

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 02.06.2017



How to add £2k a week

By getting on top of your numbers, says Steve Haines

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Shaping the future of independent retail since 1889



Editor

Chris Gamm

@ChrisGammRN
020 7689 3378



Associate editor

Chris Rolfe

@ChrisRolfeRN
020 7689 3362



News editor

Charlie Faulkner

@CharlieFaulkRN
020 7689 3357



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN
020 7689 3361



Reporter

Jennifer Hardwick

@JenniferH_RN
020 7689 3350



Head of production

Darren Rackham

@DarrenRackhamRN
020 7689 3373



Senior designer

Anne-Claire Pickard

020 7689 3391

Designer

Emma Langschieid
020 7689 3380

Production coordinator

Billy Allen
020 7689 3368

Director of sales

Mike Baillie
020 7689 3367

Account director

Will Hoad
020 7689 3370

Account managers

Marta Dziok-Kaczynska
020 7689 3354

Erin Swanson
020 7689 3372

Sales executive

Khi Johnson
020 7689 3366

Marketing manager

Tom Mulready
020 7689 3352

Financial controller

Parin Gohil
020 7689 3375

Finance executive

Abi Sylvane
0207 689 3383

Managing director

Nick Shanagher
07966 530 001

If you do not receive your copy of RN please contact **Tom Mulready** on 020 7689 3352 or email tom.mulready@newtrade.co.uk

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT

Audit Bureau of Circulations
July 2015 to June 2016 average net circulation per issue **13,316**

Annual Subscription

UK 1 year	£150	Europe	£302
2 years	£237	Rest of world	£354
3 years	£333		



To subscribe contact 020 7689 3384



Newtrade
11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600
email letters@newtrade.co.uk

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“We’ve always said we made money on PayPoint with everything factored in, but the day we don’t we would take it out.”

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extensive galleries and news



TAKING MY STORE TO THE NEXT LEVEL
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WELCOME

Our job at RN is to help you identify the most important numbers to your business and how to use them effectively



Editor

Chris Gamm
[@ChrisGammRN](https://twitter.com/ChrisGammRN)
020 7689 3378

There are three big numbers in RN this week – £2,000, 10% and 725. “Retailers love numbers. It’s how we think,” Best-one retailer Kay Patel told us recently. Our job at RN is to help you identify the most important numbers to your business and how to use them effectively to drive your business forward.

In this week’s Lookbook, Mace retailer Steve Haines explains how his IT background helped him stay on top of his store numbers and identify new opportunities. With his summer influx of tourists, for Steve it meant focusing on alcohol, food and convenience essentials. He was also able to add £2,000 to his weekly turnover by changing his store opening hours.

“Retailers are in business to make money,” betterRetailing.com associate editor Steve Denham told me this week. You do this by understanding how much profit each category is delivering and where to focus your effort accordingly.

To help you do this, Steve has produced an exclusive piece of insight this week, and identified there is a potential extra £19,000 – or 10% profit increase – up for grabs by focusing on the right categories. Within these areas, you need to ensure you’re stocking the right products and not missing any current sales trends.

RN’s annual What To Stock report helps you do this. We’ve sourced data from 3,000 independent retailers and turned it into 31 charts listing 725 top-selling products in stores just like yours. In this week’s issue, we look at some of the key trends and products that have emerged from the report. Every one you’re missing could be costing you money. And don’t miss the full What To Stock report, free exclusively with next week’s RN.

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“There’s a spirit of stoicism and defiance and it was important to stay open”
Manchester Spar retailer Paul Stone
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BREAKING NEWS

Rival to Amazon Go trial

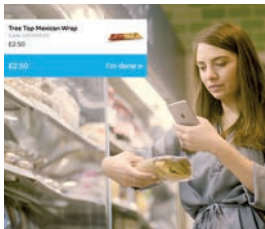
Retailers say new technology to rival Amazon Go's checkout-less stores must be competitive to earn a place in their stores.

Barclaycard is testing a new system that will enable customers to scan items using their phones in stores and cut out the need to use tills.

Trials are taking place at its London headquarters, with a further trial heading to the high street early in 2018, according to reports. The app would automatically charge their credit card, eliminating the checkout queue.

Amazon is testing similar concepts in the US.

Ferhan Ashiq of Levenhall Village Stores in Musselburgh, Scotland, said: "I do think this has potential, like Amazon Go. But Barclaycard can't offer great deals at first, before making retailers pay more and more like PayPoint has done."



Clarification

Muntazir Dipoti, of Todmorden News Centre in West Yorkshire, has an annual store turnover of £780,000, not as stated in last week's edition RN.

Meanwhile, contrary to reports in The Guardian as reported by RN, JTI did not release 10s-sized tins in the run up the EUTPD II enforcement. Jeremy Blackburn, head of communications at JTI said: "I can confirm that over the years we have offered occasional 20s tins on selected brands in the UK, the last time being in 2016."

Cheers all round as Taylors toasts Nisa's wine heritage

Taylors of Tickhill has added Nisa's £4.99 Heritage Wine range to its 350-strong selection. Christopher Taylor (right), of the family-owned business, said: "It's exceptional quality for £4.99. We have a loyal following for our wine selection so we're doing tastings. We're more than happy with it so far." Mr Taylor said the decision came as a result of wanting to offer good quality wine at everyday low prices.



Group's retail network revenue hits £203.4m 'They're not giving that back to retailers'

PayPoint confirms 450 stores leave over terms

by Jennifer Hardwick and Charlie Faulkner

charlie.faulkner@newtrade.co.uk

Around 450 retailers have left PayPoint following its recent fee restructure, the company's chief executive has confirmed.

Speaking to RN after PayPoint announced its results for the year ending in March, Dominic Taylor said PayPoint was committed to working with retailers to build their businesses.

The results showed the company delivered a 3.6% year-on-year increase in its retail network revenue, up to £203.4m.

Asif Akhtar, of Smeaton

Stores in Kilkardy, Fife, called the rise "disappointing". "Their profit seems to be getting higher but they're not giving that back to retailers and are instead saying I have to start paying £10 a week."

Mr Taylor admitted "there is still room to do more" for retailers, highlighting the decline in phone and utility top-ups, which has led to PayPoint expanding its offering through services like Collect Plus and launching PayPoint One EPOS system.

"We will work with our retailers to evolve their businesses and drive more value to them and the

communities they support," said Mr Taylor.

When questioned on the viability of the service for retailers, following feedback from many who claimed to operate the terminals at a loss, Mr Taylor referenced Him! research. He said the data indicates PayPoint shoppers spend more than the average convenience shopper.

"However, we are very clear this figure is an average, meaning some stores will see higher or lower figures depending on their location, range and customer base," he said.

Scottish retailer Imy Saeed, of Duns News Plus

in Duns, terminated his contract last year. "PayPoint are making money, but we weren't and there is a lot of risk involved for retailers in terms of the amount of cash we were handling.

"We banked £86,000 in PayPoint transactions between August 2015 and August 2016 and hardly saw £200 of that."

Since the new £10 monthly charge on yellow terminals was revealed last month about 450 retailers have left the network. The same number signed up to PayPoint One, of which 30% are new to the PayPoint network.

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Councils slow to deliver rates relief

A series of delays in relief schemes have hit retailers impacted by business rate rises, according to a specialist rates firm.

Business adviser CVS says a £115m tax relief scheme aimed at helping the "most vulnerable" retailers, who are losing out on relief they previously received after being

reclassified, has not yet been implemented by local authorities.

This means stores which were supposed to benefit from a capped increase of £600 will instead have already paid two installments at a higher figure since the revaluation came into effect in April.

"There is no reason why revised tax demands shouldn't have been sent out by now," said CVS chief executive Mark Rigby.

"These delays are simply causing panic, confusion and alarm."

Meanwhile the FSB said confusion at local authorities is also preventing the distribution of a £300m

discretionary rates hardship fund announced in the spring budget.

FSB national chairman Mike Cherry said: "The first order of business for the communities secretary in the next government should be to get a grip and make sure the promised help is delivered in the first month of office."

Exclusive RN analysis shows changing face of convenience market 'Range should reflect where profitability is'

Following growth trends could boost your profit margin by 10%

by **Chris Gamm**

chris.gamm@newtrade.co.uk

Retailers could earn 10% more profit from their stores by focusing on growth categories, according to exclusive analysis for RN.

Chilled accounted for 3.4% more of c-store sales in 2016 compared to 2014 (16.6% vs 13.2%) and now typically represents nearly a quarter of stores' profits.

While chilled has delivered the biggest growth, alcohol (+1.2%), bread (+1%), household (+1.9%), health & beauty (+1.5%) and fruit & veg (+0.7%) have all increased average sales.

Traditional CTN categories such as tobacco (-4.6%), packaged grocery (-2.2%), soft drinks (-1.1%), frozen (-0.5%) and confectionery (-0.2%) have all declined.

The analysis, carried out by betterRetailing.com associate editor Steve Denham, showed this changing product mix could deliver a 10% or £19,000 annual profit increase.

Mr Denham analysed data category sales pro-

duced by the ACS in 2014 and 2016. He then applied these figures to a £1m turnover store and added industry margins to identify the categories driving profitability.

Over recent weeks, RN has highlighted how retailers like Ferhan Ashiq in Musselburgh, East Lothian, and Devon retailer Dan Cock, from Premier Whitstone Village Stores, have adapted their business models to follow trends like fresh, chilled and food to go.

Mr Denham said this data provides evidence of the profitability behind this shift. "People are in business to make money," he said. "Range should reflect where profitability is and retailers must ensure they are using their space effectively in store."

"Londis retailer Jatinda Sahota and Nisa retailer Paul Cheema are two I've seen doing this well, using EPOS data to squeeze poor-selling categories and ensuring every shelf to be making as much profit as the next one."



Jack Matthews
Bradley's Supermarket,
Leicestershire

"It's all moving to fresh and we're dedicating more space to chillers and cutting our ambient range. Old-fashioned lines like frozen garlic bread are being swapped for fresh. Packaged grocery is dying. Alcohol promotions and grocery pricing are pushing margins down though."



Naresh Gajri
Premier Cranhill,
Glasgow

"I've lost a lot of tobacco sales to my Polish customers buying more duty-free tobacco. I've increased my fresh range and things like Booker's packaged meat is selling well. Confectionery and soft drinks remain strong sellers for me, but tinned grocery is definitely down."

Your profit drivers and how they are changing

2014

Category	Average Sales*	£1m turnover shop	Margin	Gross profit delivered	% of store gross profit
Tobacco & e-cigs	20%	£200,000	5%	£10,000	4.94%
Chilled	13.2%	£132,000	30%	£39,600	19.56%
Alcohol	12.8%	£128,000	20%	£25,600	12.64%
Packaged grocery	9.1%	£91,000	20%	£18,200	8.99%
Soft drinks	6.6%	£66,000	25%	£16,500	8.15%
Fruit & veg	6.5%	£65,000	30%	£19,500	9.63%
Confectionery	5.8%	£58,000	20%	£11,600	5.73%
Bread & bakery	4.5%	£45,000	20%	£9,000	4.44%
News & magazines	4.0%	£40,000	20%	£8,000	3.95%
Milk	3.3%	£33,000	25%	£8,250	4.07%
Sandwiches	3.0%	£30,000	30%	£9,000	4.44%
Frozen	2.5%	£25,000	25%	£6,250	3.09%
Savoury snacks	2.5%	£25,000	30%	£7,500	3.70%
Non-food	2.2%	£22,000	30%	£6,600	3.26%
Household	1.3%	£13,000	30%	£3,900	1.93%
Health & beauty	1.0%	£10,000	30%	£3,000	1.48%

Total profit

£202,500

2016

Category	Average Sales*	£1m turnover shop	Margin	Gross profit delivered	% of store gross profit
Chilled	16.6%	£166,000	30%	£49,800	22.49%
Tobacco & e-cigs	15.4%	£154,000	5%	£7,700	3.48%
Alcohol	14.0%	£140,000	20%	£28,000	12.64%
Fruit & veg	7.2%	£72,000	30%	£21,600	9.75%
Packaged grocery	6.9%	£69,000	20%	£13,800	6.23%
Confectionery	5.6%	£56,000	20%	£11,200	5.06%
Soft drinks	5.5%	£55,000	25%	£13,750	6.21%
Bread	5.5%	£55,000	20%	£11,000	4.97%
News & magazines	3.8%	£38,000	20%	£7,600	3.43%
Milk	3.2%	£32,000	25%	£8,000	3.61%
Household	3.2%	£32,000	30%	£9,600	4.34%
Sandwiches	2.8%	£28,000	30%	£8,400	3.79%
Savoury snacks	2.8%	£28,000	30%	£8,400	3.79%
Non-food	2.7%	£27,000	30%	£8,100	3.66%
Health & beauty	2.5%	£25,000	30%	£7,500	3.39%
Frozen	2.0%	£20,000	25%	£5,000	2.26%
Hot food to go	0.4%	£4,000	50%	£2,000	0.90%

Total profit

£221,450

STORE LOOKBOOK



Steve Haine's Mace store is a popular destination for locals and holidaymakers



A broad view of retailing

Fifteen years on from taking over his store in the picturesque Norfolk Broads, Mace retailer Steve Haines reflects on the changes he's made to transform a small CTN into the busy convenience store it is today.
Helena Drakakis reports

In bygone days, boats would have transported grain and wool up the River Bure in Norfolk to Coltishall. Now, only yards from the old wharf, is Steve Haine's Mace convenience store. As well as serving Coltishall's 3,000 village residents, summer brings in tourists anchoring their barges, ready to cast off across the picturesque Norfolk Broads.

"We have a rural demographic - a lot of retired people, and commuters travelling to Norwich, plus tourists in the summer," says Steve, who has developed the business since he bought it with his wife in 2002.

What started as a small CTN with a post office has expanded to house a convenience store with fresh and chilled bays, an alcohol area and a stationery section.

Despite being situated on the edge of the village, the store has a captive clientele. There are newspaper deliveries to 220 houses and a customer service ethos based around helping people in the community, for example delivering to the elderly.

"People cook from scratch here, so we've increased our fresh offering, however there is a Londis, a butcher's, a greengrocer's and a small farm shop in the centre of the village," says Steve.

The nearest major supermarket is Tesco, around five miles away, and over the past few years competition from Aldi and Lidl in Norwich has also increased.

In response, Steve says he has aimed to provide a point of difference alongside remaining competitive. In 2010, he expanded the store from 400sq ft to 950sq ft. He also took out the fortress counter post office and replaced it with a Post Office Local format, freeing up more space for convenience. That year, he also became a Mace store - a move which has allowed him to tap into the symbol group's three-weekly promotion cycle.

