

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 14.07.2017

Margins, margins, margins

And why they trump price or availability for Kay Patel

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Make £7.50 an hour work for you

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Shaping the future of independent retail since 1889



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WELCOME

Profit or point of difference – what’s your product strategy and how do you get it right?



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How do you decide which products to stock? And how do you ensure this gives your customers a reason to visit your store and not your competition? Two retailers feature in this week’s issue with polar opposite strategies. One is focused on profit, the other on creating a point of difference. For London retailer and this week’s Store Lookbook Kay Patel, profit margin is king. Any new product must earn him between 30% and 40%. Staff push the products paying the highest return and any brand or product not paying its way gets cut.

Cornish retailer Trudy Thompson, last week’s Lookbook, focuses on lines you don’t find in typical c-stores, however. Around 70% of her sales come from 80 local suppliers and 20% of her fruit and veg is grown in customers’ gardens. In this week’s My Local Hero column on page 19, Trudy tells us the value of using shoppers to help shape your product strategy. One of her customers is a Michelin-trained chef who supplies her cakes – and she sells up to 150 a day.

These opposing strategies are working equally well for both retailers. Kay’s turnover and average basket spend are up by 20% in his well-established store as he invests in high-margin categories like chilled and food to go.

Trudy, meanwhile, might be making a lower store margin than the previous owner, but this is more than offset by her increasing turnover, which is up 200%, driven by her unique offer.

Whatever your strategy, RN gives you the tools each week to get it right and there are lots of great examples in this issue to inspire.

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BREAKING NEWS

TMA plan will fight traders in illicit cigs

Trading standards would be better resourced to fight illicit trading and efforts to introduce licensing for tobacco retailers would be scrapped under proposals put forward by the Tobacco Manufacturers Association (TMA).

In the 2016/17 Delivering In A Year Of Change report, launched this week, the TMA outlines the £11.5bn of tax the industry provides the treasury, the £2.4bn of tax lost to the illicit trade and also suggests a new regime of regulation that would protect revenues and cut crime.

Giles Roca, director general of the TMA, described the recent introduction of plain packaging as an “unprecedented and unnecessary attack on a legal business which sets a dangerous precedent for other sectors” and said EUTPD II reductions in small tobacco formats had “reduced footfall and incidental spend” for retailers.

Meters not popular in new survey

More than one in five people would not want a smart meter fitted in their home if offered the choice, new data shows.

Website Comparethemarket surveyed 2,000 people, with 21% of people saying they would refuse.

Only seven million homes have been fitted with them but by 2020 all 53 million homes in the UK are set to be “offered” one, as revealed in the Queen’s Speech.

Previously, the government said its official policy was that every UK home would have a smart meter by 2020.



Kevin Hunt (far left) and his team. Inset, the £1 bakery at Chesterfield Spar store

Road trip inspires Kevin to make food to go changes

Leading Spar group retailer Kevin Hunt is set to make food to go changes in up to 15 of his stores following an inspirational 300-mile road trip. Mr Hunt and his team visited three different Spar stores, including a recently refurbished Chesterfield store, to see the “incredible sales” of the Bargain Bites food service. “For some stores value is the only thing that matters to your demographic, which is where a £1 bakery comes in,” Mr Hunt said.

£300m government fund payments delay continues ‘Small businesses will start dying’

Rate relief shambles to last two more months

by Jennifer Hardwick
jennifer.hardwick@newtrade.co.uk

Retailers promised relief from large increases to their business rates bills could be faced with a further two-month wait as a result of a “shambolic delay”, experts have warned.

The Federation of Small Businesses (FSB) has written to communities and local government secretary of state Sajid Javid, calling on him to instruct every council in England to take action. The move follows a delay in the release of the £300m government fund, which was

announced in March as part of the Spring Budget – before the first round of higher bills hit stores in April.

FSB policy director Martin McTague said: “Local authorities have known their allocation since April, yet it’s likely most will not have schemes in place until August or September at the earliest.

“This shambolic delay means some small businesses are being left with no choice but to delay investment, avoid taking on staff, or even close their doors.”

Property agency Colli-

ers’ head of rating John Webber said: “It was a dog’s dinner of an announcement really because the new bills had already been decided and were about to be sent out by councils when it was made, so it was always going to lead to a delay.

“We are told the relief is definitely going ahead but it’s not much consolation for businesses who have had to pay for three months already, when cash flow and timing is so important.”

Perry Thaker, of Charlotte Street News in Soho, London, said his business

rates bill went up by around 20% in April but he has not received any communication regarding relief from his council.

“Businesses are really struggling in my area because rent is so high anyway, so I definitely think small businesses will start dying,” he said.

Meanwhile Paul Patel, who has a WH Smith Local in Dibden Purlieu, Hampshire, said: “We have a system where Amazon benefits from having an out-of-town warehouse and then the government wonders why the high street’s dying.”

NLW leads to staff cuts in 75% of stores

More than three quarters of convenience stores have reduced the number of staff hours in their business as a result of wage costs increasing, the latest report from the Association of Convenience Stores (ACS) has revealed.

The annual submission to the Low Pay Commis-

sion outlines nearly half of store owners have had to reduce the number of staff they employ in store, while almost two thirds of store owners have had to increase the number of hours they work themselves.

Dee Sedani, owner of One Stop stores in Derbyshire, said he has had to

cut staff hours.

“It’s a challenge. I used to have two members of staff on but now it’s down to one.

“I could employ younger staff and pay less in terms of wage costs but they tend to be more problematic.”

The government’s current target is for the NLW

to reach 60% of median earnings – currently projected at £8.75 per hour by 2020.

The convenience sector employs around 390,000 people in more than 50,000 stores around the UK.

The ACS will be giving evidence to the Low Pay Commission on Tuesday.

KPMG retail expert says local produce and working together is essential 'Informed choices'

Indies in strong position to fight post-Brexit woes

by Helena Drakakis

RNreporter@newtrade.co.uk

Independent retailers who develop their local produce offer and work collaboratively with other retailers and suppliers could be at an advantage should the UK leave the EU without a trade deal.

Paul Martin, UK head of retail at KPMG, made the recommendations to RN following a report by the organisation warning many customers could face price increases of more than four times the rate of inflation, depend-

ing on the outcome of Brexit negotiations.

"Sourcing locally isn't a silver bullet so it should be considered alongside other advice," he said, adding that retailers who have a "granular understanding" of where products come from, as well as how they are transported, can make informed choices about what to stock.

"Retailers should consider joining forces with other retailers and suppliers to deliver collaborative solutions to the challenges that may arise from customs changes as well

as exploring both pricing and supply chain options fully," he added.

The report, released this week, analysed the potential cost of breakfast items and concluded imported goods like Spanish orange juice and olive oil from Spain and Italy were among the items set to incur the biggest increase, at 34% and 30% respectively.

Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth, is already sourcing as many product locally as possible and has an arrangement with suppliers.

"Brexit has not affected me yet day-to-day, but price inflation is inevitable. I do feel I am in a better place to withstand the storm," he said.

As well as stocking local produce, Mr Sidhu has engaged suppliers in delivering to retailers within non-competitive areas.

"I've introduced several suppliers to other retailers and local restaurants. Through that arrangement, I have a great relationship with my supplier and I get great terms," he said.

Glamour topples Cosmo

Glamour magazine has outsold rival Cosmopolitan following its price cut from £2 to £1 at the start of the year, according to data obtained by RN from distributor Seymour.

Sales of Glamour in the first five months of 2017 were 27.5% higher than in the last five months of 2016, at a total of 1,100,986 copies sold compared to 798,377.

However, the RSV generated by the title in the same period fell from £1,313,115 to £1,100,986.

Meanwhile, Cosmopolitan's sales dropped slightly, from 1,148,564 copies in the last five months of 2016, to 1,042,371 copies in the first five months of 2017.

Glamour's publishing director Camilla Newman said Condé Nast is "thrilled" with the response to the price change, which accompanied an increase in size for the title.

Paul learns forum words of wisdom

Top Budgens retailer Paul Gardner is already benefiting from joining the Independent Retail Owners Forum after a visit from analyst Scott Annan. Mr Annan advised Mr Gardner on changes in advance of a major refit to the Islington store next month. The forum, now with 12 members, brings together successful retailers to share knowledge and get one-to-one advice from Mr Annan. "Paul is a naturally gifted independent retailer who will make a massive contribution to other retailers in the group," he said.



PayPoint cash deal

PayPoint has announced a new cashback offer for retailers who sign up to its PayPoint ATM and PayPoint One package.

Store owners can earn £1,500 cashback over five years if they take a PayPoint ATM alongside any PayPoint One package. However, in order to qualify, retailers must have an existing non-PayPoint ATM alongside a high volume of cash withdrawals per month. A company spokesman confirmed this was "typically around 700 transactions a month". The offer is open to both existing and new retailers.

Anthony Sappor, PayPoint's ATM product manager, said: "As bank branches continue to close, ATMs within convenience stores are more in demand, driving footfall and cost benefits to retailers."

Nisa chairman denies reports of revolt

Nisa has confirmed it has received no request for an extraordinary general meeting (EGM) following a report that members are plotting to overthrow chief executive Nick Read amid takeover talks by supermarket Sainsbury's.

The report, published by the Sunday Times, suggested around 30 rebel retailers were to pool their shares

to cross the 5% threshold needed to call a vote on Mr Read's future at the mutual symbol group.

However, Nisa chairman Peter Hartley told RN: "We have received no request for an EGM, and cannot see any merit in calling one," adding the company has been carrying out regional meetings to allow members to air

their views.

"Members have strongly indicated they would be keen to have the opportunity to evaluate a proposition should one be forthcoming," he said.

Nisa retailer Harj Dhasee, who runs The Village Store in Mickleton, said: "It's a great shame a minority are trying to destabilise the

company and seem to have a personal vendetta against Nick Read."

While an industry insider said: "This is pure mischief-making from a small vocal group. They often don't reflect the realities of today and their actions are at odds with the interests and desires of the wider membership."

STORE LOOKBOOK



No margin for error

Owning and running five stores, Kay Patel lives and breathes retail. In tough times this passion pays off, he tells **Tom Gockelen-Kozlowski**

Retailers tend to focus on similar things: availability, price, pack size – at the moment margin is very much at the top of that list.”

East London retailer Kay Patel is one of life's entrepreneurs and, in an era of the National Living Wage and higher business rates, this hunt for margins has put him in his element.

“There was a time when we'd bring in any new product, but now the margin has to be right. I'm looking for 30% on confectionery and crisps and 40% on products that need to be chilled such as beers, soft drinks and chilled produce – if it's not that high I'll wait until it's on offer to do this.”

Many retailers see higher business costs, particularly wages, as necessitating increased responsibility being passed on to staff (see this week's special, page 24). But Kay isn't one for this received wisdom and likes to maintain full control as he searches for the most profitable stock.

“We deal with where a product comes from, where it is shelved and what to do with it. It's so much easier because our staff don't have to change their routines.”

This approach enables Kay to be both bold and ruthless.

“On our soft drinks planogram, for example, I delist AG Barr products first and have tightened their range because they offer the lowest cash margins, because of

their market positioning. Cash and carries don't stock their products non-pricemarked so they're the least profitable products on the shelf,” he says.

Suppliers whose approach chimes with Kay's are rewarded, however: “One tobacco supplier asked me, how come you sell more Carlton cigarettes than others in the area? The margin was always higher – we get 8% from them – so I told our staff to push them – you can change customer demand like that.”

He is more than happy to work with suppliers to improve his category management: “We create our own planograms but work with the major supplier in each category. To do this I'm part of Pladis's Better Biscuits Better Business panel and also work with Mars and Unilever who provide a lot of this expertise,” he says.

