needs to be as many people as possible on board before the CMA makes its final decision. Keeping quiet must not be an option."

One wholesaler, who did not want to be named, confirmed he had already been approached about heading up a pressure group, telling RN: "There is talk of a loose

coalition, which I would support."

The CMA announced a Phase 2 investigation into the merger in July, with the investigation's primary concern cited as the lessening of competition between stores owned by Tesco and Booker. The authority is due to report its findings before Christmas.

A CMA spokesman said: "We stand by the objectives laid out in our issues statement, all of which are essential to investigating the merger. An examination into the 'potential negative impact of an increase in buyer power' forms a significant part of the enquiry."

## Lidl takes Waitrose sales spot

Lidl has overtaken Waitrose to become the UK's seventh largest supermarket, latest figures have revealed.

Research published by Kantar Worldpanel showed Lidl increased its market share to a record high of 5.2% - up 0.7% year on year, for the 12 weeks ending 13 August.

However, Fraser McKeivitt, head of retailer and consumer insight at Kantar Worldpanel, attributed both Lidl and Aldi's strong growth to their physical expansion.

"It is undoubtedly linked to the fact they're opening more stores," he said. "While they continue to do that - at the moment it's at a rate of around one a week - they will continue to take market share."

Independent stores have experienced a 3% growth as a result of inflation and a continued focus on food to go, said Mr McKeivitt. "It is the innovative independent retailers looking to do more who are driving growth," he said.

## PDRP's role reviewed

The Print Distribution Forum (PDF) has announced it is reviewing the role of its retailer complaint body, the Press Distribution Review Panel (PDRP).

The PDRP is made up of newspaper, magazine, wholesale and retail representatives and is designed to oversee retailers' complaints on any element of print distribution.

The NFRN's head of news Brian Murphy, who joined the PDRP in June, said the federation is dismayed at the "sudden" review which he warned could stem the role of the panel.

The PDF said the review is to "assess the current and future demands upon the PDRP".

## NFRN helps seal improved Payzone deal

Payzone has agreed to make changes to the controversial terms and conditions on its new three-year contract following negotiations with the NFRN.

Retailers will now be able to give 60 days' notice to terminate their contracts instead of six months.

They will also have 28 days to consider the new terms and conditions,

which include a 99p per week terminal charge and a £2.50 weekly surcharge applied to businesses processing less than 40 transactions per week.

NFRN chief executive Paul Baxter said he appreciates the "constructive way Payzone approached our discussions".

However, the federation has since released a list of

further suggested changes, including an assurance there will be no rise in the 99p surcharge throughout the three-year contract and the low transaction charge should not apply to areas where it will be difficult to fulfil.

Amit Patel, of Belvedere News & Wine in Kent, told RN he was still very unlikely to take up a new contract,

particularly because of his concerns over the £2.50 low transaction fee.

Payzone chief commercial officer Rupert Lowery said the new tablet technology which the contract applies to will benefit retailers. It offers them access to an "increased range of services, reduced transaction times and more robust security", he said.

## Disney celebration for store's third birthday

Lifestyle Express in Winscombe celebrated its third birthday by inviting children to a Disney's Frozen-themed party. More than 20 people attended the celebrations on 12 August. Money was raised for the Time is Precious charity which supports terminally ill children and their families. Business manager Janette Tucker said: "We're absolutely delighted to be celebrating our third birthday and there seemed to be no better way to do it than to involve the local community."



# STORE LOOKBOOK



## All set for the future

Barry and Ranjeet Chandi spent £70,000 to fit their store out with Nisa's Store of the Future 2 format. With chilled, fresh, coffee and alcohol attracting loyal locals, they are confident of a strong future for the family's store. **Joe Cooper** reports

**B**rothers Barry and Ranjeet Chandi say their Cambridgeshire Nisa village store is destined to be their store for life.

So, getting it fit for a lifetime has been a top priority – but not one without its risks. The pair invested heavily in Nisa's Store of the Future 2 format to give their store a premium feel.

“We spent about £70,000 on the refit and lost about the same in sales when we were closed, so it was risky at times,” says Barry. “But it has paid off. This will be the last shop we buy.”

Since the refit one year ago, year-on-year sales in the store are up 30% and the average basket spend has risen from £3.90 to £5.17.

Retail runs in the blood in this family – the brothers' father and uncle ran stores too. Ranjeet had several in the Bedford area before Barry quit his job as an area sales manager for Currys and the pair went into business together. As Barry says, “family comes first.”

They ran the store for most of the past nine years as a Costcutter before switching to Nisa a year and a half ago. “We were having a lot of problems with Palmer & Harvey,” says Barry.

“We were spending more and more time in the cash and carry. Now, with Nisa availability at 98-99% and we're

barely there once a month.”

The brothers jumped at the chance of a Store of the Future 2 refit. The premium feel is well suited to the wealthy village of Buckden, a tight-knit community with an older population and stay-at-home wives.

The store's floor space was expanded from 1,400sq ft to 1,800sq ft, allowing space for a bigger freezer, a coffee machine and fresh bread.

More products have been crammed in thanks to two additional rows of shelves to make the most of the height of the building. Total space has increased by about 40%, Barry says.

Chilled and fresh has been the main focus, though. “We've got four metres for our fresh fruit and vegetables and more ambient space and we're selling tons every week,” Barry adds.

“The customers love it. It feels more like a Marks & Spencer than a local village corner shop. Last Christmas Eve was our busiest day ever.”

The alcohol offering, too, has played a big part in the revamped store's success. The area is clearly demarcated with wooden flooring with a wide range of wines and 30 ales on offer, including ones from a local brewery.

“We used to only have people buying the £6-£8 bottles of wine but now we ➤

“Smartening up our wine section with a new feel means we’re now selling bottles at £20 rather than just the £6-£8 range.” **BARRY CHANDI**



**£5.17**  
average basket  
spend since  
the refit

3



4

### What you can learn

- 1 Barry (left), Ranjeet and his staff all live in and engage with their community
- 2 Alcohol, including 30 local ales, is helping drive sales growth
- 3 The refit increased total space in the store by 40%
- 4 Shoppers love their local store, which is 20 minutes from the nearest supermarket

### INFORMATION

**Location**

2 Hunts End,  
Buckden,  
St. Neots,  
PE19 5SU.

**Basket spend**

£5.17

**Size**

1,800sq ft



# STORE LOOKBOOK



sell bottles for £18-£20. We sell around 100 cases of wine a week," Barry says.

The store benefits from its great location. The nearest supermarkets are 20 minutes away and the only other competition in the village is a One Stop which also has a post office.

There is an anti-supermarket vibe in Buckden and Barry says the only way a chain would get in is by buying his shop.

He and Ranjeet currently own the leasehold to the building but are seeking to acquire the freehold – a move which would secure their future.

"We love being part of the community here," Barry says. "All our staff are from the area and we give food to the nursery and sponsor the football and cricket teams.

The community value us being here and they know if we haven't got what they want we can get it in thanks to Nisa's massive range.

"In 10 years it would be nice to be able to take a bit more time off, but part of the reason the shop does well is down to the amount of time we spend here," says Barry. "We love it here." ●

## What you can learn

- 5 Improved fresh and chilled ranges were the main focus of the refit
- 6 Additional rows of shelving make the most of available space in store
- 7 Barry and Ranjeet sell around 100 cases of wine a week



Want to see more of Barry and Ranjeet's store? Go to [betterretailing.com/nisa-buckden-st-neots](http://betterretailing.com/nisa-buckden-st-neots)



# SYMBOL NEWS

## Costcutter summer is sale sizzler

Costcutter's Set Summer Free campaign has been its most successful initiative yet, the group said, achieving its highest ever shopper engagement and driving sales for retailers.

The 12-week campaign, which launched on 22 June, resulted in retailers selling £320,000-worth of campaign-specific products, with more than 25,000 customers engaging with its social media content.

Michael Hooley, head of promotional marketing at Costcutter, said: "The campaign is part of our ongoing activity to help retailers drive sales. Summer is a key trading period and we want to help them drive footfall and increase their sales opportunities."

The campaign, which offered shoppers more than 68,000 prizes, has achieved a reach of almost one million on Twitter and on Facebook it is fast approaching 400,000.

## Amazon is clicking up US service

Amazon has further invested in its click and collect offer by launching a two-minute service in the US.

Snacks, drinks and electronic devices are some of the items Prime members can order through their smartphones before collecting them two minutes later at Amazon Instant Pickup stations.

The locations are all next to college campuses in Los Angeles, Atlanta, Berkeley, Columbus and Maryland.

Although the new feature is yet to hit the UK, it demonstrates Amazon's commitment to its service level and may be an indication of what UK customers can expect in the future.



**Nisa retailers swap big brands for Heritage** Award-winning range grows 15.7% in value in a year

## Nisa retailers see ready-made profit in Heritage

by Joe Cooper

RNreporter@newtrade.co.uk

Nisa retailers are abandoning major brands in favour of chilled Heritage ready meals, which grew in value by 15.7% during the 12 months ending in May.

The award-winning range contains 27 ready meals with a mix of traditional British, Italian, Indian and Oriental flavours.

The company said strong performers included traditional comfort foods macaroni cheese and beef stew and dumplings.

Ranjeet Chandi, of Nisa Local Buckden, said: "We've tried other branded options but we dropped them all. People love Heritage. I've tried them and they are good quality."

A former Costcutter retailer, Mr Chandi said the Heritage range was much more of a hit with customers than Costcutter's Independent range.

All Heritage core ready meals are pricemarked at 'Any 2 for £5' and can be mixed and matched with the Heritage pizza range.

"We have two shelves full and 14 facings," Mr

Chandi added. "The margin is 35% for a single meal and mid-20s for the deal, which is still decent."

Adam Stone, business manager of Nisa Local in Gloucester, said the Heritage range outsold other brands by three to one. "People really like the brand and see it as a good middle-market product."

He is delisting his Pizza Express range because sales of Heritage pizzas are so strong.

"The margins are also better," he added.

Harj Dhasee, owner of Village Stores, Gloucester-

shire, stocks the whole range. "The Indian meals are our bestsellers, along with the lasagne. More exotic flavours like Thai Green Curry are growing too."

He said 80% of last week's £1,200 takings in ready meals came from the Heritage range.

Tracey Redfearn, Heritage brand manager, said: "Customers often need inspiration for their meals for tonight and our wide variety of own label ready meals help our retailers to provide a strong range of easy meal solutions."

## Retailers find nutritional value in P&H

Retailers have welcomed Palmer & Harvey's (P&H) latest website update, which provides them with detailed nutritional information on each product.

