

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 07.07.2017

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Three retailers share their mult-beating strategies

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Shaping the future  
of independent retail  
since 1889



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STORE TO  
BELIEVE IT**

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Tywardreath  
Village Shop01726 812764  
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Owned by social entrepreneurs  
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## Editor

Chris Gamm

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**N**icole is a supervisor in two stores in Reading, a Budgens and a Spar, both run by Fraser's Retail group.

As the National Living Wage increasingly closes the gap between management and shop worker salaries, Nicole is a key member of staff I met on a recent visit. And Fraser's are investing in her for the future.

Nicole, and all Fraser's staff, are expected to deliver far more than simply working on the tills, with added responsibility and departments to oversee, backed by better training.

Maximising the value delivered by your workforce is a challenge faced by any business paying the National Living Wage and Budgens Broadstairs manager Adam Hogwood shared his strategy at last year's Local Shop Summit.

He showed us the spreadsheet he uses to manage every daily and weekly store task and his plan for ensuring he has the right people working on them at the right time.

I was reminded of these challenges this week with the news that Tesco is using an app in 200 stores, designed to improve both operational effectiveness and the experience of its staff.

The app replaces traditional paper rotas and allows managers to organise staff, forecast peaks and troughs and sign up extra resource to match demand and maximise sales.

With the National Living Wage rising to £8.50 in 2019, it has never been more important to ensure you are maximising the value you get from every staff member you pay it to.

Next week's issue features a special report on how to build your strategy to find and develop your own Nicoles who can grow with your business.

# BREAKING NEWS

## Multiple raids lead to closure

A retailer who fed illicit tobacco down a tube from a flat above his premises has shut up shop after multiple raids by Coventry Trading Standards.

The owner of Babylon Halal, in King William Street, has sold his shop after illegal tobacco was discovered and seized during a series of raids over one year.

Work by Coventry Trading Standards has seen three retail premises in the city closed within the last six months.

## Returns need £41m deposit

Retailers across Scotland face start-up costs of £40.7m if a deposit return scheme on bottles is introduced, new figures show.

RN estimates there are more than 6,300 c-stores, supermarkets and newsagents in Scotland.

Zero Waste Scotland scaled down the start-up costs for a similar scheme in Germany to arrive at the figure.

The Scottish Grocers Federation's head of public affairs Dr John Lee said: "I think it is a conservative estimate as the exercise was done before Brexit. I would say it's probably closer to £50m."

## Class action

The NFRN is monitoring a class action suit brought by nearly 30 high street retailers against Mastercard and Visa, in order to protect it members' position.

The case relates to alleged over-charging of fees to businesses for letting their customers use Mastercard and Visa to pay for goods, and could cost as much as £300m. It could also lead to further claims from independents.



Pictured outside the Teynham Road Singh's are Dean West and delivery driver Caine Lax

## Guessing game to get social media chatter buzzing

The team at Singh's Premier in Sheffield launched a competition for customers to guess how many items had been delivered to the store. A cash prize was on offer to whoever came closest to the actual number, generating more than 500 replies on Facebook within less than a day. "There's no better way than social media for communicating with customers, but you need to keep posting things. It's really rewarding and we enjoy it," said Mandeep Singh.

**E-cig and tobacco sales nosedive after EUTPD II** 'Authorities seem to have been left behind'

# Target online sales to stifle illicit free-for-all

by Helena Drakakis

RNreporter@newtrade.co.uk

Authorities and the tobacco industry must concentrate their efforts online to combat the trade in illegal tobacco and e-cigarettes in addition to raiding premises, said an ex-policewoman-turned-retailer.

Sam Coldbeck, who runs Wharfedale Premier in Hull, told RN her vape sales have "taken a nosedive" by around 40% since EUTPD II legislation came into force on 20 May.

"Non-compliant stock is being sold elsewhere, either online or around

estates," she said. "It's not just vapes but packets of banned 10-pack cigarettes and 12.5g rolling tobacco too. There's a market and a lot of surplus stock around."

Her comments come as defence think tank the Royal United Services Institute put the cost of lost tax revenue from the illegal tobacco trade at £1.8bn last year, with an estimated one in seven cigarettes in the UK either faked or smuggled.

The biggest supply of unlawful tobacco is from Poland, Belarus, Pakistan and Romania, according to the report, with many

bought online and smuggled by post or via courier services.

"Retailers have known about the selling of illicit tobacco on sites like Facebook for two years, yet authorities seem to be behind and only now opening their eyes to this," said Mrs Coldbeck, adding that retailers, Trading Standards and tobacco companies must step up their action around the trade.

Peter Nelson, anti-illicit trade manager for Imperial Tobacco, said the company, which runs a campaign called Suspect it? Report it!, was aware

of spikes in the sales of illegal tobacco over Facebook and Twitter in the past year and is planning action around it.

He said: "Imperial not only monitors the activity of illegitimate online sellers, but shares any ensuing intelligence with law enforcement.

"Looking forward, we can confirm plans are in place to escalate the amount of resource we are devoting to addressing illegal tobacco sales over social media, as we look to continue to support legitimate UK retailers by cracking down on offenders."

## Join Zapper scheme NFRN tells retailers

The NFRN has urged its members to sign up to payment and loyalty app Zapper to increase customer loyalty, drive footfall and put them on a level playing field with the multiples.

The federation this week announced a new commercial agreement with Zapper, which will result in its members paying the

lowest rates in the market.

"It's a strong deal," NFRN head of operations Margaret McCloskey told RN. "Members will get a better daily rate than retailers would through their symbol group."

Mrs McCloskey said the technology helps develop independent retailers' businesses and gives them access

to the tools normally available to multiple retailers.

"Members are really excited about Zapper's cost-effective platform to help them stand out in a competitive market," she said.

"This enables independent retailers to offer digital loyalty cards, send targeted in-app promotions and accept mobile pay-

ments. Never before have independent retailers been able to do this."

Following a presentation at the NFRN's annual conference in Torquay last month, Mrs McCloskey said 79 retailers registered interest in offering Zapper.

"We were quite shocked at members' appetite to sign up," she said.



**New range to offer better margins and value** 'This will help us compete with the multiples'

# One Stop to tap into Tesco range in own label revamp

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

One Stop has announced an overhaul of its own label range which will provide its retailers with access to One Stop-branded Tesco products, offering greater choice for their customers and better margins.

Set to launch this month, changes include a refreshed pack design and bigger pack sizes, a more competitive retail price and an expansion of its chilled and fresh products.

Retailers welcomed the news and told RN One Stop's investment in its own label will help them maintain their competitive edge.

Aman Uppal, of One Stop Mount Nod in Coventry, said: "This is the biggest launch One Stop has ever had."

"It's really exciting for us because we're getting new products we've never had before. Pack size is increasing in some cases and so are our margins, but the cost to shoppers is staying the same or dropping."

Mr Uppal added: "We have a good range but this is going to put us on the map and help us compete against the multiples. A



strong own label helps establish a link between us and our customers."

Booker retailers have pointed to the ability to tap in to Tesco's range as a major benefit of the proposed merger.

Derbyshire One Stop retailer Dee Sedani is also excited about the news.

"They had fresh and chilled as part of the own label brand but it was very

limited. We're looking at an additional couple of hundred products and we need them.

"Symbol groups struggle on volume but by using Tesco products, we can hopefully offer better quality lines at more competitive prices."

Tracey Clements, managing director for Tesco Convenience and chief executive of One Stop, said:

"We have listened to all of the feedback over the past couple of years and have developed a range that everyone will love.

"Through investment in our own label range, we will offer better quality products at lower prices, bigger pack sizes and better value across a broader range than ever sold before, particularly in fresh meat and produce."

## Tech leads on-the-go consumers

Technology is shaping the eating and drinking patterns of today's shoppers, according to new research, which has highlighted one in five shoppers buy coffee in c-stores.

The survey by One Poll, in collaboration with Nestlé Professional, found technologies such as take-away apps, touchscreen vending, smart ordering and contactless payment are fuelling a 24/7 culture that has resulted in more customers consuming on the go.

The survey found 60% of respondents had eaten breakfast, lunch or dinner on the go, while 42% said they used technology when eating or drinking out of the home.

Paul Lumley, brand and communications manager at Nestlé Professional, said: "Technology and hyper-convenience are inextricably linked. Businesses which recognise this within the convenience sector can maximise their impact."

## Big three in ATM appeal

Supermarket giants have joined forces in a final bid to halt the government's plans to charge separate business rates for ATMs sited outside stores.

Tesco, Sainsbury's and the Co-op are among those challenging the ruling in the Appeal Court.

If the decision is upheld, many independents face the prospect of removing their ATMs.

Tricia Nanthabalan, from the family-run Mace store in Hackney, east London, said they would have to remove their machine if rates were enforced. "It would hamper the viability of the machine. We wouldn't want to remove it as it does drive footfall," she said.

## McColl's may go it alone for Sainsbury's deal

Nisa's largest account McColl's is seeking to strike its own deal with Sainsbury's in the latest twist in the convenience chain's takeover story.

The talks with Sainsbury's come amid a £130m proposed takeover of Nisa by the supermarket giant. However, it is understood

that the Sainsbury's takeover deal is not conditional on Nisa retaining the McColl's contract.

Nisa retailers have told RN they believe McColl's could be looking to strike a separate deal because its shares in Nisa are capped, meaning it could lose out should a proposed take-

over go through.

One retailer, who did not want to be named, said: "It doesn't matter what volume McColl's trades with Nisa, it will still only get a finite amount of the pie when the business is sold. It's simple. Money talks," he said.

Nisa has multiple

contracts with McColl's which make up 40% of Nisa's revenue. Nisa also acquired a contract to supply 298 extra stores which McColl's bought from the Co-op last year.

This, alongside another contract with Bourne Leisure, contributed £8m of Nisa's revenues last year.



# STORE LOOKBOOK



## Heart of the village

Community funding combined with the know-how of two savvy businesspeople has been the recipe for success at Tywardreath Village Shop. Co-owner Trudy Thompson tells **Lucy Douglas** how she has tripled turnover in less than a year

**A** beloved village shop being taken over by out-of-town entrepreneurs isn't often a story that ends happily. But Tywardreath Village Shop in Cornwall has done things a little differently since it reopened in September 2016 under the ownership of business consultants Trudy Thompson and partner Josh Taylor.

Trudy and Josh had only moved to the village in 2014, with no background in retail and certainly no plans to open a shop. But with the store on the market and no prospective buyers, the community was in danger of losing a vital asset.

Trudy canvassed opinion in the village to see if there was an appetite to keep the shop going and, if so, why.

"There were three local suppliers: Niles Bakery, Trewithen Dairy, and Ray Davies bacon," Trudy says. "People were most concerned about being able to buy this local produce in the village."

Instead of running the store as a community enterprise, Trudy and Josh persuaded the village's residents to lend them money to buy it via peer-to-peer loans. "Instead of us going to the bank or outside investors, we gave locals 6% per year interest," says Trudy.

More than 300 people in the local community invested between £50 and £50,000. Over six months they raised around £500,000.

"We run it the same as any normal lim-

ited company, in that we're here to make a profit and employ people," she says.

They opened in September, with friend and local resident Tom Larkin managing the store, and made small changes such as introducing card payments and an ATM, extended opening hours and cutting prices.

