

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 26.06.2017

INSIDE ▶▶

Your regular RN packed full of ideas, insight and the news that matters



17
ways to cash in
on summer

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Web-enabled convenience

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Shaping the future of independent retail since 1889



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TALK TO RN



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WELCOME

Summer is a great sales opportunity and this week's issue is your guide to making the most of it



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The average retailer sells £6,000 worth of slushes a year for a profit of £5,000, but if you're like the Nisa retailer in Liverpool who sells 13 flavours, that can rise to £25,000, SnowShock's managing director told RN this week.

It was a timely discussion about summer profit opportunities in a week where temperatures soared around the UK, and this issue is therefore packed with ideas for making money during the heat and the summer holidays.

In our sugar confectionery feature, for example, Londis retailer Chris Herring and newsagent Kate Clark explain how they use prominent displays of bagged sweets to entice parents looking to treat their kids, festival-goers looking for supplies and boating holidaymakers in need of a sugar fix.

In the ale-themed My Local Hero, meanwhile, Welsh retailer Wendy Boyatt says stocking the local Purple Moose Brewery range makes her store a destination for tourists looking for evening tipples or gifts. She sells nearly 50 of these bottles a week.

Another retailer, Christine Hope, also shouts up the importance of social media to market ranges and stores. In the Lookbook, she explains how she uses Twitter, Facebook and Instagram to actively promote her tourist-themed, convenience and 200-plus local products. People don't expect rural shops to sell wide ranges like this, she told us. "I don't want people to think our village is a backwater. It's a thriving place."

Whether you sell slushes, kid's magazines, sweets, ales or a strong news and convenience range, summer is a great sales opportunity and this week's issue is your guide to making the most of it.

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"Holidaymakers like to try the local beers and then buy more and take them back as gifts"
Wendy Boyatt,
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BREAKING NEWS

Indies go marching onwards

The number of independent convenience stores has increased year-on-year for the past half-decade, but online food sales look set to intensify pressure, according to a report by the Local Data Company (LDC).

Research showed independent convenience store openings grew from 129 units in 2014 to 474 in 2016. Clive Black, head of research for Share Capital Markets, said: "The number of independent stores has increased and so entrepreneurship is far from dead in this nation of shopkeepers."

But LDC director Matthew Hopkinson warned competition looked set to intensify as options diversify in the longer term.

He said: "With Amazon extending its grocery delivery service to more than 300 UK postcodes and with M&S reported to be considering plans to branch out into online food sales, the so-far subdued online food market in Britain is ripe for expansion."

Camelot commits

Camelot has reaffirmed its commitment to independent retailers following the announcement of a strategic review due to an 8.8% drop in sales in the year to March 2017.

Camelot said the drop was due to poor sales of draw-based games, especially Lotto. A spokeswoman said: "We have some great initiatives lined up to really support the independent sector and we'll be looking to launch even more benefits."

She added that all independents will receive a visit from one of Camelot's sales executives over the summer to talk through the details.

Title planned for just four issues still thriving a year on New look helps title stand out

New European becomes tabloid after strong year

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Archant is relaunching its pro-EU title in tabloid format, one year after its first hit newsstands with an intended publication life of just four weeks.

The New European is now stocked in 26,000 stores in the UK and the publisher said sales are above target, with an uplift of up to 10% in the final four weeks leading up to the General Election.

The tabloid format will launch on 13 July. The change is a result of the Guardian's decision to close its Berliner format print press and the title



will now be printed in-house.

Circulation director Darron McLoughlin told RN the new look will help the title stand out on the newsstand.

"In our research 87% of our readers said they were either not bothered about the format, or that they would actually be more likely to pick it up if it was smaller," he said.

"It also means maximum impact for our front page designs which are becoming known for being quirky and often provocative and, with the Berliner format, you could only see half of it on the newsstand."

The change also means the title will now be released on a Thursday rather than a Friday.

Sales of the title's election special will not be known until next week,

but Mr McLoughlin said forthcoming Brexit developments are expected to boost sales further in the next year.

"There will inevitably be points where Brexit is absolutely the top of the political agenda which will create a number of leaps, but equally what we seem to be seeing is a growing momentum of people who are buying The New European every week," he said.

Letters are being sent to retailers across the UK this week explaining the relaunch and calling for new stockists, with PoS materials ready to be sent to any new sign-ups.



Bags of new sales for Cornwall store

Delivery staff at a Cornwall village store have updated newspaper bags after its new owners doubled newspaper sales in nine months following a rejuvenation of the store. Trudy Thomson, who took over Tywardreath Village Shop along with two other owners last year, said: "We are picking up a lot of business for newspapers and have employed four more paper boys and girls since we started."

Moving shelves can be licence breach

Thousands of retailers could be breaching their alcohol licence agreement without realising it, an industry expert has warned.

Speaking at the NFRN's annual conference last week, Gill Sherratt, founder and director of consultancy Licensing Matters,

said every alcohol licence issued by a local authority is linked to the floor plan of the store submitted at the time of application.

"A lot of retailers don't realise your floor plan is part of your application and if you move so much as one shelf your licence is invalid," she said.

"Councils often don't send out the floor plans when they send out the licences to save money on printing, so people don't know it's a criminal offence to change things and not notify them."

Narinder Randhawa, of Randhawa News in Birmingham, said: "I am

horrified by the idea so many members could be breaking their alcohol licences. This needs to be communicated to them as soon as possible."

A spokeswoman for the NFRN told RN a warning will be issued to all members as soon as possible.

Do food, says retailer as sales soar 30%

A newly-extended Premier store has seen a 30% uplift in retail sales just two months after its completion.

Dan Cock's Whitstone Village Stores in North Devon reopened in April after a £20,000-plus refit.

After a busy few weeks trying to recruit the right team for the new in-store restaurant and pub, Mr Cock said: "The right foundations are now in place."

Off-licence sales are up by nearly 60% and chilled goods by nearly 50%. "I'm seeing the growth I'd hoped for in key areas," he said.

Demand for the Sunday lunchtime carvery has been huge and on Father's Day Mr Cock's evening carvery was served for the first time.

"It's one of the best things we've ever done," he said. "We had 100 people in, plus takeaways and on-trade sales were up. After the meal, nearly all of those customers spent an average of £20 in the store area."

Margins on roasts are around 120% and leftover meat is used in salad boxes sold in-store the next day.

"If you've got the opportunity to do food, take the gamble and get a kitchen," said Mr Cock. "Customers today want freshly-prepared food."



'No change to business model', says Today's boss

A wholesale buying group has responded to a potential deal between supermarket giant Sainsbury's and symbol group Nisa, saying it has no plans to change its model.

John Kinney, retail director at The Today's Group, said: "Our strategy is about supporting independent wholesalers who service independent retailers and we value that independence in both of those channels."

"There's no plan for us to change our model. That's what we've been through-out our operation, that's what we'll continue to do, and that's what we're proud to do."

The comment is in response to reports that Nisa is poised to sign an exclusivity agreement with Sainsbury's, with a view to a deal believed to be worth around £130m.

Bestway and Co-op are also rumoured to have made their interest known in striking deals, as reported in last week's RN.

The revelations follow the proposed £3.7bn Tesco-Booker merger which was announced in January and have come at a time of great uncertainty for the industry.

Mr Kinney added: "We need to ask, what have we got that everyone seems to want? Are we making the most of it ourselves before others take a share of it?"

Booker boss Steve Fox says tax is 'evolution' for sector 'People definitely shop around now'

Minimum pricing tobacco 'big opportunity for indies'

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

The minimum excise tax is an "evolution in tobacco" that has created an opportunity for independents to entice shoppers away from the multiples, according to Booker managing director Steve Fox.

Speaking at the NFRN's annual conference, Mr Fox said Booker had conducted pricing research.

It had called multiples and independents every week for four weeks, starting from the week before the rules came into force on 20 May.

"Four weeks ago, about 75% of the multiples we called had a tobacco cheap-

er than £7.35," said Mr Fox.

"By last week the cheapest product on display anywhere was £7.35.

"That is creating an opportunity for independents because there are tobacco products you can sell for £7.35 and still get an 8% return on sale. This is an evolution in tobacco."

Manish Mehta, of Williams News in Streatham, London, said his sales are now returning to normal following a dip after the changes first came into force.

He agreed stores stocking a range of products around the £7.35 mark should benefit from price-sensitive customers.

"Sales dropped a bit straight after but they have been picking up again recently and we think it will continue to go up in the next few weeks," he said.

"People definitely shop around now. Feedback from customers has been that other shops have been charging more and they notice that and come to us."

Martin Ward, of Cowpen Lane News in Cleveland, said his sales volume had dropped slightly but that his profits have been maintained - indicating his margins for the category have increased.

"The pounds going through the till have

stayed about the same," he said.

A minimum excise tax was announced in Philip Hammond's March Budget announcement to target the cheapest packs of cigarettes. All packs now cost a minimum of £7.35.

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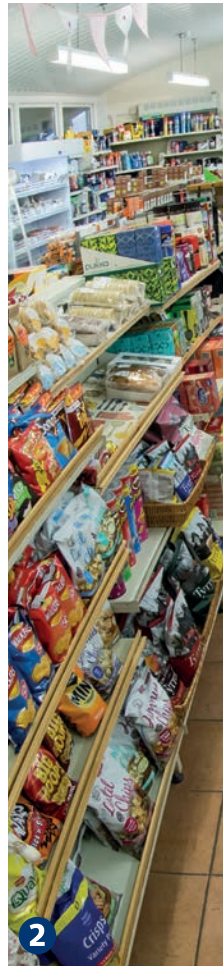
Connecting you to retail success

See page 6 for a top retailer's social media success story



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STORE LOOKBOOK



Great digital Hopes

By using social media Christine Hope reaches her loyal customer base and beyond to shout about her fantastic range. **Helena Drakakis** finds out how initiatives such as her #shoplocal30 campaign are playing a big part in this

How do you keep your offer fresh for local customers who have shopped with you for 15 years and also attract tourists new to your area?

This is the challenge faced by Christine Hope, owner of Hopes of Longtown in the rural village of Hereford.

Longtown is a tourist destination in the summer, so from April to October her 1,130sq ft store benefits from increased footfall and spend. But between November and April, weekly takings can drop by around £2,000, so keeping a steady stream of residents coming through the doors is paramount.

"Local customers are our lifblood and we know 90% of them by sight," says Christine. "If someone spends £30 a week then disappears that has a big impact, so we need to keep our offer fresh and relevant."

To attract both sets of customers, Christine has built an extensive range that caters for daily convenience shopping, gift purchases and essentials for walkers.

Newspapers and magazines sit alongside Ordnance Survey maps, walking guides, gift wrap, cards and books, and the store also sells gardening products, an extensive selection of alcohol and soft drinks, fresh fruit, vegetables and organic products.

Its standout range is more than 200 locally-sourced products, including gins, craft beers, flowers and chocolate, supplied by several specialist firms from within a

30-mile radius from the store.

With this vast selection a big selling point, Christine says regular marketing via social media such as Twitter, Facebook and Instagram and the store's website is crucial for raising awareness, and the energy she has invested in this earned her the Independent Achievers Academy's Digital Engagement award last year.

To promote local products, for example, Christine launched her online #shoplocal30 campaign via Twitter and Facebook, and the hashtag has become a talking point. In store, products are labelled under the same umbrella, providing continuity to the campaign.

"Putting money back into our village was the reason I went into business," she says.

Local products help Christine meet specific customer needs too.

"I have one customer who is coeliac, so I've just got in gram flour for her. We can't meet every request, but we try," she says.

Social media is used to promote these specialist ranges too. After seeing a post from a coeliac group recently, Christine commented, encouraging readers to try her range.

"People don't expect rural shops to sell products like this," she says.

With this in mind, and to promote the store's organic herbs, spices, milk, cheese and meat, Christine's store also took part in the national "Wake up to Organic" campaign - where consumers are encouraged to

“I learn through RN’s profiles how different shops understand their customers, meet their needs and make money through doing so” CHRISTINE HOPE



200+
local products are promoted via #shoplocal30

3



4

What you can learn

- 1 Christine uses Facebook, Twitter, Instagram and her store’s website to promote her range.
- 2 Hopes of Longtown’s range is designed to cater to summer tourists and village residents.
- 3 More than 200 local products are sold in Hopes, making the store stand out.
- 4 Social media posts about new local lines keep regulars intrigued.

