

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 19.05.2017



## Straight out the freezer

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Shaping the future  
of independent retail  
since 1889



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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

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



To subscribe contact 020 7689 3384



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WELCOME

**Retailing is not rocket science. But you have to sit down and think about what you are doing every now and again**

**FOR US,  
CUSTOMER  
EXPERIENCE  
IS KEY**

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we have it in seven  
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Editor

Chris Gamm

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One retailer who has started benchmarking his store with the Independent Achievers Academy this month said he had asked IAA ambassador Bay Bashir if it was a good thing to do or not. "Retailing is not rocket science," Bay told him. "But you have to sit down and think about what you are doing every now and again. The IAA benchmarks help you do this and finding ways to improve your business is the real value from taking part."

Every week, RN showcases in its Store Look-book retailers of all shapes and sizes making inspiring investments in their businesses. We also share stories of engaged retailers innovating to attract new shoppers.

If this sounds like you, you will understand why it is worth investing your time in benchmarking. As Bay says, it's because the IAA framework is tried and tested and proven to help independents grow their sales and profits.

As well as using the 12 benchmarking categories to note what you do well and areas for your own actions, later in the year you will get a report that compares your standards with those of like-minded independent shopkeepers across the UK.

I've mentioned these benefits to several retailers I've spoken to this week. One of them was delighted to find that he could do his benchmarking on his tablet while walking around his shop. My call prompted him to take action.

You can start the process on page 22 of this issue by benchmarking your store's availability. You then need to go to better-Retailing.com/IAA/benchmark and set aside an hour to complete the process. I guarantee it will be an hour well spent.

# BREAKING NEWS

## PayPoint opt out kills five-year deal

Retailers wary of committing to a new five-year PayPoint contract have been advised to serve notice as soon as they sign up – effectively creating a two-year deal.

The recommendation comes from the NFRN, following PayPoint's recent yellow terminal fee re-structure announcement in a bid to retire the boxes from 1 June.

PayPoint's terms state retailers who face the renewed five-year contract can serve notice immediately, enabling them to opt out in 2019.

Peter Robinson, of Robinson Retail in Pembrokeshire, said he plans to do just that. "I have four stores and I'd be committing to £10,000 a year for five years – we don't know how the market's going to change or if PayPoint intends to reduce our commission in that time," he said.

## Retailers carrying out more age checks

Correct proof of age checks for customers buying lottery tickets and scratch cards were carried out by 89% of retailers in 2016 – 3% up on the previous year.

Through 11,600 mystery shopper visits, Camelot found retailers asked for photo ID such as a driving licence on the first occasion. However, three UK retailers are under investigation and may lose their terminals after they failed to ask for ID three times.

Camelot has begun its 2017 spot checks using undercover shoppers who are over 16 but who look younger.

## P&H gets smart to help core range evolve

Palmer & Harvey has revealed plans to develop a 'smart' core range built on data to better support its retailers.

Speaking at the company's Pro-retail event this week, managing director Martyn Ward said

retailers needed improved backing from wholesalers to stock the right range, highlighting the challenge large wholesaler ranges presented to retailers.

"If we've got 12,000 products in our depots is that really helping a re-

tailer focus on the 3,000 or 4,000 products they should be stocking?" he said.

"What we do know is if the range is right and merchandised well they will get benefits on rate of sale."

Mr Ward added, using a combination of data from the company's online ordering system, Him!, Costcutter and several other partners, P&H is looking to develop a more accurate and up-to-date core range guide.



## Raj's Bmore store is better than before

South Wales retailer Raj Thavapatham has reopened his Carmarthenshire store this month under the Bmorelocal symbol group following a £12,000 redesign. Mr Thavapatham opened the former Lifestyle Express Extra Convenience store two years ago after converting the Golden Lion Hotel. The 1,600sq ft store has 15 car parking spaces, a free-to-use cash machine, PayPoint and the Lottery. It stocks fresh food, soft drinks, wine and beer along with a full food to go offering.

**Publishers pull out as print supply chain consolidation continues** 'Middlemen are being hit'

# Threat to Comag future after owners pull out

by Jennifer Hardwick  
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The future of magazine distributor Comag is in doubt after its owners Hearst UK and Condé Nast Britain announced they are withdrawing from the business.

The revelation comes after the company posted a £3.99m loss last year. The publishers have not yet revealed whether they will be working with an alternative distributor.

An industry source who asked not to be named told RN the closure is an indication of the contin-

ued consolidation of the supply chain, following the closure of Smiths and Menzies' joint venture Worldwide Magazine Distribution and subscriptions management company Dovetail, earlier this year.

"It seems 2017 is the year when it's all happening," he said. "Very simply it all means publishers are taking a good look at the retailer supply chain and the middlemen are being hit as volumes are declining."

NFRN head of news Brian Murphy said he was concerned about a reduction in the number of dis-

tributors in operation and that no information about the future supply of Hearst and Condé Nast's titles has yet been provided to retailers.

"We are concerned about the ongoing distribution of key titles and want to ensure the significant share of sales they enjoy in independent retailers is protected," he said.

It is not yet known whether Comag Specialist, the company's dedicated division for specialist and niche titles, will continue. The division offers the highest number of import-

ed titles in the UK.

Mark Dudden of Albany News at the Post Office in Cardiff, described the news as a "bombshell".

"If Comag closed down altogether that would have a very big impact on my business because it supplies all the specialist and imported titles I sell and it's those titles that people come to my shop for," he said.

A joint statement from Hearst and Condé Nast said: "Comag will be consulting with its staff and will also remain in close contact with its clients and suppliers."

**Plan for government-funded advice centres** Loans, tax and training help in one-stop hubs

# We'll cut red tape for small businesses, vows Labour

by **Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

Reducing red tape faced by small businesses has been named a main priority for the Labour party following the release of its manifesto this week.

Bill Esterson, shadow minister for business, energy and industrial strategy, told RN small businesses were a big focus for the party and outlined plans to introduce government-funded advice centres to allow business owners to quickly access help.

The centres would be

modelled on the US's Small Business Administration hubs which offer access to support on areas such as finance, regulations and tax.

"It's very hard for self-employed people to find the right support," he said. "At the moment it's all very bureaucratic but what I'd like to see is something like the Small Business Administration offers where there is one place you can go for support and advice on things like loans, tax and training."

"It's a much more streamlined system for business people to be able to access."

Labour's manifesto outlined plans to scrap quarterly tax returns for businesses with a turnover of under £85,000.

"We are aware of all the extra costs and hassle involved," said Mr Esterson.

The recently announced Conservative pledge to give workers a statutory right to a year's unpaid leave to care for a relative was labelled "unrealistic" for small businesses by Mr Esterson. While James Lowman, chief executive of the Association of Convenience Stores, said he would be concerned about the poten-

tial red tape the policy could introduce.

"Without having any details yet I'm most concerned about how the right to request this leave would work in practice and whether there would be more regulation and paperwork for retailers and another system for them to put into place," he said.

"Where it would have more of an impact is if a manager of a store, for example in a multi-site business, requested the leave as it would be difficult to find someone to work full-time for a year."

## Rising inflation threat

Customers are likely to switch to cheaper brands and stores as they feel the pinch from rising inflation.

But retailers who offer cheaper products and food for home-cooked meals could attract new customers, research from Palmer & Harvey and Retail Economics found.

Food prices have risen by 1.6% in the last six months. Two thirds of shoppers expect prices to rise further in the next six months, the research showed.

Customers are likely to cut back discretionary spending with real wages forecast to decline by mid-2017 and food prices to rise another 3% by autumn.

Half of those surveyed said they would switch to a cheaper store if food inflation rose to 3% and 45% said they would cut back on restaurants and takeaways.

Retail Economics chief executive Richard Lim urged retailers to "recognise the opportunity this offers to connect with a new customer base".

## Ace performance wins top honour for N3

NFRN subsidiary company N3 has been named Retailer of the Year at the Ace Newspaper and Magazine Awards, beating Tesco to the top spot. NFRN head of news Brian Murphy said: "N3 brings together independent retailers who share a desire to run strong and thriving news businesses. N3 is still very much in its infancy so we are thrilled that the efforts of our professional and dedicated members have been recognised and rewarded." Pictured left to right are NFRN national president Ray Monelle, Mail Newspapers' head of retail sales and trade marketing Paul Duffy and NFRN head of news Brian Murphy.