The latest phase of the development is part of an ongoing programme of updates to the website.

P&H said the additional

information equips retailers with the tools they need to provide a strong and relevant offering to their customer base.

David Wyatt, of Costcutter in Essex, welcomed the update. "It's beneficial for retailers who want to tailor their range to healthy eating. The tide is turning

towards this."

Jasvinder Randhawa, of Simply Fresh in St James, agreed, but said further changes must be made to benefit retailers.

"The updates will be useful to help retailers add and tailor the correct products to their healthy eating ranges," he said.

"I'd like to see the website become more user-friendly. On-the-go products like coffee and snacks are popular for us as they generate around £30,000 per week. However, we have difficulty finding these products through the site, which can be time-consuming."

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# NEWS & MAGS

**Investment in quality news and content attracts readers** Mail on Sunday's Premier League wall chart gave sales a boost

## Promotions and price are key sales drivers, say publishers

by **Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

Publishers have credited promotions and price sensitivity for the rise in sales of a number of Sunday newspapers in July, following a disappointing June.

Tabloid titles The Sunday People, Daily Star Sunday and Sunday Express all reported month-on-month rises.

Meanwhile, the Mail on Sunday increased its market share by 0.6% year on year to its highest ever level, at 21.8% of the market, helped by recent promotions including a giant Premier League wall chart.

Roland Agambar, chief marketing officer at Mail Newspapers, said: "Mail Newspapers' investment in quality news, editorial content and leading magazines continues to attract readers."

Meanwhile, Paul Goddard, head of circulation, marketing and production at Northern & Shell, attributed a 3.6% month-on-month rise for the Daily Star to competitors' price rises.

"The Sun on Sunday's price went up at the start of July and the Sunday Mirror and People went up in June. Early indications suggest a good August," he said.

The Sunday Express also reported a month-on-month rise of 1.1%, with Mr Goddard crediting "good stories" including a strong Princess Diana front page in the lead-up to the 20th anniversary of her death.

Despite its price rise in June, the Sunday People also reported a month-on-month rise in July of 0.8%, following money-off vouchers for a 50p discount on the title being included in Saturday editions of the Daily Mirror.

## 'Collectable' items encourage more sales

Magazine publishers are increasing their circulation by making their titles a "collectable" item, a media expert has said.

Peter Houston, who runs a consultancy called Flipping Pages, which advises publishers how to grow digital revenue while maintaining print products, spoke about the future of the category on the Media Voices podcast last week.

"Print is becoming more serious and more collectable," he said.

"Popular Science magazine in the States has just redesigned successfully and one of the changes they made was to a move to

a single topic print edition, for example water, and the point of that is print is giving people an in-depth, 'keepable' resource they can keep on their shelf."

Mr Houston also touched on the contrasting fortunes of the celebrity magazine market with the current affairs sector's recent success.

"Celebrities like the Kardashians spend their time on Instagram so why would you go to a printed magazine to find out what's been going on on Instagram? The opposite of that is in The Spectator, The Economist or Private Eye. There's analysis and a point of view going on," he said.

### July Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	570,827	-1.0%	-12.5%	£85.5	570,827
Daily Record	139,197	-1.5%	-11.1%	£20.9	139,197
Daily Star	422,902	-1.3%	-18.6%	£30.7	422,902
The Sun	1,344,109	-0.1%	-11.8%	£149.9	1,461,950
Daily Express	358,347	0.2%	-9.2%	£47.7	358,347
Daily Mail	1,172,203	-0.8%	-8.4%	£170.0	1,236,934
Daily Telegraph	368,257	-1.3%	-13.6%	£126.7	436,815
Financial Times	31,100	-5.3%	-14.3%	£16.8	52,488
Guardian	124,564	-5.2%	-11.5%	£54.8	124,564
i	208,347	-2.6%	-10.0%	£25.0	268,433
Times	314,714	-1.4%	-6.0%	£108.3	410,920
<b>TOTAL</b>	<b>5,054,567</b>	<b>-0.9%</b>	<b>-11.3%</b>	<b>£836</b>	<b>5,483,377</b>

### July Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	727,829	-0.6%	-12.5%	£164.5	727,829
Daily Record	165,801	-0.5%	-11.3%	£35.5	165,801
Daily Star	389,405	0.0%	-17.9%	£47.1	389,405
The Sun	1,786,191	1.0%	-9.1%	£267.6	1,904,032
Daily Express	450,644	0.4%	-11.4%	£77.3	450,644
Daily Mail	1,934,371	-1.0%	-6.2%	£406.2	1,999,102
Daily Telegraph	529,597	-1.1%	-8.8%	£254.2	598,155
Financial Times	68,705	-4.9%	-10.4%	£54.3	90,093
Guardian	273,701	-6.1%	-7.2%	£174.6	273,701
i	204,893	-0.6%	-3.6%	£29.5	264,979
Times	473,726	-3.4%	-1.8%	£189.3	569,932
<b>TOTAL</b>	<b>7,004,863</b>	<b>-0.7%</b>	<b>-8.8%</b>	<b>£1,700</b>	<b>7,433,673</b>

### July Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	152,890	-0.3%	-12.5%	£54.6	152,890
Sunday Mirror	520,727	-0.7%	-14.5%	£164.0	520,727
People	204,893	0.8%	-15.5%	£64.5	204,893
Daily Star Sun.	255,174	3.6%	-22.8%	£50.8	255,174
The Sun	1,189,000	-0.2%	-10.7%	£274.7	1,306,809
Sunday Express	324,448	1.1%	-11.4%	£96.2	324,448
Sunday Post	134,516	-0.4%	-10.6%	£45.2	135,054
Mail on Sunday	1,108,423	-0.3%	-8.6%	£395.7	1,171,195
Observer	178,545	-7.4%	-7.9%	£131.2	178,545
Sunday Telegraph	307,261	-1.4%	-10.1%	£139.8	341,709
Sunday Times	644,028	-3.7%	-4.1%	£338.1	737,029
<b>TOTAL</b>	<b>5,019,905</b>	<b>-0.8%</b>	<b>-10.8%</b>	<b>£1,755</b>	<b>5,328,473</b>

<sup>1</sup> Core sales are newtrade sales and pre-paid subscriptions in the UK and Ireland; <sup>2</sup> ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; <sup>3</sup> Total sales includes bulk sales

# PRODUCT TRENDS

## Fans' fury as 'Walnut' Whip hits shelves

Retailers have questioned Nestlé's decision to remove the nut from its new range of Walnut Whip.

Terry Caton, of Londis in Chesterfield, told RN a sales decline is expected. He said: "Customers are complaining already."

"We sell what the customers want and we will see a downward turn in sales on the product."

Julian Hull, of Nisa Local in Essex, added: "It's a bit stupid really. Why mess with something that works?"

The nut-less chocolate was released in vanilla and caramel flavours this week, with a mint version to be introduced next month.

It is the first time the 107-year-old brand has been available without the nut. The original Walnut Whip is still available.

## Festive 20% for biscuits

Independent retailers must begin their seasonal biscuit promotions 12 weeks early to make the most of the Christmas season, according to Pladis.

The McVitie's parent company has described the category as a "vital area" for retailers to tap into this Christmas, advising stores to dedicate at least 20% of floor space to biscuits and ensure they are highly visible at the front of the shop.

Anish Parekh, of Londis Broadoak, in Greater Manchester, told RN he usually experiences a growth in sharing and Christmas-themed biscuits such as Fox's tins.

"Sales go up and, if you can represent good value, people will come back to you," he said.



**22m**  
Online searches made in 2016 by people wanting to create their own cocktails at home

## Yule be in line for £2,500 with Christmas spirits

by Alex Yau

alex.yau@newtrade.co.uk

Retailers who ignore premium spirits in the run-up to Christmas could be missing out on more than £2,500 in additional revenue, Pernod Ricard told RN.

The Absolut Vodka and Jameson Irish Whiskey parent group made the claim last week as it launched two brand campaigns. The first, 'Mix with the good stuff', encourages customers to create cocktails at home, a trend which Pernod Ricard claims received 22 million online searches last year.

Meanwhile, 'Expertly selected whiskies' promotes

the Glenlivet Founders Reserve, Chivas Regal 12 YO, Scapa Skiren, Aberlour 12 YO and Ballantine's Finest whisky brands with in-store PoS material.

Research carried out by Pernod Ricard during the eight weeks leading up to Christmas identified whisky sales offered an average of £2,594 in additional revenue for c-store retailers.

Pernod Ricard channel director James Middleton said: "Our message is simple: ignore premium this Christmas and you will miss out."

"Malt whisky experienced a strong uplift of 90% last year, however, only 51%

of shoppers have a brand in mind when they enter a store. So, we've created 'Expertly selected whiskies' to help them navigate between brands and pick the right whisky for the right occasion or recipient."

Mr Middleton advised retailers to start promoting early and place premium spirits on the shop floor.

He told RN: "Independents should move their premium spirits from behind the counter where there's less visibility and onto the shop floor."

"There are plenty of cross-selling opportunities by merchandising premium spirits with soft drinks and

ice to increase basket size."

Vicky Singh, of Londis in Mitcham, south London, told RN his own store sees an uplift in premium spirit sales when he increases promotions from September.

"I usually start making customers more aware of premium spirits three months before Christmas," he said.

"We make £40,000 on average every month or two from the category during Christmas. Other months it's £10,000."

"Soft drink sales also increase during that period from an average turnover of £1,000 per month to £2,000."

## Crisp lovers lose appetite for grab bags

Retailers are focusing their efforts on the promotion of 50p single-serve crisp packets following a declining appetite for 80p "grab bags".

Adrian Rodda, of AR News in Harrogate, has increased promotion of the single-serve category in reaction to the trend. Single-

serve packets have been positioned at the front of store and next to the till. He told RN: "I've definitely seen a rise in single-serve packets and a decline in 80p grab bags."

"I sell 10 outers of the single-serves each week while only two cases of grab bags are sold weekly. Customers

don't see value in grab bags because there's either too much for one person or too little to share."

Jimmy Patel, of Premier in Northampton, told RN he has placed focus on sharing packs because they offer better value.

"There's been an upsurge in sales of sharing bags and

we've been pushing them through the regular promotions from our suppliers," he said. "The big bags are on for £1 and they offer good value."

"I don't keep the 80p grab bags because people either want a small serving or want to share. The grab bags aren't as good value."

# BRAND SNAPSHOT



### Nuttier than ever

A £6m TV campaign has been kicked off by Kellogg's to promote the revamped Crunchy Nut range - which has 25% increased nut content.



