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# Shoppers love the new lines and offers

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# DNTF

Shaping the future of independent retail since 1889



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There are some great examples in this issue of retailers changing their businesses to stand out



**Editor** Chris Gamm @ChrisGammRN 020 7689 3378

The NFRN's annual conference kicked off on Monday with a video about change and the need for retailers to adapt in the modern era. The world of retail is changing faster than at any time in history, it said, and there is no other solution than for retailers to be different from the rest.

There are some great examples in this issue of retailers changing their businesses to stand out. In this week's Lookbook, 18-year-old Nisa retailer Jack Matthews explains how fresh thinking and the agility of being independent helps his fifth-generation business successful-

ly compete with a nearby Co-op and Waitrose.

Some of the ideas he has introduced included partnering with local suppliers to create a point of difference, hosting pop-up events for the village florist, baker and fishmonger and creating eye-catching displays for events like Father's Day.

Raaj Chandarana, meanwhile, is changing the products his customers are buying from his store as he switches symbol groups from Premier to Londis. Driven by his desire to help his customers buy healthier goods from him, Raaj says shoppers are snapping up new lines like protein products and multipacks faster than he can get them on-shelf. The changing product mix is also driving up store margins.

Speaking at conference, outgoing national president Ray Monelle was optimistic about the opportunities there for those seeking change. "The ability to adapt is strong, the opportunities are there and we are here to grasp them," he said.

If you have the will to do it, RN will give you the ideas and retailer examples to help you deliver your own changes.

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Controversial kids mag pricing and the launch of Mixit





# BREAKING NEWS



## Reddish tops DVP election

Stuart Reddish is on course to become the NFRN's national president in 2019.

The Yorkshire national councillor defeated four other candidates in elections for deputy vice president at the federation's annual conference this week.

Thanking delegates for electing him, Mr Reddish laid out his approach in a single sentence. "I am a members' man," he said.

He told RN the NFRN must let members have what they want and the key to this was more contact with their RDMs.

"We need to fill vacant RDM posts, even if that means paying more money.

"With many members having to spend more time in their shops, an RDM visit is vital contact with the federation," said Mr Reddish.

Mr Reddish, who spoke in favour of several conference motions aimed at encouraging member involvement in NFRN activities, said he would press the federation through the national council to do more to improve communications with members, which he described as "frankly, terrible".

# Executive committee line-up

Following this week's elections, the NFRN's national executive committee members are Jason Birks (northern district), Muntazir Dipoti (north west), John Parkinson (Wales), Peter Wagg and Kamal Thaker (London), and Steve Archer (West Midlands), along with NFRN officers.

Wholesaler pledges to improve its offer 'We need to be better at in-store bakery'

# Booker MD's nine areas to futureproof c-stores

#### by Jennifer Hardwick and Neville Rhodes

jennifer.hardwick@newtrade.co.uk

Booker has promised to improve its bakery, chilled and prepared food offer after telling the NFRN annual conference "we have to get onto trends quicker" this week.

The theme of this week's conference in Torquay
– where suppliers and wholesalers pledged to help retailers "future-proof" their businesses
– was adapt, change and transform.

Booker managing director Steve Fox spoke

about nine key areas the wholesaler is committed to developing as part of its new Fit for the Future programme.

These include food to go, chilled and prepared food, in-store bakery, events, local products, trends, technology, core ranging and health-focused products.

"We have to get onto trends quicker," said Mr Fox. "We probably haven't given enough advice to you on trends in the past and that is something we need to change.

"Having a good food offer - both chilled and prepared – is key, as is bakery. One thing the discounters Aldi and Lidl have done well is in-store bakery. We need to be better at that."

Mr Fox also promised more in-store events to drive sales.

"We have recently held a wine festival in Londis which was one of the most successful events we have ever done and we now want to roll that out across the estate," he said.

Meanwhile, John Birt, retail sales director for Zapper, told councillors the app can bridge the gap with multiple retailers and act as a 'club card' for independents.

He said the app could reduce the risk of basket drop in busy periods through the use of the mobile payment and digital voucher payment which both take a fraction of the average 35-second cash or card voucher payment.

NFRN members can start using the digital loyalty card app from only 50p a day, after the company partnered with the federation and offered members a deal to pay £15 a month.

• Full annual conference report in next week's RN.



# **Know your customers says Frontline boss**

Retailers should adapt their magazine range to target the widest range of customers in their area, the managing director of distributor Frontline has said.

Speaking at the NFRN's annual conference this week, Frank Straetmans urged councillors to "know their customers" and

make the most of niche products.

He shared new research carried out by Frontline showing there are two distinct groups of magazine buyers in the UK, made up of an equal number of people in each group.

The "heavy" buying group buy more than 20 times further magazines

per year than the "light" buying group.

The "light" group are more likely to be families with children and from a more upmarket demographic, while the "heavy" group are more likely to be from an older demographic and lead a less hectic lifestyle.

Across both groups, 70%

of those responding to the survey said they viewed magazines as "good value for money". "The top 50 sellers in your stores will be totally different to those in comparison to the retailer sitting next to you. Your store is unique and you should buy a range that is unique," said Mr Straetmans.



# From Coventry to Wonderland

Staff at Aldermans Green Post Office, a One Stop store in Coventry, went down the rabbit hole to mark a McVitie's biscuit promotion in store. They hosted their very own Mad Hatters Tea Party to highlight the triple pack for £1 offer. Manager Verdeep Dhillon said: "We ordered 36 cases and we've now got only two left, so it must have worked." Pictured are Mad Hatter Lisa Sharp and Queen of Hearts Leanne Merritt.

Retailers say deal must protect their independence Bestway and Co-op also 'interested'

# Sainsbury's at the front of the queue for Nisa sale

by Charlie Faulkner and Tim Murray

charlie.faulkner@newtrade.co.uk

Sainsbury's has been named as the frontrunner in Nisa's potential sale, with Bestway and Co-op also in the running, but a deal must protect members' independence, retailers have told RN.

Sources said an offer from Sainsbury's has made the most progress so far, with a deal that offers significant value to shareholders, while Bestway and Co-op have also been highlighted as interested parties. This follows the news that Nisa is exploring the potential of bringing outside investors

and shareholders into the business, as reported by Sky News last week.

At a time when the industry faces a substantial amount of uncertainty, Nisa retailers told RN they felt a sale was inevitable.

Bal Singh, of Nisa Local in Great Barr, Birmingham, said: "I've heard a few of the big boys are looking at buying Nisa. The member directors are involved and the deal has to be right for them – it won't even come to us without them being sure of its benefits for all members.

"If it is one of the big boys, having one of their fascias above our stores will automatically increase business. The downside is we're the only retail group with full independence. We can operate our businesses how we want to and I wouldn't like to lose that.

"The buying power would be key too. Greater buying power means better margins."

Harj Dhasee, of Village Stores in Mickleton, Gloucestershire, welcomed the news but stressed the impo-rtance of Nisa retailers maintaining their input in the group.

"We have a voice, we are shareholders," he said. "Nisa is very memberfocused and is a unique business, it shouldn't lose that." Nisa retailer Paul Cheema, of Malcolm's Store in Coventry, said he joined Nisa for the independence it offers members.

"I joined Nisa because I value the independence and mutuality. I still value it as the number one symbol group in the market," he said.

The news comes five months after the Tesco-Booker merger was announced and also follows last month's revelations that Sainsbury's is considering a takeover of P&H.

Nisa, Sainsbury's and Coop declined to comment, while Bestway did not respond before RN went to print.

### Guardian to go tabloid in move to save money

The Guardian is planning to change its format to tabloid amid continuing losses at the newspaper group.

It is also on the verge of agreeing to outsource its printing to Trinity Mirror, the Telegraph reported.

In 2005 the Guardian adopted the Berliner format, the only UK newspaper to do so.

Nainesh Shah, of Mayhew News, London, said: "The Guardian has suffered in the past few years. We sold 80 a day two years ago but now it's down to 55.

"The readers are dedicated and they prefer the content over the style. The Berliner sounds like it was expensive so hopefully this will help them out."

A Guardian spokeswoman said it was in the process of reviewing its print operations.

# Food & drink prices hike inflation

Food and drink prices have contributed to inflation rising to its highest level since 2013.

Data from the Office for National Statistics showed the rate is now 2.9%, up from 2.7% in April and above the Bank of England's target of 2%.

Sugar, jams, chocolate, syrups and confectionery all contributed to the latest rise in the food category.

The rise in inflation has been driven higher by the fall in the value of the pound following the decision to leave the European Union in June last year.

Core inflation, which strips out volatile energy and food prices, also rose to 2.6% from 2.2%.

# Young bring energy, passion and ideas

Independent stores that involve young people in the business inject energy, passion and the ability to target new markets, according to one award-winning retailer of 30 years.

Londis retailer Ramesh Shingadia, who owns two stores in Horsham, has two sons – Alpesh and Amish – working in his business.

He said: "My sons are

millennials and they bring energy, passion and ideas, not only through social media but they have an eye for products that are relevant to their generation."

Similarly, 30-year-old Anish Parekh, has worked as the full-time manager of Londis Broadoak, in Ashtonunder-Lyne, since he was 27 after a previous business development role at cereal brand Kellogg's.

He said: "Having seen how multiples and independents do things I was able to professionalise our convenience store in terms of category management, promotions, in-store theatre, point of sale and by using technology."

Meanwhile, 18-year-old Jack Matthews, who manages Bradley's Supermarket in Quorn, Leicestershire, with his father Paul, has introduced a social media focus to the business.

"I use Twitter feeds for many of my ideas whereas older people won't," he said. "As a young retailer, I want to push the boundaries to be the best at what we do."

 Read how Jack Matthews is building a new generation of retailers in Lookbook on page 6.