The origins of his Best-one Global Food & Wine store, in Wanstead, highlight how deep-rooted Kay's instinct for business is. “A drinking buddy ran a florist and told me he was thinking of folding. We shook hands in the pub. We spent about £160,000 refurbishing the store and extended it to 950sq ft from 250sq ft.”

Long opening hours, great store standards and a basic convenience goods that fitted locals' “top-up mission” needs ensures the store meets the exact needs of its location.

Eight years on, and with Kay's laser- ➤

“ I like to read Pricewatch – that page is always dog-eared. I check my EPOS afterwards and see where my prices fit in.” **KAY PATEL**



What you can learn

- 1 New products have to pay their way in Kay's store but there is ample space to add to his basket spend.
- 2 Kay plans to further extend his food to go range to capitalise on the category's popularity and profitability.
- 3 Kay's new fascia emphasises the store's link to the Best-one symbol group.
- 4 Products in key positions – such as his soft drinks chiller – must earn their spot in margin and rate of sales.

INFORMATION

Location
Best-one Global Food & Wine
15 Cambridge Park
Wanstead, London, E11 2PU

Turnover
Up 20% since last year's refit

Size
950sq ft (Wanstead)

Staff
Five



STORE LOOKBOOK



5



6

like focus on profitability intact, the store continues to evolve. Kay doubled its high-margin fresh and chilled range last year to cater to changing shopper habits.

"We ripped out the shelving and refrigeration and started again. The area is quite affluent and I remember Unilever telling me Tesco choose their flooring depending on the affluence of the customer base. They use wood in affluent areas, and lino in poorer areas – we've followed that," he says.

And once again, while top performers such as alcohol and multipacks earned extra space, Kay showed his ruthless side:

"On canned veg we went to own label-only with no double ups – just the fastest seller. If you want that product you're going to buy it anyway – we're a convenience store."

This approach has helped boost turnover and basket spend by 20% and is guiding Kay's future plans.

"We've created a kitchen area and once it's fully operational, we'll start making fresh sandwiches," he says.

Why is he taking the store in this direction? You can guess: "because the margins are there". ●

What you can learn

- 5 Kay has instigated a number of refits and store updates to keep up with technological developments and trends.
- 6 Wooden flooring helps provide a premium feel to the store.
- 7 Kay builds partnerships with major suppliers to ensure his planograms reflect the latest trends.



7



Want to see more of Kay's store?
Go to [betterretailing.com/
best-one-kay-patel](http://betterretailing.com/best-one-kay-patel)



Headline partner



Learning partners



#LSS17



“LSS gave us ideas we could action straight away, like promoting a product tasting with a boosted social post.”

— Paul and Gail Mather, Sherston Post Office Stores, Wiltshire



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SYMBOL NEWS

Parfett's results 'robust'

Parfett's has reported robust year-on-year results for the last quarter of 2016, helped by a strong Christmas period and following an extensive restructure.

The wholesaler, and the name behind the Go Local Extra fascia, said its like-for-like sales in the last 12 weeks of 2016 included trading being up 10.5%, or 18% excluding tobacco.

"We have incredible footfall in our cash and carries and over Christmas we achieved 12% year-on-year growth," said Guy Swindell, head of customer development and management.

The company moved to centralised buying last year and put a greater emphasis on customer service in its depots.

It also targeted new areas by making the Sheffield branch a daytime cash and carry, and a night-time picking and distribution centre.

CollectPlus 'one-hour' returns

CollectPlus has partnered with delivery and returns company Gett Delivery to provide customers with one-hour returns within London.

Shoppers are able to use the Gett app to arrange for their packages to be collected within 10 minutes of ordering and then taken to their nearest CollectPlus point. The service is available from 9am to 11pm, seven days a week, and costs £1.95 per parcel.

The service is being trialled for six months in central London, with the view to expanding to other cities across the UK in coming months.



Wholesaler in firing line over rationalisation Retailers demand clarity over sales and ordering

Booker stock changes are losing us sales, say indies

by Helena Drakakis
RNreporter@newtrade.co.uk

Booker's rationalisation of stock, resulting in certain products being discontinued or moved to longer delivery times, has resulted in reduced availability and sales, retailers told RN.

Several store owners, who did not want to be named, said stock previously delivered within 24 hours is now classed as a special order and is taking up to four days to arrive.

One Family Shopper

retailer told RN: "In pet food, cans and flavours are disappearing and other lines, like Pedigree Puppy, are now classed as a special order that arrives in four days. There are lines I should be stocking but I am losing out on 24-hour availability."

A Premier retailer said: "The problem has affected our sales and our ordering, and there hasn't been much communication from Booker. Retailers want clarity."

However, the issues do not seem to be affecting all retailers, in particular, and

smaller retailers stocking only core lines are not reporting any problems.

Sukhi Khunkhun, of Premier Woodcross Convenience Store near Wolverhampton, said: "Lines are being discontinued. We've noticed it on canned fruit and we now just replace those lines."

"We have fed this back to our rep but we have a good relationship with him and our depot, and our sales have increased by 23% since last year."

A Booker spokesperson

said: "As part of our commitment to offering retailers a wide choice of products, very slow-moving lines are available from our online exclusive range. This allows our customers to have access to a far greater choice of products than a branch could necessarily hold and also maximises availability for the fastest-selling, most important 'Core in Every Store' lines."

"We are sorry to hear of the retailers' concerns and will pick up with them directly."

Nisa format doubles retailer's basket spend

A Gloucestershire retailer has boosted average basket spend by more than double after switching to Nisa's Store of the Future 2 Evolution format.

Kodeeswaran Subramaniam and business manager Adam Stone discovered the format at Nisa's annual exhibition in April and bought it immediately.

"The Stoneleigh store was exactly what we had been searching for," said Mr Stone.

After officially opening at the start of last month, fresh sales and quality wines have driven basket spend to more than £30 in the evening and £20 during the day, up from below £10 under the previous Premier fascia.

"People are buying the premium wines because we have them at good prices. That, combined with the fresh offering is driving basket spend," said Mr Stone.

Situated on a new estate three miles from Gloucester, Mr Stone said an open fridge aisle was one of the key factors in the 2,000sq ft store's success.

"In there, we've got four different types of salads and three different types of carrots," he said.

Mr Stone said the bigger fresh offering, promotions and consistent delivery were what persuaded the pair to join Nisa.

"We just couldn't get the fresh we wanted from Booker," he said.

NEWS & MAGS

Essex title with 37.5% retailer terms takes on Newsquest rival 'It is a journey worth going on'

Retailer support will help high-margin title rollout

by Jennifer Hardwick

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The editor of a newly-launched Essex newspaper believes his model for a high-margin regional title could be replicated across the country, if retailers throw their support behind similar titles.

Neil Speight launched the Thurrock & South Essex Independent at the end of May, with a cover price of 40p and a retail margin of 37.5% – or 15p per copy. Its competitor

is Newsquest's free Thurrock Gazette.

After growing sales of the weekly title and making a profit on the past two editions, selling around 4,000 copies a week, he is now seeking more support from newsagents in order to keep the Independent profitable as a paid-for, rather than switching to a free model.

"Last week I went into a store on Sunday – four days after delivery – and the bundle of 20 copies hadn't even been unwrapped. It

was shoved on the floor, half under a display," he said.

"It's a scenario I have seen over and over again. In many other places it's tucked away and hidden. Where newsagents have embraced and promoted the paper, it sells. Not in huge numbers – it will be a long haul to get people used to the idea of paying for a local newspaper in this area – but it is a journey worth going on."

Mr Speight said he is keen to support retailers, and is sending out letters to 280

stores introducing himself and the paper and offering free PoS. He has managed to win a number of shops over, including a convenience store near his home which only sells his newspaper, at 40 copies of the title each week.

"I want to have a blueprint which anyone else from anywhere in the country could and look at and reproduce to start a paid-for title in their area again. I really believe in print and the future of newspapers," he said.



Johnston papers delisted over cuts to margin

The NFRN's subsidiary company N3 has delisted all of the Johnston Press titles affected by the publisher's recent significant margin cuts.

The decision was made by the board of the newtrade-focused store network after the publisher slashed margins to as low as 10% on 41 titles across the UK amid a round of price rises which came into effect on 26 June.

The NFRN's head of news Brian Murphy said: "The N3 board believes the decision made to drastically cut margin without consultation would have a material effect on its members' category profitability in both the short and long-term.

"N3 tried in vain for Johnston Press to see sense and reconsider its decision, but this fell on deaf ears and resulted in N3 invoking its right to cancel the titles from its centrally-agreed range."

RN understands the same decision has been taken by Henderson Spar. A spokeswoman for the company declined to comment.

Johnston Press also declined to comment.

Smiths comes unstuck over labels mix-up

A retailer who was told his Smiths News depot had no newspaper returns labels for two weeks was surprised to find paperwork from the wholesaler was printed on a sheet of labels – featuring a notice stating the labels were still out of stock. Raj Wadher of Upton News, Slough, said: "I have had enough of not having any labels. I did call them to tell them what they have printed my paperwork on but they didn't believe me."

Magazine Returns	Quantity	Rate	Total	OS	OS %	OS Total
I DAILY (THU) 06JUL	19	0.500	9.500	7.22	0.00	0.00
I DAILY (WED) 05JUL	16	0.500	8.000	6.08	0.00	0.00
IRISH INDEPENDENT (THU) 06JUL	1	1.300	1.300	0.97	0.00	0.00
IRISH INDEPENDENT (WED) 05JUL	1	1.200	1.200	0.97	0.00	0.00
LA REPUBBLICA (WED) 05JUL	1	1.800	1.800	1.35	0.00	0.00
NEW YORK TIMES INT (THU) 06JUL	6	2.000	12.000	8.64	0.00	0.00
POLEKI (THU) 06JUL	2	2.400	4.800	3.40	0.00	0.00
RACING POST (WED) 05JUL	6	2.400	14.400	10.40	0.00	0.00
RICHMOND TWICKENHAM TMS 30JUN	1	0.550	0.550	0.41	0.00	0.00
SUN (THU) 06JUL	10	0.500	5.000	3.17	0.00	0.00
SUN (WED) 05JUL	9	0.500	4.500	2.88	0.00	0.00
SUN (THU) 06JUL	38	0.500	19.000	14.76	0.00	0.00
TIMES COMPACT (THU) 06JUL	9	1.400	12.600	9.14	0.00	0.00
TIMES COMPACT (WED) 05JUL	15	1.400	21.000	15.84	0.00	0.00
U S A TODAY (THU) 06JUL	3	1.700	5.100	3.82	0.00	0.00
WALL ST JOURNAL (THU) 06JUL	4	2.000	8.000	5.88	0.00	0.00

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 D/C RETURNS LABELS o/SHOT 19.06.17 5

TODAY'S MESSAGES
 OLD JAMAICA DIET GINGER BEER
 89p
 CDU = 12
 Please be advised a 2nd Distribution is being carried out focusing on non returners of the original launch and penetration work. Please amend your orders accordingly.

= No customer alterations accepted; S = Increases accepted; E = Sale or Return Extras

News UK plays fair on Sun rise

News UK has won praise from grateful newsagents by maintaining retailers' margin at 21% while raising the price of the Sun on Sunday to 10p last weekend.

The cover price is now £1.10, meaning retailers will make 23.1p per copy, up from 21p.

News UK's head of retail marketing Chris Hughes

said, "We were very keen to maintain the margin. It is in line with everything else we are doing with Sun Savers which benefits readers but also benefits retailers."

He added Sun Savers has received a "very positive" reaction from retailers so far, but said it was too early to report sales figures.

The NFRN's national president Linda Sood urged retailers to give the Sun on Sunday their "full support".

"We are pleased News UK wants to work positively with its retail partners. Its actions are in complete contrast to those of regional newspaper publisher Johnston Press," she said.

betterRetailing.com

Connecting you to retail success

See page 20 for online ordering advice from a top retailer



@betterRetailing

PRODUCT TRENDS

Prices and demand up for butter

Demand for butter is growing despite increasing prices and fears of a butter and cream shortage.

