

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 21.07.2017

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Retailers react to the first six weeks of EUTPD II

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Cigars



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Every little helps

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Shaping the future  
of independent retail  
since 1889



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school



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WELCOME

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## Editor

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There are three key parts of the supply chain that influence the products on your shelf and the trends driving shopping habits – suppliers, wholesalers and disruptive businesses that change the way the world works.

Normally, the conversations between these parties happen behind closed doors. The first you hear of market innovation is when it's at the point of hitting your shelves.

However, that changed at last week's Better Wholesaling Summit in Birmingham, which is run by RN publisher Newtrade.

Leading retail and foodservice wholesalers with £22bn of buying power were in the room alongside a senior director from Just Eat, the former head of trends at Tesco and senior representatives from Britvic, Mars and PepsiCo.

They discussed how the market is shifting, the role technology plays in this, the things we'll be eating and drinking in 2018 and how businesses can stay ahead of these trends and their competition.

As the publisher of Better Wholesaling, I chaired a panel debate that covered some pretty wacky food trends, but also the innovative products that every store must stock.

With our expertise spanning both the wholesale and retail channels, Newtrade is in a great position to listen to these exciting conversations, overlay what's happening in your stores and work out what's right for you.

You can find some of the best examples in this issue and over the coming months. Use them to inform your plans for this year and beyond so you stay a step ahead of your competition.

# BREAKING NEWS

## Relief for stores on digital tax u-turn

The government has announced it will delay the implementation of its digital tax plans by 12 months.

Following concerns raised by businesses and professional bodies about the rollout of the Making Tax Digital scheme, which would involve businesses submitting their tax returns online on a quarterly basis, the government has published a revised timetable.

Instead, it will launch a pilot by the end of the year, followed by a wider pilot in spring 2018 – allowing for testing before it is made compulsory.

Welcoming the delay, James Hardaker, manager of Farrants in Cobham, Surrey, said: "It's fantastic."

The NFRN and Association of Convenience Stores have also welcomed the move amid criticism over a lack of preparation for the scheme.

## Industry all-party study

An all-party parliamentary group which will investigate issues surrounding the news and magazine industry is set to be up-and-running within months.

Key members, including a chairman, are already in place but cannot yet be made public, said the NFRN's head of public affairs Adrian Roper.

"It will look at problems within the news industry with which we've gained a lot of traction from MPs in the past," Mr Roper added.

The APPG will be fully operating from September, starting with an AGM, after MPs return for the summer. The APPG on retail crime, chaired by Guto Bebb, MP for Aberconwy, will also be re-certified.



## Tony's sales double as bread prices drop

A Bristol retailer has doubled his bread sales after Premier lowered wholesale prices for Kingsmill 50/50, Wiseman milk and Whitworths sugar. Tony Mallaban, of Premier Avon Gold, has seen "immediate results" following the symbol group's decision. Retailers are still guaranteed a minimum 20% return. "Having these products at such great prices improves the overall perception for value available in my store," said Mr Mallaban. Premier retailers gave away free cups of tea and a slice of toast to celebrate the deal, which runs until 3 October.

**Tesco-Booker deal set for more in-depth scrutiny** 'We just don't know what will happen'

# CMA merger probe adds to retailers' uncertainty

by Helena Drakakis  
RNreporter@newtrade.co.uk

Symbol retailers have expressed uncertainty about the proposed Tesco-Booker merger as it faces an in-depth investigation by the Competition and Markets Authority (CMA), following fears that shoppers could face worse terms if it goes ahead.

The CMA announced it is extending its investigation after concerns the merger could damage competition in more than 350 areas where there is an overlap of symbol stores supplied by Booker, and

local Tesco stores.

The authority said, after the merger, there is the potential for Booker to reduce the wholesale services or terms it offers to symbol stores to drive customers to their local Tesco.

Londis retailer Martin Lightfoot, who runs Solo Convenience in Glasgow, said: "You always believe companies are going to do the right thing by you, but we just don't know what will happen."

Mr Lightfoot joined Londis just over a year ago on a five-year contract and his store competes with a

Tesco Express. "The brand we've recently adopted could be hurt by a board of people who have nothing to do with us. There's also a fear trading names will be lost in any streamlining process," he added.

Kamlesh Patel, of Londis Manor Park in London, said: "It's a real concern that two or three years down the line, they won't want to renew our contract. We are asking for guarantees but we don't have any at the moment."

Meanwhile, Steve Archer, who runs three Premier stores in Staffordshire and Cheshire, sees

little threat to his business from the proposed deal. "There's no reason to think we might not end up better off. We could have a better delivery service, banking, EPoS systems, better offers and keener pricing," he said.

Affected retailers will be sent questionnaires by the CMA asking for a business breakdown, as well as their opinions on how the merger may affect their business and customer base.

The authority will reach a decision by December at the earliest.

## Co-op's self-serve move 'opportunity' for indies

Co-op's trial removal of magazine stands, placing self-service checkouts in their place, has been labelled a "great opportunity" for independents.

The change has already been made at one of the retail group's stores in Islington, London.

A Co-op spokesman said:

"There are low levels of magazine sales at this store, and limited space – about 1,700sq ft. To maximise the customer experience and carry a convenience range which meets its customers' needs for top-up shopping, fresh foods, meal ideas and wines, it has been trialled at this store."

It is not clear whether the same action has been taken in other Co-op stores.

The NFRN's head of news Brian Murphy said the trial could represent a "great opportunity" for independent retailers.

Ranjan Patel has a Co-op less than half a mile from her east London store,

Marsh Hill News. "If other Co-op stores started to do this I think it would benefit my store as more people would come to me," she said.

John Green, of Premier Sawtry in Cambridgeshire, said independents had to make the most of any opportunity presented to them.

**PayPoint boss pushes responsibility onto retailers for own success** 'He's incredibly insulting'

# 'Terminal not profitable? Time to check your offer'

by **Charlie Faulkner and Helena Drakakis**

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Retailers who fail to see the benefits of PayPoint in their store need to take a look at their entire offer, a PayPoint boss told RN.

Business development director Tim Watkin-Rees' comments come in response to claims made by numerous retailers that their turnover has remained the same – or in some cases increased – since terminating their PayPoint contracts.

Mr Watkin-Rees said: "There may be things in

their shop that meant PayPoint didn't work as well for them as it did for other retailers. The benefit of footfall comes down to the nature of their offer, how hard they work at it, how they price things – there are a lot of things that would affect that.

"Unarguably, PayPoint drives customers. There is no doubt whatsoever that PayPoint is associated with a huge volume of retail sales. That's why we have such a large network."

He added: "Unfortunately, there will be some retailers out there who are

struggling. I don't know that there's much more we can do than deliver the footfall we do, pay the best commissions we can in the circumstances. Genuinely, if it doesn't work for a retailer, we respect that, but it's not what we see. We always see more demand for PayPoint."

Alan Drake, of Alco Mini Market in Caldicott, suggested PayPoint bosses should spend time working in convenience stores. He said: "We monitored our footfall for around six months before we decided to leave. We did not get extra sales from people

using PayPoint, so discontinuing the service has not affected my turnover."

Nisa retailer Paul Cheema, of Malcolm's Store in Coventry, said he was "disturbed" by Mr Watkin-Rees' comments.

"What he's saying is incredibly insulting," he said. "I consider myself to be a progressive retailer and I would ask him what PayPoint are doing to help retailers. I can't remember the last time a PayPoint business development manager came into store and assessed what we're doing to help us grow our business."

## 'No govt support for EUTPD'

Store owners said they lacked support from the government in the lead up to the implementation of EUTPD II, a survey of independent tobacco retailers has revealed.

The Tobacco Retailers' Alliance (TRA), which represents thousands of retailers in the UK, surveyed 198 of its members and found 68% received no engagement from local Trading Standards; 70% would have welcomed more information about changes; and only 40% remember receiving any government materials about the new regulations.

Changes, which included the introduction of plain or standardised packaging, were phased in up to 20 May.

Romit Patel, of Wellers Newsagent in Dorking, Surrey, said: "The government and local councils could have done more but left it to the manufacturers to deal with."

## Spar above par for top golfing stars

Two of the world's top golfers dropped into a Spar store to get their essentials ahead of The British Open. World number one Dustin Johnson and Brooks Koepka were at Hunt's Freshfield in Formby, Merseyside. The pair were staying nearby. "They had about £20 worth of shopping but they had American cards which wouldn't work," said store manager Chris Greenwood. "They offered a \$100 bill but we had to refuse!" Luckily, a PR manager was on hand to pick up the bill.



## Prices still on the rise

Food and soft drink prices continue to rise, despite the overall rate of inflation falling.

Alcohol and tobacco also got more expensive, according to data from the Office for National Statistics, but the inflation rate has dropped to 2.6% in June from 2.9% in May.

Fraser McKeivitt, Kantar Worldpanel's head of retail and consumer insight, said: "We are seeing food prices increase after two years of falling prices, so people are having to adjust expectations for how much they will spend."

"When prices rise, customers do modify their behaviour, so now they may be looking for cheaper options and cheaper retailers."

## PayPoint sets sights on being the best

The launch of PayPoint One Pro could include stock take, loyalty and news category management components – all part of the company's commitment to deliver a "best in breed" EPoS terminal.

Launching from November, the Pro version will offer all elements of the Core version, but will

also provide retailers with stock management tools enabling tasks such as stock takes and setting up complex promotions. It will also allow store owners to scan stock using phone cameras, book stock in remotely from the cash and carry, and it will offer suggested orders and provide order history.

Tim Watkin-Rees, busi-

ness development director, told RN: "We're investing hard cash in developing technology products that are really going to transform the shop operator experience as well as the services we provide."

PayPoint is also looking to develop a news category management application and is considering a

loyalty component.

"We would want to have the news application sooner rather than later," said Mr Watkin-Rees. "We could do fuel, we could do loyalty, or CCTV. We have to judge things in terms of their priority and the relevance to our retailers."

There will be no upfront cost, however the charge is yet to be announced.

# STORE LOOKBOOK



## From novice to expert

Robert Kirkwood was a retail novice less than 18 months ago, but now boasts an average basket spend of £7.02 in a store that is as new to the convenience game as he is. **Tom Gockelen-Kozłowski** reports

**I** love my store to bits," says Robert Kirkwood, in what has become a mantra spoken at the beginning and end of any conversation about his business and the big leap of faith he made in late 2016.

Robert was working for Mondelez at the end of an 18-year career in sales when his mother's death convinced him to follow his heart and open his own business. "I was always visiting stores as part of my job and loved it. It was so exciting – I got a real buzz from the selling, deals and new products," he says.

Finding a store to take over was the first real challenge this aspiring retailer faced, but his way of ensuring he had found the right site provided a promising omen.

"I had been in contact with a retailer I knew from my job who had a number of stores and asked if he would sell one of them to me. He wasn't ready to sell any of his businesses but said 'I do have this empty unit'."

Robert had initially been wary of taking on the risk of what he called an "empty shell" with no stock, goodwill or customers. To make certain he was making the right step, he parked his van opposite the 'shell', in Crossgates near Cowdenbeath, and began – over many hours and days – to watch and understand the potential footfall passing by.

"I became convinced there was an opportunity to open a business," he says.

With the landlord on side, Robert went about transforming this 470sq ft site into Premier Express Corner Shop, bringing in low-energy lighting and refrigeration and a more extensive range than you might think possible in such a small shop.

Immediately, his experience began to pay dividends. "I understand the deals and their role in the store. My experience also helped me understand how important it is to pass those savings on. Yes, you take a hit, but I'm here for the long-term."

Not only did Robert know pricing would be vital for securing repeat custom, he knew he needed to get the right range too. Such was the demand for a convenience store in the area, however, that his small store soon began to fill up.

"The shelves have got higher and higher as the months have gone on, to the point where I don't think they can go any further," he says.

It has led to Robert needing to show his ruthless side. While beers, wines and soft drinks have been rewarded with strong sales, a number of grocery items and home-baking products have been cut right back.

Still, what Robert has achieved is remarkable. Think of the elements you might find in a 3,000sq ft 'progressive'



**“RN helps me think about what might attract more footfall – it inspired me to expand my craft ale range and make that a USP.”** **ROBERT KIRKWOOD**

**£7.02**

Robert's average  
basket spend for  
2017 so far



## What you can learn

- 1 Robert and staff member Marzena organised a raffle for a sick customer.
- 2 Shelves have got “higher and higher” to cater for the need of Robert's community.
- 3 To ensure the site would be right for his business, Robert watched the footfall outside the site for hours.
- 4 In a store that's just 470sq ft, the business contains an extensive chilled range, local produce and even a “beer cave”.