# STORE LOOKBOOK





# Grab the 20 who walk by

This advice from Jack Matthews' father Paul was the beginning of a challenge which has seen the 18-year-old discover, like his father, that he has retailing in his blood. Helena Drakakis hears Jack's plans for the future of the family's store

or every customer who walks in, give yourself a pat on the back but it's the 20 that walk past that you need to watch." That is the gauntlet Paul Matthews threw down to inspire his son, Jack, to succeed as the family's fifth generation of retailers. You might assume the 18-year-old would feel daunted. In fact, he is relishing the chal-

Now the manager of his father's Bradley's Supermarket in the Leicestershire village of Quorn, Jack has retail running through his blood. "My dad is not retiring yet. I come out with too many crazy ideas for him to relax," he says. But, in the face of stiff competition, it is Jack's fresh thinking that will take the business

Once, Bradley's was the only convenience store in the village, but Jack watched in 2014 as planning permission appeared for a Co-op. Then, on the site of a run-down Budgens on Quorn's outskirts, Waitrose opened its doors last year. "We didn't change our game plan," says Jack. "We've always been confident in what we have. We had to keep doing what we were doing, but better."

Jack sees his independent store as having the benefit of agility. "If the Co-op want to do something they have to apply to head office, whereas we can adapt the

business immediately. If I see a great cereal display on Twitter, I'll think, why don't I do that?" he says.

Among the ideas Jack has jumped on are offering a craft beer range from local, family-run brewery Charnwood, and gin from Leicestershire distillers, Burleigh. Being part of the Nisa symbol group has helped him focus on fresh, as well as stock a range of local fruit and veg delivered six days a week. A local butcher and baker also supply the store. And, Bradley's has become the go-to destination for non-food items such as logs and kindling, selling 500 bags last winter.

It is not just the space inside Bradley's that is being maximised. On the outside pavement, Jack has begun hosting a local fishmonger, whose days at Bradley's have already increased from one to two due to popularity. An artisan baker also sells on the same spot in the evenings and there is an in-store flower shop which, on Mother's Day, created a show-stopping outdoor display.

Three things top Jack's priority list: customer service, fresh and "being the best you can be". "I've changed lightbulbs for customers, dragged logs to their cars, delivered to the elderly. You name it, there's not much we won't do," he says, adding that because the business has remained on the same site since 1976 he



The Store Lookbooks are my favourite read in RN. I like seeing what other retailers do and looking at their stores." JACK MATTHEWS







- (1) Working with Nisa and its six deliveries per week has helped improve the store's fresh offer.
- 2 Creating in-store theatre around national events, such as National Gin Day, can help create a conversation.
- 3 A flower shop within-ashop boosted Mother's Day sales.
- 4 And the store is now focused on repeating the success for Father's Day.

### **INFORMATION**

### Location

20 Station Rd, Quorn, Loughborough, LE12 8BS

**Basket spend** 

Weekly turnover £50,000 per week

Size

2,600sqft





# STORE LOOKBOOK





"knows most customers by name". In fact, his great-great grandfather started the business way back in 1921.

Alongside old-fashioned values sits retail for the 21st century. A digital advertising screen is visible in one of Bradley's windows highlighting Nisa promotions, among other messages. Jack is also building a Facebook and Twitter following. He gets great ideas from Twitter, too. "It's become very powerful, especially for the younger generation," he says.

He has plans to grow sales in several areas, including seasonal produce, as well as co-ordinating displays with events like National Gin Day last week.

"When you're the only shop, people shop with you because they have to, but when you have competition they'll shop in the place that's best," he says.

"We're never going to compete with Waitrose on things like olives because we don't have access to that range, so we look at their weaknesses. Waitrose won't be doing a big Father's Day display because they don't have the power to override the order, but we can. You can stand back and watch what the competition do, or focus on doing what you do best," he says.



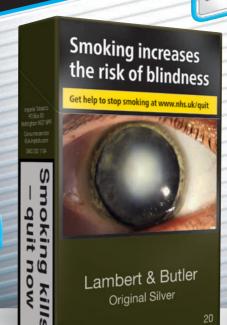




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## **CONNECTING WITH SMOKERS SINCE 1901**

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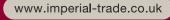












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# SYMBOL NEWS

### Landmark wants to be better not just bigger

Landmark will aim to be a stronger and better organisation rather than just a larger one, the buying group's new managing director John Mills has said.

Speaking at the company's annual conference, held in Dallas, Texas, he said: "While there are many challenges facing the sector, I believe by working creatively, efficiently and collaboratively we will navigate our way, calmly and steadily, through the choppy waters around us."

The aim of this year's conference was to encourage delegates to consider whether it was a time of evolution or revolution for the sector. Mr Mills added: "My aim is that Landmark will be renowned in the industry for our openness and integrity, and the excellent service we provide."

Landmark currently has 39 members and a £3bn turnover.

### Amazon fears quell

A Luton retailer said he feels secure despite the threat posed by Amazon Fresh which announced the expansion of its delivery service to Hertfordshire and Bedfordshire.

Peter Mann, of Nisa Local, said his 2,000sq ft store would not be able to compete with Amazon on price or delivery, but believes his customers will always want to come out and shop.

"Maybe Amazon will wipe us out, but I feel the threat is greater for the supermarkets. We have loyal customers who want to come out and browse," he said.

Amazon now delivers fresh produce via its online ordering service to 302 postcodes across London and the South East.



Yellow box and phone fees waived, RN learns PayPoint confirms 'active conversations'

# Bespoke PayPoint deals to keep stores in network

by Helena Drakakis

RNreporter@newtrade.co.uk

Selected retailers who opted to terminate their PayPoint contracts are being offered bespoke deals to keep them in the network, RN can reveal.

Alan Drake, who runs two Alco Mini Market stores in South Wales, terminated his contract but was recently asked if he would keep his Collect Plus parcel service in exchange for his yellow box and phone fee being waived.

He said: "I'm 60 and plan-

ning to retire, so I didn't want to take out a five-year contract, plus I was fed up of not making any money."

PayPoint has now offered him a six-month contract with a three-month termination period as well as waiving fees which amount to £46 per month.

"I have the only shops on estates. No-one else will take the parcel service and PayPoint know this. All my other services will be cut off but across two shops I'll make £80 per month on parcels," he said.

Another retailer, Martin

Ward, who runs Cowpen Lane News near Middlesbrough, said he was also approached last week and was made an offer on the ATM side of his contract. "I'd always said I'd take PayPoint out if it wasn't making any money, but they've made me an offer to make it profitable again," he said.

Last month, the company gave 15,000 retailers the option to terminate their contracts or sign up to a new five-year term with charges ranging from £10 a month up to £20 per week, depending on which system retailers chose. The company said 500 retailers have now terminated their contracts, with a remaining 500 still in "active conversations" with the provider.

A spokesman for PayPoint said: "We're having active conversations with a number of retailers who have served notice. A number of them have actually changed their minds since initially contacting us.

"We've seen strong interest for PayPoint One in the same period, with a good mix of upgrades and new-to-PayPoint retailers."

# McColl's looking for 50 new stores a year

McColl's wants to acquire up to 50 stores a year as well as refreshing its existing convenience estate, the company's chief executive Jonathan Miller says.

Speaking at the IGD Convenience Retailing Summit, Mr Miller said: "From our newsagent roots we are now first and foremost a convenience retailer.

"Convenience is no longer just about top-up shopping. Increasingly, our shoppers are looking for meal solutions and increasingly they are using it for their main shop." McColl's first opened its doors as a newsagent in 1901 but now has 1,375 stores, supplied by Nisa and Palmer & Harvey, with a turnover of £1.2bn. It acquired 298 convenience stores from the Co-op last year.

"We run more post offices than the Post Office as well as operating the biggest HND delivery service in the UK," Mr Miller added.

He described the group as "pedigree", adding the company's retailers regularly scored more than 90% of in-store compli-



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# NEWS & MAGS

### Giveaway for Scots' farmers

Retailers received their full margin for the newlylaunched Scottish edition of The Farmers Journal, despite the first issue being given away free.

The weekly, which normally costs £1.10, was distributed to around 1,600 independent retailers along with PoS material.

Stores were still given the 77.5p pence per copy – a retail margin of 25% – they would have received if they had sold the title, by publisher Agricultural Trust.

Circulation manager Colin Clews said: "We decided to do this to show our commitment to retailers and our belief in the success of the title.

"We are now selling the first paid-for edition and sales look good so far."

The Scottish edition launched on 2 June, two weeks after the launch of a Scottish edition of the Farmers Guardian.

# PPA mags sales push

The Professional Publishers Association (PPA) is calling for retailers to join a new campaign to grow magazine sales nationally.

The association says the cross-industry Press Pause campaign will aim to protect in-store space dedicated to the category and increase frequency of purchase.

It is supported by distributors Comag, Frontline, Marketforce and Seymour and is planned for launch in the late summer.

Anne Hogarth, PPA head of retail and circulation marketing, said: "The campaign takes an approach that leverages the increasing importance of mindfulness and the role of magazines."

Retailers interested in contributing to the campaign should email anne. hogarth@ppa.co.uk.

**UK rollout after Scottish trial success** 'It's about bringing more people into your store every day'

# Sun's promo payout for you and your customers

### by Jennifer Hardwick

iennifer.hardwick@newtrade.co.uk

News UK is launching a promotion on Saturday in which customers will be rewarded for buying The Sun across the UK.

The Sun Savers deal will allow customers to claim £5 for every 28 copies of the Sun they buy — with the potential to earn up to £65 a year.

The promotion is only available only through the print edition and is activated

by codes in the paper which customers enter online or on the Sun Savers app.

After entering their 28 codes, customers can choose to receive £5 in their bank account or PayPal account.

News UK's head of retail marketing Chris Hughes told retailers at the NFRN's annual conference on Monday: "The idea is to increase frequency of purchase and get people into your stores."

The publisher launched the promotion in Scotland in March and Mr Hughes said the results have been "very successful" so far.

News UK is also launching an incentive for customers to tell it about the store they buy their newspapers from, to reward retailers who encourage more people to use the scheme.

"Our objective is for you to communicate to your customers how easy it is," said Mr Hughes.

"Anyone who enters your unique retailer code will get £1 in their account.

"It's all about bringing

more people into your store every day."

News UK representatives visited 4,000 stores this week to explain the scheme and distribute PoS materials

Rewards of digital advertising screens will be given to the top five retailers with the most customer referrals and the best PoS displays.

News UK will promote the campaign with TV, radio and online marketing, as well as editorial in The Sun.



# London indie's polling day FT exclusive

A London independent was the only store in the UK used to distribute an extra election edition of The Financial Times last week.