Arla boss Peter Turbogh said prices are soaring due to a plunge in production by dairy farmers, which could translate to a butter shortage.

Torquay retailer Chris Herring said Londis added 40p to a pack of butter in order to retain his 20% margin.

"But people still want butter because it is natural, rather than something with chemicals," he said.

Harj Gill, of Select & Save near Birmingham, has recently chosen to stock smaller 350g packs of Lurpak, his top-selling brand, to capitalise on customer demand.

"Flora and margarine has had some bad press, which has boosted sales of butter,"

FMCG sector urged to share data to survive 'Industry winners will embrace collaboration'

Report highlights need to work with big brands

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Retailers must collaborate with big brands to better understand, and be able to adapt to, changes in shopper behaviour.

This is the advice outlined in IRI's Back to Growth: Big Data Collaboration report, which stresses the importance of the FMCG sector sharing data to boost sales, following a period of slow growth since 2008.

"Historically, to find growth, retailers and manufacturers had to focus collaborative efforts on the supply chain to tighten standards and overall performance,"

said Jose Carlos Gonzalez-Hurtado, president of IRI International.

"Today, however, the industry winners will be those that embrace the big data collaboration approach and the latest technology that puts customers at the heart of their strategies."

The report outlines, in the UK, 7% of new products are delisted within the first year, on average lasting just 34 weeks. It also states there is a lack of information being shared about how customers respond to product and market information aimed at them and how it impacts their shopping habits. Loyalty data, product



sales and trip sales, for example, all help illustrate purchase behaviours and patterns.

McColl's developed a technology platform with

IRI in 2016 that contains all sales data, down to individual items in each basket. It allows manufacturers to assess how important their products are for specific missions and which other brands are purchased alongside their products. It allows retailers to quantify which brands attract customers and McColl's can now build a detailed profile of its customers.

Sid Sidhu, of Sukhi's Simply Fresh in Warwickshire, said he already shares data with a select few companies which allows them to provide tailored advice for his store, as well as in-store activities.

Save on cash banking with a PayPoint ATM

NEW
£300 a year
cashback offer*

"We've saved,
on average **£600**
a month on cash
banking fees since
having a PayPoint ATM."

Linda Sood
Falcon News, Portsmouth -
April 2017

Join over 4,000
PayPoint retailers
with a
PayPoint ATM

Visit paypoint.com/atm or talk to your Territory Development Manager



*From 26 June 2017, £300 cashback will be available to retailers taking a PayPoint ATM alongside any PayPoint One package. Retailers must have an existing non-PayPoint ATM that has a high volume of cash withdrawals per month. Cashback is available yearly for a period of five (5) years for retailers who meet transaction volume requirements and other applicable terms. Contact enquiries@paypoint.com for full terms and more information.



Get right mix of summer alcohol

by Joe Cooper

RNreporter@newtrade.co.uk

Retailers could be missing out on summer sales if they fail to stock the correct alcohol range to tempt both regular customers and impulse buyers.

Kamal Sisodia, of Belvoir News Local, Leicestershire, focuses on getting the right range to ensure he achieves his 15% uplift throughout the summer.

"We're an impulse store, so we get a broader range over summer to make the most of it," he said. "Little bottles of Blossom Hill for £1.99 do really well, for example.

During the summer, people want them on the go, so obviously they

must be chilled. The same goes for fruity ciders and pre-mixed cans."

Dennis Williams, of Broadway Convenience Store in Edinburgh, said: "We see a 10% uplift with the good weather. Promotions mean you can offer something different. Two bottles of Old Mout with a free glass from Heineken has done really well for us."

Mandeep Singh, of Singh's Premier in Sheffield, said good weather combined with the store's successful social media strategy can bring excellent results.

"You've got to have the right packs to keep people away from the supermarkets, such as Strongbow Dark Fruit, 10 cans for £10," he said.

JTI struggling to supply stores after law change

Retailers have reported a disrupted and unpredictable supply of key JTI products.

Brands such as Amber Leaf, Special Virginia, Sterling Rolling Tobacco and B&H Blue have been affected, retailers told RN.

Barnsley retailer Amandeep Singh, of Premier Singh's, said: "Supply over the past few months has been very unpredictable."

Echoing Mr Singh, Stephen Ansell, of Ansell Village Stores in

Bedfordshire, said: "It's unfortunate because we have to wait until the delivery comes to see what we're going to get. We've run out of certain products."

A JTI spokesman said the recent legislation had led to a shift in customer demand towards a different set of products.

"This has meant some availability issues but JTI is continuing to work with wholesalers and retailers in order to meet demand."

VIVE LE SHAKE!



ORANGINA IS GIVING 100 RETAILERS THE CHANCE TO WIN 5 CASES OF ORANGINA AND ORANGINA LIGHT TO DRIVE ADDITIONAL SALES IN THEIR STORE.

TO ENTER, RETAILERS SHOULD SEND THEIR NAME AND STORE DETAILS TO: WIN@LRSUNTORY.COM

OVER 1.8 MILLION SAMPLES

ORANGINA'S BIGGEST EVER SAMPLING CAMPAIGN

STOCK UP NOW!



BRAND SNAPSHOT



Three new Fusions

PepsiCo is introducing Fusions variations to its Walkers Oven Baked range – Thai Chilli & Lime, Spicy Tomato & Herbs and Cheddar & Red Pepper.



Homepride for kids

Premier Foods has launched a Homepride Kids range which has no added sugar, salt or preservatives, and is free from artificial colours and flavours.



Porridge on the move

Quaker Oats is expanding its offering with a range of Porridge To Go Breakfast Squares and Fruit & Oat Squeeze pouches.



Danone to Let It Out

Danone is kicking off a £3m Let It Out campaign to raise awareness about its flavoured water range: Volvic Touch of Fruit and Volvic Juiced.



Tiffin back for good

From August, Mondelez will be permanently bringing back the 200g Cadbury Dairy Milk Tiffin. The bar will have an RRP of £2.49.



Starburst's new arrival

After a successful launch in the US, Starburst Strawberry arrives in UK c-stores on 17 July, available in a single 45g and 150g hanging bag format.



Babies go tropical

Maynards Bassetts has launched Jelly Babies Tropical bags. The sweets are available in a mix of mango, banana and pineapple flavours.



Pea snack refresh

Calbee has refreshed its baked pea snack range Yushoi. The new look aims to market the snacks as a healthy, low-fat option.



More from Kellogg's

Kellogg's is updating its snacks portfolio with Nuts & More, made with roasted almonds, Scottish wholegrain oats, coconut flakes and dark chocolate.



FIT ✓
FOR THE FUTURE

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

WHAT'S NEW



Steak Mate

This mix of spices and herbs from Bohns is for seasoning and adding flavour to steaks and burgers. Recommended for beef, it provides a simple way to spice up a barbecue.

RRP from £3.25

Contact jeff@bohnsrubs.co.uk



Stokes Mayonnaise

In this real mayonnaise, Suffolk company Stokes has used British free-range eggs and Mediterranean extra virgin olive oil since it started business in 2004.

RRP £3.25

Contact sales@stokessaucos.co.uk



Applesecco

Oldfields Orchard has produced this unusual cider, made with local handpicked Discovery apples – a juicy eating variety which ferments into a crisp and light drink.

RRP £5.30

Contact info@oldfieldsorchard.co.uk



Scarlett & Mustard Tomato Salsa

This small, Suffolk-based, family firm makes a range of sauces, jellies, curds, and oils. This salsa is made with fresh tomatoes, coriander and a twist of lime.

RRP £2.99

Contact yum@scarlettandmustard.co.uk



Double Devon Cream

Perfect for summer strawberries, English Double Devon Cream, created by The Devon Cream Company, is a Devon cream produced in the southwest of England.

RRP £1.89

Contact 01225 812712



Pip & Nut

These vegan-friendly nuts are made without palm oil and are sugar-free. The range comes in crunchy, smooth and crunchy maple peanut varieties.

RRP £13 (6-pack)

Contact thekernel@pipandnut.com

➔ **Helena Drakakis**
 ✉ RNreporter@newtrade.co.uk
 ☎ 020 7689 3358



Frobishers Orange Juice

Frobishers orange juice contains 100% squeezed orange juice, to serve on its own or in cocktails and mocktails. The range also includes tomato, apple, bumbleberry and cherry flavours.

RRP £20.99 (24-case)

Contact sales@frobishers.com



Artisan Confectionery

Epicurean No1 is a selection of miniature chocolate-coated dairy ice creams and includes salted caramel and mango with passion fruit ice creams, both coated in dark chocolate.

RRP £15

Contact info@oliphantandpomeroy.co.uk

Focus

Ice cream

With a recent heatwave and the summer still to come, luxury ice creams are a way of offering a point of difference in store. This week, RN looks at some niche brands on the market.



Artisan Ice Cream

Oliphant & Pomeroy is an award-winning artisan producer of ice cream which makes dairy ice cream in a variety of flavours using ingredients that, wherever possible, are locally-sourced.

RRP £5.50

Contact info@oliphantandpomeroy.co.uk



Booja-Booja

This Norfolk-based company makes ice cream with organic ingredients. Each pot is made with cashew nuts and sweetened with agave or coconut syrup and is Kosher certified.

RRP £6.50

Contact welcome@boojabooja.com



Organic Raw

Lily & Hanna's ice cream, made with raw ingredients, is produced with 80% solar energy, 20% renewable energy and does not contain animal fats. 10% of the profit goes to charity.

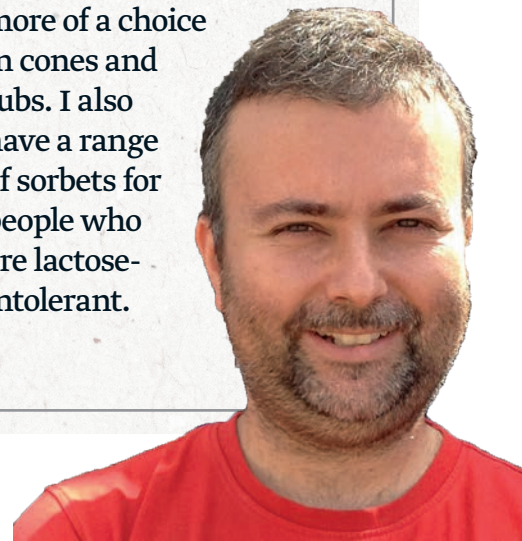
RRP £2.50 (110ml)