## Tax system concerns

A Labour MP has raised concerns over the safety of a digital tax system following last week's cyber attack which affected one in five NHS England trusts, forcing them to delay and cancel treatments.

Bill Esterson, shadow minister for business, energy and industrial strategy told RN: "We are extremely concerned about the attack, which has shown how vulnerable digital systems are. We need to be very cautious about rushing into a new process."

The current government is planning to move to a fully digital taxation system by 2020.

## P&H boss: licence tobacco, beat illicit trade

An alcohol-style licensing scheme for tobacco stockists could be "very powerful", according to Palmer & Harvey managing director Martyn Ward.

Speaking at this year's Pro-retail, he called for an industry-wide approach to combat the illicit tobacco trade.

"An alcohol-style licensing scheme is being looked at and if you're caught selling then you lose your licence - that could be very powerful," he said.

Mr Ward's comments followed research published by JTI this week which revealed one in eight London retailers have

sold illegal tobacco products "under the counter".

More than a third of smokers in the capital have purchased black market cigarettes, with 28% offered illegal tobacco products in the last year, according to the research.

Illegal tobacco makes up nearly 13% of the cigarette

market and 32% of roll your own tobacco in the UK.

JTI anti-illegal trade operations director Steve Wilkins said: "This research reveals worrying statistics, which could be exacerbated by the onset of plain packaging as packs become easier to duplicate."

# STORE LOOKBOOK



David grabbed the opportunity a major refit gave him to add growth categories such as food to go and fresh coffee

## My shop is a local magnet

Building on nearly 30 years of great service and local goodwill, David Robertson decided to take an ambitious step forward with his store two years ago. He tells **Chris Rolfe** how he balanced the store's legacy with his plans

**P**ozzi's is the magnet store of Buckie – everyone comes here," a local bank manager told David Robertson 20 years ago.

But while David valued this praise for the newsagents his family has run since 1988, he also recognised a challenge within it.

"Successful stores are integral to their communities and must be so to survive and thrive. That's true of this store, but for this to continue we had to change because peoples' shopping habits and tastes have," he says.

Over its 29-year history, the store has been regularly updated, moving from "a newsagent with bootlaces and combs and cards in shoeboxes" when the family took it on to one whose specialisms included magazines and the cards and gifts section David's mum Lynda has built.

David and his father James have also developed an HND service covering a 12-mile radius with more than 1,000 customers.

"Newspapers are the cornerstone of the business in terms of footfall drivers, even though sales are falling," says David. "So many retailers opt out of HND but it's really important."

But two years ago, with this drop in traditional print sales, the shop looking "tired", and new opportunities such as coffee, fresh food and ice cream ripe for

adoption, David decided it was time for an ambitious overhaul.

He embarked upon a "back to bricks" refit, working to redesign the store with Fusion, Axiom and CP & Co.

David was keen for store standards to match those shoppers experience in shopping malls and have come to expect elsewhere. So neutral LED lighting creates a daylight feel and a new floor unites different sections, such as the specialist jewellery, gifts, books and traditional CTN ranges. The shop is also fully accessible for disabled people, with a ramp, toilet and wide aisles.

Standout new sections include a coffee shop, seating area and a 12-scoop ice cream range. Fresh soup, scones, cakes, sandwiches, wraps, paninis and ice cream sundaes are made in-house every day, and the store has sit-in and takeaway menus.

"It is great to have added coffee, food to go and ice cream because this is something entirely new. It's also a new revenue stream which will help recoup some of the investment and profit lost from traditional news, tobacco and stationery sales," David says.

While David has innovated the store, he has also remained loyal to his roots. During the refit, he improved the display units and lighting in the 10-year-old costume jewellery section, "bringing it to the same

**RN hammers home the fact newsagents have to wake up and change to survive and shows good practice in action”** DAVID ROBERTSON



**“Successful stores are integral to their communities and must be so to survive and thrive”**

#### INFORMATION

##### Location

4-8 High Street,  
Buckie  
AB56 1AQ

##### Size

1,700sq ft

##### Weekly turnover

£15,000

##### Specialist sections

News and mags, coffee,  
jewellery, cards and gifts,  
fresh food



# STORE LOOKBOOK



**Despite the changes, David still considers newspapers and HND the cornerstones of his business**

level as many 'proper' jewellers".

He also used sales and returns data supplied by Menzies to update his magazines range, reducing display space from 20 metres to 2.4 metres and bringing it in line with current shopping habits.

"That helped us cut our range and plan a display that highlights best-selling titles like *Take a Break* and TV listings," he says. "But we still order and do shop saves, so people who like *British Rail Modeller* or *Practical Poultry* can still buy them. It just means I have less money tied up in magazines."

A feature wall by the coffee shop also lists the areas David's HND covers, to attract attention to this service.

Two months after the refit, David is assessing the early results of the changes. Sales are now split equally in thirds between newspapers, the coffee shop and cards, gifts and jewellery, and customer numbers are growing.

"We're attracting a new generation of customers and keeping our older customers too. It will take time for people to associate this building with food and get used to a village store whose design wouldn't look out of place in a big city," he says. ●



**Want to see more** of David's store? Go to [betterretailing.com/robertson-pozzi-buckie](http://betterretailing.com/robertson-pozzi-buckie)

# CARLTON



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# SYMBOL NEWS

## One Stop focuses on a 7% sales hike

The One Stop franchise has attributed a rise in sales to its relentless focus on retail and unique franchise proposition.

The franchise reported a 7% like-for-like sales performance last year with franchisees growing basket spend by a further 3.2% and footfall by 3.7%.

Andrew King, franchise director, said: "We have 800 company-operated stores, so we have a vested interest in grabbing sales, improving profitability and reducing costs in what is a challenging convenience market."

The company also reported stores experiencing a 23% uplift in turnover following a refit.

Mr King added: "Our four-weekly focused business development manager visits and the enhanced reports we produce, one of our many USPs, help us to plan, build and deliver long-term sustainable growth."

## Layout is the key to 12% uplift

A London retailer has seen a 12% uplift in sales in six weeks without changing a single product in his store.

Jay Mandalia worked with his symbol group Nisa on improving his layout after he discovered his sales were flat on his store's impulse and food to go offerings. "We didn't add any products but we made all our fresh fruit and vegetables highly visible to customers throughout the store," he said.

The retailer, who runs a Nisa Local in Chingford, also created zones for categories such as alcohol, household, and fresh and frozen food.



Robert Kirkwood (right) discusses his frozen meal deal concept with Premier brand director Martyn Parkinson



**Brand director congratulates store owner on great idea** 'He's shaping the offer of the future'

## Premier promotes retailer's frozen meal deal initiative

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

An enterprising retailer has inspired a popular new promotion in the latest Premier Promotions Package.

Robert Kirkwood, of Premier Express The Corner Shop in Crossgates, Fife, approached Booker earlier this year to suggest the company ran a frozen meal deal in its leaflets.

Last week, Premier launched the first such deal offering a San Marco pizza, Booker's own Classic

brand ice cream and McCain's oven chips, all for £4.99.

"Marks & Spencer does so well with its meal deals and Booker has a pasta meal deal as well – you can feed a family of four for £2.99. It's a great opportunity to get customers to trade up," Mr Kirkwood said. The store has since advertised the deal with PoS to further boost sales.

Speaking to RN at Mr Kirkwood's store, Premier brand director Martyn Parkinson said: "This kind of input is invaluable. If we

want to know what's going on in our business – what's new, what's changing, what's not working – we just have to talk to our customers, they see and hear the trends first.

"I think Robert is only just realising that by giving us feedback on what his customers want – meal deal solutions for time-poor families – he's actually shaping the Premier offer of the future," he added.

The offer is available to Premier retailers across the UK and John Green, of Premier Green End News

in Surrey, is enthusiastic. "Having a meal deal is what people see in stores like Co-op and it ups the value of the offers in our leaflets. People will come in specifically for a deal like that," he said.

Mr Kirkwood, a former Cadbury Schweppes rep, opened his store just over 19 months ago and has since raised his basket spend from £4.96 to £7.27. His 470sq ft store offers chilled, frozen, coffee to go and an extensive craft beer range alongside more traditional grocery lines.