INFORMATION

Location
Hopes of Longtown, Longtown, Herefordshire HR2 0LT

Size
1,130sq ft

Turnover
Up to £8,000

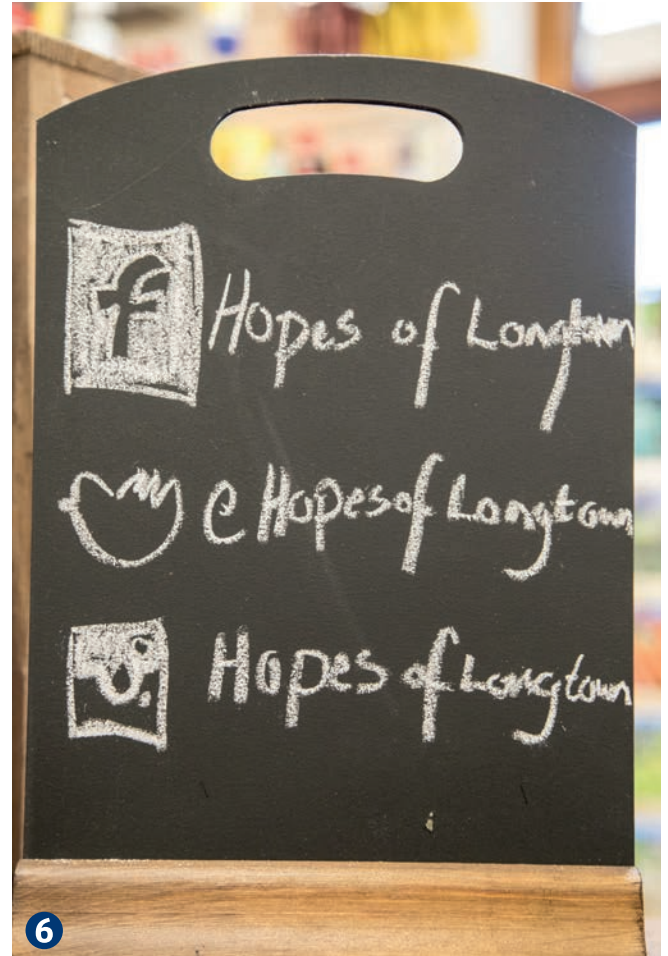
Average basket
£8.30



STORE LOOKBOOK



5



6

include organic products in their breakfasts – in-store and via Facebook Live last week.

Social media, she adds, also helps her promote her business values.

Several of her suppliers share her belief in local products, for example, so she links into their blog posts to easily share information about their ranges with customers.

This in turn helps her promote the local business community and the wider area.

“I don’t want people to think our village is a backwater. It’s a thriving place,” she says.

To this end, she also tells stories about her village and her family – recently added to by the birth of her daughter, Nola – through these channels to engage people with the business and the area.

Asked whether her online activity led to profits, Christine admits it hasn’t resulted in a dramatic rise. But it is helping her cement her store’s values of sustainability, environmental consciousness and its place in the heart of the Longtown community. And getting the message out to shoppers that there is something new to see each day is playing a vital role in attracting trade. “If customers know you, they assume they know what you do. But you need to communicate that you are ever-evolving,” she says. ●

What you can learn

5 Christine’s posts promote her store’s values of sustainability and environmental consciousness.

6 Customers are encouraged to connect to keep up-to-date with the latest news.

7 Christine is keen to get the message out to tourists and locals that her village is vibrant and thriving.



7



Want to see more of Christine’s store? Go to betterretailing.com/christine-hopes-longtown



A random bunch of Randoms arrived today – so juicy and sweet, thank you!

- Suzanne, Caithness

LOVING these fruity delicious sweets, taste as good as I remember from childhood, definitely recommend.

- Amanda, West Yorkshire

The new Rowntree's sweets have 30% less sugar. And you can't tell! Green is still my fave.

- Elizabeth, Birmingham

Randoms + Fruit Pastilles with 30% less sugar + just as tasty!

- Emma, Manchester

They are 30% LESS SUGAR!! I'm shocked, you can't tell at all. Fab job Rowntree's, they are delicious.

- Sally, Bristol

All gone in mins, so easy. 30% less sugar and we didn't even notice!

- Amy, Dorset



**30% less sugar,
100% fruity flavour.
Taste tested by the nation.***

No artificial sweeteners. Stock them today.

*Based on a blind taste test of 9000 people with 88.9% positive sentiment, March 2017, source: Social Studio, Rowntree's Facebook page. *Reg. Trademark of Société des Produits Nestlé S.A.



SYMBOL NEWS

Spar rolls out pricing initiative to stores

Spar's south west regional distribution company Appleby Westward is rolling out its lower wholesale price initiative across its estate to help its retailers remain competitive, increase sales volumes and build footfall.

The announcement, which was made at its 2017 tradeshow last week, follows cost savings carried out in the business last year, enabling it to offer an overall reduction in the cost of goods of £650,000. It aims to help stores compete on price for milk and key beer, wines and spirit lines.

Presenting at the show, managing director Mike Boardman said that in Appleby Westward's company-owned stores alone, the EDLP (Every Day Low Price) initiative had seen milk sales increase by 10% in the year, with wine sales up 37.5% and beer by 8.5%.

Dhamecha's ninth depot

Independent wholesaler The Dhamecha Group has announced the acquisition of a site in Birmingham for its ninth cash & carry depot with the aim of offering retailers more choice.

The new cash & carry will be located in the Smethwick area of the city and is scheduled to open by the end of 2017. It will supply a range of grocery products, confectionery, beers, wines and spirits, toiletries and tobacco for independent convenience retailers and caterers in the West Midlands. Chief executive Pradip Dhamecha said: "As part of our ongoing expansion program, the Birmingham branch will provide an additional destination of choice for customers in the West Midlands."



NFRN tie-in will offer data and advice 'Stores will benefit from extra category insight'

Family Shopper stores get free news advice in N3 trial

by Joe Cooper

RNreporter@newtrade.co.uk

Family Shopper has teamed up with the NFRN to offer free news category support to retailers.

Retailers under the fascia have been offered trial access to the newstrade promotions store network National Newsagent Network (N3) through Family Shopper's latest weekly bulletin and via visits from reps.

Set up by the NFRN in 2014, the network helps retailers drive sales with data and category insight. It was previously only available to NFRN members following payment of a joining fee.

Mo Razzaq, of a Family Shopper south of Glasgow, was approached by a rep earlier this month.

"I was offered a six-month free trial and took them up on it and they have already been in to tweak my magazine range and help me with the planograms," he said.

"News and magazines haven't been that high on my agenda because I don't have the expertise in those categories so this is exactly the kind of thing retailers like me need. It's good for convenience retailers.

"Traditional newsagents are obviously experts in that area but store owners who focus more on convenience, fresh and food to go, can absolutely benefit from the extra insight."

An article in Family Shopper's weekly bulletin outlined the benefits for retailers. These included a news and magazine range tailored to store space, inclusion in their schedule of promotions, removal of the need to return unrequested titles and reduced risk of missing titles due for return.

Amandeep Singh, of a Family Shopper in Barnsley, registered his interest after reading the bulletin.

"This category could do a lot more for me," he said. "It would be helpful to get those insights rather than

doing it myself."

Brian Murphy, the NFRN's head of news (pictured above), said: "The N3 Category Management offer to Family Shopper stores was borne out of the long-term close relationship between the NFRN and Booker.

"N3 prides itself on ensuring independent retailers can remain independent yet also enjoy the benefits usually reserved for retail groups."

Rob Butler, Family Shopper brand director said: "Initial feedback has been positive. N3 has demonstrated sales uplifts from the news and magazine category."

App will let TV viewers order food to go

An app which enables shoppers to order take-aways and food deliveries via smart TVs as they watch movies has been described as a good opportunity by retailers.

Filmnfood has been launched in partnership with Samsung and LG televisions in a bid to help retailers tap into a

new kind of technology and remain competitive against companies such as Deliveroo and JustEat.

Speaking to RN, Stephen Minall, head of food at Filmnfood, said it is targeting symbol groups and unaffiliated stores, highlighting the aim of Spar ready meals being made available through

the app as an example of how the partnership could work.

"Up to 45% of the population is moving away from traditional channels such as BBC and Sky and turning to iPlayer and Netflix," said Mr Minall.

"Those people who are registered and using our app have already entered

their details so they can order at any time using their remote - we're tapping into a new kind of technology."

Franck Casonato, of Giacomazzi in Kinross, Perth, said: "Retailers have just got to get people where they can and we know there is a demand there for delivery."

NEWS & MAGS

The Times Saturday edition outperforms year on year Investing in journalism means title has print future, says publisher

General Election news prompts sales spikes for quality titles

by Jennifer Hardwick

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The Saturday edition of The Times continued its sales growth in May as the General Election boosted readership of quality titles, the latest ABC figures show.

Year-on-year sales grew for the sixth month in a row and The Times was the only Saturday title to achieve higher sales in May this year compared to last year, despite its cover price rising from £1.50 to £1.70 in April.

Speaking to RN, Chris Duncan, The Times managing director, said the 2.1% increase followed strong sales on both weekend editions after the election results.

"Our readers don't want to be told how to vote, they want to know the political implications either way. During the campaign, we did a good job of exposing the inadequacies of both party leaders," he said.

"On the Friday the results were not in, but by the Saturday people wanted to read about what happened and by Sunday they were wondering what that meant."

He added Saturday edition sales had performed "slightly above" expectations following the price rise, with the weekday edition performing roughly in line with them.

"I still believe we have a future in print at retail and we will keep investing in the journalism that makes people want to pick it up," he said, adding likely leadership elections should provide further sales boosts.

The Financial Times also experienced an election boost, with a 2.7% month-on-month rise on its daily and Saturday editions.

The title's chief marketing officer Colin Hornby said: "In complex and uncertain times, readers turn to the FT for a trusted and complete perspective on the news."

Frontline support

Bespoke ranging carried out in more than 1,500 independent stores by distributor Frontline has led to sales growth of up to 7%.

The changes, trials of which started more than two years ago, mean poor-performing titles are removed and new titles are added based on each store's sales.

"Specific sub-categories perform differently to others. To create a vibrant and positive magazine fixture in your store, you need to understand your customers," said Frontline managing director Frank Straetmans at the NFRN's annual conference last week.

"Although based on very complicated algorithms and rich data, the simplest way

to explain it is we use big data to build a store-specific magazine range to maximise your opportunity. Local ranging increases sales, reduces shrink and time spent on the category and therefore should deliver a far more profitable category to you."

Mr Straetmans added the local ranging formula has been applied to stores ranging from small units to large grocery shops, with sales rising from between 3% and 7% in every case.

The changes, trials of which first started more than two years ago, mean poor-performing titles are removed and new titles are added based on each store's sales data.

May Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	579,893	-2.6%	-12.9%	£86.9	580,936
Daily Record	142,841	-0.8%	-12.2%	£21.4	142,841
Daily Star	432,964	-1.2%	-15.8%	£31.4	432,964
The Sun	1,351,346	-4.1%	-10.6%	£150.7	1,471,014
Daily Express	358,786	-1.0%	-7.1%	£47.8	358,786
Daily Mail	1,185,006	-1.0%	-6.8%	£171.8	1,249,874
Daily Telegraph	376,348	-1.3%	-12.7%	£129.5	438,450
Financial Times	33,127	2.7%	-4.9%	£17.9	54,877
Guardian	126,344	0.6%	-7.7%	£55.6	126,344
i	211,460	0.8%	-3.8%	£25.4	268,950
Times	317,794	-1.2%	-2.4%	£109.3	416,667
TOTAL	5,115,909	-2.0%	-9.6%	£848	5,541,703

May Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	741,508	-5.2%	-12.3%	£167.6	742,551
Daily Record	170,092	-3.6%	-11.3%	£36.4	170,092
Daily Star	394,574	-7.0%	-14.5%	£47.7	394,574
The Sun	1,803,113	-6.1%	-9.2%	£270.1	1,922,781
Daily Express	452,025	-2.5%	-10.4%	£77.5	452,025
Daily Mail	1,984,945	-0.2%	-4.0%	£416.8	2,049,813
Daily Telegraph	542,249	-1.1%	-7.1%	£260.3	604,351
Financial Times	70,500	2.7%	-1.6%	£55.8	92,250
Guardian	280,556	-0.4%	-7.3%	£179.0	280,556
i	200,766	0.5%	-0.8%	£28.9	258,256
Times	487,291	-1.1%	2.1%	£194.7	586,164
TOTAL	7,127,619	-3.0%	-7.4%	£1,735	7,553,413

May Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	157,329	-1.6%	-14.4%	£56.2	157,329
Sunday Mirror	533,251	-0.9%	-16.0%	£168.0	533,251
People	208,567	-0.3%	-16.3%	£65.7	208,567
Daily Star Sun.	245,241	-2.2%	-22.7%	£48.8	245,241
The Sun	1,191,282	-4.0%	-9.9%	£250.2	1,319,097
Sunday Express	328,908	-0.4%	-7.3%	£97.5	328,908
Sunday Post	135,706	-1.6%	-12.4%	£45.6	136,244
Mail on Sunday	1,119,435	-0.4%	-7.6%	£399.6	1,180,183
Observer	177,670	-2.1%	-6.0%	£130.6	177,670
Sun. Telegraph	312,593	0.1%	-7.3%	£142.2	346,916
Sunday Times	675,632	1.3%	-0.6%	£354.7	776,134
TOTAL	5,085,614	-1.3%	-9.8%	£1,759	5,409,540

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

PRODUCT TRENDS

Coors 60 sec shop app boost for sales

More than 1,500 independent retailers are achieving an annual sales boost of between 7% and 30% by following advice issued through Molson Coors' category management app.

The figures have come from the multinational brewing company, which also said around 3,000 stores have signed up to its 60 Second Shop app since it launched 18 months ago.

Insight available on the app includes the fact 85% of cider shoppers are more likely to make a purchase if there is a promotion or special offer available.