A total of 30,000 free 12-page tabloid editions containing comment and analysis on the result were distributed by street teams in London, Manchester, Leeds, Birmingham and Dublin on 9 June, with around 4,000 copies delivered exclusively to five News on the Wharf stores in Canary Wharf.

Owner Peter Wagg said: "We have a great relationship with publishers and have carried special editions like this before. The idea is to get people reading more newspapers." Meanwhile, retailers reported losing sales of regional newspapers due to front page adverts paid for by political parties before the election.

Judy Thomson, of Tywardreath Village Shop, lost sales of the Cornish Guardian after the preelection issue arrived in a four-page cover wrap. "We have lost at least 12 weekly HND orders," she said.

A Trinity Mirror spokesman said. "The wrap is a paid-for advertisement and this is highlighted on the front and back of the newspaper.

It said political advertisements were a way for parties to communicate their messages.

**RN** • 16 June 2017 **13** 

# PRODUCT TRENDS



# Get the right alcohol range and chill it, says Diageo

by Tom Gockelen-Kozlowski

tom.gk@newtrade.co.uk

Retailers risk losing alcohol sales by not stocking the right products this summer, Diageo has warned.

Research by the company identified the scale of the task following a survey of 300 UK retailers which revealed 15% of stores have no chilled beers, wines and spirits.

While 19% of stores had no fruit cider and 35% had no pre-mix, 85% had no chilled craft beer available.

It comes as the spirits giant outlined the challenges retailers face this summer.

"If there aren't huge events for retailers to get behind such as the Olympics or the World Cup it's about retailers creating their own success," said David Webster, head of convenience at Diageo.

To ensure stores stock the right products and maximise their chance of success, new planograms and advice to boost sales have been made available through its Inspire, Display, Sell initiative.

But local events and tieins with suppliers can also help retailers overcome this, Mr Webster suggested, pointing to one recent programme that has been designed to help grow sales of Diageo's best-selling vodka brand, Smirnoff. Retailers who are involved receive PoS and red cups to give away with purchases of the spirit.

The need for retailers and Diageo to work together to grow sales was emphasised by the company revealing a significant decrease in spirits sales in convenience last Christmas. Mr Webster said: "We had grocers going right up to Christmas doing £15 litres and two

bottles for £20.

"They were trying to do their best to win back shoppers from the discounters but it had an effect on convenience.

"Also, Christmas Day fell on a Sunday so shoppers had a few more days for big shops. It meant customers were pretty stocked up and we didn't see that resurgence we normally get after Christmas."

Spirit sales, he said, fell by 4% in convenience during what is usually an annual sales peak – something Mr Webster described as "quite troubling".

an alternative to roll your

### Salad days for indie sector

The salad market is continuing to boom in the independent sector, with 17% growth in the last 12 weeks, according to Florette.

The bagged salad manufacturer said a greater focus on healthy eating was behind the trend.

"A well-planned fresh fixture is therefore crucial to growing the category and can drive footfall," said Polly Davies, category controller at Florette. "The convenience channel is perfectly placed to inspire shoppers to buy into key themes throughout the year."

She suggested a small store should feature its most popular product, Florette Crispy. "Retailers can improve their footfall by stocking healthy convenient meal solutions, such as Florette's Tasty & Balanced protein salads which offer a high protein, low carbohydrate salad in a convenient format," Ms Davies added.

### Isla Negra in growth

Chilean wine brand Isla Negra has seen an almost 13% value growth over the past year.

The results mirror RN's annual What to Stock report, with Isla Negra the highest riser on its table. The Sauvignon Blanc rose 14 places to number eight, while the Merlot was a new entry at number 13.

According to IRI data, in impulse sales alone Isla Negra grew at 6.5% by value over the past year – more than three times the total market in impulse.

Ben Smith, corporate communications at Concha y Toro UK, said: "We've invested in merchandising teams across the UK to make sure the wines are seen and we've had really good retailer compliance with our promotional mechanics."

# STG's new EUTPD II-exempt tobacco

Scandinavian Tobacco Group has launched a low-price thick-cut tobacco which retailers have said appeals to roll-your-own smokers.

The group's recentlylaunched Blue Ridge tobacco has become one of its fastest-growing products, according to a promotional letter sent to retailers in Premier's development group.

The letter does not mention the product is pipe tobacco but highlights the 20g size, the "low out of pocket price" of £4.49 and that it is "compliant with EUTPD II legislation".

Steve Archer, who owns three Premier Stores in Cheshire and Staffordshire, was one of the retailers to receive a free sleeve of Blue Ridge packs.

"Some retailers in Scotland have successfully found a market among pricesensitive students who roll their own cigarettes," he said.

Pipe tobacco, defined by a cut of 1.5mm or wider, is exempt from the plain packaging and pack size regulations introduced last year.

A tobacco legal expert told RN there is nothing preventing retailers offering it as own tobacco. But HMRC
guidance said pipe
tobacco used to
make hand-rolled
cigarettes could incur extra duty, even
if it is sold by retailers
as pipe tobacco.
An STG spokes-

Blue Ridg

An STG spokeswoman declined to comment on whether sales of Blue Ridge were being driven by rolling tobacco customers.

# **BRAND SNAPSHOT**



### **Return to Maryland**

Burton's Biscuit Company is relaunching Maryland with the release of Maryland Thins in Milk and Dark Choc Chip and Salted Caramel.



### **Absolut-ly fabulous**

Pernot Ricard has launched Absolut's first ready-to-drink range with Absolut Mixd. It is available in Cloudberry & Apple and Blueberry & Lime flavours.



### Pot Pasta's £2m push

Pot Noodle's Pot Pasta comes in Beefy Bolognaise, Creamy Carbonara and Cheesy Broccoli, is supported by £2m marketing and is available from July.



### **Squeezing in the flavour**

Hellmann's is expanding its popular range of sauces with the launch of American Style Yellow Mustard and Smokey BBQ Sauce in squeezy formats.



### **Dr Oetker's extra strong**

Dr Oetker is relaunching its range of Extra Strong Food Colour Gels with stronger, brighter colours and a bigger 15g tube.



### **Mature approach**

Dairy Crest's Cathedral City Snack Bar multipacks are available in Mature or Mature Lighter packs, each containing four individually-wrapped 30g bars.



### **Mentos makeover**

Mentos gets a makeover with its White gum released in a new fliptop format and new flavour, Bubble Fresh, also available in a bottle.



### Top of the lollipops

Perfetti Van Melle has teamed up with YouTube star Dodie to promote its Chupa Chups sugar-free lollipops. Dodie has two million social media followers.



### **Bordeaux to Broadgate**

Vins de Bordeaux is launching its biggest UK campaign, focused on dry whites, which includes a pop-up bar in London's Broadgate.



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# WHAT'S NEW







### **Pang Pang**

Swedish brewer Pang Pang has hit the market this year with four flavours including Tiki Tango and Golden Glock.

**RRP** £2.99 – £3.99

Contact enquiries@morgenrot.co.uk

### **Elephant Gin**

Elephant Gin combines hand-crafted gin with a love of African wildlife by giving 15% of all proceeds of every bottle to save the African elephant.

**RRP** £37.50

Contact info@elephant-gin.com

### Me Too!

Last year's winner of the Quality Food Awards for two types of houmous, Ramona's Kitchen's Me Too houmous is the company's best-selling product.

**RRP** £1.60

Contact info@ramonaskitchen.com







### FlapJacked UK

This Devon-based company is meeting demand for protein cookies and baking mixes by providing an alternative to traditional cookie mixes.

RRP £19.99 (3-pack)
Contact 01392 829903

### **Tideford Organic**

This new range of summer organic and vegan summer soups includes a Summer Pea soup and a Gazpacho Andaluz.

RRP £2.89

Contact info@tidefordorganics.com

### **Scarlett Dressings**

These repackaged dressings from Suffolk company Scarlett & Mustard show off a range of zingy flavours, inspired by family members.

RRP £3.99

Contact yum@scarlettandmustard.co.uk





**2** 020 7689 3358



### Hooba

Included in this new meat-free range of sausages and burgers is Hooba burgers for anyone wanting to fire up a meat-free barbecue.

RRP £4.85 (4-pack)
Contact 01325 625 250



### **Coco Splash**

Coco Splash Organic coconut water is free from added sugar. It also boasts being low in sugar and containing natural electrolytes.

RRP £24.99 (12 x 330ml bottles)
Contact info@dashorganics.co

### Nuts

RN has highlighted a vast array of premium specialist alcohol, ready meals and children's snacks over the past month, and this week it is salty snacks' turn in the limelight. These products could help give your snacks range a profitable point of difference.





### **Mr Filberts**

Available in chilli and fennel flavours, honey and peppercorn, and sea salt, including others, Mr Filbert nuts are targeted at the luxury snacks market. The company is seven years old and is based in Somerset.

RRP £1.99 - £3.49

Contact sales@filbertsfinefoods.co.uk

### Zeina

Snacking nuts made by this familyrun company based in West Yorkshire come in Spicy Barbeque and Smokey Chipotle flavours, among others. They are 100% vegetarian and veganfriendly.

RRP £1.49 - £2.49

Contact 01924 280 180

# Julian Taylor-Green Taylor Green Spar,

Taylor Green Spar, Bordon, Kent

range of

customers

buying them."

"I have an upmarket range of nuts and mixes, which I position near the till. These aren't items that people search for so you do have to bring them to people. They are perceived as more healthy, so there's a real



### Sowans

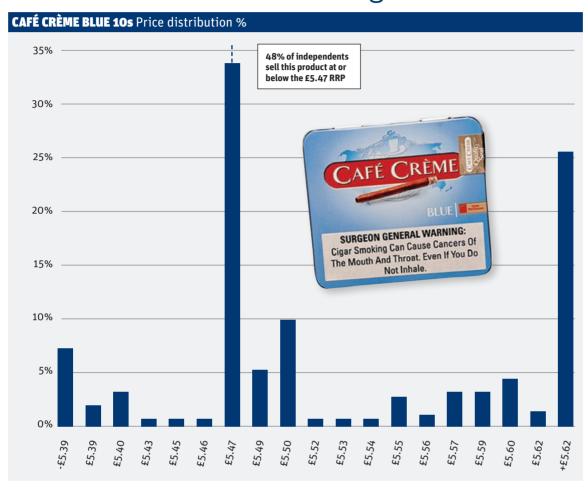
This Dublin-based wholefoods company has a full range of nuts for baking, snacking nuts and innovative nut-based spreads, for example, hazelnut butter with honey and vanilla and almond butter with chia.