## Efficiency drives fridges of the future

Pastorfrigor GN (PFGB) has unveiled new fridge technology aimed at making integral refrigeration "future proof" for retailers.

With impending gas regulation changes which will see older units phased out by 2030, PFGB has developed the Genova Ecovision MCT over the past two years, showcasing

it at recent industry events.

"The response from retailers has been phenomenal," said Kevin Sizer, sales director at PFGB. "The new evaporator enables us to use much less refrigerant resulting in us being able to use much smaller compressors.

"This delivers lower en-

ergy consumption and less heat rejection compared to a standard cabinet, meaning it takes away all of the reasons why retailers prefer not to use integrals, such as higher running costs, noisy condensing units and heat rejection issues into the store."

Major supermarkets are already interested, accord-

ing to Mr Sizer, and PFGB already works with Booker, Nisa and Costcutter.

The new Micro channel is available from August and the company is accepting pre-orders.

The Pastorfrigor Genova 2.5 metre multi-deck dairy with doors costs £4,723, including delivery and warranty.

# NEWS & MAGS

**Category experts' pilot rolled out to 40 stores** 'The main focus is to maximise sales potential'

## Bespoke mag ranges give One Stop shops 9.5% boost

by Jennifer Hardwick

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Magazine sales in One Stop stores have been boosted thanks to two initiatives launched by news category consultant Fore.

A selected trial group of 10 One Stop stores located near university campuses is now outperforming the rest of the estate on magazine sales by 9.5% after benefiting from store-specific ranging.

The programme, which was carried out in partnership with distributor Frontline, involves bespoke ranges being created for

individual stores based on sales history, the local demographic and the area's association with certain categories.

"As innovative news retailers One Stop do not just sit back and accept decline and neither do Fore," said Marie Corbett, Fore channel director for One Stop.

"The main focus of store-specific ranging is to maximise the sales potential of each stocking point. Currently if a title is underperforming in a grade it would have been delisted despite a few stores performing well."

The pilot was launched in

March 2016 and as of March this year is now being trialled in two other areas in Norfolk and Chester in a total of 40 stores. Ms Corbett said early results are "very encouraging".

Meanwhile, six shops selected for a scheme named Project Fox – launched in March 2016 – now have 3% higher magazine sales than equivalent One Stop stores thanks to new display units designed by Fore and produced by Bartuf.

The three-metre units are fully illuminated and feature a curved "wave" section to help draw customers'

eyes to them, with flat trays at the bottom of the stand to neatly store pre-school children's titles.

"Magazines are often in a less prominent part of the shop and it helps draw customers' attention to them," said Ms Corbett.

The flat trays are intended to reduce mess caused by children looking through magazines with cover-mounts, but include images of popular TV and film characters on the outside to attract young customers.

Plans are now underway to install the new displays in other stores.

## Editors say price cuts cheapen brands

Price cuts can "devalue" a magazine in the eyes of its readers, two women's weekly editors have said.

Speaking at the Professional Publishers' Association Festival last week, Woman's Weekly editor Dianne Kenwood, said: "If you cut the price you cut the value of the brand. I believe people will always be willing to pay for quality."

Hello! editor-in-chief Rosie Nixon agreed. "We have never had a price cut. We sell at £2 and we invest that into making sure it's a premium product," she said.

The comments came after Bauer Media announced the price of Bella has been raised from 97p to £1, following a period of price-testing. Distributor Frontline said the 3p increase will generate more than £150,000 in additional RSV per year, with retailer terms remaining the same.

## Beano stars' TV show set to give comic sales a lift

The launch of a brand new Beano TV series in the autumn is expected to boost sales of the DC Thompson comic. Dennis & Gnasher: Unleashed, featuring a new CGI version of the famous characters, will be screened on CBBC. Beano's chief marketing officer Ian Sawbridge said: "A copy of The Beano is sold every 17 seconds in the UK and we have 74% brand recognition among parents."



## RT thanks indies for Ace award

Radio Times has been named Publication of the Year for independent retailers at the Ace Newspaper and Magazine Awards.

Following the London ceremony last week, Radio Times publisher Richard Campbell said: "This one is even more special because it starts with independent retailers choosing to nominate us, without any encouragement or incentive from RT, just because they think we deserve the award."

"In winning we didn't just beat every other magazine in the UK but every other newspaper, sticker book and everything else that goes through the UK newstrade which is pretty good going," he said.

## Work together on kids' mags says MD

Children's magazine publishers need to work more proactively with retailers, the managing director of Egmont has said.

Speaking at the Professional Publishers Association Festival in London last week, Cally Poplak said she was "shocked" by the lack of collaboration

between publishers and retailers over merchandising and promotions, having come from a book publishing background.

"I think there is an opportunity to do more and we should do it," she said.

Ms Poplak also called for further collaboration between different publishers

to publicise the benefits of children reading magazines, pointing to research carried out by Egmont showing 70% of children aged 17-years-old or under prefer reading in print to reading on a screen.

"Children love to collect magazines, scribble all over the pages or rip them

out and put them on the wall," she said. "We have found that 80% of nine million UK children defined as "reluctant" readers will still read magazines. We in children's magazines are building the readers of the future and I believe there needs to be more publicity about that."

# PRODUCT TRENDS

## Rebrand will keep Richmond relevant

Richmond is moving towards a more natural look through the relaunch of packaging across its entire sausage range, backed by a £5m marketing campaign.

The Kerry Foods brand's relaunch is the culmination of an 18-month research programme looking at ways of keeping the 100-year-old brand relevant.

From June the range will have paper-feel packaging and an updated colour scheme and design, to highlight its Irish heritage.

Senior brand manager Sarah Davies said: "The packaging has a more quality feel, we wanted to make it a bit more natural."

TV adverts launch in July, alongside radio, digital and in-store support.

## Indies are choice for new own label wine

Britain's oldest wine and spirit merchant is targeting independent retailers as part of the launch of its own label range of wine.

The wine has been launched under the banner of the Wine Merchant's Range by Berry Bros & Rudd, with 11 offerings initially, all with an RRP of £7.95. A further five will be added in June.

Luke Tegner, insight and innovation director at the family-owned company, said: "Producing a range of wines available through independent and convenience retailers means the stores can benefit from the stamp of quality of Britain's oldest wine and spirits merchant."



Kate Mills marks awareness days with tastings and promotions in her Kent store

## Don't miss out on special day sales opportunities

by Tim Murray

RNreporter@newtrade.co.uk

Retailers who do not use awareness days and weeks to advertise products and engage with customers could be missing out on an opportunity to boost sales and promote their store.

Retailers who capitalise on these opportunities told RN using events such as National Sandwich Week, National Vegetarian Week or World Whisky Day – all taking place this month – cannot only bring in extra income, but also generate footfall and drive

customer loyalty.

Kate Mills, of Heath Stores in Todmorden, Kent, has been celebrating National Sandwich Week, with a sandwich – or roll – of the week.

"We're doing Hollandaise sauce and asparagus. Asparagus is in season and we're using the ones we're selling, so even if customers don't buy a sandwich, they might buy that," she said.

"We've got World Gin Day, English Wine Week, Barbecue Week and others all coming up. We do a lot of English wine – we're sell-

ing four cases a month, at £13.50 a bottle and it should help sell more. You don't always see an uplift, but it's a good way of interacting with people and building loyalty.

"We keep an eye on what's coming up and decide what to do based on what fits with what we sell and what we'd want to sell."

In conjunction with World Whisky Day, Milestone Rathfriland in Ireland is hosting whisky tastings this weekend.

Eddie McKee, off-sales manager at the store, said: "The main thing is selling

more whisky, but it's also about bringing people into store and also teaching them a bit more about the product which can only benefit sales."

Fraser Allen, organiser of the national day, urged retailers to get involved. "Last year, #WorldWhiskyDay achieved a reach of 35 million people and a 58% increase in the use of the #whisky hashtag.

"When that many people are talking and thinking about whisky, retailers should be ready to sell more bottles across the spectrum."

## Wholesalers craft better beer sales

Wholesalers are helping retailers tap into the thriving craft beer sector by expanding ranges and educating shop owners on the category, as supermarkets continue to announce range expansions.