Clare Vinter, Molson Coors' head of customer marketing, told RN usage of the app was also helping the firm build a better picture of the support and information retailers require in the beers and cider category.

"We can see they're coming in with a real purpose," she said. "Longer term, it's about how we interact and connect with retailers."

Clean up on larger packs

Independent retailers are reporting rising sales of larger laundry packs.

This comes as RN's What to Stock report revealed the trend earlier this month, with Surf, Persil, Bold, Ariel and Daz packs all rising up the sales charts.

Dennis Williams, of Premier Broadway Convenience Store, Edinburgh, said large boxes of washing powder were a big draw for his customers.

"People buy with their eyes and like that they can stretch them further. They like the value for money," he said.

Tesco, likewise, is to cash in on the trend with the launch of a series of big packs as part of its Brand Outlet discount aisle initiative.



Philip Morris begins IQOS device roll out to stores

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Philip Morris has begun to roll out its heated tobacco device IQOS across London stores, nearly seven months after its initial launch in the branded Soho store.

The electronic device, which heats specially designed tobacco sticks at a low temperature, is now available in a limited number of small wholesalers in the capital as its expansion across the country begins.

Speaking at the NFRN's

annual conference last week, the company's marketing director for the UK and Ireland Ebru Alpay Oraman said retailers will be crucial in ensuring the product's success here.

"Customers will need advice. We know how much your customers trust you, particularly when you are the only store in a community, so we know we need your advocacy and your help," she said.

The company has already rolled out IQOS across 23 countries worldwide.

Asked when the product

would be available outside London, Ms Alpay Oraman said she could not give specific dates for country-wide distribution, adding: "We have decided to go for a step-by-step expansion. At the moment all our sales reps are in London focusing on how to roll out the product there and we will do that again with the next city we go to."

News on the Wharf stores, in Canary Wharf, began stocking the sticks - branded HEETS - last week and will stock the heating devices in the

next few days.

Owner Peter Wagg said: "Philip Morris is sending in people to talk to our customers about how to use the devices when we get them in, and we will get IQOS stands and PoS too.

"As I understand it they want the expansion to be customer-driven rather than marketing-driven, so they are starting with a few stores. Then, when people see other people using them they will ask about them and that's where the demand comes from."

Kerry's brand tour targets millennials

Kerry Foods is taking its Fire & Smoke brand on a nationwide tour to engage with consumers, particularly the brand's key demographic of millennials.

The company described its #pitstop tour as an "experiential campaign" with tastings of the Fire & Smoke portfolio, alongside interactive games, music

and photo opportunities.

The tour includes a Monster Truck UK Nationals event, a number of Tough Mudder obstacle races and a short residency in Boxpark - a shopping and eating area in east London.

Tom Willcock, Fire & Smoke marketing manager, said: "Fire & Smoke

is built on a really strong brand proposition - craft, authenticity and the great-tasting flavours of southern America. It's attractive for millennials - we know they really like big, strong flavours."

The company is also investing in a social media campaign targeted at younger consumers. "Mil-

lennials have grown up in the digital era and they are the first to actually experience digital from an early age, whereas the rest of us have grown into it. Instagram and Facebook are really important. It's about talking to them where they are," said Mr Willcock.

● *Expert Briefing*, p24.



“

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

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RN

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BRAND SNAPSHOT



No fizz is the biz

Coca-Cola European Partners has launched a non-carbonated energy drink. Hydro is available in three flavours, in a 550ml resealable bottle.



Cycle hero's got bottle

Five-times Tour de France winner Miguel Indurain has provided the inspiration for a series of limited edition labels for Chilean wine Cono Sur.



Heineken fun in the sun

Heineken is helping retailers target summer occasions such as barbecues and picnics with grab handles on 10-can packs of its Old Mout cider.



Tastier Old El Paso

General Mills has improved the ingredients in Old El Paso Nacho Dinner Kit and Nachips. Original, Salted and Chili packs now come in 185g packs.



Rollover for breakfast

Hotdog company Rollover has partnered with Wall's to introduce an All Day Breakfast Sausage Baguette for the breakfast-on-the-go trend.



New Sensations

PepsiCo is updating Sensations' packaging design and adding three new flavours, supported by carnival-themed TV ad which runs until mid-August.



Lower-carbs Hovis

Hovis has created a lower-carbohydrate range. Available in white, wholemeal and seeded varieties, they contain 30% less carbs than regular loaves.



Limited edition M&M's

Mars will launch a limited edition M&M's Peanut & Hazelnut flavour in July. The 90g treat bag is available in a £1 priced pack.



Kinder's coconut special

Ferrero's Kinder Bueno is available in a special edition coconut variant. It has an RRP of 74p and is available in case sizes of 30.



Natural Goodness

New Go Ahead! Goodness Bars are made with natural ingredients and no added sugar. The two flavours have an RRP of £2.29 for a four-pack.



A Despicable promotion

A Despicable Me 3 promotion appears on Hovis Best of Both and Soft White. The film is released on 30 June and the offer runs until September.



Mondelez on holiday

Mondelez has created Cadbury Mini Eggs on Holiday, limited edition summer packs of Mini Eggs. The new packs contain only yellow eggs, and prizes for 5,000 shoppers.



TOP TIPS FOR SUCCESSFUL IN-STORE SALES FROM DIAGEO

In the final instalment of the Inspire, Display, Sell advice columns from My Store Matters, Diageo looks at how retailers can grow sales by improving the value perception of alcohol in their stores.

SELL

Sets out a series of key recommendations for retailers to effectively achieve this within the convenience channel.

The three key elements of this advice are:

1: PMPs

Stock PMPs to reassure your customers that they are getting value for money on their favourite brands.

2: PROMOTIONS

Run promotions both from shelf and in off shelf space at key times of year to drive impulse purchases and boost perception of value amongst shoppers.

3: UPSKILL STAFF

Staff initiated conversations can triple sales. When it comes to alcohol, train staff and ensure they can talk to customers confidently about the category, encouraging them to trade up and drive associated purchases.

PMPs ON PRE-MIXED DRINKS



Since implementing the advice into his Grocery Station store, Layaes Miah says, "I never used to stock PMPs, even though I would see other shops doing so, because I didn't really understand the benefit. However, I recently started stocking Smirnoff PMPs and have since introduced others after witnessing first-hand that consumers trust them more. This has had a really positive impact on sales."

For more information on Diageo's NEW My Store Matters advice, visit WWW.MYSTOREMATTERS.net or speak to your local rep today.

for the facts drinkaware.co.uk

WHAT'S NEW



Tideford Organics

Tideford Organics has added two new soups to its range ideal for summer: Summer Pea, Coconut and Turmeric and Gazpacho Andaluz with Cucumber & Red Pepper.

RRP £2.99 (600g)

Contact 01803 840 555/info@tidefordorganics.com



Dr. Bronner's

Dr. Bronner's is America's number one natural soap brand in the UK. Its 237ml liquid soap is its bestseller and comes in a range of scents including Peppermint, Rose and Eucalyptus.

RRP £6.99

Contact 01403 786460



Chewsy

Made with only five ingredients, including chicle gum for a soft chew and xylitol for healthy teeth, Chewsy gum is 100% natural, sugar-free and biodegradable.

RRP £1.49 per pack

Contact chewsygum.co.uk/hello@chewsygum.co.uk



Tea People

The specialty tea company has introduced new flavours including Coffee Truffle black tea with cocoa pieces and coffee beans, Carrot Orange Rooibos and Pineapple Green tea with Matcha.

RRP £5.95 (100g)

Contact info@teapeople.co.uk



Little Turban

Little Turban's Indian cooking sauces are available in Lababdar Curry, Kashmiri Rogan Josh, Makhani Masala, Naga and Mango Curry and Goan Fish Curry.

RRP £3.99 (350g)

Contact 07540 457 782/info@littleturban.com



Quoats

Quoats instant porridge pots are made with British quinoa, oats and flax, available in Original, Date and Pecan and Coconut and Raspberry flavours, and ready in three minutes.

RRP £2 (60g)

Contact 07507 492835/jen@quoats.co.uk

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



Fori

Full of meat and paleo-friendly, Fori protein bars are a savoury alternative to traditional snack bars. Available in Chilli Beef, Moroccan Lamb, Piri Piri Chicken and Thai Turkey flavours.

RRP £2.49 (69g)

Contact epicurium.co.uk



Gusto Cola

Gusto Organic Real Cola is all-natural and Fairtrade, using organic blue agave from Mexico. There also a Gusto Naturally Slim Cola at just 55 calories a bottle.

RRP £1.89 (275mL)

Contact us@drinkgusto.com

Focus

Crisp alternatives

Crisps are a convenience store staple, but adding alternatives can capture both health-conscious buyers and those looking for something a little bit different. This week, RN looks at three options for your range.



Brown Bag

Potato chips brand Brown Bag has added Veggie Crisps to the range. The beetroot, carrot and parsnip crisps are gluten-free, dairy-free and suitable for vegans and vegetarians.

RRP £1.20 (40g)

Contact 01932 569 359/ philandviv@brown-bagcrisps.co.uk



Supermoons

Available in either Salt & Vinegar or Cheese & Onion flavours, Super Moons Crunchy Lentil Puffs are vegan, allergen-free and contain only 0.3 grams of saturated fat and 0.2 grams of salt.

RRP 75p (20g)

Contact epicurium.co.uk



Well & Truly

Less is Moreish is the motto of this snacks brand, which has introduced Crunch Cheese Sticks and Crunch Sour Cream & Onion Snacks that are vegetarian, gluten-free and lower in fat.

RRP 99p (23g), £1.99 (100g)

Contact epicurium.co.uk

Dean Holborn

Holborn's, Earlswood, Surrey

There was a craze for popcorn such as Metcalfe's and Propercorn, and vegetable crisps such as Tyrrell's are also very popular. People are looking for healthier alternatives and they also like to try new things and we create the space for them to do so.

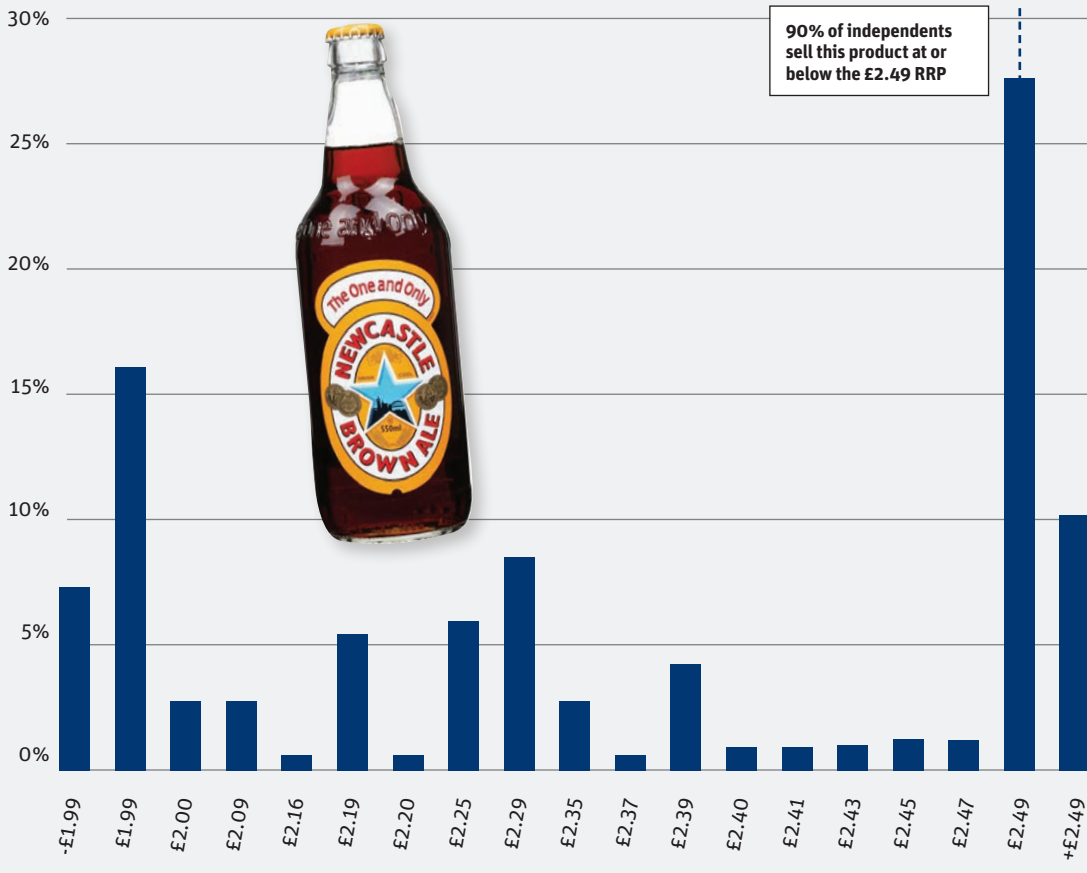


PRICEWATCH

Profit checker Ales

Price checker

NEWCASTLE BROWN ALE 550ml Price distribution %



Analysis

Ales present a split picture – retailers who have students and tourists as their customers report growing sales, while others have found the category more sensitive. What unites them is the fact the majority adhere to RRP

or price below it, and find promotions such as three for £5 are great sales drivers. In the case of Newcastle Brown Ale on our Profit Checker chart, 27.5% stick to the RRP of £2.49 while 62.8% price below it. Khuram

Pervez sums up a common picture – while single cans can reap a 30% margin, the rate of sale hike created by multibuy makes a drop of up to half to around a 15% margin worth this sacrifice.

