

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 09.06.2017



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Premier  
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# RN

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**WHAT TO  
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PROFIT REPORT  
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**DO YOU KNOW YOUR SALES DRIVERS?**



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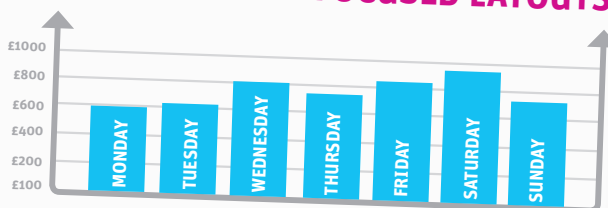
**SNACKS**



**DRINKS**



**FRESH**



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engaging with  
members and  
making them  
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**NFRN  
2017  
CONFERENCE  
SPECIAL**

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Shaping the future  
of independent retail  
since 1889



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WELCOME

Like the federation,  
RN is also always  
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## Editor

Chris Gamm

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Over the past month, RN has interviewed five NFRN deputy vice president candidates to find out what makes them great retailers and why they're the right person to lead the federation in 2019.

We've spoken to outgoing national president Ray Monelle about his greatest challenges and achievements from his year in office and incoming president Linda Sood about what she aims to achieve in the next 12 months.

Together these interviews have formed our coverage in the build up to the NFRN's 2017 annual conference, which takes place in Torquay on Monday and Tuesday next week.

In this week's issue, chief executive Paul Baxter outlines some of the key issues that will be addressed over the two days.

What has united them all is their desire to drive the federation forward, increase member engagement and give retailers value and ideas they can't find anywhere else.

If you're at conference next week come and say hello to the RN team – Jen Hardwick, Neville Rhodes, Nick Shanagher and Tom Mulready. If you're not, over the next two weeks we'll keep you up to date with the key debates and what we learn, with breaking news next week and full analysis the week after.

Like the federation, RN is also always looking for practical ideas that make you more money. There is a great example this week – your free copy of What To Stock, RN's exclusive ranging and pricing report sourced from EPoS data from 3,000 independent stores. Use it to spot products and trends that are making money for other stores like yours – it's a powerful tool capable of making a real difference to your business.

# BREAKING NEWS

**Election 2017** MPs on how they will help you

## Polling day: parties pitch for your vote

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

Leading politicians from the UK's major parties spent the final week of campaigning ahead of the general election pushing for the votes of independent retailers.

At a husting organised by the Federation of Small Businesses and Association of Convenience Stores, representatives from the Conservative, Labour and Liberal Democrat parties agreed greater business rates support was needed for small businesses.

David Gauke, chief secretary for the treasury, confirmed the Conservatives would ensure future revaluations would happen more regularly and said the government was looking to speed up delivery of its £430m package of reliefs. However, he argued business rates' growing importance to council funding could lead to local authorities being more "business orientated".

But John McDonnell was critical of the wait faced by businesses. He said: "The guidance has only just come out and the local councils have said 'we're operating completely in the dark'."

The Labour shadow chancellor highlighted the

struggle small businesses faced in terms of financial support.

"We will end quarterly reporting for small businesses, we will clamp down on late payments and we will set up a national investment to make low cost, long-term finance available," he said.

The major parties' manifestos also highlight the already challenging staff wages are likely increase. Only UKIP has not pledged a significant rise in the National Living Wage, though the party does promise more funding for enforcing it.

Arjan Mehr, of Londis Bracknell, attended the event. He said he felt the representatives were sympathetic towards helping small businesses, but said no one addressed key issues such as revising the rates system. "They don't realise how urgent it is for many retailers," he said.

Ralph Patel, of The Look Inn in Woodmansterne, Surrey, urged retailers to see what response local candidates have given.

"I'm fortunate, I've got an MP who I speak to and irrespective of which party he belongs to, he will get my vote. Rather than being partisan, maybe retailers should look at their local candidates."

## The manifestos: a retailer's guide

What are the key business policies proposed by the major parties?



- More regular revaluations to avoid drastic business rates changes plus support for these businesses affected.
- A pledge to simplify taxation for small businesses and the self-employed.
- National Living Wage raised to 60% of the median UK wage by 2020.
- A continuation of the "one in two out" approach to new regulations.



- Reinstate a lower rate of corporation tax for small businesses.
- A review of business rates alongside a "proper appeals process".
- Scrap quarterly reporting for businesses with a turnover under £85,000.
- Raise the National Living Wage to at least £10 by 2020.
- Promise of "proposals on food labelling", a tobacco control strategy and implementation of the sugar tax on soft drinks.



- Reform the Regulatory Policy Committee to remove "unnecessary regulation".
- Review business rates and their impact on small firms and make tax cuts on small business a priority.
- An independent review on how to extend the Living Wage to all sectors of the economy.
- A ban on advertising of "junk food" before 9pm and commitment to closing the "loopholes" on the sugar tax on soft drinks.



- Double the Employment Allowance businesses are eligible for to promote job creation.
- Introduce digital quarterly tax reporting over five years.



- Reduction in taxes and regulation but greater enforcement of the National Living Wage.



- Universal basic income and introduction of a four-day working week.

### The politicians' pitches: key quotes



**David Gauke**  
chief secretary  
to the treasury,

The Conservative Party

It is so important that we as politicians engage with small businesses. You've got to be in favour of creating wealth, not just taxing it. It's so important that we have a dynamic, entrepreneurial economy.



**John McDonnell**  
shadow chancellor,  
The Labour Party

Labour's offer to small business is fairness. The next Labour government will build an economy that works for the many small businesses not the giant few multi-nationals.



**Baroness Susan Kramer**  
spokeswoman for  
economics, Liberal  
Democrats

Businesses and small businesses are the cornerstone of our economy. It is outrageous that we have had a revaluation of business rates without reforming a Victorian system that benefits global internet retailers.





## Crossgates Premier raffle raises £365 for cancer patient

A Fife resident with incurable cancer will this week be presented with £365 to help meet costs of converting her home, thanks to an in-store raffle run by Robert Kirkwood, owner of Premier Express in Crossgates. "Deanna (pictured) is well-known locally and we heard about her plight from customers," said Mr Kirkwood. "We had to do something." The store donated a five times-distilled £120 bottle of Royal Dragon vodka to raffle.

## C-stores to grow 17.7% by 2022, says IGD

Convenience stores will lead the growth in food and grocery sales, according to a report by IGD.

Its latest data shows the convenience store channel has a "more optimistic outlook than in previous years" and is predicted to grow 17.7% by 2022. This compares to 5.9% for supermarkets and 1% for hypermarkets.

But Joanne Denney-Finch, IGD chief executive, warned retailers not to get too comfortable. She said: "A quarter of British shoppers will likely use an online subscription service to have their staples delivered."

IGD's data finds online is expected to grow by 53.8% during the same period, while discounters can anticipate getting one in every £7 spent, up from the current one in every £9.

**News UK titles moved to magazine display** Retailers plan to increase Sun and Times orders

# Capitalise on WH Smith and News UK dispute

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

A dispute between News UK and WH Smith has created an opportunity for independents to boost sales of both The Times and The Sun.

RN understands WH Smith high street stores around the country have removed the News UK titles from their usual position in newspaper racks at the front of stores amid a dispute with the publishers. Instead, they now sit alongside current affairs magazines.

The NFRN's head of news



Brian Murphy told RN the move represents a clear opportunity for independents to boost sales of the titles.

"Customers expect to find newspapers at the front of the store. If they don't, it will certainly have an impact on sales and that is to the benefit of inde-

pendents who will happily supply WH Smith customers," he said. "This is a great opportunity to capitalise on and gain new customers."

Linda Sood, of Premier Falcon News in Portsmouth, agreed, calling the display changes "great news" for independents. Her store is located just 320 metres from a WH Smith high street store.

"It's an excellent opportunity for us. Let them carry on falling out," she said. "We can increase our sales and if it's affecting the one on my street I'll increase my supply of News

UK titles."

Mark Dudden, of Albany News at the Post Office in Cardiff, said the move would be sure to make customers look elsewhere for the titles.

"News is an impulse buy and you have got to put it at the front of the store. Knowing the layout of the WH Smith in Cardiff, I know if they moved them to the magazine section they would be well away from the impulse area near the front and they will lose sales," he said.

News UK and WH Smith declined to comment.

## Philip Morris stock-swap roadshow

Philip Morris is helping retailers get rid of their non-compliant tobacco stock through a cash and carry roadshow.

The tobacco giant is offering retailers the chance to exchange pre-EUTPD II stock for the equivalent compliant products.

Ravi Kaushal, of Premier Burlington News in West London, said: "I've got a few thousand pounds-worth of old stock, so this is a great idea, it's really useful for me."

Head of sales Matthew Tisdall said: "The ability to exchange non-compliant product will mean fewer out of stock issues and missed sales."

## Camelot scraps premium rate helpline

Camelot has scrapped its controversial premium-rate helpline, re-instating its Freephone number – a move that has been welcomed by retailers.

On Monday, the company's Freephone number went live again, ending 18 months of frustration for retailers who have complained of being charged to

access advice and help.

Retailers have reacted positively to the U-turn, which was severely criticised for burdening them with unwarranted costs.

"It's been a long time coming," said Julia Bywater, of Bywater News in Dudley – who was vocal about her concerns at last year's NFRN conference.

"Exploiting us for reporting their own machines were faulty was plainly wrong. I made a point of not calling the paid-for number on principle."

Eugene Diamond, of Diamonds Newsagents in Ballymena, Ireland, described it as a "positive move".

A Camelot spokeswoman said: "We've listened to

feedback. Retailers were telling us the digital option wasn't always feasible for them."

The news is part of Camelot's Allstars programme, which also includes a £4m investment into PoS and promotional material to help retailers maximise their lottery and scratchcard sales.



# STORE LOOKBOOK



## All part of the service

Surekha Patel took her business back from the brink two decades ago and has evolved her offer successfully ever since. As she tells **Helena Drakakis**, it's all about catering for and valuing your customers' needs

**I**n the 20 years that Surekha Patel has been running her convenience store in Bexhill-on-Sea, customers have come and gone, trends have appeared and disappeared, but her place as a community stalwart has remained constant.

Surekha, who has just won the NFRN Community Retailer of the Year award, remains modest about her achievements, but her store continues to serve the changing population of this East Sussex seaside town.

"Our customers were always older, retired people, but younger people are moving in," she says.

Back in 1996 Surekha bought a bankrupt business and has built her shop up from scratch. Where counter newspapers and confectionery were once on offer, she's introduced HND and now delivers to around 125 houses every morning. She has expanded her convenience range and now "sells everything", and has also become a one-stop shop for auxiliary services.

"The dry cleaners in the village closed down around a year ago, so I take in dry cleaning and contract it out," she explains. Over the past few months she has also introduced a selection of local products, for example handmade cakes from Ruby's – a well-known Sussex bakery.

Competition exists in the form of a

nearby Tesco Express, however there is only a hairdressers and kitchen appliance shop in the immediate vicinity.

When another local business – a greengrocer – closed recently, Surekha was determined not to let her customers miss out and decided to trial a range of fruit and vegetables in-store.

Another successful addition to Surekha's offer has been a range of bedding plants, which the shop sells all year round. And, having previously offered a parcel delivery service, she is looking to restart this offer with another company.

"I offered myHermes, but the contract ended with Payzone. I got good secondary sales from the increased footfall, and I'm next to a large car park so people found that easy for parcels," she says.

Having started life as a Spar when she first opened, Surekha moved over to Best-one five years ago. At the same time, she refurbished with new LED lighting, shelving and a fresh lick of paint. Prominent in store are the monthly cycle of promotions she accesses through her symbol group.

"I do well on wine and beer promotions in particular. I need to be competitive on price because of the increased competition, especially from Tesco Express which has had an effect, but I do need to survive too," she says.