### A batter kind of Oreo

Mondelez has launched Oreo Choc'O Brownie range, a biscuit with a chocolate and brownie batter centre. It is supported by a £2.5m ad campaign.



### Dolmio goes West

Dolmio's latest TV ads feature actor Dominic West. The ads will promote Dolmio's new No Added Sugar Pasta Sauces and Chicken Tray Bake sauce.



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# BRAND SNAPSHOT



### Melt in the mouth

Mondelez has launched Cadbury Crunchy Melts cookies in 156g multipacks in Chocolate Centre, Double Indulgence and Soft Cookie Centre.



### Silver screen Yazoo

Yazoo has teamed up with Picture House cinemas to promote its No Added Sugar range as part of a £600,000 marketing campaign.



### Cash Boost

From September, Boost is encouraging customers to buy 500ml bottles with an on-pack promotion with 1,000 prizes of a £2,500 Virgin gift card.



### Oetker goes bananas

Dr. Oetker has added a Banana and Choc Chip flavour to its Pud in a Mug range, targeted at customers with busy lifestyles.



### Wine and a movie

Casillero del Diablo and movie chain Luna Cinema have teamed up to offer wines at 150 screens across 56 locations from next month.



### Vodka at a premium

Diageo Reserve has launched Ciroc French Vanilla. The ultra-premium vodka market saw 128% volume growth between 2014 and 2016.



### Four from No & More

Nuva's No & More sugar-free flavoured water comes in Cucumber & Mint, Watermelon & Melon, Raspberry & Blueberry, and Tangerine & Mango.



### A brace of Juiceburst

Purity Soft Drinks is launching two Juiceburst flavours next month. Both Sour Cherry, and Strawberry & Apple options are available in 330ml bottles.



### Keen as mustard

Kraft Heinz has become the official mustard sponsor of the National Football League backed by a £400,000 social media campaign.

# COLUMNIST



**Neville Rhodes**

## Retailer rip-off cannot continue

**Retailers are paying an average 4p more in carriage charges per newspaper copy sold than they did 15 years ago. Surely it's time to tackle the newstrade monopoly, writes Neville Rhodes**



**A**mid all the mainstream media furore over caps on energy prices, 'shrinkflation' and rip-off Britain, one small sector of the UK economy has so far escaped scrutiny: newspaper and magazine distribution.

With their newspaper monopolies authorised by the Office of Fair Trading, the former competition watchdog, and with no regulator to answer to, the news wholesalers don't have to bother about being fair to their retailer customers.

So are independent news retailers being ripped off? Readers can

judge for themselves.

Since 2002, when both wholesalers introduced national templates for their carriage charges, Smiths News's charges for average sales of national newspapers have increased by 67%, and Menzies Distribution's charges have gone up by 79%.

Over the same 15-year period, average earnings for service sector workers have increased by 50%, while the cost of diesel fuel has risen by 53%.

In a stable market, carriage charge increases averaging 3% or 4% a year would have been manageable for most retailers, but



**If the CMA won't get involved, the publishers should**

in a steeply declining market they have sucked far too much profit out of the news category.

Back in 2002, when national newspaper sales totalled more than 90 million copies a week, the carriage charge for a retailer with average sales worked out at less than 1.5p per copy sold.

Today, with sales of national newspapers down to 37 million copies a week, the corresponding figure, averaged between the two wholesalers, is more than 5.5p per copy sold.

That's right: more than 5.5p per copy sold, and if that doesn't shock the publishers, nothing will.

Behind this figure is a story of missed opportunities to reform the final leg of the distribution system. The newspaper publishers have cut their costs by sharing presses and trunks, and the wholesalers have made huge savings by closing branches, but

nothing, absolutely nothing, has been done to help retailers. Indeed, it's arguable that some of the publishers' and wholesalers' cost-saving measures have made matters worse for retailers.

Even allowing for the fact that time-sensitive deliveries of daily newspapers are critical, why, given that volumes are less than half what they were in 2002, have there been no savings in transport and labour costs to pass on to retailers?

If the answer is that delivery vans now have to travel further to shops because of depot closures, why should retailers bear any of those additional costs when all the savings from the closures have accrued to the wholesalers?

I think it's time the Competition and Markets Authority (CMA) looked at these questions and decided whether, in the matter of carriage charges, the news wholesalers have abused their monopoly powers.

If the CMA won't get involved, the publishers should. They were told on several occasions by the OFT they should use their influence with the wholesalers to keep carriage charges at a reasonable level, and the 5.5p per copy sold the average retailer pays to stock their titles shows they have neglected that responsibility.

Rip-off Britain arrives every morning with their papers.

### ★ What's the future for symbols?

**+** **Symbol groups** have worked wonders for thousands of independent retailers, providing them with technical advice on shop fitting and store layout, finance, participation in structured promotions, range selection, own-label products, brand identity and more. Over the years, I've seen or read about hundreds of shops that have been transformed by "going with a symbol", or in some cases switching from one to another. But the uncertainty within the industry created by the proposed Tesco-Booker merger has raised questions for me about the future of some symbol groups. Can they continue to operate as their members expect if their sponsor or supplier links up with a more powerful retailer? Or will they gradually be turned into franchisees, causing the group to fragment? And if two or more groups find themselves with the same supplier, will each of them be able to maintain their separate identities and trading ethos? Non-affiliated independents and local buying groups need to keep an eye on what's happening, too. They need strong wholesalers to provide a competitive market and, crucially, a level playing field for their customers.

*Neville Rhodes is a freelance journalist and former retailer*

# WHAT'S NEW



## Zest & Zing

Zest & Zing specialises in premium-quality herbs, spices, sea salts and blends. Company boss Taha Fezzani was inspired by the food he tasted on holidays to his aunt's home in Libya.

**RRP** £5 (Pink Himalayan Sea Salt jar)

**Contact** wholesale@zestanding.co.uk



## Teatime

Teatime is a London-based artisan tea company with blends made from whole flower buds and tea leaves. All blends are perfume-free, chemical-free and caffeine-free.

**RRP** £10

**Contact** hello@myteatime.co.uk



## Cawston Press

Cawston Press has teamed up with The Very Hungry Caterpillar to promote its fruit water. Made from 50% pressed juice, water is added to create a lighter, more refreshing drink.

**RRP** £1.89

**Contact** info@cawstonpress.com



## The Food Doctor

The Food Doctor has introduced a range of four new goodness bars. The 40g bars are available in Apple & Walnut, Apricot & Almond, Pine-apple & Banana and Fig & Mango flavours.

**RRP** £1.20

**Contact** hello@thefooddoctor.com



## Spice Kitchen

Spice Kitchen is a family-run artisanal spice and tea company run by mother and son Sanjay and Shashi Aggarwal. They are launching several new spice sets, including a new chilli set.

**RRP** £24.95

**Contact** soldwithlove@spicekitchen.co.uk



## Bite UK

Yorkshire's Bite UK has launched a new range of rice, nut and coconut baked snack clusters. The range is dairy and gluten-free, as well as being suitable for vegans.

**RRP** £1.49

**Contact** holla@ilovebit.com



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



## Pots & Co

Pots & Co, manufacturer of premium single-serve puddings packaged in reusable pots, is launching a lemon and raspberry pudding flavour to add to its award-winning range.

**RRP** £2  
**Contact** enquiries@potsandco.com



## Slabs

Gourmet crisp brand Slabs is made from slices of potato four times thicker than the average crisp. The packaging features a window to show Slabs don't break up in the bag.

**RRP** £1 (40g bag)  
**Contact** telesales@slabscrisps.com

## FOCUS

# Protein products

With protein one of the biggest trends of 2017, RN has searched out three more products to add to your range to help you keep cashing in



## Protein Ball Co

Hand-rolled in Worthing, West Sussex, these easy-to-eat protein balls are made with a select few ingredients. Flavours include cherry and almond, peanut butter and coconut and macadamia.

**RRP** £1.99  
**Contact** info@theproteinballco.com



## Bounce Energy Balls

Bounce's bites are a healthy on-the-go snack alternative. The Coconut & Cranberry, Sweet & Salty Almond and Cocoa Orange flavours come in resealable bags.

**RRP** £2.99 (90g bag)  
**Contact** becca@bouncefoods.com



## UFIT

UFIT drinks are packed with 22g of protein with added fibre, vitamins and minerals. Coming in strawberry or chocolate flavours, they are designed to support the demands of an active lifestyle.

**RRP** £2 (310ml)  
**Contact** sales@lackafoods.com

## Raaj Chandarana

Tara's News, High Wycombe, Buckinghamshire

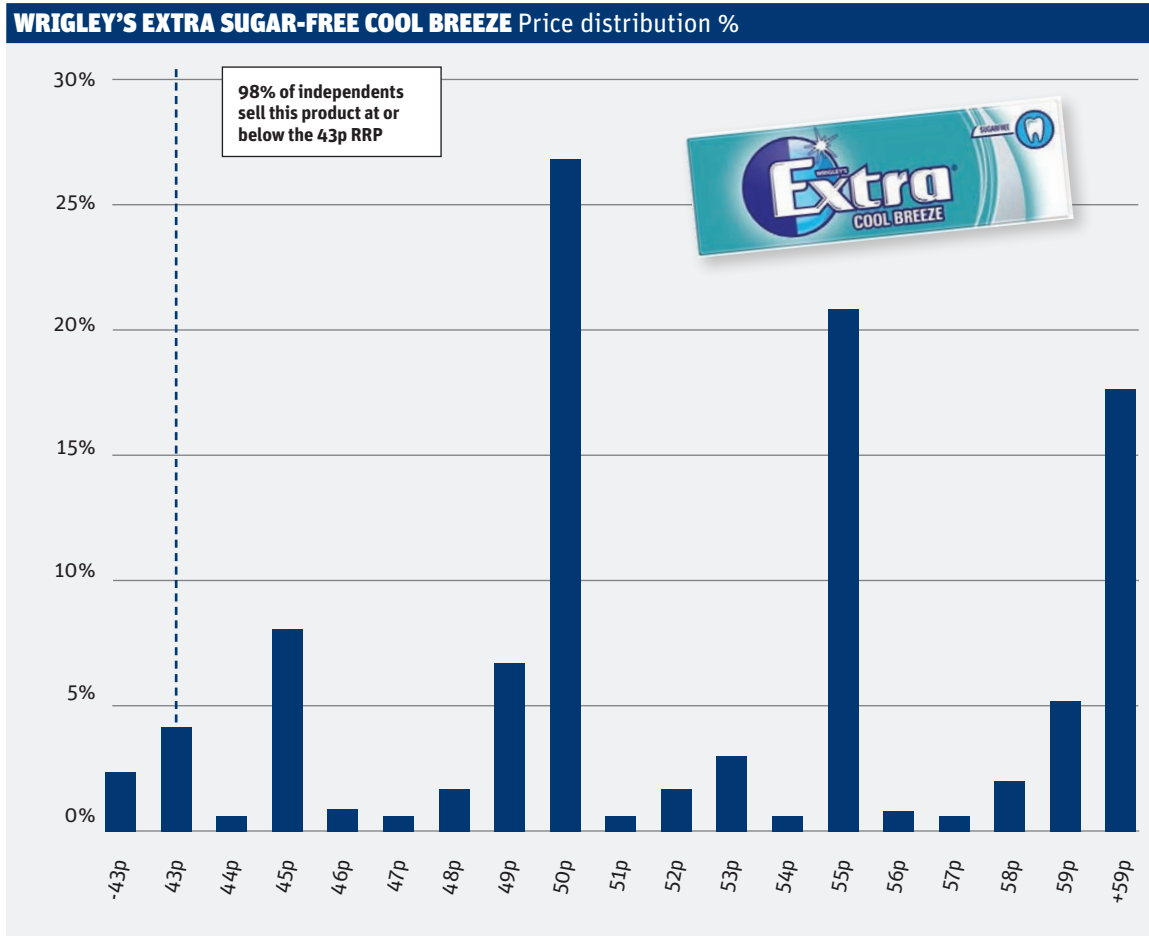
Protein brands like Grenade are doing well. People will buy the shakes and the bars in bulk on the way back from the gym. Pretty much anything with protein on it is doing well, so in our refit we'll be incorporating more products into our new wellness section.