While Trudy is making a smaller margin than her predecessor – about 30% – the boost in sales volume has more than made up for it, she says.

With local produce selling so well, she has added to the range, including takeaway cakes baked by villagers, and locally-made preserves and honey. The shop now buys from more than 80 local suppliers, and local produce accounts for around 70% of sales.

The store prides itself on accepting even the smallest local produce – the fruit, vegetables and flowers often come from villagers' gardens. Around 20% of the fruit and vegetables comes from village residents, which Trudy hopes to increase to 50% by next summer. "We pay them the same rate we'd pay our suppliers and the shop keeps it as store credit," Trudy says.

Trudy and Josh aren't averse to using the store as a place to provide locals with their own business advice, too. They have both used the store as a meeting place for clients looking for business advice – many of them local entrepreneurial residents.

Under its new owners, the store has also »





We like to read about top-selling lines in RN so we can stock products our customers will love.”

TRUDY THOMPSON



## What you can learn

- 1 Customers can use spare change if they're short or don't want to break a note – and they always put back more than they take
- 2 Trudy and Josh have used their business experience to introduce new ideas.
- 3 While they focus on local produce the store also offers essential items and a core convenience range.
- 4 The store stocks produce made by customers alongside established local producers.

## INFORMATION

### Location

1 Fore St, Tywardreath, Par PL24 2QP

### Turnover

£21,000 (average)

### Size

Under 500sq ft

### Staff

8





# STORE LOOKBOOK



expanded its delivery business. “We bought a van and we’ve got dedicated people working on it,” Trudy says. The team delivers in Tywardreath and to neighbouring villages Par and Golant. Able-bodied customers can have home delivery for a fee or on minimum orders of £5, but elderly or disabled customers can use the service without cost. “They could ring us for a can of beans and we’d deliver it,” Trudy says.

Trudy estimates she knows 80-90% of her customers by name, so keeping the local community engaged is crucial. But with the Eden Project and sandy beaches just a few miles away, tourists are essential too. The team have added a new revenue stream as a result, by supplying welcome baskets to around 50 self-catering holiday homes in the area. So far, Trudy and Josh’s gamble is paying off. Turnover has tripled, up to £750,000 in the first nine months, and Trudy already has the ball rolling on expansion plans. “We’re turning the residential property next door back in to a shop,” she says. “It’s the only way we’re going to be able to expand the shop to get the space for chillers and storage space, and we’re going to put a café in there. It’s been a great first year, and we want the next one to be even better.” ●

## What you can learn

5 Trudy and Josh raised £500,000 to invest in the business from 300 local residents.

6 Major brands sit alongside niche and specialist ones.

7 Hampers are a way of creating unique gifts for visitors to the village or for locals to give as presents.



Want to see more of Trudy and Josh's store? Go to [betterretailing.com/tywardreath-trudy-thompson](http://betterretailing.com/tywardreath-trudy-thompson)



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\*Source: Nielsen MAT, March 2017



# SYMBOL NEWS

## Costcutter brings out its big guns for summer

Costcutter is helping retailers to drive summer sales and footfall with its largest customer campaign to date.

The Set Summer Free campaign offers shoppers the chance to win one of 68,000 prizes, including holidays and tickets to festivals.

The 12-week activity uses consumer leaflets to drive shoppers into stores to check whether their code matches the winning number displayed on in-store PoS.

Michael Hooley, Costcutter's head of promotional marketing, said: "Summer is a key trading period and we want to help our retailers drive footfall."

Costcutter retailer Suenita Keshwara, from Kirton, Lincolnshire, said: "Promotions are usually on social media, whereas this is bringing more people in store. It's great to try something different."

## Fast track for Tesco merger

Booker and Tesco have requested the Competition and Markets Authority (CMA) to fast-track its investigation into the proposed £3.7bn merger.

Following the news of a tie-up between the two companies at the end of January, the competition authority commenced its Phase 1 review on 30 May. A request to fast-track the initial stage in order to begin Phase 2 proceedings was announced last week.

A spokeswoman for Booker said: "We have requested the CMA uses the fast-track process to allow it to move more quickly to examining the merger through a detailed Phase 2 process."

A decision to refer to Phase 2 is expected within the next two weeks.

## Dee's management app in symbol trials

A retailer who created an online platform for managing his business has increased his staff productivity and is trialling the tool across 40 stores in the UK.

One Stop retailer Dee Sedani worked with a team to develop the software called Retail Guardian that manages staff hours, pay-

roll, task management and age-compliant sales. The platform is currently being trialled across symbol groups including Premier, Londis, Spar and Nisa.

"We don't use zero-hours contracts but this software means that rota management and time management is flexible to what my business requires," he said.

Mr Sedani, who runs two stores in Derby, started developing his software around two years ago. Of the stores trialling the platform, he said 98% had reported an increase in productivity.

Supermarket Tesco is also addressing staff flexibility by piloting an app in 200 of its stores that

allows store managers to organise employees to make sure supply meets demand.

Managers can now see how many of a store's employees are working at any one time, those on lunch break, if anyone has called in sick and who is available to work if demand picks up.



## FWD chairman's positive message

Wholesalers have "survived and thrived" during much tougher times than these, the Federation of Wholesale Distributors' chairman told the body's annual conference. Andrew Selley urged delegates to learn from the past and take reassurance from how "resilient" the wholesale sector was during episodes such as the 'three-day week' of the mid-1970s. The event, held in Staffordshire on 29 June, was attended by around 300 wholesalers and FMCG suppliers.

**Best-in range to be phased out and replaced** Initial response to rebranded line is 'positive'

## Bestway unveils refresh and premium own label

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

Bestway Wholesale has refreshed its own label range, revealing a new design, a reformulated range and the launch of a premium own label offering.

The current Best-in range, which encompasses more than 500 products across ambient and chilled grocery, will be phased out over the next few months and replaced with a new Best-one brand which will offer an equivalent range of products.

Ed Smeaton, director of trading for grocery at Bestway Wholesale, said

the aim of the rebrand was to create greater impact on shelves and deliver a higher rate of sale.

"There has been a stigma associated with own label in the past. However, a recent YouGov survey revealed 65% of shoppers say there is not much difference between own label and branded products," he said. "Independents need to have an own label to have a platform to compete with the multiples. It gives customers a reason to come back to the store – a strong own label is a loyalty driver for retailers."

The company also announced plans to launch a

premium own-label range – Best-one Inspired – in August, which will initially consist of 15 premium lines to tap into the growing trend for higher-quality own label.

According to Bestway, the initial response to the rebranded lines has been positive.

Coffee products which entered the market six weeks ago have achieved an average sales increase of 32% over the previous Best-in range, with instant coffee up 34%, rich roast up 50% and freeze-dried up 21% respectively.

Mr Smeaton said a point of difference for the



Best-one range was the pricemarking of its products, along with an average retailer margin of 30%.

"The main thing for our customers is we provide quality products with great margins and highly competitive price points that allow them to compete with other channels such as multiples and discounters," he said.



# NEWS & MAGS

**Belfast Telegraph announces double whammy** 'We're getting beaten up left, right and centre'

## Another margin cut blow for struggling NI stores

by Tim Murray

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Retailers in Northern Ireland already reeling from Johnston Press's margin cuts this month have been hit with further price rises and margin decreases.

The Belfast Telegraph has increased its price from 90p to £1, with retailers' margin dropping from 20% to 18%.

NFRN head of news Brian Murphy said: "We're meeting the Belfast Telegraph next week and we'll be tell-

ing them in no uncertain terms they need to retain viable margins for retailers. Scores of retailers are delisting Johnston Press titles and all publishers should heed that."

Eugene Diamond, of Diamond's Newsagents in Ballymena, said: "The Belfast Telegraph used to be a newspaper that sold in its thousands but this is further sign of a downward spiral.

"My carriage charges are around £120 per week so this

is another kicking. We're getting beaten up left, right and centre."

South of the border, Independent News Media title The Herald also announced this week it will close in two weeks.

Four papers under the Wexford Echo Limited banner, including the 115-year old Wexford Echo, are in liquidation, with a buyer urgently being sought.

Mr Murphy said: "No one wants to see titles go out of business, but if they can't

sell papers at the right price to give retailers what they need, they're not viable.

Meanwhile, two regional titles have bucked the recent trend in terms cuts by raising prices and maintaining margins.

The price of the Irish Times has gone up by 10p, but its 24.5% margin has been retained, while Johnston Press has increased the price of The Kincardine Observer from 95p to £1.05 but maintained its margin at 24.5%.

## Menzies: terms cuts unrelated to territories

Johnston Press and Menzies have denied a terms dispute between both companies sparked the slashing of retailer margins on 41 regional titles.

Speaking to RN, an industry source highlighted every title affected by the margin cuts, as reported in RN last week, is located in Menzies territory rather than Smiths News-supplied areas.

"It was the first thing I noticed when the news broke and it led me to suspect Johnston Press and Menzies had been talking about terms," they said.

The observation was echoed by retailers.

However, both the publisher and the wholesaler have denied the claims.

A Menzies spokesperson said: "Any changes in these commercial terms are the purview of Johnston Press and unrelated to Menzies Distribution."

## South Wales Echo promo

A Cardiff retailer has welcomed a week-long promotion with a regional newspaper, saying it increases footfall and HND deliveries.

Mark Dudden who runs Albany News at the Post Office, in Cardiff, is working with Trinity Mirror to offer customers a free South Wales Echo worth 70p with every purchase for one week.

He said: "These promotions absolutely help. This is about reconnecting customers with their local paper and gives us the opportunity to have that conversation.

"I've done similar promotions in the past and many customers come back in every day. I've got some permanent deliveries on the back of other promotions, so it's worth it."

## Paper 'boy' calls it a day

A 74-year-old Nottinghamshire paper boy has hung up his delivery bag after 17 years delivering the Post Lite. John Hindson ended his rounds, which served 225 homes, last week after the weekly title moved from print to online publication. "I enjoyed delivering the paper and meeting people, especially after my wife died," he told RN. "I like to push it to the limit to keep healthy, and I'm now planning a 100-mile walk around the Yorkshire Dales in September."



## Smiths move not best thing since sliced bread

Retailers have raised concerns over Smiths News' move into bread delivery after the wholesaler confirmed it had launched a trial with selected Sainsbury's stores this week.

The trial, in more than 60 of the supermarket giant's c-stores, will see bread delivered alongside newspapers, supplied from its Hornsey

depot in north London.

Despite an initial success with a 97% RDT rate on Monday – the first day of the new service – retailers expressed doubts.

Jack Bhatt, of Highbury Station kiosk in London, said: "We already get our papers 15 to 20 minutes late as it is. What's going to happen now?"

While Bharat Patel of Leamy's News in Maida Vale, said: "I'm very concerned about this, the service is bad enough as it is."

Meanwhile, questions have also been raised over how the service is subsidised after Smiths News told the NFRN there is no change in carriage charge for Sainsbury's.

NFRN news operations manager Pete Williamson said: "As long as it doesn't have a knock-on effect it's all well and good, but we don't want to make papers any later."

Neil Jagger, group newspaper sales director at Trinity Mirror, said the service would be monitored for any "slippages".



# PRODUCT TRENDS

## Stock the right mix for pet treat sales

Mars Petcare urged independent retailers to sell the right mix of modern formats as it announced the launch of new cat treat ranges this week.