Any queries I have with Menzies, I raise with the NFRN and it helps me resolve it”

SUREKHA PATEL



“I know my customers and I fundraise for the local community”

#### INFORMATION

##### Location

27 St Leonards Road,  
Bexhill-on-Sea,  
East Sussex,  
TN40 1HP

##### Basket spend

£5-£6

##### Size

800sq ft

##### Weekly turnover

£8-10,000

##### Staff

2 full-time, 1 part-time



# STORE LOOKBOOK



In a previous life, Surekha managed a Woolwich Bank branch, before it began trading under Barclays. Her business acumen has stood her in good stead, she says, always seeing the store from a business perspective.

“My background has helped me run the shop with an eye on the finance, rather than only as a shopkeeper.

“I now have a different clientele but having that business background and interacting with people has helped,” she says, adding that her husband, an engineer, also lends a hand when he can.

However, Surekha’s real strength is her connection to the residents around her, her emphasis on customer service, and how she involves her business in the heart of the community. “I know my customers and I fundraise for the local community,” she explains. After losing a friend to cancer recently she held a coffee morning in the shop, raising around £800 for Macmillan Cancer Support charity.

“Everything from delivery to elderly customers to helping them hang their curtains is all part of the service.

“It’s all about making their lives easier and serving my community better.” ●



**Want to see more** of Surekha's store? Go to [betterretailing.com/surekha-stleonards-bexhill](http://betterretailing.com/surekha-stleonards-bexhill)



# SYMBOL NEWS



**Premier, Spar and Nisa announce new initiatives** 'We need to find ways to talk to people'

## Symbols help retailers to get social media savvy

by **Charlie Faulkner**

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Symbol groups have announced plans to deliver social media training aimed at helping retailers build their businesses online.

Premier has revealed it will be holding a series of social media workshops across the country in the coming months. The sessions will provide information on how to set up a Facebook page and keep it active, as well as support on how to get the most out of their devices.

"Social media is becoming increasingly important for driving footfall into Premier stores," said Martyn Parkinson, Premier brand director. "It drives sales and profits for our stores that use it effectively."

"Social media has proven results and I would recommend Premier retailers take advantage of these free sessions."

Spar is also developing workshops which guide retailers through the basics of opening and managing social media pages.

Meanwhile, Nisa has

launched social media webinar trials. The sessions are aimed at keeping retailers up-to-date on what the group is doing digitally with information on new promotions and themes it will be focusing on.

A second trial set to take place is social media auto-posting. The service allows Nisa retailers who struggle with social media to sign up to an automated posting system for tweets and Facebook posts – making the process easier to manage.

Harry Goraya, of Nisa in Northfleet, Kent, is one

of the retailers behind the move towards an online focus. "I am actively supporting the initiatives," he said. "It's been a suggestion made by a lot of members."

"It's getting harder to pull customers through the door so we need to be finding other ways to talk to people."

He added: "We have regional meetings so we're planning to explain the benefits of social media to our members at those and then finding out how they want Nisa to support them to deliver training in the best way."

## Hiring days to share Nisa message

Nisa has launched retailer recruitment days to highlight its values and ensure current and prospective members understand what makes it unique to other symbol groups.

The first of up to six planned this year, the day was hosted at Paul Cheema's Malcolm's Store in Coventry store last week, with around 30 retailers attending. It gave retailers the chance to share best practice.

Nisa retail board member Harry Goraya, of Nisa in Northfleet, Kent, said: "Nisa is evolving and adapting and it's important its members understand what it stands for and why the group is unique to others to recruit others."

Nisa recruitment manager Lee Ballinger said: "This was the first recruitment day we've held in a member's store, but it marks the start of regular activity of this nature."

## Nisa seeks £120m fund deal

Nisa is the latest company to spark rumours of further expansion after reports emerged that the symbol group is in talks about a major refinancing deal.

The rumoured £120m deal with HSBC and Wells Fargo would replace its existing £100m arrangement with Barclays, according to Sky News.

It will, insiders said, enable it to further expand and is another sign of the ongoing shake-up of the sector following Tesco's planned takeover of Booker, currently the subject of a CMA probe.

Nisa declined to comment.

## Community focus for new M&S stores

One of independent retailers' biggest competitive advantages could be under threat following a new community focus from Marks & Spencers.

Last week, M&S unveiled plans to work with local councils and charity partners to support communities to help make a positive difference – ini-

tially piloted in 10 stores.

It will host events at M&S stores such as tea parties and walking clubs, as well as offering a network of volunteer phone buddies and investment in outdoor spaces, for example.

Speaking on BBC Radio 4's You and Yours programme Steve Rowe, M&S chief executive, said: "We

aim to have 50% of our stores offering a community area and we'll invite groups of people into use it. We already do that in three stores and the take-up rate has been phenomenal."

However, Mo Razzaq, of Family Shopper in Blantyre, Glasgow, who is an active fundraiser for his community, is sceptical an

M&S store could have the same impact as independent retailers.

While the success of Hollins Green Village Store, near Warrington, is through working with the community, according to retailer Julie Atkinson. "I don't think M&S could do what we do – providing a hub for the local village."

# NEWS & MAGS

## New terms in Menzies DX merger

Menzies' proposed merger with parcel delivery company DX Group looks set to go ahead this summer after new terms were agreed for the deal.

The key investor battling the merger, Gatemore Capital Management, previously said it would block the deal if the terms were not changed.

However, in the latest update, DX will now pay a lower cash sum under the new terms and in light of the changes, Gatemore has entered into an irrevocable undertaking to vote in favour of the transaction.

Menzies chairman Dermot Smurfit said: "We are pleased to have reached this agreement and believe the revised terms of the proposed transaction represent an attractive opportunity for all stakeholders of both companies."

Menzies has previously said the deal would not affect its delivery service to retailers.

## Partworks extended as sales soar

Eaglepress has extended five of its partworks collections following high sales.

The DC Comics Graphic Novel collection has been extended from 60 to 100, Marvel Fact Files from 200 to 250, Military Watches from 80 to 100, Star Trek Ships 95 to 130 and Doctor Who Figurines from 120 to at least 130, with a further extension possible.

"The number of characters in the Doctor Who and Star Wars franchises, for example, is significant and sometimes the only way collectors can get a model of rare character is through our collections which keeps demand high," said UK marketing manager Tom Edmondson.

**Sunday Mirror and Sunday People rose by 10p to £1.50** Percentage margin remains at 21%

## Trinity Mirror praised for pro-rata price increases

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Trinity Mirror's decision to maintain retailer terms following its second price increase this year has been praised by both retailers and the NFRN.

Last week, the price of both the Sunday Mirror and Sunday People rose by 10p to £1.50 with the percentage margin remaining at 21% – amounting to an extra 2.1p on every copy sold.

The move is contrary to

the decision made in March, when the price of the Daily Mirror and the Saturday Mirror both increased, but the percentage margin dropped from 22.3% to 21.4% on the weekday edition and from 21% to 20.6% on the Saturday edition.

Carl Pickering, of Top Shop Newsagents in Lancashire, described the decision as "very good news".

"We're happy they have taken notice of our reaction previously and have not changed the terms this

time," he said. "They should always keep the terms the same, it's only fair."

NFRN chief executive Paul Baxter said he was pleased to see the publisher's stance following discussions held at the federation's recent newstrade summit.

"We are pleased the representatives from Trinity Mirror present at our summit have listened to NFRN's concerns and taken positive action," he said.

Mirror Group Newspapers general manager and

newspaper sales director Neil Jagger said: "We listen to retail multiple groups and the NFRN and endeavour to create the best working environment we can."

"With the price rises on the Sunday Mirror and Sunday People we felt, on this occasion, we were in a position to maintain pro-rata terms and therefore took that action."

Meanwhile, the Irish Post has increased its price from £1.30 to £1.50 and maintained its retailer terms.

## Ireland gets a print edition of The Times

News UK launched an Ireland edition of The Times in print on Saturday. The edition has existed in digital format since September 2015, and offers a mix of Irish and international news. Editor Richard Oakley said: "We have built a loyal digital audience for the Ireland edition of The Times and we are now delighted to expand what we offer to include more Irish news, business, sport, opinion and analysis." Mr Oakley, right, is pictured with Sunday Times Irish edition editor Frank Fitzgibbon.



## Spread the news to boost topical titles

Retailers have been urged to capitalise on the continued opportunity presented by news and current affairs titles, following the General Election.

Speaking to RN, Dean Russell, group sales development manager for Comag, pointed out retailers who are proactive across the current affairs

sector can experience sales increases in the weeks following a General Election, not just beforehand.

"Encourage your customers to look at the range of news and current affairs titles you stock, especially those buying their daily newspaper," he said.

Mr Russell advised retailers to maximise their

sales potential by experimenting with new titles, encouraging customers to place a regular order through HND or shop-save and give more space to the sector throughout June.

Private Eye's managing director Sheila Molnar said the title is experiencing some of the highest sales in its history.

"Private Eye has seen an uplift in sales since the General Election was announced," she said.

"There have been encouraging signs since Brexit and the election of Trump that the sector is benefiting from all the political drama and sales appear to be doing well across the range."



# PRODUCT TRENDS



## Pricemark profit pressure on rising chocolate sales

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Independent retailers are selling more chocolate despite shrinking pack sizes, but pricemarks have driven profits from single bars down in the past 12 months, new data has revealed.

Sales figures in RN's exclusive What to Stock report revealed the rate of sale and average weekly sales value for eight out of the 10 top-selling chocolate bars and blocks all grew between 2013 and 2017. This was despite single bars, including

Snickers Duo and Twirl, dropping by up to 12g in size and blocks, including Cadbury Dairy Milk and Galaxy Caramel, by up to 25g.

Single Wispa bars decreased from 40g to 36g, but retailers went from selling an average five bars per week in 2013, worth £3.18 in sales, to nine bars in 2017, worth £4.93. Galaxy Caramel blocks shrunk from 140g to 135g, but weekly sales rose from £3.23 on three bars in 2013 to £5.87 on six bars in 2017.

The average selling price of single bars rose consistently between 2013 and

2016, taking the top five from between 57p and 79p to between 64p and 86p.

A series of 50p and 55p pricemarks across Cadbury and Kinder Bueno variants then brought these down in 2017. However, while pricemarking helped fuel rate of sale, the data also highlighted retailers' profits from single bars fell as a result.

Stockists sold an average eight Twirls at 69p in 2016, earning an estimated margin of 35.4% (source: Booker) and £1.98 profit, but the average 11 sold at 50p in 2017 earned a 25.1% margin and £1.38 in profit.

The What to Stock data shows retailers also earned a lower weekly profit on Kinder Bueno and Wispa.

Meten Lakhani, of Premier St Mary's Supermarket, Southampton, said: "Our pricemarked Mars, Twix and Snickers all fly off the shelves."

"There's less margin, but it's more about maintaining average margin and increasing footfall. More people buy cheaper bars, and with the money saved, they'll buy a drink or something else, so that makes it worthwhile."

● See What To Stock, free with this issue.

## JTI's Logic commands e-cigs chart

JTI's new Logic brand is dominating the e-cigarettes and e-liquids category one year after launching, according to RN's What to Stock report.

The data revealed five 2016 launches achieved rankings in the top 25, with the highest - Logic Pro Menthol Capsules - entering the chart at number three.

Logic Pro Vaporiser and Logic Pro Brazilian Bold Capsules entered the top 10, while cherry and tobacco capsules charted in 12th and 16th places.

Jeremy Blackburn, JTI head of communications, said: "We're confident the brand will continue to grow. Logic Pro is already the fastest-growing capsule vape system in traditional retail, and Logic LQD shipped over 250,000 refill bottles in the first two months since launch."

## Mocha and cappuccinos pick up

Demand for coffee shop-style mocha and cappuccino coffees is growing in independent stores, the latest sales data has revealed.