# PRICEWATCH

## Profit checker Chewing gum

## Price checker



PRODUCT
Wrigley's Extra Peppermint 10s
Wrigley's Extra Spearmint 10s
Wrigley's Extra White Bubblemint 10s
Wrigley's Extra Cool Breeze 10s
Wrigley's Airwaves Menthol & Eucalyptus 10s
Wrigley's Extra Ice White 10s
Wrigley's Extra Ice Peppermint 10s
Wrigley's Extra Strawberry 10s
Wrigley's Extra Ice Spearmint 10s
Wrigley's Extra Peppermint bottle 46s
Wrigley's Airwaves Cherry Menthol 10s
Wrigley's Winterfresh 10s

## Analysis

Chewing gum is dominated by Wrigley's and this strong brand recognition combines with a non-price-sensitive category and a total lack of pricemarking to give retailers a significant amount of freedom when settling on

a pricing strategy. As our analysis of Wrigley's Cool Breeze shows, just 4% of retailers price at its RRP of 43p. A massive 94% price above, with a quarter settling on 50p, a fifth on 55p, and 10% going as high as 60p.

Robert Kirkwood summarises the almost universal explanation for prices in this impulse-driven sector: "Unlike most products, a lot of people don't have a sense of what chewing gum should cost," he says.

## How we drive our profit

### John Parkinson

**STORE** Broadway Premier  
**LOCATION** Penrhyn Bay, Llandudno  
**SIZE** 800sq ft  
**TYPE** town centre

**TOP TIP**

Availability is key and you need to have it on every product – gum sits in a prominent position, so make sure there are no gaps



**Chewing gum** is a consistent seller in our store. It has a small footprint, and doesn't take up a great deal of space on my counter, but it plays an important role as a genuine footfall driver – I find it's something people come in specifically to pick up. The margins on it are relatively high too: most of the gum we stock is Wrigley's and they bring in margins of about 30% across the range. It's nearly all sugar-free these days. Doublemint is becoming more popular, and the boxes and tubs sell more than they used to too.

### Steve Haines

**STORE** Mace Coltishall  
**LOCATION** Coltishall, Norwich  
**SIZE** 900sq ft  
**TYPE** residential

**TOP TIP**

Keep gum clearly presented on the counter. A lot of sales are impulse and if you don't, people will buy much less frequently



**Chewing gum** is an important impulse purchase, so sales tick over nicely. People mainly pick it up while they're buying other products. Our bestsellers are Wrigley's Extra Peppermint and Airwaves. I'd be interested to know how the drop in the cigarette market has affected sales of gum: on the one hand, people might take up chewing it as a substitute, but on the other, some people bought it to have after a cigarette, so I'm not sure what impact it's had overall. Recently, if I had to say, I suspect sales have gone down a bit in my store, albeit not by a great margin.

**Toby Hill**  
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Data supplied by



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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 STORE AND POST OFFICE IN ESSEX VILLAGE	RETAILER 2 C-STORE IN SOUTH WALES VILLAGE	RETAILER 3 SMALL C-STORE ON EAST LONDON HIGH STREET	RETAILER 4 C-STORE IN MODERN INNER MANCHESTER SUBURB	RETAILER 5 NEWSAGENT IN CENTRAL OXFORD	RETAILER 6 NEWSAGENT AND POST OFFICE IN CENTRAL EDINBURGH
53p	43p	49p	55p	55p	50p	50p	65p
53p	43p	49p	55p	55p	50p	50p	65p
55p	49p	49p	55p	60p	60p	60p	65p
53p	43p	49p	55p	55p	50p	50p	65p
56p	49p	-	55p	60p	60p	60p	70p
56p	49p	49p	55p	60p	60p	-	-
55p	49p	-	55p	-	60p	60p	65p
53p	43p	49p	55p	55p	50p	50p	65p
55p	49p	49p	55p	60p	60p	-	65p
£1.99	£2.00	£2.00	-	£2.00	-	£2.00	-
56p	49p	-	55p	60p	60p	60p	70p
56p	-	49p	55p	60p	60p	-	65p

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Ferhan Ashiq

Day-Today Ashiqs, Prestonpans, East Lothian



Black-eyed pudding – £1.45 to £1.99 for two pieces



#### Where did you discover it?

I started sourcing local meat from a butcher called Quality Choice, in nearby Musselburgh, about two or three years ago. I heard about it because there's a Day-Today store in a neighbouring town that I have a good relationship with, and the owner recommended them to me. In fact, he became an intermediary between myself and the butcher.

#### Who buys it?

Anyone in the local population might buy it, there's no lower or upper end. People with less money might not buy locally-sourced pork or beef sausages, because they're too pricey. But black-eyed pudding isn't something you can get as part of an economy breakfast pack from a mainstream supermarket, so people are willing pay a bit more.

#### Why is it so popular?

I'll go through seven or eight packs a week, with people mainly buying it on weekends – it's something they'll have with their Sunday fry-up. They recognise the label from other shops, and it's something they can't easily find elsewhere. It also helps that one of the people who works at the butchers lives just around the corner from my store, so if people ask where it comes from I can tell them it comes from where he works. It adds to the sense it's a local product.

## Jack Matthews

**STORE** Bradley's Supermarket  
**LOCATION** Quorn, Leicestershire  
**SIZE** 2,600sq ft  
**TYPE** neighbourhood

#### TOP TIP

Stock the whole range: Hubba Bubba for younger people, spearmint and peppermint for older people, and a variety of sizes



**This is a purely** impulse category: chewing gum is sited at the counter in my shop and customers just grab it, they don't even make eye contact with the stand. We price above RRP and sell a lot of the Wrigley's sticks at 50p a piece as we're a convenience store and are popular with people passing by or on their lunchtime breaks. But sales of the tubs have definitely grown for us too, in terms of mint and chewing gum – we've got the car-holder clips on them at the minute and people like that, they're selling really well.

## Robert Kirkwood

**STORE** The Corner Shop Convenience Store  
**LOCATION** Crossgates  
**SIZE** 470sq ft  
**TYPE** village

#### TOP TIP

People don't come in looking for gum, it's all about impulse purchases, so have it right in front of their eyes on the counter



**I've got one** of the smaller counter units for chewing gum which only holds 12 different products. That's all I have space for in my store. I sell lots of 10-piece packs of Hubba Bubba to the kids, and I sell hanging bags priced at a pound to teenagers and adults. People aren't sensitive to price in this category, they just pick it up – I've never heard anyone comment on the cost. We make an average margin of about 34%, selling at 45p or 50p for a pack, and probably go through an outer a week in total.

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JTI



## Three month follow up: Availability

In May, JTI's Kieran Marsh visited Vin Patel's Wady & Brett in Charing, Ashford, to help identify improvements to stock availability. Three months on, what action has Vin taken?

### IAA ADVICE

- 1 Analyse EPOS data to predict when certain products will be in high demand and avoid going out of stock
- 2 Create an availability target and formalise processes to check out-of-stocks
- 3 Communicate with your symbol group about availability issues to find the best way to work together

### VIN SAYS

“We are now checking our availability on a weekly basis and making sure we always know which products we are low on. We have set ourselves a target that we will never be out of stock of more than 15 products at a time. We are also using EPOS to work out the reasons why we are out of stock of product, and using the Londis website to plan ahead if they announce availability of a certain product is low.”

#### Your action plan

Visit [betterRetailing.com/AiA](http://betterRetailing.com/AiA) to find out more about Vin's visit, to develop your own action plan and see similar results in your shop

# YOUR NEWS



Ruth Davidson (centre) with Pete Cheema (right) and SGF's John Lee

## Scots' Tory leader backs deposit return scheme's opponents

Scottish Conservative party leader Ruth Davidson has thrown her weight behind retailers who are opposing the deposit return scheme. During a lively discussion of key issues impacting on the independent retail sector at the Scottish Grocers' Federation (SGF) board meeting, Miss Davidson said she saw no reason to move away from kerbside recycling. The SGF opposes the Scottish government's proposal. "I think it's an indication of a growing awareness of the importance of the convenience store sector in Scotland," said SGF head of policy and public affairs, Dr John Lee.

Dedicated area boosts sales 12% 'Stand still and you will fall behind'

## Alcohol focus brings cheer to store bosses

by Joe Cooper

RNreporter@newtrade.co.uk

Creating a dedicated beers, wines and spirits area with more chiller space has boosted a Somerset retailer's alcohol sales by 12%.

Greg Gardner and Mark Vinnicombe, of Costcutter in Taunton, have also increased chiller space for fresh food and soft drinks to keep pace with strong competition in the form of two Co-ops and a Tesco Express.

New LED lighting and ceiling tiles have also been



installed in the 1,650sq ft store to improve the visibility of products.

"The dedicated promotions section for alcohol has really helped to drive volume sales," said Mr Gardner. "We're also now stocking Southwest

Wines to support a local supplier."