Dreamies Deli-Catz meat snacks, available in chicken, beef and turkey flavours, will launch on 7 August for an introductory price of £1, supported by sampling, in-store PoS and on-pack coupons.

"We expect to see a 2.7% growth in pet treat sales over the next three years, but retailers must make sure they have the right products on their fixtures," said Helen Duffield, category strategy controller at Mars Petcare. "Stocking the right range of core products, formats and treats is their biggest opportunity."

Whiskas Trio Crunchy Treats, in mixed grill, poultry and seafood flavours, launched on 18 June with the same introductory price and support package.

## Moretti to drive beer adventures

World beers are providing a "first step" for consumers to move from mainstream lagers towards specialist beers.

Speaking at Birra Moretti's Gran Tour event, sommelier Annabel Smith said: "A beer like Birra Moretti might get people who are used to drinking mainstream lagers to be adventurous and spend more."

Beer, she added, was affordable enough to allow most consumers to experiment. "It's not a big investment, unlike with wines," she said.

The brewer sampled its Alla Siciliana, La Rossa and Toscana specialist beers at the event.



## Size and sugar-free 'key' to energy drinks sales

by Helena Drakakis  
RNreporter@newtrade.co.uk

Retailers who offer a range of sizes and tap into the sugar-free trend in the energy drink market will drive sales in convenience, according to brand leader Red Bull.

Research by the company suggests retailers may be missing out on vital revenue by giving more shelf space to flavours as opposed to best-selling lines in a variety of sizes.

Rich Fisher, category development manager at

Red Bull UK, said: "The key to delivering sales through merchandising is rationalisation, ensuring the right range is available at all times."

He added with many new entrants to the category, retailers should concentrate on key products in available sizes.

Red Bull Original's three sizes, for example, appeal to three different markets, with a 250ml can selling among 18-25-year-old professionals, a 355ml can attracting older, predominantly male buyers and

a 473ml can appealing to younger, less affluent customers.

"Product size is the first or second most important decision for a consumer, behind which brand to choose. Both size and diet are driving the category, so by offering different sizes and charging a premium accordingly, retailers can ensure they are maintaining value in the category," said Mr Fisher.

Markedly, sales of sugar-free variants have increased by 3.5% from last year.

"Diet energy has driven new shoppers to the category, with an increase of more than 650,000 households compared to last year," he said.

Duncan McCutcheon, of McCutcheon Newsagents in Tyne-on-Wear, said energy drinks are one category where he has not seen a decline in sales. "I stock the whole range, from Red Bull, to Monster, Rockstar and Emerge. My market is predominantly men, and the diet or sugar-free variants have definitely become more popular."

## Naked ambition part of PepsiCo promo

PepsiCo is launching promotional activity and a store takeover competition to help retailers take advantage of an expected 30% rise in juice sales over the summer.

The firm will promote £1 pricemarked bottles of Tropicana Smooth and Original and support its

Naked brand with a digital and sampling campaign. Field teams will visit around 20,000 stores to provide point of sale packs to support the activity.

Convenience retailers can also compete to win a summer-themed carnival store makeover later this month in which PepsiCo

will provide free stock, samples and décor and a photo booth.

"Sales of small, chilled bottles of juice rise by 30% during summer," Matt Goddard, head of field sales at PepsiCo, told RN.

"This latest activity is designed to encourage retailers to make the most of

best-selling drinks during the summer, and we are enabling retailers to focus on single-serve formats to do this.

"With issues like the sugar tax there are a lot of mixed messages about juice at the moment, but it is one of your five-a-day and juice sales are growing."



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# BRAND SNAPSHOT



## Naked ambitions

PepsiCo's Tropicana and Naked smoothies are giving retailers the chance to win a carnival-themed summer store transformation.



## Sauce of inspiration

Premier Foods is launching Batchelors Pasta 'n' Sauce pots. The low-fat meals are available in the brand's top flavours.



## Cloudy contemporary

Cloudy cider Westons Old Rosie has introduced a more contemporary design to give better standout on shelves.



## Cheaper thrills

Multipacks from Coca-Cola European Partners are carrying a £25 discount promotion on for Alton Towers and Thorpe Park.



## Street food Pringles

Pringles limited edition Street Food range - Spicy BBQ, Hot Chilli Sauce, Mac & Cheese and Thai Green Curry - is available until August, RRP £2.99.



## Energy initiative

A free sampling drive by Lucozade Energy at train stations and shopping centres aims to bring the drink to lunchtime and after-work consumers.





### Richmond heroes

Kerry Foods is unveiling a TV advert focusing on a local hero to coincide with a packaging redesign of Richmond sausages.



### Snack 'n' Share Mix

Mars' Bounty and Galaxy Trail Mix fruit and nut packs are now available in 150g Snack 'n' Share size packs, RRP £2.99.



### WKD two million target

WKD's For The Now summer campaign aims to reach two million 18-24-year-old shoppers until September through social media activity.



### Cars cereal revs up

Kellogg's is launching a cereal inspired by Disney Pixar's movie Cars 3. The limited edition cereal contains honey-flavoured wholegrain shapes.



### Princesses takeover

Kellogg's is launching an on-pack Dream Big Princess campaign with Disney Princesses take over packs of Rice Krispies Multi-Grain Shapes.



### Heavenly ad campaign

Lactalis Nestlé has launched TV ads to support its recently-launched Aero Heavenly, in Milk Chocolate and Salted Caramel flavours.

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# WHAT'S NEW



## Siren Craft Brew

Siren Craft Brew has launched four beers that showcase the diversity, intensity and personality of the coffee bean. The variants are Turkish, Crema, Americano and CapHeine.

**RRP** £19.80

**Contact** 0118 973 0929 / [siren@sirencraftbrew.com](mailto:siren@sirencraftbrew.com)



## Joe & Seph's

Popcorn made by this family company, based in London, was inspired by trips to the USA. It is made with 100% natural ingredients and is air-popped.

**RRP** £4 (80g)

**Contact** [joe@joeandsephs.com](mailto:joe@joeandsephs.com)



## Bramley & Gage

Bramley & Gage's Raspberry Liqueur is made from several varieties of Gloucestershire-grown raspberries and made with half a kilo of whole raspberries in every bottle.

**RRP** £15

**Contact** [sales@bramleyandgage.com](mailto:sales@bramleyandgage.com)



## Trek

Trek energy bars have 10g of protein per bar and are made with a combination of fruits, gluten-free oats and nuts. The bars come in flavours including cocoa coconut and peanut.

**RRP** £15.95 (15 bars)

**Contact** [sean@naturalbalancefoods.co.uk](mailto:sean@naturalbalancefoods.co.uk)



## Snackgold

Made from Spanish potatoes, these crisps are hand-fried in Spanish extra virgin olive oil and sunflower oil. The Iberico ham flavouring is created from natural ham aromas.

**RRP** £39.20 (20 x 125g)

**Contact** [info@snackgold.com](mailto:info@snackgold.com)



## Fravocado

Fravocado is a dairy-free avocado ice cream free from all 14 allergens and refined sugar, and available in three different flavours: Original, Raspberry & Basil and Raw Cacao.

**RRP** £2.25 (100ml)

**Contact** [www.fravocado.co.uk/contact-us](http://www.fravocado.co.uk/contact-us)



➡ **Helena Drakakis**  
 ✉ [RNreporter@newtrade.co.uk](mailto:RNreporter@newtrade.co.uk)  
 ☎ 020 7689 3358



## Angelic

Last year, Angelic extended its 'No Added Refined Sugar' range and launched a range of vegan oat biscuits, packed in a twin pouch and 105 calories per biscuit.

**RRP** £2.70

**Contact** [sales@angelicglutenfree.co.uk](mailto:sales@angelicglutenfree.co.uk)



## Womersley

Womersley's new recipes contain more fruit and less sugar and boast a significantly stronger fruit flavour, a more noticeable vinegar acidity and less of a cordial feel.

**RRP** £8.25

**Contact** 01608 646445

**Focus**

## Quality coffee

Consumers expect great quality coffee not only from cafe baristas but at home too. This week RN focuses on the UK coffee companies supplying luxury roasts.



### Dear Green

Dear Green coffee roasters takes its name from the city of Glasgow, known as 'The Dear Green Place.' Established in 2011, Dear Green is a specialist coffee roaster and wholesale coffee seller based in Scotland.

**RRP** £7.95-£10

**Contact** [beans@deargreencoffee.com](mailto:beans@deargreencoffee.com)



### Union Coffee

This Bristol-based company began nine years ago in a garden shed and has moved twice since. The 20-strong company choose coffees that promote good practices on the source farms.

**RRP** £5.90 – £23.50

**Contact** [wholesale@extractcoffee.co.uk](mailto:wholesale@extractcoffee.co.uk)



### Little's Instant

This high-quality Arabica coffee has been infused with natural coconut flavour adding a tropical twist to coffee from this UK family-run company that was first born in Finland.

**RRP** £2.99

**Contact** [orders@wearelittles.com](mailto:orders@wearelittles.com)

### Sid Sidhu

Sukhi's Simply Fresh, Kenilworth

I see coffee as the same as premium wine. People are more discerning about it now and far more knowledgeable. We do a bean-to-cup coffee with a high-end bean and we have a one metre bay with which includes a popular premium brand, Pelican Rouge.