"We run regular promotions, especially on wine. Bottles at £4.99 seem to attract people, so we've got good loyal custom, and we're known for stocking all the basic essentials too," he says.

Moving the store's closing time from 6pm to 8pm and opening all day on Sunday also sparked a "step change" in turnover, which increased by £2,000 per week. A refit with new lights and floors also created a welcoming shopping environment. Two years ago, he refitted the post office, installing LED lights on a suspended ceiling.

Before going into retail, Steve worked in technology and management. While he describes opening Mace Coltishall as a "steep learning curve", his MBA qualification has come in useful, as has his knowledge of IT.

"I learned a lot about staff management in my previous life and my wife says I've probably got more computers than any other convenience store. I have four screens

“RN is the most useful and interesting trade magazine. I like looking at other retailers’ shops to pick up ideas.” **STEVE HAINES**



£2,000
increase in turnover
after changing the
store’s opening
hours



“There is lots of potential for someone coming into this business with fresh ideas”

INFORMATION

- Location**
The Broads, 24 Wroxham Rd, Coltishall, Norwich, NR12 7EA
- Size**
950sq ft
- Turnover**
£8-£10,000
- Average basket**
£5



STORE LOOKBOOK



on my desk, but my IT side has allowed me to analyse sales," he says.

In doing so, Steve has been able to capitalise on the summer months, for example. As many as 30 families can be moored at the wharf at any given time, meaning sales of alcohol, food items and essentials increase.

As for the future, Steve sees lots of ways to develop the store further, although he is unsure whether he will be the one to do it.

Aged 60, he is looking to retire, but he is enthusiastic about a new owner putting their stamp on it. One idea he thinks may work is an in-store bakery.

At one point, he even considered a tea room, but shelved the idea because of the hefty workload involved.

"There is lots of potential for someone coming into this business with fresh ideas," he says.

In the meantime, Steve is happy with the store's current transformation and increased bottom line, as well as the service his staff provide.

"I don't think people get good enough service in the UK. It was one thing I was keen on changing, especially as we're part of the community," he says. ●



Want to see more of Steve's store?
Go to betterretailing.com/mace-norfolk-steve-haines

Steve and his team focus on providing great customer service to encourage loyalty

Which five products could make you an extra £8.5k in sales per year?

RN ✓
WHAT TO STOCK

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best sellers
in your annual market report

'Good data is the most important tool in my business'
Amish Shingadia
Londis Caterways, West Sussex

Get your range right and grow your profits with RN's exclusive report

Find out only in RN's What to Stock 9 June

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NEWS ANALYSIS



As many retailers have said they plan to leave PayPoint as have agreed to its latest upgrade

PayPoint 'plays fair'

With a set of great results coming hot on the heels of another retailer revolt, PayPoint is once again – for good or ill – forcing itself into the headlines. Chief executive Dominic Taylor tells Charlie Faulkner why now isn't the time for store owners to walk away

RN Readers told us PayPoint's reputation was just starting to recover after the 'cap cuts' controversy. Why undo this good work with a new contract change?

DOMINIC TAYLOR We don't believe in forcing retailers into partnerships that do not work for their businesses. The push to deliver the latest technology across the PayPoint network comes as a result of the demand from our customers and consumers for a more high-speed service. By modernising the network we can provide a better overall service and one that fits with today's fast-paced and technologically-advanced world. We understand this update might not be for everyone, which is why we are enabling retailers to leave our network free of charge if they would prefer to.

RN One of the ways you rebuilt retailer trust was with a promise to "communicate openly". Is automatically moving retailers over to a five-year contract if they do not indicate otherwise

450 retailers have decided to leave the network and we've seen an equal number of retailers commit to PayPoint One in the same period

upholding that pledge?

DT We committed to communicating honestly and openly with our retailers, which is why we made the announcement in early May, giving retailers plenty of notice of the phasing out of our older technology. We are also giving retailers the option to leave, with no charges if they let us know by 31 May 2017. The need to evolve technology is a fact of modern life and all businesses have to retire old, end-of-life equipment.

RN How many customers have terminated their PayPoint contracts since the new terms were announced?

DT At present, 450 retailers have decided to leave the network and we've seen an equal number of retailers commit to PayPoint One in the same period. About 30% of these are new to the PayPoint network.

RN Research by the NFRN suggests 77% of PayPoint retailers make less than 5% of their overall profits





from PayPoint-related transactions and for a quarter of stores it's less than 1%. Doesn't this contradict your company's claims you bring beneficial footfall to businesses?

DT We've not seen the detail of the NFRN research so it is difficult to comment on what the findings mean. The footfall and basket spend figures we quote publicly come from Him's CTP study, an annual, nationwide, survey of 20,000 convenience shoppers carried out every year. This study has consistently shown that PayPoint shoppers visit more frequently and spend more than average convenience shoppers. However, we are very clear this figure is an average, meaning some stores will see higher or lower figures depending on their location, range and customer base. Moving forward, we know there is room to do more and we will work with our retailers to evolve their businesses through innovations in retail technology.

RN Some retailers say a world without PayPoint is one where

their businesses attract more affluent shoppers happy to trade up on high-margin products. Is a PayPoint terminal still an asset to a convenience business?

DT We are aware of the fast-changing nature of the convenience sector. Our key focus is on working with our national network of 29,000 stores to ensure PayPoint services are supporting the growth of their business and helping them deliver great customer service. EPOS, delivered via PayPoint One, will be key to helping retailers keep up with these changes, understand their customers through data and tailor their businesses to their local market.

RN Retailers who work with you face higher charges at a time when other business costs are soaring. Meanwhile your shareholders are benefiting from steep revenue and profit growth. Is this fair?

DT It's important to look at the broader value that PayPoint brings to local stores through a combination of commission, footfall, easy integration into store, new customers, additional sales and more visits. That's why there is strong demand for our services, from major retail brands to standalone corner shops, across our 29,000 strong network. We continue to be a major investor in the convenience sector and our new platform, PayPoint One, has been designed in collaboration with retailers to ensure we help them keep pace with changing shopper demands, increasing competition and accelerating technology change. ●

Why I'm keeping PayPoint

I emailed PayPoint last week to say I was prepared to keep the service on, but it would have to work for me. One of my stores has PayPoint One, two have yellow boxes and one has PPOS. I made a case for converting my two yellow boxes to PPOS, which I believe would mean avoiding the new charge. If I can't avoid the charge, I will be giving them two years' notice. The reason for keeping it on is I want to drive footfall into my new shop to get it established. For my existing stores, I want to keep the yellow boxes to keep us competitive. I don't want to give customers any reason not to come in.

I'm currently making £70-80 a week in commission across the four shops. After paying PayPoint One rental in one store, I get net £60 back a week. It's not loss-making, but not a massive revenue generator as I'm fortunate to have a good banking deal with Barclays where it doesn't cost me to bank my PayPoint turnover. If I end up having to pay for PayPoint One in three stores, it would be loss-making.



Peter Robinson
Robinson Retail
Pembrokeshire

Why we're leaving

After much debate and all sorts of charts of customer activity, we have just handed our notice in to PayPoint.

We've always said we made money on PayPoint with everything factored in, but the day we don't we would take it out. Today is the day, if we have to pay an extra £520 a year.

I'm not willing to work for nothing. With this extra charge on the rental, I'm going to be spending over half the commission on rental when the new PayPoint One comes in. That's why we're getting rid of it now.

It's probably the hardest decision I've had to make in the shop as I'm concerned about the potential lost footfall, but footfall doesn't pay the bills.



Martin and Helen Ward,
Cowpen Lane News,
Billingham

What's happened since we left?

We wanted to get rid of it for a long time, mainly because of the lack of commission and the banking charges were adding up. We left as a result of failed direct debits which a result of PayPoint not having the correct banking details – despite us updating them.

It's something that added a lot of extra stress. Having gotten rid of the terminal I no longer have silly queues of people. If the barcode's not working we've got to stand and type that number in. That's ridiculous when I'm trying to run a business. Every day we had to bank their money by 2pm so it would clear. The headache of that stress has now gone.

There is also a lot of risk involved for retailers – we banked £86,000 in PayPoint transactions between August 2015 and August 2016. Of that, our commission was a couple of hundred pounds which was negated when we were charged for the failed direct debits.

Retailers need to remember they are your customers not PayPoint's. Newspapers were around before PayPoint and c-stores can still thrive without the service.



Imy Saeed
Duns News Plus,
Duns, Borders

SYMBOL NEWS

Spar runs Shop & Win event

Spar will be launching its Shop & Win campaign through 60 days of activity throughout the summer as part of its 60th anniversary celebrations.

The campaign will offer customers the chance to win more than £60,000-worth of prizes while driving sales for retailers.

“This year we’re over-subscribed with a queue of suppliers wanting to support the campaign,” said Debbie Robinson, managing director of Spar.

Last year’s Shop & Win campaign achieved £1.5m-worth of sales with over 177,000 entries, following 19 weeks of activity throughout the summer.

The digital vouchers enabled shoppers to try new and existing products for free while providing them with money-saving promotions to help drive sales.

Blakemore offers new orders app

Blakemore Wholesale has launched a mobile ordering app aimed at providing retailers with the flexibility of ordering on the go.

The mobile app offers customers a range of services including Click & Collect and Click & Deliver functionality, the ability to use the app offline and the use of a barcode scanner to enable quick processing of large orders.

In addition, the platform features detailed product information, price updates on up to 20,000 products, previous order history and a depot locator.

Blakemore Wholesale Stores group director Nick Rose said: “We believe that for busy business owners, a mobile ordering app is a vital tool.”



Sunder Sandher praised One Stop for helping to get retailers like himself up to speed on using social media

Owners want a higher level of digital education ‘If it’s good for us, then it’s good for them’

Symbol retailers call for more social media support

by Tim Murray

RNreporter@newtrade.co.uk

Retailers have called on symbol groups to step up and provide them with the training that will help them stay savvy when it comes to social media.

Store owners told RN the groups should offer the same level of digital support as they do with in-store merchandising, PoS and leaflet drops to help them build their businesses’ reach through sites such as Twitter and Facebook.

Bay Bashir, of Belle Vue

Convenience in Middlesbrough, said it is an area he struggles with and employs someone to do it for him.

“It’s really important; you can use it for promotions but also to instantly communicate with customers and promote offers. You can respond to things as they happen – when it’s sunny, you can tweet about chilled wines or ice creams you offer.”

He added: “Retailers help each other out but more advice from the symbol groups would be great. If it’s good for us, then it’s good

for them.”

Sunder Sandher, of One Stop Working With Royals in Leamington Spa, is actively involved with social media and credits the support he receives from his franchise group.

“One Stop sent a lot of information out to retailers about social media and they’re very heavy on Twitter, from Andrew King, the head of franchise, downwards.

“Other retailers have said One Stop is brilliant at it. Symbol groups could be doing more to educate

retailers on social media.”

Mr Sandher is involved with an online initiative called What Do You Think or #WDYT, which promises to grow small business’ social media reach – building a store’s online profile as a result. He said it had proved effective in widening his store’s reach.

Christopher Taylor, of Taylors of Tickhill near Doncaster, is also involved with #WDYT. “It doesn’t take much time and we’ve gone from around 55 impressions per tweet to 3,500.”

P&H trials direct-to-store drinks service

Palmer & Harvey has launched Drinksdirect as part of a trial expansion to its Direct Van Sales operation.

The addition of the direct-to-store service will see P&H work with alcohol suppliers including Halewood, Molson Coors and Diageo to provide retailers with top-selling

alcoholic and alcohol-free alternatives.

The 10-van, nationwide offering will offer retailers a regular service with no minimum drop charge on a sale-or-return basis. Its aim is to ensure businesses of all sizes stay well stocked.

“Smaller quantities will mean retailers can try products more easily,” said

Julia Bywater, of Bywater News in Dudley. “I think P&H have started to realise there is value in the small retailer.

“It began focusing on the big contracts with the multiples for a while, but I think the new chief executive has started to realise we’re just as vital.”

Noel Robinson, manag-

ing director of Direct Van Sales at P&H, said: “The aim of the trial is to strength-test the development of a new avenue that fills a gap for our valued independent retailers, while also using our nationwide network and expertise to gain distribution points for our key supplier partners.”

NEWS & MAGS

Small stores have big advantage says publisher 'Unique position to benefit from trends'

Speed and flexibility give indies lead on new crazes

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Independent retailers' ability to make fast stock decisions puts them in a "unique position" to take advantage of new trends, the chief executive of publisher Anthem has said.

Jon Bickley spoke to RN ahead of the launch of his company's new fidget spinner magazine, and said the flexibility with which independents are able to stock new products gives

them a clear advantage over the multiples.

"Only one supermarket will be stocking at the on-sale date, and the rest will be at least three weeks later, so independents will get a clear run at this," he said.

"Independents can be much more flexible with the space they have and with the buying decisions they can make, so they are really in a unique position to benefit from new trends."

Spinner Power is the

UK edition of a Portuguese magazine that has already sold out of its initial print run in Portugal.

Anthem, which normally specialises in music, food and craft magazines, has recently published a number of one shots under its Classic Pop brand.

"If we can't get fast enough distribution into a supermarket with a one shot we will just not stock it there, because time really is of the essence in those cases," said Mr Bickley.

"When David Bowie died we were the first out with a one shot and our title had the highest revenue in RSV.

"We brought out a similar one when Prince died and I remember there was one supermarket which didn't start stocking it until six weeks after it went into print."

Spinner Power will cost £3.99 and is being launched as a one shot initially on 9 June, distributed by Marketforce.

Farm titles get Brexit bonanza

Challenges facing farmers following the Brexit vote have created more opportunities to sell magazines focused on their industry, according to publishers.

A Scottish edition of the Irish Farmers Journal launches today, following the launch of a Scottish edition of Farmers Gaurdian two weeks ago.

The new edition's editor John Sleight told RN the implications of Brexit, including possible changes to subsidies and policy, means farmers are seeking advice and guidance. He added Scotland was selected for the title's expansion because of similarities between Scotland and Ireland.

Circulation manager Colin Clews said: "Farmers will want to buy this title and use it to increase their profitability, and that retailers will profit from it."

Pos material is being sent to around 1,500 independent retailers who focus on farming titles in their stores.

Sweet taste of success

New primary girls' magazine Sweet has outperformed its publisher's sales expectations by more than 50%.

A spokesperson for publisher DC Thomson said the launch issue "performed exceptionally well through independent retailers", accounting for 15% of sales.

