

RN

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Puzzle magazines

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An unexpected way to thrive

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Shaping the future
of independent retail
since 1889



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“Newspapers need a distribution
system whose number one
priority is on-time delivery”

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WELCOME

Retailers have
more choice about
what to sell than
ever beforeHOW I'VE
BUILT A
NICHE
RANGE

Associate editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

I doubt Johnston Press was surprised by retailers' anger at its latest move last week. Raise the price of 41 shrinking local papers and cut margins as low as 10% and the trade is hardly likely to crack open the champagne.

But it should take retailers' dissatisfaction with and disengagement from regional newspapers seriously.

The days of store owners being dependent on low-margin or slow-selling products are fading. As Eugene Diamond tweeted this week, Johnston's move prompted him to delist all local papers except the Ballymena Guardian.

With a wealth of higher-margin or higher-volume products and services at their fingertips, retailers have more choice about what to sell than ever before.

In this week's issue, for example, Harry Patel – subject of this week's Lookbook – tells how specialist cigars and spirits that earn him up to 30% margins, coupled with fast-selling household goods, make his store stand out.

And as customer demand increases, Martin Lightfoot explains in our feature on bottled water how he is earning 40% margins on some flavoured water brands.

Elsewhere, on the newsstand, Joe Sweeney tells how he has seen increasing demand for puzzle magazines among families, earning him margins of around 25%.

Industry insiders are predicting Johnston's margin cut will spark a domino topple of cuts on national newspapers, at a time when print sales are falling and retailer choice about what to sell is growing, so publishers need to act.

News remains a footfall driver and a big reason to shop in independent stores, but publishers can no longer take retailers for granted. They need to engage with them and encourage innovative news selling to maintain sales, or retailers' focus will move elsewhere.

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Customers were
horrified at the price
of hayfever tablets
so I changed
my range
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BREAKING NEWS

Include business in energy changes

Retailers have supported a renewed call from the Association of Convenience Stores (ACS) to ensure proposed government changes to the energy market will include businesses as well as domestic consumers.

Last week's Queen's Speech stated the government would bring forward measures to "help tackle unfair practices in the energy market to help reduce energy bills".

ACS chief executive James Lowman said: "The ACS has long campaigned for a fairer energy market for small businesses. We will continue to work to ensure local shops are not forced into expensive energy contracts."

Haresh Karia, of Best-one in Uxbridge, is changing his energy supplier. "It would be great if businesses didn't have to do all this extra legwork on price and if companies were more transparent," he said.

Why cash is still king in shops

Cash is not set to disappear from the high street for many decades to come, the Bank of England has said on the 50th anniversary of the launch of the ATM.

Victoria Cleland, the bank's chief cashier, said although usage of notes and coins was falling, more than nine out of 10 adults still use cash machines.

The first ATM was opened in 1967 at a Barclays Bank branch in Enfield, north London.

There are now approximately 70,000 ATMs around the UK.



One Stop is the place for top tasty burgers

Retailer Channi Doal and One Stop business development manager Stephen Clarke taste the burgers at One Stop store Doal Food & News in Wheaton Aston, Staffordshire. In a move aimed at expanding its food to go offering, the store started selling the burgers last week. Geeta Doal said: "We're doing really well since we went over to One Stop and we're trying to introduce more new things."

Ex-Bestway and Landmark chiefs' stark prediction 'There are further big plays to come'

Industry experts warn of consolidation pressure

by Helena Drakakis

helena.drakakis@newtrade.co.uk

The convenience sector should expect more mergers and takeovers in the next year with smaller wholesalers and buying groups warned they may feel the pressure over time, two industry experts have told RN.

David Gilroy, former Bestway operations director and now managing director of digital advice platform Store Excel, said: "This is the year of consolidation and there are further big plays to come."

Commenting as the

competition watchdog continues to investigate the £3.7bn Tesco-Booker merger, and speculation mounts over Sainsbury's £130m buy-out of convenience chain Nisa, he continued: "These deals blur the lines between retail and wholesale, and will certainly prompt suppliers to review their price structures and their investment in the wholesale sector."

Mr Gilroy added his gut feeling was that similar deals would not be positive for the remainder of wholesalers in the long-term.

"Consolidation long predicted is now underway with a vengeance. There is a serious race on for share of the fast-growing convenience sector," he added.

Similarly, Martin Williams, former managing director at buying group Landmark, and who now runs his own consultancy business, said: "The long-standing saying in the industry is that we're a nation of shopkeepers, but there is a danger that nation of shopkeepers will become multiples."

"It's a worry and a challenge and in a worse-case

scenario the pressure on wholesalers and suppliers could be enormous," he said.

However, Mr Williams said he believed any potential challenges had to be balanced with opportunities. "It's not all doom and gloom. There are some brilliant retailers out there and buying groups are getting bigger and better and investing more into technology, systems, and ordering to make life easier for retailers."

"There's a lot of good things going on but a black cloud is hovering," he said.

Stores count the cost of EUTPD legislation

Retailers are reporting a fall in footfall following implementation of EUTPD II tobacco legislation that outlawed 10-packs of cigarettes.

Six weeks after the 20 May deadline, a One Stop retailer who did not want to be named said sales had decreased by 8% since the

ban. They believe this is due to customers not making repeat visits.

Wholesaler Parfett's confirmed the trend, saying retailers were increasingly reporting a drop in customers replenishing their tobacco as a result of the implementation of a minimum 20-pack size.

Guy Swindell, Parfett's head of customer development and marketing, said: "The legislation hasn't stopped people from smoking, but people are visiting a store once a day to pick up a 20-pack rather than more regularly to pick up 10s. We have also seen a move towards loose leaf tobacco."

Parfett's also reported a spike in sales of up to 15% in the three months leading up to the legislation coming into full effect in May, as retailers bought up pricemarked and 10-pack stock. However, Mr Swindell said the wholesaler was now seeing that spike levelling off.

Retailers urged to act before other publishers follow suit Shops refuse to stock titles

Call for action after new Johnston margin cuts

by Tim Murray

RNreporter@newtrade.co.uk

Retailers fear Johnston Press's significant margin cuts to dozens of its regional titles around the UK could be repeated by other publishers unless they take a stand.

Johnston Press made the shock announcement last week that margins are to be slashed to as low as 10% across 41 titles amid a round of price rises.

The cover prices of the affected titles will all rise by between 10p and 20p.

The new percentages represent the lowest ever level implemented by a UK publisher and account for almost a fifth of Johnston Press's portfolio.

Some retailers have reacted by refusing to stock the publisher's titles, while others have threatened to sticker over the price with one that returns a "reasonable" margin.

David Woodrow, of Woodrow's in Bishopston, Renfrewshire, said: "I've cancelled the three titles I take. It's obscene they've chosen to go down this route."

"If other publishers think they can get away with it they will all try it."

Eugene Diamond, of Diamond's in Ballymena, in Ireland, said customers



Eugene Diamond says his customers have supported his decision to delist all but one of his regional titles

had supported his decision to cancel his supply of Johnston Press titles. Earlier this week, he tweeted the only regional title left in stock in his store was the Ballymena Guardian.

"During the Troubles, I had death threats from terrorists who didn't want me to sell newspapers with stories they didn't like and I still sold them," he said. "I don't like not selling news-

papers, but this is the final straw."

Muntazir Dipoti, of Todmorden News Centre in West Yorkshire, said he will see more than £3,000 per annum wiped off his bottom line as a result of the changes.

The NFRN has called for an urgent meeting with Johnston Press. Head of news Brian Murphy predicted the outcry from retailers

would deter other publishers from taking similar action.

Richard Thomson, group publishing director at Johnston Press, said: "We don't make changes to terms lightly. However, these are tough times for smaller local newspapers."

He said the change in terms was "driven by a need to ensure Johnston Press's smaller titles remain viable in print".

Higher cost of living is giving own label boost

Own brand labels are leading the way in food retail amid improved retail sales caused by ongoing price inflation, according to analysts Kantar World-Panel.

Grocery sales in symbols and independents were up 8% in the 12 weeks to June compared to the same period last year.

However, in both multiples and independents own label is becoming a star performer.

"Own label has been outpacing brands for quite a while. At a time of higher inflation, customers want to buy cheaper own label products, but this trend pre-dates inflation and premium own label is also doing well."

"Getting own label to be different and getting it right can really differentiate one retailer from another," said Fraser McKevitt, Kantar's head of retail and consumer insight.

NFRN and Mail unite for award

Mail Newspapers has joined forces with the NFRN to deliver a new award scheme aimed at recognising the UK's most dedicated and innovative independent retail newsagents.

The award scheme will select a Newsagent of the Month in four NFRN regions - Scotland and Northern Ireland, Northern, Midlands and Southern - with all nominees being shortlisted for the title of National Newsagent of the Year.

The awards will look at achievements and innovation in display, support for promotions and overall sales.

No plans to remove PayPoint say councils

The majority of councils across the country have no plans to phase out PayPoint as a way for residents to pay rent or council tax, an RN survey has revealed.

The research follows a letter by Tameside Council to residents - seen by RN - stating from 31 July it is

"unable to accept council tax payments made at any PayPoint outlet and an alternative way to pay needs to be considered".

Of the 30 local authorities approached by RN, 24 responded. Five had never used PayPoint as a means of rent or council tax payment

and 16 reported they used it and had no plans to discontinue the payment option.

However, a spokesman for Harrogate Borough Council, which still uses the service, said: "We encourage people to pay online as this is a cheaper option for the council, but we acknowl-

edge it is not appropriate for all our customers."

And, although Cheltenham Borough Council still uses PayPoint, it no longer issues payment cards.

Tameside Metropolitan Borough Council was the only council set to terminate the service.

STORE LOOKBOOK



30%

The margin Harry can achieve on some cigars



Watch and learn

Harry Patel has watched his affluent customers, studied their shopping behaviour and had the nimbleness to adjust his range accordingly. As **Helena Drakakis** learns, this has taken his business in some unexpected directions

Picture a store that caters to an affluent customer base and what do you imagine? Fridges stuffed full of organic vegetables and high-class ready meals? Shelves and shelves of local produce?

Harry Patel's Kwiksave in Warlingham caters to just such a customer base – including several millionaires among its number. Yet by catering to the needs of his shoppers, listening to them and paying attention to what the local competition is doing, his business has taken another direction entirely.

"I have Sainsbury's on the same road, and a Co-op nearby. They stock lots of fresh and chilled goods and, when they arrived, I started doing the same for the first six months, but it wasn't working. I couldn't compete with the big stores. I had to find my niche and do it well. Touch wood, I'm still here."

Harry removed his fresh and chilled range from his 1,000sq ft store, leaving only a stripped-down frozen section selling ready meals, desserts and frozen vegetables.

Instead Harry used his 13 years' trade experience and went in search of a number of other niches to thrive in and found some you'd expect, some you might not.

First, is his impressive, varied range of premium cigars. Harry carries a small but

eclectic range that extends from standard Café Crèmes to £49 Cuban cigars. And although his store is just across the road from a successful tobacconist store, it's a sign of the strength of the market for top-of-the-range cigars that both businesses manage to thrive.

"My motto is live and let live, so I don't sell what the guy over the road does but I do keep a range of around 12 products. My bestseller, a Romeo Y Julieta, is also my most expensive, and I get a margin of around 30%."

Harry has further tried to tap into this market with an alcohol section that ranges from mid-price bottles of wine to an exclusive £600 Grey Goose vodka in a secure area of Harry's stock room.

Yet while the typical image of a millionaire chimes with a focus on premium alcohol and cigars, it probably doesn't conjure up images of an extensive household cleaning range – yet that is exactly where Harry has found another big opportunity.

"I can't compete on fresh, chilled and meats on price or afford wastage like the multiples can, but I can have a bigger household goods range," he says.