The pair have invested £10,000 in a soft drinks chiller and increased their range of pre-packed poultry, meats and ready meals.

"Historically, the independent sector has not done very well on supplying meal options, but we are trying to improve so we are more than just a top-up shop," Mr Gardner added. "The key to success is to constantly evolve and keep re-investing to stay ahead of the multiples. The day you stand still is the day you fall behind."

## Retailers not on board with cut in bus ticket sales commission

Retailers in the West Midlands are facing a 40% cut on the commission they receive for selling bus tickets after National Express announced a change in the way they receive payment.

From 3 September, direct debits will be collected from stores rather than retailers taking the money to banks

themselves - but commission will be cut from 34p per ticket sold to 20p per ticket.

Arif Ahmed, of Ahmed News in Coventry, said: "They are just putting retailers out of pocket by cutting it so much."

He said he is worried he will face banking charges under the new system.

A National Express West Midlands spokeswoman said banking charges would not affect retailers who have adequate available funds in their account at the time of payment.

She said the move had been made following the closure of a large number of local banks.



**International appeal pays dividends** 'Listen to customers'

## World foods help quadruple sales

by Joe Cooper

RNreporter@newtrade.co.uk

A Welsh store's focus on international food and food to go has helped it to quadruple its turnover.

Capitalising on the large number of foreign students among Swansea University's 18,000-strong student body, the store offers everything from Korean noodles to Nepalese dessert brands and Singapore sauces to cater for those missing their home cuisines.

Prior to the opening of the Costcutter store in 2012, the main retail convenience store on campus was smaller and in a less prominent location. Recognising the importance of food to go among students, along with an increasing demand for more international cuisine and locally-sourced produce, finance and commercial manager Martin Caldwell reassessed the offer.

Annual turnover now stands at £2m, which is split between the university and the students' union.

"Margins vary on the interna-

tional products, and some are lower than our store average of 30% gross profit, but we've brought in a lot of students who otherwise might not have come and they make additional purchases," said Mr Caldwell.

Food to go at the 2,500sq ft store now accounts for 20% of sales thanks to the increased range of sandwiches and pastries, and noodles have become one of the biggest sellers across the store.

The store is undergoing a re-design to accommodate the large queues that build up in term-time, including the addition of two self-service checkouts.

"The best advice I would give to any retailer is to listen long and hard to your customers and don't take the obvious road when it comes to range selection," Mr Caldwell said. "Look at your shopper profile and really drill down so you understand their habits and lifestyles. Much of our success can be put down to responding to our shoppers' requests."

● *Freshers' Week* - p32.

## Retailer not chilled over allegedly faulty fridge

A retailer claims she has lost thousands of pounds-worth of sales as a result of a faulty fridge, which has left customers disappointed at the store's shortage of chilled goods.

Hasmita Parmar, of Radhas Newsagent in Loughborough, told RN her 2m Prestige fridge had broken down three times since she bought it in 2015, costing her around £1,000 in lost stock and sales each time. "It's taken the engineer several days to fix it every time it's broken down," said Mrs Parmar.

"The problem should have been

fixed the first time. It's not fair on my business or on my customers.

"Prestige just doesn't seem to care about the impact it's having."

A spokeswoman for Prestige Air Conditioning & Refrigeration said an engineer found the "condenser at the base of the cabinet chocked with dust and dirt" on more than one occasion which, it claims, led to the failure of a compressor.

Mrs Parmar denied these claims and said her fridge was "immaculate". She also said another fridge bought from Prestige in 2010 had been very reliable.

**NEW**



## BREAKFAST TO GO



Drive sales in breakfast, one of the fastest growing food-to-go missions!



- ✓ Case size 6
- ✓ Long shelf life (12 days)
- ✓ Heat & eat in 1 minute (baguette) and 1 minute 10 seconds (muffin)
- ✓ Merchandise in the food-to-go chiller or alongside other heat & eat products

**AVAILABLE NOW!**

Sources : Kantar Worldpanel OOH 2017 / MCA report 2017

# YOUR VIEWS

## YOUR LETTERS

### ■ We're not taking sales from HND says local paper

What has happened to the Grimsby Telegraph that it should canvas the North East Lincolnshire area offering a free paper with no delivery charge?

This is reprehensible behaviour from a local newspaper. This harms the small shops that support the local community.

Is this a ploy to appear to increase the circulation figures? Is this a last gasp panic attempt to prevent the inevitable? Only time will tell.

**John Grice**  
Quix News, Cleethorpes

**A spokesperson for Trinity Mirror said:** "The Grimsby Telegraph has been delivering a small number of copies directly, but only to people who live in areas not served by a newsagent. The paper has been in contact with newsagents, and none have reported any impact from this."

### ■ I have a solution to banding problem

I refer to the article headlined 'Banding is severing my sales' (RN,



**The Daily Telegraph gives out waterproof pop-close covers for home delivery copies, so why can't Smiths use something similar for partworks?**  
**Philip Leach**

11 August). I have written to the manager at Smiths, Newport, about this problem in the past, but it still continues.

However, this morning I have discovered what may be a solution. The Daily Telegraph gives out waterproof pop-close covers for home delivery copies, so why can't Smiths use something similar for partworks?

They are flexible, easy to fasten and re-open, they protect the part-work and could be used to return unwanted issues.

In the quantities that would be needed, production costs would surely be minimal and savings against damaged copies could well repay these costs anyway.

**Philip Leach**  
Backwell Post Office & Stores,  
Bristol

### ■ Does Smiths CEO have any shame?

Once again I have spent my evening complaining about Smiths News' poor service.

On 15 August I did not receive any copies of the Daily Express. So I put a claim in in good time and told the call centre staff that I needed the papers on time to carry out my home delivery in time, but it was a waste of time as usual.

I received them at 9.30am, which

was no good to me because I do not get paid for a re-run. I phoned the publisher and said the title will not be delivered unless Smiths News pays me, after all this pathetic wholesaler is enjoying the monopoly due to the courtesy of the publishers. It has created this monster which has become full of arrogance.

This is not the first time I have had problems with Smiths News. About a week ago I was told by the Milton Keynes depot I would have a meeting with the area manager, but no luck, I'm still waiting.

Every time I request a senior manager to call me back the answer is it will happen within 48 hours.

Do the people employed at the Milton Keynes house read and write the British national language? If the answer is yes, why are there so many packing errors?

Finally, I ask the same question to the CEO, do you have any shame that your company charges top delivery charges for pathetic service?

Is there any chance any of your senior managers or yourself could reply in writing. It's not too much to ask is it?

**Vijay Patel**  
Higham News,  
Higham Ferrers

**Smiths News had not responded to a request for a comment by the time RN went to print.**

## YOUR SAY Do you think HMRC's plans to make it easier for businesses to appeal their rates are a good idea?



### **Kamal Thaker**

Stop Shop News, Middlesex  
Yes, I have appealed mine and it's definitely complicated. I have been warned it will be a very long process. It's already a complicated system considering it's an extra charge for so many things, for example if you have air conditioning you have to pay extra. A lot of retailers feel intimidated about appealing because they know it's a difficult process. That also makes it easy for "cowboy" companies to say they will help them appeal.

### **Pradip Amin**

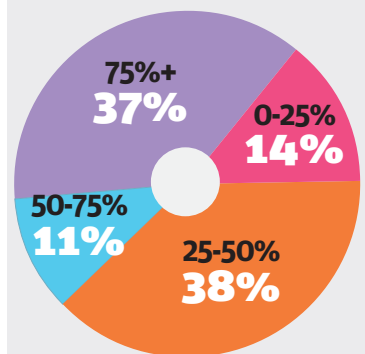
Birds Newsmarket, Portsmouth  
It is a very complicated appeal system. I normally receive relief automatically from the council, but this year it didn't come through so I looked on the

website and it's very hard to find. It should be made easier because it's a problem for a lot of retailers. Luckily, in Portsmouth we do receive relief from the council, although this year we had to call up to request it whereas it usually comes through automatically.

### **Val Chung**

Broomes, Buckhurst Hill, Essex  
It definitely needs to be easier to appeal. Our rates haven't gone up this year but they are already very high. They went up years ago because, historically, this was a good shopping area and the rents are high, but they don't take into account the fact we are now opposite a Waitrose and newspaper sales are down so we aren't making what we were. At the moment it feels like it's 'like it or lump it'.

## RN READER POLL



**What percentage of your transactions are cash payments?**

### NEXT WEEK'S QUESTION

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



**Vote now at**  
[betterRetailing.com](http://betterRetailing.com)

## ATM FEES TOOK ME BY SURPRISE

I would like to share this story with other retailers.

I signed the contract for a PayPoint terminal and ATM but my customers didn't use the ATM due to the surcharges. PayPoint didn't offer any help or support and didn't send any letters about ATM charges.

PayPoint charged £85 on a weekly basis and £66 monthly but I didn't check the invoice online, which was my huge mistake. I sent more than 25 emails and six letters about the unused ATM but didn't receive one reply from PayPoint.

Share this with other retailers and save them from unfair charges please.

**Muhunthiny Sivasothy,**  
Lanhydrock Stores,  
Plymouth

**A spokeswoman for PayPoint said:** "The costs in question relate to charges incurred due to Mr Sivasothy not fulfilling the basic requirements of the agreed ATM contract."



*We have been in contact with Mr Sivasothy over the past few months and agreed to remove the ATM without charge. The vast majority of our retailers ensure that their ATM is available to serve their customers and 80% of our network would recommend a PayPoint ATM and its benefits. We work closely with retailers to ensure PayPoint services are*

*supporting the growth of their business and helping them deliver great customer service. We don't believe in forcing retailers into partnerships that do not work for their business."*

**100 YEARS AGO**

25 August 1917

The rapid growth of the Public Health Service even amid the war had created demand for the latest medical innovations. So, Cassell provided an enlarged edition of Hygiene and Public Health.

## VIEW FROM THE COUNTER with Mike Brown



The peak holiday season of the first two weeks in August is known locally as 'shut down fortnight' - a legacy of when the steel industry on Teesside was the dominant employer. This period signals only one thing for HND newsagents - no paperboys or girls to carry out deliveries, as they are all on holiday.

This year has been particularly bad, so much so that we had to cancel our family holiday to cover the HND rounds. With Leeds music festival - a very popular event with Stokesley youngsters - taking place at the end of the month there will be no respite on the HND front until the new school year starts in September.

I was opening the shop at 4.30am the other day when a police car drew up. The officer informed me my van had been involved in an accident. Puzzled, because I had parked it in the square next to the shop as usual overnight, we went to have

a look. One side of the van was badly damaged where a suspicious vehicle the police were following had smashed into it. The subsequent hassle of the insurance claim has been a nightmare. Roll on the day when Retail Mutual extends its offer to motor cover.