RRP £29.40

Contact info@gempackfoods.ie

# PRICEWATCH

# **Profit checker** Miniature cigars



# **Analysis**

Compared to the tight margins cigarettes and RYO provide, retailers are given a little breathing space in the case of cigars, as can be seen with a 10-pack of Café Crème Blue. Even at RRP, retailers achieve a margin

of 15%, and a full third of retailers choose to price at this level. But 58% charge higher, such as Meten Lakhani in Southampton, whose pricepoint of £5.90 brings him a healthy margin of 18%. Of the 13.9% of stores charging below RRP, most are situated in competitive town centres, relying on footfall and volume of sales to compensate for the squeezed margins which retailers like Kamal Sisodia are forced to accept.

### **Price checker**

**PRODUCT** 

Café Crème Blue

**Café Crème Original** 10s

105

Hamlet Miniatures

Café Crème Filter

Moments Blue

105

10s

Hamlet Miniatures

Ritmeester Royal Dutch Miniatures Blue

Ritmeester Royal Dutch Miniatures

Café Crème Finos Blue

105

10s

10s

Hamlet Miniatures

# How we drive our profit

### David Worsfold

STORE Farrants
LOCATION Cobham, Surrey
SIZE 2,000sq ft
TYPE village store

#### TOP TIP

Take customers on a journey through different cigar brands, encouraging them to try more premium options



**Ritmeester** Royal Dutch is my bestseller: we go through about five packs of 20 a week, priced at £8.45 each, which gives a margin of 15% to 20%. My pricing is strategy is RRP plus 3%. When the tobacco suppliers decided to move away from supplying independents directly I didn't have time to go to the cash and carry, so had to turn to a wholesaler which takes 2% of the price. So I had to add that on to maintain my margin. Also, no-one else sells 20 packs of Ritmeester for 20 miles, which allows me to increase the price a little.

### Kamal Sisodia

**STORE** Belvoir News Loco **Location** Coalville, Leicestershire **SIZE** 950sq ft **TYPE** town centre

### TOP TIP

Communicate with your customers: ask what kind of mini cigars they would like to try, then follow it up and see what you can get hold of



Café Crème and Hamlet Miniatures are the most popular mini cigars in my shop. We sell 10-packs of Hamlet Minis at £5.20, a little below RRP, providing a margin of 13%. It's a tight margin - maybe I should put it up. But as we're in the town centre, I try keep the prices keen and compete with the multiples where I can. People are still price-sensitive on mini cigars, especially people who smoke Hamlets or Café Crème - they're everyday smokers, like cigarette smokers, so are very aware of the price. We sell about one outer a week, with 10 packs in an outer.

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Grace Caffyn

RNreporter@newtrade.co.uk

**2** 020 7689 3357

Data supplied by



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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER  1 HIGH STREET OFF-LICENCE IN SMALL-DERBYSHIRE TOWN	RETAILER 2 SUBURBAN POST OFFICE AND SHOP IN LARGE NOTTS TOWN	RETAILER  3 SMALL C-STORE IN BIRMINGHAM SUBURB	RETAILER  MARKET SQUARE NEWSAGENT IN EAST YORKSHIRE TOWN	RETAILER  5 OFF LICENCE IN PEDESTRIAN STREET IN DERBYSHIRE TOWN	RETAILER 6 C-STORE IN SHROPSHIRE COUNTRY TOWN
£5.53	£5.47	-	£5.47	£5.50	£5.47	£5.47	£5.57
£5.52	£5.47	-	-	£5.47	£5.47	-	£5.57
£5.28	£5.20	-	-	£5.20	£5.20	£5.20	-
£5.49	£5.47	£5.47	-	£5.50	£5.47	£5.47	-
£4.17	£4.18	£3.69	-	£4.18	-	£3.69	£4.28
£2.69	£2.65	-	-	-	-	-	£2.65
£4.30	-	£4.39	-	-	-	£4.39	£4.49
£4.39	£4.39	£4.49	-	-	-	-	-
£4.98	£4.76	-	£4.76	-	-	-	£4.86
£5.25	£5.20	£5.30	_	-	-	-	-

\* from a sample of 3,500 stores

### **MY LOCAL HERO**

Retailers reveal the most profitable produce on their doorsteps

### Joe Williams

The Village Shop, Hook Norton

Cotswold Dry Gin 70cl, £35.95

#### Where did you discover it?

The gin comes from a local producer, the Cotswold Distillery, which opened recently. At first just a couple of local pubs were offering their products. But they proved really popular: we had customers saying how much they liked it so we thought we'd give it a go in the shop.

#### Who buys it?

A broad range of customers buy it, but it's especially popular with the younger generation. They are more experimental, more willing to try out new products; the same attitude that drove craft beer has spilled over into spirits. Older customers can be a bit more set on the gin they've always drunk, Beefeater or whatever, and we've got to run a store tasting to get them to venture out into something new.

#### Why is it so successful?

People aren't drinking the same quantity of alcohol anymore, and are perhaps putting money into quality rather than volume now. It's working from the same trend as craft beer: people prefer supporting smaller producers, and they can see that the product is a lot better quality, so they don't mind paying a little extra for it.

### Nainesh Shah

**STORE** Mayhew's Newsagent **LOCATION** Belgravia, London **SIZE** 1,000sq ft **TYPE** residential

#### **TOP TIP**

Give out the occasional trial cigar – people are often reluctant to change, but even if they don't buy, they'll appreciate trying it for free



I sell a wide range of mini cigars, covering both the affluent customers who live in this area or stay for a while from abroad, and the office or construction workers who work nearby. Monte Cristo mini Cuban cigars, which go for £9 for a pack of 10, are popular with the more affluent customers. Café Crème are also very popular: we sell a pack for £5.50, which is a 14% of 15% margin. More specialist cigars can give a much bigger margin, as high as 33%, so I'll always suggest these to customers if they ask her for advice or a recommendation.

### Meten Lakhani

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

### TOP TIP

Adapt your range to the demographic in your area, and don't be afraid to cut out lines if they're not selling



We price our best-selling mini cigars, Café Crème, at £5.90 for a pack of 10, which gives a healthy margin of about 18%. We go through about one outer of 10 packets a week. We've consolidated our range recently and now only stock Café Crème and Hamlet Minis. Not many local people smoke cigars, so most of our sales are to people staying in a nearby hotel or working in offices - they're only passing by for a few nights usually, so they're not too worried about what they're buying, allowing us to cut down to just a couple of lines.

# **YOUR NEWS**



## Families scamper for Vince's hampers

A retailer has scored an early summer hit by creating welcome hampers for holidaymakers staying at nearby campsites and B&Bs.

Vince Malone, of Tenby Stores and Post Office in west Wales, said he delivered 54 of the hampers during the half-term holiday.

A basic package at £5.50 includes essentials such as tea, coffee, milk and sugar, while optional add-ons can include luxuries such as beer and wine, bringing the price up to £25 or more.

"A group of small camp sites and local B&Bs took as many hampers as we could," said Mr Malone.

He covers delivery costs by adding a premium to the in-store price of each item.

# Father's Day shop specials

Retailers are capitalising on the sales opportunity offered by Father's Day by creating in-store theatre and offering innovative gift ideas.

Jack Matthews, of Bradley's Supermarket in Loughborough, has built a promotional stand, adding local beers from Charnwood Ales and gift packs of ales and glassware. The packs are priced at £8.99 with a 29% margin.

"We order the ales and glasses, flatpack packaging and put them together ourselves," he said.

EJ Teare in Wellington, Somerset, was offering magazine subscriptions as gifts.

# Shoppers travel 30 miles as 'game changing' social media spreads word on great deals

Social media advertising and in-store LED screens have drawn in customers from more than 30 miles away to Sheffield convenience stores.

Mandeep Singh, of Premier Singh's, has seen one customer travel from Barnsley to buy a £250 bottle of Ace of Spades champagne, while another came from Leeds to pick up the latest bottle of yodka.

"I read a lot about retailers using social media, but then I look at their pages and I don't see much interaction," Mr Singh said.



"With us, everything we do is about getting results.

Social media has been a game changer for us."

Fourteen electronic screens in his stores display the posts from the social media feeds, ensuring customers are being constantly updated on the latest offers.

"We can have 30 different offers on display for 16 hours a day," Mr Singh said.

"It is all about getting the interaction with customers, which we can put live on our screens."

He added: "We recently sold 136 boxes of Mars Brownies. Without social media that would not have happened."

**Switch adds new products and better value** 'It has reignited my passion – I'm excited'

# Changing symbol groups revolutionises Raaj's store

#### by Joe Cooper

RNreporter@newtrade.co.uk

Switching symbol groups has transformed a Buckinghamshire retailer's shoppers' buying habits so dramatically he can hardly keep up with demand.

Raaj Chandarana, owner of Tara's News in High Wycombe, said his new products were flying off the shelves in his first week operating as a Londis following his switch from Premier.

"I've just been trying to keep up while calling new products in," said Mr Chandarana, who has added around 25 new products in store. "We've got a lot of protein products and multipacks and take-home items which are popular with mums and kids, especially the Ella's Kitchen range.

"The promotional offers are strong – before I might have made a 10% margin, but now I can make up to 35% on promotions. There is also a lot to choose from so I have the choice to put, say, beans or bread on offer."

Last year, Mr Chandarana told RN he felt it was his duty to make his customers baskets healthier which led his decision to switch symbol groups, after 10 years as a Premier store.

"Customers are surprised they can get quality products and a decent price," he said. "Two for £4 on fresh beef burgers is also really great value, especially with barbecue season coming up."

The store is in the early stages of switching groups, and the fitting of the new fascia and a refit will take place this summer.

"We're taking this slowly," he said. "This is not an overnight change. We're getting used to the prices and the deliveries. We want customers to notice the changes slowly. If you change too quickly you can



alienate customers.