From several varieties of bleach, to family-sized 110-wash laundry packs at £14.99, toilet roll and cleaning accessories, Harry's aim is to serve every part of the





I read RN because I like to learn about the challenges retailers have and the ideas they have to help their businesses.” **HARRY PATEL**



3



4

What you can learn

- 1 While Harry Patel limited his fresh offer he has continued to focus on frozen foods.
- 2 Costing up to £49, Harry's cigar range appeals to his affluent customer base.
- 3 The Kwiksave fascia suits the store's strong offer of services and stationery.
- 4 Harry remains competitive, with a variety of prices available for shoppers across his range.

INFORMATION

Location

403 Limpsfield Rd,
Worlingham CR6 9HA

Size

3,000sq ft

Turnover

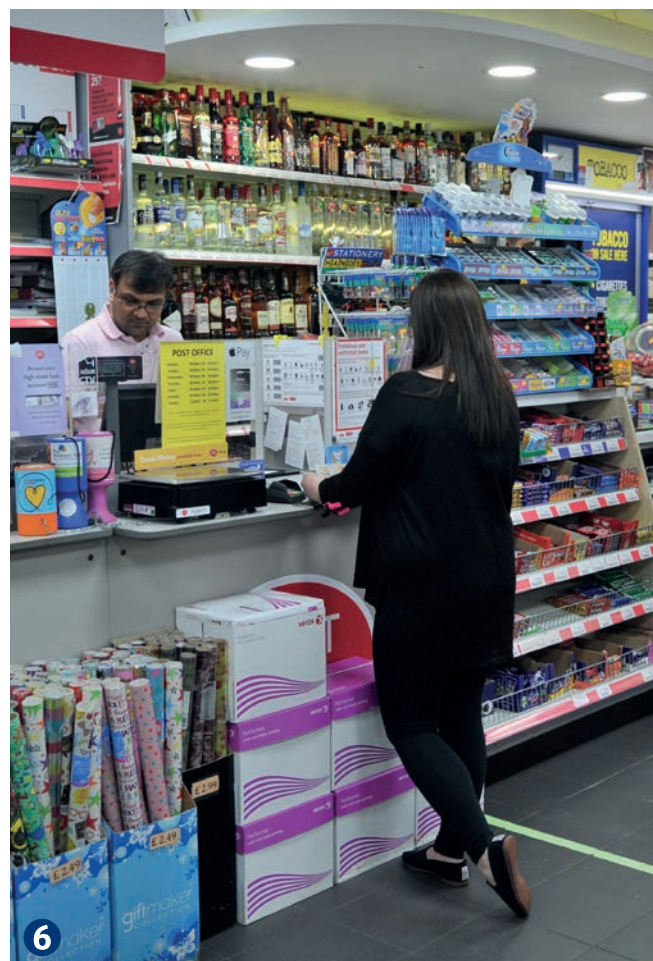
Around £14,000

Average basket

£1 – £50



STORE LOOKBOOK



community, which ranges from commuters to young families and a sizeable retired population.

Realising this could be a key area of focus for his business was, Harry says, a “turning point”.

“People are looking for value, so I have pricemarked goods and larger family packs. I have a great range because I have the space for bulk.”

And supplementing the key categories of alcohol, tobacco and household items is his growing range of in-store services. This includes an open-counter post office – which he installed two years ago and runs on two part-time members of staff – and Amazon parcel pick-up, which is available until the store’s closing time at 11pm.

“Amazon has done well for me,” he says, adding extra purchases such as envelopes increases the profitability of these services.

This might not have been the journey Harry expected to take when he opened the business back in 2013, but his store is a testament to the idea that success is found when you are nimble and responsive.

“You can’t succeed if you don’t try. I learned from my mistakes. Let’s focus on something else that works.” ●

What you can learn

5 A £600 bottle of Grey Goose is locked away in his store room. Other premium spirits are displayed.

6 In-store services such as Amazon parcel pick up has helped grow custom from local businesses.

7 Cards and party products are key footfall drivers for Harry’s store.



Want to see more of Harry's store? Go to betterretailing.com/harry-patel-kwiksave



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SYMBOL NEWS

Booker app relaunch after top stores trial

Booker is set to relaunch its customer app following a trial in two leading Premier stores, RN understands.

The app, which was trialled last October for around six months, highlighted promotions to customers as well as offering both click and collect and delivery options.

It was created using a store's EPOS file with the addition of an extended range from nearby Makro depots.

Sam Coldbeck, of Wharfedale Premier in Hull, one of the stores that trialled the app, said she would welcome a relaunch.

She said: "As an extra tool for the business it worked really well."

Four weeks into the trial last year, Mandeep Singh, of Singh's Premier in Sheffield, reported the average order on the app was around £18 compared to £6.40 in store.

RN understands the app is currently suspended pending the relaunch. A Booker spokeswoman said: "We are still trialling the app and this suspension is so we can carry out development work."

Pay rise 'is staff threat'

A Premier retailer said he would be forced to cut staff if he followed Tesco in raising hourly rates by 10.5% over two years.

Currently Tesco workers are paid £7.62 an hour, which will rise to £8.42 by November 2018, the supermarket has announced, but extra pay for Sundays and bank holidays will be reduced.

Bob Sykes, of Denmore Premier Food & Wine in Rhyl said: "There's only so much we can cut prices up. If I matched that I would have to cut staff or hours."



C-store chain's ambitious growth plans 'It all comes down to the deal on the table'

Nisa targets £2bn turnover amid Sainsbury's deal talks

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

Symbol group Nisa is on target to grow sales to £2bn by 2019, it has said, following a £120m refinancing deal and amid exclusive takeover talks with Sainsbury's.

Chief finance officer Robin Brown told RN the company's annual report, due out this week, would show £1.3bn turnover last year – a reversal from 2015 when the company posted an operating loss of £3m. "I would expect a significant growth in turnover this year and we believe it's

possible to get to £2bn," he said.

The comments follow the announcement of a £120m refinancing deal last Friday provided jointly by HSBC and Wells Fargo which, Nisa said, will aid further expansion.

Having won contracts last year to supply 298 Mc-Coll's (MRG) convenience stores, and Bourne Leisure to supply 39 stores in Haven and Butlin's holiday parks, Mr Brown said the company wanted to win more contracts and "grow the underlying business with our existing membership".

He added the refinancing deal bore no relation to a potential £130m takeover by Sainsbury's, which Mr Brown would not comment on.

"The facility we had with Barclays expired in October," he said. "We started earlier because the business won contracts with MRG and Bourne Leisure."

"We needed a larger facility to manage the working capital around that growth which we will see in this coming year."

Nisa retailers, meanwhile, have reacted to any potential tie-up, telling

RN the details of a possible deal were important.

Harj Dhasee, who runs a Nisa store in Mickleton, Gloucestershire said: "It's a good thing Nisa has been approached by a multi-player, but it comes down the deal on the table," adding he would give up his independence for a franchise deal.

However, Harry Goraya, who operates a Nisa Local in Northfleet, Kent said: "Independence is the reason members joined Nisa, but everything depends on whether a deal is going to add value to the business."

Cash and carry still crucial to viability

Independent retailers face a renewed reliance on cash and carries and an increasing need to shop around for the best wholesale prices as higher running costs erode stores' profitability, store owners have told RN.

Family Shopper retailer Sunita Kanji, based in Greater Manchester, said: "Everything can be deliv-

ered and people say you don't have to visit the cash and carry anymore but you do."

Visiting depots helps her access short-term deals and discover new products. "If I'd not gone in to Booker last week I would have missed out on a clearance deal on Surf.

"Usually £16, I picked it

up for £5.48 a case."

Mrs Kanji said she is increasingly using wholesalers who are willing to haggle on price. "We can't stick to just one symbol group – shoppers can't afford those prices."

Another retailer – operating under another, non-Booker symbol group – who wanted to remain anony-

mous, agreed. He said: "If I didn't do strategic buying, my stores would only just break even," he said.

Rob Butler, brand director at Family Shopper, said Booker is "constantly seeking ways to help our Family Shopper retailers make more and save more".

Nisa declined to comment.

NEWS & MAGS

High cover price of Fab Four re-issues takes them to #1 'Strong market for premium products'

Beatles top charts again with £980k vinyl sales

by Jennifer Hardwick

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The Beatles Vinyl Collection has generated the highest RSV out of all 2017 launches this year, according to data from distributor Seymour.

The most successful launch in terms of the number of copies sold is Eaglemoss's My Little Pony Colouring Adventures, but the high cover price on Deagostini's Beatles title of £16.99 has led to an RSV of just more than £980,000 compared to an RSV of £636,000 for My Little

Pony. Since its launch The Beatles Collection has sold 74,783 copies, while the My Little Pony title has sold 340,918 copies.

The next highest-selling launch has been Deagostini's My Animal Farm, at 108,418 copies, generating an RSV of £443,148.

Mark Murray, account manager for Deagostini at Comag, which distributes all three titles, said: "The success of The Beatles Vinyl Collection follows on the heels of the very popular Zippo Collection and shows there is a strong market for

premium price products despite the challenging conditions in the wider market place.

"The key to success is to produce a quality product based around a highly collectable licence that consumers love and the rewards benefit everyone in the supply chain."

In addition to this year's launches, Deagostini's weekly partwork targeting female customers – Enhancing Your Mind, Body & Spirit – was launched in the last week of 2016 but has made almost £2.2m in

RSV. Mr Murray added:

"Independent retailers continue to be key to the success of these collections by offering consumers the chance to secure every issue through either shop save or home delivery orders.

"We would recommend retailers maximise their revenue by giving early issues prominent displays in-store to entice customers into sampling and by encouraging customers to place a regular order to maximise customer and revenue retention."

Mail hits high with record 24% sales share

The Daily Mail achieved its highest-ever share of retail sales in May, according to the latest ABC figures.

Taking into account both newsstand and subscription sales and the daily and Saturday editions, the title grew its share by 0.8% year on year to a record 24.2%.

The Mail on Sunday also grew its share by 0.5% year on year to 22%.

Mail Newspapers chief marketing officer Roland Agambar said: "The Daily Mail and The Mail on Sunday continue to outperform the market.

"These latest numbers show our readers continue to appreciate Mail Newspapers' investment in high-quality news and editorial content, leading magazine and market-leading loyalty programme MyMail."

PDRP place for Murphy

The NFRN's head of news Brian Murphy has joined the Press Distribution Review Panel.

The panel oversees the Press Distribution Charter, which sets out the minimum service standards retailers can expect from the news supply chain. The panel includes representatives from every tier of the supply chain who collect, audit and publish data on compliance with the charter.

Mr Murphy said: "The newspaper and magazine supply chain and its importance at retail level continues to be under enormous pressure. I intend to help remove ambiguities that cause unnecessary frustration and play my part in ensuring that the complaints process is progressive, timely, fair and transparent throughout."

WIN! MINIONS OF PRIZES!

BEANO

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Boys get the Beano buzz

Beano is the best-selling magazine for primary school boys in independent stores, according to the most recent data from Smiths News. Publisher DC Thomson communications manager Rebecca Moncrieff said: "There's a massive buzz about Beano right now, as proven by our latest sales figures. "We're excited about this interest being multiplied further this autumn when our new CGI animation series, Dennis & Gnasher Unleashed, launches on CBBC."

Egmont gives top 500 indies summer boost

Distributor Seymour and publisher Egmont are giving Seymour's 500 top-selling independent retailers for children's magazines the chance to grow their sales this summer.

The Egmont Summer Club project will involve selected retailers receiving a pack including a category

advisor document and a shelf strip to use in their stores.

The document will advise on how best to position children's titles and further insight into the category.

The store that encourages the most customers to enter a children's colouring competition included in

Thomas and Friends, Barbie, Frozen, Paw Patrol and Disney Princess magazines will receive a £100 Argos voucher.

Retailers who participated in a similar scheme last year increased their children's magazine sales by an average of 22%.