## INFORMATION

### Location

Premier Express The Corner Shop, 2 Main St, Crossgates, Cowdenbeath KY4 8AJ

### Turnover

Up 30% this year

### Size

470sq ft

### Basket spend

£7.02



# STORE LOOKBOOK



convenience store – a meal for tonight range, meal deals, coffee to go, fresh fruit and vegetables, an extensive range of local produce, an ATM, even a bespoke craft beer “cave”. You will find them all in this store.

Robert even has plans for a food to go offer, working with Country Choice to get a unit that will fit the available space. “Lunch is the big opportunity – we have a lot of workmen locally,” he says.

It is little wonder hungry workmen offer an opportunity – Crossgates is a growing community, with 135 new homes planned.

And as the area changes, Robert is putting himself at the heart of it, sponsoring the local junior football team, providing refreshments to the “Green Fingers” club and raising more than £400 for a terminally ill lady with a raffle.

It is an amazing amount to have achieved in his first 18 months in retail, with a wholly-new store and – with a Costcutter three times his site’s size about to arrive across the road – it is not a journey that looks likely to get any easier.

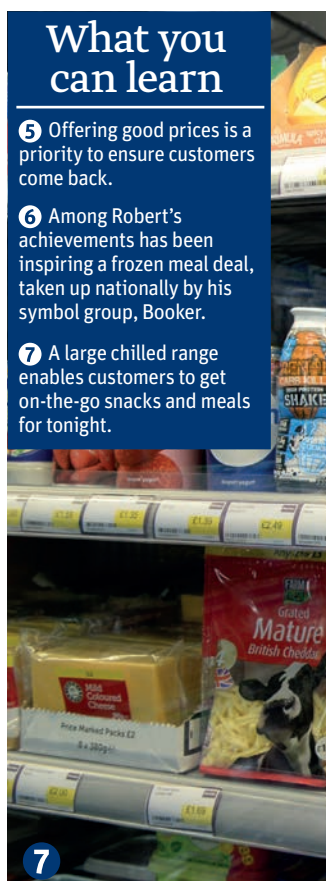
So has his passion for the trade dimmed at all? “On no, I just love my store to bits,” he says once more. ●

## What you can learn

**5** Offering good prices is a priority to ensure customers come back.

**6** Among Robert’s achievements has been inspiring a frozen meal deal, taken up nationally by his symbol group, Booker.

**7** A large chilled range enables customers to get on-the-go snacks and meals for tonight.



**Want to see more** of Robert’s store? Go to [betterretailing.com/premier-express-robert-kirkwood](http://betterretailing.com/premier-express-robert-kirkwood)

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\* (Calls to 0800 numbers are FREE when calling from a UK landline or mobile. Charges may apply when calling from a business line or abroad.)



# SYMBOL NEWS

## Lightning strikes for workers

The James Retail Group will train its workforce of more than 600 employees using digital tools after striking a deal with Bolt Learning.

Staff across the group's 74 stores, including Select Convenience, GT News and Supernews, are being given comprehensive training across 12 key areas.

Modules include compliance issues such as age-related sales and health and safety, but Bolt Learning managing director Tom Fender said there was also scope for further modules to help give stores a competitive edge.

"This might include training in food to go, upselling or demystifying wine or craft beer ranges for staff," he said.

The digital platform could also become a way of sharing best practice. "An area manager could upload a particularly good Mother's Day display for others to see, for example," he added.

## Conviviality doubles up

Bargain Booze and Wine Rack owner Conviviality doubled its profits last year, following a restructure and acquisition of three companies.

The company's pre-tax profits rose from £9.1m to £22.5m in the year to 30 April, after it bought drinks wholesaler Matthew Clark, wine specialist Bibendum PLB and bar operator Peppermint.

A total of 39 franchisees joined the group and 23 franchisees increased their store portfolios, bringing the total number of franchisees to 352 and more than 700 retail stores.

However, the group also recorded a 1% drop in like-for-like sales across its convenience stores.



**JW Filshill launches healthy campaign** 'We feel we have to take a little bit of responsibility'

## Wholesaler anti-obesity fight is a war on waist

by **Helena Drakakis**  
RNreporter@newtrade.co.uk

JW Filshill, the wholesaler behind the Keystore fascia, has announced a campaign throughout its network of convenience stores to tackle obesity in Scotland.

The Inch by Inch initiative will target families and teenagers and encourage them to eat more healthily as well as change their exercise habits, managing director Simon Hannah revealed at the Better Wholesaling Summit last week.

"Scotland is second in the world behind the US when it

comes to obesity per capita, which is very worrying. Obesity is growing quickly in low-income areas where a lot of our convenience stores are," said Mr Hannah. The problem, he added, is estimated to be costing the NHS in Scotland up to £4.6bn each year.

"That's a lot of money and we feel we have to take a little bit of responsibility in driving the health agenda," he said.

Inch by Inch will launch in the next few weeks and is supported by partners, including the Scottish government, the NHS and The

Food Standards Agency.

The campaign will provide low-cost healthy meal solutions to Keystore customers alongside recipe cards. YouTube videos will also be available online containing demonstrations by chefs on how to make dishes.

"We've got a couple of really cool chefs who've had pretty tough times throughout their lives. They've been in and out of care homes and prisons. These are people our target audience can connect with," said Mr Hannah.

Everyone who buys a

meal will also be provided with either a hula-hoop or skipping rope to encourage them to exercise. Home work-outs, skipping and hula-hoop championships, and exercises people can do while cooking their meal in a microwave, or while gaming will all be promoted via social media.

"We're creating a campaign that has real resonance with teenagers and families, and also changing that cultural approach to food," said Mr Hannah.

JW Filshill services 168 Keystore stores throughout Scotland.

## Online craft beer platform drives footfall

Wholesaler JW Filshill has unveiled plans to drive footfall in convenience stores through an online subscription service for craft beer and spirits.

The platform, named flavourly.com, will sell premium craft alcohol via interaction with convenience retailers who direct customers to the site, managing director Simon

Hannah announced at the Better Wholesaling Summit last week.

"We know our retailers have space restrictions but they and their customers have an interest in craft beers and spirits.

"Retailers will recommend their customers go to flavourly.com and will hand them a discount voucher which will tag

shoppers to specific stores," said Mr Hannah.

Filshill will share the margin from any sale with retailers and share data about which products a particular store's customers are buying.

"This gives retailers a clear range of information that will allow them to make serious decisions about which products to

stock," said Mr Hannah, adding any order will be delivered direct or via the retailer within 24 hours throughout the UK.

Flavourly.com was launched in 2014 as a craft beer and spirit subscription service and was bought by Filshill, alongside two other investors, in 2016.

# NEWS & MAGS



**Kids, puzzles and women's interests likely to be most popular** 'Review your current ranges'

## Get magazine stock right for summer's hot titles

by Jennifer Hardwick

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The top-selling magazine categories for the summer holidays will be children's, puzzles and women's interest – and retailers should adapt displays accordingly distributors have told RN.

Data obtained by RN from Seymour shows these categories gained the highest sales during the school holiday period last summer and distributors said they anticipate similar peaks for 2017.

Marketforce's group circulation manager Rob Humphrey said the summer is "key" for all three categories.

"Looking at June to August 2016, the children's sector delivered a 12% uplift in RSV versus the previous three months, showcasing the seasonal effect," he said.

"This translates to an increase of £4.7m RSV due to summer seasonality. I think the children's sector is set for another stellar summer period, buoyed by all the recent launches this year."

Comag's group sales development manager Dean Russell agreed all three categories are set to perform well this summer.

He said there are two distinct groups of independents which should prepare in different ways for the

summer – "seasonal" stores in holiday hotspots which attract tourists and "non-seasonal" stores who lose regular buyers as they leave their homes for trips away.

"Top tips for seasonal retailers would be to review their current ranges and increase orders of key titles in line with expected growth. They should also increase the number of titles stocked within core sectors and look at different sub-sectors and genres with them and give more space to those sectors," he said, giving the example of providing different types of puzzle titles or magazines for a wider age range.

Non-seasonal retailers

should encourage shop-saves for when customers return or persuade them to buy magazines to take with them, rather than buying them at the airport or their destination, he said.

Comag has just launched a six-week campaign with its 500 top-performing independent seasonal stores, based on sales data from last summer. The campaign will involve store visits throughout the summer from Comag and merchandising and field marketing company In Store, focusing on title management, up-selling of new titles and display guidance.

## Readers say they trust broadsheet papers

A new study has revealed 61% of people view broadsheet newspapers as most likely to provide them with "trustworthy and validated information", ahead of national broadcasters, tabloid newspapers and social media.

However, the research from video content company Newsflash points to a low level of trust in the media in general, showing just 22% of people always believe the information reported by news sources.

When asked who they would trust to deliver news to them about an incident, 30% selected a journalist as their top choice, while 45% said a member of the public who was at the event.

Newsflash chief executive officer Jon Cornwell said: "It's both promising and worrying to see the scale of mistrust in the UK media. Recent reports of fake news have clearly changed the public's opinion about whether media content is genuine."

## Covermount success at the double

A retailer had to double his order of Good Housekeeping magazine after rapidly selling out of the August issue.

John Vine, of News-world in Church Stretton, Shropshire, attributes the sales success to the cover-mounted Sanctuary Spa Wet Skin Moisture Miracle body lotion.

"It was a 100% increase – I normally order 10, and had to order 10 more," he said.

"As soon as I saw the gift on it I put it out in the store and within an hour four or five had already sold. So I went on the Smiths app and ordered 10 more."

## Talks on new deals after Comag exit confirmed

Publishers are in discussions with new distributors after Comag announced it will cease distribution of magazines from 31 October.

Joint owners Condé Nast and Hearst announced they were withdrawing from the business in May, leaving Comag's future in doubt.

RN understands publishers are negotiating with alternative distributors, with some new agreements already completed.

Industry sources said there are no fears for the future of the three other large distributors, Marketforce, Frontline and Seymour,

as the addition of new titles from Comag is set to strengthen their businesses.

One source, who asked not to be named, said: "Given ownership and now the scale of business following the demise of Comag, the big players would appear

to be in a strong position. I guess that will be subject to the shareholders' strategy, as was the case with Comag."

Condé Nast told RN there is "no news" on how titles will be distributed in the future. Hearst did not respond to a request for comment.

# PRODUCT TRENDS

## A world of eating out delights at Bidfood

Food trends from Singapore, Australia and the Far East are leading the eating-out market alongside US-led trends, according to food wholesaler Bidfood.

Group sales director Andy Kemp told delegates at the Better Wholesaling Summit oriental flavours and grab-and-go eats were increasing in popularity.

He also identified "chick-enisation" as a growing foodservice trend because of the cheaper cost and versatility of the meat.

But James Bielby, chief executive of the Federation of Wholesale Distributors, warned while it was important for foodservice outlets and convenience stores in urban areas to keep up with trends, many stores still thrived on a good core offering.

He said: "A vegetarian pop-up on an estate in Stockton wouldn't get very far."

## Quality is key after EUTPD II

Smokers are opting for established quality brands as they navigate changes brought on by the latest EUTPD II regulations, according to Imperial Tobacco.

Head of field sales Andrew Miller said sales of sub-economy brands such as Players and premium rolling tobacco such as Golden Virginia Original had both grown in the two months since the regulations came into force.

"We suggest this is because many adult smokers who may still be coming to terms with the new legislation are looking towards established quality brands during this time of significant change, regardless of pricing sector," he said.



## Sugar in reformulated J20 to fall below levy threshold

by Helena Drakakis

RNreporter@newtrade.co.uk

Drinks manufacturer Britvic has announced it is to reformulate its J20 brand to bring it below the sugar levy threshold by the end of the summer.

Trystan Farnworth, Britvic convenience and impulse commercial director, announced the move at an annual summit (pictured), hosted by RN's sister title Better Wholesaling, last week.

He said: "The latest part

of our reformulation will be J20. It's an absolutely incredible range and one of our biggest brands. It's already in the lower levy bracket, but we'll bring it into a levy-free position altogether and, as of this summer, all of our J20 variants will contain less than 65 calories."

The sugar levy, due to come into force in April 2018, is defined by two taxable sugar brackets: the tax on drinks with more than 5g of sugar per 100ml will be levied by 18p per litre, while those with 8g or more of

sugar per 100ml will have an extra tax of 24p per litre plus VAT.

Drinks that contain no added sugar, for example pure fruit juice, flavoured water and dairy drinks, are excluded from the tax.

Mr Farnworth added reformulation of two more of the company's products would be announced soon, further tapping into the health and wellness trend.

"The sugar levy will accelerate the biggest soft drinks trend - health - so getting the range ready will benefit

your business. Every single soft drink sub-category is being driven by health and wellness, and customers who buy low and no-sugar drinks spend more than full-sugar consumers. It's an opportunity," he said.