Mr Chandarana added: "I feel excited for the future. It has reignited my passion personally and I'm excited to give customers what they want. Londis is going places. We've got a fantastic regional development manager." **RN** • 16 June 2017 **23** 

Hung parliament leaves c-stores in business limbo 'It's the worst possible outcome'

# Uncertainty after election adds to retailers' worries

by Tom Gockelen-Kozlowski

tom.gk@newtrade.co.uk

Retailers have reacted with dismay to last week's general election result with one industry organisation describing the hung parliament as "the worst possible outcome for business".

Paul Baxter, chief executive of the NFRN, said: "Now we are left with a weak government and opposition which will also be plagued by in-fighting and not focusing on the issues which matter to businesses. For us, uncertainty is the worst thing."

Nishi Patel, of Londis Bexley Park in Dartford, Kent described the result as "pretty dire".

He was one of a number of retailers who told RN the uncertainty and inevitable negotiations could mean delays in retailer support with, for example, business rates revaluation.

"I hope it doesn't – our business rates have gone up by £10,000 this year and we're currently negotiating our rates and compensation," said Mr Patel.

London retailer Kay Patel – who runs a number of Best-one stores in the capital – said he believed all retailer issues would now be "on the backburner".



Meten Lakhani, of St Mary's Supermarket in Southampton, said the reaction, highlighted through customer spending, had been immediate.

"We always see people cutting back after an election – where people might spend £7 or £8 they're now looking for a bargain," he said.

"It usually lasts a couple of weeks and then goes back to normal but after the EU referendum last year we actually lost a few customers. We're in a very multicultural area and a few of the Eastern European customers went back to their countries."

A number of positive consequences of the result

have been identified, however. Mr Lakhani suggests the widely-expected end of a so-called 'hard Brexit' would make staffing issues less acute.

Kay Patel said he hopes a Conservative deal with the DUP could help avoid any changes to Sunday trading. "It's one of the few silver linings," he said.

# We were polling day winners say publishers

Publishers have claimed a continued victory in terms of sales as a result of the general election, both in the week leading up to the vote and the days that followed.

Both The Guardian and the Observer experienced sales boosts of more than 10% week on week in the three days following the election, while the i also reported a 3% growth in the lead up to polling day itself.

The i described the Saturday following the election as one of its "best ever" in terms of sales.

Sales and marketing manager Paul Bacon, said: "There seems to have been a backlash from the general public against being told what to do so the i's position on the newsstand certainly provided some balance when many newspapers were criticised."

The 2015 election and last year's referendum had helped a majority of stores grow newspaper and current affairs magazine sales.

Chris Shelley, of Shelley News in Horsham, West Sussex, said: "We saw a spike in the week before and a few days after the election – particularly over the weekend.

"It's difficult to put into numbers but, as with previous years, there's definitely an increased interest."

## Premier deals get a Mega welcome

Premier retailers have given the thumbs up to a boost in the number of monthly 'Mega Deals' from four to six.

The symbol group's promotion, which includes a guaranteed alcohol and paper deal each month, expanded last week in a bid to drive footfall to their stores.

Bal Ghuman, owner of AK Convenience in Shrewsbury, said: "I've noticed a 5% uplift in the past week. Customers appreciate value for money."

Jimmy Patel, of Jimmy's Store, Northampton, said: "Every deal with toilet rolls sees a massive uplift. Normally I'd sell one or two nine-packs but I'll sell around 36 on offer."

Every promotion will include a frozen meal deal and there will be a greater focus on healthy living and free-from products.

### Banking bombshell

The Post Office has pledged to investigate after a Coventry retailer was told he could only do his business banking between the hours of 9am and 11am.

Arif Ahmed, of Ahmed Newsagent, banks with Santander but uses a Post Office counter within a WH Smith store near his business to deposit cash.

Last week, he was told from 1 July he would face a restriction on when he would be able to make deposits – something that would cause him a lot of problems.

Mr Ahmed said: "There has been no consultation and we weren't officially informed about this."

A Post Office spokeswoman said it had not rolled out a UK-wide restriction and was investigating.

# OUR VI

### **YOUR LETTERS**

### **■** Menzies is letting down me, 20 other shops and 100 angry customers

We've had a lot problems with Menzies deliveries this year. We've had problems before, but this year it's been a real issue. First of all it tried changing the delivery routes which meant for a whole week the papers were two or three hours late every day. It then had to go back to the original routes.

In the last six weeks or so we have been having problems every other Sunday. Two Sundays ago papers were three and a half hours late, this week they were two hours late.

It is worse on Sundays when people are almost queuieng up outside.

We have an arrangement with a paperboy who buys £100-worth of newspapers from us to deliver, but he had to go and buy them elsewhere as he couldn't get them from us.

What's worse is ringing Menzies and getting the generic message that deliveries are going to be two hours late - and then it's four hours, with no update, and even though we're chasing up. There must be 20 shops on our



**Two Sundays** ago papers were three and a half hours late. this week they were two hours late

**Martin Lightfoot** 



route and they're letting all of those down. Each of us are probably letting at least 100 customers down too.

We've been told it's "driver issues" but every other week?

I can understand maybe some people didn't turn up to work after Scotland played England at football, but we lost sales. We open at 5.30am or 6am, so when the papers have still not turned up by 10am we've missed the best part of the day.

We also have to send a lot more back because of lost sales. I'm worried that

this is going to affect our supply next Sunday.

**Martin Lightfoot** 

Londis Solo Convenience, Glasgow, Scotland

#### A spokesman for Menzies said: "We

recognise that some of our customers have recently experienced later delivery times, and we apologise for any inconvenience this has caused. Our team at the branch are focused on addressing this issue, and are working on a broader front to optimise Linwood's delivery routing."

### ■ SNapp falls flat after online order changes ignored

A few months ago we were sent a letter from Smiths saying sales data for newspapers will stop and to make sure we get our required quantity for the following two weeks we needed to phone or use the new app SNapp.

So, I downloaded the app and started using this method for a while, as recommended by Smiths.

But what a completely useless process it is. Last Thursday morning I processed my required figures for the weekend and Monday morning and updated any increase or decrease I needed. On Saturday I was short 25 Daily Mails and now, of all the figures I spent time changing on Monday, not

### **YOUR SAY What effect has pricemarking on single** chocolate bars had on your sales or profits?



### Iulie Duhra

Jule's Premier Convenience Store, Telford, Shropshire Pricemarking has worked well for me. It's popular with schoolkids and young families as they can see exactly what they are getting for their money. Last year Cadbury reorganised my confectionery and since then I'd say 80% of my fixture is pricemarked. People would rather pay 55p for a Double Decker than 67p on a Drifter. You might as well make less on one bar if you can sell more.

### **Nainesh Shah**

Mayhew News, Belgravia, London Pricemarking works well - it helps sales at the lower end of the market. People come into our shop often fearing they're going to pay high prices for the same

thing elsewhere so they like to see the prices there and make a decision based on that. There is a lot of building work here at the moment and as long as that continues, our sales are higher.

### **Danny Wilson**

One Stop, seven stores across Scarborough and Bridlington I think people seem quite resistent to changing sizes and prices. We don't pricemark anything really, except maybe Freddos. All our chocolate across all brands sells for three for £1.20 – it's been a running offer for the last few months that does seem to be increasing sales. It does sacrifice a bit of margin but it gives the perception of better value. I think that's probably the sensible way if things keep changing.

### **RN READER POLL**

Never

47% In the In the last year 6%

last week

### When did you last use EPoS data to review your range?

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

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





one was changed.

So now, on Monday morning, I literally have nothing on the stands to sell. I sub-retail to eight caravan parks and shops so it's the busiest time of year.

Traders like myself can have an extra 20 copies per publication so cutting my figures is no good. Just let me run my business and not have to turn trade away as I now could have had 15 extra sales of newspapers and it's not even 7.30am vet.

I have extra rounds com-

pared to last year so Smiths' analysis of last year's trade is not irrelevant and is costing me money.

Incidentally, I go to supermarkets and see the vast amount of returns they have so Smiths News do not use the normal terms of cutting waste as you have no grounds on this.

> Scott Saunders Newsklin Fakenham, Norfolk

### **A Smiths spokeswoman**

his concerns regarding his allocation."

Alderman C.W Starmer of Darlington, known as a Napoleon of the provincial press, was part of the birthday honours list. Under his name were five morning and evening papers

said: "We will contact Mr. Saunders directly to discuss

and seven weekly journals.

### VIEW FROM **THE COUNTER**

with Mike Brown

I am writing this piece at Sessay, near Thirsk, cricket ground where my youngest daughter Emma is playing for Sessay Emeralds against Bradford. We seemed to have moved seamlessly from the hurly burly of football to the more civilised arena of cricket.

My favourite part of the day is undoubtedly the cricket tea. Often a pooled affair where the best baking skills of Yorkshire mums comes to the fore, it is a culinary masterpiece. If any Northern district NFRN members would like to experience its delights our social committee has organised an event at Durham County Cricket Ground on Sunday, 13 August. It is a 20/20 match against Birmingham starting at 2.30pm. Come along, bring the family and have a chat and, of course, experience first class cricket.

Having listened to its readers and retail estate, Trinity Mirror made the nostalgia magazine Remember When available again in our shops. Relaunched at the end of May with the same cover price of £1 it is selling very well.

In fact, a few customers pre-ordered before the sale day, demonstrating how popular the title is. Well done Trinity Mirror for listening.

Perhaps The Yorkshire Post could listen and not display the masthead half way down the front page. When this happens, I lose sales because the title gets lost beneath other newspapers. The Guardian is another culprit. With space being reduced for news in a lot of shops perhaps publishers are shooting themselves in the foot with this practice.

# YOUR SOCIAL MEDIA

contact us facebook.com/ThisisRN and @ThisisRN







National President Ray Monelle: 'The ability to adapt is strong, the opportunities are there and we are here to grasp them'

**Jennifer Hardwick** @JenniferH\_RN

Tea is provided by the school where our local polling booth is so we took water, crisps and cakes to help the volunteers get through the day.

One Stop Mount Nod @OneStopMountNod

A new political landscape today, let's make sure that the 'government' now listens to independent retailers' needs.