Asda is the latest retail giant to reveal a big craft beer expansion, behind Waitrose, Tesco, Sainsbury's and Morrisons – a

sign the category still offers plenty of opportunity.

Naeem Khaliq, symbol group controller at United Wholesale Scotland, said the wholesaler had recently more-than doubled its range as a result of customer demand.

"We've now set up a section dedicated to craft beer and make sure we have offers on speciality beers,"

he said. "It's also about informing retailers about the changing market and the bigger margins they can enjoy if they stock these items."

Last week, Blakemore published a new alcohol catalogue which is aimed at equipping retailers with the information they need to engage with customers and boost sales.

It features products from more than 80 different distilleries, cider mills and breweries across the UK.

Blakemore Fine Foods commercial manager Patrice Garrigues said: "Consumers are becoming more adventurous so variety, flavours and formats to suit every shopper's needs are key to success."



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Achievers Academy

#IAA17

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**“Benchmarking with the IAA challenges your own perceptions, checks where you are on the journey and impresses on us that everything we do is for the benefit of our customers.”**

**Avtar Sidhu**  
Sukhi's Simply Fresh, Kenilworth

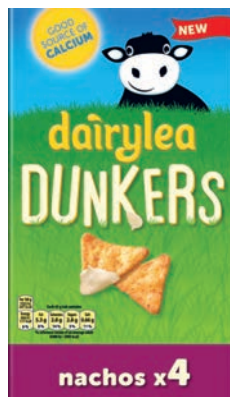


# BRAND SNAPSHOT



## New-look Surf packs

Unilever has redesigned liquid detergent packs for its Surf brand. They will be supported by a £4m marketing spend, including a TV campaign.



## Dunkers' £1.4m spend

Mondelez has added to its Dairylea Dunkers range with Dunkers Nachos-tomato salsa-flavoured tortilla chips, backed by a £1.4m marketing campaign.



## Thatchers 7.4% cider

Thatchers has launched a 2016 medium-dry 7.4% ABV cider. The 500ml bottles have new labels aimed at 30 to 55-year-olds.



## KP adds extra energy

KP Snacks' has launched bags of Fruit & Nut Energy Mix and Orange Nut Fudge Energy Mix, backed by a £3m TV and digital campaign.



## Morgan's Captain Rio

Ex-England football captain Rio Ferdinand is starring in a 30-second TV advert for Diageo's Captain Morgan rum that will run until 2018.



## Nigella's Typhoo ad

Nigella Lawson is starring in Premier Foods' latest Typhoo TV campaign. The 30-second advert will appear in during ITV's Take Me Out programme.



## BelVita's Crunch duo

Mondelez has launched Duo Crunch Chocolate Hazelnut for its biscuit brand BelVita, two wholegrain biscuits with chocolate and hazelnut filling.



## Old Jamaica pricemark

Old Jamaica has updated its Diet Ginger Beer. The new drink is available in 49p pricemarked cans and is supported by a TV campaign.



## Quaker's jar promotion

Quaker Oats is giving away limited edition jars to use when making oats for breakfast this summer. Shoppers can claim online for the promotion.



### More Tyrrell's Poshcorn

Tyrrell's has extended its Poshcorn range with Toasted Marshmallow. The new flavour will be available until September and is available in 75g sharing bags.



### Trio of new Sensations

PepsiCo has added three flavours to its Walkers Sensations range – Japanese Sweet Wasabi & Ginger, Chargrilled Steak & Chimichurri and Mango & Red Chilli Chutney.



### Kettle's seasonal change

Kettle has introduced a limited edition Goats Cheese & Balsamic Onion flavour of sharing crisps. They replace winter flavour Baked Camembert & Oak Smoke Garlic.



## TOP TIPS FOR SUCCESSFUL IN-STORE MERCHANDISING FROM DIAGEO

In the second instalment of the Inspire, Display, Sell advice columns from My Store Matters, Diageo looks at how retailers can boost alcohol sales in store through effective implementation of the 'Display' pillar of advice.

### DISPLAY

Sets out four key rules to help retailers effectively merchandise their range in order to improve the shopper journey and boost sales.

The four key elements of this advice are:

#### 1 BLOCKING

Subcategories (such as vodka, gin and rum) should be blocked together as it helps shoppers to see what the store has to offer more easily.

#### 2 BRAND SIGNPOSTS

Brand leaders are recognisable so place them in the centre of the sub-category to make them stand out.

#### 3 CLEAR PRICING

Shoppers are less likely to make a purchase if they are unsure of how much it will cost. Ensure the price of each product is clearly labelled.

#### 4 MAXIMISE FRIDGE SPACE

Half of all beers or ciders purchased in the convenience channel are consumed on the same day so tap into this opportunity by providing a greater variety of chilled ready-to-drink beverages.



Since implementing the advice into his Century Wines store, Perry Chahil says; "I'd never really focused on product pricing in my store, the most

I did was handwrite the labels. Since working with Diageo on the 'Display' element of their I,D,S advice, I have introduced branded price labels for my core range. Not only does this help instil a sense of trust in my customers, but it also helps provide an additional point of interest to draw the eye".



For more information on Diageo's NEW My Store Matters advice, visit [WWW.MYSTOREMATTERS.net](http://WWW.MYSTOREMATTERS.net) or speak to your local rep today.

for the facts [drinkaware.co.uk](http://drinkaware.co.uk)

# WHAT'S NEW



## Precious Pod

Precious Pod hummous is available in Classic, Smoked, Turmeric, Red Pepper, Kalamata and Rose Harissa varieties. All flavours are organic and contain extra virgin olive oil.

**RRP** £2.49 (Classic), £2.99 (flavoured varieties)

**Contact** 01761 479555 / info@thepreciouspod.com



## Funky Nut Co.

Four-seed roasted butter peanut butter contains chia, sunflower, flax and pumpkin seeds and organic sea salt. Other varieties available include Almond Butter and Cashew Butter.

**RRP** £4.00

**Contact** 0151 6478143



## Chegworth Valley

Chegworth Valley orange juice is bottled on site at the company's Kent farm. They are available in glass bottles and have a two-year ambient shelf life.

**RRP** £1.80-£2.20 (250ml), £3.20-£3.60 (1 litre)

**Contact** 01622 859272 / info@chegworthvalley.com



## Street Monkey

Street Monkey ready-to-eat curries have a two-week shelf life and are available in flavours including Slow Braised Beef Madras and Punjabi Black Butter Daal.

**RRP** £6.00-£6.50 (600g)

**Contact** 07974 414675 / www.street-monkey.com



## Sinclair Condiments

Sinclair Condiments' three-flavour range of ketchups includes Hot Banana, Red Pepper and Smokey Chipotle, and can be used for curries, as a condiment or as pizza sauce.

**RRP** £2.99 (280g)

**Contact** 0845 0521351



## Nix and Kix

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

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

**Contact** 07906 278295 / www.nixandkix.com

➡ **Dave Songer**  
 ✉ dave.songer@newtrade.co.uk  
 ☎ 020 7689 3358



## Aviko

Aviko has added Golden Hash Browns to its range, which is made with grated potato, onion and seasoning. They are gluten-free and use 100% sunflower oil.

**RRP** £1.29p (630g)

**Contact** 0800 633 5611



## Brewgooder

Brewdog's Brewgooder Clean Water lager is a 4.5% ABV session lager that gives 100% of its profits to clean drinking water projects around the world.

**RRP** £1.75 (330ml can), £6 (four-pack)

**Contact** www.brewgooder.com

## Focus

# Africa special

Despite the continent's size and its varied cuisine, African products are somewhat underrepresented in the UK. This week RN gives retailers access to three products, all of which are made in the UK



## Love Chin Chin

Love Chin Chin is West African snack made from plain and soya flour. It has a biscuit-like crunch and is available in three flavours Coconut, Vanilla & Cinnamon.

**RRP** £14.99 (3x450g)

**Contact** www.realafricanfood.com



## Bim's Kitchen

Bim's Kitchen's spicy ketchup is made with papaya from Uganda, tomatoes and spices including tamarind, fennel seeds, chilli and West African alligator pepper.

**RRP** £4.50

**Contact** 07412 619013 / sales@bimskitchen.com



## BigHorn Biltong

BigHorn Biltong's entire range of grass-fed British beef snacks contains no additives or artificial flavourings and is available in flavours including Cracked Black Pepper.