On Sunday 13 August, I took my cricket-mad family to a T20 Blast at Durham County Cricket Club for a match between Durham Jets and Birmingham Bears (Warwickshire). Unfortunately the home side lost, but the weather was good and we all enjoyed a cricket tea.

The event was organised by the Northern district's social committee and judging by the large number of newsagents and their families who were there, it was a big success.



## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Have identified 24 metres+ of shelving that could be better used. But what new products will we soon introduce?

**Chard Newsagent**  
**@Chard\_News**

Top Quality Premier County Meats at Malcolm's Nisa

**Paul Cheema**  
**@MalcolmsCov**

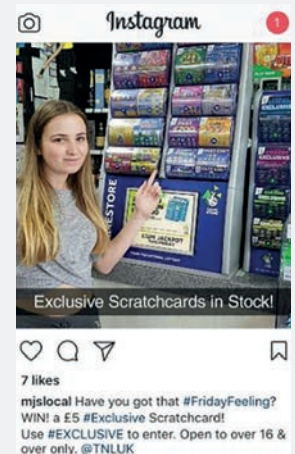


It's the full 'works' ready for Christmas in Ballymena

**Eugene Diamond**  
**@EDiamond136**

@MJSLocal love the work on Instagram. Great customer interaction and the new kit looks #AllStars

**Greg Deacon**  
**@gregdeacon**



# SNACKS



Raaj Chandarana is trialling Goodness Knows as an alternative snack

## New opportunity

Hundreds of new products launch each year, but just a handful become long-term core sellers. As Mars introduces a new snack brand, the team behind Goodness Knows explain how you can turn a major launch into bestseller in six easy steps. **Chris Rolfe** reports



Mars advises retailers to site Goodness Knows with other cereal bars or with other wholesome snacks

### 1 Understand the shopper trends behind the launch

“The way consumers snack is changing,” says Katie Griffiths, Goodness Knows customer marketing manager. “Snacking has doubled in the past five years and 84% of consumers are working to eat better while snacking, predominantly through choosing better ingredients, so sales of wholesome cereal bars are growing by 9%.”

The launch of Goodness Knows, adds brand director Rebecca Shephard-Walwyn, is based on a belief that growing demand for “alternative” snacks is a long-term trend.

“We don’t launch new brands very often. When we do it’s because we believe there is a customer and category benefit.

Primarily, people are looking for something that tastes great and are interested in the ingredients used, so that’s at the heart of this launch,” she says.

### 2 Get to know the new product

Rebecca Shephard-Walwyn says understanding a new product will help retailers promote it to customers.

There are four features of Goodness Knows, she says, which will make it stand out. Bars are divided into four squares to allow snacking throughout the day, and are made from quality ingredients, with no artificial colours, flavours and preservatives. They also contain just 160 calories, and 10% of Mars’ profits from





Goodness Knows will aim to tap into a 9% growth in sales of wholesome cereal bars

PoS will help stores link-sell Goodness Knows with other products

sales of the brand will be donated to the Goodness Knows Fund – set up with grants administrator the UK Community Foundation – to provide funds to small local charities.

### 3 Take advantage of advertising

Mars has taken the unusual step of investing £4.6m in ads for Goodness Knows (the average media spend for a brand was £130,000 last year), so customers will be well aware of the launch.

TV and video ads and posters will centre on product quality and the fact 10% of profits will go to charity.

“We want people to go in-store looking for Goodness Knows. We will drive that via advertising to support retailers rather than just hoping people find it,” says Ms Shephard-Walwyn.

### 4 Place launches where target customers will buy them

Mars describes Goodness Knows as a “lifestyle snack”, begging the question where retailers should put it in-store.

“We’ve been seeking advice from Raaj Chandarana, who sees it as an alternative to core snacking or confectionery,” says Katie Griffiths. “He suggests putting it in a high footfall area near the front of the store. You could also put it by a coffee machine and offer a linked deal.”

Mars reps will help retailers display Goodness Knows, understanding there is no one-size-fits-all approach in an emerging category.

“If there is a lifestyle area in store, that’s where you want to put this product – with other wholesome cereal bars, rice cakes, trail bars, popcorn. However, if retailers only have a few general cereal bars, we would recommend they put Goodness Knows in the confectionery area next to chocolate bars instead,” she adds.

### 5 Shout about your new products

In-store PoS is proven to drive sales, so Mars reps have been equipped with shelf strips, wobblers and stickers to shout up the new brand. Mars has also equipped retailers with counter-top, hookover news and small free-standing display to advertise Goodness Knows in store and the

donations it will make to charity.

But here, Mars is also entering into new territory.

“Millennials are one group who snack significantly and we recognise they have a big presence on social media,” says Katie Griffiths. “We’ve equipped our reps with Facebook posts that they can share with retailers. We’ve also created a digital promotional toolkit with things like website banners which we’re sharing directly with our customers.”

### 6 Understand how a new product fits within your whole store

Product launches create new sales opportunities, but will alternatives to traditional confectionery and snacks damage sales of existing categories? Mars believes not.

“The biggest thing people are looking for is choice. This is an emerging category which is growing because more products are launching and it is rising up alongside confectionery and other core snacks,” says Katie Griffiths. “There is some switching between core categories, but equally there are new people looking to eat these types of products who may not have bought snacks before.”

### Retailer viewpoint

#### Raaj Chandarana

Tara's News,  
High Wycombe,  
Buckinghamshire



“Mars supplied us with PoS last week and the bars are already selling well. We’ve sold out of the Cranberry & Almond flavour already.”

“We’ve dual-sited them and they’ve sold best from the display with other cereal bars. I see them as alternative snacks – people know they contain sugar and calories, but if they want a healthier snack, this is an option.”

“Customers say they like the fact the bars are split into squares – one lady told me she is running a holiday club so she’s been snacking on them throughout the day.”

“When people are back from their holidays and the schools go back, that’s when I expect it to really take off.”

# E-CIGARETTES



Innovation of tank systems and e-liquids is driving growth

With non-stop innovation, legislation and an uptick in online retailers, the e-cigarette category remains full of both challenges and opportunities. **Toby Hill** investigates six of these to help you take advantage of this growing part of your store

## Navigate this growth sector and profit

### OPPORTUNITIES

**VISIBILITY** While traditional cigarette sales have been hit by stringent new regulations, e-cigarettes are benefiting. “The fact they’re still visible has a positive effect,” says Kent Nisa retailer Harry Goraya.

He has chosen a gantry-style system behind his counter, where he stocks a wide range. “Before the new rules, we only had £20 starter kits, but now we’re stocking £50, £60, £70 kits,” he says. “We’ve seen a boost in sales in the past six months.”

E-cigarette manufacturers Blu and JTI both advise retailers to use

PoS around the store to highlight their ranges and new products.

**INNOVATION** As a new technology, it is not surprising tobacco alternatives are evolving rapidly. In his central London store, Nainesh Shah is trialling heat-not-burn product IQOS from Philip Morris. “We’re selling starter packs on promotion for £60 and we’ve had Marlboro reps in-store for the past few weeks. It’s captivated people,” he says.

Continuing trends towards tank-based systems and e-liquid refills mean the tank market has grown by 106% in the past year, and e-liquid value sales are up 35% year on year.



**Know your range, understand the basics of the devices you stock and who they are aimed at**

“With increased versatility in offering customers a range of e-liquid flavours and strengths, we expect tank systems to continue their growth throughout 2017,” says Mike Bottom, emerging products manager at JTI.

**A RANGE TO SUIT ALL SMOKERS** At the start of August, Ferhan Ashiq, owner of a Day-Today store in East Lothian, installed a large e-cigarette unit, to display a range of e-cigarettes to suit all tastes.

“Premium products like Nasty Juice for £4.99 and Psycho Juice for £9.99 appeal to younger clientele, with 40% margins for me,” he says. “I’m also trialling a novelty range of ‘Trump’-themed e-liquids, with names like ‘Make America Grape Again’ and ‘Banana Republik’. My best-selling budget product is Liqua-Lites, which is popular with older people.”

Big brands are also establishing loyal followings, leading Blu and JTI to advise retailers to maintain good availability of products shoppers now expect to find in-store.



## CHALLENGES

**HEALTH CONCERNS** With new regulations stipulating e-cigarette products must have health warnings covering 30% of the front and back of packs, retailers say some customers are concerned about health issues. “They worry about the chemicals,” says Nainesh Shah. “Older customers worry the same thing that happened with cigarettes might happen again – we suddenly

find out they’re bad for us.”

The challenge for retailers is how to respond. Nainesh tells customers the biggest factor with cigarettes is the tar content, but e-cigarettes contain none. Jennifer Roberts, VP customer marketing at Blu UK, suggests telling customers that Public Health England has said e-cigarettes are 95% less harmful than smoking tobacco.

**NON-COMPLIANT STOCK** With more e-cigarette regulations a possibility in future, retailers are understandably concerned about getting caught out. Ferhan Ashiq says the latest law change left him with unsold uncompliant stock, and this problem was evident in overall sales statistics, too. “Value growth slowed in the first half of 2017, leading to contraction in the market, as a result of suppliers and retailers selling off non-compliant stock at a heavily discounted rate,” says Jennifer Roberts. But she says retailers have little to worry about now the new law has been introduced. “Now legislation

is in place, value sales have started to stabilise and sales in the latest 12 weeks were marginally up versus the previous quarter.”

**KNOWLEDGE AND CUSTOMER SUPPORT** E-cigarettes remain something of a specialist area, and Blu says staff knowledge is a big challenge. “Our advice is to know your range, understand the basics of the devices you stock and who they are aimed at,” says Jennifer Roberts.

Ferhan Ashiq adds: “Consumers need to be confident they can go to you for advice. Luckily, I’ve got the right people around to help me. United Wholesale have a dedicated e-cigarette rep. I’ve also got a vaper among my staff who knows everything about it.”

The interaction independents have with customers gives them an advantage over other retailers, says Jennifer Roberts: “Research has identified that for new vapers, the convenience channel is their first port of call, over the supermarkets.” ●



# UK'S #1 VAPING KIT\*



**MAXIMISE YOUR E-CIGARETTE SALES AND STOCK UP TODAY!**

Contact your Imperial Representative or visit [blu.com](http://blu.com) for more information.

\*Nielsen Scantrack on the total coverage of past 52 weeks ending 25-03-2017

blu® e-cigarettes © 2017 Fontem. 18+ only. This product contains nicotine which is a highly addictive substance. Not a smoking cessation product.