The winner of the prom-

otion was Manu Sounderajah, of Wimbledon Village News, who achieved a sales increase on his children's magazines of more than 50%.

"It is great to see a children's publisher providing good quality information to help independent stores drive sales," he said.

PRODUCT TRENDS

Opportunity knocks ... so don't miss out

Retailers could be missing out on a sales opportunity if they fail to stock a range of teas – an area which has “responded well” to the health trend, according to Nielsen data analysts.



Rachel McGuire, senior client manager, told RN healthy teas such as green tea, fruit and herbal teas or teas with added benefits – have seen both value and volume growth across the UK.

“Tea provides a variety of options for customers looking to cut down on sugar, salt and caffeine intake,” she said.

Decaffeinated tea has experienced a 2.3% rise in volume in convenience, while green tea is up 1.4%.

Paul Mather, of Sherston Stores in Wiltshire, said: “It’s a strong niche and it acts as a beacon for customers to do more shopping here.”

Heinz’s no sugar soup for healthy consumers

Kraft Heinz has unveiled Heinz No Added Sugar variants of its soup range in a bid to meet the demand of health-conscious shoppers.

The unsweetened versions of its most popular recipes, including Cream of Tomato, Vegetable and Cream of Chicken, boast nearly 50% less sugar and will be rolled out in July.

They replace the Heinz Balance soup range, which offers 25% less salt across four recipes. The new variants maintain around the same reduced level of salt.



Eau la la! New flavours on tap to grow water sales

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

Nestlé Waters has launched two flavour variants of its Perrier sparkling water in a bid to help retailers tap into an 11% growth in flavoured water in convenience.

The sugar-free range will be available in Green Apple and Lemon flavours and contains only natural ingredients. The products have been designed to meet the demands of health-conscious shoppers looking for sugar-free drinks on the go.

Caroline Juin, marketing

director at Nestlé Waters, said: “There has been a significant focus on the role of water and healthy hydration in maintaining a healthy lifestyle. This has helped to drive sales and grow the bottled water market, which is up 19%.”

The launch will be supported by an outdoor campaign across the country as well as in-store, sampling, and digital and video-on-demand advertising. Perrier Flavours will have an RRP of 95p.

Nestlé Waters is not the first to capitalise on this

growing area of the market, with Coca-Cola European Partners announcing the launch of sparkling variants of its Glaceau Smartwater.

Jeetendra Kanji, of Vineyards Food & Wine in Wembley, has found success stocking flavoured water and agrees his shoppers are looking for healthy alternatives.

“In addition to a change in shopper habits, we’ve just taken over the shop at the hospital and therefore can’t stock more than 30% of full-sugar variants, so

low-calorie and no-added-sugar items will be our main focus,” he said. “There is definitely a demand for healthy drinks.”

Rav Garcha, owner of several Nisa stores in Shropshire, said he sells on average a case and half of flavoured water per week.

“We make sure our water is chilled which helps sales, and the larger bottles are particularly popular.”

● To find out how to improve your water sales turn to page 26 for RN’s category management guide.

Wholesaler has international appeal

Hancocks has launched a range of Polish confectionery to help retailers target Polish customers and a wider audience.

Retailers who are increasingly looking to international products to appeal to a wider cross-section of their local communities told RN the new range has potential.

Siva Thievanayagan, of Nisa Local Fletton, Peterborough, offers products from various origins but, due to a large number of Polish and Italians in the local area, particularly focuses on those cuisines.

“It’s grown over the last 10 years or so and works really well,” he told RN. “You can get a really good

margin, as much as 35% in some cases.

“It’s not just Italians and Polish who buy these products, a lot of other customers try them too.”

Sam Samra, of Samra Supermarket in Smethwick, Birmingham, told RN his Polish customers buy a lot of confectionery from his store.

“The margins are great too, you can easily get upwards of 30%. I’ll definitely look at getting Hancocks’ products in my store,” he said.

Initially, the Hancocks range will comprise of six products, with RRP’s ranging from £1 up to £12.60, and offers upwards of 25% margin.

BRAND SNAPSHOT



Go Ahead! Goodness ads

Pladis is launching an ad and sampling campaign for its new Go Ahead! Goodness Bar. Ads will run on TV, digital channels and social media.



Doritos' spin to win

PepsiCo is relaunching Doritos' Roulette packs, containing crisps flavoured with Tabasco sauce, following the success of Doritos Heatburst.



Tiger roars with value

Tiger beer is now available in a 4x330ml can pack with an RRP of £4.50. The pack aims to encourage more cross-category purchases.



Patriotic Bovril

Unilever is rolling out new packaging for 131-year-old Bovril next month, featuring a "Made in the UK since 1886" flash and Union Jack flags.



So Simple Protein

Oats So Simple Protein sachets in original and cinnamon flavours are now available from Quaker Oats, containing 20g of protein per 100g.



Going for Gold

Thatchers new ads for Thatchers Gold will run during sporting events and Game of Thrones and in cinemas around the UK.



Betty's adult bakes

General Mills is targeting adult bakers with its Betty Crocker Delights mixes in salted caramel brownie, dark chocolate cookie, and lemon cake bar flavours.



Dip, dip, hooray

Go Ahead! is adding Crunchy Dippers, high-fibre mini breadsticks and dips in Salted Caramel and Creamy Coconut flavours, RRP £1.99.



Return of Vimtoad

Vimto's nine-month distribution drive in the north west, midlands and London, and £1.5m ad campaign features brand mascots the Vimtoad and Mixtoad.

WHAT'S NEW



Sheppy's Cider

Perfect for the summer, this Somerset cider is infused with raspberry and boasts no artificial flavours. It comes in a 20l box, 500ml and 330ml bottles.

RRP £16.80 (6-pack)

Contact info@sheppycider.com



Doisy & Dam

These chocolatiers use superfoods to boost their luxury chocolate range, with a range of tastes from vanilla to coconut and Himalayan salt.

RRP £1.75 (40g)

Contact orders@doisyanddam.com



Munchy Seeds

These are chilli-spiced toasted sunflower seeds, pumpkin seeds and sweet apricot kernels, designed to nibble with a glass of wine or beer, sprinkle over salad or add to a stir fry.

RRP £3.99 (200g tub)

Contact nibble@munchyseeds.co.uk



Lisa's Organic Craft Crisps

These organic crisps are made with ingredients sourced from Alpine hills, including the potatoes and flavours such as rock salt and Alpine herbs.

RRP 99p (40g)

Contact order@liscrisps.co.uk



Atkins & Potts

Atkins & Potts has a range of new products for 2017 including Habanero Chilli Jelly, recommended to try in a panini or for glazing sausages at a barbecue.

RRP £2.75

Contact info@atkinsandpotts.co.uk



Graceful Vodka

This handcrafted vodka from Sunderland-based distillery Poetic License is made entirely from British wheat and is distilled seven times for purity.

RRP £29.95

Contact 0191 510 3564

RN Reporter

RNreporter@newtrade.co.uk

020 7689 3358



Gusto Cola

Gusto Cola vegan and vegetarian cola is crafted using a blend of organic botanicals and spices, including African Cola Nut and Fairtrade Madagascan vanilla.

RRP £1.19

Contact <https://drinkgusto.com/#Contact>



Essential Jackfruit

Organic young jackfruit provides a nutritious vegan alternative to meat. When torn and cooked in a savoury sauce they have been described as meat-free pulled pork.

RRP £2.99

Contact sales@essential-trading.coop

Focus

Tea

Artisan teas are following in the footsteps of barista coffee in popularity and being stocked more in convenience. This week's RN features a selection that will make you want to brew up.



Joe's Tea Co

This London-based tea company sources tea from plantations in Dyatalawa, Sri Lanka, meaning every cup is brewed up with 100% organic Ceylon loose tea leaves.

RRP £4.50

Contact hello@joesteacompany.com



Cuppanut

These bio-degradable tea bags are filled with real coconut and mixed with a variety of three different flavours; Coconut, Coconut & Cranberry and Coconut, Ginger & Turmeric.

RRP £4.50

Contact info@cuppanut.com



Tea Huggers

This hand-blended range of tea is packed into pyramid tea bags in the UK and comes in blends such as Hangover Help, Ever Green and Choccy tea.

RRP £4.85

Contact hello@teahuggers.co.uk

Shane Woolston

CT Baker Budgens, Aylsham

I am just about to review my tea section. I do Twinings and Clipper but I've realised there's definitely a space for a more luxury tea selection. For my area and customers, I'm looking for brands that communicate a heritage feel.



PRICEWATCH

Profit checker Over the counter medicines

Price checker

PIRITEZE ONE A DAY HAYFEVER TABLETS 7s Price distribution %



Analysis

It's hayfever season, and retailers must decide between stocking a premium brand such as Piriteze, or an economy option such as Galpharm. The difference between them is significant: around £3 separates their RRP's. "Al-

lergy tablets are a common product," says retailer Surge Khunkhun, who recently switched from Benadryl to Galpharm. While some customers may balk at the price, there are rewards for stocking the right premium

brand. When priced at its RRP of £4.99, Piriteze gives a margin of 64%. The vast majority of retailers are content with this, and price Piriteze at that level. A small group cluster around the £3.99 mark, to undercut competition.

PRODUCT
Calpol Sugar Free Suspension Liquid 100ml
Happy Shopper Ibuprofen Tablets 16s
Imodium Instants Capsules 6s
Happy Shopper Paracetamol Tablets 16s
Nurofen Tablets 12s
Calpol Six Plus 80ml
Nurofen Express Liquid Capsules 10s
Happy Shopper Paracetamol Tablets – Extra Strength 16s
Gaviscon Aniseed Liquid 150ml
Piriteze One A Day Hayfever Tablets 7s
Rennie Peppermint 12s
Happy Shopper Paracetamol Capsules 16s

How we drive our profit

Serge Khunkhun

STORE Premier Woodcross
LOCATION Wolverhampton
SIZE 2,000sq ft
TYPE town centre

TOP TIP

Watch customer reactions – I could see they were horrified at £5.19 for hayfever tablets so changed my range



I've always stocked Benadryl but today I decided to change products and order Galpharm instead. The price of Benadryl has gone up to £5.19 for a box of seven, which is just too much – Galpharm retails at 99p, for essentially the same product, and customers are far happier with that significantly lower price. The margins aren't even very different: we got 29.1% margin on Benadryl and we'll get 27.4% on Galpharm. The old school of thought says the more cash in the till the better, but you've got zero cash in the till if no one actually buys it.

Liz Entwistle

STORE St Michael's Post Office & Store
LOCATION Tenterden, Kent
SIZE 1,200sq ft
TYPE residential

TOP TIP

People have to know what you've got, especially behind the counter, so be ready to talk them through your range



We sell Piriteze tablets at £4.99 and go through a couple of packs of those a week. Our medicine sales are squeezed because we have a Boots and an independent chemist nearby. We obviously step our stocks of hayfever tablets up during the summer, then in winter move onto Lemsip-type products. We don't sell a lot, but they are very important to have in. They're a distress purchase which people will rush out to buy, everyone needs them from time to time: regulars on their way to work, people popping in on the off-chance, and people off work ill at home.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE SUBURBAN ESSEX POST OFFICE AND C-STORE	RETAILER 2 NORTH WALES VILLAGE POST OFFICE	RETAILER 3 SUBURBAN BIRMINGHAM C-STORE	RETAILER 4 SMALL BRIGHTON SUBURBAN C-STORE	RETAILER 5 CENTRAL SCOTTISH VILLAGE POST OFFICE & STORE	RETAILER 6 SUBURBAN BRADFORD NEIGHBOURHOOD C-STORE
£3.88	£4.09	–	£4.39	–	–	£3.99	£3.99
88p	59p	59p	£1.19	–	99p	99p	£1.00
£3.69	£3.59	–	£3.79	£3.59	£3.39	£3.59	–
77p	59p	59p	–	–	99p	–	£1.00
£2.64	£2.89	£2.69	£2.79	£2.69	–	£2.89	–
£3.90	£4.09	–	–	–	£3.59	£3.69	£3.99
£3.59	£3.49	–	–	£3.39	£3.39	–	£3.89
94p	75p	75p	99p	75p	99p	–	£1.06
£4.20	£4.09	–	£4.39	–	£3.99	–	£4.49
£4.40	£4.99	£4.99	£5.15	£4.99	–	–	£4.99
£1.96	£1.85	£1.85	£1.99	–	–	–	–
82p	69p	–	–	69p	99p	99p	£1.00

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Tom Dant

Partney Filling Station, Spilsby, Lincolnshire



Boston Sausage Sausage Rolls – £1.50 for two



Where did you discover them?