Café Classic's 10-sachet packs of cappuccino and mocha entered the top 25 list of hot drinks in RN's What to Stock report for the first time - at numbers 23 and 25 respectively.

Nescafé's Cappuccino Original also rose up the chart, moving from 23rd to 21st place. It joined other new entries, including Nescafé's Azera Americano instant coffee, which has entered at 18th place.

Premium brands continue to post strong performances, with Lavazza Qualita Rossa and Taylors of Harrogate ground coffees both ranked as Ones to Watch in the report.

## Low- and no-sugar drinks fizz up to 30%

Diet or sugar-free varieties now make up one third of independents' best-selling fizzy drinks after Pepsi Max and Coca-Cola Zero Sugar made huge gains on the sales charts in 2016.

Nine Pepsi Max and Coca-Cola Zero Sugar cans and bottles occupied top 25 slots in RN's exclusive What to Stock carbonates

sales chart, revealing how sales of sugar-free drinks are rising in the face of the impending sugar tax.

Pepsi Max's Cherry 2lt and 600ml and original 600ml and 300ml formats all climbed the tables, rising into sixth, 10th, 19th and 23rd places respectively, while Coca-Cola Zero Sugar 500ml also entered the

chart in 24th place.

Trystan Farnworth, commercial director, convenience and impulse at Pepsi Max manufacturer Britvic, said: "Low- and no-sugar soft drinks sales now account for 11% and 18%, and figures show many retailers tapped into this opportunity with brands such as Pepsi Max, growing by

16.2% to £70.1m during 2016. There is a huge gap to be filled through healthier soft drinks in convenience."

Hitesh Modi, of Cost-cutter Newsagents in Chesham, said: "We used to stock the full range of sugary fizzy brands but have recently started stocking calorie-free varieties. These are showing solid growth."

# BRAND SNAPSHOT



## Because Malibu shines

Pernod Ricard is launching a Malibu TV advert, as part of the brand's Because Summer campaign. The advert will air between now and July.



## On the sandwich hunt

Ginsters is launching two limited edition sandwiches – Hunters Chicken and Ham Hock & Piccalilli at the end of July. The RRP is £3.00.



## Rainbow alternative

Pernod Ricard has launched a vibrant limited-edition bottle of Absolut vodka in support of the LGBTQ community and to drive summer sales.



## Go to Boom and Best

Desperados has launched a festival-focused on-pack promotion, giving shoppers the chance to win tickets to Parklife, Boomtown and Bestival.



## Fruity cider is Kop

Kopparberg has expanded its fruit cider range with the arrival of Blueberry & Lime, available in 500ml bottles with an ABV of 4%.



## New packs for in-packs

Aryzta Food Solutions is introducing Heinz Cook-in-Pack range with four new products, while the new Bake-in-Pack Panini range has three products.



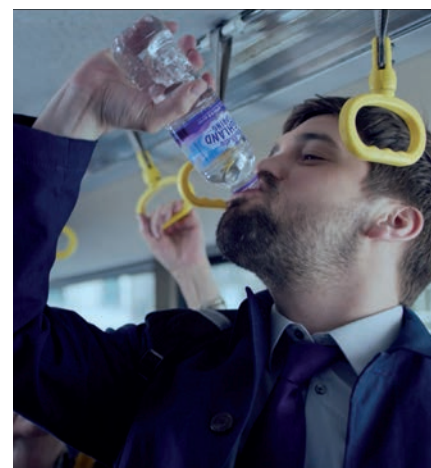
## View more Bru on TV

AG Barr has launched an Irn Bru TV ad which will run in June, featuring alongside programmes including Googlebox, Britain's Got Talent and Love Island.



## Whole lotta lovely prizes

Hovis has launched a nationwide sampling campaign while offering customers the chance to win prizes to create awareness of Hovis Wholemeal loaves.



## Nature springs eternal

Highland Spring has unveiled its six-month Brave By Nature campaign which includes a TV advert which launched last week.



# ADVICE CENTRE



## How to keep your shoppers and staff safe

**Suenita Keshwara** of Costcutter in Boston, Lincolnshire, shares some useful advice on how to keep your staff and customers safe in the event of an emergency

**I**t's all very well having a great range and layout and an attractive-looking convenience store, but what goes on behind the scenes is just as important when it comes to the customer experience. Well-planned procedures to ensure both staff and customers are kept safe is paramount. Although most planned-for emergencies never

actually happen, taking advice from symbol groups and building good relationships with the emergency services are all key to making sure that, if anything unexpected arises, it is dealt with quickly and efficiently. Suenita Keshwara, of Costcutter in Boston, has just refitted her store, and here shares her secrets for keeping staff and customers safe. ●

1

### Use all the resources at your fingertips

When we refitted we worked closely with Costcutter's development team, so health and safety was in mind throughout the whole process. There were areas we wanted to tweak so we discussed this with them. Tapping into this expertise is invaluable, as is having a good relationship with local emergency services. If we have questions or queries they will pop down, have a look and provide advice.

2

### Plan carefully

Nothing major has ever happened here, but we have a plan in place should a fire or an emergency occur. In an emergency, we would evacuate customers into the carpark. We practice this drill with staff so plans are in place to react quickly. If a more minor incident occurs we have a hazard book where it is logged. We then go over it and discuss how we can do things better.

3

### Have the right equipment in place

We have an emergency lighting system should the lights go off, and clear exit signage and lights to cover the customer exit at the front and a staff exit at the back. There are also well-positioned fire extinguishers and first aid boxes. We introduced a hot food counter and oven during our refit and all the staff have been trained to use it and briefed on health and safety.

4

### Train and communicate with staff

It's important to communicate with staff and update them. When we take people on we inform them of procedures and escape routes, for example. Our shop is reasonably simple but processes remain important. If we need to flag something up urgently we have a staff meeting straight away. When we have our fire safety checks every year, we also use that as an opportunity to refresh procedures with staff.

5

### Always be prepared

We prepare for everything, including fire safety and first aid, and have staff trained to administer that. We have a fire station nearby and know everyone, so if we need anything we just have to ask. We know it's in our best interests to deal quickly with an emergency. We go over scenarios with staff continuously and carry out practice drills. If something happens, everyone needs to know exactly what they are doing.

**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](mailto:chris.rolfe@newtrade.co.uk)**

# WHAT'S NEW



## Cornish Sea Salt

Designed to add a deep and zesty flavour to savoury dishes like egg and seafood, this seasoning blends wakame seaweed with sea salt.

**RRP** £3.25

**Contact** 0132 655 4720 / sales@cornishseasalt.co.uk



## Nom

Nom has added a Tomato Pesto flavour to its range of organic popcorn, which is made using coconut oil. They are suitable for coeliacs and vegans.

**RRP** £1.49

**Contact** 0186 536 8811 / info@nomfoods.co.uk



## Cherry Tree Preserves

A new addition to Cherry Tree's range of chutneys, this Green Chilli, Coriander & Mint Chutney flavour can be used with fajitas or as a marinade and goes with lamb or duck.

**RRP** £3.85

**Contact** 01308 458604



## Dark Star Brewing Co

The independent craft beer operator has made its Six Hops flavour – so called because it uses six different hops, added at six different points during the brewing process – available in cans.

**RRP** £3.50

**Contact** sales@darkstarbrewing.co.uk/01403 712555

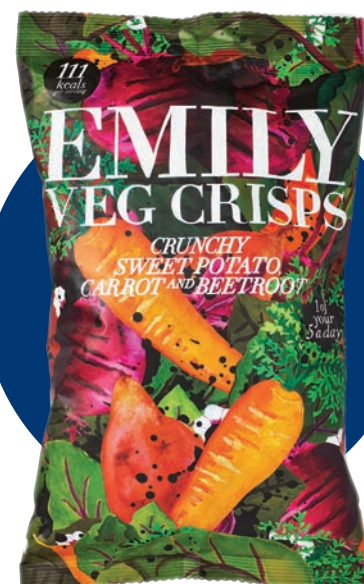


## Wendy Brandon

Preserve and chutney specialist Wendy Brandon makes its marmalade in small batches to ensure flavour, colour and texture. The marmalade contains no additives.

**RRP** £4.30

**Contact** 01239-841-568 wendy@wendybrandon.co.uk



## Emily Veg Crisps

Emily Crisps has launched two new varieties of sharing bags – Spring Greens: Crunchy French Bean, Sugar Snap Peas & Black Edamame and Root Veg: Crunchy Carrot, Beetroot & Sweet Potato.

**RRP** £2.89

**Contact** <http://www.emilyfruitcrisps.co.uk/>



RN Reporter

RNreporter@newtrade.co.uk

020 7689 3358



## Howdah Snacks

Howdah Snacks offers a taste of the east with a six-strong range of Indian-inspired snacks, produced in India using locally-sourced ingredients.

**RRP** £1.99 (100g)

**Contact** 0161 9804932/info@howdahsnacks.co.uk



## Woodleighs Provision

Cheshire-based Woodleighs Provisions is taking its pickles and other product to a wider audience around the UK, with a range of 190ml jars, including piccalilli.

**RRP** £2.60

**Contact** 0151 357 3734

## Focus

# Children's snacks

Parents are under increasing pressure to choose healthy options for their offspring, but that won't stop kids demanding snacks. So this week, RN has picked three snacks that will keep both sides happy



## Pulsin

Pulsin oat bars are on-the-go children's snacks which count as one of a child's five-a-day. They are gluten-free, dairy-free and soya-free with no artificial ingredients.

**RRP** £2.99 Multipack (6 x 25g bars)

**Contact** 01452 729 000



## Organix

Organix are oaty bars packed full of raisins, wholegrain oats and the flavour from real fruit. They are ideal snacks for children.

**RRP** £2.49 for 6 x 30g

**Contact** 01202 586100



## Snact

Snact buys ugly and unwanted fruit from British farmers. The fruit is blended into a smoothie then dried into fruit jerky on a family farm in Kent, cutting food waste.