PRODUCT
Guinness Draught 4-pack 440ml
John Smith's Extra Smooth 4-pack 440ml
Newcastle Brown Ale 550ml
Sharp's Doom Bar Amber Ale 500ml
Guinness Draught 440ml
Guinness Original 4-pack 500ml
Old Speckled Hen 500ml
Guinness Foreign Extra Stout 330ml
McEwan's Export 500ml
Hobgoblin Strong Dark Ale 5.5% 500ml
Fuller's London Pride Bitter 500ml
Spitfire Premium Ale 500ml

How we drive our profit

Anish Parekh

STORE Londis Broadoak & Post Office
LOCATION Ashton-under-Lyne, Greater Manchester
SIZE 1,000sq ft
TYPE main road

TOP TIP
 Look for what you can buy on offer and then put on a three for £5 promotion



Customers like to mix and match their ales. Brand loyalty isn't as strong with them as it is with lagers so I change my range regularly to keep things fresh. With Newcastle Brown, we sell just below RRP at £2.25 because ales aren't as popular as they were a couple of years ago. We can still get a 16-20% margin at this price, though. We see what's on offer in the Londis catalogue or at the cash and carry. Spitfire, Master Brew, London Pride and Newcastle Brown are all popular. It's mainly over-30s who buy them as they're a little bit more expensive.

Meten Lakhani

STORE St Mary's Supermarket
LOCATION Southampton
SIZE 2,800sq ft
TYPE main road, city centre

TOP TIP
 Don't have ales dotted around. Give them a dedicated space to catch peoples' eye



Newcastle Brown is still popular due to its association with football, but I keep it at £1.99. If it's more than £2 it becomes undesirable and people just switch to the cheaper ales instead. Ales don't provide massive turnover but people do expect them to be in the store. We sell around 36 bottles a week and get a 13-14% margin if it's a three for £5 deal. We are based close to student accommodation and I've noticed they're drinking a lot more ales now. Since we had a revamp a couple of years ago we've given over a one-and-a-half metre section in the fridge to ales.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL SCOTTISH VILLAGE POST OFFICE & STORE	RETAILER 2 BIRMINGHAM SUBURBAN POST OFFICE & STORE	RETAILER 3 CORNISH VILLAGE POST OFFICE	RETAILER 4 LARGE NORTHAMPTON SUBURBAN C-STORE	RETAILER 5 LARGE C-STORE IN NORWICH SUBURB	RETAILER 6 SOUTH COAST SEASIDE STORE
£4.79	£4.89	£4.89	-	£4.89	£4.89	£4.89	-
£4.61	£4.65	-	£4.65	£4.65	£4.65	£4.65	£4.65
£2.23	£2.49	-	£2.15	£2.65	-	£2.25	£2.69
£2.41	£2.49	£2.49	-	£2.69	£1.99	£2.25	£2.69
£1.48	£1.59	-	£1.50	-	-	-	£1.29
£4.95	£6.29	-	£4.50	-	-	£6.79	£6.29
£2.40	£2.49	£2.49	£2.20	£2.59	£2.25	£2.45	-
£1.61	£1.95	-	-	-	-	-	-
£1.47	£1.59	-	-	-	-	-	£1.39
£2.18	£2.19	£2.39	£2.00	£2.39	£1.99	£2.25	£2.39
£2.49	£2.49	£2.49	-	-	£1.99	£2.25	£2.59
£2.32	£2.39	£2.49	-	-	£1.99	£2.25	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Wendy Boyatt

Premier Morfa Stores, Harlech, Gwynedd

Purple Moose Brewery range – £2.80 per bottle



Where did you discover them?

The brewery is only six miles away, in Porthmadog, and it's very common round here, especially in the pubs. It started brewing in 2005 and its ales are award-winning. People were asking for them a lot. I called the brewery two years ago and we got them in the same week.

Who buys them?

Lots of locals buy them and so do holiday-makers. They like to try the local beer and then buy more and take them back as gifts, so they'll buy two or more to try the different types. On an average week we sell four cases of 12 bottles and we stock them in and out of the chiller. I call the brewery on a Wednesday and we have the delivery the next day.

Why are they so successful?

People like to buy something that's made in the area. Ale drinkers tend to want something different compared to lager drinkers, who might just buy what's on offer. They are the best-selling ales here. Even when we have other ales in on Premier offers, the Purple Moose range still sells better. We have four rows of the beers – the Snowdonia and the Glaslyn permanently then two more which we change, depending on the season. We sell them at RRP and don't do any multibuy offers, so we make a 30% margin.

Khuram Pervez

STORE Family Shopper
LOCATION Newcastle-upon-Tyne
SIZE 3,000sq ft
TYPE main road

TOP TIP

If you're running a promotion, make sure customers are aware of the value factor with good labelling



Newcastle Brown used to be the only ale we'd stock but ales are absolutely massive now and customers are aware of the all brands. Last year, real ales were really popular, but now it's the new Smirnoff cider bottles. We sell Newcastle Brown at RRP and can get a 30% margin on single bottles and 15% on a three for £5 deal, and sell about 24 per week. We get pretty much everything Booker has to offer. Once customers get a taste for which ales they like they will come back for more. We have two universities nearby and ales are really popular with the students.

Lisa Leadbetter-Cooper

STORE Open all Hours
LOCATION Keswick, Cumbria
SIZE 1,000sq ft
TYPE town centre

TOP TIP

Offer to put ales in a gift box with a free glass – it's great for occasions like Father's Day



We sell absolutely loads of ales.

Tourists come in and can't believe such a little shop has such a wide range. We sell Newcastle Brown at RRP and can make up to a 32% margin on a single bottle. Customers who buy a quality newspaper at the weekend prefer a finer beer. We have two bays stocked with ale. We used to have three but had to make way for other products in the store. We support all the local microbreweries, which is popular with the tourists, and we speak to the brewery every week. Three for £5 promotions work well with these products.

YOUR NEWS

Spirited solution for vodka slushies

A Scottish retailer is using a new revenue stream to boost his sales.

Ferhan Ashiq, of Shads Supermarket in Edinburgh, began selling vodka slushies four weeks ago, following a conversation with a fellow retailer at Newtrade's Local Shop Summit 2016.

Mr Ashiq sells around 100 slushies a week - 20% of which are alcoholic. He charges £2 for a medium and £3.59 for a large - which contains two shots of vodka - with a profit of 60%. "I thought for a new venture I would go for something decent so chose Russian Standard," he said.

Customers are not allowed to consume the alcoholic variants on the premises and the lids must remain on until they have left the store.

HND boost by 2.30am deliveries

A HND operator gained 500 customers in 12 months after he began receiving his newspapers at 2.30am.

Raj Wadher, of Upton News in Slough, was selected, along with five other retailers last year, to receive the first edition of titles being sent to nearby Heathrow Airport. The move was part of a collaboration between all the newspaper publishers.

The business now delivers to 2,500 addresses.

"Our deliveries can always be sent out on time and our customers are happy," said Mr Wadher. "Every day we get new customers."

Four retailers remain in the early delivery scheme, with the other three located close to Gatwick.

Retailer knew families who perished in tragedy 16-hour shift to assist local community

C-store boss mourns lives lost in Grenfell Tower fire

by Joe Cooper

RNreporter@newtrade.co.uk

A London retailer has spoken of his "sorrow and sadness" after friends and customers perished in the Grenfell Tower fire.

Kalpesh Parikh, of Mary Place Store in Kensington, gave out water and sandwiches to survivors and relatives after arriving at the shop at 6am to see the tower ablaze.

"I couldn't get in on the normal road," he said. "I saw the tower and thought 'this is so, so bad'. The street was like a war zone.

"Relatives were outside sobbing and screaming. People were inside flashing their lights but later they stopped. It's so sad."

Mr Parikh has owned the store for 22 years and knew many of the families, including parents who dropped their children off at the school next door.

He said customers had told him of their safety fears at the block over the years. The death toll from the tragedy stood at 79 as RN went to print.

"One of the teachers from the school was trapped and didn't make it out," Mr Parikh said. "Another man jumped from the 24th floor and died.

"But a taxi driver who



comes here every day made it out, though he had burns. He lives on the 16th floor. He came in because he knew I would worry.

"Another person jumped from the third floor and survived."

Mr Parikh's staff manned

the store as he put in a 16-hour shift aiding the relief effort, donating toiletries and nappies to the nearby shelters.

"I am part of the community here," the father-of-two added. "People can come into my shop and whatever

help they need, they will get it. I can't bring back the lives lost but I can at least provide support.

"I don't like looking over my shoulder as I can see the tower. I will never forget those few days for the rest of my life."

Shop sales up 2% in weeks without PayPoint

A retailer who has been without PayPoint for more than a fortnight after his terminals went down has seen a 2% uplift in his sales.

Barrie Seymour, of Londis at Littlewood, in Liversedge, told RN since his till-integrated 'peapod' terminals stopped work-

ing, his turnover remained stable in the first week and had increased in the second. However, he said the store "does very well" with Collect Plus, and with all the services combined Mr Seymour earns up to £150 a week.

Since his PayPoint terminals have been out of

action his staff have faced a barrage of abuse from customers. "The grief my staff are getting is phenomenal," he said.

Despite the uplift, he feels he should offer PayPoint services because there is clearly a demand from his local community. "If we're not doing it there's

a queue out the door at the shop down the road."

Mr Seymour told RN his problems started when a software update was implemented. PayPoint said it is working with him to resolve the problem but believes it is due to a connectivity problem, unrelated to its software.

High Hopes for organic breakfast giveaway

A breakfast morning devoted to organic produce has raised customer awareness of the wide range in a Herefordshire retailer's store. Christine Hope took part in the nationwide Wake up to Organic day last Tuesday by offering bread, marmalade and cereal outside Hopes of Longtown. She also invited a local producer to explain why she was going organic. "People might think we'd only have a few lines of organic in a little village shop but we have more than 100," said Ms Hope. Photographs from the official campaign pictured.



Retailers express Brexit worries 'International students are really important'

Stores' concerns over immigration changes

by **Charlie Faulkner & Tom Gockelen-Kozlowski**
charlie.faulkner@newtrade.co.uk

Retailers have raised concerns over the repercussions a crack-down on immigration laws could have on their stores, highlighting the value of international students to their businesses.

The responses come as prime minister Theresa May faced new calls to drop her election pledge to slash immigration numbers, following a report published by consultancy RepGraph.

Speaking to RN, Paul Stone, owner of seven Spar stores around Manchester, said international students were vital to his business.

He adapts his offering to meet the needs of local university students – a large number of whom are from abroad.

"Foreign students turn up with a suitcase and a load of money," said Mr Stone. "They don't bring duvets with them so we provide those kinds of items. Even things like yucca plants, four-way mains and international adapters are quite hard to get at places other than airports, so we sell thousands of those."

He added: "International students are really important for stores like mine and we'll feel the effect if immigration laws limit their numbers."

Mandeep Singh, of Premier Singh's in Sheffield, said up to 65% of customers using his stores' Premier app are students.

"We launched the app five months ago and it brings in about £2,000 a week on top of sales in our three stores.

"We get a lot of students, particularly from China,

ordering through the app and asking for products we don't stock, so we're looking at introducing new items to meet their needs.

"We see the app as a game-changer and with a high percentage of students. If immigration was restricted, we'd have to look at that again as demand would obviously drop."

Meten Lakhani, of St Mary's Supermarket in Southampton, has student halls located near to his store. "Students make up about 30% of my customers, so they're vital to the business, and any changes to immigration policy would definitely have a negative effect."

The prime minister has pledged to cut net migration to less than 100,000 a year following Brexit, controversially including international students in this figure.

ACADEMY IN ACTION

INDEPENDENT
Achievers Academy

Coca-Cola
EUROPEAN PARTNERS



Three month follow up:

Effective Ranging

In March, the IAA visited Hitesh Modi's Shop in Chesham to help improve his range. Three months on, we ask how this advice has helped

IAA ADVICE

- 1 Add more no added sugar variants to offer consumer choice
- 2 Identify new range opportunities in children's toys and local products
- 3 Conduct a customer survey to understand customer preferences

HITESH SAYS

Tina's visit was incredibly useful. She suggested we broaden our chilled drinks range so on the back of this advice, we've introduced no-sugar and low-sugar drinks, including Coca-Cola Zero Sugar. These have been selling steadily since I added them.

I liked the idea of adding local products so we've decided to start selling craft beers. I've also met with suppliers to look into stocking cards with landscapes of the area, and we'll be introducing more party products – like balloons and banners.

Your action plan

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

YOUR VIEWS

YOUR LETTERS

The Guardian would be better off sending vouchers to Times readers

I have a customer who has been, quite happily, a Guardian subscription reader for the last 10 to 15 years. However, on top of that, the paper has sent him vouchers. These vouchers really should be sent to people who aren't already subscribers. It has done it for many years, though. Why?