Britvic has been reformulating its range of soft drinks since 2012. Last year it reformulated its classic R Whites lemonade, designed to appeal to adults and bring it below the soft drinks levy threshold with 3.8ml sugar per 100ml.

## Mars' £4.2m on biggest launch for 20 years

Mars has announced its biggest brand launch since Celebrations 20 years ago, in a campaign that will include a £4.2m marketing spend in the next few months.

Goodnessknows bars comprise dried fruit, oats, nuts and chocolate and have been formulated to fit within the "wholesome

cereal bars" segment, an area Mars said has grown 9% year on year.

Goodnessknows comes in Cranberry & Almond, Blueberry & Almond and Apple, Peanut & Almond varieties with an RRP of 90p for a single bar and £1.99 for a multipack.

Asked what will make the product stand out in a

market filled with protein bars, breakfast biscuits and other alternatives to traditional confectionery, Rebecca Shephard-Walwyn, Goodnessknows brand director, said: "The first thing is quality and the fact it tastes really good; the second is the portioned squares which allow people to snack how they want;

and the third is the connection to goodness, which is through 10% of funds going to a range of charities nationally.

"We know 65% of consumers are looking for brands which match their values."

The bars are set to launch into wholesalers from next month.

# New

From one of the  
**Bestselling**  
candy bags!\*



Top trending  
**2017**  
flavour!

For great category advice to help you drive your sales  
go to [deliciousdisplay.co.uk](http://deliciousdisplay.co.uk)

\*Nielsen Total Coverage: 28.01.17  
\*Kantar Worldpanel, Combined panel data (data to 14th August 2016)

**Mondelēz**  
International

# BRAND SNAPSHOT



## Mrs Crimble's new look

Wessanen UK has a new brand identity for Mrs Crimble's, starting on Choc Macaroons this summer, in the form of a wooden spoon character.



## Global Noodle ideas

Unilever is launching two Pot Noodle flavours this month, inspired by dishes from across the globe. They are Chicken Korma and BBQ Pulled Pork.



## Weetabix's VIP prizes

Weetabix is giving out 200,000 samples of its On The Go breakfast drinks at music events including the Reading and V festivals, with VIP festival prizes.



## Summer with Lambrini

Lambrini has launched limited edition summer-themed packs with a butterflies and flowers motif on its 1.5l bottles on standard and pricemarked packs.



## Mars's cinema encore

Mars Chocolate UK has relaunched its Sweet Sundays promotion, with free cinema tickets until October on M&M's, Milky Way and Galaxy.



## Boost for Panasonic

Panasonic Energy is introducing new packaging with appliance icons on the front of packs. It has also given a 6% power boost to its Pro Power battery.



## New from Old Jamaica

Old Jamaica has launched sugar-free Old Jamaica Extra Fiery Zero Ginger Beer into its range and a reformulated recipe for Old Jamaica Diet Ginger Beer.



## Pizza and wine promo

Isla Negra has launched an on-pack promotion exclusive to c-stores offering the chance to win 12,500 £10 e-gifts towards a meal at Pizza Express.



## Contemporary Kettle

Kettle has introduced new packaging, the first phase of a relaunch which the company says will give its range a more contemporary feel.

# INDUSTRY PROFILE

## Camelot

With a strategic review of its commercial plans, business structure, investment in technology and long-term succession underway, Camelot's head of retail James Pearson tells RN why it is more important than ever for the National Lottery operator and retailers to work closer together

**RN** Last year, Camelot was criticised for issues including lack of commission increases and charges to repair faulty equipment. How have you improved your relationship with independent retailers since then?

**JP** The main thing we've been trying to do is listen. One of the main concerns over the past 18 months has been the chargeable retailer hotline number.

We introduced that with the best of intentions – bringing it in at the same time as investing in a range of free-to-use digital tools to make it easier for retailers to do things like check inventories or access sales data, particularly outside office hours.

But retailers told us using these digital options weren't always convenient, so we've re-introduced the freephone number, as part of our All Stars programme.

**RN** Can you tell us more about the All Stars programme?

**JP** It's a support package designed for independent outlets to help them make the most of The National Lottery. We're in the first phase, where all independents will receive a face-to-face visit from one of our sales executives over the summer.

We've also invested more than £4m in new and additional permanent PoS and signage, so retailers will receive new kit, such as National Lottery pavement signs, floor mats, poster frames and door signs.

**RN** How are National Lottery sales at the moment?

**JP** It's been a difficult and uncertain time for everyone trading on the high street, but 2016/17 was a particularly challenging year for Camelot and The National Lottery.

Although it was our fourth-best

performance since 1994, sales were down 8.8% on the previous record year. This was mainly the result of a disappointing year for draw-based games, particularly Lotto.

We're carrying out a strategic review to get things back on track, focusing on commercial plans to boost sales performance; investment in technology and systems; the current business structure; and long-term succession.

We'll give an update on that when we announce our half-year sales later this year.

**RN** How can you work with retailers to address that challenge?

**JP** We don't expect things to get better overnight – which is why it is so crucial we and retailers continue to work together.

We're committed to increasing our support to help independents make the most of selling National Lottery products, to add long-term value to their businesses.

**RN** What are the benefits of having a lottery terminal and how can



The main thing we've been trying to do is listen

retailers get the best out of them?

**JP** The 5%-6% commission rate is the main benefit of having a National Lottery terminal – and retailers made more than £6,500, on average, in commission last year.

But it's important not to overlook increased basket spend and return custom as another big benefit.

Research shows National Lottery players spend more per basket than other customers and the fact they have to come back in-store to claim prizes is something retailers should really take advantage of, because many of them are likely to spend some of their winnings in-store.

**RN** Besides All Stars and the free hotline, what other support and advice is available to retailers?

**JP** We regularly send out refreshed PoS material for special draws and new scratchcards, so retailers should make the most of this by siting these items in prominent locations.

Retailers should always look for ways to upsell – talking about upcoming jackpots and special draws, or making customers aware of new scratchcards.

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

**Company** Camelot

**Head of retail** James Pearson

**Profile** Camelot works with approaching 37,000 retailers throughout the UK, with independent stores making up the bulk of its outlets. In the past couple of months, it launched its All Stars programme to support them, including a £4m investment in PoS and signage.

**Latest news** Camelot is carrying out a strategic review of its commercial plans, business structure, investment in technology and long-term succession following a slow year for draw-based games. An update is expected later this year.

\*\*

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# WHAT'S NEW



## Oatly

The idea behind Oatly was to make a nutritious drink without using cow's milk. The Swedish company's range of plant-based drinks can be stored at room temperature.

**RRP** £1.40 (1l)

**Contact** sales@blueoceansalesbrokers.com



## Merangz

Perfect with strawberries, this range of Merangz meringues by Flower & White comes in a variety of flavours, including strawberry, caramel, mocha, pistachio and lemon.

**RRP** £3.95

**Contact** sales@flowerandwhite.co.uk



## Fruella

Radnor Hills' Fruella drinks range comes in Cranberry & Raspberry, Tropical, Apple & Blueberry, Orange, Apple and Orange & Carrot, and is available in bottles and cartons.

**RRP** £1.30

**Contact** sales@radnorhills.co.uk



## Olly's Olives

Launching in the UK this month, Olly's Olives are unpasteurised Greek olives with no preservatives. Flavours include chilli and rosemary, lemon and thyme and garlic and basil.

**RRP** £13.80 (12-pack)

**Contact** olly@ollysolives.com



## Scrubbys Crisps

These gluten-free crisps are made with root vegetables, humous, quinoa, and lentils. The company was founded by a husband and wife partnership, and sold to AIB Foods in 2016.

**RRP** £5.88 (12 x 30g)

**Contact** crunch@scrubbys.co.uk



## Mallow & Marsh

These gooey gourmet marshmallow bars are the brainchild of Harriot Pleydell-Bouverie, who turned down help from Dragons' Den and instead crowdfunded to progress her company.

**RRP** £18 (case of 12)

**Contact** info@mallowandmarsh.com

RN Reporter

RNreporter@newtrade.co.uk

020 7689 3358



## Nix and Kix

Set up in a small shop in Shoreditch in London, Nix and Kix are soft drinks with a kick – namely cayenne chilli. Flavours include Peach Vanilla, Mango Ginger and Cucumber Mint.

**RRP** £18 (12 x 250ml cans)

**Contact** <https://nixandkix.com/#contact>



## Little Pasta Organics

Made from organic durum wheat semolina in a solar-powered production plant, Little Pasta Organics has just added new dinosaur-shaped pasta, made using organic red lentil flour.

**RRP** £1.35

**Contact** [ciao@littlepastaorganics.com](mailto:ciao@littlepastaorganics.com)

Focus

## Flavoured Waters

The trend for flavoured waters continues to flourish, and outside mainstream brands there are some niche offerings which are perfect for convenience stores. This week, RN takes a look at three making a splash in the market.



### Pip Organic Water

Pip Organic drinks introduced these fruit quenchers last year. There are two variants of organic juice and spring water which come in Pomegranate & Raspberry and Passionfruit & Mango flavours.

**RRP** £1.79 (330ml bottle)

**Contact** [juice@piporganic.com](mailto:juice@piporganic.com)



### Phrooti Water

Boasting 15 calories per bottle, this fruit-infused water contains no sugar. Made in Sheffield, the company has partnered with the conservation charity Plantlife which is helping save Britain's wildflower meadows.

**RRP** £1.95

**Contact** <http://phrooti.com>



### Qcumber

This award-winning adult soft drink can also be used as a mixer for gin, vodka and Pimm's and is made from water sourced from Radnorshire in Wales. Qcumber is available in bottles and cans.

**RRP** £1.35 cans

**Contact** [gcs@q-cumber.co.uk](mailto:gcs@q-cumber.co.uk)

### David Worsfold

Farrants, Cobham

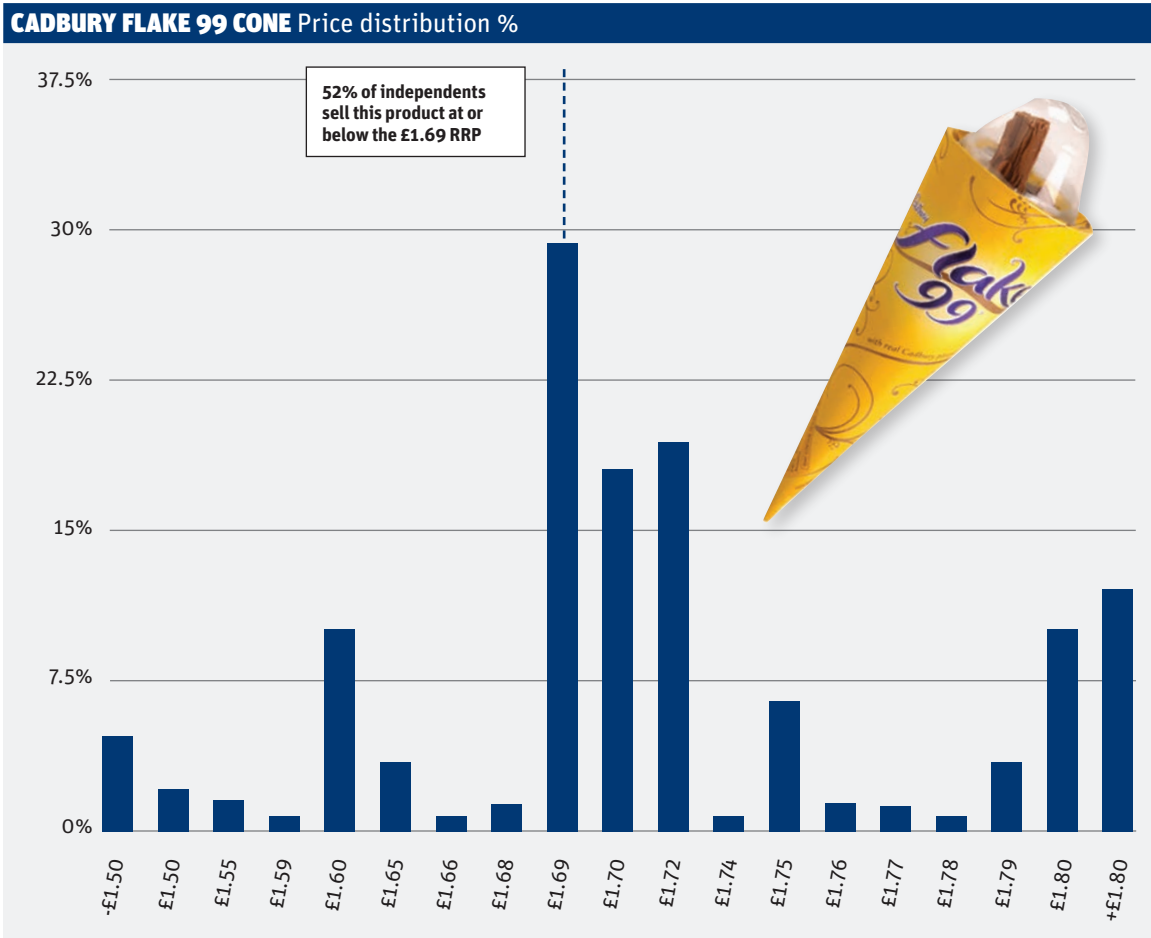
We've sold flavoured waters for some time – they are good sellers. There is no typical customer, but we've found recently that unusual and enhanced drinks – for example protein – that people can't get elsewhere, are in high demand



# PRICEWATCH

## Profit checker Ice cream

## Price checker



PRODUCT
Magnum Classic 110ml
Magnum White Chocolate 110ml
Calippo Orange 105ml
Feast 90ml
Twister 80ml
Solero Exotic 90ml
Cornetto Strawberry 120ml
Classic Ice Cream 120ml
Magnum Double Raspberry 88ml
Bobbys Lolly
Cadbury Flake 99 Cone 125ml
Mars Ice Cream 74ml

## Analysis

Almost one third of retailers on our Profit Checker table charge the £1.69 RRP for a Cadbury Flake 99 Cone, but our Price Checker table shows a trend for this product which is reflected across the entire category – most re-

tailers price ice creams above RRP. In one shop in a popular holiday location, Flake 99 Cones are priced at £1.85, for example, suggesting the retailer is taking advantage of impulse sales to a captive holiday market.