**RRP** £4.50 (5 packs)

**Contact** hello@snact.co.uk

## Jason Bushnell

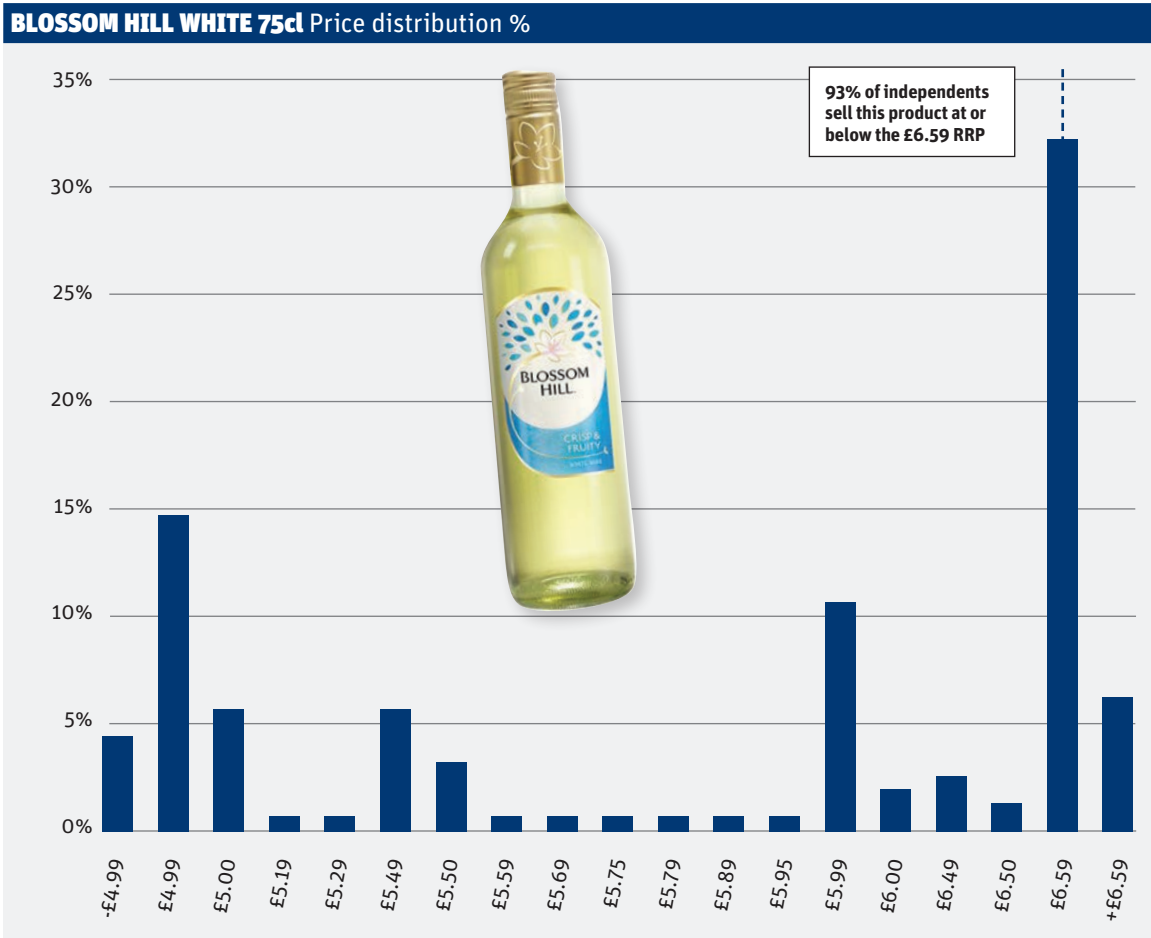
Budgens of Mortimer, Reading

Healthier snacks are a hit with parents – some even open a pack in the queue to give their children as instant fuel. Children think they're getting a treat but parents know they are healthier than sweets or crisps



# PRICEWATCH

## Profit checker White wine



## Price checker

PRODUCT
Hardys Bin 161 Chardonnay 75cl
Echo Falls California White 75cl
Blossom Hill White 75cl
Isla Negra Sauvignon Blanc Reserve 75cl
Hardy's Bin 161 Pinot Grigio 75cl
Hardys VR Pinot Grigio 75cl
Hardys VR Chardonnay 75cl
Echo Falls Zinfandel 75cl
The Secretary Bird Sauvignon Blanc 75cl
Casillero del Diablo Sauvignon Blanc 75cl
Distant Vines Pinot Grigio 75cl
Echo Falls Unoaked Chardonnay 75cl

## Analysis

Buying wine can be intimidating for consumers and, it turns out, the same is true for those selling it. When it comes to pricing of a bestseller such as Blossom Hill White stores seem split between two

strategies. One – employed by 15% of retailers – is to price at £4.99, a penny below an important psychological barrier but an astonishing £1.60 below Booker's current RRP. Price for these customers remains king,

and overall nearly 60% of stores don't price as high as RRP. Yet another 32% of retailers do, ensuring they protect their margins on what is, after all, a product associated with leisure, if not luxury.

## How we drive our profit

### Joe Williams

**STORE** The Village Shop  
**LOCATION** Hook Norton, Oxfordshire  
**SIZE** 1,250sq ft  
**TYPE** rural

**TOP TIP**  
Range isn't just about price. Everyone's tastes are different, so it's important to stock sweet and dry varieties



**We only stock** Blossom Hill when it's on promotion. It doesn't sell well at RRP as our customers would rather opt for something higher quality for the same price. We often get customers buying on the way to a dinner party and they'll spend more than £10. Sauvignon Blanc and Pinot Grigio are always popular and the New Zealand wine Mud House is a big seller for us too. In general, we go above the RRP as the nearest off-licence is five miles away, but you still have to be careful not to price yourself out of the market. We aim for a margin of 20% to 25%.

### Mehmet Guzel

**STORE** Simply Fresh  
**LOCATION** Bethnal Green, London  
**SIZE** 1,600sq ft  
**TYPE** high street

**TOP TIP**  
Don't forget the basics. Fridge presentation is important and keeping bottles chilled makes all the difference to customers



**We run** the usual promotions through our symbol group but we're now moving away from stocking cheaper brands such as Blossom Hill. We stick to RRP but our competitors in the area are big culprits for underselling. Instead, we are changing our focus to quality wines starting at £8 or £9 a bottle. Our ideal margin on a bottle is 30%. We don't always get that and it can dip to 25% on some varieties. Demand for white wine is seasonal, but our top sellers are consistent from year to year.



**Toby Hill**  
 RNreporter@newtrade.co.uk  
 020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE IN NORTH WALES VILLAGE	RETAILER 2 WEST LONDON HIGH STREET C-STORE AND OFF-LICENCE	RETAILER 3 LARGE C-STORE IN DURHAM SUBURB	RETAILER 4 CORNISH VILLAGE STORE	RETAILER 5 LICENSED GROCER IN SCOTTISH VILLAGE	RETAILER 6 C-STORE AND POST OFFICE IN SOUTH WALES TOWN CENTRE
£5.04	£5.00	£5.00	–	£5.00	£5.00	£5.00	–
£5.06	£5.99	–	£4.99	£5.00	–	–	£5.89
£5.61	£6.59	£6.59	–	–	£5.99	£6.49	£5.85
£5.43	£5.89**	£5.00	–	£5.00	£5.00	–	£5.99
£5.00	£5.00	£5.00	–	–	£5.00	£5.00	–
£6.05	£6.79	–	£6.49	£4.80	£6.99	–	£5.85
£5.88	£6.79	–	£6.49	£4.80	£5.50	–	£5.85
£6.16	£6.69	£6.99	£6.49	–	–	£5.49	£6.69
£5.58	£5.50	£5.50	–	£5.50	£5.50	–	–
£7.28	£7.99	£7.99	£6.99	–	–	–	£7.49
£4.02	£4.00	£4.00	–	£4.00	–	£4.00	£4.00
£6.11	£6.69	–	£5.79	–	£5.49	£6.49	–

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

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Jamie Smith

Co-manager, Spalding Farm Shop



Dennett's Ice Cream  
 £1.10 (small tub);  
 £6.50 (one litre tub)



#### Where did you discover it

We discovered Dennett's about 10 years ago, when we were looking for a local supplier who could supply on scale. I met Robin Dennett at a county show and immediately developed a friendship. He was so keen to help he went halves on our first freezer, and would come down and show us how to present, sell and scoop it. Today, he often does talks at the local Women's Institute, and whenever he does this he tells me so we can anticipate any spikes in demand.

#### Who buys it?

It's a complete mix of people – from families to couples and across the whole age range. We have one elderly customer who cycles here five days out of seven just to buy some. We sell all year round, typically 50-60 litres' worth per week. We stock all the popular varieties, as well as flavours like strawberries & cream and raspberry Pavlova.

#### Why is it so popular?

It's full-cream and tasty. But it's also due to its uniqueness. Dennett's will guarantee making us any flavour we want, as long as we order at least 10 litres. Customers can suggest flavours too, and more unusual flavours we've sold have included Christmas pudding, peanut butter and fig.

## Nicola Ransom

**STORE** Welton's  
**LOCATION** Market Harborough,  
 Leicestershire  
**SIZE** 900sq ft  
**TYPE** rural

#### TOP TIP

Get to know what your customers want next. They might recommend a grape variety you have not heard of



**As a small** deli there's no way I can compete with the supermarkets on wholesale, so I buy from a wine supplier. To increase our margins, I try to squeeze a couple of pounds from each bottle rather than take a certain percentage, for instance selling a £6.25 bottle for £8.45. I also look to get a better margin with the more expensive items. I don't do promotions but offer a range of prices to suit different needs, from £7.99 all the way up to £20. The category isn't exactly a mainstay for the business – we sell around 30 bottles a week.

## Paul Edwards

**STORE** Edwards at Townfield  
**LOCATION** Nocton, Wirral  
**SIZE** 2,500sq ft  
**TYPE** shopping parade

#### TOP TIP

Use different suppliers to keep the wine range feeling fresh. Customers like to see new varieties



**We sell** Blossom Hill at the RRP.

I don't sell anything here for less than a 30% margin as the costs of running the business are increasing. If we can't get that margin from the RRP, we'll either raise our price or we won't stock it. Booker's seven-day specials are worthwhile for us. Last week we had a 30% increase in sales when we ran its £5 bottle promotion. We only got our alcohol licence 12 months ago, but wine is now a really important part of our business. It accounts for roughly £5,000 in sales each week, around 16% of our total.

# YOUR VIEWS

## YOUR LETTERS

### Federation finds a magic formula for late deliveries

I read Adrian Cooke's letter ("Stop tearing you hair out over late deliveries and get some answers" RN 2 June 2017) and my thought was if he's found the magic formula then surely that's what the NFRN should be doing for us.

We are all pretty much in the same boat and we have got this body that we all pay money into and if this man has had success, which he seems to have done, then surely this is what the federation should be doing day after day, week after week with the publishers and wholesalers.

**Stuart Jackson**  
Jackson's News,  
Stockport, Greater Manchester

**NFRN head of news Brian Murphy said:** "The NFRN works tirelessly to improve delivery times into retailers every day of the week, 364 days of the year. This is done through various methods – via NFRN Connect, by our news department, through regular meetings with wholesalers and publishers, and through our lobbying activity in Westminster and the



**This is what the federation should be doing day after day, week after week with the publishers and wholesalers**

**Stuart Jackson**

devolved parliaments. Just recently, we held a successful news summit in London.

"We monitor arrival times and run regular polls, taking every available opportunity to provide our news supply chain partners with up-to-date data regarding their performance and the impact it has on the retail sector. Whenever and wherever necessary we will take them to task on this. In Adrian Cooke's case, the NFRN encouraged him to launch a petition, getting his customers to register their disquiet. It's because of this relentless activity that service levels do improve and why members like Mr Cooke can report successes."

### Mail's mobile phone appeal after Manchester terror

In response to the terror attack in Manchester, the Daily Mail has launched the Mobiles for Manchester appeal in partnership with Carphone Warehouse. It aims to help those affected by asking readers to donate their unwanted mobile phones to be re-used or recycled.

Carphone Warehouse kickstarted the campaign by donating more than 1,000 phones so far – generating £25,000, with an additional 4,000 donated by readers, but the injured victims will need support for years

**Daily Mail**

**MOBILES FOR MANCHESTER**

DONATE YOUR PHONES WITH  
**Carphone Warehouse**

**Do you have any unwanted phones lying around?**

Last week, the Daily Mail launched Mobiles for Manchester, a campaign in

to come, particularly those left with life-changing injuries.

We're asking you to help the cause by displaying the poster (pictured above), in your store. We have sent posters to six wholesale regions in the north of England, covering about 7,000 retailers, but any store can get involved. You can download posters from the NFRN website.

Customers can donate phones by taking them to a Carphone Warehouse – where they'll be valued and money donated for each device. Customers also have the option to donate via cheque or bank transfer, details are on the poster.

The bulk of funds raised will go to the We Love Manchester Emergency Fund to support the injured and bereaved. We will also send some to interfaith charities to help communities unite against terror.

Thank you for your support.

**Daily Mail and General Trust**

## YOUR SAY Would you actively promote cigarettes, as shop staff in Australia are being asked to?



### Adrian Rodda

AR News, Harrogate, Yorks  
I'm not against the idea in principle, but it would need to be worked out properly and all be above board. I've never quite understood the regulations and whether or not we're allowed to talk to people about tobacco and cigarettes. You're not supposed to, but surely that impinges on my freedom of speech? In terms of what I'd be looking for, a couple of holidays a year wouldn't go amiss.