Contact hanna@lilyohanna.se

Andrew Howell

Loch Lomond News, Balloch

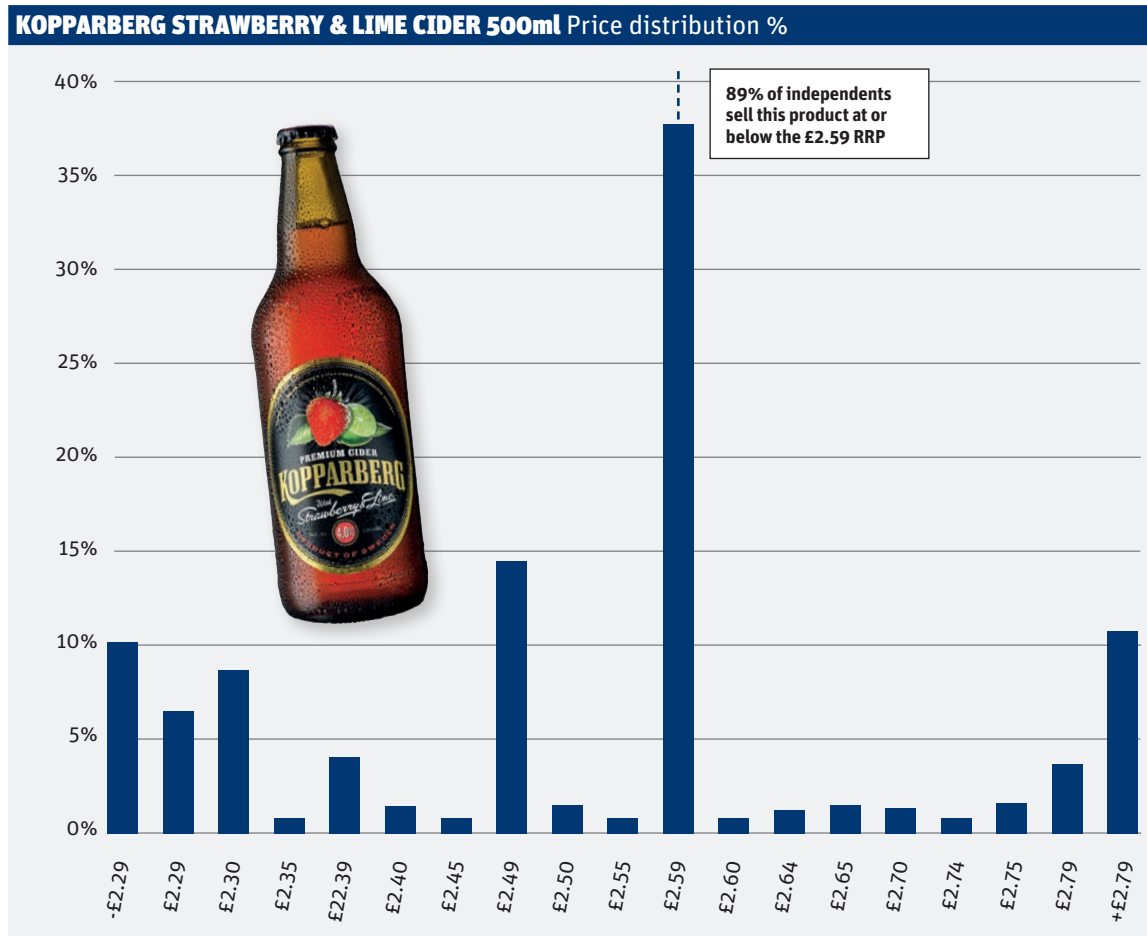
My speciality is a locally-sourced Italian gelato, and this is a real draw. I've found the trend in flavours has changed over the years and customers want much more of a choice in cones and tubs. I also have a range of sorbets for people who are lactose-intolerant.



PRICEWATCH

Profit checker Cider

Price checker



PRODUCT
Strongbow Dark Fruit Cider 10-pack 440ml
Strongbow Dark Fruit 6-pack 440ml
Frosty Jack's White Cider 3l
Strongbow 2l
Strongbow 4-pack 568ml
Lambrini 1.5l
Strongbow 12-pack 440ml
Scruppy Jack Cider 500ml
Strongbow 4-pack 500ml
Hereford Orchard Dry Cider 70cl
Kopparberg Strawberry Cider 500ml
Bulmers Red Berries & Lime 500ml

Analysis

The cider category has diversified rapidly over the past five years, and many retailers observe the various fruit flavours have overtaken traditional apple and pear varieties.

For most products, however, compe-

titition is tight, as is clear in our analysis of the price of Kopparberg Strawberry & Lime, with 38% pricing at its £2.59 RRP, half below and only a tiny handful venturing above. "Everywhere sells Bulmers and Kopparberg now, so

you've got price it competitively," notes Dave Hiscutt, owner of Westham Road Londis in Weymouth. "It's a good idea to find a local cider which offers customers something they can't find everywhere else."

How we drive our profit

Dave Hiscutt

STORE Londis Westham Road
LOCATION Weymouth
SIZE 2,000sq ft
TYPE town centre

TOP TIP

Consider whether it's worth stocking super-strength ciders as they can lead to increased shoplifting and threats to staff



We keep a mix of standard canned ciders like Thatchers, bottled ciders like Kopparberg and Bulmers, and premium local ciders from a firm called Dorset Nectar, with raspberry and elderflower flavours. Since March, we've been stocking Jack Daniel's cider and that's gone fantastically. We're going through hundreds of bottles a week. Our bottles of Kopparberg fruit cider are usually priced at £2.49, which gives a 25% to 30% margin; or we have them on a three for £5 deal and price them at £1.99 each. Either way they sell well, though obviously quicker when they're on promotion.

Ben Dyer

STORE Debbens News
LOCATION Waterlooville
SIZE 900sq ft
TYPE neighbourhood

TOP TIP

Pass wholesaler deals on. They should give you a better price than the shop down the road.



We stock a small range of cider, making sure all bases are covered, including Frosty Jack's, Bulmers and Strongbow. I'd say Strongbow is our bestseller, perhaps just because it's a bigger brand. Our four-packs of Strongbow go especially well, which are priced at £4.75, giving us between 20% and 30% margin. A lot of it depends on the weather, of course: on a sunny day you'll get workmen finishing early, dropping in and picking up eight cans. On a sunny week in the summer we might shift a couple of crates, with 12 packs to a crate.

➔ **Toby Hill**
 ✉ 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 C-STORE IN ABERDEEN SUBURB	RETAILER 2 LARGE SUBURBAN GLASGOW SHOP	RETAILER 3 OFF-LICENCE IN EAST LONDON RESIDENTIAL ESTATE	RETAILER 4 CAMBRIDGESHIRE VILLAGE HIGH STREET SHOP	RETAILER 5 POST OFFICE IN RESIDENTIAL AREA OF SOUTH YORKSHIRE TOWN	RETAILER 6 VILLAGE STORE IN SOUTH DEVON
£12.02	£13.20	£13.20	£11.20	-	£10.00	£10.00	£13.20
£5.16	£5.25	-	-	£5.25	£5.25	£5.25	£5.25
£4.26	£4.49	£4.49	£4.09	-	£4.49	£4.49	-
£3.47	£3.49**	£3.49	£3.49	£3.49	£3.49	£3.49	£3.49
£5.25	£5.25	£5.25	£5.25	£5.25	£5.25	-	£5.25
£3.47	£3.49	-	£3.49	£3.49	-	£3.49	£3.49
£11.68	£11.68	£11.99	£10.00	-	£10.00	£12.99	£11.99
£1.42	£1.59	£1.99	-	-	£1.29	£1.25	-
£4.30	£4.75	-	-	£4.50	-	£4.50	-
£3.66	£3.66**	£3.89	£3.89	£3.59	£3.89	-	£3.89
£2.50	£2.59	-	£2.19	£2.49	£2.29	£2.59	-
£2.33	£2.39	-	-	£1.99	£2.39	£2.19	£2.49

* from a sample of 3,500 stores ** Bestway RRP

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Trudy Thompson

Tywardreath Village Shop
Tywardreath, Cornwall



Cakes by Kim Evans
£1.50 a slice



Where did you discover them?

Kim is a Michelin-trained chef and full-time mum who lives in the village and trained at the Academy Nathan Outlaw. Everything she does is based around what is local and seasonal, available here or within a few miles of the village. Kim was running supper clubs in the village, doing eight-course tasting menus. We helped her get them up and running, and when we started the shop, she offered us a helping hand. She had no intention of doing cakes, but the first batch sold out within an hour. She's a fabulous chef who also does soups for us.

Who buys them?

It's mostly our regular customers; we have around 300, many of whom only live a few doors down. We've done a lot of social media though, and now we have people coming from across Cornwall too.

Why are they so successful?

They're so fresh, and from their taste profile you know that someone who trained as a proper chef and understands flavours is making them. I swear, in her date and oat slice, the dates taste like pure chocolate. She comes to us with a fresh batch of cakes every morning and they usually sell out by lunch. She's selling between 90 and 150 cakes a day.

Soban Shanmuganathan

STORE Burgess Stores
LOCATION Goudhurst, Kent
SIZE 1,200sq ft
TYPE village

TOP TIP

Get feedback from customers. This led me to step up my range of fruit ciders and it has paid off



Now it's summer cider sales are best. This year the berry and fruit ciders are more popular than standard pear or apple varieties. I also feel there's a trend toward premium ciders like Kopparberg and Old Rosie. People are also looking always to try new stuff, they're experimental in the cider category. I've met that need by bringing in a few local suppliers. A popular one, Hush Heath, does sparkling cider in 70cl bottles. We charge £9.99, giving us 20% to 30% margins, and go through a case or a case and a half a week, between six and 10 bottles.

Joey Duhra

STORE Jule's Premier Convenience Store
LOCATION Telford, Shropshire
SIZE 1,500sq ft
TYPE main road

TOP TIP

Try anything new that comes out, especially if it's offered on promotion, as people like to try new flavours



There are a number of different markets in the cider category, and lots of competition for space on the shelves, so every product has to earn its place. We have some of the cheaper big plastic bottles of cider in stock, but more important for the store are the glass bottle ciders: Old Mout is a good seller; we just brought in a new Smirnoff yesterday and have sold three so far. Our range of Kopparberg fruit ciders is popular, bottles sell for £2.59 and we get a 26% margin on them, going through about four cases of 15 a week.

ADVICE CENTRE



Jai Singh

How to make online orders work for you

There are more ways than ever for retailers to compile the perfect shopping list. Information is king and the combination of websites and research tools, all available at the click of a button, means those in the know can stay one step ahead.

Jai and Mandeep Singh, owners of MJ's Go Local Extra store in Sheffield,

have taken full advantage of online tools, which form a key part of their future plans too.

The husband and wife team want to spend less time in store and more time on ordering and finding the best deals.

Here, Jai gives five key tips for retailers wanting to make the most of ordering online. ●

1 Order online for maximum efficiency

We use Parfett's Cash & Carry in Sheffield. Its click & collect service allows us to scan the products we need, upload them to their system and then get a breakdown of any items on discount and promotions. In between our scheduled deliveries during the week we can get orders with a 24-hour turnaround. This availability is important as it saves us time – they are wrapped up on pallets and we can pick them up in 10 minutes.

2 Keep your options open

We're a Go Local Extra store so we have a deal where we also have access to Nisa's chilled and frozen range at the same prices a Nisa customer would get. We might be cut off from their ambient and grocery ranges, but we can stock items such as its Heritage brand. We've got the benefits of being in a symbol group but also get access to other trusted and familiar brands so it's the best of both worlds. Keeping an eye on local suppliers online is also good.

3 Use several sources to find deals

We use various sites, such as betterRetailing.com, Booker and Nisa's websites, to do research and price-check the products we sell at large volumes and make sure we are buying at the best price. Margins are getting squeezed and customers are buying smarter nowadays, so we need to bring them the deals they want. Using as many sources as possible for research is important for finding the best prices and promotions.

4 Plan for your future

Compiling our shopping lists and doing more online orders is part of our business plan over the next five years. My wife and I want to focus more on just doing the ordering rather than being in store as much dealing with the day-to-day business of running the shop. It will also allow us to pay for an extra member of staff. In turn, this will free up our time and will make us more efficient at finding and negotiating better deals.

5 Use social media

Something as simple as Twitter has helped us get new products. We use the hashtag #Sheffieldissuper which keeps us in touch with what's going on locally. We needed a new meat supplier and we got talking to a local butcher through Twitter. He was passing through the area and brought in meat samples worth £30 and said "introduce this to your customers". It's another way of getting to know local suppliers and build new relationships.

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

Store at the station is on right track to big success

Food to go is flying off the shelves at a new Simply Fresh store in Hatfield train station. It has been taken on by Mehmet Guzel, an award-winning retailer who has two stores in London. He said locals, who have been campaigning for the units to be let to boost the local economy, were 'delighted' with the store. "We've not been able to keep up with demand for food to go," he said. Mr Guzel is hoping to achieve turnover of £45,000 per year.



Larger range leads to 50% annual sales rise 'We wanted to work with them'

Warburtons deal leads to bigger slice of action

by Helena Drakakis

RNreporter@newtrade.co.uk

A retailer who has been working with Warburtons to develop his bread range has increased category sales by more than 50% year on year.