An exception is the store on a busy London street whose owner prices below the RRP, at £1.60. Round prices are clearly popular for Flake Cones, with £1.70, £1.60 and £1.80 the next most popular pricepoints

## How we drive our profit

Andrew Howell

**STORE** Loch Lomond News  
**LOCATION** Balloch  
**SIZE** 400sq ft  
**TYPE** rural

**TOP TIP**  
Experiment with new products, but track sales and delist them if they don't sell



**We are** known for our scoop ice cream, which is provided by a local company called Porrellis, so we restrict our range of branded ice creams. We stick to top-sellers like Magnum, Calippo and Feast, for example, which we keep in a small freezer next to the till. We stick to 12 products and price around 10% above RRP, because we are at a next to Loch Lomond and there's a lot of passing holiday trade. We try new products all the time, but we discontinue brands that don't sell. At the moment, Feast Sandwich is selling particularly well for us.

Wendy Boyatt

**STORE** Premier Morfa Stores  
**LOCATION** Harlech  
**SIZE** 2,700sq ft  
**TYPE** main road

**TOP TIP**  
Don't be afraid to delist big brands if your sales records show they don't sell



**Most retailers** would say ice cream sales are down to the weather, but I'm on a beach road, so I feel the effect of that even more. Ice cream is an impulse buy and when the sun shines my sales go up. I sell a lot of Wall's ice creams, but I also do really well on Booker own label products that sell for 75p. I've stopped selling Cornetto because they didn't sell. Reps can't believe I've done that when they come in, but I think it's because people see a 75p ice cream and want that. To make sure my sales volumes are high I stick to the RRP and secondary-site ice creams at the door and the tills.

Helena Drakakis &  
Michelle Madlener

RNreporter@newtrade.co.uk  
020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL SCOTTISH VILLAGE POST OFFICE AND SHOP	RETAILER 2 DEVON HOLIDAY PARK SHOP	RETAILER 3 EAST LONDON HIGH STREET NEWSAGENT AND POST OFFICE	RETAILER 4 HAMPSHIRE COASTAL TOWN C-STORE	RETAILER 5 LARGE SUBURBAN NEWCASTLE C-STORE	RETAILER 6 LARGE SHOP IN SUBURB OF NORTH CHESHIRE TOWN
£1.84	£1.80	£1.90	£1.95	£1.80	£1.90	£1.80	£1.80
£1.84	£1.80	£1.90	£1.95	£1.80	£1.90	£1.80	£1.80
£1.05	£1.00	£1.10	95p	£1.00	£1.20	£1.00	£1.00
£1.08	£1.00	89p	£1.20	£1.00	£1.20	£1.00	£1.00
£1.06	£1.00	£1.10	£1.20	90p	£1.20	£1.00	£1.00
£1.32	£1.00	£1.50	£1.35	–	£1.40	£1.25	£1.25
£1.32	£1.30	£1.30	£1.45	£1.30	£1.50	–	–
£1.02	75p	–	–	–	–	–	75p
£1.90	£1.90	–	£1.95	–	–	£1.90	£1.90
30p	30p	30p	–	30p	–	30p	–
£1.71	£1.69	£1.49	£1.85	£1.60	£1.80	£1.69	–
£1.52	£1.40	£1.80	–	£1.49	–	–	–

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Debbie Davies

Pughs@Londis – Hay-on-Wye, Wales



Tiggs dressings  
£3.85



#### Where did you discover them?

They caught my eye at a stall when I was visiting a local food festival. I spoke to the man running the stall, discovered it was his local business that was exhibiting at the event and that they made all the dressings themselves. When I tasted them I knew that they would be great for my store, and my customers would love them.

#### Who buys them?

We have a whole range of regular customers for the dressings from all across the local area and the fact that the dressings are both nut and dairy free means that they are accessible to a wider range customers. It also means we have people from all ages buying them, from young couples in their twenties to older shoppers in their seventies.

#### Why are they so successful?

The colours and design of the jars are really eye catching and of course they taste great as well, which was why on our sampling day we sold out of all of the Basil & Pea and Beetroot dressings that we had as well as 50% of our stock altogether. It was a great first day for a new product. They have been so popular we have had to reorder them.

## Paul Mather

**STORE** Sherston Post Office Stores  
**LOCATION** Malmsbury  
**SIZE** 1,300sq ft  
**TYPE** village

#### TOP TIP

Advertise – if you have a special range of ice cream, make sure you tell people about it



**I stick to** to RRP on my ice cream because I'm in a small village and I want repeat custom. If my customers were more transient I would risk it, but I want people to know I offer good value. I make a good margin of 35% on ice creams, but retailers should also factor in freezer maintenance and electricity costs, which are high. I have a sign outside advertising the local ice cream I sell, then I've got a full range of hand-held, tubs and take home products too. Flake Cone is my most popular product, and I've started doing Pops alcoholic popsicles for adults too, which sell very well.

## Vip Panchmatia

**STORE** Wharf Convenience Store  
**LOCATION** Stroud, Gloucestershire  
**SIZE** 2,000sq ft  
**TYPE** residential

#### TOP TIP

Work with suppliers to get the best range and merchandising for your store



**Ice cream** has become an important category for me because I invested £10,000 in an in-store ice cream parlour and have been working with Kelly's of Cornwall on a full range of cones and scoops to sell. In addition, I keep a full range of best-selling ice creams, like Magnum, Cornetto and children's brands such as Calypso. There are always new and limited edition flavours coming out so I try them, and if they sell well I keep them in stock permanently. It's about finding a balance between old flavours and new and sticking to best-selling products.



## Explore big opportunities to build your profits in a Retail Express series:

**Jul 25 FRESH & CHILLED**



**Sep 5 HEALTHIER & SPECIALITY DIETS**



**Aug 8 CRAFT & PREMIUM BEER AND CIDER**



**Sep 19 FOOD TO GO**



**Aug 22 LOCAL PRODUCE**



Your Fit For The Future guides, exclusively in

**RETAIL EXPRESS**

Need help with fresh & chilled in your store?  
Contact Chris Dillon on 020 7689 3379

## State-of-the-art Daily Deli at Aldridge

Blakemore has launched a Spar store in Aldridge, featuring a state-of-the-art Daily Deli foodservice counter, offering food for all occasions throughout the day. The store is the first across Blakemore Retail to feature digital menu boards and also one of the first to feature a Daily Deli fresh cream counter. Blakemore retail regional manager Gareth James said: "This is a fantastic new store designed specially to optimise customers' shopping missions for 'food now' and 'food for later'."



Walsall mayor Cllr Marco Longhi (centre left), and A.F. Blakemore & Son chairman Peter Blakemore (centre right) open the store

**Earn from £100 to £1,000** 'It's been a really good experience'

# Stashing bags makes some serious cash

by **Helena Drakakis**

RNreporter@newtrade.co.uk

Retailers who offer bag storage facilities for travellers could earn between £100 and £1,000 per month, the co-founder of online start-up storage company CityStasher has told RN.

The company was created in 2015 by three university friends, and offers customers a way of storing luggage temporarily, for example in between checking out of a hotel and catching a train. The business now works with 95 "stash points", throughout the UK – almost half of which are newsagents – and they are looking to expand.

"The idea came about when

one of our founders lived near Kings Cross and friends were always asking to drop bags off at his place.

"One day, as a joke, he said that he should charge us. That's where it started," said co-founder Jacob Wedderburn-Day.

The service is cheaper than train station left-luggage bureaus and, because hosts are often late-opening stores, it is often more convenient.

Pramod Singham, of Stadium Supermarket in Wembley, has been a CityStasher host for around six weeks. He said: "I'm near Wembley so people drop off when they are at concerts or sporting events. So far, I've stored around 90 bags and I'll

make around £400 from this.

"People are buying secondary items in store too, so it's been a really good experience."

Storage bookings are made online and customers must show matching ID at the time the bag is dropped.

Hosts can make an initial check inside a bag and are provided with tamper-proof seals. Hosts are not liable for a bag's contents.

CityStasher runs a three-tier payment system of £4 for up to three hours, £6 for up to 24 hours and £5 per day for additional days. Minus a processing fee, the money is split 50/50 with the host so on average retailers make around £2.80 per drop.

## Time to modernise vouchers

A Slough HND operator has questioned why newspaper voucher systems cannot be modernised to save retailers time and hassle.

Raj Wadher, of Upton News, told RN publishers should use their existing database of customers to pay retailers

in instalments, rather than forcing them to collect paper vouchers and send them to their wholesaler.

"What they should do is introduce a system so that when a customer orders a voucher subscription they can just alert that customer's retailer

and tell them to give them the newspapers, and then pay the retailer what they're owed every month," he said.

"It would save so much time and hassle. They could still get payments for three months' worth of vouchers at once and just pay us every month."

## ACADEMY IN ACTION

**INDEPENDENT**  
Achievers Academy

**pladis**  
GODIVA



Three month follow up:

## Shop Layout

In May, Hena Chandarana from Pladis visited Rishi Patel to discuss how he could improve his shop layout. Three months on, we found out how the advice has helped his business

### IAA ADVICE

- 1 Order fridges to be able to move drinks to the front of the shop
- 2 Move seasonal lines to a more prominent position to drive impulse purchases
- 3 Use personalised signage to guide customers on their journeys around the shop

### RISHI SAYS

"We've had people in to take measurements so we can move categories around and bring our soft drinks offer to the front. As our space is limited, we're working with a company to install slimline fridges. Once this is done we'll have space to install a seasonal display in an eye-catching location.

We've also added several more 'Sue says' signs around the shop, highlighting tips from our shop manager. Customers took notice immediately and we've had about a 5% increase in linked product sales.

### Your action plan

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

# YOUR VIEWS

## YOUR LETTERS

### ■ Wait for partwork parts puts a stop to better sales

I agree completely with your article "Partworks Hits List Revealed" (RN 7 July). The Beatles has been a fantastic seller, and I'm selling 45-60 per issue. I sold in excess of 200 on issue 1. The higher the quality, the higher the sales.

But the wait for back issues is awful. That's what's stopping the partworks market from going forward.

I have made numerous calls and emails to EM News and Comag regarding this and still get the same "We will look into this and get back to you" answer.

To put it into context, I am still waiting on issue 5 of Back to the Future Delorean, which I have needed since February. We are now on issue 27.

I have had to cancel numerous back orders as people have disappeared.

There should be more flexibility around recall dates, etc., because customers take holidays and don't tell me, or there are reasons they can't make it to my store and there is nothing we can do about it. We



**I am still waiting on issue 5 of Back to the Future Delorean, which I have needed since February. We are now on issue 27**

**Chris Smith**

could hold copies for regular customers but sometimes they don't come back.

Then there are the dreaded pack shortages – the short-supplied titles go onto back order and the wait goes on.

**Chris Smith**

O'Connell Street News Kiosk,  
Dublin

**Menzies response, page 23**

### ■ Eagle Moss's extension issues a real problem for me

I have been selling Eagle Moss's 3D Create & Print partwork, which was originally supposed to be 90 parts for £6.99 each.

I received all 90 parts, which were bought by my customers.

But then the problems started. Eagle Moss extended the run to 110 issues, and these extra 20 issues have been a nightmare.

Menzies failed to supply many issues, so we rang them regularly to try to obtain these missing copies.

As Eagle Moss was nearing publication of the final copy, we wrote to them to get hold of some issues directly, and two copies arrived by post.