### Naresh Purohit

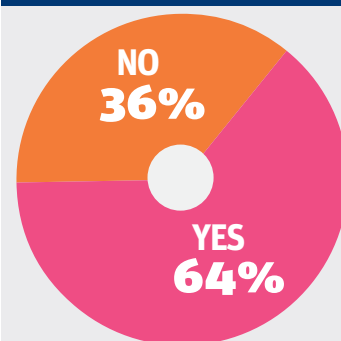
Marseans, Dartford, Kent  
I understand where they're coming from on this – we know the customers, we know what they need and we know the product. The idea for us to help sell the product, to wax lyrical

about it, is good, but you'd need a certain kind of person and a certain kind of incentive. The first question is how will they remunerate people, is there any money in it for me and what training is being provided?

### Amit Patel

Belvedere News Food & Wine, south east London  
If the idea did come over here, I would be very reluctant to participate in that sort of thing. I'm quite anti-smoking – I don't think it's the right thing to try and push and promote it. I know I sell tobacco and cigarettes, but I wouldn't go out of my way to encourage people to try other brands. Also, if I'm doing a sales job I'd need a better margin, but how would you measure success?

## RN READER POLL



**Would your business benefit from social media training through your symbol group or wholesaler?**

### NEXT WEEK'S QUESTION

When did you last use EPOS data to review your range?



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





## CHEERS SMITHS FOR EFFORTS DURING CHAMPIONS LEAGUE FINAL IN CARDIFF

A big thank you to Smiths News for going the extra mile to ensure retailers were able to service their customers following road closures in and around Cardiff during the Champions League Final.

During this unpre-

cedented period of heightened security, the need for newspapers, quality journalism and a focus on retail delivery times is ever so important.

**Brian Murphy**  
NFRN head of news

# 100 YEARS AGO

9 June 1917

A West London newsagent wrote to RN to praise the magazine's decision to print forthcoming one shilling book launches, claiming not to have the time to go through a technical bookseller's paper.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



Quite a long time ago Take a Break published an article on Woodseaves, and they called it The Village of the Damned. They came up with the title because of several strange happenings that had taken place during a short space of time.

Well, last Saturday evening a very strange thing occurred – just before dusk a grey horse appeared wandering along totally unaccompanied.

It got on to the main A519 road before anyone could get hold of it and was very nearly the cause of a nasty accident. Fortunately, shortly after that incident a farmer managed to get it into one of his fields and a vet was called to check it over.

Unfortunately, the horse wasn't microchipped so the owners cannot be traced. I am writing this on

Wednesday and the horse is pottering about in the field because no one has come looking for it and all efforts to try and find its owners have drawn a blank. There are a number of people in the area with horses so maybe it could be adopted if it's lucky.

The hotter weather has arrived but I wish it hadn't. Even with the windows open my little van is like an oven. It has caused Mr Wilcox to start irrigating his potato fields earlier than normal because everywhere has dried up very quickly. Incredible, really, as only a few weeks ago the fields were too wet to get on.

I thought the best photo coverage of Pippa Middleton's wedding was by far what the Mail on Sunday and the Mail on Monday published. At least it gave us something to smile about.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



Good to see this message on the Lotto terminal this morning And news of investment in the retail estate is great

**Eugene Diamond**  
@EDiamond136

GREAT NEWS! THERE IS A NEW RETAILER HOTLINE NUMBER  
0800 8 40 50 60  
THANK YOU

Baroness Kramer: 'It is outrageous that we have a Victorian business rates system that puts a burden on small businesses' #hustings #ge2017

**ACS**  
@ACS\_LocalShops

Easy way out to go after sugar, pack sizes are already shrinking and prices going up #sugartax @NFRN\_Online @morazzaq @PaulBaxterNFRN

**Abdul Qadar**  
@abdul\_qadar

Replying to @abdul\_qadar @NFRN\_Online @PaulBaxterNFRN Manufacturers are already working on cutting sugar content, eating in moderation should be advice not penalize people who follow advice

**Mo Razzaq**  
@morazzaq

More #indie retailers need to join #IndieHour Tues 8-9pm with @retailmentoring It's open to all + a good first step

**Steve Leach**  
@first4retail



Great time filming instore today for #awgtradeshows2017 with @Pyramid\_AV @SPARSW

**Susan Connolly**  
@RetailSusan

We have a great range of freshly prepared meats and locally sourced sausages to meet bbq needs #local #spar #bbq

**Spar-Pwllheli**  
@SparPwllheli



Special constables in action to arrest suspected shoplifter in #Bideford | #Devon Live <http://po.st/QZIW18> via @DevonLiveNews #news

**CATCH A THIEF UK**  
@catchathiefuk

# YOUR NEWS

## Menzies acquires EM News

Menzies has taken over Irish distributor EM News in a £3.1m deal, as part of plans to expand its logistics offering across the country.

The wholesaler already owned half of the business but has now bought the remaining share – previously owned by Irish retailer Eason.

Finance director Paul McCourt said the takeover gives Menzies “a similar platform to explore new logistics services in Northern Ireland and the Republic of Ireland to the approach we have been taking across Scotland, England and Wales.”

The company said the takeover would not affect Irish retailers’ carriage charges.

A spokesman told RN: “EM News has been acquired based on its current operating model. Current customer service level agreements will therefore be maintained.”

## NFRN: talk to retailers

The NFRN has called for better communication to retailers after members were told a supply of international newspapers would stop just three days in advance.

Distributor Quickmarsh terminated its supply to Menzies’ depot in Stockton on 29 May, but retailers only received letters from the wholesaler on 26 May.

NFRN news operations manager Jerry Hayes said: “While understanding the pressure of economics, the disappointment of the specialist titles no longer being available was further compounded by the short notice given to retailers. Namely, Friday for cessation of titles the following Monday.”

Quickmarsh and Menzies did not respond to a request for comment before RN went to press.



### Organic rebrand profitable move in East End

An East London-based Nisa store that has re-branded as an organic independent shop has seen a 30% uplift in turnover since reopening four weeks ago. Pav Sahota, owner of Raw Store, said: “We are just trying to service the area which is why we’ve built a coffee bar and have invested in our food to go offering.” The store offers bread from a local bakery and an entire fridge section dedicated to vegan-friendly products.

**Wholesaler overcomes roadblock to get papers out** Support welcomed by retailers

## Smiths’ champion efforts deliver smiles in Cardiff

by Jennifer Hardwick

[jennifer.hardwick@newtrade.co.uk](mailto:jennifer.hardwick@newtrade.co.uk)

Smiths News’ Newport depot successfully battled a road block in Cardiff, even delivering newspapers by hand in some cases, to ensure retailers received their deliveries on time.

Police cordons implemented at the weekend for the Champions League final between Real Madrid and Juventus, meant 16 town centre retailers could not be reached by their usual delivery vans and

were at risk of losing sales.

However, Smiths organised two teams to go on foot and one to take a van to the edge of the ‘no drive’ zone to go directly to stores or meet retailers with their newspaper supply on Saturday and Sunday.

The Newport depot’s general manager Paul Latham said: “The boundaries of the ‘no drive’ zone constantly shifted right up until Friday afternoon and the plans continued to change based on information provided by the

security operation.

“Smiths News operated a customer hotline in Newport which allowed the team to liaise directly with the customers as well as the customers being in constant contact so they could be updated during the morning until supplies were received.

“As a result, there was minimal disruption, illustrating the extra mile the team went to in order to ensure that distribution went without incident.”

Nigel Crocker, of Hayes

News, said he welcomed the effort made by Smiths, allowing him to maintain his normal sales levels and carry out all of his usual 25 deliveries to cafes, betting shops and offices nearby.

“I had been in touch with them for a couple of weeks leading up to it and it was good they came up with a plan,” he said.

“The papers were actually delivered earlier than usual and we managed to meet them and take them back to the store on a trolley.”



**Don't miss out on sales** Take advantage of warm weather

# Barbecue season 'an opportunity'

by Peter Crush

RNreporter@newtrade.co.uk

Retailers who fail to focus on barbecue items could be missing out on summer sales opportunities.

Nisa retailer Harj Dhasee, of The Village Store in Chipping Campden, near Evesham, has swapped his meat product mix from Sunday-roast style joints, in favour of barbecue-friendly steaks, meatballs, burgers and skewers to target customers making the most of the warmer weather.

"To stimulate purchases we focus on easy, ready-to-cook foods – including meat that's already been marinated," he said.

"We'll replace Carlsberg with the

likes of Cobra, Peroni and Kingfisher, which have a higher margin of up to 25% – on a hot day, sales will be up 25%.

He added: "Barbecues present other opportunities; Pimm's and Prosecco are doing a roaring trade just by being grouped with our barbecue products."

Caroline Green, of Spar y Maes, in Pwllheli, West Wales, said having their own in-store butcher enabled them to adapt their offering at shorter notice.

"Where we are, it's the basics that are proven to work best – burgers, baps and bangers," she said

"Snacks like crisps and nuts are also what customers expect to find when filling their baskets."



## Time for tea for free at Nil's Convenience

Nilesh Patel treated customers at his Nil's Convenience Store in Essex to free tea, coffee and biscuits during National Biscuit Day last week. Mr Patel, who is a member of McVitie's Ambassadors Club, used the event to drive awareness of recent launches including McVitie's Nibbles and Digestives Thins. "I wanted to attract customers and make them more aware of my snacks range," he said. Customers were challenged to guess the number of Nibbles in a jar with the chance to win a hamper of biscuits.

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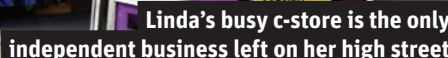
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# RN INTERVIEW



The NRFN's incoming president has benefited from diversifying her range, networking at business events and fighting for a better service from wholesalers. She tells **Chris Rolfe** it is time to help federation members do likewise

"We've got a younger membership now and they aren't interested in minutes but are more interested in making money," she says, explaining that improvements to the NFRN

A Portsmouth store owner for 34 years with her husband Kamal, she has played an active role in her district and at national level for many years. Through doing so, she

**Improving  
retail  
standards is  
something  
that  
members  
want to  
engage with**

In her own store, it's a more positive picture. PayPoint does attract footfall, and Mrs Sood earns £120 commission each week and £110 a month on top-ups. But even so, she



# NFRN 2017 CONFERENCE SPECIAL

Interview by **Chris Rolfe**  
email [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)  
tel 020 7689 3362

suspects this won't be maintained as new equipment and services change customers' habits. She has therefore made her decision about the contract based on these expectations.

"I predict smart meters and customers topping up from their phones will reduce footfall, so I'll sign the five-year contract but give two years' notice straightaway," she says.

She is confident the NFRN can make a difference for members in areas like this because it has already successfully fought for change.

"PayPoint were charging £90 for failed direct debits but we challenged that and got it down to £30 because £90 was extortionate," she says.

Another focus in the year ahead will be continuing the NFRN's fight for better service and profits in the newtrade.

It's an interesting challenge, she says. Many retailers are disengaging with newspapers and magazines, as a Portsmouth branch meeting last month showed.

"Papers didn't even come up, even though we have big issues here, and that's because it's become a secondary category for many people."

But print titles remain the bedrock of many independent businesses and a heartland for the NFRN, so Mrs Sood is committed to prioritising them in her presidential year. Her aim is to tackle service issues and unearth new revenue streams that will ensure print remains viable for independents.

During her past year on the news operations committee, she has been fighting to secure a better deal for members when wholesalers' failings result in late deliveries.

"Our contracts are with the wholesalers, not the publishers, so we should be getting our carriage service charge back if they have staff or vehicle shortages," she says. "They get money back for re-runs, but we get nothing and have to pay extra staff to deliver later in the day."

The NFRN is succeeding with this in a test case in Portsmouth.

"They have started giving some of our carriage charge back. If someone is paying a £40 a week, we are asking for that day's charge back plus loss of sales."