Jai Singh, of MJ's Go Local Extra in Sheffield, increased the space he allocated to bread and expanded his range of goods to increase morning traffic.

He said: "To celebrate the relaunch of our store in 2015 we did a one-off deal with Warburtons to sell loaves for

79p. Since then, we've kept that relationship going and we wanted to work with them on remerchandising the category.

"As a result, we've seen a 50% increase in sales in six weeks and a further 14% in the past two weeks."

The six-metre space is now positioned towards the front of the shop and holds muffins, crumpets and milk rolls as well as a wider variety of daily bakes, for example seedless and tiger loaves.

Mr Singh, who runs his store with wife Mandeep, told RN Warburtons helped him

with new shelf edge labels, alongside providing ranging and merchandising advice.

He also changed his price structure, dropping the margin on best-selling loaves.

"We have supermarkets close by selling 800g loaves for £1 that we are selling at £1.49. We reduced the price of those to £1.25 to remain competitive, but we've made that loss up in increased volume," he added.

Warburtons is the number one bakery brand in the UK with a 25.9% share of the market.

Retailers suffer late deliveries as Smiths trials bread supplies

Stores supplied by Smiths News's Hornsey depot in north London have suffered late deliveries in the first week of the wholesaler's trial delivering bread to Sainsbury's stores, retailers told RN.

The trial, which began on 3 July, involves bread being delivered at the same time as

newspapers to more than 60 of the multiple's c-stores.

Ilesh Patel, of Camden News in north London, said: "I arrive at the shop at 4am but I haven't been able to go out on my HND round until 6.30am or 7am because of late papers."

Jack Bhatt, of Universal Newsagent in Highbury, said

he resorted to flagging down his delivery van as it passed down a nearby road on Friday in order to get his supply at 5.55am ahead of his store opening at 6am, after suffering arrivals at 6.45am earlier in the week.

Smiths News declined to comment.

ACADEMY IN ACTION

INDEPENDENT
Achievers Academy

PayPoint



Three month follow up:

Digital Engagement

Earlier this year, Imran Ahmed at Poplar Stores in Huddersfield met Matt Stinger, regional development manager at PayPoint to discuss improving the retailer's digital engagement

IAA ADVICE

- 1 Share shop's community work and new products on Facebook
- 2 Develop a strategy to see if WhatsApp is the best platform to advance the business
- 3 Identify sales patterns using PayPoint One and run weekly targeted promotions

IMRAN SAYS

“The whole process has been really, really useful. Our Facebook page is up and we budget £20 per month for advertising. We're reaching 2,000 people with our messages, which is a lot better and cheaper than leafleting.

We've joined a WhatsApp group for retailers in the area, we can all share thoughts or advice and I have found some good ideas to consider so far. PayPoint is coming in to integrate my terminal and EPoS in the first week of July – I'm looking forward to it.

Your action plan

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

YOUR VIEWS

YOUR LETTERS

I want to speak to Smiths' chief about dreadful service

I spent most of my Saturday evening sending unnecessary emails. The reason? On the morning of Saturday, 8 July, I did not receive any Travel sections to go into The Telegraph.

I decided to make a phone call to the always useless Smiths News and the claimed Travel section duly arrived at 9.55am. This is no good to me as I don't get paid to do a re-run. In the meantime, Mr and Mrs 25% coupon are not happy. I tell them they should not pay their subscription in advance because if you pay for anything upfront you are likely to get lip service. Does Smiths News's chief executive have any shame for the poor level of service his company provides? All the travel supplements went into the bin.

Saving the best until last, for the week ending 8 July I did not receive any copies of Motor Cycle News. Naturally, I wanted to waste even more of my valuable time talking to incompetent staff so I decided to phone Smiths News once again.

After a lengthy phone call I was told Motor Cycle News had gone bust and the new title is called MCN



Does Smiths News's chief executive have any shame for the poor level of service his company provides?

Vijay Patel

but "our marketing department did not transfer your standing order". Amazing.

For the last three weeks, I have been asking for newspapers return labels and the answer I get is 'Our printers are not working'. Seriously?

Smiths News, if you happen to act on this - which is a bit of a long shot considering you can't even fix your own printer - please don't say 'We will be in touch with you Mr Patel'.

You have been saying that since 24 January, and no-one has been in touch with me. If someone is going to get in contact please only send the chief this time. I am not interested wasting another moment of my breath talking to what can only be described as a totally inept lip service.

Vijay Patel
Higham News
Higham Ferrers

Smiths News did not respond to a request for comment.

No business gain in PayPoint losses

I took over my current newsagent last year and was offered only a new PayPoint One terminal instead of the existing yellow box. Given the additional rental cost, I decided to investigate how profitable the PayPoint terminal was to the business

before I decided whether to accept the new one or not.

As others before me and since have found out, for many c-stores PayPoint is a loss-making service that may or may not drive footfall to your store. I requested historical data from PayPoint and found out the previous owners made a loss at £24,000 in a three-month period for £80 commission. I decided against taking on the new terminal.

I warned those who would listen, that losing the terminal from my shop may have helped me but it certainly did not help the nearest other PayPoint retailer as he would then have to take on the losses my store had been making.

There is evidence that a great many retailers are now terminating their PayPoint contracts as they come up for renewal and it is something that neighbouring stores should be aware of. The danger is they may renew their PayPoint contracts only to find the financial situation changes dramatically for them because of nearby contract terminations and with no escape clause available.

I would urge all PayPoint retailers to contact their nearest PayPoint provider to find out what their intentions are and possibly their contract renewal date. Those retailers who are tempted to sign a new contract should insist on their own clause in the contract to protect

YOUR SAY Following One Stop's announcement that Tesco products will now be available for retailers, would you ever sell multiples' products in your store?



Peter Robinson

Robinson Retail, Pembrokeshire, Wales

I have no issue with selling the products as long as they have the right branding on them. Clearly if it has Tesco on it, it would be confusing, but if it was branded as Londis I would have no problem if it was going to give me a better margin. A product is a product and stock is stock.

Mike Mitchelson

Mitchelson Newsagents, Brampton, Cumbria

I would never sell anything in my store with a Tesco label, but if it was branded to fit in with my store I would have no problem. If it makes me more competitive against the multiples and gets

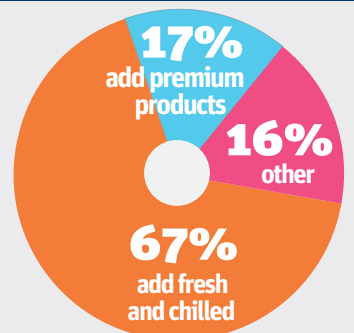
a better margin it is definitely worth doing. You always have to consider whether something will help you against your closest competition, whether it is a Tesco or any other multiple.

John Parkinson

Premier Broadway Newsagents, Penrhyn Bay, Wales

I would be comfortable with it and it wouldn't worry me at all. I am looking forward to better pricing and better margins if the Tesco merger goes ahead with Booker. If it was branded Tesco products, though, I would never sell them. I am branded Premier so people understand I am an independent retailer. If I had Tesco products I would lose all that credibility.

RN READER POLL



What would you most like your wholesaler to do to improve its own label range?

NEXT WEEK'S QUESTION

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



Vote now at betterRetailing.com



themselves against what could be massive losses, an example of which I was told about yesterday and involved a retailer who was so overwhelmed by PayPoint cash he had to have a security van pick it up with the associated costs. It can and does happen.

Tim McCormack
Moffatts Newsagents
Coldstream

A PayPoint spokeswoman said: "We've always worked hard to innovate and provide retailers with services that add value to them, their customers and help support the growth of their businesses.

"Working with retailers should be a mutually beneficial relationship for us, them and their customers.

"The value we bring to

retailers goes far beyond the commission we pay on each bill transaction.

"We believe that continuing to develop the PayPoint network

will help the retailers we work with to offer services and products that help them to grow their businesses in the modern digital world."

Clarification

Numberland did not produce any puzzle magazines before April of this year.

Puzzler Media was the UK's first publisher to create a Sudoku magazine and has produced several variations of this puzzle over the last 12 years.

NO INTEREST SHOWN

Some 15 years ago, an innovative company tried offering a solution to vouchers.

It supplied us with an adapted mobile phone which scanned a unique barcode on the voucher and money was then deposited in your bank account. Unfortunately, as with everything else in this industry, only one publisher showed any interest. And

as they say, that was the end of that.

Graham Doubleday
Doubleday Newsagents
Mossley, Ashton-under-Lyne

100 YEARS AGO
14 July 1917

There was a two-page advert titled "Should white women marry black men?" by Raymond Blathway - an actor known for *Beyond the Rocks* (1922), *Wild Honey* (1922) and *The Great Moment* (1921).

VIEW FROM THE COUNTER with Mike Brown



As the Northern district president, I had the honour of accepting on behalf of the district a certificate for securing the highest contribution per head of membership at the national president's gala dinner in Torquay.

The award was in memory of the young news deliverer Carl Bridgewater who was murdered in 1978 while carrying out his paper round.

It seemed all the more poignant because earlier in the day Alan and Sue Smith, from east midlands, proposed the building of a memorial at the National Memorial Arboretum in Staffordshire to honour all members of the NFRN who have died in service to the public. The Arboretum is the UK's year-round centre of remembrance and is home to 330 memorials. We watched an emotive video to support their

proposal and many delegates, including Mrs Smith, said they had visited the site and found it a spiritually uplifting experience. It is wonderful sentiment and conference agreed to approach the appropriate authorities about a memorial.

The weather has been atrocious this week, raining heavily for four consecutive days. Thankfully today is lovely and because it is Stokesley Open Gardens weekend we are trying to raise as much money as possible for Teesside Hospice.

As usual, the public has been fantastic and we have sold 200 programmes at £5 a copy. We have a half-day tomorrow so I will be going round with cake and plant stalls, and cups of tea.

What's not to like, and it's for a great cause.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Dafydd a'i bysgodyn! Here's one he caught earlier - for the window display!

Meryl Pike Williams
@meryl_pike



Good news! We will now have even more scratchcards for you to choose from @TNLUK additional dispenser installed yesterday #DoYouFeelLucky

Max's Londis Sheppey
@LondisMax

LIVE NEWS: Bridgwater Mace, just paid out £30.00 for a winning @HealthLottery ticket (Monday 10th of July 2017)

Bridgwater Mace
@BridgwaterMace



Great local value available all this week !!! #culbertsonspar #Limavady

Culbertson Spar
@CulbertsonSpar



It's nearly the summer holidays

londis weymouth
@londisweymouth

When customers take the time to send you messages like this it makes it all worthwhile #proud #teamwvs

Dan@WhitstoneStores
@whitstonestores

iMessage Today 19:05

I went in your place earlier with my work mate for dinner ,food was really nice , service was spot on by all in shop , best dinner I've had for along time mate 🙌

SPECIAL REPORT



How we can pay the National Living Wage

Across the UK business are having to make tough decisions to mitigate the impact of the National Living Wage. This week, RN speaks to two very different retailers to see how they are adapting to cover the costs.

Tom Gockelen-Kozlowski and Toby Hill report

Our parents worked so hard to put us in the position we're in - we never saw them," says Family Shopper owner Sunita Kanji, taking a break from her packed schedule to speak to RN last month.

As we reported, she has taken on a second job to help pay the bills and her time has become more precious than ever. What has caused the sudden uptick in pressure? The major culprit is the National Living Wage.

Announced in 2015, its impact is slow building, with the rate rising periodically. But standing now at £7.50, small businesses are having to rethink business decisions, all

too aware this pressure is only likely to intensify. By 2020, the National Living Wage is due to represent 60% of median UK earnings: likely to be above £9 per hour.