Paul Baxter @PaulBaxterNFRN

Newtrade MD @NickShanagher: You don't have to be great at the start, but you do have to start to be great! **#NFRN2017** 

Tom Mulready @TomMulready

@Itteringham **Shop Great** place for #coffee on cycle route from Aylsham to Cromer

Will Steel @farmerWS



@NFRN\_Online members vote the national minimum and living wage as their biggest business concern in 2017. Do you agree? #nfrn2017

**Louise Banham** @LouiseBanhamRE

'I am a members man' Stuart Reddish wins the key #nfrn2017 leadership election. Adapt. Change. Transform.

Nick Shanagher @NickShanagher



# IGD CONFERENCE



# What's going on in 2017?

Fidget-spinners, fields of wheat, covfefe – there's been a lot to learn in 2017. Last week's IGD conference was a chance for retailers to catch up with the must-know facts about convenience today. Charlie Faulkner reports

### Convenience is the place to be

With food and drink inflation about to overtake income growth, head of retail insight at IGD, Guy Ousey, told delegates convenience is presented with a £7bn growth opportunity.

This is second only to the growth opportunity of the discounters.

Mr Ousey also revealed figures showing that 85% of UK consumers were satisfied by their most recent convenience shopping trip.

#### **Brits are shunning breakfast**

As much as 40% of people avoid breakfast because they don't want to have to wash up, Weetabix head of UK sales Becky Hain revealed.

In the past five years the time spent having breakfast during the week has plummeted from eight minutes to under five.

It all contributes to a 3% year-onyear decline in the number of "sit down breakfasts" in the UK.

### Salt and vinegar win big in London

To emphasise the fact independent retailers need to look beyond the standardised national core ranges, PepsiCo's category controller Pierre Jackson revealed a quarter of the country's salt and vinegar crisps are bought within the M25.

### **In-store services are king**

McColl's boss Jonathan Miller urged retailers to "broaden the spectrum of convenience".

Four out of 10 visits to McColl's stores are service-driven, highlighting the importance of everything from bill payments to parcel delivery.

### Time isn't on your side

Mr Miller also highlighted figures that show how time-pressed c-store shoppers are.

While the average time shoppers spend in a supermarket is 22.6 minutes and 21.4 minutes for online shoppers, customers in convenience spend just 7.1 minutes in store.

#### Life is increasingly unplanned

Post-millennials (that's generally agreed to be whippersnappers born after the mid-1990s) prefer to live life by the moment, according to IGD's shopper insight manager Michael Freedman. "Six in 10 of them don't even plan evening meals," he said.

#### **Promiscuity rules**

We are living in a far less loyalty-



It's about
how we
feed into
customers'
lives and
how we can
adapt to
drive them
in store

driven market, Costcutter chief executive Darcy Wilson-Rymer told delegates, with "shopper promiscuity" higher than ever before

To respond, stores need to understand customers' needs better.

"It's about how we feed into customers' lives and how we can adapt to drive them in store," Mr Wilson-Rymer said.

### **Change will keep coming**

Darcy Wilson-Rymer also warned retailers the pace of change was unlikely to slow anytime soon.

"The challenge will be to interact with customers to get them to spend more and increase their frequency," he said.

### Not everything is speeding up

While our lives get ever more rushed, so-called slow food is becoming ever more popular.

This trend has been noticed by Spar. Its head of grocery, David Harland, announced a range of slowcooked meals have hit Spar shops in the UK.

"The USP is that unlike many products on the market these products are microwaveable."





I get a lot of benefit from RN's Brand Snapshot section. I first heard about the new flavour Exotic Boost energy drink here and it flew out.

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# **COCKTAILS & SPIRITS**

# Time for something different

New brands, extra marketing and cocktail culture of specialist bars in Britain's big cities is helping retailers find success in the premium spirits market. **Toby Hill** finds out more

Tust as the 'craft' trend has revolutionised the beer market, the growing popularity of premium spirits is leading many retailers to seriously re-think their ranges.

"It's definitely a growing trend," says Peter Mann, owner of Nisa Local in Luton. "I think it started in the on-trade and is now reaching convenience. I'm looking at expanding my range of niche, premium brands – shrinking my cigarette gantry and making more room for spirits behind the counter."

So how can retailers make the most of this growing opportunity?

And what mixers should they be bringing in to match the increasingly experimental tastes of their customer base? Here we talk to four leading retailers to find out how they've made a success of spirits in their store.



Once known as mother's ruin, gin has become the trendiest drink in town – and not just in the hotspots of hipster London. Paul Keys has built up a selection of gins in his Sheffield store. Keys News is just 500sq ft, but shoppers can choose between a variety of gins, including Bloom, Hendrix, Opia, Tanqueray and Bombay Sapphire.

"Gordon's gives us a margin of 15.7%, but Tanqueray brings in 28% and Bombay Sapphire 34%," Paul says. "Gin is definitely the up-andcoming thing at the minute, we sell a lot of premium spirits but particu-

larly gin. People don't seem to mind paying extra for it. All my customers are probably hipsters." loe Williams, owner of the Vil-

> lage Store in Hook Norton near Oxford, has had a similar experience. "We have a local gin from the Cotswold Distillery and sell more of that in a week than Gordon's," he explains. "Then we do flavoured gins from Foxdenton, sloe and damson gins."



Niche and premium brands stand out

# Premium rum and whisky

Peter Mann began expanding his premium spirit offering two months ago, introducing Jack Daniel's Single Barrel Select Whiskey and Johnny Walker Gold Label. They sold quickly, and before long he was heading back to the wholesaler to try out some more.

"It's useful when you've got other stores near you: everyone's got Smirnoff or Gordon's, but offering Jack Daniel's Single Barrel or Hague Club scotch gives you a point of difference," he says. "People are looking for more unique drinks. I think people don't see their relatives as much, so it's a special event when they do. A guy came in the other day and picked up a bottle of Johnny Walker Gold Label and bag of ice to share with his cousin – he

hadn't seen him for two years." Other retailers have also picked up on these trends. Paul Keys, owner of Keys Store in Sheffield, has brought in O'Hara's rum, which is brewed in Sheffield. Further south, in Hook Norton near Oxford, Joe Williams sells rums including Pink Marshmallow Moonshine and Sweet Potato Vodka from the Sweet Potato Spirit Company. He also sources local products, including Cotswold Cream Liquor, from the nearby Cotswold Distillery.

"Quite a few people come in to try the different products and flavours. They're a lot more experimental with their spirits now," Joe says. "If it's good quality they're happy to pay a premium price."



### Make your display pay

Stocking both premium spirits and premium mixers raises further questions for retailers: how to most effectively merchandise products that go together, but come from two such different categories?

Paul Keys' solution is to have his premium mixers in two positions. "They're out in the part of the shop with the other tonics, but I also have them merchandised alongside the gins," he says.

Similarly, Joe Williams makes

Similarly, Joe Williams makes sure his mixers and spirits are positioned "right next door" to his spirits fixture.

"You've got to cross-display the two," he says. "People are less likely to buy a premium spirit if you don't have a quality product to go with it, so you've got to show them you have it."

Paul Keys has also decided to ditch his cigarette gantry, and use that space to display his spirits instead. "Everyone has to look at that space behind the counter, so it doesn't make sense to use it to display something that nobody is allowed to see," he says. "Instead, I've put the spirits there, bring them into people's eyeline. It helps with the premium spirits in particular, which are presented in such nice bottles."

Peter Mann also emphasises

the importance of making the best use of customers' own line of sight when it comes to encouraging them to trade up to a more premium spirit.

"You could talk to your customers, explaining to them it's a better product, but most of the time people don't want to be harassed and told what to buy – they come into my store every couple of days and just want to get in and out," he says. "A better way to engage with customers is to put offers or branding near the counters, and just let them see it for themselves."



When we started bring-ing in premium gin it seemed a bit silly to just have cheap tonic available





### **Get your mixers right**

Alongside premium spirits, premium mixers have also experienced a surge in popularity, according to retailers. Paul Keys gives the example of tonic water: "We used to just stock Schweppes and Lifestyle tonic water, but the Schweppes didn't sell well so we delisted it and just had Lifestyle," he says. "But when we started bringing in premium gin it seemed a bit silly to just have cheap tonic available so we brought in Franklin and Fever-Tree tonics, which go well," he says.

Joe Williams has noticed the same effect. "Because people are coming in for a premium spirit, they want a premium mixer to go with it," he says. "We rely on Fever-Tree to match those tastes, they have an excellent range."

As well as mixers, Joe stocks limes, lemons, mint, ice and other fruits, so his customers can make up cocktails to drink in the sunshine. "Particularly at this time of year customers want to have drinks with fruit and fresh herbs," he says.



### **Big name brands**

While many retailers are building up their range of premium spirits, it's essential to get the basics right, too.

"There are certain brands you've just got to have," says Ben Dyer, of Debbens News in Waterlooville, Hampshire. "Some customers will come in looking for Jack Daniel's, or Smirnoff, and if we haven't got it they'll go somewhere else because that's the only thing they want."

Pricing such brands poses something of a challenge, Ben adds; unlike more premium lines, these products are sold everywhere, increasing customer sensitivity to price.

"We have to use pricemarking on our bottles of spirits," Ben says. "Using our own price labels doesn't work, customers need the reassurance we're not ripping them off – or they'll just go to Asda instead."

# IMPULSE BUYS



# Maximise your sales

Once a shopper has arrived in a store, a retailer's role becomes one of encouragement: how many extra products can they tempt the customer to pick up? **Tom Gockelen-Kozlowski** and **Joe Cooper** find out how to make these vital sales happen

onvenience retailing is an art based on small margins – a customer entering a store and picking up one extra product they weren't planning can be the difference between a profit or loss on that week's sales.

Unsurprisingly, suppliers and retailers are striving to make every product work as hard as possible

to stand out on shelf and attract shoppers to make those unplanned purchases.

This week RN spoke to some of the UK's top suppliers to discover how retailers can maximise the chance of an impulse buy, while we also hear from brilliant retailers and discover their secrets tips for success.