We then contacted the NFRN, which managed to get us some

missing issues. Menzies also came up with some, but we are still missing parts 94, 95, 100 and 104. One of our customers rang Eagle Moss himself, only to be told the collection is finished and no further copies are available.

He told me you need every issue up to part 100 for the printer you build with the collection to work, so how can Eagle Moss just dump him at this stage?

He is now threatening to return all parts and magazines to us for credit. Because our supply contract is with Menzies, we will pass this on to them. But really, we would rather Eagle Moss just came up with the missing issues.

**S L Harrison**

Harrisons News,  
Grimsby,  
north East Lincolnshire

**An Eagle Moss spokesman said:** "All issues listed, parts 94, 95, 100 and 104 will be sourced and can be sent direct to Mr Harrison's customer immediately. The assembly and finishing kit for the popular 3D Printer build-up collection is complementary to the original build, but the model is complete at Issue 90. That said, all back-orders will be treated with the upmost efficiency and regard, and Eagle Moss is committed to upholding the best possible service for all of our partwork titles. Eagle Moss will also include additional filament for the customer so they can enjoy 3D printing, as

## YOUR SAY If a new regional paper launched in your area, would you stock it and why?



### **Pramod Singham**

Stadium Supermarkets, Wembley, London

I would stock a regional or local newspaper, but it depends on whether it is free or not. Some people like to come in for a local newspaper, but around me they are usually at no cost, so I can carry them and that can increase my footfall. But, if carrying a newspaper starts costing me money, then I won't stock it. It's got to be good for my business.

### **Mark Dudden**

Albany News, Cardiff

I'm proactive and I would absolutely stock a new title. I would even contact them and ask how we could work together. There is still value in local news.

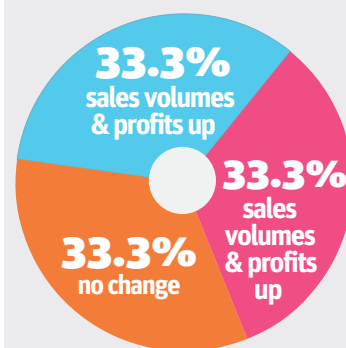
However, it really depends on the margin. If the title was offering me a margin of 10% I'd say no, but if it was above 20% then yes, of course. I haven't stocked free papers as if there's nothing in it for me, it devalues the category.

### **Eugene Diamond**

Diamond's Newsagents, Ballymena, Northern Ireland

We used to have two local papers here, but Johnson Press bought one of them and destroyed it and the other is published 30 miles away from here. I set myself up as a news man and so I believe in it, but there has to be margins of at least 25%. I traded in a time when margins were 33.3% so I come out in a cold sweat at some of margins we are being offered now.

## RN READER POLL



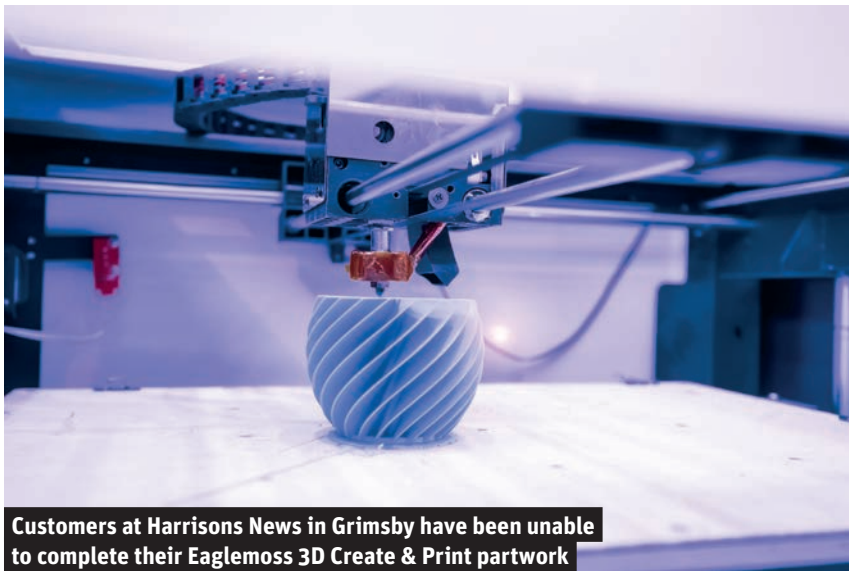
**How have sales of Glamour been affected since its price was cut to £1?**

### **NEXT WEEK'S QUESTION**

Do you think you have a responsibility to promote healthy eating to your customers?



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



**Customers at Harrisons News in Grimsby have been unable to complete their Eaglemoss 3D Create & Print partwork**

they originally intended. We sincerely apologise that it has taken this route for this to be solved."

**In response to Mr Smith and Mr Harrison, a Menzies spokesman said:**

"The partwork market remains a valuable source of revenue for all parties within the industry, but the high-value nature of these products means that a delicate balancing act must be struck when managing supplies, to ensure that each collection is as profitable and

available as possible.

"Our Industry Partwork Group is working on the introduction of new processes to extend stock availability and fulfil customer back orders, while recognising that data must be finalised if publishers are to plan ahead for future issues.

"Menzies Distribution is committed to continued work with our publishing partners, reviewing,

streamlining and improving processes to deliver the best possible service experience to our retail customers.

**100 YEARS AGO**

21 July 1917

Sunday trading prosecutions ended when the Watch Committee decided to withdraw all summonses and not institute further persecutions. There was an initial ban on Sunday trading in Sheffield.

**AROUND WITH THE ROUNDSMAN**  
**Blanche Fairbrother**



I wish the marketing person at Smiths News Wednesbury would leave my order alone and stop meddling with things that don't concern them.

A few weeks ago, I cancelled my copy of Racing Post Betting Shop because the customer who used to have it didn't want it anymore. So I was surprised last week to find it had returned to my delivery. When I phoned Smiths and asked to be credited for it, I was told I couldn't because it is a firm sale. As it was supposed to have been cancelled I did not see why I should stand the loss. I have also received four Pick Me Up magazines instead of two and a copy of Today's Golfer, which I had cancelled four weeks ago. While on the phone again, I am told it is the fault of the marketing department.

So, either leave my order alone or else come and pay my phone bill, considering the amount of calls I have to make because of your interference.

I was thinking how lovely it is at the moment with papers arriving at a decent time, no re-runs. Of course, it's because all those overpaid prima donnas aren't kicking a leather ball about on a bit of grass.

The person who used to help me put supplements into papers on weekend mornings can no longer do the job. But all was not lost because Charlie, who has recently lost his wife after more than 50 years of marriage, said it would be good to have something to do with a purpose. He is in his seventies but has taken to it like a duck to water and it has put a smile on his face.

**YOUR SOCIAL MEDIA COMMENTS THIS WEEK**

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



Edible straws? Never... oh yes!! Upgrade your slush today and enjoy your slush even after you've drunk it! Strawberry & Lemon flavours

**Boscombe East PO**  
**@bepo836**

Good coffee and good food to go is the minimum expected standard for any convenience store, says Blakemore MD James Russell **#BWSummit17**

**Chris Gamm**  
**@ChrisGammRN**

James Russell @AFBwholesale says if you don't nail service and experience you have no place in the future marketplace **#BWSummit17**

**Tom Mulready**  
**@TomMulready**

An abundance of sunflowers freshly delivered today! **#holborns #earlswood #southnutfield**

**Dean Holborn**  
**@DeanHolborn**

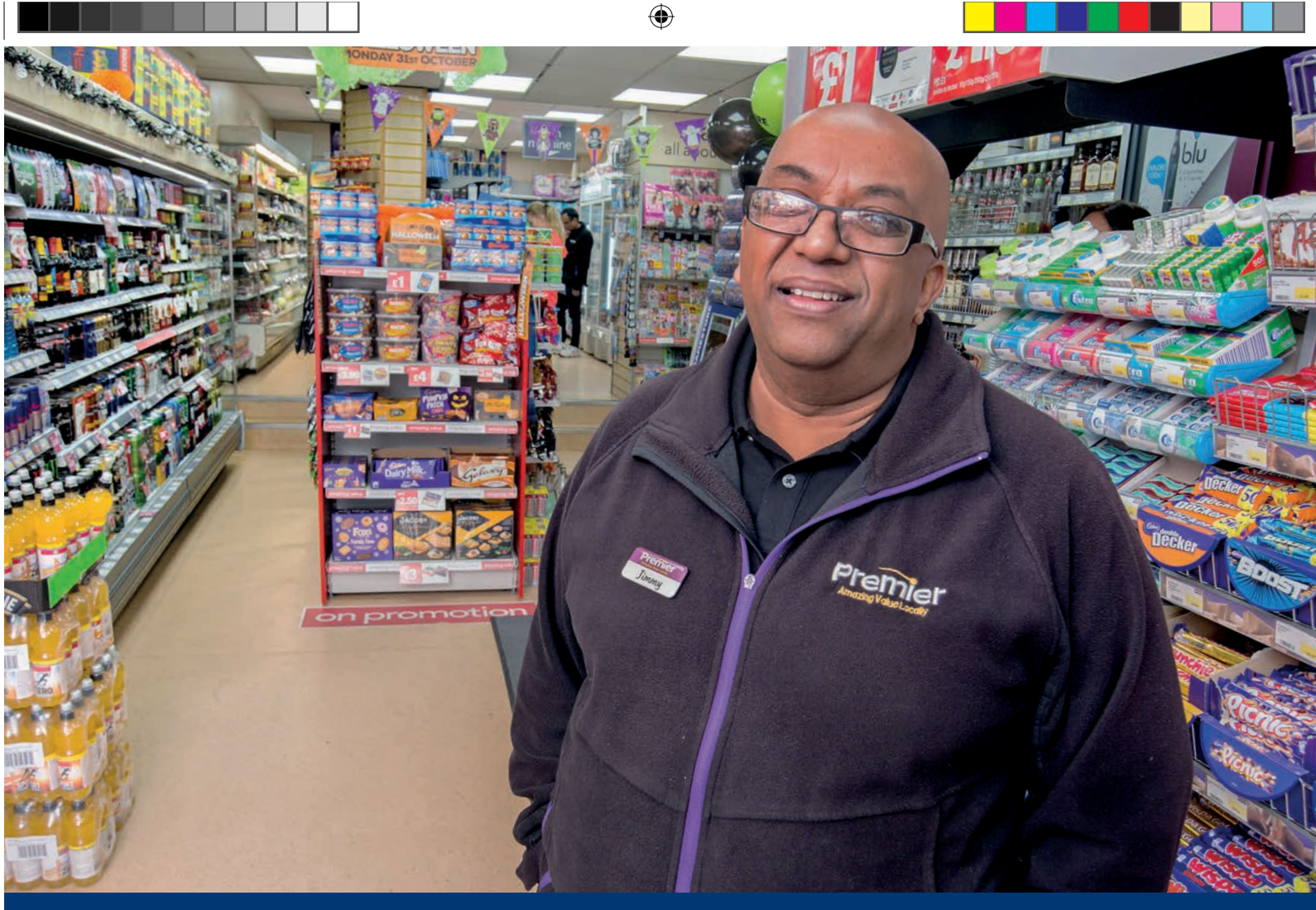


Replying to **@ChrisGammRN**  
Great insight **@Routes2Markets** Both impulse/takehome fixtures need to represent growing bias towards **#sugarfree** lowsugar variants.

**Avtar Sidhu (Sid)**  
**@asidhu007**

Abdul Qadar Retweeted Chris Gamm  
Very interesting – saw presentation last week at United wholesale dinner in Glasgow. Barr makers of Irn Bru have mountain to climb ahead.

**Abdul Qadar**  
**@abdul\_qadar**



“

**Reading RN has made experimental ideas seem achievable. I've been inspired by Binny Amin's Indian curries and Justin Whittaker's food to go, for example.**

**JIMMY PATEL, PREMIER JIMMY'S STORE, NORTHAMPTON**

Each week RN is full of easy to use advice that gives you instant value to help grow your profits

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# YOUR REGION



## YORKSHIRE NFRN DISTRICT COUNCIL REPORT 10.07.2017

Tom Kershaw reports from the NFRN Yorkshire district council meeting

### Members voice concerns over retail crime rise

Delegates were told UK retail crime has risen by 30% year on year.

West Yorkshire Police crime commissioner representative David Smith told members the force

is prioritising tackling anti-social behaviour and concentrating on stopping robberies in-

volving violence and hate crime – but delegates said most of them choose not to report crime because of a perceived lack of action.

National councillor Stuart Reddish said retailers who called 999 were not being treated as emergencies by police officers.

He added staff in stores were having to “ramp up” a telephone call to police and pretend lives were more in danger than they were just to get a response.

“When we have an incident, even something small such as trouble causers, verbal abuse or a shoplifter, it is an absolute nightmare,” he said.