**RRP** £2.50 for 35g pouch

**Contact** 01386 462223

## Jack Cross

Warner's Budgens,  
Bidford-on-Avon

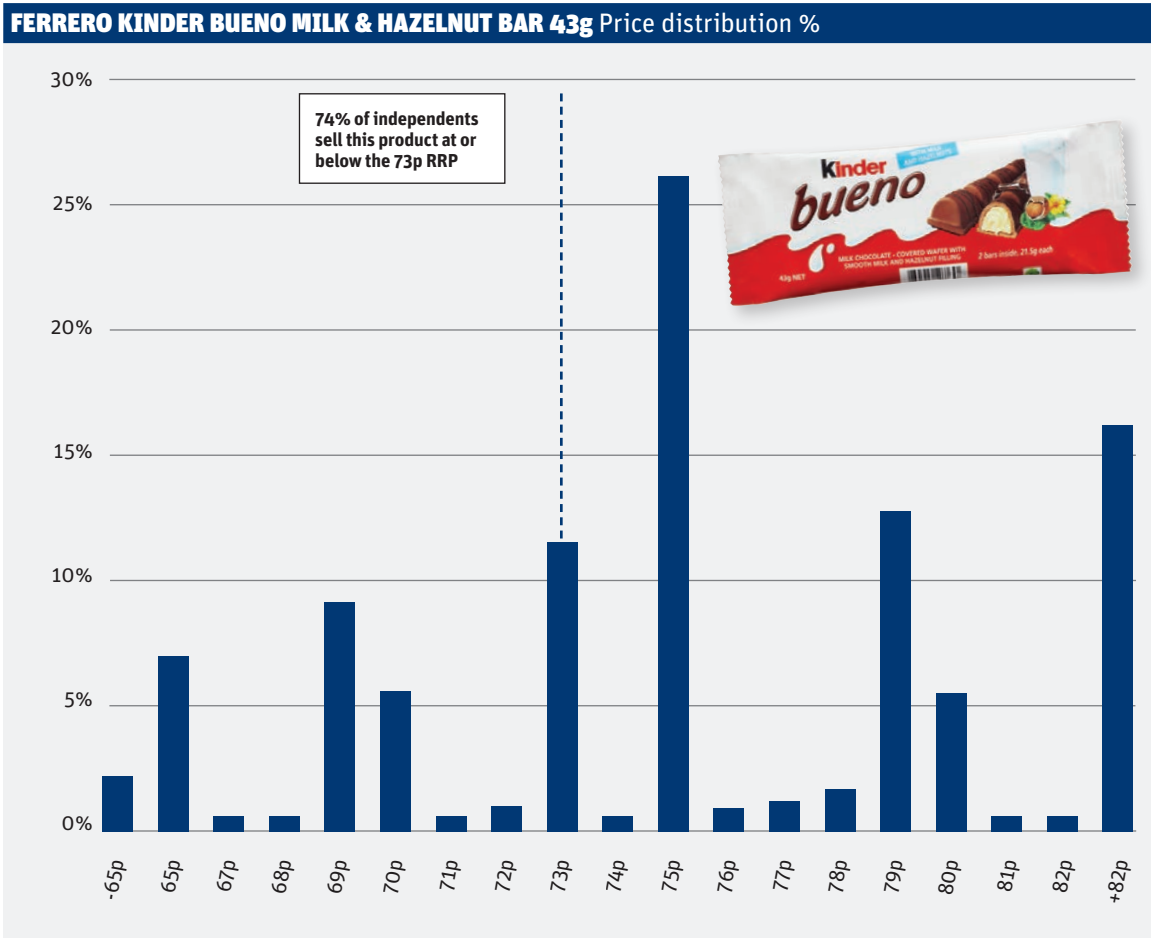
We have four flavours of BigHorn Biltong and we sell around 30 a week.

Originally we only stocked it next to the alcohol, but it's been so popular we now have it in seven places around the store, using clip strips.



# PRICEWATCH

## Profit checker Chocolate



## Price checker

PRODUCT
Cadbury Twirl 43g
Kinder Bueno Milk & Hazelnut Bar 43g
Snickers Duo 83.4g
Wispa 43g
Kinder Bueno White 39g
Twix Xtra 75g
Mars Duo 85g
Boost 49g
Frys Turkish Delight 50g
Mars 51g
Snickers 58g
Euro Shopper Milk Choc 100g

## Analysis

The retailers on our Price Checker table may have decided to charge as much as 12p over the RRP for a Kinder Bueno Milk & Hazelnut Bar, but our Profit Checker signals a different strategy. This shows 26.4% of

retailers hovering just above the RRP of 73p by charging 75p. Around 12% choose to stick to the RRP and 13.2% sell at 79p. Most of the retailers on our Price Checker chart who charge substantially over the RRP are oper-

ating in small villages or residential areas, suggesting they are taking advantage of the impulse nature of the category, the convenience of their store and its lack of competi-

## How we drive our profit

### Kate Mills

**STORE** Heath Stores  
**LOCATION** Horsmonden, Kent  
**SIZE** 1,800sq ft  
**TYPE** rural

#### TOP TIP

Use reps who genuinely add value to your business. My Mondelez rep re-merchandises and tops up low-running stock



**I add 5p** to the RRP of my chocolate confectionery. I'm a village store and so there's no competition. If someone wants a chocolate bar they will pay 5p more for it. I differentiate between competitive pricing on the items people need – such as fruit and vegetables – and the items they want, such as confectionery. Chocolate is an impulse buy so I have a two-metre bay for impulse and another area for pic 'n' mix and luxury chocolates. I've positioned this bay at the front just as you come into the shop so it's hard to miss.

### Paul Edwards

**STORE** Edwards of Townfield  
**LOCATION** Nocturum, Wirral  
**SIZE** 3,000sq ft  
**TYPE** residential

#### TOP TIP

Position your confectionery next to the till or at the front of the shop. It's an impulse purchase and you can capitalise on this



**My confectionery** is opposite the counter, which is the prime position for an impulse range like this. I used to stick to the RRP all the time, but I can't now, because everything's been squeezed. I've been in this business for 15 years and to keep my prices on 'headline' products such as sugar, bread, and milk low. I need to make around 30% margin on other items. I have five stores, but in my Townfield store there's no competition so I can go between 2p and 7p above the RRP in this category. In other stores I might be a bit more competitive.

➡ Helena Drakakis

✉ 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 CAMBRIDGESHIRE VILLAGE HIGH STREET STORE	RETAILER 2 HIGH STREET STORE IN SMALL KENT TOWN	RETAILER 3 C-STORE AND POST OFFICE IN WEST LONDON	RETAILER 4 NORTHERN SCOTTISH COASTAL VILLAGE POST OFFICE	RETAILER 5 SMALL CENTRAL MANCHESTER C-STORE	RETAILER 6 POST OFFICE AND C-STORE IN SOUTH WALES VILLAGE
50p	70p	–	–	50p	–	50p	–
75p	73p	73p	80p	85p	84p	79p	79p
88p	79p	£1.00	£1.00	89p	90p	99p	99p
50p	50p	–	–	50p	–	50p	–
75p	73p	–	80p	64p	84p	69p	79p
87p	79p	79p	£1.00	–	93p	99p	99p
87p	79p	99p	£1.00	99p	–	99p	99p
50p	70p	50p	–	50p	–	50p	–
76p	74p	91p	80p	–	86p	69p	79p
66p	61p	71p	75p	63p	60p	69p	79p
67p	61p	71p	75p	75p	60p	69p	79p
50p	60p	50p	50p	50p	50p	–	50p

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Mo Razzaq

Family Shopper, Blantyre



Spice of Life  
curries –  
£2.69



#### How did you discover it?

When I opened my Family Shopper I put a call out for local produce. A restaurant, Spice of Life, has a good reputation locally and I wanted to create meal solutions for families and busy people. I also use a local butcher for traditional Scottish meals and a bespoke baker.

#### Who buys it?

The clientele for curries is mixed. There are people buying for an evening meal, but we also have business people and staff buying for their lunches. Our food to go has grown 30% year on year and on curries we are making a 26% margin.