Chocolate bars are one of our most popular impulse buys



Pricemarking can help tempt shoppers to act impulsively



New flavours provide new reasons to spend

### Stock impulse alternatives to planned purchases

**David Tittensor** Category development director, Warburtons



There is evidence of an increase in unplanned shopping behaviour as 'little and often' becomes more prevalent. Certain ranges such as fruited bakery snacks, including the likes of fruit loaves and teacakes, work well when featured in more impulsive locations in store. Crumpets and thins are also added to baskets when displayed off shelf. Where possible, link the product to an occasion to make life easier for shoppers.



# Retailers' impulse secrets

Chocolate bars are one of our most popular impulse buys. We offer a two for £1 deal on some of our bestsellers, which people often go for rather than just buying a single bar for 67p, for example.

**Ranjan Patel** Marsh Hill News, Hackney, London

newsagent so we have our newspapers on the counter and push things we want to sell around the them. We don't have shelves

We're what you might

call an 'old-fashioned'

the them. We don't have shelves in the window, so we use suckers to hang things we are trying to promote and make our own displays.



Facebook can be quite a useful tool and it's free. For example, we heard there was a shortage of fidget spinners and we

a shortage of fidget
spinners and we
posted that we had them on Facebook. We
can get the word out to our locals and we

can get quite a lot of interest on our posts.



Open All Hours,

Keswick,

# Add something different to a meal deal

### **Andrew Marchant**

Category, shopper and customer activation, KP Snacks





### Mark Sterratt Head of market.

strategy and planning at Lucozade Ribena Suntory

The number one footfall driver to convenience impulse, soft drink formats are worth more than £37,000 in sales for every UK convenience store. To keep brands at the forefront of customers' minds and increase awareness to more customers, the marketing campaigns behind our brands or crucial. Our activity ranges from sampling across the country at high-footfall locations, including train stations and shopping centres, to extensive advertising campaigns, in-store activations and digital takeovers.



Sugar free and high protein products provide 'virtuous' impulse options



### **Utilise pricemarking**

### Simon Gray

Founder and managing director, Boost



Research has shown consumers prefer pricemarked packs and they can enable independents to compete effectively by offering a price point in line with retail multiples, while demonstrating value for money.

Apart from having a strong
value proposition, retailers should have a mix
of products to give
consumers an appropriate choice different formats,
flavours and sugar-free are great
options to stock to

boost sales.





### Stock the right formats

### Susan Nash

Head of trade communications



By stocking on-the-go formats and positioning a range of relevant products near the front of their stores, retailers can facilitate impulsive snacking purchases that are key to driving revenue. For example, Belvita Breakfast is available in convenient single packs. These smaller packs are ideal for breakfast on the move, providing a more enticing offer for small-store shoppers, and a good solution for retailers with limited space.



To encourage impulse buys we make big stacks all over the shop, almost like you might see in a cash and carry. We do this with anything from beers to toilet rolls and it really helps make our promotions stand out.

If there's a big sporting event on terrestrial TV we can use that to push products and will tailor what we do depending on

we do depending on the specific event. At the moment we've got frisbees on the counter, and they're selling really well on sunnier days.





Sheffield

# ADVICE CENTRE



How to keep a refusals record book

**Vip Measuria** owner of two One Stop stores in Derbyshire, shares some expert advice on how he keeps on the right side of the law

etailers are required by law to maintain a record of any sale they've refused if they think customers might be underage, or are not who they say they are.

Failure to properly keep a refusal book can be regarded as a breach of that store's licensing conditions.

If councils believe retailers are not being vigilant enough they can

refuse to renew a licence for selling alcohol or cigarettes.

Retailers must keep good books because police or trading standards officers are empowered to be able to ask to look at them.

If they suspect there are too few refusals logged, they can take the matter further. So how do retailers ensure they're following best practice?

Remember to do it quickly

It's not always easy to report refusals straight away – especially when you've got a long queue of people building up behind a customer, so it's essential you create a culture of good habits, so that as soon as there is a less busy period, the exact details of the refusal can be documented and countersigned.

Put the book where staff can find it

Although it's paramount books are kept out of sight from customers, it is also essential they are put in a place where they can be easily found by your staff. To ensure they don't forget or let it slip it is vital staff can quickly locate them. If staff are left hunting for books they may forget to report or do it later and less accurately.

Use results to inform staff training

A refusal book can be useful for more than just keeping a note of shopper activity. It can also be used as a prompt for staff training. We look at our reports to spot whether certain members of staff haven't raised any refusals for a number of weeks. While it might simply be down to no underage purchase attempts, it could be that this person is failing to report stuff, or that they're not confident to report it, and need training.

Decide how long to keep your book for – and stick to it

A refusal book proves you're complying with the law on age-restricted products, and actively ID-ing customers. Because it may be checked by authorities, it's essential books are stored safely. There's no statutory requirement for how long books should be kept, but I would say a year is best practice.

Do it digitally if you can

We use 'Retail Guardian' – software that's linked to our EPoS system, and I would highly recommend people use this if they can, rather than paper books. It automates lots of the process. The first time any new till staff log on, it will prompt them to watch an under-age video, and this can be set to repeat after six months to refresh them. You can run reports on a daily, weekly, or monthly basis. We can hit a refusal or ID-checked button on our till too, which will create a record, and remind people to fill in the specific details later.

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

### THIS WEEK IN MAGAZINES



**Young fun** 

# KIDS CHARACTERS AND VLOGGERS MIXIT UP

This new title offers an irresistible variety of childrens' characters, social media superstars along with activities and games aplenty

A NEW MAGAZINE enters the multi-character trend this week in the form of Mixit, which is set to include brands such as L.O.L. Surprise!, Lego Friends, Shoppies and Powerpuff Girls. As well as exclusive content from popular YouTube vloggers Emily Tube and Creative Celeste the DJ Murphy title will also include activities to make and do, posters, quizzes, stories and games and a branded cover gift and interactive stickers with every edition. The launch issue will feature a Puppy in my Pocket nail set as well as Disney Princess and Shopkins trading cards.





MIXIT
On sale 22 June
Frequency three
weekly
Price £3.65
Distributor
Marketforce
Display with Sparkle
World, Pink, Cute,
Sweet

### **Round up**



Jennifer Hardwick

Magazines reporter jennifer.hardwick@newtrade.co.uk

# CHILDRENS' MAGS: VALUE V. PRICE

One of the most contentious issues I have encountered in the industry is pricing of children's magazines. It's not the first time I've talked about it here – and I'm sure it won't be the last – but with the peak selling season throughout the summer holidays coming up it's worth considering your strategy. Is there a cover price that could be high enough for you to return a title instantly?

After speaking to a couple of publishers about the topic this week, the consensus appears to be the price won't affect sales as long as parents perceive they are still getting value for money. Mostly that feeling comes from the quality of the covermount. The highest-ever selling issue of Egmont's Lego Star Wars magazine was one which came with two Lego builds rather than the usual one, at an increased price of £5.99.

Covermounts aside, other persuasive factors include the pagination and the length of time it takes to complete the included activities. Essentially, if there's enough to keep a child engaged and occupied for a decent length of time, a parent is less likely to begrudge paying above the £3 mark. The tricky part can be persuading them of these internal advantages if their child has been taken in by an eye-catching covermount before, only to then spend a few minutes flicking through a thin selection of pages before getting bored again.

This is where branding perceived as premium or an association with a recognisable franchise, like Disney, can help drive a sale. Disney Frozen magazine maintains a premium price point at £3.99, but is increasing to £4.99 for the next couple of issues to account for better covermounts over the summer period. You may be interested to see whether the change affects your sales, or if the branding combined with the gifts is enough to keep parents interested.





# THIS WEEK IN MAGAZINES



### **Bestsellers**

### **Women's Weeklies**

	Title	On sale date	In stock
1	Take a Break	22/06	
2	Women's Weekly	20/06	
3	People's Friend	17/06	
4	Chat	22/06	
5	That's Life	22/06	
6	Closer	17/06	
7	Bella	20/06	
8	Heat	17/06	
9	My Weekly	17/06	
10	Woman's Own	19/06	
11	Woman	19/06	
12	New!	20/06	
13	Pick Me Up	22/06	
14	Best	20/06	
15	Real People	22/06	
16	Grazia	26/06	
17	National Enquirer	19/06	
18	OK!	20/06	
19	Reveal	20/06	
20	Love it!	22/06	
_			

Data from independent stores supplied by Smiths News

### CARS 3 TRADING CARD GAME

Disney Pixar's characterful cars are back for a third outing next month and Topps has released a new trading card game in time to make the most of fans' excitement. Collectors will be able to get their hands on foil cards inside every packet of eight cards, which retail for £1. Starter packs include a collector's binder, guide, game mat and one packet of cards. Mini tins of 40 cards will sell for £5.99.

On sale out now Frequency one shot Distributor direct Price £5.99 Display with Match Attax, Marvel Missions



PECIA

On sale out now

Price £4.99

Frequency monthly

**Distributor** Frontline

**Display with** Hi-Fi Choice, Hi-Fi News & Record



On sale 20 June
Frequency monthly
Distributor Frontline
Price £4.99
Display with Mountain
Bike Rider, Cycling
Magazine



### **MOUNTAIN BIKING UK**

Rachel Atherton, the current women's downhill world champion, world cup champion and most successful UK mountain biker ever, is on the cover of this latest issue of Mountain Biking UK. Publisher Immediate Media says the July issue was one of the best-selling issues of 2016, with 9% higher sales than the average for the year. The issue also comes covermounted with a free pair of performance riding socks.



### WHAT HI-FI?

This month's issue of What Hi-Fi is a vinyl special, promising to feature the best turntables for every budget. Also included are the 30 albums which the magazine's editorial team thinks every audiophile should own. Elsewhere there is a test of new 55" TVs from Sony, Panasonic, LG & Samsung and an exclusive first test of KEF's new Q350 stereo speakers. Distributor Frontline says the title delivered £719,000 in RSV between March and April 2017.



### **BAG O' FUN**

This issue of Bag o' Fun is a colourful introduction to the world of dinosaurs for three-to-seven-year-olds, based around the classic book Dinosaur Roar. Content includes age-appropriate facts, activities with reward stickers and stories. The magazine has been developed in association with the Natural History Museum. The issue comes with a dinosaur "chomper" toy and a colouring book.