DC Thomson's head of publishing for magazines, Maria Welch, attributed the success of the title to its "on-trend" nature, featuring popular collectable brands.

"The magazine captures everything cute and collectable, making it the must-buy for primary girls," she said.

The issue sold more than 40,000 copies nationally. Sweet is distributed through Marketforce.

Vanity Fair feels the fours with special Star Wars covers

This month's edition of Vanity Fair is available in four different covers, featuring exclusive photographs from the set of the next Star Wars film. The exclusive images, shot by Annie Leibovitz, have been created in celebration of the franchise's 40th anniversary. The issue goes on sale today and Star Wars: The Last Jedi will be released in cinemas in December.



Web-only List gets hard copy version

Condé Nast is putting a previously online-only directory into print for the first time after viewing figures rose by 84% year on year.

The List, a directory of design professionals on the House & Garden website, will appear as a 148-page supplement with

the December issue of the print magazine.

Editor Hatta Byng told RN the decision to create a print edition was made based on its increasing popularity with readers.

"Since the launch of The List in January 2016 our 'loyal' online follow-

ing - users who visit four or more times in a month - has grown at a rapid rate and is up a huge 111% year on year. Page views have also grown and are up 84% year on year," she said.

The List includes interior designers, architects and garden designers and

will be indexed by service, name and location.

Asked how the website complements the magazine, Ms Byng said: "Our digital content allows us to extend the content of the magazine with additional stories and images to support the printed issue."

PRODUCT TRENDS



Stock entire Evian range to lift sales

Retailers risk missing out on bottled water profits by not stocking the Evian range, RN's What to Stock report has revealed.

Although three of the four top bottled waters are Evian products when ranked by average weekly sales, all three were stocked by less than 30% of shops in the 3,000-store survey.

Evian Action Still Water Sports Cap 750ml earned stockists the highest weekly sales out of all 25 water products listed, at £11.30, but was only stocked in 27.4% of shops. Evian 1.5lt and 2lt earned £10.85 and £10.08 but were stocked by just 24.5% and 16% of stores respectively.

This contrasted with the Volvic brand, where four products were sold in more than 60% of shops but earned stockists between £5.65 and £8.63 per week.

Smaller spirits sizes gain popularity

Fractional spirits have gained traction in independent stores, according to new sales data.

Seven 20cl and 35cl bottles rose up the spirits sales charts in RN's new What to Stock guide, including Glen's, Smirnoff and own label vodkas. High Commissioner and Bell's whiskies also climbed the top 25 ranking.

Distribution of the Glen's, High Commissioner and own label 35cl and 20cl bottles was higher than the 70cl format for each brand.

The rising popularity of these smaller formats suggests consumers are increasingly looking to reduce costs.



Push profits with large, premium and £1 formats

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Large formats, £1 products and premium brands are driving profits in independent stores, the latest What to Stock report from RN has revealed.

The report, which will be distributed free with next week's issue of RN, has charted sales and distribution increases for these formats across 3,000 independent businesses in the UK in the past year.

Supplied by analyst EDFM, the data revealed giant formats including

Cadbury Dairy Milk 360g, Surf Classic Fresh Powder 38 Washes and an assorted 30-pack box of Walkers crisps, all entered the top 25 listings in their categories for the first time as shoppers continued to prioritise local convenience shopping.

"Big boxes of powder offering 110 to 30 washes were slow sellers initially, but in the past six months we've sold a box a week," said Harry Patel of Kwik-save in Warlingham, Surrey.

The £1 pricepoint has also continued to gain

prominence. Around 14% of the 775 products featured in the 31 charts sold for this price in the past year - up from 10% in 2016. This includes new entrants Walkers 100g bags and an array of biscuits and sharing bags.

Meanwhile, the sales opportunity offered by premium gins, vodkas and proseccos is highlighted by chart rises for Russian Standard, Vino Spumante, Sipsmith, Grey Goose and Ciroc. Premium coffee brands including Carte Noir and Nescafé Azera also rose up

the sales tables.

"I've seen a gradual change in my spirits sales. Gin is now fashionable and premium vodka like Ciroc is selling well," said Danny Wilson, owner of eight One Stop stores in and around Scarborough.

The data also revealed a hike in tobacco prices following the implementation of EUTPD II. The average selling price of the top 25 rolling tobacco packs is now between £10.20 and £18.91 - up from £2.82-£18.91 last year.

● What to Stock, free with RN next week

Own label ice creams hit value trend

Demand for value is driving sales of own label versions of luxury ice cream brands and cheaper ice creams, RN's latest What to Stock has revealed.

The report has charted the rising popularity of own label ice cream. It highlighted a classic chocolate and a white chocolate stick, both

selling for 60p, which climbed into the top 10 ranking for independent stores for the first time - joining Magnum equivalents sold at an average £1.83 each.

An own label pop-up orange lolly is a new chart entrant, while a Bobby's 30p lolly also climbed from 18th place to 14th in

the top 25 table.

"We sell lots of the cheaper pricemarked Magnum-style ice creams from Booker," said Gary Pilsworth, of Offley Stores in Hertfordshire.

At the opposite end of the price scale, however, 2016 launches Magnum Double Chocolate and

Magnum Double Peanut, selling for £1.89 and £1.91, both entered the top 25 chart after achieving 56.7% and 26.7% distribution in independent stores.

Chart rises for Cadbury Flake, Mars, Oreo and Snickers sticks also revealed the rising popularity of confectionery spin-offs.

BRAND SNAPSHOT



Metcalfe's

Metcalfe's has added a Salted Caramel flavour to its popcorn range. It is available in two sizes: a sharing bag and an impulse bag.



Strongbow

Strongbow is giving away festival prizes worth up to £10,000 as part of an on-pack promotion across its 10-, 12- and 20-packs, until 13 July.



Urban Eat

Urban Eat has announced a brand makeover that will introduce four new toasties, as well as halal and gluten-free options.



Toffifee

Toffifee is giving away one million Toffifees to families as part of a sampling campaign across seven UK shopping centres.



Naked

Naked has added the Naked Cocoa Coconut bar to its range in response to demand for coconut products.



Tyrrells

Tyrrells is running an on-pack promotion to win a Mini car. It will run across its potato crisps, Poshcorn and Mixed Root Veg crisps.



Kinder Bueno

In response to the growing adult impulse category, Ferrero has launched the Kinder Bueno Mini sharing bag, which has 16 miniature Kinder Bueno bars.



Florette

Florette has launched a range of low-calorie coleslaws. The two variants, Yogurt & Mint and Thai Sweet Chilli, are inspired by the street food trend.



Milkybar

Nestlé has announced it is increasing the amount of milk it uses in its Milkybar recipe and is running a £4m media campaign until September.

WHAT'S NEW



Thistly Cross Cider

Thistly Cross is made in ex-distillery oak casks previously used for Glen Moray whisky, giving the flavour of the cask but keeping the fruity tastes of cider. It is available across the UK.

RRP £4.00 (330ml)

Contact mandy@thistlycrosscider.co.uk



Belvoir Fruit Farms

Belvoir Fruit Farms Citrus Chardonnay Pressé is made by combining grape and citrus juice with lemon thyme. It has all natural ingredients and no added sugar.

RRP £3.00

Contact 0147 687 0286 / info@belvoirfruitfarms.co.uk



Popped Crisp Thins

The Food Doctor has launched its four-strong range of high fibre and high protein Popped Crisp Thins. Flavours include Spicy Chipotle, Sweet Chilli, Hot Wasabi and Mild Korma.

RRP 99p (23g)

Contact hello@thefooddoctor.com



Snaffling pig

Snaffling Pig's flavoured pork crackling has an 18-week shelf life. It is available in variations including BBQ, Perfectly Salted and Habanero Chilli.

RRP £1.50

Contact 0203 096 5200 / hungry@snafflingpig.co.uk



Nix & Kix

Nix & Kix's range of soft drinks contains no refined sugars. They are available in three flavours and contain fewer than 50 calories.

RRP £1.25 (250ml can), £1.99 & £2.99 (330ml and 750ml bottle)

Contact 07906 278295 / www.nixandkix.com



Tea Huggers

A blend of peppermint, fennel, liquorice and sage, Tea Huggers Detox tea is caffeine-free. Each pack contains 15 biodegradable tea bags.

RRP £4.50

Contact 0796 782 2719 / hello@teahuggers.co.uk

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



Jimini's

Jimini's Sweet Mango Crickets are edible insects bred in Europe. An eco-friendly source of protein, they are designed to be eaten as a snack or appetiser.

RRP £4.25

Contact coucou@jiminis.com



Hilltop Honey

Hilltop's Raw Lavender Honey is made from lavender flowers, which gives it a subtle floral flavour. Other variants include Thyme, Eucalyptus and Orange Blossom.

RRP £4.50

Contact 0168 668 9027 / sales@hilltop-honey.com

Focus

Ready made meals

Ready meals are increasingly moving towards the healthier end of the spectrum, with a number of suppliers finding ways to meet the needs of those looking for free-from options while others are finding ways to tap into the protein trend. This week RN has found a few examples to highlight what is available across the market.



Soulful Food Pots

Cooked by hand in one pot, Soulful Food OnePots contain grains, pulses and noodles that provide slow-releasing energy. Its 10-flavour range includes vegan and low-salt options.

RRP £3.49

Contact 0208 8541717 / info@soulfulfood.com



Musclefood Rice Pots

A new range of high protein, Asian style, rice pot meals focused on the health and wellness demand will be hitting the shelves this summer, available in seven different flavours.

RRP £2.50 – £2.95

Contact john@musclefood.com



Amy's Kitchen

Amy's Kitchen uses dairy-free Daiya Cheeze and rice to offer a gluten and dairy-free Mac and Cheese alternative.

RRP £2.20 (255g)

Contact 01536 424069 / www.amyskitchen.co.uk

Peter Lamb

Lambs Larder, East Sussex

We sell around 100 ready-made meals a month. Originally we stocked the commercial brands, but our customers love chef-quality items from producers like Cotswold Traiteur and they will pay extra for them. Their Macaroni Cheese is our bestseller.

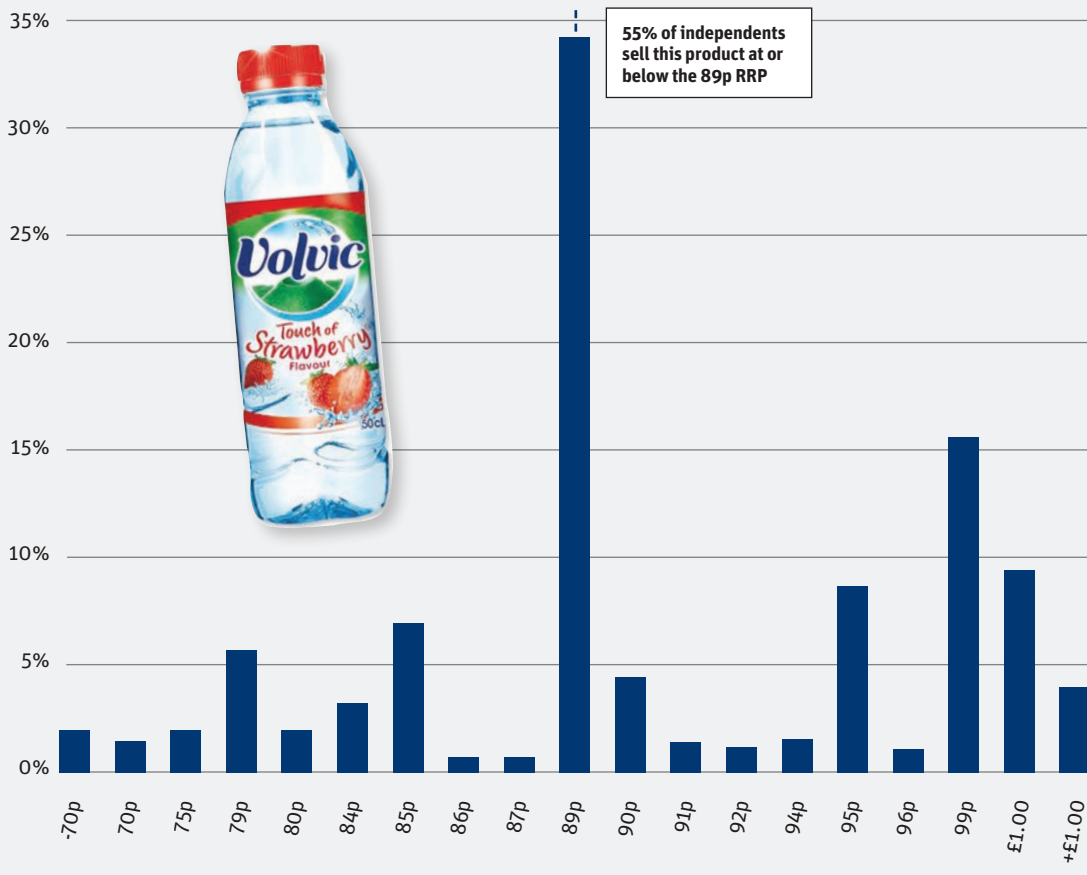


PRICEWATCH

Profit checker Water

Price checker

VOLVIC TOUCH OF FRUIT STRAWBERRY 500ml Price distribution %



PRODUCT
Highland Spring Still Spring Water 750ml
Volvic Natural Mineral Water 1.5l
Volvic Natural Mineral Water 1l
Ice Valley Spring Water Still 500ml
Volvic Natural Mineral Water 500ml
Volvic Touch of Fruit Strawberry Flavoured Water 500ml
Glacéau Smartwater 600ml
Volvic Touch of Fruit Strawberry Flavoured Water 1.5l
Evian Still Natural Mineral Water 750ml
Evian Still Natural Mineral Water 500ml
Highland Spring Still Spring Water 1.5l
Evian Still Natural Mineral Water 1.5l

Analysis

“If people want to buy water they’ll buy it, the price isn’t too important,” says Jayesh Parekh, owner of Jay’s Costcutter in Manchester.

This sentiment is reflected in the price of Volvic Touch of Fruit Straw-

berry, featured on our Profit Checker graph. Almost a third of retailers price this top seller at more than 10% above RRP, a fact mirrored by the higher-than-RRP average prices shown on our Price Checker table.

In the soft drinks category, water has been one of the big winners to emerge from the past few turbulent years. And as customers shy away from sugary soft drinks the range of water brands has expanded rapidly.