#### Why is it so popular?

The food is fresh and tastes really authentic and traditional. The portions are generous too. We make sure on the packaging that people know it's from a local supplier. I also like the price. I could sell them at £2.99 but I've chosen £2.69 so I remain competitive.

## Ranjan Patel

**STORE** Marsh Hill News  
**LOCATION** Hackney, East London  
**SIZE** 500sq ft  
**TYPE** residential

#### TOP TIP

Stock as wide a range as possible, with a mix of sizes and prices. As long as it's there, sited around the till, it should sell



**At the moment**, Mondelez has a lot of pricemarks and we're doing well with those. Customers will pick up two of the 50p price-marked bars, such as Twirls, for £1. If you've got a family, those two have four separate bars in them, so you can share them around. The pricemarked ones just go really quickly. When they're not pricemarked, we tend to stick with the RRP or set our price near it. Some people would rather buy a £1 slab. For only 35p more you get a lot more, but some customers are worried about sugar levels and don't want to trade up.

## Meten Lakhani

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

#### TOP TIP

Follow planograms and try to go for reduced price quick-sellers rather than stock that's going to sit on your shelf



**I have seven** metres of confectionery space, four shelves high, and it's a counter display. It's an important impulse category for me, and chocolate bars sell really well when they are pricemarked. My rate of sale on £1 pricemarked slabs and 50p bars is good, and I do well on three for £1 deals. On the Kinder Bueno bar I charge 85p, but I do three for £1.25, too. Lots of school kids and students love those bars. I go around 10p above the RRP on single bars, partly because to take into account shoplifting because these are items near to the till.

# YOUR VIEWS

## YOUR LETTERS

### ■ Smiths' poor level of service is indicative of the news industry

Once again I write this letter regarding poor level of service from Smiths News.

Saturday 13 May I received the Daily Mail, The Times, The Sun and The Telegraph at 8.20am. I did phone Smiths call centre asking them what was happening and the answer was "we don't know, we don't get any information."

I have said previously Smiths News is not fit for purpose.

With every other supplier I can contact senior managers about their service. But in the news industry I can't. Publishers' and wholesalers' attitude is like three wise monkeys, but in this case it is two.

If you were getting poor service from major utility companies you would get compensation, with these two companies you would be lucky to hear from their managers.

The publishers in question just check your return figures.

And finally the subscribers of The



**If you were getting poor service from major utility companies you would get compensation**

**Vijay Patel**



Telegraph and The Times are not happy because they can't use their vouchers due to late arrivals of titles they want.

Enough from me until next time which I am sure will not be long.

**Vijay Patel**  
Higham Newsagent  
Higham Ferrers

**A Smiths spokeswoman said:** "We are contacting Mr Patel directly to follow up and discuss the issues he has raised."

### ■ Times' Scottish sales claim is 'quite misleading'

The Times' claim that it is "close to The Herald" in Scotland (RN 28 April) is actually quite misleading when

you dig deeper into the figures.

A few facts regarding paid-for sales of the titles in question.

The Times is quoting a figure of over 27,000 copies but which is inflated by more than 8,000 additional copies given away free of charge.

Growth of paid-for sales of the Times in Scotland was 1.8% in March.

The quoted growth figure of 11% was achieved by people picking up free copies which doesn't benefit newsagents.

From the March ABC report The Times actually sold 18,977 copies in Scotland (excluding copies given away free of charge to readers).

Sales of The Herald in March averaged 28,010 per day, more than 47% higher than The Times (this is our internally audited sale, the most recent ABC audited figure is 28,872 – Jul-Dec 2016)

Perhaps we don't highlight enough that The Herald is comfortably the main quality national newspaper of choice in Scotland but I hope the figures above help to clarify that point.

**Gordon Santana**  
Head of circulation  
Herald & Times Ltd

**News UK declined to provide a response to this letter**

## YOUR SAY What is the most helpful piece of advice you've gained from your symbol group this year?

### Sam Coldbeck

Wharfedale Premier, Hull  
The best thing from Booker this year has been everything they've done with chilled and fresh. They have really opened up the supply and they've helped us create a much bigger butchery section and fruit and veg range so we can be a one-stop shop for customers – which has worked particularly

well on Sundays. We had a lot of help from our RDM with merchandising and improving our website and it's been going really well for us.

### Shandip Patel

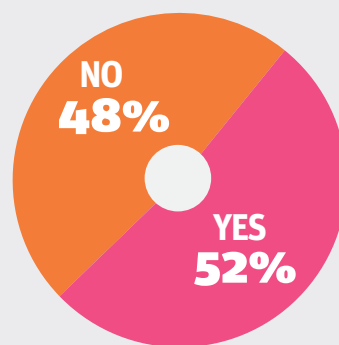
Nisa Krystals Express, London  
The best piece of advice would have to be to always be compliant on all aspects of retailing in the sense of selling tobacco and alcohol inside the boundaries of safe retailing, so that we don't have the councils and inspectors on our backs at all times. Other than that it's always about special offers and to take advantage of the prices we can buy in more stock of, to ascertain our profit margins.

### Steve Archer

Three Premier stores in Staffordshire and Cheshire  
Booker recommended we speak to a company called My Coffee Station. We are doing a refit of one of our stores next month and we have decided to put in one of their machines. They are fantastic to work with and I would recommend them. We have two companies near that store who employ 200 people each and we already do food to go there so it could work really well for us.



## RN READER POLL



**Do you have a dedicated food to go section?**

### NEXT WEEK'S QUESTION

Would alcohol-style licensing for tobacco help tackle illicit trading?



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



## REMEMBER 'GOOD SERVICE'?

**At a staff party I presented Jim Daniels (right) with a gold watch to mark his retirement after 50 years selling and delivering newspapers.**

His observations on changes over that time include much later deliveries, no "top-ups" i.e. a second delivery mid-morning if more papers were required, far more paperwork,

less or no restrictions on selling newspapers, less or little control over your supply and a much less personal service from wholesalers.

His fondest memories are when we had two wholesalers (Johnsons and Hopkins) supplying us with virtually no carriage charge and

fantastic service from them both!

**Steve Archer**  
Premier Archer Stores  
Staffordshire and Cheshire

**100 YEARS AGO**  
19 May 1917

President of the National Book Trade Provident welcomed an increasing number of women in the book-selling trade. He felt they should have a voice in the management of the society.

## VIEW FROM THE COUNTER with Mike Brown



Just as Blanche states in her column last week, I also totally agree with columnist Neville Rhodes (RN 28/4) who said newspaper publishers should provide a commitment to retailers that all future price rises will come with pro-rata increases to trade terms. At the recent Northern district council meeting, John Abbott from Darlington urged the NFRN to take action to stop publishers making further cuts to trade terms.

As the news side of our businesses become more unsustainable the publishers risk accelerating its decline with this practice. I also agree with my namesake Mike Brown, from Wantage, when he talks about the problems of allocation for sub-retailers fulfilling hotel orders.

Many times I have run out of papers in my shop but get some returned from the

sub-retail outlets I supply. It is difficult to justify an increase in supply on that basis, but news wholesalers should give more leeway to newsagents who sub-retail to provide them with an opportunity to grow their news business.

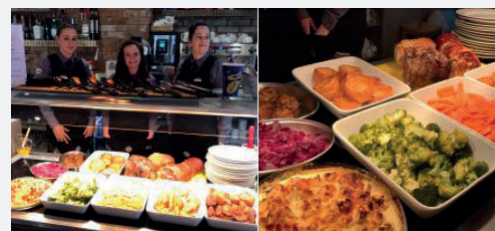
Although not directly on the route for the third Tour de Yorkshire this year we still did very well with our cycling titles, selling out of Cycling Weekly.

During the tour the village created a carnival atmosphere with food and drink stalls, a led bike ride for youngsters, a hot air balloon and a big screen to watch the full race.