This prospect affects Sunita, whose store is located on an estate in Little Hulton near Bolton. Yet it also impacts on businesses such as Budgens of Aylsham, a premium store in affluent rural Norfolk. Its manager Shane Woolston says he needs to ensure waste is minimised, sales are maximised and his store runs as efficiently as possible to fund it.

This week, we take a look at what this means in practice. Without following the example of previous generations and with retailers employing few, if any, staff and therefore sitting in their stores for shifts of more than 12 hours, how can they make the coming era of high wages work for them? **»»**

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78%

of people using the
Post Office bought
something else in the shop

runapostoffice.co.uk

*Him! Research 2016

SPECIAL REPORT



Sunita Kanji

Family Shopper,
Little Hulton,
Greater Manchester



THE DILEMMA

The arrival of the National Living Wage has put great pressure on us – I think a lot of retailers like us are having to cut our own salaries. Some staff – those who have taken on more responsibility – are already paid above the National Living Wage. But when it increases we have to look at it again because they can come back and say “I’m getting paid the same as everyone else but I’ve got more responsibility”. We’re constantly having to think about how we’re going to make more money. It’s having the same effect on wholesalers and suppliers, who are having to raise their prices, so when products come to us their prices are already inflated by higher wages. We’re having to try hard to sell products where big giants are able to sell them cheaper, so we’re continually thinking about how to get footfall in and what we can do that’s different.



Sunita organises her business to make staff self-sufficient



Shane Woolston

Budgens of Aylsham,
Norfolk



THE DILEMMA

The National Living Wage means each year brings a fresh wage increase for our floor staff, obviously placing pressure on the budgeting side of our work and meaning those who get paid more don't lose out too. The finance manager is ultimately responsible for taking that into account: he sets all the targets and the rest of the store has to meet them in whatever way it can. This means being thorough in our staff management, ensuring we are not wasting staff hours, and beyond that it's about keeping our ranging and ordering as tight as possible. It's a challenge, but it's not the only challenge we face in our trade – it's just another circumstance we have to adapt to.



Shane is spending more time working on, not in, his business

MAINTAIN STANDARDS

I created a form for temperature checks and cleaning which our staff need to complete. Temperature checks happen twice a day, for both fridges and freezers. We keep them in case health and safety come around. I created a booklet and when it's full, I get it bound.



The benefit
Staff are responsible for keeping to legal standards

“
It's not just about passing responsibility on to your staff

PUT YOUR SUPPLIERS TO WORK

BJ Toys come in here and our staff don't have to do anything. They come in having done their research, remerchandise, invoice me and it's done. It's all sale or return so if I feel something has been there for weeks I can pull it anyway. The same happens with the cards - I don't need to worry about Mother's Day or Father's Day. It's not just about passing responsibility on to your staff, it's passing responsibility onto your suppliers.

The benefit
Experts manage a category for free, with no training necessary

CUT WASTAGE

Every morning our staff check dates. We have a schedule for this as we do with cleaning and checks which every member of staff has to fill in. Anything that's going out of date is reduced for clearance.

The benefit
Lower wastage means staff contribute to higher profitability

BE SMART ABOUT STAFFING HOURS

Any delivery that comes in is put away immediately. On delivery days we get two extra hands in and come summer will get students in to help with deliveries and merchandising. I've made it clear with suppliers when I want deliveries. It's important because I'm paying staff to do their job and putting extra staff on so I want my delivery to be on time.

The benefit
Wages are only paid for when staff are needed



Fixtures are date and temperature checked regularly by staff

CRUNCH THE FIGURES TO IDENTIFY PROBLEMS

Recently, the head of our bakery department observed bread waste had been quite high compared to their targets. They spent some time digging into what was going on, and found we tended to be fine at weekends, when we could order volume and be sure of selling it. But at quieter times, during midweek, we were ordering the same level of stock to make sure the section was full. While the shelves were full, however, they weren't emptying again, generating waste. So we reduced our bread order, making a significant dent on waste levels in that category.

“
A clear system of delegation is also crucial when it comes to managing waste

The benefit
Specific problem areas are targeted immediately



MAINTAIN STANDARDS ACROSS THE STORE

It's crucial to make very clear what's required of each staff member in their specific role. Each department is responsible for distributing key tasks and creating a rota so every member of staff is aware of what they have to do that day, for example temperature checks, or maintaining the cleanliness of a particular area, or monitoring stock levels of a particular section. That way, nothing is left undone, because everyone knows who is responsible for each particular task.

The benefit
New staff aren't hired unnecessarily when internal staff could be used to fulfil uncompleted tasks

KEEP A TIGHT CONTROL OF WASTE

A clear system of delegation is also crucial when it comes to managing waste as efficiently as possible. I set targets to the heads of departments each week and they are responsible for meeting those. We frequently run over the numbers and if there is a problem we can identify it straight away and work with the department head to come to a solution.

The benefit
Unnecessary waste is dealt with swiftly



SPECIAL REPORT

The benefit
Higher-margin products help recoup higher costs elsewhere

USE TIME SAVED WISELY

I look out for new suppliers. We have Quayside who provide deals – they do frozen food, household goods and have a big clearance section. The dates on some of it is that good, it doesn't matter. We had Lucozade come in with three months life on it. But it's summer and now if I buy 60 cases I'm still going to need more. It cost 50p all in and we're selling it for £1, which is a margin you never get with soft drinks.



A clear system of delegation is also crucial when it comes to managing waste

LET STAFF BE COMFORTABLE

In summertime, we tell our staff to wear what they want because we want them to be comfortable. I know uniform looks good, but it's summer – enjoy it. If your staff are happy they'll pass that around and customers can see it. If they're miserable, they don't want to come in.

The benefit
Staff want to come to work and are more likely to stay

GET RID OF YOUR POUND ZONE

If someone is looking for a dummy they will look in baby products. If they're doing DIY they will go to the DIY section. You're less likely to go up and down the pound aisle and might just go to the till and ask a member of staff, who's busy, or just walk out of the door. So it makes more sense to put everything together.

The benefit
Make the shopper journey more efficient

CREATE NEW LABELS ONCE A WEEK

With any new product, we give it a temporary label and at the end of the week staff remove them and replace them with permanent ones. I've told my staff to do it at the end of the week because you don't get new products in every day and I wouldn't want to waste paper – there's five labels on each piece of paper and they are expensive. This is the most cost-efficient way of doing things.

The benefit
Save time and costs



Bringing products together helps improve the shopping experience

The benefit
Increased sales of categories that were previously underutilised

BALANCE STOCK LEVELS ACROSS DIFFERENT PRODUCTS

Of course, we couldn't have our bakery shelves looking empty for several days of the week. So our shop floor staff condensed the bread section from seven to six metres. The department head then studied sales to see what was performing well against last year and found cakes were selling fast and had stepped up in recent months. They decided to act on that, expanding our cake section from three to four metres and bringing in a wider range of sweet bakery products. It gave us a little space to experiment – I'm sure staff will be monitoring the results.



MAKE OVERARCHING DECISIONS ON WHAT NEEDS ATTENTION

While department heads are largely responsible for managing their own waste, I provide some coordination and decide which areas need more attention. So, for example, now our bakery section has ironed out its issues with bread waste, I've decided we should prioritise the meat section. This hasn't been looked at properly for some time and it's obviously a section with short shelf lives and the potential to generate a significant amount of waste.

The benefit
Discover room for improvement that otherwise would have gone unrecognised



I have decided we should prioritise the meat section

COORDINATE STAFF SCHEDULING ARRANGEMENTS

Fortunately, our sales are up on last year, which has largely covered any impact that National Living Wage increase may have had. But I still make sure we have all our staff hours carefully scheduled, checking staff rotas at a departmental level and making sure there is no overlap between departments on tasks that extend beyond their remit alone.

The benefit
No wasted staff hours



Categories that sell well are rewarded with more space



GET OUT TO THE DEPOT

You have to be out there, seeing what other retailers are doing. If I'd not gone into Booker last week I would have missed out on a deal they had on Surf. It was a clearance line which is usually £16 but I picked it up for £5.48 a case. If I hadn't gone in I would never have seen this.

The benefit
Access to in-depot deals and you can keep your finger on the pulse



Great deals increasingly require clever thinking from retailers

BUILD A NETWORK WITH RETAILERS

These days you can create a real sense of community without leaving your shop, using things like WhatsApp. We pass on ideas, let each other know which cash and carry has got deals on this or that. None of us are close by – we have people in Kent, Slough, all over the country.

The benefit
Sharing best practice, best prices and best strategy

USE YOUR STOCKROOM

We get four big deliveries per week. Rather than buying water, for example, four times a week, we buy it once and keep it in our stock room. Get it, stock it up and then it's done. I know a lot of retailers are cutting back on stockroom space, but if you want to buy at good prices you've got to stock up.

The benefit
Cheaper prices and less management

If you want to buy at good prices you've got to stock up

WHAT'S NEXT

We're looking at doing something with a piece of land next to the store because that was at the forefront of our original plans. We've been saying we need to do something with it and now is the time. I think we'd use the extra space to expand into food to go because it's a higher margin area, but we'd do it in a way that ensures we're not paying two lots of rent again, maybe changing the store layout.



The benefit
Constantly improving store performance by adjusting the worst-performing departments in line with the best-performing

SHARE RISK OF NEW STOCK

Another advantage of working with our partner store is we can share the risk of trying new products or of ordering an existing product in greater bulk, for example if there is an especially good promotion on. We can share a pallet and split the stock across our stores, which reduces the risk of lost income if that product fails to sell as well as we had anticipated.

The benefit
Freedom to take bigger risks when making stocking decisions

SHARE EXPERIENCES OF PROMOTIONS

In the CT Baker Group, we'll often be experimenting with promotions on different products in each of our stores at different times. This means we can compare notes to see which kind of promotions work best on which kinds of products, and which products aren't worth promoting at all.

The benefit
Hone promotions on particular products

You can create a real sense of community without leaving your shop

LEARN LESSONS FROM DIFFERENT DEPARTMENTS

Another thing I can do as manager is take a bird's eye view of the store. I'm in constant communication with different departments, so if something is not working so well in one place, I can find comparable situations in other departments and look for solutions there. Alternatively, if a department is running particularly well, I can talk to its head, take lessons and apply those to other departments.

WHAT'S NEXT

Recently, I noticed our beer, spirit and wine sales have been doing fantastically. Not just in terms of volume, but in terms of turnover, too. I took a look at the department and found local spirits, like our gin and ales, have been really popular – and with strong margins, they've been pushing up overall turnover, too. So now I can turn my thoughts to considering which other departments might benefit from more local products – when I get a moment to do so.

WORK WITH NEARBY STORES

We are part of the CT Baker Group which also owns Budgens of Holt. This means we can work closely with them to share information about what we have found does and doesn't work in our stores. The managers meet up frequently and walk around each other's stores, discussing ideas, notable success stories and issues that are proving difficult to overcome. We also talk on the phone most days.

The benefit
Constant source of new ideas and innovation and a useful point of comparison



SPECIAL REPORT

EIGHT WAYS SUPPLIERS ARE HELPING RETAILERS PAY THE NATIONAL LIVING WAGE

1 In-store staff training

Whether it is getting your staff ready for operating in a plain packaged tobacco market or ensuring gaps in scratchcard displays get filled automatically, suppliers are using their category-specific knowledge and regular rep visits to share best practice and increase sales. "If scratchcard dispensers are kept full and to planogram... it can increase sales by 5%," Camelot's retail sales manager Nick Henton told RN last week.

2 Remerchandising

From toys, cards and magazines suppliers who offer full management of their categories to major suppliers such as Cereal Partners UK which offer to relay fixtures while providing ranging and category advice, there are many ways retailers can get help with a time-consuming part of any store's management. It leaves you and staff free to work on other things and focus on offering a great customer experience.