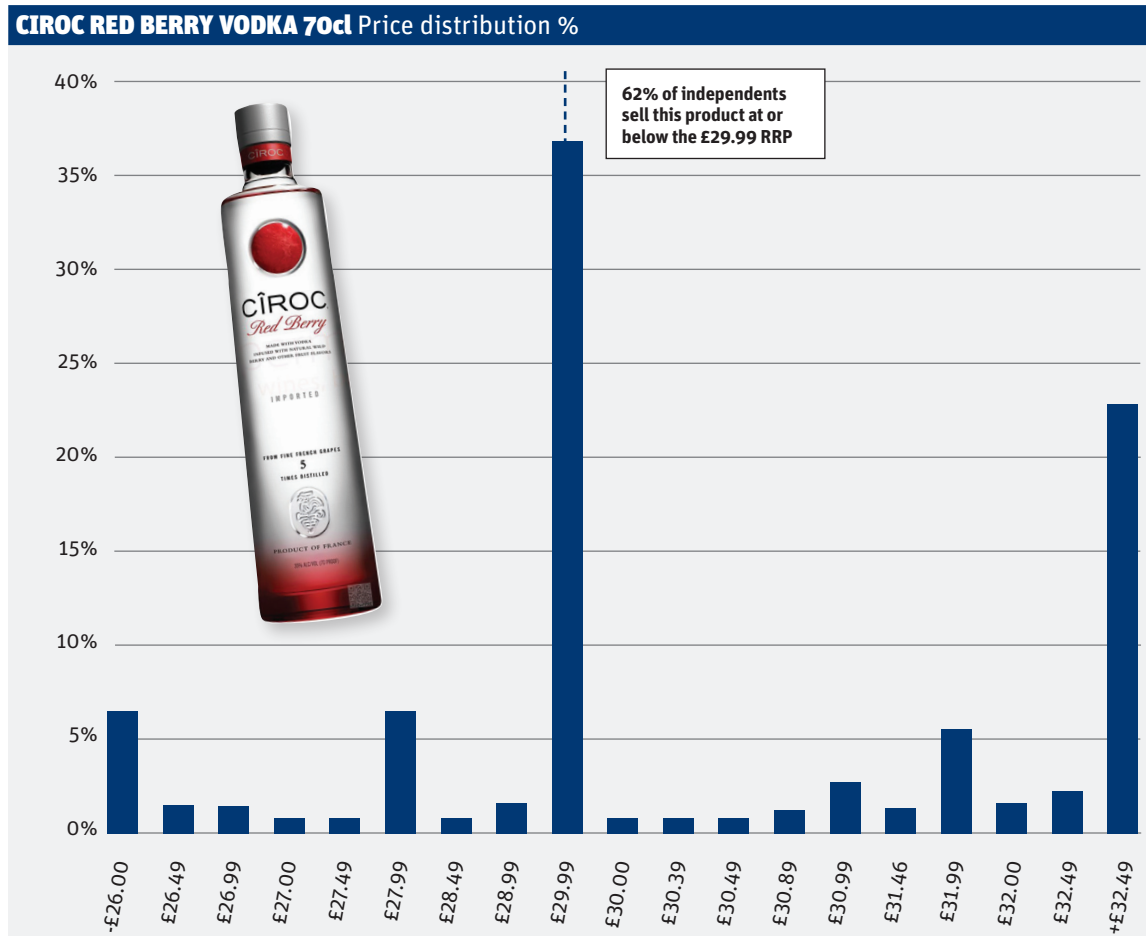




# PRICEWATCH

## Profit checker Spirits

## Price checker



PRODUCT
Smirnoff Vodka 70cl
Glen's Vodka 70cl
Russian Standard Vodka 70cl
Glen's Vodka 1l
The Famous Grouse 70cl
Chekov Vodka 70cl
Bell's Whisky 70cl
Captain Morgan's Spiced 70cl
Gordon's Gin 70cl
Jack Daniel's 70cl
Grey Goose Vodka 70cl
Ciroc Red Berry Vodka 70cl

## Analysis

RN has charted the rise of premium spirits in independent stores over the past year and, as this week's Profit Checker chart shows, retailers' pricing of these profitable products varies significantly. Nearly 37% of stores

stick to Ciroc Red Berry's £29.99 RRP, earning a margin of around 24%, while 25% go below, by as much as £8, suggesting successful negotiating or wholesale deals. Another 37% go above by as much as £11, to earn a margin of

more than 44%. This contrasts with the bulk of the other products on our Price Checker table, where the rise of pricemarking is evident – a trend this week's retailers welcome for its ability to drive volume sales.

## How we drive our profit

### Duncan Ellson

**STORE** Longden Post Office  
**LOCATION** Shrewsbury, Shropshire  
**SIZE** 430sq ft  
**TYPE** village store

**TOP TIP**  
 Offer tastings on local spirits; some of our local producers have given us samples to hand out



**We try** to search out local spirits. We've got quite a few suppliers in the area and there's always a better margin on these products, so we stock Chase Vodka and Williams Gin, and we've got Tiger Gin from Shrewsbury, too. I usually look for a 20% margin on branded spirits, but 30% on local premium ones. There's definitely a trend for locally-sourced spirits. I've been selling them for three years, but sales have increased in the past 12-18 months. Smaller producers sell in smaller quantities, so we buy one or two bottles. We have a bigger range without the big outlay, and can see which sells best.

### Peter Mann

**STORE** Nisa Local  
**LOCATION** Luton  
**SIZE** 2,500sq ft  
**TYPE** housing estate c-store

**TOP TIP**  
 Visit cash and carries for single bottles of premium spirits to test out new products with your customers



**We pricemark** as much as possible. Customers like value. Sales have definitely grown. On Jack Daniel's, for example, we have gone to four or five cases a month from two or three. I've seen the market change a lot in the past few years. People are looking for premium products, perhaps because they're drinking at home more. I've always got things like Ciroc vodka – a £30 bottle – available now. They are more profitable, with a margin of 15-20% compared to 10-15% on pricemarked bottles. We can charge more as we know the shop around the corner won't be stocking it.



Lucy Douglas

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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 HIGH STREET STORE IN N'BERLAND COASTAL TOWN	RETAILER 2 HIGH STREET C-STORE IN SUFFOLK TOWN	RETAILER 3 C-STORE IN CENTRE OF LARGE KENT TOWN	RETAILER 4 LARGE SUBURBAN SHEFFIELD C-STORE	RETAILER 5 SUBURBAN C-STORE IN NORTH LANCASHIRE TOWN	RETAILER 6 CENTRAL SCOTS HIGH STREET OFF LICENCE AND SHOP
£13.88	£17.99	£13.99	£13.99	£13.99	£13.99	–	£13.49
£12.41	£13.99	£12.69	£10.99	£12.99	£11.99	£12.69	£11.33
£14.02	£17.25	£13.99	£13.99	£13.99	–	£13.99	£15.99
£17.15	£18.39**	£17.59	–	£20.00	–	£17.59	£15.49
£15.85	£16.79	£15.99	£15.99	£15.99	£15.99	£15.99	–
£12.61	£12.69	£12.69	–	–	–	–	–
£14.82	£15.49	£14.99	£14.99	£14.99	£14.99	–	£14.99
£13.95	£13.99	£13.99	£13.99	£13.99	£13.99	–	£13.99
£13.91	£13.99	£13.99	£13.99	£13.99	£13.99	–	–
£21.87	£21.99	–	£21.99	–	–	£21.99	£21.99
£37.93	£41.99	–	–	£39.99	–	£41.99	£38.99
£30.24	£29.99	–	£35.99	£39.99	£25.99	£33.99	–

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

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Paul Mather

Sherston Post Office & Store

Pru's Meringues  
Small Pavlova –  
£3.60



#### Where did you discover it?

It's a well-established enterprise in the local area that was passed down from mother to daughter. When we took over the shop five years ago she was an existing supplier and we've developed our relationship from there. Now we stock meringue nests, shells and three sizes of Pavlova.

#### Who buys it?

It's popular with all sorts of customers – children and teenagers don't buy them very often, but many adults do. They're especially popular in summer, and we do a promotion with strawberries and cream, knocking about 10% off the price if you buy the three together. The strawberries are also fantastic – they come from Cheddar, the strawberry Mecca.

#### Why are they so popular?

People know what they are buying. They look the part, and will look impressive on any table. And they're excellent quality – meringues can be sticky, or dusty, they're not easy to get right, but these are perfect every time. In the summer, they fly out the door – during Wimbledon we go through 30 a week. Then during British Food Fortnight in September we'll do a special promotion, which alerts people before the Christmas period, when they're popular as an alternative pudding.

## Linda Williams

**STORE** Premier Broadway  
**LOCATION** Broadway, Edinburgh  
**SIZE** 1,700sq ft  
**TYPE** housing estate c-store

#### TOP TIP

Pricemarked bottles sell well as they give customers confidence they're getting a fair price



**We have** an introductory promotion on Ciroc Red Berry Vodka at £25.99 and have sold a few bottles even though we've only had it a few days. Our bestsellers are vodkas, such as Glen's and Smirnoff. We pricemark when we can. Mostly, they sell themselves, but we market them on Facebook too. We did a promotion on Father's Day for Laphroig Malt Whiskey, for example, and we do tastings on premium lines like Edinburgh Gin and the Botanist. On pricemarked spirits we get 15-20% margins, but the margin on on premium spirits varies. We cut margin to get sales.

## Julie Atkinson

**STORE** Hollins Green Community Shop  
**LOCATION** Warrington, Cheshire  
**SIZE** 700sq ft  
**TYPE** village shop

#### TOP TIP

Create a display of seasonal spirits, like Pimm's with strawberries in the summer



**I go through** a box of 35cl Smirnoff a week, which is our best-selling spirit. Our customers tend to want smaller, pricemarked bottles and it appeals to them when they can see the vodka is £7.99. With spirits, I'll aim to get a margin of more than 20%, but that's not always possible. Even for non-pricemarked items, I stick to the RRP because we like to offer a fair price. I tend to make a lower margin on spirits, but I can make it up with other things. Spirits sell themselves, especially at Christmas, so we widen our range a little then, and add products like Baileys.



# YOUR NEWS

## Subway voucher hunt sees sales soar

A Glasgow retailer has seen a 20% uplift in weekend sales following a voucher hunt designed to keep kids occupied as the Scottish summer holidays begin.

Mo Razzaq, of Family Shopper in Blantyre, Scotland, celebrated one year of his in-store Subway franchise by hiding laminated Subway vouchers across Blantyre for customers to find, and posting the clues on a Subway Facebook page.

"It was like an Easter egg hunt. We put vouchers all round public places. Hundreds were out searching for them. One family collected eight vouchers," he said, adding that each voucher entitled customers to a free sandwich and drink.

Also on the website was a text code and barcode so customers could enter a draw to win a free television.

"It was great and I'm planning to do something similar again, but this time with a 'Subman' who will appear at different locations at different times.

"Every time someone finds him, he'll give them a voucher," he said.



## Clarification

Following an article in the 23 June edition, RN would like to clarify that due to a change in legislation, any retailer selling alcoholic slushies could face criminal action.



## Game, set and match for Jack's winning Wimbledon weekend

Bradley's supermarket in Quorn, Leicestershire, has had a winning weekend as a result of its first ever Wimbledon display to coincide with the tournament. Strawberries, cream, meringues, juice, Pimm's and Cava are all on display, with certain items on offer. "It's worked really well. Seasonal is becoming a great impulse driver," said manager Jack Matthews. Over the course of two days Jack has sold 80 punnets of strawberries, 12 bottles of Pimm's, six bottles of Cava and has sold out of meringues.

**Peer-to-peer lending raises £500k to invest in business** Turnover triples at Cornwall shop

## Locals put their own cash into thriving village c-store

by **Charlie Faulkner**

[charlie.faulkner@newtrade.co.uk](mailto:charlie.faulkner@newtrade.co.uk)

A village shop that has harnessed the power of its community and encouraged locals to invest in the business has tripled its turnover and is already looking to expand, after just nine months.

Judy Thompson and partner Josh Taylor have secured the future of Tywardreath Village Shop in Par, Cornwall, by organising peer-to-peer loans from the residents of the village, following their purchase of

the store nine months ago.

"We'll give them 6% per year interest instead of us going to the bank or outside investors," said Ms Thompson.

"They get the long-term financial benefit and we can make decisions to run the shop in a way that benefits the people in the community."

More than 300 investors have pledged amounts from £50 up to £50,000 and the couple managed to raise more than £500,000 from its initial round of capital funding.

"It didn't happen overnight and took a lot of work by Josh and I to raise the money to keep it intentionally owned and run by us but funded by the community," she said.

Not only have the duo encouraged financial investment, but the shop now benefits from more than 80 local suppliers, with 70% of products locally-sourced.

"When we did a poll to the village to ask if they wanted us to take the shop on and the main concern was being able to buy lo-

cal produce in the village without going anywhere else," said Ms Thompson.

"We've increased the number of suppliers because we've got little businesses we've supported over the years that are now supplying the shop. And many of our pledges have also started sharing their talents by growing a small business to supply the shop as well."

She added: "We took over a business that was turning over up to £350,000 per year. It's now turning over three times that."

## Retailers told to put age tests on training agenda

Stringent proof of age testing should be an integral part of retail training rather than a response to a "sting" by authorities, according to retail age check auditors Serve Legal.