They're a well-established company which has been in this area for a long time – I used to buy these sausage rolls when I was a kid. So, when we were refurbishing our store and I decided I wanted to try a few new things, I quickly thought of them. Now we sell them in all three of our stores.

Who buys them?

It varies. We do our own sausage rolls on the bakery counter, which are cheaper, so the Boston Sausage ones are a more premium option. Lots of people still get them though – white van men passing through, local shoppers picking them up for their tea. Elderly folk like them too, because they're traditional. They tend to sell best in our village store at Bilsby rather than the forecourt shops.

What makes them a success?

Between the three stores we probably go through about 60 packets a week. We also have Lincolnshire sausages, pork pies and a cooked haslet, and they sell really well too, though not quite so quickly as the sausage rolls. We have nicely designed PoS saying they come from a local supplier. The Boston Sausage Company has good brand recognition, it's been established in this area for about 100 years now. Everyone who lives round here knows about them.

Julie Atkinson

STORE Hollins Green Community Store
LOCATION Hollins Green, Warrington
SIZE 2,000sq ft
TYPE village store

TOP TIP

You need to make sure stock is very visible so display it right behind the counter



We stock hayfever tablets during pollen season at this time of year and once I've got rid of my stock I won't refresh it. We sell Galpharm tablets for £1.50, which gives us a good margin – it's like an impulse buy and customers need these products in a hurry so it's not very price-sensitive. We sell about three packs of them a week. It's not a big seller because we've a Tesco nearby and people tend to stock up there – we're just here in the case of emergency. In the winter we get a lot poorly children, so our sales of Calpol increase at that time, too.

David Ramsey

STORE Best-one
LOCATION Byram, West Yorkshire
SIZE 600sq ft
TYPE rural village store

TOP TIP

Consider cheaper brands – hayfever tablets achieve the same thing, but expensive packs put customers off



We sell Galpharm for £1.05 here because, even though Piriteze is on offer at £2.00, it's still too expensive at that price. They do the same thing, and we're selling three or four packs a day at the moment. I stick to RRP's with medicines because the margins are decent, in the high 20s, and I'm happy with anything over 20%. I go a little higher with cold and flu medicines because we don't sell as many, though. I serve a cross-section of customers, and sell lots of Calpol and Nurofen in particular.

YOUR NEWS

Products' placement promotes popularity

Retailers capitalising on the summer heatwave have seen sales soar by re-merchandising categories and placing key items in high-footfall areas.

Bay Bashir, of Belle Vue Convenience Store, in Middlesbrough, said his alcohol sales have increased by 20% by placing top-selling lines in his chiller. "In the heat, customers want chilled. I've worked with Heineken on remerchandising my alcohol section. Now, all my top-selling case lagers are in the chillers and constantly topped up," he said.

Meanwhile, at Bradley's Supermarket in Quorn, Leicestershire, Jack Matthews has been stacking bottled water next to the till area. "In the summer we secondary-site our water range nearer the tills and buy in bulk on promotion so we can offer competitive prices. For example, we offer six bottles for £2 and have sold 54 packs in the past seven days."

Hours clarity for Post Office

The Post Office has confirmed business customers are not restricted to times when they can do their banking at branches.

The statement from the Post Office follows a story published in RN two weeks ago when Arif Ahmed, of Ahmed Newsagents in Coventry, was told he would only be able to do his banking between 9am and 11am at the Post Office counter in his WH Smith branch from 1 July. However, The Post Office said business banking is accepted at any time.

Mr Ahmed said: "This is excellent news, I'm glad we pursued it through RN. You can't cherry pick what you can and can't do in your branch."

Shoppers happy to pay price for quality

A Brighton retailer has found a new revenue stream after introducing a premium confectionery range.

Sue Ruse, who manages independent convenience store Mulberrys in Hove, began offering a range of premium chocolate, nougat and snacks two years ago and said sales

have gone from strength to strength.

"No other shop around here does this selection. People are willing to pay more for something a little bit nicer and a bit different," she said.

Among her top sellers are a range of Monty Bojangles chocolates (£4), Cotswold Fudge (£3-£6),

Baru Marshmallows (£1.99-£6), and Cocoa Loco organic chocolates (£2,99), all prominently displayed on a bespoke stand at the front of the store.

"It has been a case of trial and error and we have taken off slow-selling lines and replaced them, but it's a section that's working well for us," said Ms Ruse,

adding she believes many shoppers are buying her range as gifts.

Ms Ruse sources much of the range from fine food wholesaler Cotswold Fayre. "We found this wholesaler could provide us with the most of the products we needed without having to go to lots of different suppliers," she said.

Award-winning c-store boss 'headhunted' by discount house 'Extra work was a necessity'

Retailer's second job gives product and pricing insight

by Tom Gockelen-Kozlowski
tom.gk@newtrade.co.uk

An award-winning retailer is benefiting from better product knowledge and pricing after being forced to take on a second job to pay staff the National Living Wage (NLW).

Sunita Kanji, who owns and runs Family Shopper in Little Hulton, near Bolton, has been employed as a trading manager at Hi House, a Manchester-based online household, pet food and toiletries retailer.

The company sells discounted items to customers but Mrs Kanji has used the company to buy items for her store where they are available below the price from her usual wholesaler.

Recent offers included a recent deal on Huggies nappies where Hi House's price to its customers was better than her wholesaler's price by more than £1 per unit.

"They approached me – originally it was just a discussion about what they were selling and then a couple of days later I got a call saying 'I want you to come and work for us,'" she said.

"Taking this job was a ne-



As well as running her Family Shopper near Bolton, Sunita Kanji is working at a discount outlet so she can pay staff the National Living Wage

cessity but the opportunity was one I couldn't let go."

Since the NLW was introduced, Mrs Kanji has passed on more responsibility to her staff, while maintaining control over pricing, strategy and in-store standards. Although her role is full-time, the flexible

nature of her Hi House work enables her to also manage the store and make time for her family.

"I've had to work somewhere else to pay the National Living Wage, otherwise it would mean working 24/7 in our shop. We need time with the

kids," she said.

Other ideas Mrs Kanji and her partner have considered for improving their business's profitability, in light of further expected wage rises, include expanding their site and making space for a major food to go operation.

Hairy Bikers lend support as boss gets on his bike for store survival

Organisers battling to save a community-run village store have had their campaign boosted by celebrity support and a sponsored bike ride.

Culinary duo The Hairy Bikers have put their weight behind safeguarding the Itteringham Village Shop, in Norfolk, which is set to be closed after 8 October if the owners of the building carry out a planned eviction.

The shop committee's vice chairman Steven Burbidge said: "The Hairy Bikers are well known and popular so them lending their names to the campaign will be great in drawing people in."

Mr Burbidge himself has also bolstered the campaign fund by £330 by completing a 100-mile overnight cycle ride. "I'm delighted to say I made it successfully to the finish," he said.



Steven Burbidge celebrates after completing an overnight 100-mile fundraising cycle ride

The shop, which dates back 380 years, has been run by the Itteringham Community Association and a team of employees and volunteers since 1994.

Organisers are aiming to raise £100,000 to investigate the likelihood of a successful

legal challenge, find temporary accommodation if required, and to explore other avenues to enable its survival.

So far, around £10,000 has been raised and organisers will launch a crowdfunding initiative in the next two weeks.

Retailers paying Menzies and Smiths for delivery 'Challenge your wholesaler'

Fight double carriage fees, retailers are told

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers forced to pay a carriage charge to both Smiths and Menzies should challenge their wholesaler to switch their supply, the NFRN has said.

Retailers in 233 postcode areas across the UK are likely to be paying more than one carriage charge, with retailers in 19 of those areas potentially paying three sets of charges, according to RN research based on NFRN data.

In the majority of those cases, retailers receive their magazines and newspapers from separate wholesalers, but occasionally newspapers can also come from two different sources.

This happens when publi-

shers select different wholesalers for the same postcode area. Some areas are also served by News UK's Direct to Retail delivery for The Times and The Sun, at a charge of £2.03 per day.

Pratik Sampat, of Premier Food & Wine in Penge, London, successfully fought back when his magazine supply was switched from Smiths to Menzies two years ago.

Speaking to RN, he said when he found out he would have to pay two charges he spoke to the Competition and Markets Authority and found out he had a right to choose where to receive his magazine supply from.

"I had to do my own research and I had a visit from Menzies head office, but in the end I managed to switch the

magazines back to Smiths," said Mr Sampat.

Meanwhile, Rajesh Patel of Leicester Road Stores in Lewes, told RN he pays £4,000 in charges per year because, as well as his newspaper and magazines coming from different wholesalers, he also receives newspapers from both Smiths and Menzies. "It's very expensive. I just want to know if there's anything I can do about it," he said.

NFRN news operations manager Peter Williamson said affected retailers should write to their wholesaler to request to switch their supply across.

A Menzies spokesman said while it cannot control when these situations arise, it is committed to delivering the best service to its customers.

ACADEMY IN ACTION

INDEPENDENT
Achievers Academy



Three month follow up:

Staff Development

In April, the IAA visited Sue Nithyanandan's shop in Epsom, to discuss staff and teamwork. Three months on, we ask how this advice has helped

IAA ADVICE

- 1 Ask staff to write their own job descriptions to see things from their perspective
- 2 Arrange monthly one-to-one meetings with staff so you can share your priorities
- 3 Run staff team competitions to help them understand your business' strengths

SUE SAYS

As Shelagh advised, staff have written their own job descriptions. We're a small business, so everyone needs to pull their weight. Having a formal job description in writing has helped our staff stay focused and improved team spirit.

I've also been doing regular reviews with key members of staff. We mainly talk about what's working well and where we can improve. It's helping me keep an eye on wastage, especially in fresh and baking - following staff feedback, I'm saving £140 a week.

Your action plan

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

YOUR VIEWS

YOUR LETTERS

■ How can this carriage service charge be justified?

I would like to know how EM News can justify charging me for a six-day service plan. In April, I received a letter regarding an increase in my carriage service charge by 1.5%. It states I am on a six-day plan, but we receive deliveries on Tuesdays, Wednesdays, Thursdays, Fridays and some Saturdays only. On Saturdays, we generally receive titles we don't want or didn't order. My charge is €60.68, around €10.11 per day including VAT at 23%.

A page on EM News's website that has now been removed used to band retailers in three tiers, and I think I should be on the magazines-only plan, with a charge of €24.53 per week. I do not receive newspapers from EM News.

I have been told there are no plans other than five-day or six-day deliveries. EM News says it provides me with a six-day service because Tuesday supplies are packed on Monday night, but what if I don't get a delivery on Saturday? I think the invoice is produced on Saturday, meaning it is still part of the carriage charge, and it therefore believes it can



I have never said I don't want to pay my charge, but the wholesaler has to be something acceptable and justifiable

Chris Smith

justify charging me €10.11 for that.

The removed webpage used to say "We apply a standard carriage service charge based on supplies you take from EM News Distribution, the value of the supplies and the days you take supplies".

It also stated it is not a delivery charge and it cannot be broken down to a daily amount – although it has refunded me for one day previously for an unacceptably late delivery.

I have never said I don't want to pay my charge, but the wholesaler has to be something acceptable and justifiable.