3 Tastings

Trailing new products – specifically those without a big brand behind them – can feel like a risk. Getting customers to taste a product is a sure-fire way to seeing if it is going to be popular, but the cost is yet another threat to a store's profitability. Most local suppliers will, thankfully, jump at the chance to run an in-store tasting and if you don't have a relationship with them directly, wholesalers such as Cotswold Fayre will help organise it as well.

4 Marketing

Eye-catching campaigns that target a broad spectrum of people are more important than ever as retailers need every penny and customer who spends it. Major campaigns this year have included Kellogg's Grown Ups Go Free campaign for its cereal brands, a Red Cup giveaway for Smirnoff and a collection of wacky prizes from Mondelez's Maynard Bassetts range. Not only does this investment help drive sales, it also highlights that – however difficult it gets – major suppliers see the independent channel as worth focusing on.

5 Ensuring compliance

Supplier-funded initiatives, particularly in the tobacco category, have been helping independent retailers stay on the right side of the law for some years now. Under Age sales has, in partnership with companies such as JTI, been visiting "at risk" retailers giving them training and advice to ensure they don't sell age-restricted products to under-18s. Funded by the industry, the free support ensures retailers trade legally and avoid any profit-harming penalties.

6 Preparing for the future

The National Living Wage is just one of the challenges facing retailers with inflation, business rates and increased regulation all providing potential headaches. What is not needed, therefore, is major declines in core categories. New innovative products that sidestep restrictions or open new opportunities for retailers are worth their worth in gold, such as heat-not-burn product IQOS and innovations in the sugar-free sector.

7 Analysing your customers

The more you know about your customers the better able you will be to build a business that caters for their needs. Premier retailer Robert Kirkwood spent days outside the site of his new store to understand the footfall and opportunities on offer, for example. Under Costcutter's new Shopper First initiative, however, retailers are provided with in-depth analysis of a local population and sales patterns. Many other symbol groups offer also offer modelling on new sites which can ensure the business suits the shoppers it serves and maximises sales.

8 Updated technology

Letting your business get behind the curve when it comes to technology can have risks, however. PayPoint's PayPoint One terminal is designed to allow more retailers to access the benefits of an EPoS system. Meanwhile companies such as Hi Street Digital Media are helping retailers utilise LED screen technology free of charge by linking top retailers with supplier messages. ●



Analysing your local population helps meet customer needs



Camelot supplied Cornish retailers with advice and PoS to drive summer scratchcard sales

INDUSTRY PROFILE

JTI

As government relations senior manager at JTI, Tom Hiron's focus is on the impact new regulation will have on what the company calls 'emerging products'

RN EUTPD II is here. What impact has this had on the e-cigarettes and vaping category?

TH Retailers were required to sell through non-compliant stock and that meant deciding which brands to continue stocking in order to maximise sales opportunities.

RN Is it too early to tell how this might affect the market?

TH We expect to see the consolidation of brands because the cost of compliance with EUTPD II regulations is likely to mean some smaller e-cigarette and vaping manufacturers will disappear from the market.

This opens up potential opportunities for compliant manufacturers, such as JTI, as discerning consumers will want to stick to brands they know they can trust.

RN So what does this mean for the future of the vaping category?

TH We have no doubt the number of vapers will continue to rise. As demand grows and the market consolidates, vapers will increasingly be on the lookout for more sophisticated and easy-to-use vaping devices.

We think this presents an opportunity for the Logic range, which caters for all types of vapers with its rechargeable, capsule and refillable devices.

RN How can retailers prepare for this future?

TH Given the expected disappearance of smaller brands, we would recommend stocking vaping devices from larger, compliant manufacturers.

It is important to continue stocking bestsellers and new products to meet customer demand, retain loyalty and keep portfolios up-to-date with the changing market.

Visibility is also key as consumer

demand for vaping products continues to grow, so JTI recommends retailers display products prominently.

RN What do you see as the growth opportunities within the category?

TH The key area for growth is in the tank market, which in the past year has grown by 27.1% and now accounts for 55.8% in value of the total vaping category.

We see this growth continuing over the next year.

Retailers should therefore stock capsules and refillable tanks from a manufacturer they trust, and e-liquids in a range of strengths and the most popular flavours – tobacco, menthol and fruit.

RN Is there a risk vaping and heat-not-burn systems will fail to fulfil their potential due to over-regulation?

TH There is a danger in over-regulation, but not all regulation is bad. We believe all vaping devices on the market should comply with government regulations for consumer safety and protection, and we



“

We expect to see the consolidation of brands

support measures such as age-of-sale restrictions and limitations of the use of certain ingredients.

However, governments and regulators should avoid excessive regulation that hinders the development of a significant profit opportunity for UK retailers.

RN How can retailers educate and potentially trade-up their customers?

TH Retailers and their staff must be knowledgeable about the various devices available.

What are their USPs? How do they work? Staff education and training is therefore a must.

RN How do you think the e-cigarette market will evolve in the UK over the next five years?

TH The regulatory environment will certainly be very interesting over the next five years.

As the vaping market matures, we will continue to develop new products to match market trends as part of our goal to provide consumer choice through a variety of innovative and potentially reduced-risk products – including both vaping devices and heated tobacco.

** Company CV **

Company JTI

Government relations senior manager Tom Hiron

Profile The challenges posed by increasing regulation in the tobacco market have helped major manufacturers seek out other opportunities, namely e-cigarettes and vaping. With the scope of EUTPD II including these products, however, retailers and manufacturers have also needed to react to changes in this emerging category.

Latest news After almost two months of the new regulatory regime, JTI says smaller suppliers face the biggest challenge to keep up with the changing market.

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NEWSPAPERS

The relationship between publishers and retailers isn't always easy and recent events have made tensions run particularly high. **Jennifer Hardwick** spoke to the industry to find out how both sides can work together to drive sales on the newsstand

Let's turn over a new leaf

The newspaper industry has been through a lot of changes in the first half of this year. First came the latest chapter in the continued consolidation of the printing process - The Guardian's decision to move to Trinity Mirror's print site and adopt a tabloid format. Then, last month, came Johnston Press's announce-

ment of the lowest ever retailer margins on 41 regional titles.

It's not surprising, therefore, that retailers have been writing in to RN to make their disquiet known.

But what do, or could, publishers do that could form the basis of a more positive approach and drive an increase in profits and sales? RN finds out.



WHAT PUBLISHERS SHOULD DO CREATE PROMOTIONS

Retailers say one of the best moves publishers can make is to create loyalty schemes and promotions which don't cut out stores, but instead encourage readers to pick up more copies of their favourite titles from newsstands.

"If publishers made promotions as easy and straight-forward as possible they would get more retailers doing them," says Carl Pickering of Top Shop News in Lancashire.

In the past few months, both News UK and the Daily Mail have announced new schemes in an effort to boost reader interest and retention.

The Daily Mail announced its My-Mail scheme is partnering with

Nectar, meaning that from August, participants' collected points will count as Nectar points, redeemable on a much broader range of products and services.

Meanwhile, News UK launched its Sun Savers scheme last month, in which readers are paid £5 for every 28 copies of The Sun they buy by scanning codes printed inside.

"Not only does The Sun look out for its readers, but also its independent retailers. One of the principles behind the scheme is to increase frequency of purchase," says News UK's head of retail marketing Chris Hughes.

"To support this, News UK has launched an incentive scheme which encourages retailers to drive sign-ups to Sun Savers.

"Readers will receive a bonus £1 into their Sun Savers account after entering a unique retailer code

“

It's probably better to concentrate on existing newspaper buyers

and retailers will be entered into a competition to win one of five PoS displays."

Carl Pickering admits it can be "really difficult" to get someone who isn't already buying a newspaper to get into this habit.

"It's probably better to concentrate on existing newspaper buyers, like Sun Savers does," he says, adding the best schemes place equal responsibility on publishers and retailers.

"The Mail used to give away free Marks & Spencer vouchers to people signing up to 12 weeks of home delivery and that used to work," he says.

"But then they used to do telephone canvassing and leaflet drops so they did half the work. That was their bit and then the retailers' side was to set up the account and offer good service."





WHAT PUBLISHERS AND RETAILERS SHOULD DO REACH OUT

While local teams vary widely across the country, retailers say one of the best steps publishers can take towards improving sales is to build a positive relationship with store owners and their wholesalers.

Mark Dudden, of Albany News at The Post Office in Cardiff, says he makes sure he has good communication with all the publishers he works with, including the team at his local newspaper, the Trinity Mirror-owned South Wales Echo.

His relationship with the team meant that last month, he was selected to distribute 300 free copies of the title through his store, for which he was paid as if he had sold them.

“If you don’t put yourself forward you won’t know what you could be doing,” he says.

The i’s sales and marketing manager Paul Bacon agrees positive relationships are crucial to success for both parties.

“Retailers should get to know publishers and vice versa. Without retailer support, the i wouldn’t have succeeded; feedback from independents who talk to their customers has been invaluable in shaping content in the i and, for example, the

cover price increases,” he says.

“In the early days of i, many retailers, some who had concerns over the low price, worked with us to tempt new customers to their businesses and this has continued since with bespoke promotions tailored to individual newsagents.

“It’s always useful to hear from independents: delivery issues, reader reaction, promotion feedback (including different categories) and general feeling towards the trade can’t be judged just from reports alone.”

Chris Hughes at News UK says the company has a “great relationship” with its retailers, built in part by its use of its 40-strong field team across the UK.

“To introduce Sun Savers, the News UK team visited more than 4,000 stores to explain the scheme, distribute PoS materials and preview our competition,” he says.

“The retail field team spend their days visiting stores – huge promotion or not.

“They have great relationships with retailers and share their visits across social media on the @NewsUK_Retail Twitter account. They visit around 16,000 stores every three months.”



AND WHAT RETAILERS SHOULD DO BE PROACTIVE

Retailers know they need to meet publishers half way, but what does this mean in practice? Keeping an active interest in the category is crucial to create the best chance to grow sales, retailers say.

“Around 80% of our newspaper sales are home-delivered but you’ve got to be proactive to get the sale and then be proactive to

keep it. If titles are late you have to be prepared to drive out and deliver them yourself,” says Carl Pickering at Top Shop News.

“Display is also a key thing.

Newsagents don’t always keep their papers tidy but it is so important.”

Mark Dudden agrees, suggesting retailers should try introducing their own loyalty schemes on both newspapers and magazines to keep customers coming back. He refers to a previous promotion he tried with magazines, but says the same idea could be applied to newspapers.

“I had one with The Week and New Statesman where if you bought three in a row you got the fourth one free. It worked because it kept people coming back. I had posters up and made sure I talked to

customers about it,” he says.

News UK’s Chris Hughes encourages stores to use this kind of understanding to consider the placement of their supply and how it reflects the thought processes of buyers.

“Around 44% of news is sold by 11am, so place a secondary PoS site by a coffee machine or breakfast items or place by the till for customers to pick up their paper easily,” he says. ●



THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick
Magazines reporter
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REAL JOURNALISM AS VITAL AS EVER

The person who most overuses the now well-known phrase ‘fake news’ has been exposed engaging in a spot of fake news creation himself.

Recently, it was revealed president Donald Trump created his very own fantasy Time Magazine cover and had it displayed on the walls of five of his golf courses. The cover proclaimed at the top “Trump is hitting on all fronts... even TV!” and its main headline read “The Apprentice is a television smash”. Photos unearthed by the Washington Post show the cover hanging in resorts in Florida, Virginia and Ireland, but the date on it – March 1, 1999 – does not match that of any edition of Time ever printed.

The irony of this story has, of course, not been missed by the ever-growing list of media organisations accused of printing or broadcasting fake news by the president, and it is interesting that a man who claims to be so disgusted by the press would go to such lengths.

When the authenticity of journalism is coming under ever-increasing scrutiny, the authority of titles such as Time with a long-established reputation for quality analysis and opinion has become even more important. The sales growth seen by current affairs titles Private Eye and The Spectator – up 9% and 15.2% year-on-year respectively in the latest ABC results – has been well documented.