New research by the auditors showed almost one in six teenage mystery shoppers were sold alcohol

in 2016 without proof-of-age checks.

Tobacco products, including e-cigarettes and vaping products, were sold to one in four mystery shoppers without proof of ID being requested.

Supermarkets were the highest-performing retailers while petrol stations

were the lowest.

Bay Bashir, of Belle Vue Convenience in Middlesbrough, told RN he works closely with his licensing agency, the council and the police to combat under-age sales. He also employs a licensing company to train his staff at a cost of £200 per course, as well as

carrying out test purchases twice a year.

"If you train staff and then don't follow that up, you may as well not do it," he said. "I'd say don't be put off by investing in being the best you can be. If everyone is trained properly there's a higher chance of success," he said.



## Brothers start a chain reaction

Retailers Dean and Russell Holborn have added a new revenue stream, while also publicising their business, through the use of two wheels.

The brothers, owners of Holborn's stores in Redhill and Earlswood, Surrey, have invested in a bike with a freezer attached at the front to sell ice cream at fairs and events throughout the summer.

Despite the initial £2,300 investment in the bike, the brothers sold £350 worth of ice cream at their first school fair.

When the bike is not being used at events it is parked up outside the two stores to dispense ice cream to shoppers.

Dean Holborn said: "We've had enquiries about the bike for other events and as well

as selling ice cream, it helps promote the business.

"We can use it outside the

store when it's warm too. The first day was great and everyone loves it."



Dean Holborn's wife Charlotte sells ice cream from the ice-cream bike

**Lottery reps called in on 100 top-selling stores** 'It's about reinvesting'

## Camelot road trip to give £.5m sales boost

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Camelot visited 100 of its top-selling independent stores in Cornwall to help improve management of scratchcards, increase availability and take advantage of a potential £500,000 weekly uplift in summer sales.

Seven reps visited the stores, located in tourist towns with high summer trade, last Tuesday and Wednesday, to prepare them for the peak scratchcard sales season with best practice advice and point of sale material.

The activity was conducted in conjunction with the Lottery operator's All Stars trade programme, which includes a £4m investment in PoS and promotional material. It also comes ahead of a 10% uplift

in scratchcard deliveries to the stores throughout the summer to improve stock availability.

"One of the issues we identified in this region is that in holiday periods especially, scratchcard availability suffers," said Nick Henton, Camelot retail sales manager. "Keeping scratchcard dispensers full and to planogram with the right point of sale material up to support it can make a difference of up to 5% of retailers' sales figures.

"It's about reinvesting and re-engaging with the independent trade because that's all we're focusing on this year as an organisation."

The expected sales opportunity is an up-to-£500,000 increase on standard weekly sales of scratchcards, Mr

Henton added.

Retailers said they welcomed the new PoS material and would benefit from the improved stock availability.

"We have a big spike in scratchcard sales in the summer and serve a lot of tourists, so getting more stock will definitely help because we haven't been getting the amount of we need. They're trying to get on top of the problem by doing something simple," said Mark Main, of Gannell Filling Station in Newquay. "A sunny day can make all the difference and one in 10 people buy scratchcards."

Mark Bailey, of Spar in Helston said: "Camelot seem to be supporting c-stores rather than the multiples so this has to be a good thing."

## ACADEMY IN ACTION

**INDEPENDENT**  
Achievers Academy



Three month follow up:

## Customer Service

In March, the IAA and the Post Office visited Pares Vyas's shop in Manchester to help improve his customer service. Here, we find out how it has helped

### IAA ADVICE

- 1 Write down how you want to handle complaints
- 2 Ask for feedback on your customer service and make changes to improve
- 3 Introduce a dress code and name badges so staff stand out to customers

### PARESH SAYS

“Since the Post Office's visit, we've taken the tips Peter gave us on board. We had a problem with customers complaining about long queues, to solve this we opened a second till just for parcels to prioritise them, and customers are much happier.

We've also produced a feedback form – with a prize draw for a free bottle of wine – so customers can rate their visit, our staff's friendliness and our availability. To help customers identify our staff more easily, we now all have name badges.

### Your action plan

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



# YOUR VIEWS

## YOUR LETTERS

### ■ Vouchers system not fit for purpose and needs replacing

All publishers issue coupons and vouchers for HND. It has been this way for the last 30 years – you get a piece of paper for the daily paper and that's not changed for a long time, it's just accepted.

Different publishers operate the system in different ways, but the vouchers often go from the publisher to the customer, then to the newsagent or deliverer – I'm a roundsman. Some have daily vouchers, some weekly, some don't even have the date on them – and they do go missing. I've just had two customers questioning why they have been charged when they presented vouchers.

Surely this should be electronic now? The Financial Times is and it's brilliant. There must be a simpler, more standard way of doing things, rather than having all these different coupons. It's ridiculous.

We have £5,000 or £6,000-worth of coupons every week and we have staff sitting down for hours every week sorting them out. I used to sometimes drop them off at the



**There must be a simpler, more standard way of doing things, rather than having all these different coupons. It's ridiculous**

**Raj Wadher**

wholesaler, but since Smiths News moved from Slough to Hemel Hempstead it wants us to put them in an envelope in the tote box – if they go missing it will affect my cash flow. I sent one yesterday and haven't had any confirmation it has been received.

We really need to do something about this, we can't just keep the system the way it is.

**Raj Wadher**

Upton News, Slough, Berkshire

**NFRN head of news Brian Murphy**

**said:** "I know the NMA is looking at it, it's something we'd support. There's too much paperwork for retailers and we'd encourage publishers to come up with solutions. We will be raising this in meetings with them."

### On the Record: this isn't good enough

Once again I write this letter regarding poor service from the Daily Record. Ever since I have taken a home delivery supply of this title I have never received it for the whole week on the same day.

To give a recent example, the 27 June papers were received the following day, while the Wednesday papers were not received, then on Thursday 29 June, no papers at all.

After contacting my wholesaler I was told the Wednesday and Thursday Daily Records were both

running 24 hours late. In a previous letter to RN I did say that this publication should be called the Weekly Record.

How on earth can publishers call this a daily newspaper when you don't get it on the day? I urge the publisher to stop paying lip service and to do something about this persistent and constant problem.

**Vijay Patel**

Higham Newsagents  
Higham Ferrers

**A spokesman for Trinity Mirror said:**

"We are aware of the issue and are looking into resolving this as quickly as possible. We are constantly striving to make sure all of our titles are sent out and received on time."

### The life and times of a paperboy...

Working as a paperboy for the past four years has had its ups and downs.

Waking up at 6am with the thought of having to cycle through the pouring rain is definitely not something I will miss. Also, I think I have lost the ability to sleep in past 8am, but it has been worth it.

I am pretty sure the daily exercise every morning was what allowed me to go from 60th to 5th place in my school cross-country in the space of a year.

The sense of responsibility it gave me was incredibly helpful and was what got me out of bed every morn-

## YOUR SAY Will consolidation have a positive impact on the convenience sector?



**Terry Caton**

Londis, Chesterfield

I've thought for a number of years that consolidation needed to happen. As a c-store, there was a range of products we didn't have and more consolidation can only improve the retail offer. It raises the bar and the standard and as a Londis retailer it's positive for me in terms of buying power, range and price point. With a number of franchise models coming through there's still a place for independents, but for me it's positive.

**Kishore Chandarana**

Londis Tara's News, High Wycombe  
I am positive about it. I have two Tesco Express stores near me. I can't compete on price so the

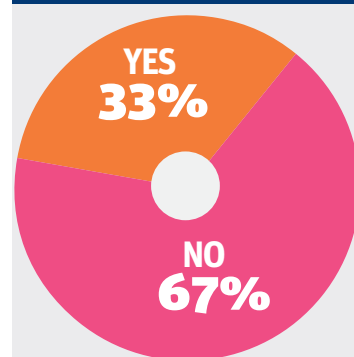
Booker-Tesco deal, for example, is good for me. Booker is the biggest wholesaler in the country and in the long-term cheaper price points and better ranges can only be of benefit. There will be more options to sell different products at competitive prices.

**Mo Razzaq**

Family Shopper, Glasgow

Many Nisa retailers were bemoaning the Tesco-Booker deal, but now Sainsbury's is on the cards, some have changed opinion. To be profitable we have to compete on price and range and so to work in partnership with the multiples is a good thing for the next generation of retailing. Retailers don't have to stay with one tie-in. They can vote with their feet, so independence will be there.

## RN READER POLL



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

### NEXT WEEK'S QUESTION

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



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



ing. Oh, and the money wasn't bad either.

Now, at 18, I am 'retiring' to go to university. I'd like to thank Browns for employing me for the past four years.

**Andrew Blacklock,**  
c/o Browns Newsagents, Stokesley,  
North Yorkshire

## Let's work together, not shaft each other

Richard Thomson, group publishing director at Johnston press, said recently that the company "don't make changes to terms lightly, however these are tough times".

Oh Richard, Richard, Richard. It might come as a surprise to you, but cutting terms will not solve anything.

We all have to remain viable and if you keep reducing margins you aren't going to have a shop window to display your goods. We're all having hard times.

The best way to overcome this is to work together, not shaft each other.

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

## I've got Posts – they're multiplying

On Sunday, I need two Sunday Posts for my rounds, but Menzies has been sending me four. I may sell the odd extra copy in the shop. However, this week I received eight.

With Woman's Own, I require two copies for HND. I've received one copy and this is after a previous occasion contacting the NFRN helpline which said Menzies had 'locked in' two copies.

On Tuesday I received no delivery note but, after going online, I found out I should have had 256 Hot Wheels Slime Race collection. Instead, I received one box of 16. These are priced at £2.99 each, therefore a retail value of £765.44.

When contacting the Menzies call centre the person I spoke to thought they were

stickers. Where did they get my allocation request from? One box of 16 is not 16 boxes.

To add one final point, as I have a large delivery round, people come and go on holiday. This often leaves me short on shop sales with damaged copies left and, when returned, my supply is cut. The main paper that suffers is the Daily Mail, which is my highest supply.

My understanding was that supplies were based on net sales over a five-week period, taking off the lowest and highest unless there is a publishers promotion. This however does not seem to be the case.

**Raymond Culverwell**  
J.G.Riley Newsagents, Milton,  
Southsea, Hants

**100 YEARS AGO**  
7 July 1917

The first batch of prosecutions over the ban of Sunday trading at Sheffield were heard at the City Police Court where there were 15 defendants. Sheffield City Council refused to reverse it despite major trader backlash.

## AROUND WITH THE ROUNDSMAN

**Blanche Fairbrother**



I am writing this on the longest day of the year. According to the news reports, it was the hottest day since 1976. How well I remember that heatwave – it lasted about six weeks.

I hope we aren't going to go through that again, but the news reports did mention water becoming scarce through lack of rain. Maybe we wouldn't have such a problem if the water companies fixed leaks as soon as they are reported.

At the moment, there is a burst pipe at High Offley that is wasting gallons of water every day and has been for the last four weeks.

Why can't newspaper publishers put themselves in Princes William and Harry's shoes and consider how they would feel if someone used their mother in the way the Mail used

Princess Diana to generate sales?

I agree with Graham Doubleday who wrote about the cost of the Guardian – £2 Monday to Friday and £2.90 on Saturday.

It is just so costly, but of course the publisher won't drop the price because publishers never do. I can see it disappearing from the newsstand altogether before long.