On sale out now
Frequency 8 per year
Distributor Comag
Price £4.99

**Display with** In The Night Garden Magazine, Fun To Learn Favourites



### **POPULAR PATCHWORK**

Popular Patchwork has a new look with new features offering more of a focus on interior design and articles on quilters and textile artists, as well as competitions, giveaways and exclusive projects from high-profile designers. This edition also comes covermounted with fabric to make a purse.

PEDESIGN PREE GIFT

On sale out now Frequency monthly Distributor Marketforce Price £4.99 Display with Simply Sewing, Love Sewing





### IN THE MOMENT

In the Moment is a brand new magazine designed to help women make the most of every day through mindfulness, creativity and wellbeing. Intended to make mindfulness accessible to everyone, it includes practical creative projects, positive features and stories to inspire readers, as well as expertise and the knowledge on the practice. The launch issue comes with free card inserts, posters and stickers.



tNews

### **DESPICABLE ME 3 TRADING CARD GAME AND STICKERS**

The third instalment of Despicable Me is released at the end of the month and Topps is responding with a trading card game and a sticker collection. There are more than 190 cards to collect, including movie story cards, puzzle cards and shiny cards, with starter packs costing £4.99. Sticker starter packs cost £2.99, including shiny stickers and "stick 'n' lift" stickers.



On sale 23 June Frequency weekly
Price £2

**Distributor** Seymour

**Display with** national newspapers, Private Eye,

### FIRST NEWS

This week's issue of First News features an exclusive collectors' glossy pullout celebrating 20 years of Harry Potter. It includes a magical A-Z of J.K. Rowling's wizarding world, featuring exclusive facts, character guides and illustrations. First News will also be advertised on TV from 17 to 31 June. Content includes a mix of world news and UK news, along with, games, sport and puzzles.



### **INVIZIMALS HIDDEN CHALLENGES** TRADING CARD GAME

Invizimals is an augmented reality collectable video game, published by Sony. Hidden Challenges is the latest in the series and the trading cards feature an easy-to-learn board game. The launch issue has a starter pack at £6.99 with a binder, 18 trading cards, a mini game guide, checklist and gameboard. There is also a guide starter pack available, with a magazine guide and 18 cards for £3.99.



On sale 22 June Frequency one shot Price £3.99/£6.99 **Distributor** Marketforce **Display with Marvel** Mission, Star Wars Force Attax



### CALM COLOUR CREATE

This month's issue of Calm Colour Create includes pages of cute pets for the magazine's fans to colour in. The issue also comes with a special feature on the art of modern calligraphy, and the opportunity for keen artists to have their own colouring featured on the gallery page to win a pack of Staedtler colour pencils.



On sale out now **Frequency** monthly Price £4.99 **Distributor Comag Display with Colouring** Heaven, Zen Colouring



Frequency 13 issues a year Price £5.99 **Distributor** Frontline Display with Breathe, Psychologies, Natural Health & Beauty



On sale out now Frequency one shot Price £2.99/£4.99 Distributor direct **Display with Guardians** of the Galaxy, Marvel Missions



indfulness and wellbeing is a sector in healthy growth, with RSV up 16% over the last 12 months to £3.5m. This has been driven by launches, while cover price increases have also been influential. Immediate Media's quarterly magazine Project Calm was among those to hit the shelves last year and following this success the company is launching a monthly dedicated to this sector called In The

Moment (details, left). So what's driving the trend? There has been increasing demand for articles about mindfulness and wellbeing, with interest growing over the past five years. Few can have missed the colour-to-calm trend that began in 2012 and linked mindfulness with crafting. Mindful-

ness and wellbeing has simply become part of the national conversation, and around 30% of British GPs now refer patients struggling with their thoughts

to mindfulness-

As the only monthly magazine targeting this market, capitalise on the excitement around In The Moment by ensuring it is front of fixture in the women's interest category

Top tip

based treatment, while 22% of US employers offered mindfulness training in 2016.

and remember to enjoy them.

The Mental Health Foundation estimates one in four will experience a mental health problem within 12 months and leading meditation app Headspace has been downloaded more than 11 million times, an indication of the number of

people wanting to find space in their busy lives.

We are hugely excited to be launching In The Moment. Interest in mindfulness has grown enormously in the past five years and our society is crying out for ways to slow down and tune out, even if just for a few minutes. In our always-on, multi-tasking society, people are learning to celebrate focusing on just one thing at a time. They want to pause and notice things,









# THIS WEEK IN MAGAZINES

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### Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	19	40	11.99
DeAgostini			
Build the Ford Mustang	76	100	8.99
Build your own R2-D2	24	100	8.99
Enhancing your mind, body, spi	irit 24	120	3.99
My Animal Farm	19	60	5.99
Jazz at 33 and third RPM	38	70	14.99
Simply Stylish Knitting	77	90	3.99
Star Wars Helmet Coll'n	38	60	9.99
The Beatles Vinyl Collection	on 9	23	9.99
Zippo Collection	47	60	19,99
Eaglemoss			
Build A Solar System	96	104	7.99
DC Comics Graphic Novel	48	100	9.99
Disney Animal World	69	100	5.99
Doctor Who Figurines	100	130	8.99
Game of Thrones	34	60	8.99
Marvel Fact Files	222	250	3.99
Military Watches	87	100	9.99

Title	No	Pts	£
Hachette			
Art of Crochet	95	120	2.99
Art of Cross Stitch	25	90	2.99
Art of Knitting	26	90	2.99
Art of Quilting	77	90	3.99
Art Therapy	118	120	2.99
Art Therapy 50 Mindful Patterns	19	80	4.99
Assassins Creed: the			
official collection	9	80	9.99
Build the U96	147	150	5.99
Dr Who Complete History	47	80	9.99
Draw The Marvel Way	39	100	4.99
Judge Dredd Mega Collection	164	80	9.99
Marvel's Mightiest Heroes	91	100	9.99
Transformers GN Collection	13	80	9.99
Warhammer	21	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	43	60	0.99
Panini			
F1 Collection	32	60	9.99

Collectables		
Title	Starter	Cards
Panini		
Doctor Strange		
Trading Card Collection	4.99	1.00
Fantastic Beasts and Where to		1.00
Find Them Sticker Collection	2.99	0.50
FIFA 365 Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Frozen Northern Lights Sticke		0.50
Collection	2.99	0.50
Guardians of	2.99	0.50
the Galaxy volume 2	2.99	0.50
Moana sticker collection		0.50
Paw Patrol 'A Year of	3.99	0.50
Adventures' Stickers	2.99	0.50
Road to 2018 Fifa World		
Cup Russia	4.99	1.00
My Little Pony	2.99	0.50
Beauty & the Beast		
Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 5		0.50

1.00

Title	Starter	Cards
Topps		
Disney Princess		
Trading Card Game	4.99	1.00
Match Attax 2016/17	4.99	1.00
Match Attax Extra 16/17	4.99	1.00
Marvel Missions	4.99	1.00
Num Noms sticker cll'n	2.99	0.50
Shopkins Sparkle Sticker		
Collection	2.99	0.50
UEFA Champions League Offi	icial	
Sticker Collection 2016/17	2.99	0.50
Premier League		
Sticker collection	1.99	0.50
Star Wars Force Attax	4.99	1.00
Star Wars Rogue One	4.99	1.00
Star Wars Rogue One		
Sticker Collection	2.99	0.50
Trolls Trading Card Gam	e <b>4.99</b>	1.00
Trolls Sticker Collection	2.99	0.50
WWE Ultimate Sticker	2.99	0.50
DeAgostini		
Magiki Mermaids		2.50
Frogs & Co		1.99

### **Newspapers**

Colouring Adventures

My Little Pony

Star Trek Ships

Daily newspapers price/margin pence/margin %							
Sun	50p	11.15p		22.3%			
Mirror	70p	14.98p		21.4%			
Mirror (Scotland)	75p	16.05p		21.4%			
Daily Record	70p	14.98p		21.4%			
Daily Star	30p	7.26p		24.2%			
Daily Mail	65p	14.5p		22.31%			
Express	55p	13.31p		24.2%			
Express (Scotland)	50p	12.10p		24.2%			
Telegraph	£1.60	34.4p		21.5%			
Times	£1.60	34.4p		21.5%			
FT	£2.70	54p	20	0%			
Guardian	£2	44p		22%			
i	50p	12p		24%			
i (N. Ireland)	50p	12.5p		25%			
Racing Post	£2.30	54.0p		23.48%			
Herald (Scotland)	£1.30	29.90p		23%			
Scotsman	£1.60	36.0p		22.5%			

15 80 **3.99** 

100 130 **10.99** 

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

Star Monsters

Sunday newspapers						
Sun	£1	21p	21%			
Sunday Mirror	£1.50	31.50p	21%			
People	£1.50	31.50p	21%			
Star Sunday	90p	19.89p	22.10%			
Sunday Sport	£1	24.3p	24.3%			
Mail on Sunday	£1.70	35.70p	21%			
Sunday Mail	£1.70	35.70p	21%			
Sunday Telegraph	£2	45.50p	22.75%			
Sunday Times	£2.50	52.50p	21%			
Observer	£3	73.50p	22%			
Scotland on Sunday	£1.70	39.95p	23%			
Racing Post	£2.60	61p	23.46%			
Sunday Herald (Scotland)	£1.70	35.7p	21%			
Sunday Express	£1.40	29.65p	21.18%			
Sunday Post	£1.60	33.6p	21%			

### Weight Watchers 10-11 June

	Total Su weight	pplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,170g	855g	35g	1	35g
Sunday Times	920g	510g	35g	2	30g
Mail on Sunday	775g	405g	10g	1	10g
Times	770g	425g	30g	1	30g
Mail	695g	245g	110g	7	40g
Guardian	675g	250g	30g	1	30g
Sunday Telegraph	590g	360g	15g	1	15g
FT	580g	200g	Og	0	Og

Scale of third-party advertising insert payments							
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulativ	e? no	yes	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.93p	2.75p	2.93p
101-200g	2p	3р	3.36p	3.3p	3.65p	3.35p	3.65p
201-300g	4р	5p	6.09p	5.5p	6.26p	5.75p	6.26p
301-400g	5p	7p	7.43p	6.7p	7.06p	7р	7.06p
401-500g	*	7.5p	*	*	*	*	*
Over 500g	*	8р	*	*	*	*	*
						* By 1	negotiation

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