Fake news has been a hot topic at every recent industry event and awards night I’ve attended, as publishers discuss the best ways to react as the act of news gathering becomes news in itself. Emphasising the value to readers of handing their faith – and their cash – to the magazines that can confidently assure them of their legitimacy is undoubtedly the most sensible response.

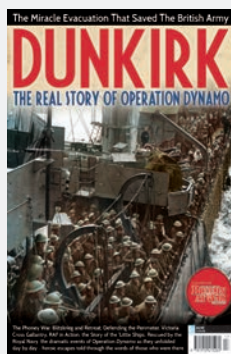
Just make sure the covers haven’t been tampered with before you put them on your shelves.

Lest we forget

THE BRITISH HEROES OF DUNKIRK REMEMBERED

Prime minister Churchill famously said, ‘We shall fight on the beaches’. This special recalls one of WWII’s most dramatic events

THIS ONE SHOT from the makers of Britain at War magazine details the story of the famous evacuation from Dunkirk, day by day, in the words of the soldiers, sailors and airmen who fought and survived those dramatic nine days in the summer of 1940. Features include accounts of the volunteers who risked everything to sail their private yachts across the Channel, graphic details of the sinking of warships, ferry boats and pleasure craft by the Luftwaffe, and the story of the Victoria Cross awarded to a young officer whose company stubbornly held the Germans at bay.



DUNKIRK
On sale out now
Frequency one shot
Price £6.99
Distributor Seymour
Display with Britain at War, Classic Military Vehicle

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

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BREATHE CREATIVE JOURNAL

The team behind mindfulness magazine Breathe are launching the Breathe Creative Journal, an illustrated guide which it says will help people to release their potential through writing and drawing. Publisher GMC Publications says the title will offer another tool to help with emotional wellbeing by encouraging expressive arts in a fun way.

On sale 19 July
Frequency one shot
Price £7.99
Distributor Seymour
Display with Breathe, Simple Things, Flow



SPINNER POWER

The first issue of Spinner Power has proved such a success that publisher Anthem has launched a second edition. The sophomore issue of Spinner Power is keenly timed to coincide with the start of the school summer holidays. Anthem's sales for the debut issue shows the craze is far from over and it is predicting an RSV of £80,000.

On sale 18 July
Frequency one shot
Price £3.99
Distributor Marketforce
Display with Pokémon Magazine, Match of the Day



OLIVE

The August issue of Olive is a celebration of Italian cuisine. The team say they have noticed a revival of this school of cooking across the UK this year, with new authentic and regional restaurants opening up. Inside the issue are recipes from some of the country's top Italian chefs, as well as the team's own modern Italian dessert ideas, a round-up of the best pasta bars and pizzerias in the UK, a guide to unsung Italian wines and three inspiring food trips around Italy.

On sale out now
Frequency monthly
Price £4.35
Distributor Frontline
Display with BBC Good Food, Delicious



SEASON

London-based Season is the only publication championing female fashion and football fans. A cross between a fashion magazine and a football zine, Issue 3 is the Love issue: documenting the different ways female fans demonstrate their love for football and how it influences their self-love, style and relationships. Interviewees include influential artist, model and DJ Bip Ling, The Face finalist model Sienna King and Italian-Haitian fashion designer Stella Jean. The issue comes with a set of collectable stickers.

On sale out now
Frequency biannual
Price £6
Distributor MMS
Display with FourFourTwo, MOTD magazine



PUZZLER SUDOKU

Puzzler Media launched the UK's first ever dedicated Sudoku magazine back in 2005. This bumper issue includes 30 extra puzzles, a free pencil with eraser and a competition to win a £1,000 cash prize. Each issue is designed to suit solvers of a range of abilities, with the puzzles graded into three levels of difficulty. Detailed step-by-step instructions, with diagrams, on how to begin solving a Sudoku are included for beginners.

On sale 19 July
Frequency monthly
Price £3.10
Distributor Marketforce
Display with Sudoku Puzzles Collection, TaB Sudoku



Bestsellers Men's Interest

Title	On sale date	In stock
1 GQ (UK)	03/08	<input type="checkbox"/>
2 Men's Health (UK)	03/08	<input type="checkbox"/>
3 Stuff	03/08	<input type="checkbox"/>
4 Wallpaper	10/08	<input type="checkbox"/>
5 Men's Fitness	26/07	<input type="checkbox"/>
6 Esquire	08/08	<input type="checkbox"/>
7 T3	04/08	<input type="checkbox"/>
8 Wired	03/08	<input type="checkbox"/>
9 Wonderland	22/09	<input type="checkbox"/>
10 Outdoor Fitness Adventures	04/08	<input type="checkbox"/>
11 Gentleman's Journal	01/09	<input type="checkbox"/>
12 The Rake	11/08	<input type="checkbox"/>
13 Gadget	n/a	<input type="checkbox"/>
14 Geeky Monkey	n/a	<input type="checkbox"/>
15 Train	03/08	<input type="checkbox"/>
16 Robb Report UK	04/08	<input type="checkbox"/>
17 Men's Health Travel	03/08	<input type="checkbox"/>
18 GQ (US)	09/08	<input type="checkbox"/>
19 GQ Style (USA)	21/09	<input type="checkbox"/>
20 Smith Journal	03/08	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

STICKER COLLECTION

Starter Pack: £2.99^{RP}

Sticker Packer: 60P^{RP}

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THIS WEEK IN MAGAZINES



TOUR

From the team behind Cycling Weekly, this guide to the 2017 Tour de France is on sale until 18 August. Every issue comes with a pair of yellow Tour socks, with a special edition available at £12.99. It comes with yellow, polka dot and green Tour socks, a Tour neck scarf and a Tour bottle opener keyring. The 172-page guide provides the complete 21 stage route with stage-by-stage maps, info and expert comment to help readers follow the event from Dusseldorf to Paris.

On sale out now
Frequency one shot
Price £8.99 / £12.99
Distributor Marketforce
Display with Cycling Weekly, MBR



CLASSFARE

Classfare curates stories about interesting people centered in culture, design, and fashion, with people selected to be featured because of their meaningful stories exceptional depth, or because they design products of particular function or beauty. In the inaugural issue, post modernism is discussed with original Memphis Group member, George Sowden.

On sale out now
Frequency bi-annual
Price £16
Distributor Boutique Mags
Display with Gentleman's Journal, Prospect



SPIRIT & DESTINY

Spirit & Destiny magazine has unveiled a new look this month. Aimed at an audience who believe in spirituality, not religion, the monthly title covers themes such as connecting with spirits, destiny, luck and prosperity, crystal power, angels, alternative wellbeing and mindfulness. The August issue features more practical help and advice through the new Q&A section, the Masterclass section and the launch of Sally Morgan's Psychic School.

On sale out now
Frequency monthly
Price £3.80
Distributor Frontline
Display with Soul & Spirit, Enhancing Your Mind, Body, Spirit



GLAMOUR

The August issue of Glamour is dedicated to Instagram, shunning models to feature London-based users of the app in a shoot celebrating the British beauty scene. Plus team member George Stark found out what it's really like to work at Instagram when she spent a day at the app's HQ meeting a group of females who have not only been integral to the app's success, but are pushing it forward at pace.

On sale out now
Frequency monthly
Price £1
Distributor Comag
Display with Cosmopolitan, Elle



MIXIT

Issue 2 of Mixit, the new multi-character magazine aimed at girls aged four to nine-years-old, is packed with more fun things for readers to make and do as well as posters, quizzes, stories and games. The title features popular brands of the moment including L.O.L. Surprise!, Lego Friends, Shoppies, Powerpuff Girls and more. This issue comes with a free Miraculous dance wand, accessories and interactive stickers.

On sale 20 July
Frequency three weekly
Price £3.65
Distributor Marketforce
Display with Sparkle World, Pink, Cute, Sweet

Industry viewpoint

Dan Parton
 Editor,
 Truck & Driver



The battle, as any magazine editor knows, is to gain – and retain – readers. Even in a niche publishing sector such as trucks the competition is fierce from rival publications, websites and social media.

This is why adding value to a magazine is important – it is not enough just to offer a quality and engaging read (although it certainly helps). Look at any newsstand these days and many magazines will contain a free gift, offer or competition to entice readers.

With the August issue of Truck & Driver we're publishing a souvenir edition to coincide with Convoy in the Park, our truck festival being held at Donington Park on the weekend of 22 and 23 July. The idea is to celebrate the world of trucks and their drivers.

During that weekend, tens of thousands of truck drivers, race fans and enthusiasts will descend on Donington Park for the inaugural Convoy in the Park extravaganza.

The event, which is being billed as The Festival of Trucks, Drivers and Life on the Road, will combine all the very best elements of a European-style truck show, with all the thrills and spills of truck racing.

The August issue will be bigger than usual and have special articles themed around Convoy in the Park.

We also have a competition where readers can win model trucks worth more than £200. This, we hope, will help the magazine attract passers-by and tempt them into purchasing a copy.

In the coming months, more issues of Truck & Driver will contain added value – including competitions, giveaways and free gifts, such as posters – as we look to maintain and grow our position as the leader in the market.

Top tip
 Magazines with added value will be better sellers, so place well on newsstands to catch the eye

COMING UP IN NEXT WEEK'S RN



HOW ROBERT KIRKWOOD WENT FROM BEING A MONDELEZ SALES REP TO AN INDIE OWNER

Plus, RN reports on the first impacts of May's tobacco regulation deadline, and what Scottish retailers can teach you about managing a successful cakes and biscuits category in your store



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Partworks **Collectables**

Title	No	Pts	£
Amercom UK			
Ships of War	21	40	11.99
DeAgostini			
Build the Ford Mustang	80	100	8.99
Build your own R2-D2	28	100	8.99
Enhancing your mind, body, spirit	28	120	3.99
My Animal Farm	23	60	5.99
Jazz at 33 and third RPM	40	70	14.99
Simply Stylish Knitting	81	90	3.99
Star Wars Helmet Coll'n	40	60	9.99
The Beatles Vinyl Collection	11	23	9.99
Zippo Collection	49	60	19.99
Eagle Moss			
Build A Solar System	100	104	7.99
DC Comics Graphic Novel	50	100	9.99
Disney Animal World	73	100	5.99
Doctor Who Figurines	103	130	8.99
Game of Thrones	36	60	8.99
Marvel Fact Files	226	250	3.99
Military Watches	89	100	9.99
My Little Pony			
Colouring Adventures	19	80	3.99
Star Trek Ships	102	130	10.99

Title	No	Pts	£
Hachette			
Art of Crochet	99	120	2.99
Art of Cross Stitch	29	90	2.99
Art of Knitting	30	90	2.99
Art of Quilting	81	90	3.99
Art Therapy	122	120	2.99
Art Therapy 50 Mindful Patterns	21	80	4.99
Assassins Creed: the official collection	11	80	9.99
Dr Who Complete History	49	80	9.99
Draw The Marvel Way	41	100	4.99
Judge Dredd Mega Collection	66	80	9.99
Marvel's Mightiest Heroes	93	100	9.99
Transformers GN Collection	15	80	9.99
Warhammer	23	80	9.99
RBA Collectables			
Real Life Bugs & Insects	47	60	0.99
Panini			
F1 Collection	34	60	9.99

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

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

Newspapers

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

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

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

Weight Watchers	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	930g	380g	20g	3	10g
Sunday Telegraph	840g	360g	220g	6	110g
Sunday Times	820g	345g	25g	2	15g
Times	800g	430g	110g	4	50g
Guardian	695g	225g	50g	1	50g
Mail on Sunday	670g	320g	15g	1	15g
Mail	565g	205g	55g	2	45g
Observer	475g	90g	0g	0	0g

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

Insertion payment guide

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

*By negotiation

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