My van is in the garage being worked on yet again. Come September I will have to find another mechanic because John Crowther, who comes to my rescue when I break down, is moving to Scotland.

He's been looking after my vehicles for the past 14 years so it will be with a heavy heart that I wish him and his family a happy future when that time comes.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



Next 10 years look good for wholesale, says Charles Wilson at #FWD2017. In 2008 he said the same. The charts show how

**Nick Shanagher**  
@NickShanagher

We stock an eclectic variety, handbags to sausage rolls, puncture repair kits to midi plum tomatoes! Love it when you #ShopLocal30

**Christine from Hopes**  
@HopesofLongtown

Lambs Larder for sale by owner. Serious enquiries only. Don't waste my time and I won't waste yours. Email lambslarder@hotmail.com

**Peter Lamb**  
@lambslarder

Whoops! Christine ordered a small block of cheese for a home delivery customer, it's meant to be 200g not 5kg - oops!

**Tom, Trudy & Josh**  
@tywardreathshop



Our new dessert counter finishes off the dinner offer perfectly and is

also a big hit with our coffee customers

**Dan@WhitstoneStores**  
@whitstonestores





# YOUR REGION



## NORTHERN IRELAND NFRN DISTRICT COUNCIL 27.06.2017

**Kathryn Gaw** reports from the NFRN Northern Ireland district council meeting

### Take action now against price hike

NFRN members must engage with publishers and assess their ranges to prevent further newspaper price rises, following Johnston Press's decision to cut retailers' margin cut amid price hikes, the meeting agreed.

During a debate on the issue, retired newsagent Raymond Hamilton said he had heard the Belfast Telegraph was set to rise to £1. He said NFRN members should take action to prevent further price rises.

"We did nothing about it last time and by the looks of things we'll do nothing about it this time," he said.

Johnston Press, which owns titles including the Ballymena Times, the Coleraine Times, the Lisburn Echo and The Ulster Star, cut retail margins by as much as 5% across 41 of its regional publications despite increasing cover prices.

"We're working for nothing," said Ken

Chapman, of Ken's News in Belfast.

"We should go back to the publisher and ask them what they want us to do, because

they aren't giving us enough of a margin."

Joe Archibald, of Archibald's News in Coleraine, said he has taken publications he does not break even on off his shelf and keeps them behind the counter instead. Customers now have to ask if they want to buy a certain title.

District president Gwen Patterson told members she would call an urgent meeting with representatives of the Belfast Telegraph. She

### Call for action after new Johnston margin cuts

by Tim Murray  
tim.murray@nfrn.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 20p and 30p. The new percentages



RN, 30 June

also promised to speak again with Johnston Press to address the price rises.

"What worries me is that other publishers might think if Johnston does it, they can do it," said Mrs Patterson.

Members agreed they needed to find out what deal was in place between publishers and distributors, and that action should be taken as soon as possible.

### Stormont meeting to go ahead

Members "need to be ready" to act quickly as soon as a government has been formed in the Northern Ireland Assembly, Gwen Patterson told



**Other publishers might think if Johnson does it, they can do it**

**Gwen Patterson**

District president

delegates.

An NFRN event in Stormont has been planned for September, despite ongoing political uncertainty in the region. At the time of writing, the main parties were still deadlocked in talks and facing the prospect of direct rule if an agreement had not been reached by 29 June.

"We need to be ready to tell the MLAs about the pressure we're under," said Mrs Patterson. "The rates are killing us, we're struggling. Thousands of us will be on the way out if we don't get some help."

The Stormont event is intended to bring Northern Irish newsagents together to raise their concerns directly with politicians.

Issues to be raised include Brexit, the falling commission rates on some products, stifling council rates, water charges and rising retail crime.

### Crime takes to cyberspace

Northern Ireland's NFRN members were reminded of the ongoing rise in

retail crime, including cyber crime.

Joe Archibald informed the meeting about a recent incident outside his shop where a group of young men were fighting in the street. He called the police to report the incident at 7.30pm, but they didn't arrive until almost 9pm.

Meanwhile, former newsagent John McDowell told members he had been targeted by cyber criminals in an ongoing phone campaign.

"I called BT and they said that it's a scam. They told me to ignore it," he said.



**John McDowell**

Gwen Patterson advised members to stay on top of their security, including CCTV reviews, emergency response protocol, reporting crime, passcodes, till security, cash drops, and more. She also warned them about the current spate of cyber attacks, adding "if it doesn't read right, delete it".

### Retirement time for Ken Chapman

Northern Ireland District Council veteran Ken Chapman announced he has sold his store and retired after 49 years in the business.

Ken's News, which was based in Belfast's Shankill Road, ceased business on 27 June, when the deal was finalised. It has been bought by a developer who owns four properties next door. They plan to combine all five premises to create a new supermarket.

Mr Chapman intends to remain a member of the district council.



**Ken Chapman**

### Your say

Is the way customers pay changing in your shop, or are customers asking you for new ways to pay?



We're seeing a lot more cards – debit card and

contactless payments, that's where we've seen the big increase. Cash payments are definitely declining – fewer people are paying with credit cards now as well, it's more the debit cards.

**Gwen Patterson**

Spar Clondeboy Stores, Bangor



We don't take any cards – just

cash. Our shop is in a working-class area, and we have a lot of pensioners who are used to paying in cash. It was never really a consideration for us, getting a card machine in.

**Ken Chapman**

Ken's News, Shankill Road Belfast



All our payments are cash but we're

looking to bring in a card machine soon. We're just looking at the different options at the moment. Customers haven't really been asking for it but we're bringing it so we can offer it anyway.

**Joe Archibald**

Archibald Newsagents, Coleraine



# EXPERT BRIEFING



**Nick Henton**

## Camelot

Camelot has pledged to re-engage with independent retailers this year with activity such as its All Stars programme. Retail sales manager **Nick Henton** explains how rep visits to 100 Cornish holiday hotspot stores last week aimed to encourage best practice and help deliver potential 5% uplifts on scratchcard sales

### Camelot's focus this year is independent retailers

Last week we visited 100 retailers in Cornwall over two days. This was regional activity that aimed to set up independent retailers in holiday hotspots so they're ready for the summer. It ties in with work we're doing to re-engage with and re-invest in the independent trade with the All Stars programme, because our sales team is focusing solely on independents this year.

### We're addressing availability

We've had widely-publicised issues with scratchcard availability. We identified this as a problem in the south and south west – which are holiday hotspots and high visitor areas – especially. Our visits aimed to address this and uplift the delivery of scratchcards through the summer period to our top 100-odd retailers in Cornwall.

### Regional activity links with national sales support

We tied the Cornish visits in with the All Stars programme – with investment in kit and PoS – which we're talking to retailers about at the moment, and also used them to talk to retailers about their scratchcard procedures. We discussed how to support them and gave them hints and tips on how to make the most of their business through the busy summer months.

The response was overwhelmingly positive. Retailers were very pleased to see us.

### It's about best practice too

We provided best practice tips on selling scratchcards. Often, retailers don't follow planograms or have procedures in place to make sure scratchcards are readily available. Do gaps get automatically filled up when they appear, for example? Also, retailers need to confirm orders have arrived. They have a lot of stock delivered, among which could be PoS material and scratchcards, but because it can arrive in one box retailers might not realise immediately there are scratchcards in there. If scratchcard dispensers are



A total of 100 Cornish stores received PoS and sales tips to boost summer scratchcard sales



**It was time for Camelot to start engaging and supporting independents again**

kept full and to planogram with the right point of sale material to support them, it can make a difference of up to 5% on their sales figures.

### Scratchcards have wider benefits

Increasing scratchcard sales is obviously important, but it's also about helping retailers get the most out of the category. There is sometimes a perception that scratchcards sell themselves and retailers don't really have to do anything with them, because they don't have to go to the cash and carry to stock up on them like they do with other categories. We're therefore trying to help store owners understand how important the category is to the wider store and how much business and customers it brings. Retailers then get the benefit of sales from other categories too, and can make very good margins on the back of that.

### We're looking to the future

This activity is a trial, and we'll see what the outcome is by comparing sales figures at the end of the summer with last year. For us, it's about ensuring we visit independent retailers and provide good quality sales calls this summer. With the environment getting tougher, and with challenges such as the National Living Wage, it is time for Camelot to start engaging and supporting the independent trade again.

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

**Company** Camelot

**Retail sales manager** Nick Henton

**Profile** With terminals in 28,000 independent stores, Camelot has pledged to re-engage with retailers this year by focusing its sales team on supporting them throughout 2017. Regional activity to promote best practice and improve stock availability such as last week's visits to 100 Cornish stores is helping independents access a potential 5% sales uplift on scratchcards.

\*\*

\*\*



# FOOD TO GO

Lunch is an increasingly important opportunity for many stores. From the man with the most popular sarnies in Merseyside to the store whose café has become a community hub, **Toby Hill** speaks to three retailers taking their successes to another level

## Stir their appetites

### The sandwich man

Paul Edwards had switched sandwich suppliers several times before he found Jess the Sandwich Man, a sandwich maker operating in his local area.

#### Paul Edwards

Edwards @ Townfield, Birkenhead



"He was an excellent find," says Paul. "He came in about four years ago when I was close to giving up on sandwiches and gave us some samples."

"The sandwiches aren't expensive – they start at £1.70 and go up to £2.29. But they still bring in margins of 35%. Plus, Jess offers sale or return, and delivers six days a week."

"He puts passion and care into what he does. His sandwiches are always fresh and he

keeps the shelves full."

Paul helps drive his sandwich sales with careful promotion and merchandising. A meal deal includes a sandwich, a packet of crisps and a soft drink for £2.99. And he recently started double-sitting his sandwiches, both in his aisle chiller and in his impulse chiller, which faces the door.

"I'd not really appreciated it, but sandwiches are an impulse item," he says. "We're competing with a Subway two doors up but our sandwich sales still hold their own – it's all about quality."

### The Deliveroo agent

Hit by a number of competitor stores opening on his doorstep, Sandip Kotecha's Londis was in dire straits by summer 2015. That was until he decided hot food could solve the problem.

#### Sandip Kotecha

Londis, Cheltenham



"I started offering hot food in November 2015, but for the first four months it struggled to get off the ground," he says. But then he decided to try something new: he uploaded his food-to-go offering onto takeaway app Just Eat.

"It just took off. We weren't delivering to the local area, but suddenly people from the neighbourhood were coming in. Just Eat was fantastic promotion for the store."

Sandip also used Facebook, posting about meals deals and new products. His bacon and sausage muffin sales went up from 20 or 30 per week to more than 80.

Now his range is established, new opportunities are cropping up, with Deliveroo the most recent.

"I'd applied a few times but they'd rejected me," Sandip says. "Then they got in touch looking for an off-licence and I agreed to sign up. The rep came into the store, saw our hot food offering and asked if we did burgers."

Deliveroo's local gourmet burger supplier had proven too slow, and the company was looking for a new partner. Sandip jumped at the opportunity. In his first week with Deliveroo, he went through 250 burgers. You won't find Londis Cheltenham on Deliveroo though – the name wasn't considered posh enough for the company, so, after a brainstorming session with friends and family, Sandip plumped for Love Burger instead.

"I've had a logo designed which will go on stickers and greaseproof wrapping paper for deliveries," he says. "It's been a fantastic success. Hot food sales have doubled our turnover."