I spoke to someone at the Guardian and was told the vouchers aren't really valid for subscribers. Well, I don't want to have that awkward conversation and refuse my long-standing customer £13 off.

The vouchers should be going to someone who reads The Times or Telegraph but the Guardian does it on a regular basis and it's not doing me or them any favours. It seems absolutely ridiculous.

Graeme Pentland
Ashburton News, Newcastle

The Guardian did not respond to RN's request for a comment on this letter.



Guardian vouchers really should be sent to people who aren't already subscribers. It has done it for many years. Why?

Graeme Pentland



Will the smaller Guardian come with a matching lower cover price?

The Guardian is changing format amid continuing losses at the newspaper group. Does this mean it will also bring its ridiculous cover price down to a more affordable one? Casual sales of this title have all

but disappeared. But I suppose it has nothing to do with the totally out-of-touch £2-a-day price tag?

If the paper is that skint why is it giving £7 worth of vouchers away each as well as subscription offers?

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

The Guardian did not respond to RN's request for a comment on this letter.

YOUR SAY How important is it for your sales to ensure you're offering chilled craft beer?



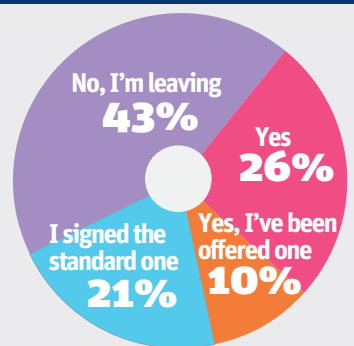
Dee Sedani
One Stop, Matlock
Everything in the store gets chilled apart from the 24-packs. For convenience stores, beer has to be chilled - I don't want to go into a shop and pick up a warm beer. It's a nightmare for us when the chiller breaks down. In the supermarkets beer is hardly ever chilled so it's important ours is. The store is only 1,000sq ft but we've got a shelf of craft beer and stock all of One Stop's top sellers.

Adam Hogwood
Budgens of Broadstairs, Kent
We've got two and a half metres of chilled beer, with our four best-selling lines of craft beer in there - Beavertown's Gamma Ray and Neck Oil, a local beer called Spratwaffler and one that we rotate. We're one of the cheapest

places around - we sell Neck Oil at £2.39 - and people travel to us, so we want to make sure we have it chilled. We have the craft beer away from the other beers on offer, to reduce dwell time.

Donna Weragama
Bargain Booze, Mutley Plain, Plymouth
We only have our white wine and lager chilled. People want to be able to take these home and have them straight away. We just don't have the space to chill more as one of our chillers has broken down - I would consider putting the craft and international beer there if we did. Still, around 90% of the people who come into the shop walk out having bought something. Customers come here for our prices.

RN READER POLL



Would you sign a new PayPoint contract if you were offered a bespoke deal?

NEXT WEEK'S QUESTION
Are you confident your store layout does not breach the terms of your alcohol licence agreement?

Vote now at
betterRetailing.com



SMITHS' CHARGES FOR MAGS I DIDN'T GET IS SHODDY BUSINESS PRACTICE

Smiths News "ghost charges" customers for magazines they haven't received.

I am fed up with this type of this shoddy business practice.

On 2 and 11 June no copies of Le Monde were sent to me, so why was I charged for two copies? Smiths must credit me and be honest.

Why do wholesalers try and deceive people like me who have been running a business for

many years?

They can't just lie to us. I know their core business is declining but that doesn't mean they can try and reap extra money from retailers.

If they can't manage it then maybe they should pass it on to someone who can.

Jack Bhatt
Universal Newsagent
Highbury Station
London

A Smiths spokeswoman said: "We

have contacted Mr Bhatt directly to apologise for any inconvenience caused and ensure the issue is resolved to his satisfaction."

100 YEARS AGO
23 June 1917
The effort to get Sheffield City Council's resolution to suppress Sunday trading rescinded was not successful. Traders continued to fight it.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



These last two weeks have seen a major upset in Eccleshall, after the newsagent was closed down at very short notice – apparently due to financial problems. The only other place for people to get papers is the local Co-op. However, they don't do home deliveries. People have asked me if I could deliver to them but I'm afraid I'm unable to cope with any more miles or houses.

Another problem is that some people have left all of their Times or Telegraph vouchers at the shop each time they have received them in the post, then popped into the shop to pay for delivery once a month. Now they're unable to access their remaining vouchers. I have suggested they contact the respective publishers, explain what has happened and see

if they can reimburse them in some way.

It was the Staffordshire County Show last week. There were record crowds through the gates. For once the weather was a great help – it was wall-to-wall sunshine on both days.

We are having a family garden party on Sunday. It is a double celebration as my niece is 50 and my brother is a very spritely 90.

It won't be all that long now until the combine harvesters start trundling along the lanes. The winter barley is beginning to turn into its golden colour quite quickly now. Where does the time go? I know I could do with, as the Beatles once sang, Eight Days a Week – maybe then I would get everything that needs doing done.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Love the quote "Be the best you can be" @JackMatthRetail a real insight into how to successfully run a family business #WeSayNisa

Steve Leach
@first4retail



Our new delicious drinks for the summer are going down a treat

pughsonwye
@pughsatlondis

Come on guys let's make it a Spar bbq this weekend, at broadfield drive we have some fantastic bbq ideas

julie orritt
@rottweilers2009



We love to #shoplocal. If you share your favourite #Tickhill finds we might buy them for you. #WDYT

Taylor of Tickhill
@tickhilltaylor

Marcia at Deardengate News loves two things; High-viz and #SunSavers! She's now ready for the launch & can be seen from space! #safetyfirst

Paul Tierney
@Paul_NewsUK



#creative #westallotment #convenience #nfrn Made me smile on yesterday's visit. He used to be Singhsburys

Mark Wilkinson
@MarkNFRN



EXPERT BRIEFING



Tom Willcock

Kerry Foods

Kerry Foods' Fire & Smoke brand has been building its presence across all grocers over the past 18 months. Its marketing manager Tom Willcock explains why the US-inspired meats range will help independents meet a new generation of customers



Millennials are our real focus for this product

Fire & Smoke is built on a really strong brand proposition – craft, authenticity and the great tasting flavours of southern America. It's something that's attractive to millennials – we know they really like big, strong flavours.

More traditional products are great, and do have a role within convenience, but products such as Fire & Smoke offer something that really meets the needs of this particular demographic.

Retailers need to reflect changing shopper behaviour

Shoppers today top up all the time – millennials, in particular, are less likely to do a regular weekly shop so it's really important for independent retailers to stock a range that supports the needs and missions of their local community. We believe this product really does this.

We all graze now. Gone are the days where people have three square meals in the day. We all want to be healthier. Fire & Smoke does offer that quick solution.

Flavour has to be a key driver

We're very much rooted in the Deep South of the USA and the Kentucky barbecue flavour.

Fire & Smoke is staying very true to that area – everyone loves the adventure, everyone loves the aspiration that these flavours represent.

The product is made in Ireland but the inspiration, the proposition, the whole brand stands for the Deep South. Alongside this, these shoppers

are also looking for something that really offers a healthy alternative, as this product does.

We have to find younger shoppers where they are

We are here to drive rate of sale for everyone and by doing so we will support Fire & Smoke with a digital campaign.

Millennials have grown up in the digital era and they are the first to actually experience digital from an early age, whereas the rest of us have grown into it.

Instagram and Facebook are really important. It's about talking to them where they are. This is increasingly how campaigns for young people will need to be.

These products sell all year round

Fire & Smoke will have a bias to-



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

wards summer. Lunchtime or as a main meal or after the gym – it works all year round.

It's a great alternative to confectionery or it's a great alternative to a sandwich.

And the product is perfect for students too. Distribution depends on the wholesalers but we do have distribution around the vast majority of major universities.

Chilled standards are improving

I think standards are rising across the whole chilled category.

It's a competitive area for independents and they need to make sure they are competing with some of the other players in the market.

The best way to do this is with great visibility for brands like this – snack pots are available in Boots and selling well within a meal deal.

It's definitely an opportunity for the future.

Our ambition is to grow the brand

We're really pleased with how our launch of Fire & Smoke has gone.

The products are available to independent retailers through Palmer & Harvey and Booker as well the Kerryfresh store. In addition to the snack pots there is a deli range which is sold in the multiples.

We also produce sliced cooked meats. We're really delighted consumers are actually demanding the products from retailers.

We have an innovation plan so you will see new products come out in the next year.

** Company CV **

Company Kerry Foods

Marketing manager, Fire & Smoke Tom Willcock

Profile Marketed at millennials, Fire & Smoke is a high protein, US-inspired meat and snacking brand which has found a place with major multiples and a growing number of independent retailers.

Latest news As well as an extensive and continuing social media marketing strategy, Fire & Smoke is being supported by a tour of food festivals across England and Wales between now and the end of September where the range is brought to life by onsite chefs.

**

**

ADVICE CENTRE



How to make the most of the summer

With summer finally here, children are looking forward to their school holidays and families are getting ready to pack up and head off on holiday. But where does that leave independent retailers? **Justin Whittaker** explains his summer strategy

At Justin Whittaker's MJ's Premier store near Oldham, footfall drops off as families leave the country and shopping habits change.

There is no longer the daily trek to and from school, so there is no 3pm

rush, and parents might go somewhere else for their essentials. "Things do get quieter, so we've got to find other ways to drive footfall," he says.

Here, Justin gives his top tips for making the most of the summer season. ●

1 Run the right offers

We get a bit quieter when the kids are off as there is no school run. You've got to think of the parents and what they'll want to buy for their kids during the holidays. We've got six bottles of Volvic water for £1 and 10-packs of Capri Sun for £2, for example, which are great for children when they're at home. Then for the adults we've got our beer cave, the walk-in refrigerator packed with big packs of cold beer.

2 Get a slush machine

These are really starting to catch on, and if you don't have one you are missing out. We've had ours nearly two years and when the temperatures go up they're so popular. It's in the kids' zone and it's low enough for them to serve themselves. It's seen as a destination for the children. They never create any mess because it's like gold dust to the them. When they're in the kids' zone they can pick up a Kinder Bueno or some of the 10p sweets too.

3 Cut prices on essentials

We've got a primary school nearby and when the kids are off school their parents aren't doing the same commute, so they won't necessarily drop in for their bread or milk. Over the summer we cut prices on basic essentials like these to drive footfall. You've got to make your store more appealing. It's also another way to get the kids in because their mum or dad might send them down to pick up some milk and bread.

4 Shout about your offers

To keep people interested during the summer period, we make sure to be active on social media. Offers and competitions get a lot of interest on Facebook and this helps drive footfall. There are events over summer you can promote and tie in with offers. We offered a free case of pint can-sized Carling for the recent FA Cup final, and we also gave away a jumbo disposable barbecue and offered 24-bottle packs of water for £2.99.

5 Get your store prepared

We make an effort to get the store ship-shape. We give it all a proper clean, especially the windows. We've just defrosted the freezer so that's all ready to go for ice creams and so on. I've heard of some retailers who don't turn their chillers on until mid-morning, which is madness in summer. When the kids come in they want a drink and you've got to make sure that every one is cold. It's the same with the beer cave – we've got 15-packs of lager chilled and ready to go.

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

CONFERENCE REPORT

National elections

President
Linda Sood

Vice president
Mike Mitchelson

Deputy vice president
Stuart Reddish (pictured)

Trustee Dee Goberdhan

Executive committee
Jason Birks, Muntazir Dipoti,
Peter Wagg, John Parkinson,
Kamal Thaker, Steve Archer



Under the theme of ‘adapt, change, transform’ retail crime, the future of the newstrade and future profit drivers were just three themes at last week’s NFRN annual conference. **Jennifer Hardwick and Neville Rhodes report**

Tackling the tough issues



NATIONAL PRESIDENT

Linda Sood said recruiting new members and finding opportunities for retailers to transform their businesses were priorities for her presidential year.

“To survive, organisations like the NFRN must have strength in numbers and that means attracting young blood,” she said.

“We need to find new ways to get members engaged and open their eyes to ideas that will make them more money.”

Speaking about the ongoing restructure of the federation, she said communication with members had not suffered as branch numbers had reduced.

“We have organised more trade shows and networking opportunities to alert retailers to new sales opportunities and services,” she said.

She also called for collaboration across the newspaper industry to protect the category for independents.

“During my meetings with wholesalers and publishers I will stress the need for pro-rata terms when cover prices increase, for timely and accurate deliveries and for carriage charges to be incorporated into the price,” she said.



Independent retailers must speak out and demand more police action, PCC Alison Hernandez tells the conference

Retail crime

Independent retailers must put pressure on PCCs to demand more police action, Devon and Cornwall Police and Crime Commissioner Alison Hernandez told the conference.

Ms Hernandez, who won applause from delegates for her understanding of independent retailers’ problems with business crime, gave the advice as she admitted police spend more time dealing with domestic incidents than retail crime.

“You must continue to speak out,” she said, adding that reporting incidents has an impact on police, even if it is not always apparent.