“Nine times out of 10 staff are on their own in stores. Unfortunately, the police just say they will send somebody out.”

Mr Reddish said sometimes he is told a police officer will visit in the next few hours or days, but then nothing happens.

Sheffield members also raised concerns that reporting crimes in their area could prevent them



Staff have to ‘ramp up’ minor crimes like shoplifting to get a response from the police, says national councillor Stuart Reddish

from getting an alcohol licence in future.

Mr Smith replied to the comments, saying: “We want people to report crimes so people can be prosecuted for them and go to local licensing authorities if they are behaving in that way.”

Yorkshire president Jay Banning spoke out about violence against shopkeepers.

“We need to be extra vigilant. We’ve heard about acid attacks in the south but thankfully, not in Yorkshire. Please look after yourselves,” he said.

**“We want people to report crimes so people can be prosecuted for them”**

**David Smith**

West Yorkshire Police crime commissioner representative

Bradford member Stephen Hunter said retailers would like to have “more protection” and perhaps even be armed with pepper spray to make them feel safer.

He said more needed to be done to give shop workers better security, adding: “I am not saying let’s have a taser, but something that would warn criminals off.”

Mr Smith said he would put all the comments from the meeting to West Yorkshire Crime Commissioner Mark Burns-Williamson.

### Communication is key to fix issues with Johnston

Delegates agreed communication needs to be opened up with Johnston Press to discuss margin cuts.

Stuart Reddish said: “We need to talk with them regularly so we can tell them what we are doing.”

“We need regional meetings because people have changed jobs there

[at Johnston Press], there are so many new faces and they won’t even know about us.”

However, he added:

“They are confident the majority of our members will continue to sell their products – whatever they do.”

“But, if somebody makes £6,000 revenue, for example, and then loses £3,000 because of a change the publisher makes, do they choose to keep the other £3,000 or do they just say ‘no’ and lose the entire amount.”

Five Towns member Peter Stead added: “It is important to have these meetings and tell them we are not satisfied.”

Meanwhile, Hull member Roy Turnbull said: “It is a disgrace that Johnston Press think they are so far above us – they treat newsagents like dirt.”

### Possible branch restructure up for discussion

Delegates discussed a potential restructure with the possibility of moving all Northern boundaries under the YO [York] postcode into the Yorkshire district and all of the DE [Derby] postcodes in South Yorkshire to join the East Midlands branch.

Yorkshire would lose three branches under the new proposals. Yorkshire delegates proposed if a branch wanted to move, it could, but if it wanted to stay it would be supported by the delegates in its decision.

National councillor James Wilkinson asked for a list of people affected by September.

### Your say

How will you take advantage of the summer holiday period in your store?



We have just got Zapper so we’re hoping that will

provide smooth transactions over the summer months. We’ve also teamed up with Müller for a promotion and that will run throughout summer, and we will also put on Walkers Crisps promotions.

**Jay Banning**

Paran’s Mini Market, Rothwell, Leeds



We are looking at more summer specials,

mainly targeting adults with wine and beer offers. A lot of people go on holiday in the school holidays and we are situated outside a school – so trade naturally goes down in the holidays.

**Tas Sangha**

Eldwick Food and Wine, Bingley



We like to run promotions on energy drinks,

but we don’t sell them to under-16s and we have also had deals on crisps. We try and push energy drinks, Lucozade Energy and Monster energy promotions in the summer months.

**Ian Smith**

Caroline Street News, Hull



**James Wilkinson**

Yorkshire would lose three branches under the new proposals.

Yorkshire delegates proposed if a branch wanted to move, it could, but if it wanted to stay it would be supported by the delegates in its decision.

National councillor James Wilkinson asked for a list of people affected by September.



**David Smith**



**Stephen Hunter**



**Stuart Reddish**

# YOUR REGION



## WALES NFRN DISTRICT COUNCIL REPORT 13.07.2017

Simon King reports from the NFRN Wales district council meeting

### Minimum alcohol pricing concerns

Delegates raised concerns that the proposed minimum pricing alcohol could put independent retailers at a disadvantage to multiples.

During a presentation from Alcohol Research UK, concerns were raised over the ability of the multiples to offer promotions which would mitigate potential RRP increases on alcohol.

Pembroke member Peter Robinson said: "I am curious how retailers can circumnavigate this, because we constantly do promotions."

"What's to stop a supermarket, when the retail price on alcohol goes up, simply throwing in a free bag of potatoes to drag the RRP back? I have no doubt they will try to find a way around the legislation."

Andrew Misell, a director of the charity, which is funded by the Welsh Assembly, said: "This issue will affect a lot of shops and some shopkeepers and publicans have differing views about it."

"This is not an anti-alcohol campaign and we work closely with retailers and brewers."

He explained a unit of alcohol is 10ml and the figure discussed as a minimum unit price is 50p.

"Under the proposals, if a pint of lager contains 2.5 or three units, that would mean you couldn't sell it for less than £1.50," he said.

"A minimum price for alcohol will make a difference in the off-trade."

### Muted 'applause' for News UK

District president Mark Dudden questioned



Andrew Misell of Alcohol Research UK gave a presentation to members



Mark Dudden

whether News UK's decision to increase the price of The Sun on Sunday Sun and maintain margin

should be "applauded" by retailers.

"We make 21% from the paper, but as far as I am concerned we should be making 25%," he said.

Penrhyn Bay member



**We make 21% from the paper but we should be making 25%**  
**Mark Dudden**

District president

John Parkinson said the move contrasted with Johnston Press' recent decision to reduce margins to 10%, and News UK's move should be commended.

### Smiths News day success

Cardiff member Matthew Clark reported a recent Smiths News open day in Newport had been a success, with more than 20 members attending.



Matt Clark

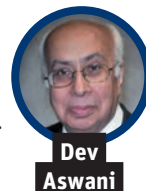
Mark Dudden said he was encouraged by the cross-section of people who attended, with members travelling from as far afield as Exeter, Gloucester and Llandrindod Wells.

Mr Clark said the format was good and included a presentation from Imperial Tobacco.

"The event was very successful, and I was surprised how quickly the time went, once we had sat down with all the different manufacturers," he said.

Mr Clark added the success of the Smiths News open day was largely down to the goodwill of the manager Paul Latham.

Dev Aswani, a Swansea member, said he was keen for the district to organise an open day for members at the Menzies facility in Swansea.



Dev Aswani

### Shropshire set to join Wales

The NFRN's Shropshire branch, which is part of the West Midlands district, is likely to be incorporated into the Wales district.

Membership services manager Chris Appleton said there are 22 NFRN members with shops in Shropshire.

"The members I have spoken to don't attend West Midlands district council meetings."

It would make sense for Shropshire, which borders Powys and Wrexham in Wales, to be part of the Wales district," he said.

### Problem? Call NFRN Connect

Chris Appleton reported in the four weeks from 11 June to 8 July there were only 38 registered complaints from 769 Wales members to NFRN Connect.

"It's imperative members report all problems, even those they resolve themselves."

"All problems reported help make up the statistics pack, which is used in face-to-face meetings, so if it's not reported, it can't be brought up," he said. "NFRN Connect is not just for news problems - if you have any problem, ring Connect."

### Your say

How do you maximise alcohol sales in summer?



We are supplied by Londonis with two deliveries a week, so we shouldn't ever be out of stock, should we? Planning is key. We'll promote fruit ciders and light drinks - the sort of drinks that you'd have at a barbecue - to maximise summer sales.

**Peter Robinson**  
Robinson Retail



Pembroke Heineken dresses our chiller for us - the brand has a good reward scheme, which I get quite a good return from. With two deliveries a week from Booker - on Mondays and Thursdays - there shouldn't be any issues with out-of-stocks.

**Clive Birkby**  
Maesycwmmmer Stores  
Maesycwmmmer



Our summer drinks activity is dominated by promotions - drinks deals are very popular with customers. Skol and Peroni are two of the top brands in my store. I look at what different suppliers, including Spar, Booker and Costco have to offer, and stock up.

**Vim Gorania**  
Spar  
Risca

# YOUR REGION



## NORTH WEST NFRN DISTRICT COUNCIL 12.07.2017

Glyn Bellis reports from the NFRN North West district council meeting

### 'Ridiculous' ATM tax slammed

District president Paresh Vyas warned of the threat posed by business rates on ATMs outside shops.

He described the tax as "absolutely ridiculous" and warned some stores would decide to remove their cash machines, with local communities set to suffer as a result.

His community in Droylsden in Greater Manchester, like many other areas across the country, has witnessed the closure of bank branches.

"Access to cash machines is more important than ever," Mr Vyas said. "I say to the government 'think again'."

While the last chancellor announced the business rate threshold for small businesses would increase, the NFRN has expressed fears the days of free ATMs outside shops could be coming to an end.

The federation supports a rates system that is "fair, consistent and incentivised for businesses to invest", members were told.

The NFRN has already highlighted how an independent retailer in Merseyside had an external cash machine installed at the front of his store in 2012. But shortly after it was installed, the Valuation Office Agency changed the ruling on applicable rates for ATMs, resulting in the retailer being billed for nearly £5,000.

**Give craft beers a go, says Paresh**  
Independent retailers



who are licensed to sell alcohol should cash in on the growing popularity of "craft" beers, the meeting was told.

Paresh Vyas said he had started to replace "traditional" brands with artisan products.

Experts say many microbreweries have become highly profitable as discerning consumers seek a "quality" pint, he said, reporting craft beer sales were growing in his shop. "Give it a go," he urged members.



**Access to cash machines is more important than ever**

**Paresh Vyas**

North West district president

### Tobacco trade in fresh turmoil

Former federation national president and Blackburn retailer Suleman Khonat has been reappointed as national spokesman for the Tobacco Retailers Alliance.

Mr Khonat said members were feeling the effects of legislation introduced in the past 12 months, such as plain packaging and the ban on 10-packs of cigarettes and rolling tobacco in packs sized below 30g.

Kantu Patel, from Ashton-under-Lyne, said the ban on 10-packs was having a "big effect". He said: "People used to come into your shop every day. Now the footfall has gone down and there is a move into the illicit trade."

"Smokers are buying under-the-counter tobacco or when it's sold by people knocking on doors."

"The government hasn't learned lessons from countries such as Australia."

Craig Etchells, from



**Suleman Khonat**

Chorlton, told delegates tobacco manufacturer Philip Morris was swapping non-compliant packs for new stock.

### Deliveries still causing grief

Members reported continued problems caused by late or incorrect newspaper deliveries.

Bolton retailer Arif Mohamed claimed an oversleeping wholesale delivery driver was making his deliveries late.

Imtiyaz Patel, who has shops in Cheshire and Manchester, added he had been forced to buy

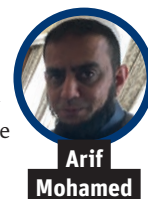
The Times at supermarkets to supply offices because of wholesaler delivery issues. "I have had to go to Sainsbury's. One day Tesco wouldn't allow me to take their copies."

It's galling to have to go to the supermarkets to get my newspapers. The supermarkets are getting their deliveries all right but not local newspapers."

Paresh Vyas told members: "We will take this further. You should definitely get compensation."

Meanwhile, NFRN representatives have met Smiths News at its Stockport hub where Mirror publications were named as the worst culprit for arriving "late" at the wholesaler's north-west branches. The publisher will be informed about the poor performance.

After a meeting at Menzies, Preston, it was agreed the federation would also complain to Trinity Mirror about the poor paper quality of some editions of its newspapers.



**Arif Mohamed**

### Your say

How do you get the best prices from your wholesalers?



We bulk buy food and drink - it's the only

way to do it. There are three cash and carries which give good offers and if we bulk-buy we may get a pound off a case, for example - it all helps. We also make use of click and collect.

**Bhavna Patel**  
Gigi Supermarket & Convenience Store, Stockport



We do a couple of different things. We

buy from a mixture of wholesalers and also use the Bestway app. It doesn't make a difference price-wise, but makes life easier for us. I tend to use Bestway and Costco.

**Jimmy Joshi**  
Hari Market News, Ashton-under-Lyne



A rep visits my store from Turner & Wrights.

He sends me a brochure with the offers it has available for the next few weeks and it delivers my order to the shop after I tell the rep what I want.

**Arif Mohamed**  
Egerton News, Bolton, Greater Manchester

# CAKES & BISCUITS

In the past 12 months RN has visited many Scottish stores and been continually blown away by the great ranging and displays of cakes and biscuits. This week, **Helena Drakakis** speaks to three top store owners about their strategies for success

## Appeal to their sweet sides



Scotland's retailers know how to tempt their shoppers to pick up a sweet treat – do you?