His experience has highlighted the need to stand out to succeed in this category. He sells hot pork baguettes with crackling and apple sauce. He has also recently introduced maple-glazed bacon baguettes, making him the only store in town that sells them.

"The margins are fantastic," he says. "Maple syrup is expensive but we're only using a brushstroke, so it's just a few pence, and we sell them for £4.99, which is £2 more than a normal baguette."







## The large in-store café

Located beside a big east London estate with no other shops or takeaways nearby, Anwar and Zubair Haq's convenience store is ideally situated for a food-to-go operation. And they've definitely made the most of it.

### Zubair Haq

Nisa Local,  
London



"We sell sausage rolls, pasties, sandwiches, rice, curry, samosas, wedges, fresh salads, chicken and popcorn, chicken burgers," says Zubair. "We've also got a little café with three seats and a table where people can sit and eat their lunch."

Many different types of customers take advantage of this offer, he adds, from teachers at the local

school and the pupils who study there, to builders working in the local area and even the occasional businessman passing through.

"It gets really busy at lunchtime. Lots of people come in to pick up their lunch here," Zubair says. "We've got a slush machine that kids come in for, and teenagers will hang out in the café."

His advice to other stores is – get your food-to-go operation right and you can turn your store into a community hub.

“

**Suddenly people from the neighbourhood were coming in**

»

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# ON A MISSION:

Food to Go

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CONTROL

Over  
**97%**

of Wrigley's gum sales are from sugarfree products†

Food to Go represents  
**15%**

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Chewing **sugarfree gum** helps keep teeth clean and healthy after snacking on the go\*\*



**Tom Lynch, Senior Category Manager, Wrigley, says:**

“Shoppers are looking for solutions within convenience, whether it's a meal deal or simply having relevant products i.e. Sandwiches, soft drinks, confectionery and gum merchandised together so they are easy to find. Use additional merchandising units from manufacturers to locate impulse lines such as gum and confectionery beside food to go to drive additional sales.”

Work with your Wrigley representative to help maximise your gum sales, or visit [www.wrigley.com/uk](http://www.wrigley.com/uk)

\*HIM/2016 CTP

\*\*Extra sugarfree gum is beneficial for dental health as it helps to neutralise plaque acids

†Nielson Scantrack, Total Gum, Total coverage MAT w.e. 5.11.16

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A subsidiary of Mars Incorporated

# FOOD TO GO

## Spar's top food to go tips

With its Daily Deli initiative and reputation for great fresh and chilled, Spar has focused on delivering a great offer on key shopper missions such as lunch on the go. Here, the company's senior brand manager Olivia Basten offers her tips for success.



**1**

### Ensure you offer the right quality and value in store

Always ensure the range is underpinned by taste, quality, freshness and value for money as these are rated as extremely important by 75% of customers.

**2**

### Offer your customers a breadth of choice

Mood influences a third of all food-to-go purchases so provide a wide and changing selection of produce including bestsellers, sweet and savoury items and healthy and treat choices.

**3**

### Maintain availability throughout key times of day

The average lunchtime is only 26 minutes long, so remember to replenish stock and ensure 100% availability of top sellers.

**4**

### Be convenient for time-poor customers

Ensure the range is easy to shop and provide a speedy and efficient service.

**5**

### Maintain high merchandising standards

Keep your fixture neat and tidy and ensure the customer flow is logical and easy to understand.





## LATEST ACTIVITY

While retailers focus on bringing customers in store for lunch offers such as sandwiches and wraps, incremental impulse purchases can provide important extra revenue.

### Kettle Limited Editions

The latest new flavour, Goats Cheese & Balsamic Onion, has been launched to accompany summer picnics and barbecues.

### Lucozade PoS

Lucozade Ribena Suntory says convenience lies at the heart of the food to go opportunity. It has developed a range of branded point of sale to encourage additional sales.

### Wrigley bottle formats

These formats have grown nearly 20% in the past 12 months. Wrigley says the format is perfectly suited to deskbound office workers wanting to freshen their breath after a quick lunch.

### Oasis Zero

Providing consumers with further no-sugar options, Coca-Cola European Partners brought Oasis Zero to the market earlier this year.

### Metcalfes's Salted Caramel

The 'skinny popcorn' brand invested in a £2m marketing support in support of its "Pop it like its Metcalfe's" campaign earlier this year. It has followed this up with a new on-trend flavour extension.

### Fire & Smoke

Kerry Food's US-inspired meats brand has found success with its on-the-go meats brand. On-the-go pots of fresh chicken provide a convenient high-protein snack which – in Boots – is already linked to its popular meal deal.

### Tropicana and Naked

PepsiCo is promoting £1 RRP pricemarked 250ml Tropicana Smooth and Original bottles and is launching a digital and sampling campaign for Naked to ensure shoppers are fully aware of the brand across the summer months.

### Pringles Street Food Editions

Including Thai Green Curry, Spicy BBQ ribs and Mac'n'Cheese flavours these on-trend Pringles variants are the latest additions to the portfolio. ●

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**#REFRESHINGSTUFF**



# ENERGY DRINKS



## Get turbo-charged sales

Energy drinks is a fast-moving and dynamic part of the soft drinks market. **Toby Hill** takes a look at how retailers and suppliers are making it work for them

**M**y customers love them," says Mark Ansell, owner of Liskeard News in Cornwall, describing his large range of energy drinks.

"When I look at my biggest chiller, energy drinks take up almost half the space. We have 11 flavours of Monster and 10 flavours of Rockstar. Products compete for space in our chillers, so if they aren't selling, they won't be in there."

As energy drinks continue to dominate soft drinks chillers, RN's question to Mark was how he maximises the turbo-charged potential of energy drinks? Here, we take a look at this market and the ways Mark and other retailers are boosting their sales and tapping into this opportunity.



**Products compete for space in our chillers, so if they aren't selling, they won't be in there**



### TAKE ADVANTAGE OF THE COMPETITION

Retailers are used to competing with other stores, but in this category the competition lies between brands – all wanting to maximise the amount of fridge space they claim. To capitalise, Amandeep Singh, owner of two convenience stores in Barnsley, keeps his energy drinks in a Monster-themed fridge, with posters on the glass door highlighting new flavours and launches. At the moment, he is also focusing on Rockstar's products by using point-of-sale provided by reps to catch the attention of passers-by.

"It's a fiercely competitive market," says Amandeep. "Monster brought out a Lewis Hamilton flavour, LH44, and quickly afterwards Rockstar launched a new Beach Blend, in partnership with Bay-watch."

### KEEP UP WITH THE LATEST LAUNCHES

Energy drinks are most popular with younger customers, with regular buyers ranging from 16 to 35 years of age, according to retailers. This fast-moving market is regularly boosted by new flavours and brands, launched with innovative marketing campaigns across social media platforms.

Recent examples include Monster Energy Ultra Citron, launched by Coca-Cola European Partners in January, and Lucozade Original Zero, late last year.

"It's all about marketing strategy and you've got to keep up," says Amandeep Singh.

"Young people are coming in and asking for particular drinks they've just seen on a marketing campaign on Facebook, so you need to stock new products right away."



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PER MONTH\*  
Stock as standard



250ML



355ML



473ML



SUGARFREE

## Red Bull Core4

CASH RATE OF SALE OF THE RED BULL CORE 4 PER MONTH.  
SOURCE: MARKETPLACE / SYMBOLS & INDEPENDENTS / £ROS / MAT 22/01/2017.



# ENERGY DRINKS

## UTILISE PROMOTIONS

While single cans prompt impulse sales, Bob Sykes, owner of Denmore Premier Food & Wine Store, has noticed that multibuy promotions help to raise overall rate of sale.

"We do four Euro Shopper drinks for £1, two Monster cans for £2, and two Relentless for £1.50," he says. "It really works, they fly out. People are on the go all the time and a lot will easily drink two energy drinks in a day."

Pricemarking is also effective. "Rockstar is pricemarked at 99p and Monster at £1.19," says Aman-deep Singh. "It works well because it catches the whole market. The younger age group, aged 16 to 21, have tight funds and go for Rockstar or Euro Shopper. Those who are a little older buy Monster."



**If you put the word protein in front of anything it seems to shift**



## LOOK FOR HEALTHY OPTIONS

Two areas where retailers have seen significant growth are high-protein and added-vitamin varieties. "If you put the word protein in front of anything it seems to shift," says Serge Khunkhun, owner of Premier Woodcross in Wolverhampton.

This is the case despite the premium prices. Serge stocks the Grenade Cookie & Cream protein shake, which retails at £2.49 for a 330ml bottle. Near it on the shelf sits Purdey's Rejuvenate, a multiple-vitamin fruit drink, selling at £1.25 for 330ml.

"Grenade Cookies & Cream is basically just a milkshake, but people go for it," Serge says. "It gives me a margin of 36.3%, which is pretty good but not that great compared to 40% on many regular soft drinks. The high RRP puts more cash in the till though."

## SHIFT TO SUGAR-FREE

The impending sugar tax on soft drinks is affecting every corner of the category and energy drinks are no exception – at both the premium and value ends of the market.

"Our Euro Shopper sugar-free options are very popular, they've really taken off," says Serge Khunkhun. "At the other end of the market, I'd previously delisted Red Bull sugar-free because it didn't sell, but in the past six months it's become a permanent fixture in our fridge. There's a huge amount more demand for it ever since."

Serge says suppliers are getting more sophisticated in the way they're presenting low and no-sugar products. "Manufacturers are no longer trying to differentiate between their products: Lucozade's Pink Lemonade, for example, tastes almost identical with or without sugar, and the packaging design is very similar too. They're trying to convince consumers it is just a regular soft drink."

## SUPPLIER VIEWPOINT WHY FORMAT, NOT FLAVOUR, IS KING

**Rich Fisher**

Category development manager, Red Bull



Within the energy category, stocking the right formats is driving category growth, with core products continuing to contribute significantly to share of overall sales.

Despite this, both core and new formats are under-represented on independents' shelves, when judged against their share of sale. Meanwhile, flavours are highly overrepresented based on the sales delivered.

The numbers back this up. Core products represent 42.6% of sales, while occupying just 30.7% space on shelf. New and alternative formats account for 14.3% of sales, with only 12.8% of shelf space. Then when we look at flavours, this segment accounts for 21.1% of sales, yet receive 35.6% space on shelf, according to IRI data.

For this reason, we've ensured Red Bull Original is available in 250ml, 355ml and 473ml, with each format playing a different role. Red Bull Original 250ml, for example, has a broad target group of 18 to 35-year-old professionals, Red Bull Original 355ml has older and more typically male consumers, aged 25-35 and Red Bull Original 473ml has younger, less affluent and predominantly male shoppers.

By delivering a range of pack sizes, retailers can attract different shoppers into store and maximise this opportunity. ●

**Taking a more direct approach, LRS is running a nationwide campaign including free samples with Deliveroo orders**



## CATER FOR THE PRICE-CONSCIOUS

In addition to promotions, price is important in the category, too. The best-selling soft drink in Bob Sykes' store is his Euro Shopper energy drink, which sells at 35p. Even the biggest brands are in danger of falling behind, according to Mark Ansell.

"We don't sell Red Bull anymore," he says. "It's £1.20 for a small can and I can do one at 35p in the same size. They started the energy drink revolution but now Rockstar and Monster have managed to take a big chunk of the market by continually adding new flavours and keeping it fresh."