Introducing a discussion on retail crime, Adrian Roper, NFRN head of public affairs, said the federation

had teamed up with Under Age Sales, a social enterprise support group for retailers of age-restricted products, and USDAW, the shopworkers’ union, to undertake research into retail crime.

Tony Allen, Under Age Sales managing director, said there were 6,000 incidents of retail staff being abused each day, of which 30 involved violence, while shop staff asking for ID were four times more likely to be abused if they were from an ethnic minority.

“Society should be protecting shop staff, and that means positive action from the police and courts,” he said.

Mike Walker, an USDAW official,



USDAW’s Mike Walker: shop staff need more protection

said last year’s 40% growth in retail crime incidents, highlighted in the latest British Retail Consortium survey, underlined the importance of his union’s Freedom from Fear campaign.

The campaign calls for more action by employers to protect shop staff; better labelling of age-restricted products enforced by legislation; and more support for local retail crime partnerships.

Will O’Reilly, managing director of a consultancy on illicit tobacco, said serious crime was now involved in contraband tobacco, counterfeit brands and illicit whites, with huge profits to be made.



Newstrade

There is still plenty of opportunity for independents to drive sales of newspapers and magazines, industry leaders told the conference.

Frontline manager director Frank Straetmans presented recent data collected by the distributor on the habits of magazine buyers.

"A lot of commentators suggest magazine sales are falling because they are no longer seen as timely, relevant or newsworthy," he said.

"Our research suggests this is not the case. Readers are still attracted to magazines because they are seen as informative and authoritative, supplementing and adding to news stories."

Mr Straetmans added the research showed magazine readers still say reading in print is preferable to reading on mobiles or tablets.

"Their ability to create some time to relax and unwind was highly rated," he said.

Meanwhile, Neil Spencer, director of retail sales at News UK, spoke about the value consumers place on newspapers.

"People still trust newspapers to

keep them up to speed with what's going on in the world," he said.

"We invest in the independent sector, probably more so than any other channel. You are very important to us, more than 50% of our sales are through the independent sector."

Asked about his company's commitment to driving sales, Mail Newspapers head of retail sales and trade marketing Paul Duffy said: "We do a number of things to increase sales. We had a significant promotion at the weekend which we invested a lot into, with the Diana tapes transcripts, so we are increasing demand."

The NFRN's head of news Brian Murphy said stores that have signed up to be part of the federation's subsidiary company N3 are outperforming the rest of the market by around 7%.

He added: "71% of newspaper price rises are now done on pro-rata retailer terms. We take publishers to task and will not give up. We are still seeking more transparency on carriage charges, which does not exist at the moment."

YOUR SAY

It was good to hear people still prefer print to online. That gives us confidence we should still make space for the category and get it right for customers. But I don't understand the difference in terms for weekday newspapers compared to the weekend.

Terry Caton

Londis, Chesterfield

We've heard it all before. People always ask about subscriptions but years later we are still in the same position. But there will always be a need for the product and I believe the sales decline is starting to slow down.

Mark Dudden

Albany News at the Post Office, Cardiff

With 'fake news' and the closures of Comag, WWMD and Dovetail, this last year will be remembered as the one which has seen more significant changes in the newspaper and magazine industry than any other in recent history.

Linda Sood

Falcon News, Portsmouth

The bulk of the newspapers arrive at the same time to wholesalers. They can't cope and it's in turmoil.

Julia Bywater

Bywater News, Dudley

Q&A

Derek Cook

South West district president
Q: Are you trying to kill newsagents by having so many re-runs?

Paul Duffy

Mail Newspapers head of retail sales and trade marketing
A: We work in an extremely time-sensitive supply chain. There are occasions when things like road closures or accidents happen, but we do our utmost to reach every retailer on time seven days a week.

Graeme Pentland

Northern district vice president
Q: Every Tuesday my customers are supposed to get an advert telling them they can get 12 issues of the Radio Times for £1, but that's driving customers away so I take them out. Why can't you involve newsagents in that deal so our customers can get the Radio Times from us?

Frank Straetmans

Frontline managing director
A: I sympathise with you taking those ads out of your magazines because they are using the newsstand as a forum to share this offer. The publisher does this because they feel different customers have different needs and are trying to create a sense of loyalty and increase the rate of purchase of Radio Times. Our frustration at rolling out an offer nationally is to get a uniformity of terms that every retailer is happy to support.



CONFERENCE REPORT



Many retailers are breaking their alcohol licence conditions Licensing Matters' Gill Sherratt warns



Coca-Cola's Jim Fox: a deposit return scheme is not the best option

YOUR SAY

"I am horrified by the idea so many members could be breaking their alcohol licences by moving shelves. This needs to be communicated as soon as possible."



Narinder Randhawa
Randhawa News, Birmingham

"It's your name above the door. Don't be rushed into a 'just sign there' statement from a sales rep. You need to understand every line of every clause of any contract you sign."



Margaret McCloskey
NFRN head of operations

Legal and professional

Independent retailers must be wary when signing contracts and always look out for fraudsters, Margaret McCloskey warned delegates.

The NFRN's head of operations gave the advice while introducing speakers whose firms partner with the federation to provide legal and professional help.

The Retail Standards library - available on the NFRN website - provides guidance on numerous topics, including staff training, she said. NFRN Legal also covers members for up to £100,000 of legal costs per claim if they became involved in litigation.

Gill Sherratt, founder and director of the licensing consultancy Licensing Matters, said different authorities interpreted licensing regulations in different ways. An example was the "voluntary" schemes introduced by some authorities to stop sales of high-ABV lager and ciders.

She also warned many retailers were breaking their licence conditions by displaying alcohol in parts of their stores not covered by their licence, pointing out each premises licence includes a floorplan showing the areas it covered.

There were also presentations from independent Post Office franchise consultancy SubPostmaster.com and Business Property Advantage, a firm that provides professional advice on lease negotiations and rent agreements.

Peter Wagg, a London retailer and chairman of the Retail Mutual - formerly trading as NFRN Mutual - said the change in trading name followed the decision to extend the offer of business cover to all independent retailers.

He outlined plans to provide additional new categories of cover, including life insurance, critical illness cover, and mortgage cover.

Deposit return scheme

The implications of a deposit return scheme being launched in Scotland were explored by Coca-Cola's associate director for public affairs Jim Fox.

"Putting a DRS scheme in will take time and space. If it isn't managed properly it will be smelly and dirty. It would be difficult to manage in a small shop," he said.

"The deposit scheme doesn't need to happen and we don't think it is the best option. What is important is how we move to fix the plastic problem."

NFRN chief executive Paul Baxter said the federation has pledged its support to a potential scheme - which is being debated by the Scottish Parliament - to ensure an industry solution will benefit independent retailers.

"We want to be involved at the outset. We don't want to look back and say 'I wonder if they thought about the impact on independent retailers?'" he said.

10 PROFIT DRIVERS OF THE FUTURE

During a commercial session and trade show, a variety of federation trade partners identified ways for retailers to increase profits. Here are 10 focus areas

1 Protein products

"I visited an independent retailer near a university who has recently brought in a full protein range and is making £600 a week from it."

Steve Fox, Booker managing director

2 Heat-not-burn tobacco

"Customers trying IQOS

will need their hands held and will want your advice - we know we need your advocacy."

Ebru Alpaz Oraman, Philip Morris marketing director for the UK and Ireland

3 Payment apps

"In our trial stores, shoppers' basket spend increased by 35% and 41% of all brands' vouchers

were redeemed. Join the revolution."

Jon Birt, Zapper retail sales director

4 Social media marketing

"Setting up a Facebook page is one thing but using that to drive footfall is another, so make sure you use it."

Steve Fox, Booker managing director



Newtrade's Nick Shanagher: employ staff who will entertain your customers



Ray Monelle: independents' ability to introduce change quickly is a big advantage



Paul Baxter: the proportion of younger NFRN members is increasing

YOUR SAY

"With retail crime, my staff and my family are at greater risk than any other occupation."



Ray Monelle
Orchard News,
Western-super-Mare

"We have just had a General Election and have a lot of new MPs. Make appointments to speak with them as soon as possible about the issues that affect your businesses."



Mike Mitchelson
Brampton Post Office,
Cumbria

"Meetings should be fit for purpose, and if they are there should be as many as necessary."



Des Donnelly
Scotland

NFRN restructure

The NFRN has embraced change to help retailers run their businesses more effectively, said outgoing national president Ray Monelle.

The need for change handed independents a key advantage: they could adapt their businesses much faster than their supermarket competitors, he said.

"I'm amazed how many of you have embraced social media to promote your businesses to younger customers," he added.

With members facing difficult trading conditions, the national living wage, auto-enrolment for pensions and uncertainty over business rates, Mr Monelle recommended them to contact the NFRN for help whenever they had problems they could not sort out themselves.

He also advised them to make use of the numerous NFRN services available as they looked to develop their stores.

In a review of the membership, chief executive Paul Baxter said shop closures had cost the NFRN 5,485 members since 2009 and more

than two thousand more had left due to financial pressures. However, around a third of the current 13,800 members had joined the during the past five years, and the proportion of younger members was increasing.

Mr Baxter said many stores that had closed were now being reopened for other trades such as specialist food retailers, coffee shops and in one case a funeral director. This was why the NFRN needed to widen the scope of its membership beyond traditional newsagents and c-stores.

Meanwhile, head of member services Theresa Neale reported on the restructuring of districts and branches.

The merger of Devon & Cornwall with Western, of Kent and Southern as South Eastern, and the dissolution of Mersey Dee and creation of an all-Wales district have resulted in a reduction in the number of districts to 13.

Branch mergers have also continued, with a reduction of around 60 during the course of the year, taking the total to 131.

IN BRIEF

- By a majority of 99.7%, the national executive committee (NEC) was called on to negotiate a subscription agreement for retailers with partworks publishers. Within the proposed agreement, subscribers' copies would be delivered direct to stores, thereby minimising transit damage.

- The conference agreed unanimously that publishers had an obligation to ensure satisfactory service levels from wholesalers, and called on the NEC to negotiate for improvements. Hull delegate Ian Smith said he had raised 69 queries in six months about credits for returns.

- The NFRN will continue working with other trade associations for changes to the business rates system, and will collaborate with newspapers that are also campaigning for reform.

- Retailers can sell stamps above their RRP as long as they buy them from a wholesaler rather than Royal Mail, it was confirmed. In April, Royal Mail told RN: "Any retailer who buys their stamps from us for resale must sell them at face value or lower. However, if a retailer has acquired stamps from somewhere else, we cannot bind them to this condition."

- The NFRN is to increase membership fees by 20p per week from July. It will be the first general increase in NFRN fees since 2009. Delegates were told that without the increase, the NFRN would be unable to maintain existing levels of support. ●

5 Your customers

"For independent retailers it used to be all about the three C's - cost, choice and convenience. Now it's about CCCCE - the same three plus control and entertainment. Consumers have taken control, empowered by their mobiles phones."

Nick Shanagher,
Newtrade managing director

6 SIM deals

"We're offering new stockists of our SIM cards a counter-top unit of NVue E-liquids that comes with a £20 voucher credit."

Tim Bateman, sales director, Elite Mobile

7 Mergers

"A merger between Booker and Tesco will be good for

independents. They have great products and recipes and we will be able to pass those on to independent retailers."

Steve Fox, Booker managing director

8 Fair contracts

"We will give you one price for the length of your broadband contract and access to

24/7 UK support."

Jonathan Spencer,
Plusnet business development

9 Your staff

"You have to think about who you employ in your shops. You have to entertain shoppers so they come back."

Nick Shanagher,
Newtrade managing director

10 Mobile technology

"Technology can be daunting but for the younger generation, mobile phones are all they use. This is the way forward and we are here to support you with new apps and technology in the future."

Carolyn Kirkland,
NFRN head of trading



SUGAR CONFECTIONERY



COMPETING WITH THE SUPERMARKETS

Sugary sweets are an area in which independents can beat the supermarkets, according to Chris Herring, who runs Londis Shiphay Post Office in Torquay. "People love bags of sweets like Haribo at this time of year because they are on the move in the car and chocolate is too messy," he said. "Haribo appeals to all ages. The supermarkets normally only have one or two products but we can stock the full range, which gets customers into the store. We recently bought lots of Haribo on a promotional price and we're still selling it at a 40% margin. We sell them at £1 as £1.50 is just too much."

Although sugar has taken a hit in the media, Chris says it is still a growing market compared to chocolate. "Cut down your facings of chocolate and open up on sugar," he adds. "You also get better margins on sweets and mints, upwards of 30% and more with kids' sweets," he says.

While Chris finds pick 'n' mix is bigger in winter when people are having a cosy night in, positioning bags of sweets in summer is key. "They are an impulse buy, grab and go. We get them near the checkout, put them on offer and make sure we push the sales. People in their forties such as myself will go for the more traditional sweets, not just the older population," says Chris.

Something sweet for the summer

According to Mondelez, sugar confectionery sales rise by 5% during summer. But what have the UK's best retailers done to fully take advantage of this opportunity? **Joe Cooper** speaks to three very different retailers to find out

From the latest low-sugar brands to pick 'n' mix and pear drops, sugar confectionery remains a staple of the retail convenience industry. As the weather warms up, new figures show that shoppers tend to turn away from chocolate towards lighter, more sugary options.