How we drive our profit

Liz Entwistle

STORE St Michael’s Post Office Stores
LOCATION Tenterden, Kent
SIZE 1,200sq ft
TYPE residential

TOP TIP

Make sure you’ve got a range of options in the chiller as most people won’t buy warm water



Our bestsellers are the Volvic 1l sports cap and 2l bottles of own brand Costcutter water. The brand isn’t too important for customers – at the end of the day they’re looking at price and size. Builders like the 2l own brand bottles, and we put them on a ‘2-for-1’ promotion to keep them coming back to the store, because they’ll pick up other things like cigarettes or newspapers at the same time as the water. Others passing by on their way to work or the park will buy a smaller bottle that they can keep in their bag.

Wendy Boyatt

STORE Premier Morfa Stores
LOCATION Harlech, Gwynedd
SIZE 1,000sq ft
TYPE village store

TOP TIP

Try stocking multipacks of smaller bottles as they can be popular with parents



Volvic and Glacéau Smartwater are the bestsellers in my store, followed by Highland Spring. Smartwater was on a very cheap offer for a while so people began picking it up, and they’ve kept doing so after the offer stopped. Most people care more about price than brand, though customers in their twenties care about the product they’re buying and tend to go for Volvic. Our sales of 5l bottles shoot up in the summer when tourists arrive – they think the tap water has a funny taste, so buy bottled instead.

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 COUNTY DURHAM VILLAGE STORE	RETAILER 2 SMALL SOUTH WEST LONDON OFF-LICENCE AND LOCAL STORE	RETAILER 3 HIGH STREET C-STORE IN ESSEX COASTAL TOWN	RETAILER 4 CENTRAL ABERDEEN HIGH STREET C-STORE	RETAILER 5 LARGE C-STORE IN SOUTH WEST BIRMINGHAM SUBURB	RETAILER 6 HIGH STREET NEWSAGENT IN SURREY TOWN
94p	93p	79p	-	£1.09	93p	93p	£1.00
£1.07	95p	£1.19	£1.10	£1.29	99p	95p	-
99p	94p	99p	99p	£1.19	99p	-	£1.10
54p	50p	50p	-	-	40p	50p	-
66p	65p	65p	65p	69p	65p	69p	-
91p	89p	85p	99p	89p	99p	89p	95p
68p	57p	75p	70p	79p	-	57p	85p
£1.39	£1.35	£1.35	£1.39	£1.49	£1.30	£1.35	£1.89
£1.04	99p	-	-	£1.29	-	99p	£1.00
69p	69p	-	65p	75p	-	69p	80p
£1.03	85p	£1.19	-	-	85p	-	£1.35
£1.16	£1.02	-	£1.10	£1.39	-	-	£1.35

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jasdev Jatana

Family Shopper, March, Cambridgeshire

Julie's Bakery handmade sandwiches £2.99 (£3.75 meal deal)



Where did you discover them?

The previous store owner stocked some products from the bakery, such as home-made cakes, which sold really well. When the bakery suggested selling its sandwiches we thought we'd give them a go, too. It took about three months for them to take off, but now they're selling really well: Julie's delivers a batch each morning, with different fillings each day to maintain customer interest, and then collects anything we haven't sold at the end of the day.

Who buys them?

People who get lunch from the store usually buy them. We also have a Subway, and people will often vary what they buy through the week, picking up a Subway on some days and sandwiches on others. I think they see the sandwiches as being a bit healthier - they've got less processed meat than Subway.

Why are they so successful?

Local people know about the bakery, but it's located on the opposite side of town to us, so it makes sense for us to sell its products as well. We include the sandwiches in a meal deal, with crisps and a drink for £3.75, which is really popular. It's an excellent lunch option from a local supplier that our customers recognise.

Jayesh Parekh

STORE Jay's Costcutter
LOCATION Manchester
SIZE 1,600sq ft
TYPE neighbourhood

TOP TIP

Stock the right products. I'm near a school, so sugar-free flavoured water like Perfectly Clear sells very well



We have a range of waters to appeal to different customers. Those with sports caps sell very well: we have a school nearby and teachers prefer the kids to have sports than normal caps. Then multipacks sell well to office workers and parents, especially when they're on promotion. They also don't need to be in the chiller, so we'll put them on promotion at the front of the store. You get good margins on water - some people will knock the price down below RRP to get people into the store, but I don't think that's necessary.

Shahid Razzaq

STORE Family Shopper, Glasgow,
LOCATION Blantyre, Glasgow
SIZE 2,800sq ft
TYPE high street

TOP TIP

Water is a growing market so it's worth doing a big display and running promotions on the bestsellers



We sell lots of Strathmore individual 500ml bottles, which seems to be the brand with the biggest brand loyalty, possibly because it's made by AG Barr which is based nearby. We sell lots of multipacks of Ice Valley, which we usually have a deal on - football teams often go for that. Then for bigger 1.5l bottles people tend to go for the better-known brands, Evian or Volvic or Highland Spring, which tend to be offer value when they're a bigger size. Sports caps have become really popular over the past year.

YOUR VIEWS

YOUR LETTERS

■ Stop tearing your hair out over late deliveries and get some answers

In 2016, we'd reached the end of our tether with late deliveries.

We were tearing our hair out, we were having so many problems, it was just horrific and we didn't know what to do. It really was that bad, we were losing sales and thinking what's the point? We were barely making enough money to get by when they were late.

I spoke to the NFRN and asked what we could do. They suggested a petition, which we did, and once we'd done that, we sent it to all the publishers and Menzies.

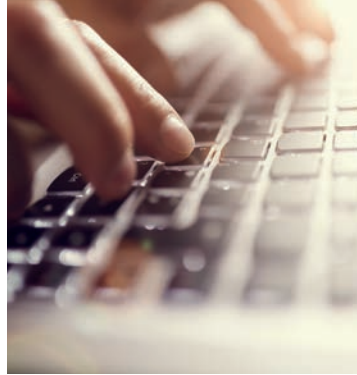
We put the petition in, and, for a while, it was all really good, but then it started slipping. I had the email addresses, so I started sending a weekly email to the publishers and Menzies, listing when the papers were arriving each day and the problems we were having.

I didn't want to wholly blame any one particular company, but I wanted everyone – publishers and wholesaler – to look at each other and ask why the



I wanted everyone, publishers and wholesaler, to look at each other and ask why the papers were late on any given day

Adrian Cooke



papers were late on any given day. I wanted them to talk to each other and find out why errors were occurring.

I definitely think it's had a positive effect with some of them and it's got a lot better. We've used the email, as well as Twitter and Facebook, and it has really improved. I've now got to the stage where they're doing so well with deliveries that instead of sending the email out weekly, I can do it monthly.

It shows if you're persistent and not too ranting, you can achieve something. I would advise retailers with similar problems to take a deep breath, calm down and look at it logically, there's no point just shouting at someone.

And don't give up – just because it doesn't happen in two weeks, keep talking and keep sending emails. It's about consistently making your presence felt.

Even if it is just sending a monthly email, I'm going to be making sure it doesn't slip. It'd be great if one day, I didn't have to send it all any more.

Adrian Cooke
The Station Kiosk,
Hockley, Essex

■ Once again, late deliveries cause me, the retailer, to lose out on sales

Once again I write this letter regarding late delivery of the Daily Mail. On 25 May I received my Daily Mail at 8.30am.

On arrival at my shop at 5.10am I had all the newspapers minus the Mail and the Daily Record.

As usual I made a call to Smiths call centre at 5.45am asking where the Daily Record is and the answer was 24 hours late once again.

At the same time I also asked if they had received the Daily Mail and the answer was yes. So how come the re-run arrived at 8.30?

The only conclusion I can draw is that the publisher and wholesaler don't care.

Once again I, the retailer, lost money in sales, not getting paid for delivery, staff wages, fuel costs, and from being unable to keep my appointment with

YOUR SAY Would you sell the thinnest-cut pipe tobacco to bypass legislation and keep small formats on sale?



Nainesh Shah

Mayhew News, London

I wouldn't consider doing that unless our customers asked for it at the shop. We stopped selling pipe tobacco a long time ago, it's gone completely out of fashion. So far, the new packaging legislation hasn't really affected us. We're in an exclusive area in Belgravia so our cigarette sales haven't been hit. In fact, people are buying in bulk and our carton sales are up. Money isn't a big problem for our customers.

Marie Vine

Newsworld, Shropshire

That is something we've tried here. Two months ago we introduced a rough cut pipe mix which isn't covered by the new legislation. Our customers were willing to test it out as the

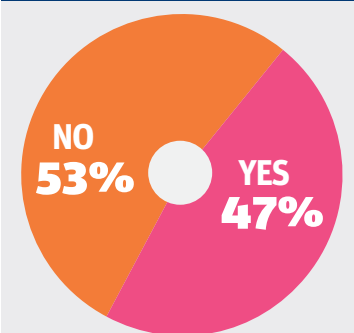
price is right, but they came back afterwards and said the product was too rough. You can buy machines to cut pipe tobacco down but there hasn't been much demand for us to buy one. People just aren't impressed.

Andrew Thorpe

Henllan Village Store,
Denbighshire, Wales

I don't think buying pipe tobacco has even occurred to smokers here and I'm not going to make them aware of that idea. Here, in our rural location, people know what they like and they stick to it. For instance, I don't see much take up of vaping. We're finding the new legislation is having very little effect on the shop. Cigarette sales are the same level and smokers are just turning to bigger packs.

RN READER POLL



Would you support your wholesaler joining forces with a supermarket?

NEXT WEEK'S QUESTION

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



Vote now at
betterRetailing.com



my supplier.

So what will it take for the publisher and wholesale managers to do something before they put retailers like me out of business?

As for the Daily Record, they should change it to Weekly Record. Twice in one week it was 24 hours late, so no hope of increasing sales.

It's Friday evening so I'm going to see my friends at our local and we are not going to talk about Smiths News and its service. Yes, I

can just about afford a pint.

Vijay Patel
Higham Newsagents,
Higham Ferrers,
Northamptonshire

A spokesman for Daily Record publisher Trinity Mirror said: "We are aware of the issue and are looking into resolving this as quickly as possible."

"We are constantly striving to make sure all of our titles are sent out and received on time."

A Smiths spokeswoman said: "We are contacting Mr. Patel directly to discuss, however The Mail was received late which therefore triggered a full return."

100 YEARS AGO
2 June 1917
Mr Robert Cuthbertson, joint proprietor and editor of The Annandale Observer was found dead in the Solway. Mr Cuthbertson had been missing since 1 March, 1917.

VIEW FROM THE COUNTER with Mike Brown



Stokesley Farmers' Market was listed in The Daily Telegraph as one of Britain's 20 finest farmer's markets. For us the market is brilliant because it brings our best trading Saturday every month.

A local entrepreneur called Jackie Mulligan was frustrated she could not support her local shops as much as she would like as they are usually shut outside of office working hours. Jackie realised there were a lot of people like her who would like to spend more locally but lacked the time. So she devised a new shopping website called ShopAppy.com to give a boost to independent businesses through an innovative shopping platform. Essentially, customers order from local shops online and collect their shopping from a local hub at a time that suits them.

In Northallerton, which is 15 miles from me, they have chosen The Golden Lion Hotel on the high street as the click & collect point. It is a great idea as it allows customers who want to support their local shops to do so while also allowing us to compete with online retail giants, supermarkets and out-of-town shopping centres. Hopefully Stokesley will be onboard soon.

After the disappointment of losing in the FA Youth Cup semi-final to Millwall, Teesside Girls U16's - which my youngest daughter Emma captained - clinched the league title at Sheffield on Saturday 13 May. The following Friday the girls received their trophy at the club's presentation evening. Now the football season is over we can turn our attention to cricket - Yorkshire of course!

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

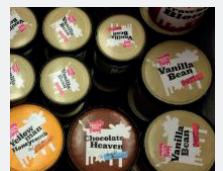
contact us facebook.com/ThisIsRN and @ThisIsRN



A bulk order of Posh Picnics ready to go out! @Samphireshop pork pies, sausage rolls and Tiffin plus crisps and drink

Itteringham Shop
@ItteringhamShop

If you tried it at the Balmoral show and enjoyed it..... it's now on sale at Diamonds... @glastryfarm ice cream... Made in N Ireland



Eugene Diamond
@EDiamond136

What do retailers want? Website, newsletter, live chat, app enabled, mobile enabled ?

Greg Deacon
@gregdeacon

Here are some of the responses to Greg's query:

Lotto retailers' hour would not be out of the question, where retailers could share ideas and problems which could help everyone. Some Twitter hours are very successful

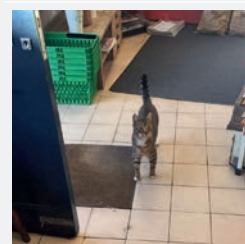
Eugene Diamond
@EDiamond136

It's a place for us to promote our businesses on a local level with local people.

Blean Village Londis
Londis@BleanLondis

Start a closed group on Facebook. Invite depending on your agenda/objective. Cross sectional representation

Avtar Sidhu (Sid)
@asidhu007



Kevin just popped in on his way past walking his tiny owner to school. We think he's trying to get featured in @ThisIsRN

Tom, Trudy & Josh
@tywardreathshop

YOUR NEWS

Deliveries no better following crisis talks

Retailers are continuing to suffer late newspaper deliveries, despite meeting with the managing director of Smiths News' parent company about the issue.

Chris Attridge, of Crick Post Office & Stores, has suffered more than two months of late deliveries following the closure of Smiths' Northampton branch.

He and several other retailers met with Connect Group managing director Jon Bunting as well as two other Smiths News representatives earlier this month.

He told RN: "It has not got better at all. At the meeting they said all the right things and said they would change it and prioritise shops with HND but nothing has happened."

A spokeswoman for Smiths News said: "We will contact Mr Attridge directly to discuss his concerns."

Extra 2.25p cash from Scotsman

Johnston Press is increasing the cover price of the daily edition of The Scotsman from £1.50 to £1.60.

The retailer margin of 23% will remain the same, meaning retailers will now receive 36p per copy - an increase of 2.25p.

The title is celebrating its 200th anniversary this year, boosting sales by a fifth with a special anniversary edition in January.

The publisher reported a week-on-week increase of 21% for the souvenir edition on 25 January, which included the publication's original front page.

The price change comes into effect on Monday.

Defiant retailers help bolster community spirit 'It was important to stay open'

Stores' business as usual after Manchester attack

by **Tim Murray**

RNreporter@newtrade.co.uk

Manchester-based retailers fought to remain open and serve their customers in the aftermath of last Monday's bomb attack in the city, highlighting the key role c-stores play within the community.

Despite road closures in the wake of the blast at the Manchester Arena that killed 22 people, stores showed defiance alongside the rest of the city by continuing to conduct 'business as usual' while

providing a place of support for locals.