# THIS WEEK IN MAGAZINES



## Bestsellers Crafts

Title	On sale date	In stock
1 Woman's Weekly Home Series	06/07	<input type="checkbox"/>
2 Simply Knitting	21/07	<input type="checkbox"/>
3 Relax With Art	20/07	<input type="checkbox"/>
4 Let's Knit	06/07	<input type="checkbox"/>
5 Colouring Heaven	12/07	<input type="checkbox"/>
6 Love to Knit & Crochet	n/a	<input type="checkbox"/>
7 Cardmaking & Papercraft	11/07	<input type="checkbox"/>
8 World of Cross Stitching	18/07	<input type="checkbox"/>
9 Relax with Art Holiday Special	n/a	<input type="checkbox"/>
10 Relax with Art Pocket Collection	21/07	<input type="checkbox"/>
11 Knit Now	20/07	<input type="checkbox"/>
12 Simply Cards Paper Craft	13/07	<input type="checkbox"/>
13 Simply Crochet	20/07	<input type="checkbox"/>
14 Women's Weekly Love To Make	n/a	<input type="checkbox"/>
15 Knitting Magazine	27/07	<input type="checkbox"/>
16 Papercraft Inspirations	18/07	<input type="checkbox"/>
17 Ultimate Dot 2 Dot	12/07	<input type="checkbox"/>
18 Crafts Beautiful	20/07	<input type="checkbox"/>
19 Love Patchwork & Quilting	19/07	<input type="checkbox"/>
20 Cross Stitch Crazy	03/08	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## LA MAISON VICTOR

Launched in Belgium in 2013, La Maison Victor gives a contemporary take on the traditional art of sewing. Since its launch, LMV has expanded into many European countries as well as the US and Canada with 250,000 export copies sold in 2016. Now launching in the UK for the first time, La Maison Victor will appeal to a new generation of women interested in making their own clothes and accessories, no matter what their skill level.



**On sale 5 July**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Seymour  
**Display with** Love Sewing, Sewing World, Simply Sewing

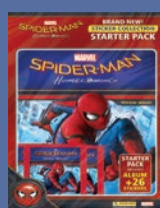


## TAKE A BREAK'S SEASONAL PUZZLE COLLECTION

Take a Break's biggest collection of puzzles is back for the summer, with 164 pages to keep readers entertained throughout the holidays. There is a mixed selection of puzzles including wordsearches, sudokus, codebreakers and arrowwords all with a summer theme and a variety of competitions to enter. This issue comes with a free pen.



**On sale 14 July**  
**Frequency** quarterly  
**Price** £3.39  
**Distributor** Frontline  
**Display with** Chat Puzzles, Puzzler Collection, Puzzler Compendium



## SPIDER-MAN HOMECOMING STICKER COLLECTION

To coincide with the launch of the Spider-Man Homecoming film, Panini has launched a sticker collection - Spider-Man: Homecoming. This new collection features imagery from the movie and has a total of 192 stickers to collect including 36 special stickers to look out for. Starter Packs include an album plus 31 stickers to get collectors started. The collection is being cover-mounted on Ultimate Spiderman Magazine, Marvel Heroes Magazine and a special Spiderman: Homecoming Movie Special.



**On sale 6 July**  
**Frequency** one shot  
**Price** £2.99, stickers 60p  
**Distributor** Panini  
**Display with** Spider-man Homecoming Official Movie Special



## BRINGING SCIENCE TO LIFE

This issue of Bringing Science to Life asks the question, is our body outdated? We have barely changed genetically or physically over the past 10,000 years yet our diet and exercise habits have changed dramatically, with diabetes and obesity being just two of the consequences.



**On sale 24 May**  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Frontline  
**Display with** Shout, Girl Talk



## AUTOCAR

In this special issue of Autocar, readers can look ahead to the British Grand Prix with a feature interview with Formula One managing director of Motorsports, Ross Brawn. There's also a Golf GTI group test - comparing all the different GTIs from over the years right up to the all-new one to find out which is the best. Publishers expect a 15% sales uplift on the previous issue.



**On sale 12 July**  
**Frequency** weekly  
**Price** £3.80  
**Distributor** Frontline  
**Display with** Top Gear, Car, Fast Car

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## PRACTICAL CARAVAN SUMMER

In this special summer issue of Practical Caravan there is a focus on caravanning in France and in particular the wine country, with a tour of the Loire and Champagne regions. Publishers expect a 20% increase in sales for this issue. However, caravanning magazines should be placed in a prominent position for increased sales for this monthly magazine during the holiday season between March and September. This magazine sub-sector is worth £1.8m annually.



SPECIAL

**On sale 13 July**  
**Frequency special**  
**Price £2.40**  
**Distributor Frontline**  
**Display with Caravan**



## BBC GOOD FOOD

This new, refreshed issue of BBC Good Food comes complete with a free 48-page Celebrate with Cake supplement containing 22 recipes, alongside the usual expert cooking tips and competitions. This revamped magazine has been timed to coincide with Good Food's 300th issue and includes a selection of brand new features including Family Favourites, Eat Like a Local, Easiest Ever and Test Kitchen.



RE-LAUNCH

**On sale 6 July**  
**Frequency monthly**  
**Price £4.35**  
**Distributor Frontline**  
**Display with Olive**



## PRACTICAL PHOTOGRAPHY

In this summer issue of Practical Photography there are 12 free gifts for readers to enjoy including 101 Actions bundle for Photoshop and Elements, 8 tips cards, a feature length special Learn Photography Now show, plus a 32-page image editing magazine complete with updated camera buying guide. Content includes regular subject guides, interviews, Q&As and product reviews, helping readers unlock their creative potential.



FREE GIFT

**On sale 6 July**  
**Frequency monthly**  
**Price £5.49**  
**Distributor Frontline**  
**Display with Amateur Photography, Digital Camera**



## BBC TOP OF THE POPS MAG

Fans of YouTubers will love the latest issue of Top of the Pops Magazine as it has been completely taken over by vloggers. Popular names including Zoella, Miranda Sings, Sprinkle Of Glitter, Tanya Barr and cover stars Joe Sugg and Caspar Lee are all packed into the issue, plus readers can win the chance to meet fellow vlogger Alfie Deyes. There is also a free child ticket for every reader at Madame Tussauds and other top UK attractions.



FREE GIFT

**On sale out now**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Shout, Girl Talk**



## CLASSIC BOAT

Classic Boat magazine will celebrate its 30th anniversary with its August 2017 issue. The anniversary issue will be a restoration special bumper edition, looking back at the restorations that changed the classic world, talking to the leading players in the current scene and discussing the much-debated concept of authenticity in restoring yachts.



SPECIAL



BUMPER

**On sale out now**  
**Frequency monthly**  
**Price £4.95**  
**Distributor Seymour**  
**Display with Classic Sailor, Practical Boat Owner**

## Industry viewpoint

**Paul Appleton**

Publisher, Heritage Portfolio,  
 Kelsey Publishing



**K**elsey Publishing is pleased to announce major changes to its market-leading tractor publications following consultation with its readership.

From the September 2017 issue of Tractor & Machinery, the magazine will increase in pagination to 164, and will incorporate all the good bits from Tractor Mart, including sale and auction news and events, the latest vintage tractor values in the price guide, and most importantly, 24 pages of reader advertisements.

The free reader advertisements have long scored the highest marks in readership polls on favourite content. Last year a separate newspaper carrying these advertisements, along with sale and auction news, was introduced, and given free with each copy of the magazine – Tractor Mart. Although the Tractor Mart newspaper concept has been well received, we have listened to readers who prefer to have all of the information packaged into one magazine, and from the September issue they will be given what they have asked for.

The other benefit from a retailer perspective is that rather than being sealed inside a bag – as has been the case since July last year – potential readers can browse the magazine before buying at the newsstand. There will also be changes to the content and design in subsequent issues of Tractor & Machinery, with the era of content spreading to include a broader spectrum of vintage machines. Meanwhile, sister publication Tractor & Farming Heritage will have a 32-page pull-out supplement version of Tractor Mart stitched into the centre of the magazine, also from the September issue. Its style of presentation will take it slightly upmarket and move it away from the mainstream vintage and classic tractor press, with less dirty finger-nails and more in-depth historical content.

Cover price for both titles is unchanged.

**Top tip**  
 Please display the revamped titles clearly with full facing to give customers the best opportunity of understanding the changes

## COMING UP IN NEXT WEEK'S RN



## HOW KAY PATEL'S ENTREPRENEURIAL SPIRIT IS DRIVING HIS BUSINESS FORWARD

Plus, getting value out of your staff in the era of the National Living Wage, tips for profiting from newspapers and Pricewatch puts cider prices under the spotlight in our weekly guide

# RN



THIS WEEK  
IN MAGAZINES

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Partworks				Collectables				
Title	No	Pts	£	Title	No	Pts	£	
Amercom UK				Hachette				
Ships of War	21	40	11.99	Art of Crochet	98	120	2.99	
DeAgostini				Art of Cross Stitch	28	90	2.99	
	Build the Ford Mustang	79	100	8.99	Art of Knitting	29	90	2.99
	Build your own R2-D2	27	100	8.99	Art of Quilting	80	90	3.99
	Enhancing your mind, body, spirit	27	120	3.99	Art Therapy	121	120	2.99
	My Animal Farm	22	60	5.99	Art Therapy 50 Mindful Patterns	21	80	4.99
	Jazz at 33 and third RPM	40	70	14.99	Assassins Creed: the official collection	11	80	9.99
	Simply Stylish Knitting	80	90	3.99	Build the U96	150	150	5.99
	Star Wars Helmet Coll'n	40	60	9.99	Dr Who Complete History	49	80	9.99
	The Beatles Vinyl Collection	11	23	9.99	Draw The Marvel Way	41	100	4.99
	Zippo Collection	49	60	19.99	Judge Dredd Mega Collection	66	80	9.99
Eagle Moss				Marvel's Mightiest Heroes	93	100	9.99	
	Build A Solar System	99	104	7.99	Transformers GN Collection	15	80	9.99
	DC Comics Graphic Novel	50	100	9.99	Warhammer	23	80	9.99
	Disney Animal World	72	100	5.99	RBA Collectables			
	Doctor Who Figurines	102	130	8.99	Real Life Bugs & Insects	46	60	0.99
	Game of Thrones	36	60	8.99	Panini			
	Marvel Fact Files	225	250	3.99	F1 Collection	34	60	9.99
	Military Watches	89	100	9.99				
	My Little Pony							
	Colouring Adventures	18	80	3.99				
Star Trek Ships	102	130	10.99					
				Panini				
				Cars 3 sticker collection	2.99	0.60		
				Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50		
				FIFA 365 Trading Cards	4.99	1.00		
				Football 2017 collection	2.99	0.50		
				Guardians of the Galaxy volume 2	2.99	0.50		
				Invizimals Trading Cards	3.99	1.00		
				Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50		
				Road to 2018 Fifa World Cup Russia	4.99	1.00		
				Road to 2018 Fifa World Cup Russia stickers	2.99	0.60		
				UEFA Women's Euro 2017 Stickers	2.99	0.60		
				Beauty & the Beast Sticker Collection	2.99	0.50		
				Magic Box				
				Zomlings Series 5		0.50		
				Star Monsters		1.00		

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