Chris Smith
Dublin

An EM News spokesperson said:

"Carriage service charges are based on the current template which was sent to all customers in February and is reflective of individual customers' average sales. EM News has spoken to Mr Smith with regards to his query and will contact him again to further clarify the issues raised in his communication."

■ Age-restricted sales guidelines

The Advice Centre in RN's 16 June issue shared Vip Measuria's expert advice on avoiding sales of products age-restricted by law and gave some very useful guidance.

Every retailer should have a refusal digital or paper record log if

they offer age-restricted products.

There is, however, an error in the first paragraph: the legislation does not specifically require retailers to maintain a refusal log.

For tobacco, the Children and Young Persons (Protection from Tobacco) Act 1991 states "It shall be a defence for a person charged with any such offence to prove that he took all reasonable precautions and exercised all due diligence to avoid the commission of the offence."

For alcohol, the Licensing Act 2003 states "had taken all reasonable steps to establish the individual's age, or nobody could reasonably have suspected from the individual's appearance that he was aged under 18."

The onus is on retailers to use a robust process to ensure they and their employees are aware of and do not breach the legislation. Any training should be recorded, as should all regular and remedial refresher training. As Mr Measuria suggests, all refusals should be logged straight away and if there is CCTV the relevant clip should be saved.

For guidance and advice on how to manage age-restricted products, retailers should contact their local authority or check the council website.

Steve Denham
Associate editor, betterRetailing.com

YOUR SAY If your symbol group offered a free trial to the NFRN's newstrade promotions network N3, as Family Shopper currently is, would you sign up to it?



Saleem Saqid

Spar Renfrew, Glasgow

I probably wouldn't sign up to anything else because we have been members of Spar 500 for the last five or six years which means Spar tells Menzies which newspapers and magazines to stock. We're not getting bombarded with launches, which has made the category much easier to manage.

Waseem Shad

Shop Smart, Cumbernauld

It's not something that would interest me. I have been doing news for more than 30 years and I honestly think it's a dead duck now. Nobody under 35 buys newspapers or magazines and as they get everything online, so

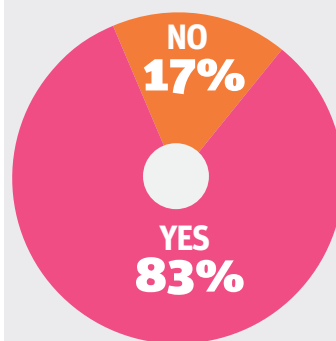
it is just slowly dying. It is only older people that buy them and even then it will only be one a day, whereas people used to buy up to 10 in the week and three at the weekend.

Mark Barnard

JSK Services, Wolverhampton

I can imagine it could be useful but I don't think I would use it because the category is dying. When I first took over the shop there were five one metre bays for magazines but now I only have two for both newspapers and magazines. People just don't buy magazines like they used to. You used to be able to stock 25 copies of Hello! and sell out, but now you're lucky to sell two or three.

RN READER POLL



Are you confident your store layout does not breach the terms of your alcohol licence agreement?

NEXT WEEK'S QUESTION

Are you up to date on asbestos legislation and your responsibilities as a business owner?



Vote now at
betterRetailing.com

HARD DAY'S NIGHT FOR GRAHAM

We work hard and play hard. We take pride in what we achieve.

We actively promote new titles. And then someone in magazine marketing has removed Beatles Vinyl collection from my range due to "insufficient sales", even though I have sold seven of eight copies sent. Is it me or are they twisted?

Graham Doubleday
Doubleday Newsagents
Mossley, Ashton-under-Lyne

A spokesman for Comag

said: "Mr Doubleday received and sold one copy of each issue of The Beatles Vinyl Collection since the launch in March. On Issue 7 he returned the one copy supplied, recording a zero sale. Based on this zero sale, Smiths News cut the supply for the next issue (number 9) to zero. This is common practice as, given the collectable nature of partworks, once a customer misses an issue, they often won't purchase subsequent ones. We are also being extra



vigilant with supply levels of this product given the high cover price, as we are keen retailers are not charged for high-priced products they don't need. We have discussed this matter with Smiths News who confirm Mr Doubleday has now been supplied with a copy of issue 9 and have asked for this

order to be locked in for the next three or four issues."

100 YEARS AGO
30 June 1917

The Queen magazine, a British society publication established in 1861, was raised to one shilling. Jocelyn Stevens, who bought it in 1958, dropped "The" to represent the younger side of the British Establishment.

VIEW FROM THE COUNTER with Mike Brown



It was refreshing to receive a letter from Darron McLoughlin, circulation director of The New European, thanking retailers for helping establish his title on the newsstand and making it such a success. I regularly sell two copies and with growing uncertainty around Brexit I think The New European's content will become even more appealing to my customers.

The Guardian's plan to change its format from a Berliner to a tabloid has been received with some trepidation by my readers. I sell 20 weekdays, increasing to 40 on a Saturday. They worry the new format will impact on the length and depth of articles and advertising may become more intrusive.

Our library has survived closure and is now in operation under its new

name The Globe Stokesley Community Library. Dozens of volunteers signed up to help the professional library manager who is funded by our town council. Best-selling author Philippa Gregory, who wrote The Other Boleyn Girl and The White Queen and lives on a farm near Stokesley, formally opened the library. Her husband, who is a regular customer, was in the shop on the day of the relaunch to stock up on his wife's supply of Jakeman's throat sweets, in advance of her speech.

I arrived back from the NFRN annual conference in Torquay to find Menzies had sent me some fidget spinners. As they are retailing at £4.99 I don't think I have much chance of selling them as the craze is almost over and shops around me are selling off their stock at 50p. Anyway, nice try Menzies.

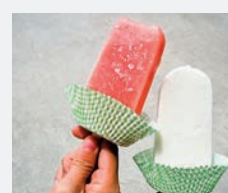
YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisIsRN and @ThisIsRN



Thanks for writing about us on your breaking news page @ThisIsRN our paperboy Josh Bailey was delighted to see himself in there!

Tom, Trudy & Josh
@tywardreathshop



Sometimes the simplest ideas are the best. @sf_sukhis #heatwaveuk #TuesdayTip

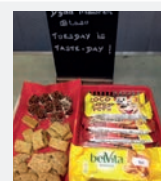
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Blasu bisgedi brecwast yn Siop Pike! Tasting breakfast bars in Pikes

Meryl Pike Williams
@meryl_pike



Your reaction to Johnston Press's price rises and margin cuts:

Sad day but I have made the decision to no longer offer for sale a number of local papers This due to their latest price rise and % cut

Eugene Diamond
@EDiamond136

Thinking we may go the same way with 'services' as we seek to simplify business and offset increased costs such as auto enrolment...

Chard Newsagent
@Chard_News

Disgraceful behaviour from company out of touch with its thousands of retailers struggling to sell their over inflated titles.

Abdul Qadar
@abdul_qadar

Plus they're also including multiple inserts without tpi payments

f Elspeth Paterson

We now must over-price the paper to reclaim our lost margin

f James Wilkinson

YOUR REGION



SCOTLAND NFRN DISTRICT COUNCIL REPORT 21.06.2017

Fiona Davidson reports from the NFRN Scotland district council meeting

Large stores get delivery priority

Members reported a number of late and incomplete deliveries of newspapers and magazines and said larger retailers are receiving favourable treatment at the expense of small stores.

Glasgow member Rory O'Brien, of Papers Direct, said his deliveries were arriving an hour later after his wholesaler, Menzies, rerouted his delivery run.

Bishopton retailer David Woodrow said he had been receiving The Sun instead of the Sunday Post and a number of orders had had magazines missing.

Shopkeepers were urged to report delivery issues so the federation could pursue complaints further.

Mr Woodrow said: "We can't just moan. We have got to use NFRN Connect. We have got to give our people ammunition to fight with."

New district president Gail Winfield said: "Retailers have to phone Menzies to complain, get a reference number and report the problem to NFRN Connect. If we are to make proper complaints to Menzies, we have to build up an effective case, with evidence. We have to show we have ammunition."

Indies want talks on return scheme

Independent retailers must be involved with talks on the feasibility of a deposit return scheme



Jim Maitland urged retailers to take recycling in their businesses seriously

being debated by the Scottish parliament, David Woodrow told the meeting.

Mr Woodrow, chairman of the district's public affairs committee, made the call a fortnight after NFRN chief executive Paul Baxter told the organisation's annual conference the federation is supporting the potential scheme in order to ensure a solution is reached that will benefit independent stores.

"The vast majority of



We can't just moan. We have got to use NFRN Connect

David Woodrow

Retailer, Renfrewshire

members of our organisation are small businesses. Rather than putting our heads in the sand it is vital we engage in discussions," said Mr Woodrow.

He added he hoped smaller stores would be exempt from the scheme.

Glasgow member Hus-san Lal said: "We need to take feedback from local shopkeepers. A £20,000 machine is a huge investment. A small shopkeeper can't take on this kind of commitment."

Meanwhile, Jim Mait-

land called on retailers at the meeting to take recycling in their businesses seriously.

Future environmental damage caused by the build-up of plastics is "no joke", Mr Maitland said, as he urged retailers to engage on the issue.



Jim Maitland

New president calls for unity

The Scottish district's new president opened her first meeting with a call for unity.

Gail Winfield, the fourth Scottish female president in the district's 104-year history, told members: "It is time we worked together as a district. We have to show the rest of the federation what we are made of."

Mrs Winfield said her aim for her presidential year was to ensure the orderly running of the Scottish district and focus on rising to the many challenges retailers faced in increasingly difficult times.

She called for discipline, courtesy and respect between members to provide an effective service for the many retail stores represented by the federation.



Gail Winfield

Your say

It's a month since EUTPD II tobacco legislation came into full effect – how have your tobacco sales or range been affected by these changes?



We have seen a fall in cigarette sales in our shop, but no impact on rolling tobacco. A customer who used to come in every day for 10 cigarettes now comes in once a week for 20 instead.

Gail Winfield
Lybster 727,
Caithness



I've definitely seen a decrease in sales of cigarettes and tobacco because of the price. Younger adults are not able to buy cigarettes as frequently now as they cost more, which I guess was the government's plan.

Aleem Farooqi
Goldenacre Mini Market,
Edinburgh



Our cigarette and tobacco sales have dropped drastically. People are going by price, not brand. They are struggling to get money together to pay for a pack of 20. The cheapest packet is £7.50 and some brands are £10 a pack.

Thomas O'Connor
Tommy Tango's Store,
Coatbridge

Use Connect to solve your issues

Members were urged to use the NFRN's helpline, NFRN Connect, if they have any issues to report, and to access the website – nfrnonline.com – for information about employment legislation, district news and events. The new legal advice helpline number has been changed to 0330 303 1457.

EXPERT BRIEFING



Jonathan Daniels

Hi Street Digital Media

Hi Street Digital Media works with independent retailers and helps them earn up to 15.3% increases in their sales. Jonathan Daniels, managing partner at Hi Street Media, explains how

A Hi Street Digital Media screen is a bit of a 'no brainer'

We give independent retailers a very expensive piece of state-of-the-art equipment proven to increase sales, basket size and footfall. Not to mention our screens create an attractive visual display to enhance the front of their stores. And all of this is supplied completely free of charge.

How it works

Our screens operate on a 45-second loop, with all content being controlled by our bespoke content management system (CMS). The first 10 seconds of the loop is allocated to our shopper mission messages.

These messages are designed to engage with consumers and resonate according to time of day, special occasions, events and seasonality.

Then we run six brand adverts, each lasting for five seconds which is the scientifically recognised length of time the human brain requires to acknowledge, engage and create a desire (both consciously and sub-consciously) for a product.

The loop ends with a five-second advert dedicated to running symbol group-specific promotions, such as Wow deals for Nisa retailers.