# FRESHERS' WEEK

## Cater to their every need

The influx of new students every September offers a massive potential market for stores near universities. But how can retailers put together a prospectus of products and promotions to attract these newcomers? **Toby Hill** investigates some key shopping missions to find out

### STUDENT SHOPPING MISSION

#### International food

Increasingly, UK universities are admitting a high number of students from overseas, providing an opportunity for innovative retailers to adapt their ranges to suit their tastes.

##### WHAT WE DO

"We have 1,100 resident Chinese students," says Jon Greenwood, who oversees three Nisa stores on York University campus. "We've sourced a more authentic Chinese food range than westernised brands like Blue Dragon, which is all you'll find in Tesco."

"We went to Shanghai, Hong Kong and other cities to see what people ate, then built a relationship with a Chinese wholesaler in Leeds which provides genuine products Chinese students will recognise, including 20kg bags of rice and meat, tofu and noodle products."

At Costcutter at Swansea University, Martin Caldwell stepped up his food to go offer to cater for international students.

"We've added a more extensive range of international cuisine and whole foods. International students miss foods from their native countries, so we've added Korean Noodle brands, Nepalese dessert brands and Singapore sauces. We've also added a niche food area, which includes Suma and Divine products."

"As well as the more exotic food-to-go products, we remain true to our Welsh roots and source bread, pasties, eggs, cakes and ales from small local producers."



International students appreciate fresh ingredients to cook favourite meals from home

Instant options remain firm student favourites



### STUDENT SHOPPING MISSION

#### Fresh fruit & veg

Against a common perception, not all students live on a diet of junk food. It is as important to provide fresh ingredients for students to cook with as it is to stock up on Pot Noodles.

##### WHAT WE DO

"The supermarkets on campus are mainly here for self-catering students, which is roughly 85% of our total intake," says Jon Greenwood. "We do really well on fresh fruit and veg - students don't just eat junk food. We merchandise on a double stand down the first aisle and make sure we have ingredients students are looking for, such as raw ginger and Thai chillis for Asian students."

"We've also produced menu cards with recipes showing how students can put together meals with products they can buy at our shop. We've got about a dozen which we rotate, and a lot of students pick them up - many haven't cooked before, so they appreciate a bit of guidance."

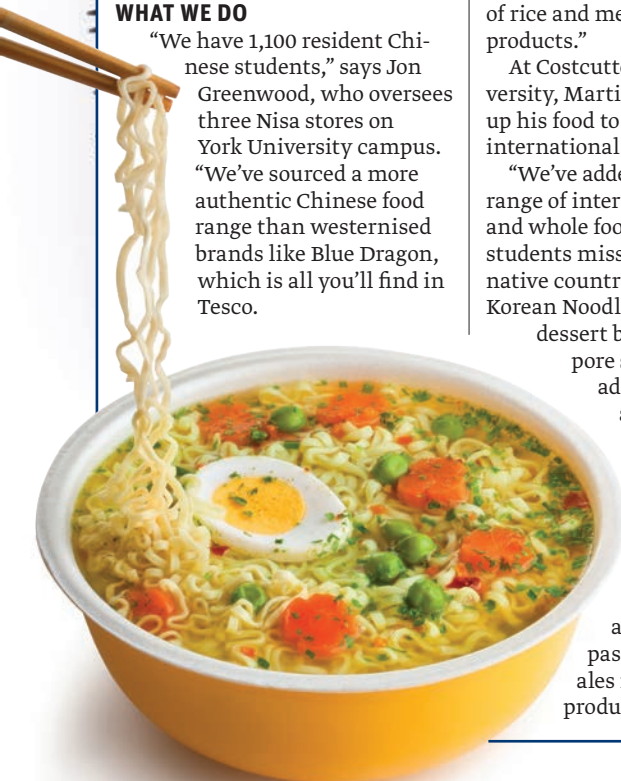
### STUDENT SHOPPING MISSION

#### Ready meals

That said, while increasingly health-conscious students will often be keen to cook meals from scratch, there is still truth in the old stereotypes that instant noodles and ready meals are student favourites.

##### WHAT WE DO

"We stock Bestway Enjoy ready meals, which we sell for between £2 and £3 and get a 20% to 30% margin," says Nimesh Patel, owner of a Best-one store situated in a residential area with lots of student housing in Preston. "They're very popular with students and definitely among the products that see an increase in sales during term time. In the store overall, I'd say we see a 20% increase in sales when the students are in town."



**SUPPLIER TIPS  
THREE IDEAS TO  
ATTRACT STUDENTS**

**SELL COCKTAIL KITS**

“Students don’t have a lot of money to go out for cocktails, so they are looking for ways to create them at home,” says Funkin’s director Andrew King. Funkin offers a three-piece mixer kit, with measurement marks and a strainer.

**DON’T FORGET SOFT DRINKS**

Increase your focus on adult soft drinks, says Amy Burgess at CCEP. “They can help retailers make the most of the growing number of young people who don’t consume alcohol. Statistics show more than a fifth of people choose not to drink alcohol at all.”

**WELCOME FRESHERS  
WITH SAMPLING**

Energy drink manufacturer Boost has created a freshers’ sampling programme, which gives welcome boxes of sugar-free energy drinks to new students.



**We do really well on fresh fruit and veg – students don’t just eat junk food**

**STUDENT SHOPPING MISSION**

**Searching for value and meal deals**

With tight budgets, much of which are likely to be spent in the bar, value is a top priority. “Students usually have limited incomes and are attracted to discounts and multibuy,” says Amy Burgess, trade communications manager at Coca-Cola European Partners.

**WHAT WE DO**

Her observations are shared by Nimesh Patel. “Multipacks are very important, on grocery, confectionery, drinks, everything,” he says. “Meal deals are also popular with students: we do a sandwich, packet of crisps and a drink for £3ish, and sales step up when students are in town.”

**STUDENT SHOPPING MISSION**

**Cocktail making**

With a multitude of online videos explaining how to master the art of mixology, cocktails are more popular than ever. And students are especially likely to want to experiment at home, according to Andrew King, director of Funkin.

**WHAT WE DO**

Natalie Lightfoot has taken advantage of this trend in her Londis in Glasgow. “We have Prosecco, vodka shots, lots of different flavours of apple sours, and I want to bring in pink gin next,” she says. “Everyone is sharing make-your-own cocktail videos on social media, and I can share those on our Facebook page to push the ingredients in my store.”

**STUDENT SHOPPING MISSION**

**Living essentials**

Even the best-planned student will forget an essential household item, and for those arriving on public transport or from overseas, demand will be even higher.

**WHAT WE DO**

“We stock rice cookers, pans, plates, knives and forks, bedding – everything students will need through the rest of the year,” says Jon Greenwood. “We also stock lab coats, goggles and things they’ll need for their studies. It’s what gives us a USP – you won’t find this in the local Tesco.

“By week five or six of the first term, most of this stock has already sold, so we focus back on groceries and the products they need all year round.”



**Swansea University’s Costcutter caters for overseas students with a wide range of international ready meals**

**STAND OUT FROM SUPERMARKETS WITH GREAT CUSTOMER SERVICE**

Attentive customer service is one of the main ways independent stores can set themselves apart from the multiples, and this is especially true during freshers’ week.

**WHAT WE DO**

“Service is really the main thing that gets students coming back,” says Nimesh Patel. “It’s also vital to keep queuing times down, so at the start of the academic year, when students are stocking up, I step up staff numbers – if we have

three customers I make sure we have two tills open.”

Jon Greenwood agrees. “Our staff talk to students, offering cooking advice and providing some welfare as well,” he says. “Around 25% of our students are from overseas so they’re learning to cook for the first time, and also buying and using products in a different language. To get our range right for them, we’ve also gone to see groups like the Chinese students’ association to find out what they would like to buy.” ●

# THIS WEEK IN MAGAZINES



## New from Panini

# COLLECTION TO INSPIRE REAL-LIFE PRINCESSES

Disney's characters provide aspiration and inspiration for their millions of fans, a market this new sticker series aims to tap in to

**THIS BRAND** new Disney Princess-themed collection focuses on the characteristics of young fans' favourite characters, with publisher Panini saying it is designed to show collectors there is no limit to what they can achieve if they put their hearts and minds to something. There are a total of 280 stickers to collect, including 60 'special' and foil effect versions. The starter pack features an album and 26 stickers to kick collections off, as well as a pull out folder for extra sticking. Starter packs are £2.99 while extra packets are 60p.



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

## Round up



**Jennifer Hardwick**  
 Magazines reporter  
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# MAGAZINE SUCCESS STORIES IN ABCs

As they only appear every six months, there is a genuine buzz of excitement about the magazine ABC figures in the RN office. While there is some evidence throughout the year of how different categories are performing, seeing the data in black and white should provide definitive answers about what to stock.

Our analysis of actual newsstand sales in last week's RN showed some really strong year-on-year rises on a number of titles, with the highest of 26.8% achieved by Immediate Media primary schoolboys' title Mega. Launched four and a half years ago, the magazine is not new, so the impressive result is evidence it is still possible for publishers to hit on and develop a winning formula that will keep delivering sales with different generations of readers.

Away from the children's sector, another well-established title, BBC Good Food Home Cooking Series, also proved a hit with readers as it reported an 18.2% year-on-year rise. When I asked about the reason behind the rise, the title's publishing director Simon Carrington told me he attributed it to "a reinvigorated editorial team which has identified the segments of the food market that have enduring appeal to everyday cooks, and then creating and presenting content in a way appeals to the broadest range of people".

Put simply, the team has had a look at how to make its magazine appeal to a wider range of people in order to boost sales, and the hard work has paid off. It's not always easy for publishers to achieve but it is possible.

If you have magazines languishing at the back of your shelves which you think have already had their sales heyday, never forget that tastes can change and publishers that are willing to change their strategy and take an honest look at their title's appeal can have unexpected success.