People love bags of sweets like Haribo at this time of year

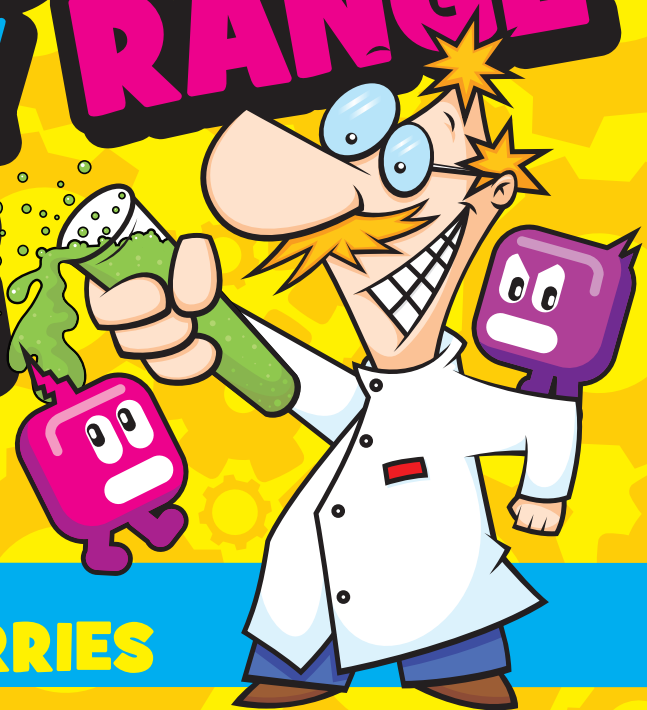


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SUGAR CONFECTIONERY



Are you ready for the sales peak ahead?



New variants of well-known brands prove successful



NEAR A HOSPITAL

Jeevan Singh, owner of Harborne Off Licence on the outskirts of Birmingham, reduces his chocolate facings over summer to take advantage of the increased demand for sugar confectionery. “We are near a hospital, so people will get big bags of wine gums or jelly babies to munch on if they are working night shifts,” he said. Bassetts are good sellers, and Jeevan can make up to a 60% margin when buying Haribo on offer from Batleys. “When people come to my shop, they can see the sweets straight away. Customers want to see the £1 bags, which we have on the promo stands,” he says.



When people come to my shop, they can see the sweets straight away



THE TRAVEL HUB

Red Tiles service station in Witton Gilbert, Durham, sees a 10-15% uplift across confectionery and fizzy drinks when summer hits. While they don't make any changes in the store, their seven-metre long confectionery run and barrier breakers near the till ensure customers have maximum choice. The Diggerland Durham attraction closely also ensures plenty of families with young children pop

in to the 3,000sq ft store. “We also see an upsurge in ‘kiddies confectionery’, offering the cheaper bags at three for £1,” says operations manager Tony Middleton. Despite being a service station, 70-80% of business is repeat custom, with many people on their way to and from work. “These people want a bigger bag of something they can have in the car for a few days,” Mr Middleton adds.



Great tasting gum in a MEGA LONG tape



STOCK UP NOW!

THINK  TWICE

WRIGLEY
A Subsidiary of Mars, Incorporated

SUGAR CONFECTIONERY



Pear drops, cola sweets – the kids love them and so do the oldies

THIS SUMMER'S NEW ARRIVALS

Arriving in July, Nestlé's new Rowntree's 30% Less Sugar Fruit Pastilles and 30% Less Sugar Randoms have been widely tested among consumers, who don't realise the drop in sugar content.

Wrigley has combined the best-loved Skittles flavours to create limited edition Fruits & Sours, available in single bags, hanging bags and sharing pouches. Strawberry, blackcurrant and lime flavours from Skittles Fruits join sour pineapple, sour raspberry and sour mandarin from Skittles Crazy Sours.

Starburst Very Berry, also from Wrigley, brings together strawberry, raspberry, blueberry and cranberry flavours. Berry flavours have a proven track record in driving growth into the sugar confectionery category, according to Wrigley.

Spar own label impulse bags have moved to three for £1 on-pack offer, with the range carrying updated flavours such as watermelon sours and bubblegum mushrooms.

Perfetti Van Melle has launched Mentos Mix on the Beach, a single roll of cocktail-inspired flavours.

Fruittella 30% Less Sugar, also from Perfetti Van Melle, is available in strawberry and summer fruits flavours. A proportion of the sugar is replaced with real fruit juice to create a healthier option.

Maynards Bassetts Wine Gums Tangy, the third launch since Maynards and Bassetts joined forces last year, is being supported by its owner Mondelez with a "give away" promotion including one trip to New Zealand and a number of "wacky" days out in the UK. ●



Stocking a range of formats meets more customer needs



SERVING HOLIDAYMAKERS



Kate Clark, of Sean's News in Upton-upon-Severn, Worcester, makes sure her sugar confectionery is front and centre as the temperature rises. Hundreds of campers descend on the area for festivals over summer weekends and Kate is keen to capitalise of those with a sweet tooth. "I swap over my chocolate displays to maximise on hanging bags of things like Haribo, jelly babies and midget gems," she says. "We'll put them down by the magazines, near the crisps and water. We make sure to have plenty of chewing gum out and all the latest sweets." A broad range means Kate can appeal to customers of all ages. "We have people on boats making pit-stops here. They will grab a couple of bags of sweets. Things like £1 bags of Werther's and toffees do well with the older people.

Mint cremes are doing particularly well at the moment because people can't get them anywhere else. We get them from Hancocks." Pick 'n' mix is popular with children who want to avoid the steep prices at the cinema, and boiled sweets are popular with all ages. "Pear drops, cola sweets – the kids love them and so do the oldies," says Kate. She manages to squeeze it all into the 750sq ft store. "It's about utilising all the space you have and making sure there's something for everybody."



**Maynards
Bassetts**

Go Wacky Sheep Racing

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NEW ZEALAND



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SALES SPIKE
IN THE SUMMER***

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TODAY!**

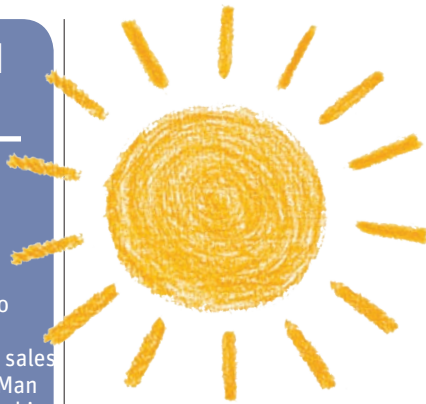
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Promoter: Mondelez Europe Services GmbH - UK Branch, Sanderson Road, UB8 1DH. See www.winbonkersdaysout.com for full T&Cs.

KIDS' MAGAZINES

ONES TO WATCH THIS SUMMER

- In just a couple of weeks' time, on 7 July, Spider-Man will be swinging his way back onto UK screens in new film Spider-Man Homecoming. Coupled with the fact Spidey is also now appearing in the Avengers films, Panini is predicting a big sales uplift on both Ultimate Spider-Man Magazine and Marvel Heroes and is planning a promotional campaign for independents including marketing and POS materials.
- Expect to sell more copies of Signature's Transformers: Robots in Disguise magazine as new film Transformers: The Last Knight hits cinemas this week.
- Looking further ahead, Redan is planning a Paddington one shot to tie in with the second film's release in the autumn.



Big profits from little readers

When summer arrives and school is over, children of all ages keep reading, and offering titles that chime with their interests is a surefire way to succeed. Here, **Jennifer Hardwick** looks at five big brands set to be sales drivers this summer



I think covermounts are the reason we've been able to keep growing

Accounting for almost a third of the top 100 highest selling magazines, according to the latest ABC data, titles for small people remain big business. And while there are still a high number of launches in the sector, there are a few ever-popular franchises which have been high performers for years and continue

to win over millions of miniature fans every year. Here, RN takes a look at six of the most consistently high-performing characters and brands which are sure to keep your sales in the category high once again this summer, while the publishers of the magazines that bring them to life tell you the secrets behind their success.



Thomas the Tank Engine

The most famous talking locomotive in the UK first came to life in a children's book in 1946. Thomas & Friends magazine was first published in 1987 and was bought by Egmont in 1999, but the publisher says the title is in growth right now.

"We are number five in the pre-school market and we're aiming to be number three so we think there's still growth for Thomas, which for such an old brand is very unusual," says publishing director Laura Admitt, adding the core readers are between two and five years old.

Asked about the magazine's continuing popularity, she says: "We always make sure we reflect the current look of the TV show.



We can take stills from it and we cover episodes in the magazine. Children love familiarity, so anything they recognise is great.

"I think covermounts are the reason we've been able to keep growing because every issue comes with a different train."

Many top childrens' brands have been longstanding winners



Doctor Who

The Doctor has been time-travelling on TV screens since 1963, and starring in his own official magazine since 1979. Bought by Panini in 1995, Doctor Who Magazine holds the Guinness World Record for longest-running magazine based on a television series, notching up its 500th issue in May 2016.

“Our editorial team works closely with the producers of

the TV series to give our readers exclusive access to the stars and creators of the show, contributing to the success and authenticity of the magazine,” says senior marketing executive Jessica Bell of the title’s longevity.

“We have a strong line-up and are excited for the coming issues with the new series on air at the moment and a Christmas special in the pipeline. We are diversifying the offer at retail with dual covers and a 100-page special in the form of a souvenir edition, celebrating Steven Moffat’s era of the show.”

Panini also publishes Doctor Who Adventures for readers aged six and up.



We never stand still, we changed the format a year ago and saw a rise as a result



The Force awakened on this franchise in 1977 but got a new lease of life in 2015 when Disney began releasing new films – and Egmont launched two titles for a new generation of young fans.

Lego Star Wars is aimed at a core readership of seven-to-eight year-olds, with Star Wars Adventures targeting readers aged up to 12.

Speaking about the titles’ ongoing success, Egmont publishing director Laura Adnitt says: “We are not anticipating a decline until at least 2020. Even in the years where they don’t have a big saga movie come out they have one of the spin-offs.”

The next instalment, The Last Jedi, will be released in December, with associated sales rises on the magazines expected.

“Lego Star Wars comes with a Lego build every issue which readers absolutely love,” she adds.

“Our highest sale was more than 90,000, where we did two of the builds and priced it at £5.99. If it provides value for money people will pay for it and Lego is expensive.”

Peppa Pig

If pigs did popularity contests, Peppa would win every time. With Redan’s Peppa Pig Bag O’ Fun and Fun to Learn, Peppa Pig took second and fifth place respectively in the children’s category in the latest ABC figures.

“Sales are very consistent for both titles but we have seen an increase for Bag O’ Fun recently and it is now at its highest ever level,” managing director Julie Jones says.

“We never stand still, we changed the format a year ago

and saw a rise as a result. People see it as good value for money because you get activities, free gifts, a colouring booklet, painting booklet and stickers. In fact, both titles are seen that way because Fun to Learn has 48 pages and Bag O’Fun has 36 pages, but the average on the market is about 32 pages,” she adds.

With plans for 117 new episodes announced in May, Peppa’s popularity looks unlikely to die down just yet.



Frozen

Elsa and Anna only made their first appearance on UK cinema screens in December 2013, but have established a permanent reign at the top of the children’s bestseller charts ever since.

Egmont publishing director Laura Adnitt admits the magazine’s runaway success was unexpected – but with the recent May issue achiev-

ing one of its highest-ever sales at more than 90,000 copies, and a 2019 release date announced for Frozen 2, it doesn’t look set to slow down any time soon.

“The test issue sold about 55,000 copies. We took a punt on it and decided to launch it as a regular magazine and sales of the launch issue totalled about £90,000. In

that first year we couldn’t get enough copies out for sale,” she says.

“Our sales are still really strong and we don’t anticipate anyone catching us any time soon.”

She adds the premium price point of £3.99 is achievable because of the Disney branding and quality of the covermounts. ●



INDUSTRY PROFILE

SnowShock

With the warmer weather upon us, more shoppers will indulge in impulse purchases such as slushes, to keep cool. Peter Campbell, managing director of SnowShock, a company supplying 3,000 retailers with slush machines, syrups, ice creams and accessories, talks Joe Cooper through the company's latest news



RN Slush machines are very popular at the moment. Why should retailers choose a SnowShock machine?

PC Firstly, there's the profits. What's happening with slush is similar to what happened with coffee in convenience a few years ago.

Everyone realised they wanted a coffee machine so bought unbranded ones and the market flopped. Then people like Costa came in and started doing it for them.

We're doing a similar thing with slush – showing people how it's done properly. We work from the cup backwards, and the machine is secondary.

We have retailers who have had them for 14 years because kids really enjoy it.

RN How many independent retailers have SnowShock machines?

PC We have machines in 2,900 stores and expect to have 3,500 by the end of the season.

RN How do retailers get a SnowShock machine?

PC Call us and speak to one of our reps. We can deliver the next day as long as the order is placed before 3pm.

Retailers unbox it themselves as it's ready to go. They're provided with an Ikea-style instruction booklet and it can be set up in 15 minutes. All you need is a standard plug socket.