And we keep it simple

For retailers, it's really simple to manage the screens as they don't have to do anything at all. We handle the installation of the screen, the initial set up and control all of the content remotely

via our bespoke CMS.

The content is delivered via the store broadband and can be updated in real-time ensuring flexibility. In theory, retailers should never have to touch the screen.

We bring brands and retailers together

We provide a vital link between retailers and brands, providing a unique opportunity for them to work together to increase sales.

We work with retailers to ensure their stores are marketing effectively to consumers and maximising sales opportunities.

For the brands, 72% of shoppers make a final purchase decision at the store and 74% of convenience shoppers make an unplanned purchase so it is



It's really important to stock a range that supports the needs and missions of their local community

essential to engage with consumers immediately prior to their in-store experience.

To date, we have worked with more than 50 brands across most convenience categories, ranging from fresh and frozen to alcohol and ambient.

It's about more than just impulse

Not only do our screens create significant levels of impulse sales, but they also encourage consumers to explore in-store categories they may otherwise not have considered as part of their missions.

Regardless of all of the science and research behind Hi Street Digital Media, it boils down to one thing – we help retailers sell more.

We work with top stores

We only install screens in what we call 'premium' convenience stores. In simple terms, a store has to have a full convenience offering as part of its range.

We have stores all over the UK, some in affluent areas, some in built-up housing estates – geography and prosperity of the area don't matter – it is about the quality and size of the store and most importantly the service they are giving to their customers.

The future is nearly here

I don't think it will be long before digital technology can provide a truly personalised shopping experience for every single customer, based not only on their personal preferences, but also on immediate needs and requirements identified through historical and emotional patterns.

Let's not forget, the Apple iPhone was launched less than 10 years ago (on 29 June 2007) and look at how that has changed the way we live.

**** Company CV ****

Company Hi Street Digital Media
Managing partner Jonathan Daniels
Profile The company installs media

screens into top convenience stores to help bring supplier messages into the last leg of shoppers' journeys. The company says sales can increase by more than 15% by utilising the technology in their businesses.

HI! STREET
digital media

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INDUSTRY PROFILE

Unilever

They are essential purchases in a category used by all consumers of every age, but are retailers taking advantage of the opportunities presented by health and beauty products, and men's toiletries in particular? Lynx brand manager Dilraj Athwal thinks there's room for improvement

RN How is the Lynx brand performing in convenience?

DA Lynx is the UK's number one male grooming brand and also leads the impulse sector with a 57.7% market share. Our core range of body sprays, anti-perspirants and shower gels – which feature some of our most famous fragrances including Excite, Africa and Black – perform exceptionally well in this channel. Lynx Africa, in particular, continues to dominate and is responsible for 14.2% of all deodorant sales, showcasing the huge opportunity open to retailers who stock the brand.

RN What opportunity does men's health and hygiene present to convenience stores?

DA The health and beauty category represents a great opportunity for retailers, with the average shopper purchasing an item from this category at least once a month. Top-up purchases are one of the main reasons a consumer would buy an item of this kind in the convenience channel and with the trend for top-up shops continuing to increase, this opportunity is only going to get bigger. With this in mind, it is that retailers stock a variety of essentials that shoppers will expect to see on-shelf, including a range of male grooming products from leading brands consumers recognise and trust, such as Lynx.

RN What has been the latest Lynx activity and what insights have gone into directing this?

DA We recognise that men want different things now than they did 10 years ago and we continually

update the way in which we relate to modern men whose interests are now much more multi-faceted.

One way we are doing this is through relevant and inspirational brand ambassadors such as Anthony Joshua, the current world heavyweight champion – who is a big part of our ongoing 'Find their Magic' campaign.

Innovation is also key when it comes to engaging with our audience. In January, we launched Lynx You, a premium offering designed for men who are looking for irresistible, fine fragrances.

RN What do c-stores tend to do well in this category and what one thing do you think they could do better to maximise sales?

DA Retailers who stock a wide range of leading products from the most popular brands are set to be the most profitable. Consumers like to have significant choice when it comes to fragrances, so stocking popular



“Men want different things than 10 years ago

variants such as Lynx Africa, Excite and Apollo is the key to driving sales. Retailers can further benefit from incremental sales by also stocking accompanying male grooming products such as Lynx shower gel and Lynx anti-perspirant.

RN Christmas is a sales peak for gift sets, but when else should retailers be ready for higher sales?

DA Christmas is a very important time for sales, but we also know summer is a key trading period for body sprays and anti-perspirants, with these often bought on impulse as soon as hot weather arrives. To ensure retailers are able to tap into this increase in demand we would strongly recommend that they stock up in advance.

RN How is Unilever supporting Lynx this summer?

DA We will be supporting the Lynx brand over the summer months with a £3.8m marketing media spend alone for anti-perspirants. We also have exciting activity coming up with Anthony Joshua, so watch this space.

**** Company CV ****

Company Unilever

Brand manager, Lynx Dilraj Athwal

Profile The UK's best-selling men's deodorant can be found in all major supermarkets and chemists – but do you stock this impulse-friendly brand?

Latest news The brand is gearing up for a summer of activity with world heavyweight boxing champion Anthony Joshua this summer.





MAXIMISE SUMMER SALES WITH LYNX

- CAPITALISE ON THE SUCCESSFUL CORE RANGE OF LYNX BODY SPRAYS, INCLUDING THE UK'S BEST-SELLER LYNX AFRICA*
- DRIVE INCREMENTAL SALES BY STOCKING LYNX APA AND SHOWER VARIANTS
- TAKE ADVANTAGE OF THE BRAND'S GROSS £3.8M MARKETING SPEND THIS SUMMER



UK'S NO.1 MALE GROOMING BRAND*

ON TV FROM JULY

LYNX
FIND YOUR MAGIC.

*Nielsen Mat Sales w/e 25.02.17
(excluding razors and shaving brands)

WATER

SPORTS CAP

Eugene Diamond

Diamond's Newsagents,
Ballymena, County Antrim



I keep a range of sports cap waters in stock. The customers who buy them are generally young people either on their way to the gym, football or on their way to work. The brands we stock are Ballygowan, RiverRock and Buxton.

- 1 People want chilled water, especially for sports, and they will travel to find it. Make sure you stock what they want.
- 2 I position my chiller right next to the till owing to the fact that water is a steady impulse buy.
- 3 I always maintain a good stock of water which I constantly top up. Availability is key all year round, but especially when it's warm.

MULTIPACKS

Jack Matthews

Bradley's Supermarkets,
Quorn, Leicestershire



We sell a range of multipack brands like Volvic, Evian and Smartwater and we always sell many more when the weather is hot.

- 1 We have a range of sizes at 1.5l, 750ml and 500ml. In the summer we second-site the range, up nearer the tills.
- 2 Nisa often have promotions on so we buy in bulk on promotion so we can offer a competitive price, for example six bottles for £2.
- 3 Always keep an eye on the weather forecast and plan ahead, as poor availability means lost sales.

SPARKLING

Joe Williams

The Village Shop,
Hook Norton, Banbury



Sparkling water is bought on impulse, but often it's chosen to have alongside evening meals. We stock 1l bottles of San Pellegrino and 500ml Highland Spring bottles.

- 1 Don't go too much above the RRP. We go a little over, but customers know what they should be paying for sparkling water.
- 2 Don't just buy sparkling water in glass bottles. Many of our local village festivals don't allow glass on site, so people want to buy plastic.
- 3 Promote sparkling water as a healthy alternative that doesn't contain sugar. I keep mine separate in the chiller but near to all my other soft drinks.

Quench their thirst

Now the weather is getting hotter, sales of water are set to increase. According to Nestlé Waters UK, 26°C is the optimum temperature when bottled water sales soar. **Helena Drakakis** asked eight retailers for their three tips for success in selling the many different variants now on the market



FLAVOURED

Martin Lightfoot

Londis Solo Convenience,
Baillieston, Glasgow



We sell a lot of flavoured waters, both in Volvic and a range called Mac B, which is flavoured Scottish water.

- 1 Have a great range of flavours. Many parents buy flavoured waters for children as they see them as a healthier alternative.
- 2 There's good margins to be had on water. On flavoured varieties I make around 40% margin so range and availability is key.
- 3 Always keep flavoured water chilled and visible. It's a staple on-the-go purchase that's becoming more popular year on year.

Refresh your Sales with New Vim20!

NEW

Vimto brand
sales now worth
£73m! Growing
+7%!

Water sales
worth £1.1bn.
growing
7.6%!

Water 3rd
biggest category
in impulse!



Seriously Mixed Up Fruit

Source: Nielsen Scantrack Value Sales, Total Coverage & Impulse, MAT 22.04.17

WATER

PREMIUM

Mehmet Guzel

Simply Fresh, Old Oakham,
West London



I sell a selection of premium water brands like BLK and Rejuvenation. BLK, in particular, sells very well.

- 1 Stick to the planograms and front face premium offerings. Customers are often attracted by the bottles.
- 2 Premium is sometimes about trial and error as some lines will work and others won't. Take slow sellers out quickly and replace with brands that sell well.
- 3 Mix premium with a good range of mainstream waters. People are prepared to pay more for water but it doesn't always make you the best margins.

LARGE FORMAT

Meryl Williams

Pike's Newsagent,
Porthmadog



We sell large format waters in one litre and a small selection in 1.5l. People don't always want to carry larger formats so we are choosy about what we sell.

- 1 Large formats can be harder to sell for grab and go, but we do sell some to walkers and workers. It's about knowing your customers well.
- 2 We can't chill our 1.5l bottles as the fridge is not big enough. To sell more, make sure your fridge fits the format.
- 3 Promote local. We have a Welsh brand called Dwr Cerist which we try to promote as it's a local brand.

BUDGET

Sunita Kanji

Family Shopper,
Little Hulton



Our Euro Shopper non-branded water sells the most, in still, sparkling and flavoured variants. Water is water, so for us it's the price that really attracts people.

- 1 We place all our non-branded waters together and all our branded together. That way they are easily seen.
- 2 We have a shelf-edge card displaying the price. It's 39p for a 500ml bottle so people are naturally attracted to that. Our Euro Shopper non-branded sells far better than branded.
- 3 Our bestsellers are in a chiller that is visible as soon as you walk in the store. Make sure people can see what sells best.

BRANDED

Kath Hitchin

Lifestyle Express,
Caenarfon



I sell a range of branded waters from Evian to Highland Spring, and Volvic. It sells all year round but summer is my peak time. People stick to brands so a good selection is preferable.

- 1 I make sure I have a full range of brands and sizes as all seem to sell well in store. Availability is the key to good sales.
- 2 I pick up a lot on promotion and store them at the back of the storeroom to supply the in-store chiller. That way I can keep competitive on price.
- 3 Keep your water near, but separate from, your soft drinks so it's seen as a healthy choice.



Our best-sellers are in a chiller that is visible as soon as you walk in the store

Major brands are extending their portfolios with sparkling and flavoured variants



LATEST NEWS

Perrier

Nestlé Waters is introducing two flavours to its Perrier range: Lemon and Green Apple. According to the brand, flavoured water has seen an 11% growth in the convenience channel, while flavoured sparkling water has seen a 13% uplift.

Vim2o

Vim2o is a still, fruit-flavoured water and the latest brand extension to the Vimto portfolio. Designed to provide a healthier option for kids and adults, the product contains just three calories per 250ml bottle.

Fell good

The latest edition to the Feel Good drinks portfolio is Feel Good Infusions. The waters come in three flavours: Strawberry & Mint, Apple & Rose and Lemon & Elderflower.

Glacéau Smartwater Sparkling

CCE's fashion-conscious water brand has gained a new sparkling variant to meet demand growing at 8.6% year on year. The product is available in 600ml and 6x600ml packs.

Glacéau Smartwater Sparkling flavours

Adding to the portfolio, these recently-announced flavoured variants include Berry & Kiwi, Lemon and Green Apple flavours. With zero sugar and calories, it is a further sign water may benefit from the soft drinks tax. ●





“

Knowledge is everything, I read RN because it gives me feedback on what top retailers are doing so I can get ideas on what to do next.