The federation also wants to help members claim restitution and improve a system where store owners have to suffer "serious or persistent" failings before they can claim.

But Mrs Sood is also keen to help members pursue new avenues to keep newspapers viable, chiefly sub-retailing. For a retailer with a £500



Linda is fighting for compensation for retailers when wholesalers deliver newspapers late



**Our contracts are with the wholesalers, not the publishers, so we should be getting our carriage service charge back if they have staff or vehicle shortages**



Linda and her family make their store stand out with unique offers like pipe tobacco and a strong convenience range

weekly news bill, the category is no longer profitable, she says, and stores need to recognise this. But sub-retailing is an effective alternative.

"We want to encourage retailers in this position to sub-retail from other members and we'll set up a template to make this easier. I know people who have small news bills who are doing this and I tell members around me that I'm happy to sub-retail to them."

There are many other challenges to address in the year ahead, but Mrs Sood believes her experience as a retailer places her in a good position to meet them.

"There are so many shop closures. We have to engage better

with politicians and highlight that community stores are very, very important. Business crime is still classed as nil-crime to too many people, but politicians are starting to take it more seriously and we sit on sentencing committees now, so we're getting there.

"As a shopkeeper, I know the failings of the industry and am representing members who have the same problems as me. You can achieve things from that position." ●

## Next week

RN reports all the big news from annual conference



# COLUMNIST



**Paul Baxter**

## The agenda is set – let's talk

**With the theme of 'adapt, change, transform', the NFRN's 98th annual conference in Torquay next week will see debates on profit opportunities, the newstrade and store standards, says chief executive Paul Baxter**

**I**ndependent retailers from across the UK and Ireland will gather in Torquay next week for the biggest event in the NFRN's calendar – our annual conference.

The event has two main objectives: to set the tone and policy for the year ahead and to allow delegates to learn about the latest products, services and opportunities so they can innovate their businesses.

With independent news and convenience retailers operating in such a fiercely competitive environment, it is important for the NFRN to provide its members with the best support possible so they can respond to this challenge.

So alongside debates on business rates, partworks, news wholesaler service levels and the election of our senior officials for the year ahead, there will be a series of panel discussions and presentations that will investigate new ways for independent retailers to develop their businesses.

This year's conference theme is 'adapt, change and transform', so alongside RN publisher Newtrade and our subsidiary company NFRN Commercial, a variety of key partners will attend, including Coca-Cola, Camelot, Booker, Plusnet, Philip Morris, Zapper and Epay, who will explore new profit opportunities for members.

More information will be available on our buying group NFRN Direct. We will demonstrate how the strength in numbers it benefits from means members get access to hundreds of products and suppli-

ers, nationally-negotiated terms, centralised billing and longer credit terms.

The newstrade remains a key theme throughout the agenda. We will provide members with the chance to learn about our news network N3, and how committed news retailers can develop their sales and run strong, thriving news businesses by being a part of it.

A panel of experts, which includes Frontline managing director Frank Straetmans, Paul Duffy from Mail Newspapers, Neil Spencer from News UK, Mike Williams from Smiths News and Grant Jordan from Menzies, will discuss the future of the supply chain. They will give their views on what to expect over the next five years and why the independent retail sector is so important to the news market's success.

Retail crime is another major agenda item. The NFRN has campaigned to raise awareness of and find new ways to tackle the issue all year, and at conference there will be a session devoted to violence and abuse in the work place. Devon & Cornwall's police and crime commissioner Alison Hernandez, Under Age Sales managing director Tony Allen and Usdaw deputy divisional officer Mike Walker will take part, while WOR Consultancy managing director Will O'Reilly will provide insight on criminal activity. We will also unveil detailed crime statistics and police response times to shop theft.

Elsewhere on the agenda, we expect there to be lively debate about the damage discarded drinks

The NFRN are committed to connecting suppliers and retailers. In doing so, it enables them to work together to achieve a common goal.



**This year's conference will include a panel discussion on the newstrade. This follows last year's popular debate on tobacco, pictured**



**One of the NFRN's key roles is helping members raise their games by improving their in-store standards**

containers cause to the environment and the duty independent retailers have to play a proactive role to help to reduce littering and increase recycling rates. Earlier this year, the NFRN committed to supporting deposit return schemes, so Jim Fox of Coca-Cola and I will discuss the opportunities and challenges surrounding this.

One of the NFRN's key roles is helping members raise their games by improving their in-store standards. We will therefore update delegates on the wealth of training materials available that offer guidance and support. These cover business development and health and safety legislation and how our legal policy provides all the protection they require. We will also remind them how our partners Licensing Matters, SubPostmaster.com, Business Property Advantage and the Retail Mutual support our retailers on a daily basis.

As usual, a trade exhibition will run alongside the conference sessions with more than 30 suppliers who believe the independent sector is key to their success. They will showcase their products and services and look to develop stronger relationships with independents.

I am looking forward to a productive and stimulating two days and am confident members will leave inspired to implement new ideas to boost their bottom lines and ensure the long-term success of their businesses.

### Next week

RN reports all the big news from annual conference

*Paul Baxter is the chief executive of the NFRN*



# FRESH & CHILLED



## Compete and win

How can retailers compete with the fresh and chilled excellence of the multiple c-stores such as Little Waitrose and Sainsbury's Local? **Toby Hill** speaks to top retailers to find out

### Managing the category



#### Have a programme for training staff

**Siva Thievanayagan** runs five Nisa stores in Peterborough, so oversees a significant number of staff. "Training is especially important for fresh and chilled so I've put together a programme for my staff to follow: how to check temperatures, maintain the machines, rotate stock, check dates, know if a product is still good to sell, manage waste and, reduce items," he explains.



#### Make responsibility clear

The fresh and chilled section has to be checked frequently, so if you've got a medium-to-large store you need to make sure it's clear who's responsible for doing so throughout the day. "We draw up a rota with clear sections for who's responsible for each section at different hours of the day: maintaining equipment, managing waste, overseeing delivery," says Siva.



#### Keep the space presentable

**Kam Nijjar**, owner of Spar Meriden in Coventry, recommends checking the appearance of the chiller frequently: "Appearance is really important in fresh and chilled so you've got to check everything: make sure it looks clean, there's no mess, there are no gaps, everything's faced-up, even that the lighting is good," he says.

### Getting your range right



#### Trial new products

**Kam Nijjar** recommends regularly trialling new items to keep your range fresh. "Be willing to take risks with new stock, including local products, as people go the big supermarkets for the range and choice. See if customers like it, then cut your losses if it isn't selling."



#### Ask customers what they want

**Robert Kirkwood** started his store, The Corner Shop in Crossgates, from scratch. Seeking his customers' opinions has been vital to building a successful fresh and chilled range. "I asked and people told me all sorts of specific things I'd never have thought of: Dairylea Dunkers, on-the-go snacks for the microwave like Delicatessen Meatballs and Frankfurters," he says.



#### Work with the seasons

With shelf-lives short, your fresh and chilled range has to match customer tastes and trends closely. Working with the seasons will help you do so, says Siva. "We stock more chilled ready meals or microwaveable snacks in the winter, and more salads, smoothies and sandwiches in the summer," he says.



Rustlers has undergone a multi-million-pound redesign



New snack formats are encouraging more shoppers to visit their local convenience store



### NEW PRODUCTS

#### Rustlers

New packaging alongside the launch of a "Gourmet" range – including the arrival of a microwavable brioche bun is part of brand owner Kepak's strategy to bring more customers to the brand.

#### Cheestrings

Kerry Foods has launched a new Mini variety as an on-the-go between-meals snack. The company has also launched Cheestrings Scoffies, a three-in-one snack pack.

#### Fire & Smoke On the Go

These high-protein meat snacks fall under Kerry Foods' Mattessons brand. The pots come in Hellishly Hot Sweet Heat, Good Ol' Smoking BBQ and Mighty Fine Fire Grilled Chicken flavours.

#### Galbani Mozzarella and Dolcelatte

The Italian cheese brand is in 7.7% growth in the UK and will be supported by a £2.5m marketing campaign including TV and web advertising.

#### Président

Galbani's stablemate is the best-selling French cheese brand in the UK. Brand owner Lactalis McLelland is also supporting Président with online and social media activity.

#### GoGo

Kerry Foods' three-in-one pots bring together protein rich and natural snacks into a convenience on-the-go format.

#### Urban Eats

Adelie Food's on-the-go snack brand is targeted at young shoppers, particularly those following a vegetarian or vegan diet. Next month it will launch the brand's Daily Bread range – including bagels, flatbreads and Smit breads.

#### Quorn

The vegetarian foods brand underwent a £10m relaunch this February and the company promises new products, packaging and advertising to underpin the activity.



# CHILLED

**KERRY**  
FOODS

## SUMMER of Snacking



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### Promoting effectively

**Run as many promotions as possible** Robert

Kirkwood says deals are vital for getting customers to pay attention to your chilled offering. "Right now I've got nine promotions in my chilled section: half-price cheese, two for £1 Pepperoni, butter reduced to £1," he says. "I'm also thinking about introducing a meal deal, weighing up whether it's worth it at the start of the summer."

**Use social media** Siva recommends using social media to reach out to people who are not yet customers of your store. Target your messaging carefully, he says, responding to the weather and highlighting exciting products, such as "nice new ribs from the local butchers".

**Price it right by working with your wholesaler** You've got to have competitive prices, says Baz Jethwa of Spar Rocket, and a good way to do so is to pick things up from the wholesaler when they're on offer. "We had an email come through this morning saying they had raspberries on at £1, so we ordered 50 to 60 punnets for the bank holiday weekend," he says.

**Does your fresh and chilled range match up to the multiples?**



**Quorn views the independent sector as increasingly profitable**



### Limiting waste

**Reduce items to reduce waste** Kam Nijjar recommends using reductions to counteract the short shelf-lives of many fresh and chilled products. "If it's the last day of its use-by date then we'll reduce by half or a bit less than half price. It means we rarely have to throw things away."

**Invest in waste** Presentation is vital, so you can't expect there not to be any waste, says Baz. "People are scared of throwing away a couple of hundreds pounds a week, but you've got to remember you're making 30% or 35% margins on these products," he says. "If you want your sales to increase you've got to see waste as an essential investment."

**Shop little and often** Robert Kirkwood goes to the cash and carry every morning and picks up whatever fresh and chilled products have been delivered the night before. "It's got to be as fresh as possible," he says.