### Working with brands

Cakes and biscuits are worth getting right. In our store these sections make up 20% to 30% of sales. We have a mixture of Lyons and Mr Kipling cakes which we get in each week from either Booker or another supplier called Van Sales Direct. Those products are very price-driven. For example, we do a lot of home deliveries and people will ring up and ask if Kipling cakes are on offer at £1. If they are at full-price they won't buy them.

We sell the usual tray bakes, but we also have cakes which people outside Scotland might not have heard of, like chocolate snowballs. People buy them here because they use to have them as kids and there's nostalgia around the cakes they choose. We tend to find with pre-packed cakes that people won't just buy one pack, but instead will stock up, so we've

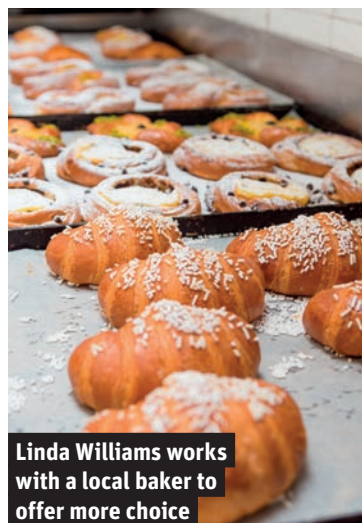
**Linda Williams**  
Broadway Convenience  
Store, Oxfangs, Edinburgh



made ourselves a destination for those kinds of cakes.

I'm also supplied by a local baker called Fords who brings in a range of cream cakes and Danish pastries. A lot of it is trial and error. Some things work and some don't, but our local cakes tend to be sweeter so we get a lot of young people buying them.

We haven't installed it yet, but we are in the process of developing a take-away coffee section and we'll be offering a single-serve cakes supplied to us locally next to that machine. There will be a dedicated chiller there.



Linda Williams works with a local baker to offer more choice



**People will ring up and ask if Kipling cakes are on offer at £1**



**Lesson for every store**

Get your pricing strategy right and you won't just benefit from impulse sales, you might get customers stocking up too.

## Using a local supplier's expertise

My wife Natalie and I are English and when we started out 10 years ago, we definitely made mistakes about which kinds of cakes we were selling. Not everything that sells in England sells in Scotland.

Now, I think we've got it right. Scotland is a particular market and we found that branded cakes don't sell too well up here. Customers like locally-baked products which are tailored to Scottish tastes, for example caramel slices do well here alongside shortbread and selected pastries.

We get much of our range from a local supplier called Cumbernauld Foods. We've had an ongoing relationship with them and the goods are supplied on sale or return, which makes things easier. Everything

### Martin Lightfoot

Londis Solo Convenience,  
Baillieston, Glasgow



they supply is pre-packed and ranges from cherry tarts to lemon drizzle cake.

Generally, we find people eat cakes at mid-morning rather than in the afternoon, so our morning traffic is heavier. As well as having two 1.2 metre bays to house our cakes, we also second-site them next to our takeaway coffee machine and we've seen a few extra sales from there.

The older generation seem to go for more traditional cakes whereas younger customers are more likely to pick up a cupcake, for example. We make sure we've got variety to suit both.

## PRODUCT NEWS



### Barney

Mondelez has launched an on-pack promotion called Rangers on its Barney children's biscuit brand. It offers consumers the chance to win an educational outdoor experience. The campaign will run until 27 August and will help build profile of "the number two children's biscuit brand ahead of the all-important back to school period".

### Maryland Cookies

The £50m cookie brand has undergone a major redesign this year with the product now available in milk and dark chocolate flavours alongside a salted caramel variant. Another part of what brand owner Burton's Biscuits calls a "major investment" is the launch of Maryland Thins.



### Cadbury Roundie

After years of working with Burton's Biscuits to develop its biscuits, Mondelez launched its first Cadbury biscuit in April. The wafer-based Cadbury Roundie is available in multipacks of five including milk chocolate, dark chocolate and caramel variants, and a single milk chocolate format.



### Hancocks' value range

The confectionery wholesaler has launched a range of value cakes and biscuits, all with an RRP of between 50p and £1. These include croissants, mini muffins and cakes. The launch is part of a diversification strategy that Hancocks believes will give it a competitive edge in the future.

### Belvita

Mondelez added Belvita Duo Crunch Chocolate Hazelnut to its portfolio in May. It is also giving Belvita consumers the chance to win one of 2,000 Tassimo coffee machines in an new on-pack promotion which launched in May and lasts until mid-September. ●



## Turning my store into a café

Two years ago, we refitted our store and turned this CTN on its axis. We were struggling with declining tobacco and newspaper sales. Turnover was steadily dropping so we wanted to turn that around with food.

There's lots of cafés and restaurants nearby, so we knew our customers would not be satisfied if all we offered was a scone from a packet. Standards are high, so we decided to bake all our cakes onsite, alongside other food like salads and soups.

We have three sites throughout the north east of Scotland so I have a team of seven bakers working across the sites. As well as the traditional shortbreads and tray bakes, I wanted my bakers to show their creativity, so we have a selection of fruit, banana and white chocolate scones and cakes like raspberry tarts made with Scottish raspberries, key lime pie, strawberry pavlova or chocolate lemon fudge cake. They are encouraged to come up with new cakes all the time, and we appeal to a wide age range.

As well as customers coming in for a mid-morning coffee or an

### David Robertson

Pozzi, Buckie



afternoon tea, we also place cakes in boxes so people can take them out for work treats or special occasions. The aim was to make the space work like a restaurant, so there's the usual breakfast, lunch and dinner traffic, but we also use the times in between.

It's difficult to say how much turnover has increased because costs have increased too, but we're looking at around 10%. This kind of retailing isn't for everyone, but done well, it works.



# TOBACCO

## EFFECT 1

### Confusion has disappeared

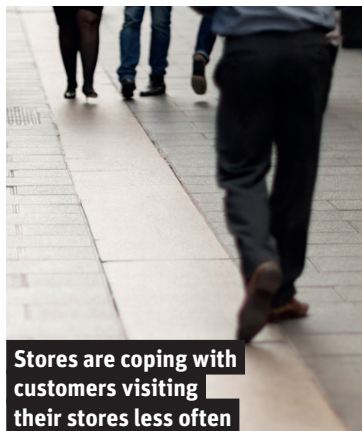


While EUTPD II presents manifold challenges, many retailers report that, finally, confusion in the market has disappeared since the legislation kicked in fully. "We're now all singing from the same hymn sheet," says David Worsfold, of Farrant's Newsagents in Cobham. "We know, and therefore customers know, which products have been discontinued. It's definitely much better in that respect because everything has settled down."

## EFFECT 2

### Footfall has dropped

As expected, many retailers have reported a fall in footfall. Customers who would normally buy a 10-pack of cigarettes and top-up twice a day are coming into stores less to stock up on 20-packs, with rolling tobacco also affected. A One Stop retailer, who did not want to be named, reported his footfall is down by as much as 8% since the legislation kicked in. "It's a bit too early to judge the long-term fallout, but one immediate effect has been the marked drop in my footfall," he told RN. Wholesalers, too, have reported this is the main feedback they are receiving from retailers.



Stores are coping with customers visiting their stores less often



# Here are the consequences

Just two months after EUTPD II regulations came into force, retailers and wholesalers are already reporting shifts in customer behaviours. But what are the effects of the new laws and how can retailers turn them to their advantage? **Helena Drakakis** investigates

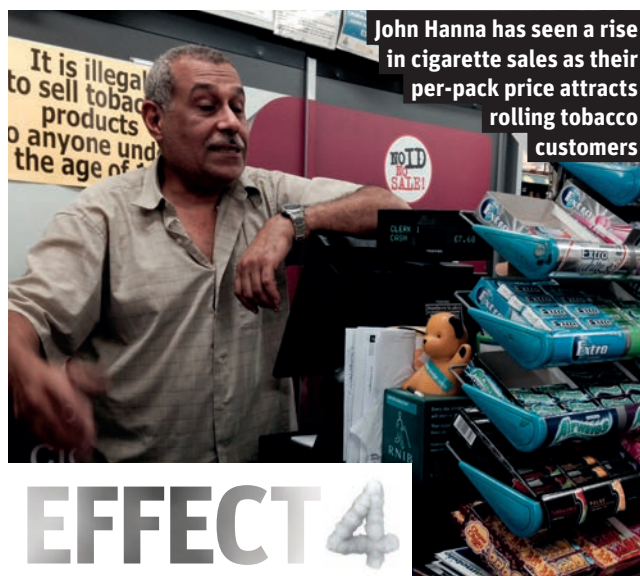
**T**he dust has barely settled on the tobacco market in the wake of EUTPD II regulations coming into force on 20 May, but already retailers and wholesalers are reporting changes they have noticed two months in. With the onset of plain packaging, the removal of 10-packs of cigarettes and 12.5g tobacco pouches, alongside non-compliant e-cigarettes from

gantries, new trends are starting to appear. While a true picture has yet to emerge, RN did find some reported fallout from the new legislation, and some variations in shopper behaviour. Whether these variations are down to geography, income or other factors it is impossible to say. What is clear is tobacco is a category retailers need to get right in this rapidly changing market.





## At the economy end of the scale it's all about price



John Hanna has seen a rise in cigarette sales as their per-pack price attracts rolling tobacco customers

## EFFECT 4

### Price is king in economy

The budget end of the market continues to perform strongly as price gains prominence over brand as the distinguishing feature between different products on the gantry. Rothmans and Sovereign, priced around £7.35, have been identified as doing particularly well. "Many of my customers are switching from rolling tobacco to cigarettes just because the outlay at any given time is not as high," John Hanna, of Smokemart, in Brighton says. "In my area, I'm concentrating on the budget end of the cigarette market as many of my customers seem to be switching to cigarettes from rolling tobacco."

## EFFECT 3

### Brand loyalty still counts

According to retailers operating in more affluent areas, and despite plain packaging, brand still matters, but only for customers who can afford it. Romit Patel, who runs Wellers tobacconist in Dorking, says his customers are now clearly split between budget and brand. He said: "At the economy end of the scale it's all about price. There's no brand loyalty, and customers shuffle around. But, I've got Marlboro smokers and Benson & Hedges smokers who will always buy those brands. No matter the cost, that's what they ask for." He says he is now working to maintain availability on his best-selling lines in both ranges.



## EFFECT 5

### Price matters

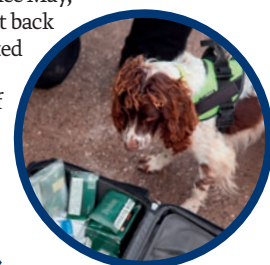
While some retailers, heavily encouraged by manufacturers, are sticking to RRP, many are not. To encourage them to do so, suppliers are using incentive programmes. Imperial Tobacco has its Ignite scheme, for example, and JTI runs a similar initiative, with benefits offered to retailers who stick to RRP. Other retailers, such as David Worsfold, are choosing to price at 3% above the RRP on cigarettes. Farrant's is a destination store, David says, and he doesn't have to work hard to retain budget-conscious customers. Instead, he focuses his attention on loyal and premium customers, also selling cigars with margins above 35%. John Hanna, on the other hand, says he is trying, wherever possible, to stick to RRP.

David Worsfold remains a committed tobacco specialist

## EFFECT 6

### The illicit trade

As ever, the blight of illegal tobacco varies depending on a store's location but, worryingly, retailers in areas never previously affected are seeing customers sourcing tobacco from a range of alternative, cheaper, illicit places. Premier retailer Linda Williams has spoken to RN about the difficulty of seeing otherwise loyal customers carrying plastic bags with cartons of counterfeit cigarettes. In Hull, Premier retailer Sam Coldbeck has said even her vape sales are affected – they are down by 40% since May, forcing her to cut back the space allocated to them. She blames a flood of non-compliant stock onto the black market, in particular through social media sites. ➤➤



# TOBACCO

## INDUSTRY ADVICE

**Top suppliers give their tips for success in the newly-restricted market**

### Republic Technologies

**Gavin Anderson**  
General sales manager



It is now more important than ever for retailers to find ways to signpost the category to promote and maintain tobacco sales. Using display stands and off-gantry fixtures will help to do this, while additional prominence will also boost sales of rolling tobacco products. Stock a broad range of products (filters, papers, matches and lighters) to tap into changing shopper needs.

If a customer's desired product is not in stock you may lose them.



### Scandinavian Tobacco Group

**Jens Christiansen**  
Head of marketing and public affairs



Cigars will also benefit from much greater visibility by being branded and not being restricted to a minimum pack size, meaning they can still be wrapped and sold individually or in 10-packs. This means some cigars are now the cheapest option available which may mean they attract existing smokers from other categories. While still available in 10-packs, cigars will also help mitigate the drop in footfall from cigarettes going to minimum 20-packs, as well as representing a higher margin than cigarettes.