DAVID WYATT, COSTCUTTER SNOWHILL, WEST SUSSEX

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PUZZLE MAGAZINES

Follow the clues

With consistent sales and relatively premium pricing, the puzzle magazine category can be a great source of profit. The summer holidays offer a chance to significantly increase your sales. **Jennifer Hardwick** takes a look at the three types of buyers most likely to pick up a puzzle magazine

Selection of children's titles to take advantage of summer peak

Summer bumper editions highlighted at the top

Positioned by the till to encourage impulse buy



Joe Sweeney's puzzle magazines display

Holiday goers

"Independents need to capitalise on the opportunity of July and August, even if they do their own PoS. They should make a show and put titles near the till as much as possible to maximise their profits," says Shameem Beggs, promotions and innovations manager at Puzzler.

"With the UK weather, people tend to sit in and they get fed up of the TV or they're stuck in a caravan or a tent," she says.

Dublin retailer Joe Sweeney, of Newscentre, agrees, calling puzzle titles "one of my favourite products" at this time of year.

"I see people coming in and picking up two or three at a time and they will say it's because they're going away. I have a puzzle selection both on the magazine shelves and at the till," he says.

Shameem says Puzzler prepares for summer distribution by using demographic knowledge to work out which magazines will sell better in which stores and areas.

"Providing the most relevant magazines to each specific retailer gives both them and us the best possible chance to maximise profit," she says.

"We're aware that retailers

don't want to be bombarded with an overload of different puzzle titles, which is why we feel our method of using the strongest demographic fit is a wise one. We understand when it's better to send our top-selling titles such as Puzzler Collection and Q Word Search, but we also know the retailers that would do well to stock specialist titles such as Suguru and Killer Sudoku."



Place your order for
Puzzler[®]
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BIGGEST
SELLER!



£2million*
MORE REVENUE
than the UK's no 2
puzzle magazine

LOOK OUT
for these top puzzle
mags in July!

Thousands
in cash & prizes

*Source: Marketforce estimated data Mar 16 to Feb 17

PUZZLE MAGAZINES

Families

The summer also provides a great opportunity to boost your sales of bumper family titles covering a mix of genres of puzzles to suit a range of abilities.

"In thinking about value, it's important for retailers to realise that it's not just low-priced magazines which attract readers," says Guy Haslam, managing editor of Eye to Eye Puzzles.

"It's also the 'economy' titles such as our best-selling Family Wordsearch Jumbo, which at 164 pages and a cover price of £2.80 is attractive to both readers, who get more puzzles-per-penny, but also retailers, who benefit from the higher cover price.

"We're very aware that many traditional readers are not big spenders, so we've been keen to look at ways of

magazines or adding more content, as we have done with our best-selling crossword title Lucky Seven Crossword Collection."

Joe Sweeney agrees, saying he sees an increase in families coming in to his Newscentre store together and children choosing titles during the summer break.

"It's great for profits because you are talking about a 25% margin on a three, four or five-Euro product," he says.

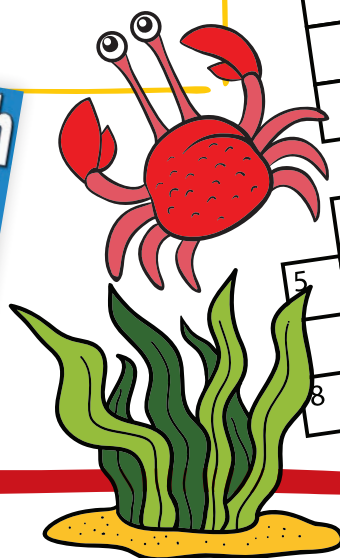
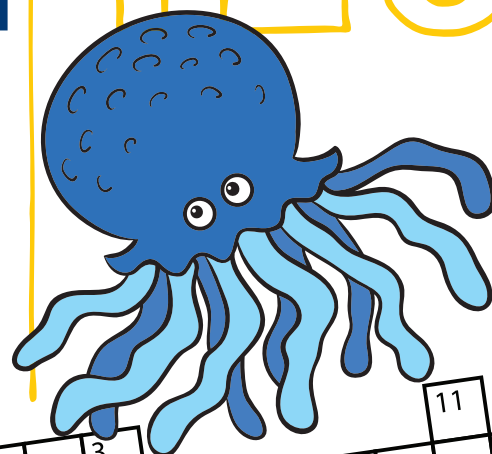
"The mixed-content puzzle format remains the biggest puzzle genre because there is always something for everyone," says Shameem Begg at Puzzler.

"Puzzler's Q Puzzle Compendium, which provides a selection of puzzles for all the family, falls into this category and is a bestseller. Parents don't like to see their children on a screen the whole time."

FF

123

Parents don't like to see their children on a screen the whole time



New audiences

The traditional puzzle magazine demographic is described by publishers as aged 35 up and predominantly female, accounting for about 85% of sales. But as well-established as the readership is, that doesn't stop publishers innovating and trying new formats to reach new readers, which could lead to new customers for you.

Naresh Purohit, of Marseans in Dartford, Kent says he ensures new titles are given prominence in store.

"We have a two-and-half metre space for puzzle magazines and stock around 25. We could sell 25 to 30 in a week," he says.

"If there's a new magazine then we have an extra shelf we can hook on the front."

One new format which has enjoyed sales success is the smaller, "pocket-

sized" collections for use on the go.

Eye to Eye Puzzles' Guy Haslam notes their growth in recent years but adds: "The problem for retailers is these pocket titles are usually very low-priced.

"For both these reasons, we've launched a range of £2.50 PuzzlePad titles, with 288 pages and tear-off puzzles. We see this as a way to go in the future to help rejuvenate the puzzle sector."

At the more radical end of the scale, publisher Numberland describes itself as a "breath of fresh air in a publishing environment that is stale and unimaginative."

The number-focused publisher was at the heart of the Sudoku "revolution" in 2005, when readers discovered a whole new genre of

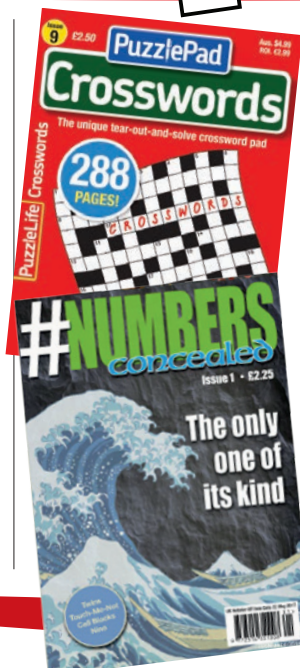
conundrum to solve.

This year in April it launched its new range, #Numbers, which it says is designed to attract "hard-core puzzlers and new-to-market consumers."

The titles' covers feature darker colours and a cleaner design than most in the category.

Managing director Yuri Gavrilov says: "Our design approach is different. We don't want to look like all other puzzle magazines – all puzzle titles seem the same, to me – because we are not like other puzzle magazines."

"We don't want to offer readers trivial gimmicks – but we do want to offer them what they really want – the best, most absorbing new puzzles." ●



COLUMNIST



Neville Rhodes

Supply chain in spotlight

Given the decline in retail sales and the growth in subscriptions, why does the newstrade still need middle-men? Radical change is needed, insists Neville Rhodes

The agenda for the recent NFRN annual conference included one item I was particularly looking forward to – a discussion on the future of the news supply chain.

An impressive group of speakers had been lined up: the managing director of the biggest magazine distributor; the heads of retail sales for the two best-selling national dailies; and senior managers from both the major wholesalers.

The session began well enough, with Frontline managing director Frank Straetmans providing some useful insights into the magazine market and consumers' buying habits (see RN reports, 16 and 23 June issues), striking an optimistic note for the future of magazine retailing.

I would like to have asked why,

given the decline in retail sales and the growth of subscriptions, the magazine industry still feels it necessary to have two middle-men – distributors and wholesalers – between publishers and retailers.

In the year 2000, with a major crisis threatening the magazine distribution system, the then Periodical Publishers Association (PPA) devised a credible alternative based around a central publications unit handling the supply management of all titles for all retailers.

In the event it wasn't needed, but something similar could bring huge benefits today.

Newspapers' requirements are different: they need a distribution system whose number one priority is on-time delivery.

News UK's Neil Spencer said his



Frontline's Frank Straetmans kicks off a discussion on the news supply chain at the NFRN's annual conference

Unless radical changes are made the news supply chain will continue to languish

company is fully committed to this, but his presentation was mainly about a project called React, which aims to use his company's resources to work with manufacturers "to push their products through retailers' stores".

This might have been interesting to another audience, but to newsagents who often receive their papers late, lose sales and sometimes customers because of it, this was not what they wanted to hear. They needed reassurance, and they didn't get it.

It's a chilling thought that the future of the supply chain is in the hands of industry executives who do not seem able to understand that if their products frequently arrive late into shops, there is either something wrong with the scheduling or with the performance of the personnel or equipment involved in the process.

Most retailers understand what's wrong: wave after wave of cost-cutting within the distribution system by the publishers and wholesalers has resulted in declining service levels to their customers – and the retailers, who are paying dearly for the service, want to know what is being done about it.

I think the onus is on them: they need to be more 'disruptive' – not by causing trouble, but to bring about change.

Enterprising retailers who believe their £3,000-a-year carriage charges are taking too big a slice of their retail margin at a time when sales are falling should branch out as secondary wholesalers.

They could offer to supply smaller retailers on terms and conditions that would make the news categories more profitable for both parties.

The emergence across the country of a cohort of secondary wholesalers – or 'super newsagents' as they are sometimes described – would force the wholesalers to re-think their own role, and help to restore the influence that successful retailers used to have with publishers.

I'm not holding my breath, but unless radical changes are made the news supply chain will continue to languish.

Neville Rhodes is a freelance journalist and former retailer

★ Sainsbury's interest not first time

✚ **Sainsbury's reported** interest in acquiring Nisa is not the first time the supermarket has turned its attention to the independent sector. Not long after it entered the convenience market it hastened its expansion by buying the Teesside chain Bell's Stores and then the larger Yorkshire-based Jacksons Stores, both previously high-profile groups within the independent sector. Since those days, many other leading independents have been swallowed up by the multiples, while others have become franchisees of Tesco-owned One Stop or WH Smith. I can see the attractions for Nisa's management of a link-up with Sainsbury's, but whether Nisa members will go along with it is another matter: some of them may insist that the i in Nisa stands for 'independent'.

THIS WEEK IN MAGAZINES



Menu marvel

CUSTOMERS WILL LOVE THIS TASTY NEW TREAT

Free-from is everywhere, as people are become increasingly aware about what they eat. This fresh title has all the right ingredients

FOLLOWING the successful launch of Food To Love magazine last year, Bauer is launching a bi-monthly special edition of the title containing seasonally relevant recipes on key foodie trends. The publisher says it is targeting food lovers who are looking for a different twist from the normal classic recipes, with issue one covering summer vegetarian and vegan recipes, capitalising on the popularity of meat-free eating at the moment. Each issue will include high-quality photography and focus on easy-to-recreate recipes, with Bauer predicting it will become a highly collectable title.



**FOOD TO LOVE
VEGETARIAN SUMMER**
On sale 5 July
Frequency bi-monthly
Price £5.99
Distributor Frontline
**Display with BBC Good
Food and Delicious**

Round up



Jennifer Hardwick

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

KEEP CALM AND CARRY ON SELLING

Over the last few weeks in these pages you will have seen a number of titles tapping in to the current trend for reflection and mindfulness.

Three weeks ago, Time announced a one shot, Mindfulness: The New Science of Health and Happiness. Two weeks ago, In The Moment launched, described by Immediate Media as being “designed to help women make the most of every day through mindfulness, creativity and wellbeing”. Then last week, Breathe, billed by The GMC group as the original mindfulness magazine, was here celebrating its first anniversary. The publisher says sales have exceeded expectations in its first 12 months.