# RUSTLERS

WATCH YOUR *Sales Sizzle*  
with our **BRAND RE-LAUNCH**

#1



#2



#3



#4



#5



#6



**TIME TO...**  
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RETAILERS  
NO.1 PARTNER**  
FOR CHILLED READY  
MEALS & FOOD TO GO



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Sources: \* HIM! Retailer Survey December 2016

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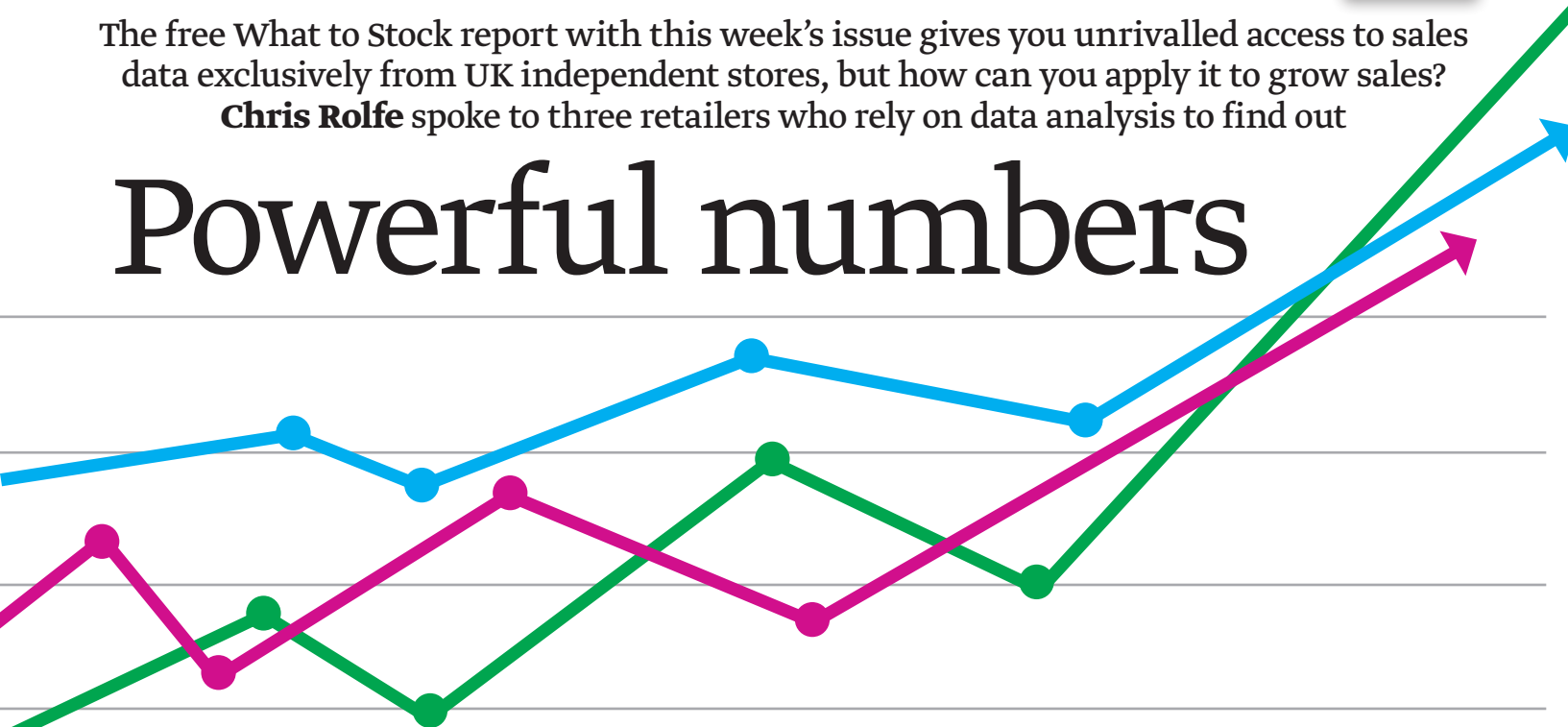
# DATA ANALYSIS



The free What to Stock report with this week's issue gives you unrivalled access to sales data exclusively from UK independent stores, but how can you apply it to grow sales?

**Chris Rolfe** spoke to three retailers who rely on data analysis to find out

## Powerful numbers



### Amish Shingadia

Londis Caterways, Horsham,  
West Sussex



#### What role does data play in your business?

Data is fundamental to my business. We couldn't manage the store without analysing our numbers and I can't imagine not using my systems to monitor sales. Londis lists the 20 bestsellers in each category but I need more detail. I look at weekly and average sales, number of transactions, basket spend and sales per metre. We compare all departmental sales and track year-on-year rises and falls. This means we know which products are selling and which sections need expanding or reducing.

#### How do you apply your data in-store?

We use it to plan promotions, theatre and space allocation. We look at the percentage sales each department brings in and review them every month so we can plan shelf space. We're growing sales of fresh produce, for example, so we recently removed 15 products and added kale, green cabbages and iceberg and gem lettuces. I also cut my cereal range

by 20% to focus on core pricemarked products and used this space to expand the range of large soft drinks. Sales change by the season too, so I cut health and beauty and loo rolls to create a winter section with de-icer and scrapers. We use data to track wastage too, recording damaged stock daily to make sure we hit our waste targets. And I aim for 95% availability across the store, so data helps me track that.

#### What results have you seen?

● **Cereal** Cutting our cereal range back by 20% meant we increased sales by 10% because bestsellers and pricemarked packs have more space.

● **Soft drinks** We noticed sales of large soft drinks bottles growing so increased shelf space by 20% and grew sales by 50%.

● **Sandwiches** I cut our range by 30%, stripping out slow sellers. Again, because bestsellers are more prominent, sales are up 25%.



Amish regularly analyses his sales data

Amish uses data to maintain

**95%** stock availability



Using data to relocate large soft drinks achieved a



**50%** sales increase

Cereal sales grew **10%**

after a range review to focus on core bestsellers



## Vip Measuria

One Stop Draycott,  
Derby



### What role does data play in your business?

Data analysis is key to what we do, and before I joined One Stop a year ago I didn't do enough of it. I have two stores and a young family, which means I can't be in the businesses all the time, so I've trained my staff to look at sales by category every day, at the summary first then at individual categories. We look at customer counts, gap checks, stock counts and high sellers too. I can also see how many age refusals, ID checks and staff discounts staff have done, so that helps me monitor staff performance.

### How do you apply your data in-store?

Data analysis helps with staff train-

ing, because if I can see a member of staff hasn't logged any ID checks for a few days, for example, I can train them on that. It also helps with display planning. This week, my sales data showed Oreo Thins were selling well at the rear of the store so I've added a counter display to build on this, and when we spotted a melon and grape mix wasn't selling we swapped it for raspberries, which have sold much better. It helps with security too – I can see discrepancies on Wrigley's Extra Spearmint at the moment, so if necessary I'll stock check by the hour so I know which CCTV footage I need to watch to spot potential theft. And it helps us get our prices right – when a member of staff checked prices the other day we

found dozens that needed changing or new labels printing.

### What results have you seen?

● **Lost stock** This week's data shows five Wham Chew bars and 12 Wrigley's Extra Spearmints have gone missing, suggesting we might have a theft issue.

● **Pricing** Compliance is essential for One Stop stores, so a check of 544 products one day found 71 missing labels or incorrect prices to sort out.

● **Staff performance** A staff member made two ID checks in the previous 24 hours. If I can see someone isn't doing this, I know where staff need training.

## MY DATA IN ACTION

# Checking 544

prices in a day  
revealed 71  
products needing  
new price labels

## Data showed

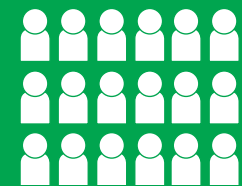
# 6

Golden  
Wonder  
packs  
missing,



# Vip's 18

staff are trained  
to monitor data  
to check stock  
levels and prices



## MY DATA IN ACTION

Steve aims for  
a total-store  
margin of

# 25%

and monitors each  
product closely

Looking  
at the 50

slowest sellers  
prompts regular  
range reviews

When Steve added

# 10m

of shelving in a  
refit, data helped  
monitor space  
allocation



## Steve Haines

Mace, Coltishall,  
Norwich



### What role does data play in your business?

I have an IT background and have been using EPoS data to help run my store for 15 years. Put simply, I need to know what sells, what doesn't and where my profits are coming from. I do week-on-week and year-on-year comparisons and have weekly sales records going back 10 years, which is really helpful for managing seasonal sales. I also need to see if my range is offering value for money for its shelf and chiller space.

### How do you apply your data in-store?

Data analysis is useful when you refit or change your shop. We refitted in 2010 and added 10 linear metres of shelving. Initially, our extended alcohol and chilled ranges were based largely on gut feeling, but we spent the next two years monitoring sales and making adjustments to get them right, calculating profits by metre and customer feedback. Our bread range used to be mainly from a local baker but we realised we were selling out of branded sliced loaves so we made them more prominent. I find looking up the 50 slowest sellers is a very useful prompt to do a range review too. With launches, I'll sell them on promotion first and track my sales – if they don't sell on a deal they won't sell full price. I also use data to track margins. I aim for 25% as an average for the whole shop.

### What results have you seen?

● **Greetings cards** Increased display space from 3.5 metres to eight metres and sales grew 50%. But I need to check the range still justifies this space.

● **Bread** I noticed sliced bread kept selling out so increased this range and gave it more prominent display space.

● **Prices** I use data to check my prices are up to date. Pricemarked packs have lower margins and we can only support that for so long if they sell slowly. ●



Steve has seasonal sales  
data going back 10 years

# THIS WEEK IN MAGAZINES



## Round up



**Jennifer Hardwick**

Magazines reporter  
jennifer.hardwick@newtrade.co.uk  
@Jenniferh\_RN

## MAXIMISING YOUR COMPETITIVE EDGE

If publishers had a crystal ball to predict exactly what the next craze to capture the interest of children would be, their lives would be much easier.

In the past few days I have spoken with both Anthem and Egmont about generating magazine sales from the obsessions dominating the worlds of young people.

I asked Egmont's publishing director Laura Adnitt about the overwhelming success story that is Disney Frozen magazine. While there were indications of Frozen's likely popularity from the film's box office success, she admitted the fact the magazine is regularly selling 90,000 copies on editions more than three years after the film's release could never have been predicted. "It's hard to bottle it and say what the secret is, but as soon as girls want to dress up and have birthday parties on that theme you know it's an evergreen brand," she said.

Meanwhile, Anthem's chief executive Jon Bickley spoke to me about the process behind the company's decision to publish Spinner Power, capitalising on the latest playground craze for fidget spinners. He pointed to magazines launched on the back of the most recent equivalent trend for loom bands in 2014, which he said continued to be sold for around seven or eight months after the craze began. Anthem says loom band magazines generated £618,000 RSV in 2014 through the newstrade, making a fidget spinner title an attractive proposition.

As you may have seen in RN last week, Jon also puts great value on the flexibility of independent retailers to get new titles on the shelves as quickly as possible and capitalise on trends ahead of the multiples. Be sure to never forget the competitive edge you have and if you know you have a magazine ahead of your nearest competitor, don't be shy to point it out to your customers.

## On trend

# THE KIDS ARE SPINNING AND YOU'LL BE WINNING

**Fidget spinners are the very latest childrens' craze and this one shot will help you get your share of the anticipated £600,000 RSV**

**EVEN IF YOU HAVEN'T** been selling fidget spinners you will definitely have seen them. Now the latest playground craze is getting its very own magazine to match, as Anthem launches Spinner Power. Targeted at a core age range of six- to nine-year-olds, with a more skilled group of 10 to 12-year-olds also expected, Spinner Power brings tips, tricks and pull-out game cards. The title is the UK edition of a Portuguese magazine that has already sold out of its initial print run of 30,000 copies. Anthem is predicting Spinner Power to generate RSV of up to £600,000.



**SPINNER POWER**  
**On sale out now**  
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**Price £3.99**  
**Distributor Marketforce**  
**Display with Pokémon Magazine, Match of the Day**

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

**GET IN TOUCH** with your news and mags success stories for a chance to feature



**Which titles fly off your shelves? Have you grown your sales with a great display or promotion?**

# RN

Call ☎ 020 7689 3350 or email ✉ jennifer.hardwick@newtrade.co.uk





## SPARKLE WORLD

This issue of Sparkle World has a one-off price increase to £3.99 because it has an extra-large Shopkins gift of a glitter bag set to tempt readers. This issue also features a 12-page paper pad dedicated to new collectables brand Num Noms, stories and activities from My Little Pony, Barbie and Shimmer and Shine. It also offers the chance to win prizes from Disney Princess, Shoppies and Glimmies.



**On sale 15 June**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Comag**  
**Display with My Little Pony, Disney Princess, Barbie**



## WOMAN'S WEEKLY HOME SERIES – KNITTING & CROCHET

The July issue of Knitting & Crochet is packed with 28 patterns for knitting enthusiasts of all levels. This issue has a special focus on the season, with summer dresses from the Woman's Weekly archive, bright summery knits and pretty dresses for children. Elsewhere in the issue, there is a colourful dog bed and an exclusive In The Night Garden pattern.