Manchester Spar retailer Paul Stone said: "It's been a difficult week, but the staff are safe and well, which is the main thing.

"My closest store is about 200 metres away and a lot of Mancunians said we had to keep going, which was an effort, but there's a spirit of stoicism and defiance and it was important to stay open."

Mital Morar, of Store! in the city, said: "We've had a few issues with deliveries because of road closures, but it was important to keep

the shops open. A local store can be the place for people to voice their concerns and frustrations, so we carried on."

Spar donated £10,000 to the Red Cross's We Love Manchester appeal in the days following the attack, helping to swell the coffers of the charity appeal for the victims.

Retailers elsewhere have reacted quickly to condemn the bombing and have been warned to be vigilant to potential reprisals.

Mo Razzaq, from Family Shopper Blantyre, said: "We

knew people would look at us and ask where we stood on the issue, so I put a Facebook post up to make our stance about what happened in Manchester absolutely clear and we've just had messages of support.

He added: "We had an NFRN meeting on Thursday and raised the issue of the Manchester bombing there. As a result, in the next bulletin we will be asking retailers to be careful when locking up their stores, to make sure their security systems are up to date and to be vigilant."

Soft sell helps land c-store top award

Adding a soft-serve ice cream machine boosted sales by more than 100% at The Corner Stores. The rise was a key factor in the Suffolk-based retailer picking up Convenience Store of The Year award at the recent Pro-retail Awards. Other retail winners included KP Stationers, Wallingford, Oxfordshire; Rontec Chimes Service Station, Orpington, Kent; and Kirdford Village Stores, West Sussex. Pictured are winners Craig and Susan Warren (The Corner Stores) with Martin Ward (MD, P&H) (left) and comedian Jason Manford (right).



Post office branches out with financial products

A post office in Surrey is planning to offer financial services to its customers in a bid to diversify the products it offers.

Cranleigh Post Office intends to offer traditional post office services but also post savings accounts, credit cards, mortgages, travel money and insur-

ance, store owner Pankaj Bahl told RN.

"We opened again on 10 April after being closed for three weeks while we were redoing the retail and post office space as part of a £10,000 refurbishment," he said. "We've now got a separate meeting room to talk to customers about

the financial products offered. Our job is to generate interest and leads and then pass them on to specialist people who can comply with the lending process."

Mr Bahl, a qualified accountant, said it will "take time" to build awareness but the additional services had the opportu-

nity to provide growth in his business. "We have a great deal of footfall; the question is how we can transfer this from product purchases into these new financial products."

The store is promoting the initiative with in-store material, but Mr Bahl thinks word of mouth is key.

EXPERT BRIEFING



Ian Garrett

Kerry Foods

Creating an atmosphere where independents can take advantage of fresh and chilled produce means making available trusted, high-quality, on-trend products that meet consumers' needs. Kerry Foods' sales director Ian Garrett explains how the company is playing its part



Now is the time for retailers to invest in fresh and chilled

It is a really exciting time for the chilled snacking category. Worth nearly £400m and growing at nearly 7% a year, chilled snacking is increasingly important. The on-the-go category in particular is continually evolving to cater for shoppers who are increasingly looking for healthier options on the move. With more than 70% of consumers regularly missing one meal a day, and many preferring to 'graze' little and often, retailers who embrace fresh or chilled have a huge opportunity to capitalise.

A number of key trends are worth bearing in mind

A key trend we have seen in food to go in 2016 is an increase in demand for protein products. Around 44% of shoppers are interested in buying products that are naturally higher in protein as they look for a more satisfying and healthier alternative to crisps.

We've used this insight in our own product development

We recently launched a 50g format for Fire & Smoke Chicken Chunks – in Fire Grilled and Sweet Heat – to offer an easy protein option for the growing food to go occasion. In addition, our recently launched GoGo's range was developed to offer shoppers the chance to snack on

tasty cheese bites, alongside a range of delicious and nutritionally-packed ingredient combinations.

GoGo is designed to meet modern shoppers' snacking needs

Through our research we have identified gaps in chilled snacking choice for adult snackers, especially those who are mindful of the quality of calories they consume. GoGo's was developed to offer shoppers the chance to snack on tasty cheese bites alongside a range of delicious and nutritious ingredient combinations, creating more moments for shoppers to enjoy cheese, beans and sweet bites.

And customers say they will pay



Worth nearly £400m and growing at nearly 7% a year, chilled snacking is increasingly important

more for the right product.

More than a quarter of consumers say they are willing to pay more for snacks that have positive nutritional benefits. We therefore wanted to create something that is tasty and exciting, but also delivers nutritional value. We know many adults are looking for tasty snacks that make them feel good about what they are eating and that's what we reflected in GoGo's.

We're using other tools to support the trade this summer too.

The use of supplier websites as resource portals is on the rise. Kerry Foods has solutions available for retailers of all sizes and our chilled experts online calculator which enables retailers to tap into advice based on their current offering to help grow their sales.

We have also just launched a #summerofsnacking campaign focused on helping retailers to grow their snacking sales over the summer months. We will be giving away £150 worth of experience vouchers to one retailer each week for 15 weeks.

To enter the competition, retailers should visit the Kerry Foods trade website and submit their details and download our category tips.

Retailers can double their chances of winning by tweeting about their entry, thereby gaining an extra chance to win with a second entry.

** Company CV **

Company Kerry Foods

Sales director – convenience Ian Garrett

Profile Global food manufacturer Kerry Foods is behind many household names including Mattessons, Wall's, Dairygold and Richmond. Two recent additions to this list include snack brands GoGo and Fire & Smoke.

Latest news The company is giving retailers the opportunity to win £150 over the summer by downloading category advice from the competitions tab on its trade website.



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ACADEMY IN ACTION



Follow @IAAcademy for ideas and inspiration

Service to the Community

Contributing to your local area increases awareness and drives loyalty. The IAA's Tom Gockelen-Kozlowski and Booker's Martyn Parkinson met Robert Kirkwood to find out more



Name: Robert Kirkwood
Shop: Premier Express Corner Shop
Location: Cowdenbeath, Scotland
Size: 470sq ft
Staff: Two full-time, one part-time

The Independent Achievers Academy is a learning and development programme. Academy in Action shows how retailers like you are working with our partners to use the Academy's advice to increase sales and profits



Robert Kirkwood's has only been an independent retailer for 18 months but is fast developing a reputation for achieving high shop standards and a comprehensive customer offer in his small 470sq ft unit. Space is inevitably a challenge for the business and Booker has worked on developing tight ranges – including chilled, coffee to go and beers and wines – that nevertheless meet locals' needs. The next challenge Premier's brand director Martyn Parkinson has identified for Robert to focus on is developing and improving his community engagement. By fundraising for sick customers, checking on the welfare of elderly shoppers and taking part in local events, Robert is doing a lot already, but is he getting the credit he deserves? By using social media, inviting his local newspaper to shop events and adapting his range to attract members of local societies, Martyn thinks he can.

Robert's Challenge

Robert is making a great contribution to his community, helping many customers in need, but now he needs to spread this message.



ROBERT SAYS

“ I want to get feedback on what I can do better – what I'm not doing and should be. I'm already supporting local events but I want to enhance the profile of my shop now. I know I should use social media but am not sure how. I think it's time to look at this area of the business in more depth, so I'm glad to have the IAA and Booker share their advice.

IAA ADVICE

1 Share what you're doing to get coverage in local papers

Robert has already developed very strong ties with some customers, helping out those in need. He contacted the wife of a dementia sufferer, for example, after discovering that he was visiting the store multiple times a day to buy lottery tickets. Another who is suffering from terminal breast cancer, cannot afford to have her house correctly modified. Robert has put up a premium bottle of vodka for a raffle in his shop and has already raised £180 in two weeks.

Martyn believes this is a great example of community retailing and suggests creating an event when the final figure has been reached to give the customer any funds raised. "Invite your local paper to the shop, it's exactly the kind of story they love to cover."



Action:
Contact the local paper to share the great (community) work you're already doing

2 Share photos and videos and events you partake in

Robert has tried intermittently to use social media but it hasn't been a priority for the business so far. He feels that to "drive his business forward" it's something he should now develop. Martyn agrees: "It's a great way to find out what your customers care about and what's going on in the community."

He adds that Premier are about to run a series of workshops for social media that could give Robert the skills and advice he needs. "We're inviting all of our Premier customers to spend some time with our digital team - it's about setting up a shop's Facebook account and then looking at the content that consumers will be looking for and will get views and likes."

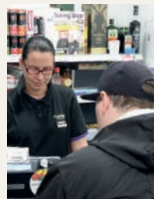


Action:
Attend Premier social media workshop to learn how to share engaging photos/videos

3 Research clubs, schools and organisations to support

One benefit a good social media presence can provide is finding clubs and societies in the community retailers can work with. "Social media can show which clubs, organisations and charities are active in the community you've not come into contact with," says Martyn. "It's important to ask customers what they want, what's important to them and use this to have a conversation with your community and see how to get involved."

Robert already sees a lot of weekend trade from cyclists. There are a number of clubs in the area and catering to their needs could increase sales and loyalty. Martyn suggests trialling high-margin premium-priced protein and healthy products to make his shop a destination.



Action:
Ask customers what's important to them so you can tailor your offers

BENCHMARK YOUR SHOP

& save your progress at betterRetailing.com/IAA

Tick all that you see evidence of

Offering services to make you a one-stop-shop

- Do you offer free services like mobile top-ups, bill payments or home delivery?
- Do you offer premium services like gift wrapping or a free-to-use ATM?
- Do you work with other businesses to offer services like parcel pick up/drop off or dry cleaning?

Being generous through charity work and fundraising

- Do you collect donations for local charities/good causes?
- Do you or your staff take part in community fundraising events like fun runs?
- Do you work with suppliers to organise or donate product to local events?

Supporting and promoting local initiatives or campaigns

- Do you promote local initiatives through a community notice board?
- Do you regularly support a local school, club, society or organisation?
- Do you or your staff volunteer their time to help local organisations or campaigns?

Planning and budgeting to ensure success

- Do you have a plan for the events, initiatives, and campaigns you will back?
- Do you have processes in place for how you will contribute to your community?
- Do you have a budget to support local events, initiatives, and campaigns?

Sharing successes so your hard work is noticed

- Do you share how much you raised in-store and thank people for their generosity?
- Do you share photos and videos of the events you take part in on social media?
- Do you get free coverage in local papers or websites by sharing what you've done?

What's working and things to fix

Your action plan

- Review this week's benchmarks in your shop, then save your answers at betterRetailing.com/IAA
- Go to betterRetailing.com/Academy-in-Action to see more of Robert's shop
- Call the events team on **020 7689 0600 (Option 3)** to find out how you can take part in a future visit

PARTNER ADVICE

“It's fascinating to see somebody new to the industry who embraces the community so much. It's now about how we package this to spread the message a little further. He's such a humble guy who would probably rather do it under the radar but he's starting to realise by talking about it he can increase his footfall and start to attract more customers.

Martyn Parkinson
Brand Director
Premier



YOUR REGION



WEST MIDLANDS NFRN DISTRICT COUNCIL 22.05.2017

Tony Collins reports from the NFRN West Midlands district council meeting

Smiths meeting 'a waste of time'

Falling sales and wholesalers' failure to resolve service issues are causing retailers to question the value of selling newspapers.

Retailers from the West Midlands district raised the issue after hearing a report on a recent meeting between Smith News and district members at the wholesaler's Birmingham depot.



Narinder Randhawa

South East Birmingham member Narinder Randhawa said: "I was at the meeting and it was a waste of time. I have been banging my head at such meetings for 20 years and it's fruitless and soul-destroying."

"It's time we have a full and frank discussion about getting rid of news altogether. In my case around 55% of my business used to be around news, now it's down to 10%. We should let people know how strong our feelings are."

Erdington member Pravin Chauhan said: "Whenever we have a meeting with Smiths it's like talking to a brick wall. We don't achieve anything."

"Smiths is going to keep putting our prices up while sales are going down, and eventually we'll stop selling news because of the way Smiths treats us."



Charlie Ganatra

Coventry member Charlie Ganatra said: "My understanding from the meeting is the problem is late publication of newspapers. Just yesterday one



Retailers are questioning the value of selling newspapers

of my branch members didn't get their Mail on Sundays until 10am."

NFRN chief executive Paul Baxter, said: "The problem is the supply chain, which is causing so much angst and frustration, and Smiths and Menzies using retailers to fund their businesses. But it's better to maintain dialogue with them because we are selling their products. The less noise we make, the easier it is for them."

Wolverhampton & Dudley member Surjit Khunkhun added: "At least there is dialogue going on. If you cancel that there is a zero chance of



It's time we have a full and frank discussion about getting rid of news altogether

Narinder Randhawa

Retailer, Birmingham

getting anything done."

District vice president Julia Bywater said: "The most important thing from the meeting is that retailers' required delivery times (RDTs) haven't been met. Smiths have been going on historic times and some retailers want them changed. Members need to know what their RDTs are and should ask Smiths for them in writing."

Earlier deliveries for Express & Star

Delivery times for the Wolverhampton Express & Star are improving following a change of

production site, the meeting was told.

Wolverhampton & Dudley member Julia Bywater said: "Our papers slipped from 9am to 10am, and even 11am on some days."

"But they have now switched production from Ketley in Telford to Wolverhampton so we have started getting them a lot earlier, even before 8.30am."

West Birmingham member Sukhdeep Balaghan added:



Sukhdeep Balaghan

"Express & Star managers were supposed to tell us they were going to change the rounds from 25 runs to 20, which meant we were going to get the papers later. They were up to three hours late for a week or so but they have now settled down."

Trade show date

The West Midlands district is finalising details for a Smiths Open Day and mini trade show at the Birmingham Hub on 23 June, which will include round-table seminars on subjects such as news and tobacco legislation.



Anne Newman

Central branch member Anne Newman said: "We need to go back to our branches and ask members to attend as it's for their benefit."

108 complaints

Members of the West Midlands district made 108 registered complaints to NFRN Connect, which has replaced the NFRN Helpline, in the four weeks to 15 May. The complaints, about Smiths News, were mainly for short deliveries (45) and late or missing deliveries (21).

Your say

Which products or categories have you had the best sales increases on in the past month?



My best sales increase has come from chilled and fresh products, mainly fruit and veg, because people are thinking more healthily. People are also doing more cooking from scratch so fresh meats are also selling well.

Sunder Sandher
One Stop, Leamington Spa



Cigarettes have done best in my store. They're absolutely flying even though they're only available in 20s. We expected them to be down, but maybe people see 20-packs as better value if they only used to buy 10s.