We do demonstrations in cash and carries, but around half our enquiries come through the internet.

RN What kind of maintenance and staff training is required?

PC Maintenance just involves

removing two parts and washing them, which only takes 10 minutes.

You leave it switched on during the day and there's a night-mode to keep it ticking over. You just add the mix as you go along.

RN What kind of sales and margins can retailers expect to achieve?

PC The margins are enormous. Retailers buy a machine for £1,000-£2,500 and we provide enough syrup to cover their costs.

This takes around six weeks to sell, so their investment is returned. A small cup costs 19p to make, including the straw, and the RRP is 85p, so there's a 77% margin.

The average retailer will sell £6,000 each year and make £5,000 profit, but we have retailers who make up to £25,000 profit. One Nisa store near Liverpool has 13 flavours – something it's famous for.

If we have a good summer everything goes bananas. SnowShock



The average retailer will sell £6,000 each year and make £5,000 profit

has seen 30% growth each year on average, but this year so far we're up to 59%.

RN How are retailers supported in terms of marketing?

PC The machines come with everything you need – window stickers, pavement signs and posters.

We always have a special summer edition, which was strawberry and lime this year, though it has just sold out.

Halloween is always big time – it's growing for us every year. We'll be doing a World Cup special for 2018.

RN What trends are you noticing in the market, and how are you dealing with the increasing focus on sugar?

PC Food to go is a growing market and this is where most retailers put their machines.

We have an iced fruit version of SnowShock which is 75% fruit juice and the rest is water.

We sell this to schools but if the trend keeps going towards healthier options we are ready to roll that out.

We're also developing an iced coffee called Frappino, which should be ready for spring next year.

** Company CV **

Company SnowShock
Managing director Peter Campbell
Profile A family-owned company based in Newcastle and established in 2003, SnowShock supplies slush machines, syrups, accessories and ice creams to nearly 3,000 retailers across the UK. It promises an average 77% gross profit on each slush cup sold.

Latest news SnowShock is readying an ice fruit slush and an iced coffee – Frappino – for market.



**

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THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick

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

SUBSCRIPTION FRUSTRATION

How do you feel when you see a subscription offer advertised in the print edition of a title you're expected to put out on your shelves? I think it's safe to say the answer for most, if not all of you, is angry – and understandably so.

At the NFRN's annual conference last week, Frontline managing director Frank Straetmans was asked why publishers don't involve retailers in their subscription models. The example given – and there are many others which could be have been chosen – was the Radio Times' subscription sign-up offer of 12 issues for £1, which is advertised in the magazine every week.

He explained why the economics of the offer pays off for Immediate Media, because across independent stores the average Radio Times reader buys one issue out of five, but the average subscription lasts for three and a half years.

"They are trying to increase the frequency and incentivise them to create a habit," he said.

"By giving them 12 weeks at a subsidised price they are hoping to get that subscriber on board for three and a half years." The retailer who asked the question, Graeme Pentland, confessed to still being confused as to why the same offer couldn't be made through stores.

On the newspapers side though, News UK's head of retail marketing Chris Hughes spoke about the new Sun Savers promotion, which gives readers £5 every month for buying 28 copies of The Sun. Although the loyalty scheme is managed by the publisher, it does not change the habit of a reader who regularly buys the paper from your store, and hopefully it could increase the number of visits they make.

If Sun Savers proves to be successful, perhaps it could inspire other publishers to think about different ways of carrying out a loyalty scheme – ways which keep retailers like you in the loyalty loop.

Royal tribute

IN FOCUS – THE LIFE OF THE PEOPLE'S PRINCESS

The life – and death – of Diana, Princess of Wales was played out in the full glare of the world's media. This one shot takes a closer look

THIS 116-page tribute will feature the most memorable images taken of Diana, Princess of Wales, and rarely-seen ones, according to publisher Anthem, and is written and edited by a specially-assembled, knowledgeable team. Section one charts her life from her school days through to her first moments in the public eye, on to the Royal Wedding and the births of Princes William and Harry, and finally her life apart from Charles and her death in Paris. Section two celebrates her legacy and explores how her charity work challenged perceptions and prejudice.



DIANA: HER LIFE AND LEGACY
On sale 30 June
Frequency one shot
Price £4.99
Distributor Marketforce
Display with Hello!, OK! Magazine

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THIS WEEK IN MAGAZINES



Bestsellers Motoring

Title	On sale date	In stock
1 Autocar	28/06	<input type="checkbox"/>
2 Classic Car Weekly	28/06	<input type="checkbox"/>
3 Autosport	29/06	<input type="checkbox"/>
4 Motorsport News	28/06	<input type="checkbox"/>
5 Auto Express	05/07	<input type="checkbox"/>
6 What Car	06/07	<input type="checkbox"/>
7 Classic & Sportscar	18/07	<input type="checkbox"/>
8 BBC Top Gear	12/07	<input type="checkbox"/>
9 Commercial Motor	29/06	<input type="checkbox"/>
10 Practical Classics	12/07	<input type="checkbox"/>
11 Classic Car Buyer	28/06	<input type="checkbox"/>
12 Classic Cars	26/07	<input type="checkbox"/>
13 Classic & Vintage Commercials	21/07	<input type="checkbox"/>
14 Land Rover Owner	12/07	<input type="checkbox"/>
15 Classic Car Mart	30/06	<input type="checkbox"/>
16 Truck & Driver	18/07	<input type="checkbox"/>
17 Car	19/07	<input type="checkbox"/>
18 The Automobile	14/07	<input type="checkbox"/>
19 Classic Ford	14/07	<input type="checkbox"/>
20 Land Rover Monthly	28/06	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



JUNIPER

Juniper is 132 pages of all things gin. Readers can learn about the best distillery tours, take a whistle-stop trip around the world in 80 gins and discover the scandalous history of Mother's Ruin. Content includes more than 20 recipes for gin-based cocktails – including hangover cures – as well as tips and tasting notes, competitions and offers, expert reviews and features.



On sale 28 June
Frequency one shot
Price £4.99
Distributor Marketforce
Display with BBC Good Food, Olive



CLASSIC & SPORTS CAR

This special summer edition of Classic & Sports Car is the first time the magazine has run an extra issue beyond its usual 12 per year and will focus on Ferrari. In the 70th anniversary year of the Maranello marque, all the features will be Ferrari-themed, as will be many of the regular sections. The issue will showcase the most iconic cars from the legendary Italian manufacturer, with Frontline predicting a sales uplift of more than 30% on the last issue.



On sale out now
Frequency monthly (regular issues)
Price £5.50
Distributor Frontline
Display with Classic Car Weekly, Classic Motoring



EMPIRE

This month's issue of Empire is being published with five different iconic covers in celebration of its 100 Greatest Movies poll, after 5,000 film-lovers voted. The covers will feature The Godfather, Star Wars: The Empire Strikes Back, Indiana Jones: Raiders of the Lost Ark, Pulp Fiction and The Lord of the Rings: The Return of the King. All five made the top 20 in the poll.



On sale out now
Frequency monthly
Price £4.70
Distributor Frontline
Display with SFX, Total Film



THE FIELD

The July issue of The Field is a special collectors' edition with four covers to choose from, each showcasing a British game gun. Shooting enthusiasts can collect all four editions together for a complete set. Inside the issue, there is an accompanying article dedicated to all four of the chosen classic shotguns, which reveals why they display excellence in every department. Elsewhere, there is a look at what to do and see at The Game Fair, taking place 28-30 July.



On sale out now
Frequency monthly
Price £4.90
Distributor Marketforce
Display with Shooting Gazette, Shooting Times, Sporting Gun



BREATHE

Breathe is celebrating its first-year anniversary with a summer edition that includes free postcards and seasonal features covering bees, flower pressing, cycling and fresh recipes to enjoy on hot days. Publisher The GMC Group says the original mindfulness magazine had a successful year with sales exceeding expectations issue after issue, and has built a strong brand reputation worldwide.



On sale 29 June
Frequency bi-monthly
Price £5.99
Distributor Seymour
Display with Simple Things, Flow

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DIANA – COMMEMORATIVE ISSUE

Along with Anthem's release, a special edition one shot of OK! Magazine is also being launched to commemorate the 20th anniversary of the death of Diana, Princess of Wales. Publisher Northern & Shell says it is anticipating high demand for the issue, which will be on sale for seven weeks.

On sale out now
Frequency one shot
Price £2.95
Distributor direct
Display with Hello!, OK! Magazine



OLD MOORE'S ALMANACK 2018 EDITION

Old Moore's Almanack uses a team of six astrologers to make predictions for the following year. It includes weather guides, sun and moon tables for gardening, as well as lottery, fishing and horse-racing guides. The collection was first published in 1697 by Francis Moore, a self-taught physician who served at the court of Charles II, and claims to be the oldest magazine in the newstrade.

On sale out now
Frequency irregular
Price £3.50
Distributor Seymour
Display with Woman's Weekly, People's Friend



FAST CAR

Fast Car will have a bound-in 32-page Festival Show Guide ahead of the Fast Car Festival on 2 July. Up from the normal cover price of £4.90, the issue also comes with a 17-page special to get readers up to date with the latest technology in car audio and cover-mounted stickers. There is also the usual mix of modified car profiles, a classifieds section for buying or selling, as well as reviews and car maintenance tips.

On sale out now
Frequency monthly
Price £6
Distributor Seymour
Display with Evo, Octane



PERFORMANCE BMW

Priced at £5.50 rather than the usual £4.60, Performance BMW is bagged with a supplement guide for buying and tuning Nineties and Noughties affordable performance cars. Elsewhere, brake hoses and fluid are examined and engines are swapped between different models to test performance. In the rest of the magazine there is the latest BMW news, products and accessories and in-depth buying, tuning and tech guides.

On sale out now
Frequency monthly
Price £5.50
Distributor Seymour
Display with Fast Car, Evo



TAKE A BREAK ARROWWORDS

According to publisher Bauer, Take a Break Arrowwords is by far the best-selling Arrowwords title and outsells its nearest competitor by 3:1, with an RSV of more than £1m nationally. The title is the highest ranking in its sub-category and accounts for 42% of the total Arrowwords category RSV. In this issue, readers have the chance to win £3,000.

On sale out now
Frequency monthly
Price £1.95
Distributor Frontline
Display with Take a Puzzle, Take a Crossword

Retailer viewpoint

Stuart McClymont

Mac's Newsagents,
 Mansfield,
 Nottinghamshire

Women's interest magazines are getting bigger and better but the titles can cause confusion because there are so many. Publishers call them one thing and wholesalers another, so doing returns can take a long time because you're searching for specific titles. It's up to the publishers to find a way around this.

We have our regulars in the farming community who buy agriculture magazines, but we're on a main road so we have people popping in who might be going on holiday, or are on holiday here in the caravans. This is where newsagents come to the forefront. You work on behalf of your customers by letting them know what's available. If you have it in stock you can find it for them, and if not you can research it on SNapp and order it in.

Magazines are a complex industry. There are 1,001 reasons why someone might choose a particular title. You can only promote the magazines that are on show – we have to allocate what we can given limited space.

I'd advise other stores to learn something about the trade. If you just unpack magazines, put them on the shelves and then send them back, you're a retailer who sells newspapers and magazines, not a newsagent.

We can't compete with the publishers' offers on subscriptions. We can offer a better personal service in ascertaining what customers want, but someone might get home and see a publisher's subscription offer in the magazine.

In some of the magazines, the content gets repeated after a while so people will cancel an order and just pick it up occasionally. How many times can you write about a carp?

Top tip
 Know your customer base. Is there a particular article they might be interested in? Do they have a condition or illness that might be featured in a magazine?

COMING UP IN NEXT WEEK'S RN



FROM WASHING POWDER TO CIGARS – HOW HARRY PATEL CATERS FOR ALL HIS SHOPPERS

Plus, with holiday season upon us, get to know your puzzle magazine readers with RN's category guide, and benchmark your OTC medicine prices with our Pricewatch analysis



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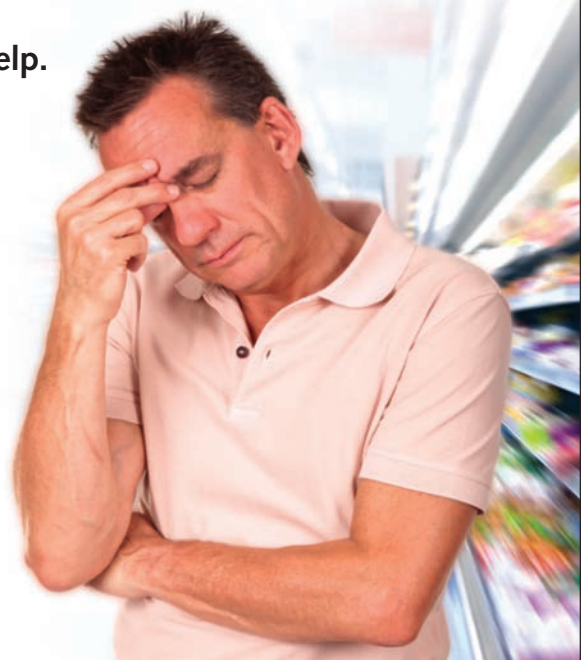
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