**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Love to Make, Love to Knit & Crochet**



## SOFIA THE FIRST

The latest issue of Sofia the First is a summer special and comes with a free mystery gift. Inside there is also a chance for young fans to win a Cinderella glass slipper game, as well as a sticker sheet with more than 65 designs to choose from to use on the pages or one of the crafts. Elsewhere in the issue are plenty of stories about Sofia and her friends.



**On sale out now**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Lion Guard, Doc McStuffins**



## BLAZE AND THE MONSTER MACHINES

More high-speed adventures await for young fans of Blaze and the Monster Machines. Readers can learn how to make their own Blaze slipper sliders, find out more about Gabby the mechanic and complete a heroic reward chart. There is also colouring, learning and simple craft projects. This issue includes a free racing car play set.



**On sale out now**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Scooby-Doo, Ultimate Spiderman**



## TAKE A BREAK'S TAKE A CROSSWORD

Take a Crossword is the biggest-selling crossword title in the UK, according to publisher H Bauer. This sixth issue comes with the chance for readers to win prizes worth more than £5,000, including a £1,500 break for two in York, a Michelin-starred dinner, as well as £1,500 in cash and vouchers.



**On sale out now**  
**Frequency monthly**  
**Price £2.30**  
**Distributor Frontline**  
**Display with Take a Puzzle and Puzzler Collection**



## Bestsellers News & current affairs

Title	On sale date	In stock
1 Private Eye	14/06	<input type="checkbox"/>
2 The Economist	10/06	<input type="checkbox"/>
3 The Week	16/06	<input type="checkbox"/>
4 The Weekly News	10/06	<input type="checkbox"/>
5 The Spectator	10/06	<input type="checkbox"/>
6 New Statesman	16/06	<input type="checkbox"/>
7 The Voice	15/06	<input type="checkbox"/>
8 National Geographic	30/06	<input type="checkbox"/>
9 New Yorker	26/06	<input type="checkbox"/>
10 Newsweek	23/06	<input type="checkbox"/>
11 The Oldie	22/06	<input type="checkbox"/>
12 Time	19/06	<input type="checkbox"/>
13 Monocle	22/06	<input type="checkbox"/>
14 Guardian Weekly	16/06	<input type="checkbox"/>
15 The Week Junior	16/06	<input type="checkbox"/>
16 Prospect	22/06	<input type="checkbox"/>
17 National Geographic Special	30/06	<input type="checkbox"/>
18 Newsweek Special	n/a	<input type="checkbox"/>
19 Foreign Affairs	13/07	<input type="checkbox"/>
20 Standpoint	29/06	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

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# THIS WEEK IN MAGAZINES



## EMPIRE PRESENTS 101 CLASSIC SCENES

In July 1989, the very first edition of Empire magazine arrived on magazine shelves. The final page of the fledgling movie mag featured a by-now familiar feature: the Classic Scene. With nearly 30 years of Classic Scenes logged, the team has now collected a selection of the best for a special one-off edition.



**On sale out now**  
**Frequency one shot**  
**Price £6.99**  
**Distributor Frontline**  
**Display with Empire, Total Film**



## LIFE: BOB DYLAN

In 2016, Bob Dylan became the first songwriter to be awarded the Nobel Prize for literature, so publisher Time Inc has decided now is the time to celebrate his life with this one shot. With rarely seen photographs and an in-depth narrative of his life, this title takes readers from the icon's early days to his rise to becoming the world's most influential singer and poet.



**On sale out now**  
**Frequency one shot**  
**Price £7.99**  
**Distributor Marketforce**  
**Display with Time, NME**



## TIME - MINDFULNESS: THE NEW SCIENCE OF HEALTH AND HAPPINESS

Awareness and popularity of the practise of mindfulness to boost health and happiness is on the rise in the UK. To coincide with this growing trend, Time has produced a one shot full of content such as mindfulness-based stress reduction, with the aim of helping even those with busy, stressful lifestyles stay calm and enjoy life.



**On sale out now**  
**Frequency one shot**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Time, Breathe**



## LANDROVER OWNER INTERNATIONAL

This month's issue is a special 30th anniversary issue and is a bumper 220 pages. Inside is the story of the magazine's success. Distributor Frontline is forecasting RSV of £76,000 for this issue, and says the title is outperforming the motoring 4x4 category by 5.2%. Free gifts include a spork and a parts catalogue (including Scotland).



**On sale 14 June**  
**Frequency monthly**  
**Price £4.60**  
**Distributor Frontline**  
**Display with Land Rover Monthly**



## RED

This month's issue of Red is covermounted with a free Rodial smokey eye pen and lip liner set worth £36. Inside are plenty of summer fashion tips for readers about to head off on holiday, including swimwear and sandal picks, as well as ideas to keep skin hydrated in the sun. The main interview inside is with actress Naomi Watts.



**On sale out now**  
**Frequency monthly**  
**Price £4.30**  
**Distributor Comag**  
**Display with Elle, Glamour**

## Retailer viewpoint Debbie Dyer

Debbens News,  
Waterlooville, Hampshire



**S**ales have been very steady for us. The summer holidays don't make much difference to our newspaper sales because most of the people who buy newspapers from us are elderly and don't tend to go away.

We still have about 260 on HND which is not bad at all considering how much the market has changed.

It is lower than it was when we moved in 11 years ago because as the older people pass away, we find it is mostly young families that move in because we are in a good area for schools.

That customer group just isn't as interested in newspapers because of how good mobile phones and the internet are now.

We would sell a lot more children's magazines if the prices were lower. I really think they should be making them cheaper because it's great for children to be reading magazines but they are at the point now where they are the same cost as a toy and that is too much. We mainly get grandparents buying them.

Six convenience shops have closed around us since we opened so that has been very lucky for us, but you have got to offer everything now if you want to grow your sales.

We sell lots of breakfast items now because we open earlier than any of our competition.

We have a fridge all along one wall and it looks so up-to-date that people come in and are really impressed.

We recently opened an off-licence section too which has done really well, but we are now at the point where we can't fit anything else into the space we have.

## Top tip

*If you're opening a new store, any access to parking you can get is fantastic. It just makes it so much easier for customers to pop in for a paper.*

**NEW COLLECTABLES  
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Partworks					Collectables				
Title	No	Pts	£		Title	No	Pts	£	
<b>Amercom UK</b>					<b>Hachette</b>				
Ships of War	18	40	11.99		Art of Crochet	94	120	2.99	
<b>DeAgostini</b>					Art of Cross Stitch	24	90	2.99	
Build the Ford Mustang	75	100	8.99		Art of Knitting	25	90	2.99	
Build your own R2-D2	23	100	8.99		Art of Quilting	76	90	3.99	
Enhancing your mind, body, spirit	23	120	3.99		Art Therapy	117	120	2.99	
My Animal Farm	18	60	5.99		Art Therapy 50 Mindful Patterns	19	80	4.99	
Jazz at 33 and third RPM	37	70	14.99		Assassins Creed: the official collection	9	80	9.99	
Simply Stylish Knitting	76	90	3.99		Build the U96	146	150	5.99	
Star Wars Helmet Coll'n	38	60	9.99		Dr Who Complete History	47	80	9.99	
The Beatles Vinyl Collection	8	23	9.99		Draw The Marvel Way	38	100	4.99	
Zippo Collection	46	60	19.99		Judge Dredd Mega Collection	63	80	9.99	
<b>Eaglemoss</b>					Marvel's Mightiest Heroes	91	100	9.99	
Build A Solar System	95	104	7.99		Transformers GN Collection	13	80	9.99	
DC Comics Graphic Novel	48	100	9.99		Warhammer	21	80	9.99	
Doctor Who Figurines	99	130	8.99		<b>RBA Collectables</b>				
Marvel Fact Files	221	250	3.99		Real Life Bugs & Insects	42	60	0.99	
Military Watches	87	100	9.99		<b>Panini</b>				
Star Trek Ships	100	130	10.99		F1 Collection	31	60	9.99	
					<b>Panini</b>				
					Doctor Strange				
					Trading Card Collection	4.99	1.00		
					Fantastic Beasts and Where to 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 Sticker Collection	2.99	0.50		
					Guardians of the Galaxy volume 2	2.99	0.50		
					Moana sticker collection	3.99	0.50		
					Paw Patrol 'A Year of 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		
					<b>Magic Box</b>				
					Zomlings Series 5		0.50		
					Star Monsters		1.00		
					<b>Topps</b>				
					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 Official 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 Game	4.99	1.00		
					Trolls Sticker Collection	2.99	0.50		
					WWE Ultimate Sticker	2.99	0.50		
					<b>DeAgostini</b>				
					Magiki Mermaids		2.50		
					Frogs & Co		1.99		

Newspapers				
<b>Daily newspapers</b> price/margin pence/margin %				
Sun	50p	11.15p	<div></div>	22.3%
Mirror	70p	14.98p	<div></div>	21.4%
Mirror (Scotland)	75p	16.05p	<div></div>	21.4%
Daily Record	70p	14.98p	<div></div>	21.4%
Daily Star	30p	7.26p	<div></div>	24.2%
Daily Mail	65p	14.5p	<div></div>	22.31%
Express	55p	13.31p	<div></div>	24.2%
Express (Scotland)	50p	12.10p	<div></div>	24.2%
Telegraph	£1.60	34.4p	<div></div>	21.5%
Times	£1.60	34.4p	<div></div>	21.5%
FT	£2.70	54p	<div></div>	20%
Guardian	£2	44p	<div></div>	22%
i	50p	12p	<div></div>	24%
i (N. Ireland)	50p	12.5p	<div></div>	25%
Racing Post	£2.30	54.0p	<div></div>	23.48%
Herald (Scotland)	£1.30	29.90p	<div></div>	23%
Scotsman	£1.60	36.0p	<div></div>	22.5%
<b>Saturday newspapers</b>				
Sun	70p	14.98p	<div></div>	21.4%
Mirror	£1.10	22.6p	<div></div>	20.6%
Mirror (Scotland)	£1.10	22.6p	<div></div>	20.6%
Daily Record	£1	21.4p	<div></div>	21.4%
Daily Star	50p	12.085p	<div></div>	24.17%
Daily Mail	£1	21p	<div></div>	21%
Express	80p	17.152p	<div></div>	21.44%
Express (Scotland)	80p	18p	<div></div>	22.5%
Telegraph	£2	48p	<div></div>	24%
Times	£1.70	39.95p	<div></div>	21.5%
FT	£3.50	79.1p	<div></div>	22.6%
Guardian	£2.90	63.8p	<div></div>	22%
i Saturday	60p	14.4p	<div></div>	24%
i (N. Ireland)	60p	15p	<div></div>	25%
Racing Post	£2.60	61p	<div></div>	23.46%
Herald (Scotland)	£1.70	39.1p	<div></div>	23%
Scotsman	£1.95	43.88p	<div></div>	22.5%
<b>Sunday newspapers</b>				
Sun	£1	21p	<div></div>	21%
Sunday Mirror	£1.50	31.50p	<div></div>	21%
People	£1.50	31.50p	<div></div>	21%
Star Sunday	90p	19.89p	<div></div>	22.10%
Sunday Sport	£1	24.3p	<div></div>	24.3%
Mail on Sunday	£1.70	35.70p	<div></div>	21%
Sunday Mail	£1.70	35.70p	<div></div>	21%
Sunday Telegraph	£2	45.50p	<div></div>	22.75%
Sunday Times	£2.50	52.50p	<div></div>	21%
Observer	£3	73.50p	<div></div>	22%
Scotland on Sunday	£1.70	39.95p	<div></div>	23%
Racing Post	£2.60	61p	<div></div>	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	<div></div>	21%
Sunday Express	£1.40	29.65p	<div></div>	21.18%
Sunday Post	£1.60	33.6p	<div></div>	21%



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