Surjit Khunkhun
Woodcross Convenience Store, Wolverhampton



Soft drinks, particularly power drinks, have had the best increase in the past month. It could be down to flashback prices on promotions, but we also have two gyms within walking distance, as well as a private training centre across the road.

Nalin Patel
Warley News, Bearwood

COLUMNIST



Ray Monelle

Communicate the message

Business crime and increasing members' profitability have been priorities for national president Ray Monelle. Here, he reviews his year at the NFRN's helm

After just one year as president, it would be virtually impossible to say I've achieved everything I set out to do. In that time, you can only sow seeds and give direction for the future.

That said, I believe we have increased the profile of the NFRN during the course of this year. It has become a recognised body with which trade partners and the government can liaise, and they know they can discuss the future of the trade and independent retailers with us.

To me, this is just the beginning of helping the NFRN look to the future. We need to modernise to attract new members, with social events and networking, and I intend to continue assisting with this after my presidency has ended. It has been very rewarding to attend meetings, then see this coming together in reports.

It has also been rewarding during district visits to see members recognising the need for change and being able to demonstrate ways the NFRN has helped them do this. Some have shown how we have saved them thousands of pounds through the advice our field teams and helplines have given.

We've faced several challenges too, however, with the main one continuing to be communication. We've held many meetings with the news industry, for example, and much hard work has taken place behind the scenes, but

members do not always realise this is the case. The message that significant effort is being made to meet with publishers and wholesalers regularly to address and resolve issues – very often with little success – doesn't get out.

Business crime remains another major issue and we have worked hard to raise this wherever possible, particularly with government. We have met with several police and crime commissioners and held parliamentary receptions where business crime has been highlighted. Despite this, however, it still does not receive the high profile it deserves with government and law enforcement, so we will continue this campaign.

One of our major focuses for the year has been helping our members boost their profitability in an ever-demanding market. Retailers have to stay ahead of the game, constantly improve their offers and be better business people. We have therefore worked hard to get members to look at their overheads, to be aware of legislation, to diversify and meet the ever-changing needs of customers by grasping new opportunities.

The market changes constantly and members must not wait for business to come to them, but listen and move with the industry. There will always be competition as the convenience market continues to grow, but as I meet new members and store owners I am



NFRN national president Ray Monelle, second left, helping highlight retail crime in February



We've held many meetings with the news industry and much work has taken place behind the scenes, but members do not always realise this is the case

encouraged by the diversity and the success stories I see. Dan Cock's recent inclusion of a bar and café in his store is a prime example, and while his refit was much more extensive than most other stores would undertake, it shows how important it is for independent stores to modernise, however ambitious their plans are.

I would like to see these innovative retailers play a more active role in the NFRN. Many members see the need for the federation to modernise and become what retailers need it to be – available on their terms, when they need it, and with

meetings worth attending. The more young, enterprising members I meet, the more I see a need to become business development-orientated, and we need our meetings to provide business advice to increase their value for members.

Two of the biggest surprises of my year in office have been seeing the sheer amount of work and commitment from the NFRN staff, who often think several steps ahead, and the real desire among members to change.

So my advice to Linda Sood as she takes over as president is to continue the good work being done, listen to members at local events and one-to-one to gain a good understanding of the real need out there. She needs to be honest and show the passion I know she has for our members.

Her biggest challenge will be communication and getting the message across that our offer is second to none. We know this, and we need members to see the full value of membership too.

The NFRN is here for the long-term and will continue to strive for independent retailers, grasping opportunities and seeing the future as a bright one for them.

Next week

Meet Linda Sood, the woman set to become the NFRN's next national president, and chief executive Paul Baxter provides a conference preview

INDUSTRY PROFILE

Diageo

With its Hop House 13 now the fastest-growing world beer brand in the off trade, and the range extensively expanded during the last 12 months, Diageo's head of innovation James Cragg is confident for continued success. Tom Gockelen-Kozlowski finds out more

RN How is Hop House 13 performing in convenience?

JC Launched in 2015, Hop House 13 is the fourth innovation from Guinness's The Brewers Project.

It is now the fastest-growing world beer brand in the off-trade, and became a £4m brand within 12 months.

RN How have you developed this offer since its launch?

JC In 2016, we expanded our range, adding three new formats to match consumer demand.

As 12-packs, four-packs, 650ml and 330ml formats make up more than 45% of total category sales, the full Hop House 13 range now includes a 330ml bottle, 4x330ml, 12x330ml and 650ml sharing bottles to suit a variety of drinking occasions.

Our best-selling formats in convenience are the 650ml bottle and 4x330ml bottle, both suiting occasions that involve sharing at home with a partner or friends.

The Hop House 13 4x330ml bottle has become the sixth fastest-selling four-pack in world beer and the 650ml bottle is already the second best-performing product in off-trade.

RN There's been a lot of investment in developing the brand for the on-trade. Is this focus now shifting?

JC With Guinness, we recognise that off-trade purchasing decisions are frequently made by consumers who have already experienced and enjoyed the brand in the on-trade.

In the early years of Hop House 13, there was a strong on-trade focus.

Now, we're combining a continued

on-trade investment with some brilliant off-trade activation to help retailers drive the brand forward.

RN How can retailers use display, pricing and promotions to drive extra sales?

JC The Hop House 13 bottle has a strong on-shelf design which retailers should take advantage of with clear displays.

They should make the most of brand signposts here too, they're essential with brands like Guinness because they're instantly recognisable to consumers.

Plus, half of all beers or ciders purchased in the convenience channel are consumed on the same day, so retailers should maximise fridge space.

RN Do you expect to see the success and growth in beer sales continue throughout 2017?

JC The beer category is in growth, driven by craft and world beer,



Hop House 13 bridges the gap between craft and world lager

and the rise of craft continues to be the big success story in alcohol. Consumers are interested in the stories, ingredients and provenance of products.

We are seeing influence this trend purchasing decisions across alcohol, as well as food.

Hop House 13 bridges the gap between craft and world lager because it's brewed with Irish barley and aromatic hops, offering a premium world lager with more character and flavour than traditional lager – it is full of flavour yet accessible.

RN Who is the target market for Hop House 13 and what insights can you provide so retailers are able to better cater to their needs?

JC Hop House 13 is enjoyed by a broad range of drinkers, but its hops and character typically appeal to men aged 24 to 35.

RN As summer approaches, which major events or opportunities should retailers look out for?

JC In the absence of large-scale sporting events, retailers should utilise key national calendar events like the summer bank holidays and dry spells of warmer weather to tap into increased consumption.

** Company CV **

Company Diageo

Head of innovation James Cragg
Profile The Brewers Project has brought to an end the era of Guinness solely being a stout brand, with historic beers, new blonde varieties and latterly a larger, Hop House 13, joining the ranks.

Latest news The Hop House 13 brand is now available in a range of off-trade formats to suit consumer behaviour.



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MAXIMISE SUMMER SALES WITH HOP HOUSE 13

- The fastest growing brand in world beer, with +£4m sales in the last year¹
- Stock up on the latest innovation from the Open Gate Brewery
- Now available in four formats to suit a range of drinking occasions

ON TV
NOW



drinkaware.co.uk for the facts

PLEASE DRINK RESPONSIBLY.

¹ Nielsen Scantrak to Feb 2017



THE OPEN GATE BREWERY

— St. James's Gate, Dublin —

CONFERENCE



Kate Brown
News-2-You
Leeds, Yorkshire



Muntazir Dipoti
Todmorden News Centre
Todmorden, West Yorkshire



Martin Mulligan
Mulligan's Service Station
Athlone, County Westmeath



John Parkinson
Broadway Premier
Penrhyn Bay, Gwynedd



Stuart Reddish
Crookes, Sheffield,
Londis, Chesterfield



Last week, RN took you on a tour of the businesses owned by the candidates standing for deputy vice president at the NFRN's annual conference this month*.

This week, **Chris Rolfe** and **Helena Drakakis** find out why each believes they qualify as a future national president

Why you should vote for us

Next week

Meet Linda Sood, the woman set to become the NFRN's next national president, and chief executive Paul Baxter provides a conference preview

*Kamal Thaker has withdrawn as a candidate due to family circumstances.

Kate Brown

What makes you the best DVP candidate?

My husband was national president three years ago so I travelled around the districts with him and have seen retailers' issues firsthand. I feel I can do something about those. I'm also branch secretary for Leeds and five other towns so I receive a lot of phone calls, especially about deliveries, and I've often been out to shops to go through problems with people. I'm hands-on, approachable and I want people to come to me with their issues so I can help resolve them.

What are the three most important things the NFRN needs to achieve for its members in the next year?

The NFRN has done a brilliant job in developing ties with MPs concerning retail crime, and in the next year this issue needs to stay high on the agenda. There are so many retailers who don't inform the police when they've been robbed because they think it's a waste of time and this needs to change. I'm a roundsman so a second

thing for me would be looking at price increases on newspapers and making sure margin increases pro-rata. Finally, we need more communication. The NFRN has a helpline and uses social media, but it needs to look at ways to communicate the benefits it offers members to more people.

If you became national president, what would you like your legacy to be?

Because I'm young and I've got passion and drive, I would want to have done something good for the NFRN, with the NFRN, for the benefit of our members.

Imagine you were voted in as prime minister in the general election – what's the first change you'd make?

I'd want to introduce changes to make our country better, which includes lowering VAT to increase consumer spending. I would offer empty shops on the high street to people at a lower rate to try and get more independent retailers into them.



Muntazir Dipoti

What makes you the best DVP candidate?

If I was voted in, I would focus on addressing members' needs, creating opportunities for them and finding ways to enhance their businesses. An example is PayPoint and the fact a lot of shops are confused about whether to sign the new contract or not. We need to help them work out if PayPoint is profitable or if they need to take their terminals out.

What are the three most important things the NFRN needs to achieve for its members in the next year?

Firstly, it's about support for members. We've already created retail support officer positions so we can help members who are raided or robbed. The NFRN is the fourth emergency service for its members, so we need to focus on this. Secondly, it's about creating opportunities for them. Retailer terms have been eroded so we need to find more ways to develop profits. Thirdly, we need to make more inroads with the government, improve relationships with publishers and wholesalers

and address business crime – the punishment doesn't fit the crime at the moment.

If you became national president, what would you like your legacy to be?

Retail crime levels are increasing, putting a strain on retailers, and I'd like to see it being addressed better by police and crime commissioners. We need to liaise with and contact MPs when we have events at parliament so they are aware what we're doing.

Imagine you were voted in as prime minister in the general election – what's the first change you'd make?

I'd scrap unwanted legislation. We had doors on gantries and then plain packaging, for example. Where's the sense in that? We need laws based on common sense. There is constant pressure on us to pay out so I'd look at things like requirements to file accounts monthly or quarterly. I'd also look at the minimum wage. Our outgoings are increasing and we've cut our staff hours as a result, but we work enough hours ourselves already.



CONFERENCE

Martin Mulligan

What makes you the best DVP candidate?

I'm passionate about the NFRN and am already quite involved with political lobbying. There's one thing I really want to fight for that would make a difference to independent retailers, though. I want an ombudsman to represent our trade because no one is supporting local retailers like this. Politicians are quick to say local businesses are the backbone of our communities but then do nothing or are really slow to act on our behalf. We need proper representation.

What are the three most important things the NFRN needs to achieve for its members in the next year?

We definitely need to do something about our huge carriage charges. It's a big issue for everyone. And we need to get a fair deal for members on credit cards and the lottery too. With the Irish lottery, the NFRN lobbied on behalf of members and got our margins, our 6% commission, protected for the 20-year

length of the contract by being written into the licence agreement. And we need to get retailers working together for the benefit of each other. The NFRN is a members' organisation and we can get things done quicker if we stand together.

If you became national president what would you like your legacy to be?

I'd like to have been top of my game and successful in getting what members need - like an ombudsman for retailers. I'd want to have improved communication about the things we achieve for members too. We met with three government ministers in March, for example, and we need to share what we've learned with members.

Imagine you were voted in as prime minister in the general election - what's the first change you'd make?

Costs for retailers have gone up and up so I'd double our tax allowance to save money for all retailers.



John Parkinson

What makes you the best DVP candidate?

I'm a very positive person. I'm a doer, so I want to do more than just sit round a table talking. If I can help people locally, I do, and retailers ring me with problems, for example if there's a wholesaler problem or with financial problems. This is a sad sign of the times, but I've also taken stock off shops that are closing down to help them out.

What are the three most important things the NFRN needs to achieve for its members in the next year?

The NFRN needs to stem the decline in membership, and this is a priority not just for next year, but the next few years. To help combat that, it needs to offer different forms of membership, by altering its structure so there are different membership tiers.

The NFRN also needs to show it's capable of representing members not just on newspapers and magazines, but providing services for a lot of small businesses generally because

we are the best-placed organisation to do that.

If you became national president what would you like your legacy to be?

I'd like the NFRN to be in a position where its membership is growing. I'd also like to see it in a financially-viable position where we don't have to increase membership fees at all because we're providing services that are making a profit for members.

Imagine you were voted in as prime minister in the general election - what's the first change you'd make?

As prime minister, the first thing I'd want to do is destroy business rates. I'm in Wales so I've been largely saved, but I'm a small shop in a secondary position and I will pay a bit more this year. When companies like Amazon are paying £2.90 per square foot and some of our members are paying £200 per square foot, there's something wrong. I would be asking parliament for a level playing field.



Stuart Reddish

What makes you the best DVP candidate?

My experience running successful businesses over several decades makes me the best candidate and my association with the NFRN is unique. I've worked with several presidents over the years and have helped with major events. I worked as a volunteer in the London office for a year so I've been heavily involved. I think I can deal with most things that come my way.

What are the three most important things the NFRN needs to achieve for its members in the next year?

We need to get a full team of RDMs in place to provide full support for our members. We don't have enough on the road and the one thing retailers always want is visits. Our field team is special and members want to see people from the NFRN. I also think we're shocking at communication. When we do things that are good for the membership we don't shout about them enough. The federation does a lot, but it doesn't shout

about it enough and if people were more aware of what we do it would probably help us with our membership numbers, too. We also need to look at streamlining our officials, looking at what we need, who we need and there needs to be a restructure so we can achieve what we need to, and ask how we can do things better.

If you became national president what would you like your legacy to be?

I'd like to help to change the direction of the federation and make it fit for purpose.

Imagine you were voted in as prime minister in the general election – what's the first change you'd make?