One of the first trends I examined when I started this role was the adult colouring in craze, although the general consensus when I spoke to distributors and reporters in January was that it was starting to come to an end. The idea of magazines being a way for people to take themselves out of their ordinary lives means the medium lends itself very well to the principles of practising mindfulness.

Indeed, a magazine doesn't have to be written about mindfulness in order to offer it to its readers. The Professional Publishers Association's new campaign, Press Pause, will focus on the increasingly well-publicised benefits of taking time for yourself and allowing yourself to concentrate on one activity at a time to reduce stress and anxiety. It is hoped the campaign will publicise the whole category with support from retailers, publishers and distributors.

According to the latest research from Frontline, magazine readership among millennials is on the rise so making the space for titles focusing on the trends they're tapping into might be worthwhile for impulse buy opportunities. After all, if they're avoiding their screens they might be spending more time out of the house and more time popping into your store.

**THIS WEEK
IN MAGAZINES** **WE WANT YOUR
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PUZZLER SPECIAL POPULAR CLASSICS

This is the second issue of the sister magazine to Puzzler Special. Puzzler has chosen some of its favourite puzzles from yesteryear featuring puzzles such as Battleships, Noughts & Crosses and lots more. This bumper special carries a free gift of a Candy Crush passport holder, worth £4.99, and two competitions.



On sale 5 July
Frequency quarterly
Price £3.10
Distributor Marketforce
Display with Puzzler Collection, Puzzler Compendium, Take a Break Take A Puzzle



GRIDIRON ANNUAL BOOKAZINE

Gridiron Annual Bookazine – formerly Touchdown magazine – is the only UK-focused NFL glossy newsstand magazine. It is a 132-page bookazine written in collaboration with one of the leading journalists on all things NFL in the UK, Neil Reynolds of NFL UK and Sky Sports. It includes insight from the NFL's players and coaches, a guide to the 32 NFL teams and their players, a 2016 review and a preview of the forthcoming season.



On sale 7 July
Frequency annual
Price £6.99
Distributor Intermedia
Display with FourFourTwo, Boxing News



CARS 3 STICKER COLLECTION

Panini says this new collection is being backed by an extensive marketing campaign including TV advertising, newspaper promotions and magazine covermounting across Disney Presents and Disney Stars magazine. The collection has 208 stickers, including 64 special versions, as well as pop-up stickers. The album also includes an insert with room to stick special foil stickers. Starter packs include an album plus 26 stickers and retail at £2.99. Extra packets are 60p.



On sale out now
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Beauty & the Beast, Trolls, Despicable Me 3 collections



BELLA

This week's issue of Bella comes with a voucher to give every reader free membership to popular weight loss group Slimming World. The offer historically drives a minimum sales uplift of 30%. Inside the magazine is the usual mix of celebrity and real life stories, including the cover story on Judy Finnegan's weight loss to tie in with the Slimming World promotion.



On sale 4 July
Frequency weekly
Price £1
Distributor Frontline
Display with Best, Woman and Woman's Own



WHAT HI-FI

This month's What Hi-Fi features a group test of new 55in TVs from Sony, Panasonic, LG and Samsung, as well as how to set up your TV for Netflix, Amazon and Sky. In addition Sonos's TV sound solutions, the Playbase and the Playbar, go head to head.



On sale 5 July
Frequency monthly
Price £4.99
Distributor Frontline
Display with Hi-Fi World, Hi-Fi News



Bestsellers Teenagers

Title	On sale date	In stock
1 We Love Pop	26/07	<input type="checkbox"/>
2 2000 AD	05/07	<input type="checkbox"/>
3 Shout	12/07	<input type="checkbox"/>
4 Pokémon Mania	21/07	<input type="checkbox"/>
5 Judge Dredd Megazine	19/07	<input type="checkbox"/>
6 Beautiful Mermaid	28/07	<input type="checkbox"/>
7 I Love	21/07	<input type="checkbox"/>
8 Astonishing Spiderman	06/07	<input type="checkbox"/>
9 Wolverine and Deadpool	13/07	<input type="checkbox"/>
10 Avengers Universe	10/08	<input type="checkbox"/>
11 Essential X-Men	27/07	<input type="checkbox"/>
12 Marvel Legends	20/07	<input type="checkbox"/>
13 Mighty World of Marvel	27/07	<input type="checkbox"/>
14 Top Model	28/07	<input type="checkbox"/>
15 Star Wars Junior Graphic Novel	n/a	<input type="checkbox"/>
16 Batman	06/07	<input type="checkbox"/>
17 Commando Action Adventure	13/07	<input type="checkbox"/>
18 Teen Vogue	15/09	<input type="checkbox"/>
19 Commando Gold Collection	13/07	<input type="checkbox"/>
20 Commando Home of Heroes	13/07	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

STICKER COLLECTION

Starter Pack:
£2.99

Sticker Packer:
60p

©Disney/Pixar

ON SALE NOW!

www.paninigroup.com

THIS WEEK IN MAGAZINES



SHINDIG

The next issue of Shindig contains an eight-page interview with Paul Weller, in which he discusses his musical adventure of 40 years, including his inspirations from the past and present, from The Jam to his solo career. Distributor Seymour says the issue continues a theme of publisher investment in quality content over the past 12 months. The magazine is one of the top performers within the music sector.



SPECIAL

On sale 6 July
Frequency monthly
Price £5.50
Distributor Seymour
Display with Mojo, Vive
Le Rock, Uncut



FREE GIFT



PRICE CHANGE

On sale 6 July
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Glamour,
Red, Cosmo



MARIE CLAIRE

The August issue of Marie Claire has an increased price of £3.99 and is covermounted with a choice of three Eyeko products, Eyeko Sport Waterproof Mascara, Eyeko Mini Brown Gel, and Eyeko Lash Curler, each worth £12. The issue itself reveals fresh new looks including chintz, tailoring and little red boots, what is hot in fashion this season, and colourful make-up for grown-ups. There is also an exclusive interview and photoshoot with Games of Thrones star Sophie Turner.



SPECIAL

On sale date 6 July
Frequency monthly
Price £4.99
Distributor Seymour
Display with Autosport,
Motorsport News, Motor
Sport



F1 RACING

The August issue of F1 Racing previews the British Grand Prix and has triple World Champion Lewis Hamilton revealing his secrets about how to win the famous race. It also celebrates 40 years of the Williams F1 team and British legend Nigel Mansell shows readers some tricks. There is also a world exclusive covering Robert Kubica's return to the F1 cockpit, six years after the accident that ended his rise to the top in the sport.



SPECIAL

On sale 10 July
Frequency quarterly
Price £7
Distributor From
mundialmag.com
Display with Four Four
Two, When Saturday
Comes, Soccer Bible



MUNDIAL

Boutique football magazine Mundial makes it to issue 10 with top footballer Diego Maradona gracing its cover. As well as the standard version, there is also a limited edition cover featuring the Argentinian, illustrated by artist Osvaldo Casanova. Elsewhere, there is more from South America with a look at Buenos Aires team San Lorenzo and a visit to Italy to Diadora's factory.



SPECIAL

On sale out now
Frequency bi-monthly
Price £5.50
Distributor Comag
Display with i-D, Tank,
Love, Wonderland



DAZED

Style magazine Dazed marks the forthcoming release of feature film The Beguiled with a trio of characters featuring the movie's stars, Elle Fanning and Kirsten Dunst, as well as director Sofia Coppola. There is a further, fourth limited edition cover of the magazine. It features model Selena Forrest in a disco-inspired photo shoot.

Industry viewpoint Shameem Begg

Promotions & innovations
manager, Puzzler Media



Summer is here, which means lots more customers are buying puzzle magazines for the holiday season. There are always firm favourites with puzzle fans such as our biggest-sellers, Puzzler Collection and Q Word Search.

Although these magazines generate huge revenue for retailers we're never complacent and are always on the lookout for new trends and innovative ideas to engage fans and bring new people to the puzzle sector. Our latest launch, Puzzler Special Popular Classics, does just that.

Recently, we've seen a major appetite for all things retro and vintage and even teenagers have embraced this trend despite never having known the joys of bobbing about on a Space Hopper. With our 45 years of puzzling expertise we decided it was time for us to launch a magazine that contains all the puzzling fun of yesteryear and bring it to a whole new audience.

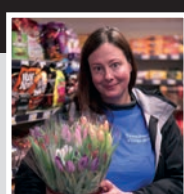
We can all remember playing Battleships or Noughts & Crosses as a child, and who hasn't pored over two pictures desperately trying to spot the difference? Old and young can enjoy this old-time fun with our new take on a classic pastime. Our unashamedly nostalgic new puzzle magazine will evoke a time when puzzling came before computer games.

We've brought together the best puzzles and challenges, including Battleships, Noughts & Crosses, Odd One Out, Spot the Difference and Anagrams, plus picture and logical puzzles to keep everyone entertained. This cheeky, light-hearted take on puzzles will transport readers to a time to when life seemed simpler and summer seemed to last forever - at least for a little while.

Top tip

Always know your best-sellers and promote them but also display new products embracing key trends. This will help bring new customers to the sector.





COMING UP IN NEXT WEEK'S RN



HOW TRUDY THOMPSON AND JOSH TAYLOR BROUGHT A CORNISH STORE BACK TO LIFE

Plus, three brilliant retailers on how they created unique food to go offers that beat the best local competition, as well as top category management advice for the energy drinks market

RN

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Partworks				Collectables			
Title	No	Pts	£	Title	No	Pts	£
Amercom UK				Hachette			
Ships of War	20	40	11.99	Art of Crochet	97	120	2.99
DeAgostini				Art of Cross Stitch	27	90	2.99
Build the Ford Mustang	78	100	8.99	Art of Knitting	28	90	2.99
Build your own R2-D2	26	100	8.99	Art of Quilting	79	90	3.99
Enhancing your mind, body, spirit	26	120	3.99	Art Therapy	120	120	2.99
My Animal Farm	21	60	5.99	Art Therapy 50 Mindful Patterns	20	80	4.99
Jazz at 33 and third RPM	39	70	14.99	Assassins Creed: the official collection	10	80	9.99
Simply Stylish Knitting	79	90	3.99	Build the U96	149	150	5.99
Star Wars Helmet Coll'n	39	60	9.99	Dr Who Complete History	48	80	9.99
The Beatles Vinyl Collection	10	23	9.99	Draw The Marvel Way	40	100	4.99
Zippo Collection	48	60	19.99	Judge Dredd Mega Collection	65	80	9.99
Eagle Moss				Marvel's Mightiest Heroes	92	100	9.99
Build A Solar System	98	104	7.99	Transformers GN Collection	14	80	9.99
DC Comics Graphic Novel	49	100	9.99	Warhammer	22	80	9.99
Disney Animal World	71	100	5.99	RBA Collectables			
Doctor Who Figurines	101	130	8.99	Real Life Bugs & Insects	45	60	0.99
Game of Thrones	35	60	8.99	Panini			
Marvel Fact Files	224	250	3.99	F1 Collection	33	60	9.99
Military Watches	88	100	9.99				
My Little Pony				Panini			
Colouring Adventures	17	80	3.99	Magic Box			
Star Trek Ships	101	130	10.99	Zomlings Series 5	0.50		
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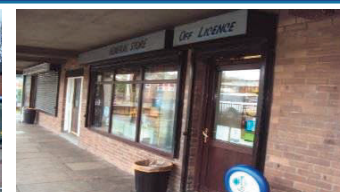
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Sales approx £4,500pw, ideal first business

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Newsagents
Leasehold £80,000

Stoke on Trent
Ref: T31224V

Busy city centre location
Very well known, retirement sale
Potential to add off licence and groceries
Sales circa £9,473pw, ANP £40,223pa

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