### Imperial Tobacco

**Jennifer Roberts**  
VP customer marketing, Blu UK



Counter-top units are a great way to increase the visibility of vaping products in store or, if space is limited, an eye-catching back wall display will do wonders to showcase your whole range. Being knowledgeable on the category and the different products available will also make your store a destination outlet for vapers – don't hesitate to contact your Imperial Tobacco rep for our educational leaflets.

Stay stocked up. Make sure you're always fully stocked with at least two or three of the top brands or customers may go elsewhere and not return.



### JTI

**Mark Yexley**  
Head of communications



Maintaining range and availability at all times is of vital importance to ensure retailers' stores become choice destinations, because smokers and vapers expect their brands to be readily available. Almost 27% of existing adult smokers choose to buy elsewhere if their brand is unavailable. Retailers should also ensure their gantry is easy to navigate in a post-EUTPD II environment. Don't make any snap decisions about changing the position of tobacco and reducing brand range and stockholding.



**It is now more important than ever for retailers to find ways to signpost the category**

## EFFECT 7

### Sales are levelling off

Wholesalers who reported a spike in tobacco sales before EUTPD II came into force are now seeing a levelling off of sales. This seems particularly true for wholesalers who had good stockholding in small packs and pricemarked packs during the transition period. Parfett's, for example, saw a 10%-15% spike in the three months to May in some depots, but is now reporting sales tailing off. "Year on year, we are up on cigarette sales," says the wholesaler's head of customer development Guy Swindell. "Pre-legislation, we were achieving normal levels of growth, but as it came in we had a lot of pricemarked stock and smaller packs so we saw quite a big spike. Now, we're going back to the levels we saw at the end of 2016."



## EFFECT 8

### Roll your own has mixed fortunes

Wholesalers are, in some cases at least, seeing a spike in sales of rolling tobacco, contradicting the shift to cigarettes John Hanna has seen. Parfett's Guy Swindell says the wholesaler witnessed a peak in rolling tobacco sales as legislation came into force, but says this may have been fuelled by manufacturer promotions in preparation for EUTPD II coming into force. "We've seen strong brands like Amber Leaf and Golden Virginia doing well and retailers picking out strong brands. For shoppers, they're thinking what is going to be better value." ●

# THIS WEEK IN MAGAZINES



## Working 9 to 5

# GOOD GOLLY, IT'S DOLLY IN A COUNTRY SPECIAL

Country music legends don't come any bigger and bolder than the amazing Dolly Parton. This title looks back on 50 years of Dolly.

**COUNTRY MUSIC** Legends follows in the successful footsteps of Anthem's Classic Pop Presents and Vintage Rock Presents series, continuing the trend for in-depth specials on single musical artists or bands. Issue 1 features Dolly Parton, celebrating her 50th year as a recording artist. Chronicling her music career from the 1960s to today, there are special features on her movies, fashion and songwriting. With 3.8 million Facebook friends, 600,000 Instagram followers and her own theme park, Dollywood, her popularity seems to remain high with fans across the world.



**COUNTRY MUSIC  
LEGENDS**  
On sale out now  
Frequency 2 per year  
Price £6.99  
Distributor  
Marketforce  
Display with Mojo,  
Country Music, Classic  
Pop, Classic Rock

## Round up



**Jennifer Hardwick**

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

## CHEAPER GLAMOUR CLOBBERS COSMO

Last week RN revealed the early results of the impact of Glamour's price cut at the start of the year. Based on data from Seymour and a comparison between sales in the five months leading up to the drop from £2 to £1 and in the five months following it, Glamour has taken the lead from rival Cosmopolitan, selling 1,100,986 copies compared to Cosmopolitan's 1,042,371 copies in the same time period.

The data showed that while the sales growth of Glamour was greater than the sales losses for Cosmopolitan, leading to a combined sales growth for the two titles, their combined RSV fell from £2,461,679 to £2,143,357.

We are not too far from the next six-monthly ABC report for magazines, so it will be interesting to see if other titles have been affected by the change, for example other women's magazines which have always been priced around the £1 mark.

Of course, publishers are facing the same dilemmas you face every week in your store as they balance profit, sales growth and building brand loyalty. There appears to be quite a split in opinion in the industry over whether price dropping is a good long-term growth strategy or not – with Woman's Weekly editor Dianne Kenwood telling delegates at the Professional Publishers' Association Festival in May she believes readers will always be willing to pay for quality and dropping the price can "devalue" a title.

With magazine pricing out of your control, you can only wait to see what choices publishers will make in the coming months, but your customers' reactions will dictate which ones can weather the storm of continuing online competition. Keeping an eye on your sales across the women's category could give you your own early indication of the pattern the next period of price changes will take.

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# THIS WEEK IN MAGAZINES



## Bestsellers Photography

Title	On sale date	In stock
1 Amateur Photographer	22/07	<input type="checkbox"/>
2 Practical Photography	03/08	<input type="checkbox"/>
3 Digital Photographer UK	27/07	<input type="checkbox"/>
4 Outdoor Photography	27/07	<input type="checkbox"/>
5 Digital Camera Magazine	14/07	<input type="checkbox"/>
6 Black & White Photograph	06/07	<input type="checkbox"/>
7 Photo Plus	25/07	<input type="checkbox"/>
8 British Journal Photograph	02/08	<input type="checkbox"/>
9 Digital SLR Photography	08/08	<input type="checkbox"/>
10 Digital Photographer UK	27/07	<input type="checkbox"/>
11 What Digital Camera	n/a	<input type="checkbox"/>
12 Professional Photography	24/08	<input type="checkbox"/>
13 Professional Photo	17/08	<input type="checkbox"/>
14 Black & White	22/08	<input type="checkbox"/>
15 Camera Craft	12/08	<input type="checkbox"/>
16 Photography Masterclass	03/08	<input type="checkbox"/>
17 F2 Freelance Photographer	n/a	<input type="checkbox"/>
18 BDM's Complete Guide to Digital Photo	27/07	<input type="checkbox"/>
19 BDM Creative SPL Series	31/08	<input type="checkbox"/>
20 BDM Creative Series	28/09	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## GUIDE TO THE ROYAL NAVY

The UK's maritime defence force is grappling with the twin challenges of bringing the largest and most sophisticated warships it has ever built into service while coping with the strain of expanding global missions for its existing combat fleet. In the eighth edition of this guide to the Royal Navy, the big issues confronting today's British navy are weighed up. These include the advent of the gigantic new Queen Elizabeth Class super-carriers, along with the latest developments in future fighting ships.



**On sale 28 July**  
**Frequency one shot**  
**Price £6.50**  
**Distributor Seymour**  
**Display with Warships**  
**International, Shipping**  
**Today & Yesterday, World**  
**of Ships**



## CLOSER

This issue has a free Slimming World membership for every reader plus an 8-page Slimming World Diet Special. The last Slimming World special issue of the title saw sales increase by 25% compared to the yearly average. Frontline reports independents account for 14% of Closer's sales each week, generating more than £1.75m in RSV every year.

**On sale 25 July**  
**Frequency weekly**  
**Price £1.70**  
**Distributor Frontline**  
**Display with New and**  
**Reveal**



## MAMMOTH FAMILY WORDSEARCH

Mammoth Family Wordsearch is described by publisher Puzzler Media as a value-for-money title. Wordsearch magazines are the biggest-selling, single-format puzzle type in the sector, according to the publisher. This issue comes with a covermounted free pen and gives readers the chance to win a new Toyota Aygo. Mammoth Family Wordsearch contains 150 puzzles and includes a dedicated children's section, plus regular competitions for cash prizes.

**On sale 26 July**  
**Frequency monthly**  
**Price £2.99**  
**Distributor Marketforce**  
**Display with Q Word**  
**Search, Family Wordsearch**  
**Jumbo**



## BEANO

This next edition of Beano comes with a total of three gifts on a theme of summer fun for its young fans. Freebies include a Mega Squirter, 20 Gnasher Splasher water balloons and a pack of Despicable Me 3 trading cards. Inside is the usual mix of comic strips, jokes, puzzles and the first of the title's new boredom-busting makes, a guide to make a frozen dinosaur egg.

**On sale out now**  
**Frequency weekly**  
**Price £3.50**  
**Distributor Marketforce**  
**Display with Epic, Toxic,**  
**Ultimate Spiderman**



## ULTIMATE SPIDER-MAN

The summer issue of Ultimate Spider-man features stories for readers to enjoy about the Winged Warrior and a robot rampage. It is cover-mounted with a Base Rocket blaster and also capitalises on the recently-released film featuring the man himself, with a Pannini Spider-man Homecoming movie sticker album, as well as a sticker packet to start fans off on their collections.



**On sale 13 July**  
**Frequency every 4 weeks**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Marvel**  
**Heroes, Lego, Mega**

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# RN

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## WALNUT

The second issue of Walnut magazine promises a diverse and eclectic mix of informative health articles, interviews with natural therapists and passionate food producers, as well as inspiring summer recipes. The brainchild of an art director and a nutritional therapist, the title is split into three sections – health, food and people, presented with high quality photography and illustrations.



**On sale** 28 July  
**Frequency** bi-annual  
**Price** £10  
**Distributor** MMS and Export Press  
**Display with** The Gourmand, Olive, Women's Health



## SHOPKINS

This issue of Shopkins is a bumper one with extra gifts and content ready for the summer holidays, as well as the usual free Shopkins toy. The title, based on the popular collectable characters, features quizzes, activities and stories for young fans to enjoy. Marketforce predicts a 'huge' sales uplift for the season.



**On sale** out now  
**Frequency** every four weeks  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Sparkle, Sweet, Mixit



## TAB'S TAKE A PUZZLE

This edition of Take a Break's Take a Puzzle contains the usual mix of brainteasing puzzles and more than £10,000 in prizes to be won including a holiday to Dalmatia. There is also an extra summer quiz with a prize of more than £3,000. Supported by ads in the Daily Mirror, publisher Bauer is predicting a large sales uplift on the issue, with prizes including Acer laptops, hot air balloon rides, sewing machines, more than £5,500 in cash and £500 in vouchers.



**On sale** 28 July  
**Frequency** monthly  
**Price** £2.50  
**Distributor** Frontline  
**Display with** Take a Crossword and Puzzler Collection



## MIXIT

New primary girls title Mixit is a multi-brand magazine with character-based stories, quizzes, reader art, cartoons, things to make, bake or cook, collectable posters, and games. In this issue there are articles with popular vloggers Creative Celeste and Emily Tube, and free stickers featuring The Powerpuff Girls and Glimmies.



**On sale** out now  
**Frequency** every four weeks  
**Price** £3.65  
**Distributor** Marketforce  
**Display with** Sparkle, Sweet, Shopkins



## TAKE A BREAK MINI PUZZLES

There are eight mini puzzles in the Take a Break Mini Puzzle range offering content from each of the seven puzzle sub-categories. The smaller format makes them perfect for holidaygoers. Categories include Arrowwords, Codebreakers, Crossword, Sudoku and Wordsearch, among others.



**On sale** 27 July  
**Frequency** monthly  
**Price** £1.60  
**Distributor** Frontline  
**Display with** Puzzler Collection, TAB's Take A Puzzle

## Reader viewpoint

**Michelle Madlener**

Student,  
London



**As the school summer holidays approach, RN decided to speak to a teenage magazine reader to get her take on the market.**

**M**y favourite magazines are Shout and Glamour, because I like the free gifts that come with Shout and because I like the topics they cover, such as fashion and social media.

One of my friends buys Shout every month, whereas my other friends tend to buy them as one-offs if there is an offer or if a magazine catches their eye.

Normally, I like to stick to my favourites, however, if another magazine attracts my attention, for example if it is a special issue or if a celebrity I like is on the front cover, I will give it a go. I sometimes like to buy a small packet of crisps or biscuits while I am in the store along with a magazine if I'm able to get something like that for a decent price.

I normally read my magazines at home because I find it more convenient, but now and then I buy them to read on my way home from school.

I read them a lot more frequently now that I'm able to buy them myself, compared to when I was younger and my parents bought them for me or I received them as presents from friends or family.

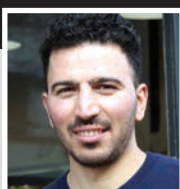
Because there is such a wide range of different magazines to choose from I think I will be a lifetime reader.

I also find it much easier to flick through the pages of a physical magazine than read it on an iPad.

## Top tip

**Make each category visible. I am more likely to buy a magazine if I can easily find what I want**

## COMING UP IN NEXT WEEK'S RN



## WHY HATFIELD STATION WAS THE PERFECT LOCATION FOR MEHMET GUZEL'S THIRD STORE

Plus, the school holidays may have just begun but our experts say it's the right time for you to get a back to school range in place, and RN investigates how major trends affect core grocery

# RN

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## Collectables

## Newspapers

**Weight Watchers** 15-16 July

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