I'd cut the red tape on small businesses and make sure politicians are doing something about it, not just talking about it. Politicians tell us what we want to hear then don't do what they say. The backbone of the country is small business and yet larger businesses are getting away with murder. ●



Which five products could make you an extra £8.5k in sales per year?

Find out only in RN What to Stock

9 June



PROTEIN PRODUCTS



Darren Given asked his local gym for advice on which products to stock

Here's our top 10 pointers to help you make the most of protein products, which offer great margins, appeal to a new audience of customers and can help to increase basket spend. **Toby Hill** reports

Powerful sales push

Protein products offer many of the benefits that retailers look for when choosing new items to stock on their shelves. They give good margins, add a point of difference, push up average basket spend and bring in new customers. But they're also relatively pricey, compared to their equivalents in the soft drinks and confectionery categories – and how can you be sure they'll catch your customers' interest? To help any retailers wavering over whether to try them out, and to guide others wondering how to expand their range, here are 10 things you need to know about protein products.



You can produce your own protein products

Darren Given has designed his own range of "protein pots", adding them to the fresh deli in his forecourt store in Omagh, Northern Ireland. "We've have protein salads with salmon or chicken, and we've got pots with chicken and egg, or turkey and egg," he says. "We took some guidance from the guys in the gym across the road, and watched what people were taking from the chilled deli counter, then made up the pots ourselves. Some customers will come in and buy them five days a week."



Now we have people I rarely saw dropping into the store regularly

Stocking protein products can bring new customers into your store

Jayesh Parekh had never bothered with protein products in his store, Jay's Costcutter in Manchester. But on spotting a box of Fuel 10K High Protein Breakfast Shakes in his local Bestway wholesaler, he decided to give them a go. "Certain people go for them, usually 25-to-38 year old men," he says. "But now we have people I rarely saw dropping into the store regularly to pick them up." The Fuel 10K milkshake range is priced at £1, provides a margin of 25%, and comes in three flavours, with vanilla and strawberry selling best in Jayesh's shop.

Customers know what they want

Darren Given, whose Classic Service Station is located across the road from a busy gym, has built a wide range of protein products in his store. For example, his generic brands of protein-enriched milkshakes share shelf space with local products like Avonmore Protein Milk. To get this range right, he took the time to ask his customers what want. “There’s no better people to ask than the people who go to the gym,” he says. “And we make sure they know that if they can’t find something they’re looking for, they should let us know, and we’ll try to get it in.”



A lot of people will pick bars up as a quick breakfast on the go



Start with protein bars and long-life milks that won’t go off quickly

Grenade is one new brand to emerge from the protein trend

There is a wide range of products so you can tailor your range

A month ago, Khuram Pervez, owner of a Family Shopper in Newcastle, decided to bring in Weetabix protein drinks after a chat with his Booker rep. They did really well, so he decided to give Grenade and Nature Valley protein bars a go. Following their success, he added Nurishment enriched milkshakes to his rapidly expanding range. His next move, after learning that a Family Shopper in nearby Sunderland is stocking protein powders, is to bring them in, too. “Protein products are expensive to buy in but they carry a really good margin,” he says. “So we’ve grown our range gradually and kept an eye on everything we’ve brought in to make sure it’s selling,” he says.

It’s an increasingly-mature market

Many customers at the serious end of the protein market – gym-goers and body builders who know their protein supplements inside-out – are no longer content to simply buy powders or shakes, says Sid Sidhu, owner of Sukhi’s Simply Fresh in Kenilworth. “We do USN and Pulsin whey protein drinks and powders which people have been buying for years,” he says. “But now some customers are looking for more natural ways of taking protein, so we stock 1kg tubs of Meridian nut butters – peanut, cashew, almond – which people just eat with a spoon, they don’t even spread it.”

They can fit in with your existing food-to-go offer

Khuram Pervez merchandises his protein bars in a breakfast and cereal section in his store, where they’ve become a staple product. “A lot of people will pick them up as a quick breakfast on the go, especially students,” he says. Alternatively, retailers can consider including selected protein drinks or bars in a lunch meal deal, helping draw attention to their range.

Simple promotional and merchandising tools can help drive sales

Khuram Pervez first bought a range of Grenade protein bars when they were on offer in Booker, allowing him to start them off on promotion at half price. “It definitely helped them get attention at the start, and now they sell themselves,” he says. Khuram also recommends keeping as many of the protein drinks in the chiller as possible. “People are buying for the protein but they also want to be refreshed, especially in the summer.”

Starting a range doesn’t have to be risky

The relatively high outlay necessary to build a range of protein products can deter some retailers, we are unconvinced they will take off with their customers. But there are ways to avoid expensive waste. “Start with protein bars like Grenade and long-life protein milks that won’t go off quickly,” says Darren Given, owner of Classic Service Station in Omagh.

Protein products fit into existing trends for healthy eating

Many retailers note that protein products are not only popular with buff tough gym hounds – increasingly, young people of all shapes and sizes are opting for high-protein alternatives. “Most of the customers buying them are young people looking to eat more healthily in one way or another,” says Darren Given. “They fit into healthy eating trends. My sales keeps growing, they’re getting more and more popular.”



Many young people are choosing more healthy options



A diverse range of customers are looking for protein products

To get the right range of protein products you have to provide options for three distinct types of customer, according to Sid Sidhu. Firstly, there are the serious gym-goers. “We have targeted Grenade products for people with specific aims, to take pre-workout or post-workout,” says Sid. Then there are “aspirational customers” who are fit and healthy but not obsessive gym-goers. “They’ll pick up Nature Valley and Pulsin protein bars and Bounce Bombs.” Then there are weightwatchers looking specifically to shed some pounds. “We stock Grenade Fat Strippers which are tablets intended to help you lose weight.” ●

ILLICIT TOBACCO

Regulations' first impact

With tobacco prices rising, minimum formats in place and the illicit trade gaining a monopoly in familiar branded packaging, the tobacco trade is experiencing unprecedented pressures. **Toby Hill** takes a look at the impact on six retailers

Among all of the discussion in the run up to the arrival of new tobacco legislation last month - the problems with merchandising, stock ordering and service times - one of the most shocking comments came from an award-winning retailer who had noticed something in her community.

"I'm seeing customers I never would have suspected with cartons of cigarettes in carrier bags," Linda Williams of Premier Oxfangs Broadway in Edinburgh. Because they are "loyal" customers, Linda was reticent to bring up her concerns with them, lest she lose the rest of their trade.

There is widespread fear that with tobacco prices rising, minimum formats in place and the illicit trade gaining a monopoly in familiar branded packaging, Linda's experience could

be repeated all over the UK.

JTI's own investigations seem to add fire to the concerns. It has found that one in every eight retailers in London sell illicit tobacco with more than a third of the capital's smokers admitting to purchasing tobacco from illegal sources.

As part of its Take a Stand campaign the company is withdrawing support from any retailer found to be selling illicit tobacco and has called on other manufacturers, suppliers and service providers to do likewise.

Imperial Tobacco has also stepped up its efforts, assisting Devon and Cornwall Police in securing the conviction of a prison officer who was attempting to smuggle counterfeit tobacco into HMP Dartmoor.

The prosecution is a reminder that, while authorities and manufacturers are not in a position to feed back to any retailer or member of the public about the intelligence they pass on, work goes on behind the scenes to shut down operations anywhere that they exist.

Shopper behaviour, meanwhile, is easy to predict. "Price continues to be a major focus for shoppers, especially within tobacco, and as the next raft of restrictions come into effect, we expect the value for money trend to gain even further momentum,"

say Jens Christiansen, head of marketing and public affairs at STG UK.

STG is one of a number of company's investing in this sector - with its Moments Panatelas in its case. Whether this is enough to steer shoppers away from the illicit trade is something that the industry will be watching carefully for.



I'm seeing customers I never would have suspected with cartons of cigarettes in carrier bags

The view from Glasgow



Martin Lightfoot
Londis Solo Convenience,
Baillieston

Illicit trade has increased and will continue to get worse. There's a minimum entry point of £7.25 for tobacco, and people are willing to take the risk to pay £5 or £6 from the pub or a mate. I even saw a Facebook post advertising cut-price cigarettes. It's definitely having an impact: we've taken a hit in our cigarettes, and they're important for our footfall. I'd like to see the police take it more seriously - it's obvious where these cigarettes being sold. We've got to follow all these regulations which make our business more difficult so they should be supporting us in doing that.





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£7.99*



Improve your sales a **touch** more.

- › Marlboro taste and quality
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 THERE'S CIGARETTES.
THEN THERE'S MARLBORO.

*RRP = Recommended Retail Price. All on-shelf prices are selected by the retailer alone. This communication is for the information of tobacco traders only and should not be left on display or distributed further. Pack images are for illustration purposes only and do not represent actual packs produced by Philip Morris for retail sale which comply with legal requirements for the retail packaging of tobacco products.

**Tobacco smoke contains over 70 substances
known to cause cancer**

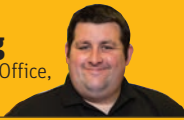
ILLICIT TOBACCO

The view from Torquay



Chris Herring

Londis Shipway Post Office,
Torquay



Cigarette sales have fallen by 20% in one of our stores. Now 17-packs and pricemarking have gone, people aren't willing to pay £9 for a pack of fags – but they're not giving up, they're buying on the black market or duty-free instead. I've got a customer who bought a pouch of Amber Leaf for £5 from Facebook, for example. I just tell people they're going to get ill if they smoke black market cigs with asbestos in them. The government should be focusing on the counterfeit stuff rather than just the legitimate stuff. The police should be going into pubs and council estates and watching what's going on.

The view from Manchester



Mahmed Faruk Unia

Unia's News, Patricroft,
Manchester



Whatever cigarettes I used to sell, I'm selling half as many now. I know some people might have stopped smoking, but a lot will have gone to the black market. When I buy any pack of 200, I won't put it on the shelf, I'll keep it for four weeks then take it back to cash and carry if it hasn't sold. Suppliers could help – reps used to come round more often, suggest exchanges and new products, but I don't see them anymore. I think many small shops will start closing down – I'm not in a bad location, but even I don't know how long my shop will last.

The view from Lancashire



Jamal Kazi

Newsagents,
Accrington



More people are buying illicit tobacco. Some counterfeit cigarettes are being sold under the counter in shops, some from people's houses. Customers with a nice job will still come in and buy from me, but if they're unemployed, or part-time, they just can't afford to spend a tenner every time they want cigarettes.

We used to go through 40 tobacco outers a week, now it's just 20 or 25. Footfall is down 15% or 20% too. The government needs to do something otherwise so many small businesses will close down. I've been in the business for 25 years and this is the hardest time I've known.



Some people might have stopped smoking, but a lot will have gone to the black market

The view from south Wales



Marija Lewis

Bargain Booze,
Bridgend



I'm not aware of any problems with illicit trade, in fact my sales are going up. Everyone is buying twenties instead, and while it's the same percentage margin, in cash terms my turnover is increasing. I took a bit of a gamble and kept buying 10-packs for a long as possible, which brought people here when they couldn't find tens elsewhere. Then my prices are set a little lower than in the other shops in town – a One-Stop, Co-op and Spar – so those customers have kept coming back. Now it's more of a level playing field I'll just stick to RRP, though I'll still be cheaper than the others.





MINI CIGARILLOS

IF YOU'RE TIME POOR,
BE EXPERIENCE RICH



Davidoff Mini Cigarillos contain a blend of premium tobaccos from Indonesia, Brazil and the Caribbean, wrapped in a first-class, hand-selected Sumatran wrapper.

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alan.graham@davidoff.com

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This advertisement is for the information of tobacco traders only

ILLICIT TOBACCO IN NUMBERS

1 in 8 London retailers sell illicit tobacco

1 in 10 Londoners have purchased illicit tobacco online

32%

of RYO is from an illicit source

£30,000

lost, on average, to every UK convenience store

1 in 3

customers now purchases illicit tobacco from market stalls, carboot sales and pubs

13%

of ready made cigarettes smoked in the UK come from an illicit source

392 billion illegal cigarettes are estimated to be smoked worldwide each year

2x more expensive to buy a packet of 20 cigarettes in the UK compared to Spain

Source: JTI, Imperial

The view from Salford



Robert Madden

Maddens Ltd,
Chorlton-cum-Hardy



We're still selling the same amount of cigarettes as we always have done, and I haven't noticed the illicit trade getting any worse. Although a lot of people are complaining, saying the cigarettes don't taste the same and so on. One difficulty is that they'll often ask, 'what's your cheapest super kings?' – but we can't just tell them straight up, and the bit of paper we're allowed to show them has such small print. It's a pain and we have to talk people laboriously through it but it isn't easy. There's no one way of dealing with it all, we just have to talk to customers one by one.

Smoking seriously harms you and others around you

THIS WEEK IN MAGAZINES



Round up



Tim Murray

Reporter
RNreporter@newtrade.co.uk

THE FRUSTRATION OF INNOVATION

The most recent issue of Empire featured Alien Covenant on a special cover that boasted virtual reality capabilities thanks to an ‘innovative’ cardboard box-type viewing device.

Not that independents would have known – it was exclusive to Sainsbury’s. It’s the second time in the past year the film magazine has had a similarly groundbreaking cover. Towards the end of 2016 the title had a built-in screen highlighting the Harry Potter spin-off Fantastic Beasts And Where To Find Them. The downside for retailers is obvious – in giving Sainsbury’s the exclusive, Empire did no favours to its supporters in the independent trade.

For publishers, it might mean a short-term gain in terms of increased order, but big retailers will not necessarily support them, or the entire sector month in, month out.

It’s not just the short-term loss in sales either. Newsstands can be kept fresh and vibrant when magazines innovate with special covers and the likes. Empire’s constant desire to break ground is admirable, but giving it to a grocery giant is not so.

On the plus side for indies, my experiences thus far with those exclusives have not been good. I had to take the first two Fantastic Beasts covers back because they didn’t work, meaning three separate trips to my local Sainsbury’s.

The Alien Covenant VR experience was even worse – having spent a good 30 minutes trying to put the meddlesome, fiddly box together and downloading the requisite apps, I watched the screen only to be supremely underwhelmed. In a nutshell, all I saw was a thin strip, as if the vertical hold had gone on an old TV.

Be careful what you wish for, as after being berated for wasting £6.99 on another gimmicky cover, I won’t trek to Sainsbury’s again, no matter what Empire does.