To recognise its hard work the District Council presented the village with a commemorative plaque. We (Stokesley) received the first one created in 2016 to mark what was and still is a very special day we will never forget.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



Our fast becoming famous Sunday **#carvery** is in the oven don't forget you can take away too!! From 12-3 every Sunday **#localmeats**

**Dan@WhitstoneStores**  
**@whitstonestores**

Well done to responsible National Lottery retailers - 89% of those visited in 2016 correctly asked for ID

**NFRN**  
**@NFRN\_Online**

Great store visits this morning in Las Palmas. The new Spar Natural concept store was amazing

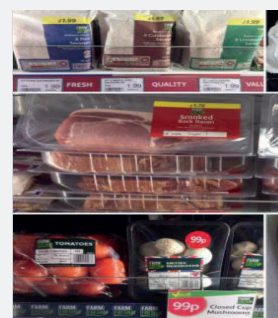
**@SPARInt**  
**@SPARDSAP @SPAR\_PrincessSt**

**Paul Stone**  
**@stonespar**



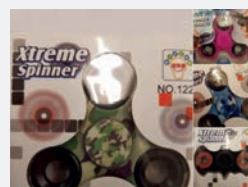
Having this range available to us since Booker takeover has been great. It offers value to our customers that we just didn't have before.

**Jatinder Sahota**  
**@TindaSahota**



Working to meet Landlords invitation for Community to buy Village Shop. Fund raising Concert & Open Gardens in June.

**Itteringham Shop**  
**@ItteringhamShop**



Spinners! Just arrived in-store and will probably be gone by the end of the day. Get 'em while we got 'em

**Farrants**  
**@Farrants\_Cobham**

# ACADEMY IN ACTION



Follow  
@IAAcademy  
for ideas and  
inspiration

## Availability

The IAA's Helena Drakakis joined JTI's Kieran Marsh and retailer Vin Patel to help identify improvements to stock availability.



**Name:** Vin Patel  
**Shop:** Wady & Brett  
**Location:** Charing, Kent  
**Size:** 920sq ft  
**Staff:** 4 full-time, 9 part-time or casual

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



Vin Patel runs a bustling shop on a village high street in Charing, Kent. He bought the Londis affiliated business in 2003 and has run it as such ever since. Around 80% of Vin's customers are regulars, either from Charing or surrounding villages, and the area is also a seasonal tourist hotspot with local events, such as horse racing taking place.

Housed within a Grade II listed building, Vin is limited as to how he can use the space in his shop and expand upon it, but he's keen to keep his shelves fully stocked at all times. The CTN carries mainly a range of groceries, household items, stationery, confectionery, soft drinks, alcohol and tobacco and has around six meters of chiller space for food-to-go and fresh fruit and vegetables, alongside three freezers. With food-to-go a growing category for Vin, he wants advice on availability and to create better systems to predict when out-of-stocks may occur.

### Vin's Challenge

Vin struggles sometimes with availability, especially around occasions and changes in the weather. He needs advice on creating better planning and monitoring processes.



### VIN SAYS

“Food-to-go is an area that we really want to build on, but better judgment on how much stock to buy in, and when, is crucial especially with short-dated products. I take notes of seasonal and local events, but as I plan to expand the section I want the right balance between availability and minimum wastage. When you're proud of your shop it's easy to overlook issues or opportunities because you're here every day. It's great to have the IAA & JTI to come and have a look at the shop as it's a chance to have a fresh perspective and ideas about how to improve and be even better.”

## IAA ADVICE

**1 Monitor events and the weather so you have the items you need in time**

Vin relies on his EPOs system to generate orders through his symbol group and the other suppliers he works with, however he sometimes finds himself running out of food-to-go items at key periods. "For example, as the Easter weather turned warmer my French baguette sales exceeded expectations," he says.

Vin has started making notes around weather-related sales spikes, but Kieran suggests he makes his data work harder for him. "Combine note-taking, experience and knowledge with analysing EPoS data over a period of time to establish patterns and to extract key learnings."



### Action:

Analyse EPOS data to predict when certain products will be in high demand and avoid going out of stock

## 2 Set availability targets and monitor success

Currently Vin relies on his staff to observe gaps in stock on the shelves and to scan out-of-stock items with hand-held terminals. However, this is ad-hoc whenever staff have the free time.

Kieran suggests that Vin considers investing in an EPOS system whereby all stock is scanned on delivery and the system automatically flags when stock is running low, so checking is not left to chance. "Creating an availability target will give you and your staff a goal to work towards. A formalised process of manual gap checking will also focus minds on availability at certain times of the day," he says.



**Action:** Create an availability target and formalise processes to check out-of-stocks

### 3 Persistently follow up with suppliers to get items you need

Vin has recently experienced a problem with early warning issues over availability at a key selling period. "My flower delivery was short over Easter, and it was communicated too late for me to call in a back-up supplier," he explains "had I known earlier I could have arranged something with a local flower wholesaler to make up for this."

Kieran encourages ongoing communication through Londis's customer service channel. "It is best to alert suppliers and sales reps to any ongoing issues," he adds. There may also be a retailer forum he can join, so he can positively influence availability issues.



**Action:** Talk to your symbol group about availability issues to find the best way to work together

## PARTNER ADVICE

“Vin is clearly a good business man, he is knowledgeable about the market and is relatively well stocked. The IAA is about him getting even better. Vin currently relies on staff to check out-of-stocks, but this could be improved. Instead of relying solely on human observation, he should use the information on his EPoS system to build up a picture over time of what is selling well and when. Vin will never be able to predict the future exactly, but it’s about getting as close as he can.”

**Kieran Marsh**  
**Customer Marketing Manager**  
ITI



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## Setting availability targets and monitoring success

- ☐ Do you have an availability target?
- ☐ Is the target 95% or higher?
- ☐ Do you regularly (5 days or more each week) hit or exceed your target?

### Day to day management and checks

- ☐ Do you have minimum stock levels for items in your core range?
- ☐ Do you have a way of identifying your core range in-store to make checks easier?
- ☐ Do you do gap checks every four hours to find any out of stocks?

## Avoiding overstocking and waste

- ☐ Do you have a process for rotating stock so the oldest products sell first?
- ☐ Do you analyse data and adjust your orders so perishable items aren't overstocked?
- ☐ Do you perform a stock take on every category once a month and check it corresponds with your records?

## Managing suppliers and deliveries

- ☐ Do you have a calendar of when you need to place orders and deliveries are expected?
- ☐ Do you have backup plans in place in case what you order is out of stock or doesn't arrive?
- ☐ Do you book everything in and persistently follow up with suppliers to get the items you need?

## Planning ahead so new and seasonal items are available

- ☐ Do you plan ahead so seasonal items are available in good time?
- ☐ Do you use previous sales to help plan what you will sell and order accordingly?
- ☐ Do you monitor events and the weather so you have the items you need in time?

## What's working and things to fix

[illegible]

## Your action plan

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

# YOUR NEWS

## Hello! again as fascia is renewed

An Essex retailer has struck a deal with Hello! magazine to replace a fascia that has helped him carve out a unique identity for his store.

Bhavin Patel, of Tylers Green Stores in North Weald, Essex, has the only Hello! magazine fascia in the UK and has turned down offers from other suppliers including Coca-Cola and The Telegraph.

Mr Patel's store carries nearly 1,700 magazine titles as well as cigars and premium spirits. He said the bright red and white fascia stands out and attracts customers.

"It's helped us stay unique and it helps our sales of the magazines," he said.

After the fascia was initially installed in 2005 on a five-year basis, the contract was extended and the magazine has now agreed to a new fascia.

## Scotland gets own Farmers Guardian

Publisher Briefing Media has launched a new Scottish edition of Farmers Guardian in recognition of the contrasting political landscape across the UK, following Brexit and calls for Scottish independence.

Launched today, the new edition of the weekly features 32 pages of coverage dedicated to Scottish agriculture.

The publisher said it would be contacting 3,500 Scottish retailers about the new edition.

Farmers Guardian editor Ben Briggs said: "We feel now is the right time to serve the specific news and content requirements of readers in Scotland."

**Angry retailers want answers after depot switch delays** 'They are killing my business'

## Newsagents meet Smiths' MD for deliveries face-off

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers who have suffered more than two months of late newspaper deliveries following the closure of Smiths' Northampton branch have successfully set up a meeting with the company's managing director.

Chris Attridge, of Crick Post Office & Stores, is one of several retailers in the area who was set to meet Jonathan Bunting, managing

director of Smiths' parent company Connect Group, as RN went to print.

Since Mr Attridge's deliveries were switched to the Milton Keynes depot two months ago his newspapers have arrived at 5.50am instead of 5am.

With a 200-strong HND customer base – as well as being a supplier of newspapers to local hotels, warehouses and cafes – he has been struggling to fulfil his orders on time before opening the shop at 6am.