**Starter Pack: £2.99 RRP**  
**Sticker Packet: 60p RRP**

**ON SALE NOW!**

**BRAND NEW!**

www.paninigroup.com

© Disney

# THIS WEEK IN MAGAZINES



## Bestsellers Leisure

Title	On sale date	In stock
1 Horse & Hound	31/08	<input type="checkbox"/>
2 Cage & Aviary Birds	30/08	<input type="checkbox"/>
3 Dog World	n/a	<input type="checkbox"/>
4 Classic Tractor	29/09	<input type="checkbox"/>
5 Tractor Machinery	01/09	<input type="checkbox"/>
6 Empire	07/09	<input type="checkbox"/>
7 Railway Modeller	14/09	<input type="checkbox"/>
8 Rail	30/08	<input type="checkbox"/>
9 Steam Railway	08/09	<input type="checkbox"/>
10 The Railway Magazine	06/09	<input type="checkbox"/>
11 Hornby	14/09	<input type="checkbox"/>
12 Flypast	01/09	<input type="checkbox"/>
13 Steam World	15/09	<input type="checkbox"/>
14 Amateur Photographer	02/09	<input type="checkbox"/>
15 Heritage Railway	22/09	<input type="checkbox"/>
16 Navy News	01/09	<input type="checkbox"/>
17 Old Glory	15/09	<input type="checkbox"/>
18 Total Film	22/09	<input type="checkbox"/>
19 Our Dogs	01/09	<input type="checkbox"/>
20 Model Rail	21/09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



## TEEN BREATHE

GMC Publications is introducing a teen version of its successful Breathe magazine, offering guidance and inspiration to the younger generation. Teen Breathe covers subjects as diverse as the secret to happiness, all you need to know about social media, fun facts, healthy living tips and crafts. The first issue offers papercraft projects and a free dream journal. The launch coincides with the back-to-school season, which can be a stressful time for many teenagers.



**On sale 29 August**  
**Frequency bi-monthly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Breathe, Teen Vogue, Seventeen**



## MAKE CHRISTMAS CARDS 2017

The 2017 edition of Make Christmas Cards comes with everything needed to make festive cards and papercrafts. It includes a 250-piece collection with items such as 13 stamps, two embossing folders, and more. The magazine also includes instructions from the UK's top designers on gift-making and home décor. Publisher Immediate Media is forecasting an RSV of £60,000 for the issue.



**On sale 29 August**  
**Frequency annual**  
**Price £8.99**  
**Distributor Frontline**  
**Display with Mollie Makes, Papercraft Inspirations**



## MODERN GARDENS

This issue of Modern Gardens is designed to help readers make summer last longer, with tips on clever lighting for night time, cosy garden fireplaces and inspiration for easy outdoor living. There is also advice on how to transform dull side spaces, easy topiary trends and a guide to bold and bright dahlias to add instant colour.



**On sale 30 August**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with BBC Gardeners' World, House & Garden**



## YOURS

This issue includes a 12-page travel special featuring 75 things to do in the UK for free. Elsewhere, cover star Suranne Jones talks about the second series of Doctor Foster, the team look at the power of exercise on health and readers get tips on how to make the most of their curves with the fashion feature.



**On sale 29 August**  
**Frequency fortnightly**  
**Price £1.55**  
**Distributor Frontline**  
**Display with Women's Weekly, My Weekly**



## IN THE MOMENT

The latest issue of Immediate Media's new mindfulness magazine is packed with feel-good features on how readers can take good care of themselves. There is also an extra eight-page mini magazine included, called Take A Moment, as well as free 3D cacti paper pull-outs to make, send and display. Distributor Frontline says the £5.99 price point and growing popularity of the category will drive additional RSV for retailers.

**On sale out now**  
**Frequency 13 a year**  
**Price £5.99**  
**Distributor Frontline**  
**Display with Breathe, Relax With Art**

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

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



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

# RN

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

# THIS WEEK IN MAGAZINES



## ZOMLINGS 6

The latest edition of collectable characters Zomlings Series 6 hits shelves just in time for the start of the new school year. With 105 new characters, including 6 Ultra Rare (silver) and 3 Limited Edition (gold) Zomlings, Series 6 is supported by TV, digital and social media marketing. The range includes blind bag packs priced at 50p, Zom-Mobiles at £1.50 each and capsules containing two Zomlings for £2.50. New for this series are starter packs priced at £4.



**On sale 30 August**  
**Frequency irregular**  
**Price 50p/£2.50/£4**  
**Distributor Seymour**  
**Display with Invizimals**  
**Trading Cards, Frogs & Co**

## Industry viewpoint

### Rebecca Smith

Head of circulation,  
Panini



**A**s we move into September and the back to school period, we enter a key selling period for stickers and trading cards. Children's ability to swap and trade stickers and cards in the playground is key to sales success.

The start of the new football season kick-starts a strong three months of sales in the run-up to Christmas and, as always, Panini has a wide-ranging selection of launches.

First, and following the success of the first two collections, Panini is launching the all-new Panini FIFA 365 Adrenalyn XL Trading Card Collection for 2018, to be launched on 31 August.

Alongside great new artwork and dazzling design, the collection features special and original content including a selection of the world's best teams and clubs, including Europe, the Americas and Asia.

There are more players than ever before and dedicated information with exclusive sections and special cards to celebrate the top world stars.

There are 468 cards in the collection with lots of special, foil and transparent cards. Collectors can get their collections off to a great start with a shiny gold starter pack including a collector's album, game board, 18 trading cards and a limited edition card.

Panini's FIFA 365 Adrenalyn XL Trading cards will be backed by a heavyweight TV advertising campaign, display units in stores on request, extensive PoS and covermounts on Strike-It! magazine.

Panini's FIFA 365 Sticker Collection will then follow in mid-September with 552 stickers to collect. The collection will also be backed by a TV advertising campaign.

**Top tip**  
 Retailers should always display sticker and trading card packets prominently at the till to encourage impulse purchases.



## EMPIRE SPECIAL EDITION

Empire's latest special edition one shot is the team's "greatest ever" action movies. The list is split into seven sections, taking readers through the years and different eras. Billing itself as a celebration of cinema's "thrills, spills and spectacular gun fights", a total of 54 films are featured. Distributor Frontline says Empire one shots usually generate more than £80,000 in RSV.



**On sale out now**  
**Frequency one shot**  
**Price £6.99**  
**Distributor Frontline**  
**Display with Total Film, SFX**



## LOVE CROCHET

The new issue of Love Crochet is packed with autumnal items to make in new-season shades to get readers ready for the colder weather. Options include an autumn wreath, complete with two little hedgehogs, a quick apple cosy and directions to make cover star Ollie the owl. There is also a free pair of bamboo crochet hooks with every issue.



**On sale 29 August**  
**Frequency bi-monthly**  
**Price £5.99**  
**Distributor Frontline**  
**Display with Simply Crochet, Crochet World**



## CLOSER SPECIAL: NEW YOU

The latest instalment in Bauer's Women's Special Series is a Closer Special called New You. Content will include all the celebrity gossip readers expect from Closer as well as ideas for self-improvement, offering money-saving and lifestyle-changing tips. Included is a diet plan to drop a dress size as well as tips on how to cut out sugar.



**On sale 31 August**  
**Frequency one shot**  
**Price £1.99**  
**Distributor Frontline**  
**Display with Heat, Bella, Grazia**



## AUTOCAR

The latest issue of Autocar includes the reveal of the new Bentley Continental GT. Elsewhere, there is a celebration of 25 years of Honda Type R as the team try out the new Civic Type R and pit it against the original NSX-R to see how the range has developed. There is also the first drive of the new Lexus LC sports car.



**On sale 30 August**  
**Frequency weekly**  
**Price £3.80**  
**Distributor Frontline**  
**Display with Autotrader, Car**





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## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	24	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	86	100	8.99
Build your own R2-D2	34	100	8.99
Enhancing your mind, body, spirit	34	120	3.99
My Animal Farm	29	60	5.99
Jazz at 33 and third RPM	43	70	14.99
Simply Stylish Knitting	87	90	3.99
Star Wars Helmet Coll'n	43	60	9.99
The Beatles Vinyl Collection	14	23	9.99
Zippo Collection	52	60	19.99
<b>Eagle Moss</b>			
DC Comics Graphic Novel	53	100	9.99
Disney Animal World	79	100	5.99
Game of Thrones	39	60	8.99
Marvel Fact Files	232	250	3.99
Military Watches	92	100	9.99
My Little Pony			
Colouring Adventures	24	80	3.99
Star Trek Ships	105	130	10.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	105	120	2.99
Art of Cross Stitch	35	90	2.99
Art of Knitting	36	90	2.99
Art of Quilting	87	90	3.99
Art Therapy	128	120	2.99
Art Therapy 50 Mindful Patterns	24	80	4.99
Assassins Creed: the official collection	14	80	9.99
Dr Who Complete History	52	80	9.99
Draw The Marvel Way	44	100	4.99
Judge Dredd Mega Collection	69	80	9.99
Marvel's Mightiest Heroes	96	100	9.99
Transformers GN Collection	18	80	9.99
Warhammer	26	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	53	60	0.99
<b>Panini</b>			
F1 Collection	37	60	9.99

## Collectables

Title	Starter	Cards
<b>Panini</b>		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
Road to 2018 Fifa World Cup Russia	4.99	1.00
Road to 2018 Fifa World Cup Russia stickers	2.99	0.60
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
<b>Magic Box</b>		
Zomlings Series 5		0.50
Star Monsters		1.00

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

## Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	70p	14.98p 21.4%
Mirror (Scotland)	75p	16.05p 21.4%
Daily Record	70p	14.98p 21.4%
Daily Star	30p	7.26p 24.2%
Daily Mail	65p	14.5p 22.31%
Express	55p	13.31p 24.2%
Express (Scotland)	50p	12.10p 24.2%
Telegraph	£1.60	34.4p 21.5%
Times	£1.60	34.4p 21.5%
FT	£2.70	54p 20%
Guardian	£2	44p 22%
i	50p	12p 24%
i (N. Ireland)	50p	12.5p 25%
Racing Post	£2.30	54.0p 23.48%
Herald (Scotland)	£1.30	29.90p 23%
Scotsman	£1.60	36.0p 22.5%

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.10	22.6p 20.6%
Mirror (Scotland)	£1.10	22.6p 20.6%
Daily Record	£1	21.4p 21.4%
Daily Star	50p	12.085p 24.17%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21.44%
Express (Scotland)	80p	18p 22.5%
Telegraph	£2	48p 24%
Times	£1.70	39.95p 21.5%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	60p	14.4p 24%
i (N. Ireland)	60p	15p 25%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

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

Weight Watchers	19-20 August				
Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert	
Telegraph	1,160g	750g	155g	6	50g
Sunday Times	885g	335g	120g	5	65g
Mail on Sunday	720g	250g	50g	2	45g
Mail	700g	225g	140g	5	50g
Times	695g	415g	20g	2	15g
Guardian	625g	225g	25g	3	15g
Sunday Telegraph	575g	235g	100g	4	50g
Observer	570g	185g	10g	2	5g

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

### Insertion payment guide

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

\* By negotiation