Country life

SCOTTISH FARMERS GET A VOICE OF THEIR OWN

Life on the farm has never been more challenging, and this new weekly gives those north of the border specialised news and advice

AFTER LAUNCHING in Ireland almost 70 years ago, Farmers Journal is launching a Scottish edition today. Editor John Sleigh says a focus of the new title will be expert technical advice, and guidance for farmers to improve their business and bottom line. Content will be accompanied by graphics and tables to allow for easy interpretation, and there will be regular contributions and insight from leading farmers providing practical examples. Publisher The Agricultural Trust says PoS material is being sent to around 1,500 independent retailers with a focus on farming titles to support the launch. The Irish edition sells 65,000 copies a week.



FARMERS JOURNAL SCOTLAND
On sale out now
Frequency weekly
Price £3.10
Distributor n/a
Display with Farmers Weekly, Farmers Guardian

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



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VINTAGE ROCK PRESENTS ELVIS

In a year full of magazine and one-shot friendly anniversaries (Star Wars among them), the 40th year since Elvis' untimely death is key. And to mark the occasion, Vintage Rock is getting all shook up for a special 132-page edition, with a look at the life and times of the king of rock'n'roll. There are interviews, profiles, Presley films and a look at some of his lesser-known beltors.

On sale 8 June
Frequency quarterly
Price £6.99
Distributor Marketforce
Display with Vintage Rock, Record Collector, Classic Rock



COLOURING HEAVEN

The adult colouring market continues to buck all trends and confound naysayers – year-on-year sales are up and it has delivered an increase in value of almost 10% over the past three months, according to publisher Anthem. Additionally, its flagship title Colouring Heaven is outperforming the market – its value, on the back of a permanent price rise to £4.99, is up almost double the rest of the market over the past quarter.

On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Zen Colouring, Breathe



AUTOCAR

The new BMW M car, the M4 CS, is road-tested in the latest issue of Autocar, as part of 32 pages-worth of reviews. There is also a look at the new McLaren supercar and a history and evolution of the supercar too. Those key coverstars, alongside its usual mix of features and reviews, will give it a lift both in sales and RSV, according to Frontline.

On sale 7 June
Frequency weekly
Price £3.80
Distributor Frontline
Display with What Car, BBC Top Gear, Car



WHAT CAR?

There is a wide variety on offer in the new issue of What Car, which can still proudly claim to offer data and ratings for every new car on the market as part of its comprehensive buyers' guide. Elsewhere, there is safety with a look at child seats in cars, the environment, the death of diesel, and reviews of everything from sensible SUVs to sports cars.

On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with BBC Top Gear, Car, Autocar



STUFF

The TV market continues to expand, with more programmes now presented in the ultra-high definition format, giving gadget magazine Stuff the perfect opportunity to capitalise with its special buyers' guide. In addition to the actual kit, there is also a guide to the 25 best programmes and films available in the stunning format. Elsewhere, there is the usual mixture of gadgets galore taking in the entire tech spectrum.

On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Wired, T3



Bestsellers Puzzles

Title	On sale date	In stock
1 Puzzler Collection	14/06	<input type="checkbox"/>
2 TAB's Take a Crossword	29/06	<input type="checkbox"/>
3 TAB's Take a Puzzle	29/06	<input type="checkbox"/>
4 TAB's Puzzle Selection	08/06	<input type="checkbox"/>
5 TAB's Arrowwords	15/06	<input type="checkbox"/>
6 TAB's Seasonal Puzzle Cl'n	n/a	<input type="checkbox"/>
7 TAB's Wordsearches Cl'n	08/06	<input type="checkbox"/>
8 TAB's Hide'n'Seek Wordsearch	08/06	<input type="checkbox"/>
9 TAB's Wordsearch	22/06	<input type="checkbox"/>
10 TAB's Criss Cross Collection	08/06	<input type="checkbox"/>
11 Puzzler Q Wordsearch	14/06	<input type="checkbox"/>
12 TAB's Crossword Collection	08/06	<input type="checkbox"/>
13 The Puzzler	14/06	<input type="checkbox"/>
14 Take a Break's Codebreakers	29/06	<input type="checkbox"/>
15 Take a Break's Sudoku	22/06	<input type="checkbox"/>
16 TAB's Picture Arrowwords	22/06	<input type="checkbox"/>
17 Puzzler Q Puzzle Compendium	07/06	<input type="checkbox"/>
18 Puzzler Wordsearch	28/06	<input type="checkbox"/>
19 Puzzler Q Kriss Kross	14/06	<input type="checkbox"/>
20 Chat Crosswords	14/06	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

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THIS WEEK IN MAGAZINES

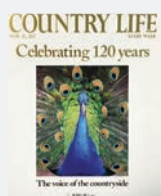


FOURFOURTWO

The football season may have reached its dramatic climax but FourFourTwo is proudly claiming its July edition is its “best issue yet”. The reason behind this could be its guest editor Lionel Messi. The great Argentinian and Barcelona star gives an insight into some of his thinking while taking over the reins and the magazine also presents its Alternative End Of Season Awards. Frontline is expecting a sales uplift of at least 30% thanks to Messi’s presence.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with Match Of The Day, When Saturday Comes, World Soccer



COUNTRY LIFE

Country Life is celebrating its 120th year with this 264-page bumper issue highlighting some of the most poignant, quirky, funny and historically-defining stories and photographs that have appeared in the magazine over the past 120 years. These highlights include The Prince of Wales as guest editor, revealing the face of Shakespeare and Britain’s naughtiest dog. Elsewhere, renowned readers such as Jilly Cooper and Jools Holland reveal what has kept them turning the pages over the years.



On sale out now
Frequency weekly
Price £3.50
Distributor Marketforce
Display with The Field, Country Homes & Interiors



HOMES & ANTIQUES

The July issue of Homes & Antiques comes with four free postcards, all with unique designs by illustrator Polly Fern. The issue also celebrates global style with tribal art, eclectic looks and handcrafted antiques. Elsewhere, the team goes behind the scenes of the real Downton Abbey, with an exclusive tour of Highclere Castle in Hampshire. There is also a chance to win a 5-star hotel break worth £2,500.



On sale out now
Frequency monthly
Price £4.30
Distributor Frontline
Display with House & Garden, House Beautiful



DOCTOR WHO MAGAZINE

This issue comes in a choice of two different monster covers for fans of the ever-popular franchise. Inside there are exclusive previews of the next four episodes of the 2017 series of Doctor Who, including interviews with writers Steven Moffat, Mark Gatiss, Toby Whithouse and Rona Munro. Features include a look into how one of the original Ice Warrior helmets from the 1960s has survived to the present day.



On sale out now
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Mighty World of Marvel, Essential X-Men



TAKE A PUZZLE

Take A Puzzle contains the usual unique mix of readers’ favourite brainteasing puzzles and there is also more than £10,000-worth of prizes to be won with this issue. Prizes include a holiday to Malta worth more than £3,000, as well as more than £2,500 in cash prizes, £500 in vouchers, a three-night break in York, a Michelin-starred meal for two and theatre tickets.



On sale out now
Frequency monthly
Price £2.20
Distributor Frontline
Display with Take a Break’s Take a Crossword, Puzzler Collection

Retailer viewpoint

Mark Ansell

Liskeard News, Liskeard, Cornwall



Business seems to be ticking along very nicely, although we’ve got the usual problems with Smiths News and ordering.

We haven’t really had time to think of what impact Hearst and Condé Nast pulling out of Comag is going to have on us. It seems as if Smiths has taken on quite a number of the titles Comag used to handle in recent months. Comag was very good at the more obscure foreign magazines but, with more of those coming through Smiths, it’s hard to know what effect any changes will have.

We always order a lot of the big BBC Gardeners World issue, with the two for one offer. We normally have eight or nine, but last year we ordered 60 of the issue. This year we took 70 and we’ve only got two left. We do a big window display using that and it helps

lift sales of other gardening titles too. A bit of good weather also helps – it puts people in the mood.

Political magazines continue to do well, the Spectator and New Statesmen are both selling well.

Private Eye is always a good seller and does even better if it has a good cover.

With half term here, we’ve ordered more children’s magazines, and puzzle titles.

We’ve got a big window display with the Tour de France, although why the official Tour guide arrives two days after the other ones is a mystery to me.

There haven’t been any big launches, but our problem with new magazines and one shots is always getting hold of enough copies to meet demand.

One magazine to keep an eye on is MagPi, we sold out every copy on the first day, we could have sold loads more.

Top tip
 If it’s a good cover of Private Eye – and the latest is a very good one – we always stick one in the window. If people see it and laugh, they’ll buy it.

COMING UP IN NEXT WEEK’S RN



AWARD-WINNING RETAILER SUREKHA PATEL ON SAVING HER STORE FROM BANKRUPTCY

Plus, RN’s free market-leading bestsellers report What to Stock will ensure you are not missing out on top sales opportunities, and retailers reveal how to better compete on fresh and chilled



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Partworks				Collectables											
Title	No	Pts	£	Title	No	Pts	£	Title	Starter	Cards	Title	Starter	Cards		
Amercom UK				Hachette				Panini				Topps			
Ships of War	18	40	11.99	Art of Crochet	93	120	2.99	Doctor Strange Trading Card Collection	4.99	1.00	Disney Princess Trading Card Game	4.99	1.00		
DeAgostini				Art of Cross Stitch	23	90	2.99	Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50	Match Attax 2016/17	4.99	1.00		
Build the Ford Mustang	74	100	8.99	Art of Knitting	124	90	2.99	Find Them Sticker Collection	2.99	0.50	Match Attax Extra 16/17	4.99	1.00		
Build your own R2-D2	22	100	8.99	Art of Quilting	75	90	3.99	FIFA 365 Sticker Collection	2.99	0.50	Marvel Missions	4.99	1.00		
Enhancing your mind, body, spirit	22	120	3.99	Art Therapy	116	120	2.99	FIFA 365 Trading Cards	4.99	1.00	Num Noms sticker cll'n	2.99	0.50		
My Animal Farm	17	60	5.99	Art Therapy 50 Mindful Patterns	18	80	4.99	Football 2017 collection	2.99	0.50	Shopkins Sparkle Sticker Collection	2.99	0.50		
Jazz at 33 and third RPM	37	70	14.99	Assassins Creed: the official collection	8	80	9.99	Frozen Northern Lights Sticker Collection	2.99	0.50	UEFA Champions League Official Sticker Collection 2016/17	2.99	0.50		
Simply Stylish Knitting	75	90	3.99	Build the U96	145	150	5.99	Guardians of the Galaxy volume 2	2.99	0.50	Premier League Sticker collection	1.99	0.50		
Star Wars Helmet Coll'n	37	60	9.99	Dr Who Complete History	46	80	9.99	Moana sticker collection	3.99	0.50	Star Wars Force Attax	4.99	1.00		
The Beatles Vinyl Collection	8	23	9.99	Draw The Marvel Way	38	100	4.99	Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50	Star Wars Rogue One	4.99	1.00		
Zippo Collection	46	60	19.99	Judge Dredd Mega Collection	63	80	9.99	Road to 2018 Fifa World Cup Russia	4.99	1.00	Star Wars Rogue One Sticker Collection	2.99	0.50		
Eaglemoss				Marvel's Mightiest Heroes	90	100	9.99	My Little Pony Beauty & the Beast Sticker Collection	2.99	0.50	Trolls Trading Card Game	4.99	1.00		
Build A Solar System	94	104	7.99	Transformers GN Collection	12	80	9.99	Magic Box				DeAgostini			
DC Comics Graphic Novel	47	60	9.99	Warhammer	20	80	9.99	Zomlings Series 5	0.50	Magiki Mermaids		2.50			
Doctor Who Figurines	99	120	8.99	RBA Collectables				Star Monsters	1.00	Frogs & Co		1.99			
Marvel Fact Files	220	200	3.99	Real Life Bugs & Insects	41	60	0.99								
Military Watches	86	80	9.99	Panini											
Star Trek Ships	99	95	10.99	F1 Collection	31	60	9.99								

Daily newspapers price/margin pence/margin %				Saturday newspapers				Sunday newspapers			
Sun	50p	11.15p	22.3%	Sun	70p	14.98p	21.4%	Sun	£1	21p	21%
Mirror	70p	14.98p	21.4%	Mirror	£1.10	22.6p	20.6%	Sunday Mirror	£1.40	29.40p	21%
Mirror (Scotland)	75p	16.05p	21.4%	Mirror (Scotland)	£1.10	22.6p	20.6%	People	£1.40	29.40p	21%
Daily Record	70p	14.98p	21.4%	Daily Record	£1	21.4p	21.4%	Star Sunday	90p	19.89p	22.10%
Daily Star	30p	7.26p	24.2%	Daily Star	50p	12.085p	24.17%	Sunday Sport	£1	24.3p	24.3%
Daily Mail	65p	14.5p	22.31%	Daily Mail	£1	21p	21%	Mail on Sunday	£1.70	35.70p	21%
Express	55p	13.31p	24.2%	Express	80p	17.152p	21.44%	Sunday Mail	£1.70	35.70p	21%
Express (Scotland)	50p	12.10p	24.2%	Express (Scotland)	80p	18p	22.5%	Sunday Telegraph	£2	45.50p	22.75%
Telegraph	£1.60	34.4p	21.5%	Telegraph	£2	48p	24%	Sunday Times	£2.50	52.50p	21%
Times	£1.60	34.4p	21.5%	Times	£1.70	39.95p	21.5%	Observer	£3	73.50p	22%
FT	£2.70	54p	20%	FT	£3.50	79.1p	22.6%	Scotland on Sunday	£1.70	39.95p	23%
Guardian	£2	44p	22%	Guardian	£2.90	63.8p	22%	Racing Post	£2.60	61p	23.46%
i	50p	12p	24%	i Saturday	60p	14.4p	24%	Sunday Herald (Scotland)	£1.70	35.7p	21%
i (N. Ireland)	50p	12.5p	25%	i (N. Ireland)	60p	15p	25%	Sunday Express	£1.40	29.65p	21.18%
Racing Post	£2.30	54.0p	23.48%	Racing Post	£2.60	61p	23.46%	Sunday Post	£1.60	33.6p	21%
Herald (Scotland)	£1.30	29.90p	23%	Herald (Scotland)	£1.70	39.1p	23%				
Scotsman	£1.50	33.75p	22.5%	Scotsman	£1.95	43.88p	22.5%				

Weight Watchers 27-28 May					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,345g	970g	125g	5	50g
Sunday Times	860g	340g	35g	3	25g
Sunday Telegraph	830g	475g	120g	2	115g
mail on Sunday	740g	290g	70g	2	50g
Times	725g	405g	60g	2	50g
Mail	675g	225g	115g	6	50g
Guardian	645g	245g	35g	2	30g
Observer	490g	95g	0g	0	0g

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

* By negotiation

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