"I am sick of it, they are killing my business. It's just like banging my head against a brick wall," he said. "Before they closed Northampton they even called me and asked when I would want my deliveries and I said 5am."

"I have been with Smiths News for 25 years now and I must have spent about £1.5m with them in that time, and yet you feel like a number not a customer."

After weeks of receiving no answers through the

customer care line or his new distribution centre, Mr Attridge and other members of the group began calling Mr Bunting, who agreed to a meeting.

They hope it will be the start of a resolution to the problem.

March's closure meant 144 retailers were transferred to the wholesaler's Peterborough distribution centre and 400 to its Milton Keynes centre.

Smiths News declined to comment.

## Harj gives MP election briefing

Gloucestershire retailer Harj Dhasee has encouraged other shop owners to raise concerns with their local MPs before the general election. Mr Dhasee welcomed Cotswolds MP Geoffrey Clifton-Brown to Mickleton Village Stores saying "knowing your MP is key". The Nisa shopkeeper, who is a member of the Conservative Party, said Mr Clifton-Brown helped independents oppose extended Sunday trading laws last year.



## Council's facelift fund helps sales rise 15%

A Wakefield Council scheme that contributes towards shopfront improvements has led to a 15% sales uplift for one c-store retailer.

Sayed Loonat, of Keep in Touch newsagents and convenience store in Castleford, said the scheme had enabled him to give his store a much-needed facelift.

When Mr Loonat bought

the business two years ago, the store exterior had not been updated in close to 40 years.

As part of the revamp to the tired exterior, Mr Loonat increased the window size so products are clearly visible from the street.

He also installed an automatic door to make it easier for customers to en-

ter and an electric shutter.

Within four weeks, Mr Loonat said he had enjoyed a 15% increase in sales.

"People just pop in and look around," he said. "It feels like it is the town shop not just the corner shop anymore."

So far, 27 businesses have received funding under the programme that is designed to attract new

investment to Castleford, Pontefract and Wakefield Town.

Cllr Denise Jeffery, cabinet member for economic growth and skills at Wakefield Council, said: "People like going to individual shops rather than internet shopping because they can go for a coffee or food, and it becomes a social thing."



**Fire-hit retailer scoops top prize** Award is 'vindication'

## NFRN names its star performers

by Tim Murray

RNreporter@newtrade.co.uk

A retailer whose store was destroyed by fire a year ago managed to rebuild his business and go on to be awarded Convenience Retailer of the Year at the NFRN Local Awards for the Southern Region last week.

Mayur Patel (pictured above, bottom left), of Saxon Fields Stores in Andover, almost quit the business after the shop, stock room and back office were all gutted in the blaze and he was left with no stock. However, with the support of the NFRN and its Mutual arm, as well as Booker and Premier, the family took steps to save the shop.

"Initially we were shell-shocked," said Mr Patel, speaking after the award at the ceremony which took place at the Crowne Plaza Hotel in Reading.

"It was such a good shop and was starting to thrive. It was two weeks before we could even think about what we were going to do, but we decided to give it a revamp and start all over again."

Three months later, the completely new store opened its doors

and business has since boomed for Mr Patel. He said: "Our gamble paid off and winning the award was vindication for all the hard work."

"The award is in the prime spot on the counter, we want our customers to know we won and it's because of their support."

Other winners on the night included Navin Patel, of Stephens Newsagents in Southsea; Surekha Patel, of Best-one in Bexhill-on-Sea; Colin Hewitt, of Pretoria News in Portsmouth; Linda and Charles Carmichael, of Rocheforts in Cheriton; Michael Today, of Good News in Chichester; Marcus Leong, of Broomes in Buckhurst Hill; Dev Patel, of This & That in Plaistow; Chandrakant Patel, of Marsh Hill News in Hackney; Kevin and Caroline Shovelar, of Sweet Market in Southampton; Narendra Patel, of Classic News in Borough; Bejay Ices in London; Prime Cash & Carry in Gillingham; and Tony Trott, of Kardwell Hobbs in Cheshunt. Diana Rushbrook and Val Chung both won local member awards.

NFRN past-president Colin Fletcher said: "It was a brilliant evening and went really well."

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# ADVICE CENTRE



## How to hold a tasting at your store

Kate Mills of Heath Stores in Kent shares her top tips for customer engagement by getting them to sample new and local products

**R**etailers are always looking for innovative ways to engage with their customers, and holding tastings, where people can sample new lines and local products, is a great way to do it. For Kate Mills, owner of Heath Stores in Kent, tastings are an integral part of her sales strategy.

"It creates a place that people want

to come back to," she says. "It's not necessarily about seeking an uplift in sales – although that's obviously nice – but about creating the right atmosphere in store, and making customers feel like they have some ownership." Here she outlines five key steps for retailers to follow in order to unleash the power of tastings in their stores. ●

### 1 Choose what type of tasting to run

We run three types of tastings. We permanently have something going on which is part of our store's USP. Then we'll push specific new products. I realised we didn't have any pork scratchings, for example, so I put out two types and let customers decide which they preferred. Also, suppliers come in and do tastings themselves – this will be more of an event, with a dedicated area near the door.

### 2 Decide what kind of product you want to put out

My default example is always cheese: you can't run a cheese deli without tastings, it won't sell. But that's okay, because my cheese comes with a 40% margin. But sometimes there will be a product I like – a condiment for example – which only sells when it's on a tasting, and the margin isn't high enough to justify it. Eventually, I'll be forced to delist it. So there's a balance you have to get right.

### 3 Tie in with events

Tying in tastings with events gives them a huge boost. For example, 21 April was National Tea Day so I held a tea tasting. We sell PG Tips – people always buy them – but we also stock premium tea, so the idea was to get customers to be more adventurous. Coming up there's National Beef Week, National BBQ Week, National Gin Day – I'd say I do a tasting for three quarters of the food days out there.

### 4 Work with local suppliers and reps

Once a month we'll get a supplier to come in and do a tasting. Usually we work with local suppliers – this is the joy of local suppliers, they're very enthusiastic, just a phone call is usually all the preparation you need and they'll bring their own PoS and so on. Some reps are also willing to help – Mondelez is really good. If a rep is pressurising you to take a new product, ask if they can come in and give out samples.

### 5 Engage customers

Finally, most important of all, is to make sure customers engage with the tasting. If you have a local supplier with a stand and their own PoS that isn't a problem. Otherwise, you can get staff to ask customers if they've tried the product. We'll also mention it on Twitter or Facebook. And currently, in our monthly newsletter, one of our staff reviews a product in the store, and we'll often tie that in with a tasting.

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

# INDUSTRY PROFILE

## Boost Soft Drinks

**Independents-only energy drinks brand Boost is working hard to keep the category strong and growing. Its managing director Simon Gray explains why investing in new flavours and low and no-sugar variants has been the right way forward**

**RN We are approaching the peak summer sales opportunity for soft drinks – how is the market, and Boost within it, performing?**

**SG** The soft drinks category increased in value by 2% in the past year and now stands at £1.5bn. Energy drinks contributed £455m – or 31% – of this, making it the largest sub-category by a considerable margin. Boost Drinks has enjoyed consistent growth over the past few years.

**RN What are the major soft drinks trends that will define the summer?**

**SG** Sugar-free sales are growing exponentially, up 47% in volume. While that starts from a low base, this is a category that cannot be ignored because it will continue to grow as more consumers seek sugar-free and low-sugar options. The other big trend we're seeing is new flavours. There is growing demand for different flavours in this category, and most product development is now in sugar-free variants.

**RN Boost has long had a reputation for its commitment to the independent sector – how does this affect your activity?**

**SG** We only sell through the independent channel, so we champion independent retailers. We spend a lot of time listening to our customers and acting on what they tell us – across our portfolio, new product development, brand support and everything else.

**RN Pomberri Blast is the latest Boost flavour to be introduced – tell us about the flavour and why it's the right time to launch it.**

**SG** Pomberri Blast is the latest sugar-

free variant from Boost Drinks. It features a blend of pomegranate and blueberry flavours, in a 250ml can priced at 49p. It's available as a limited edition, with a particular focus on consumer activity to support the festival season. We're expecting high demand for this as blueberry and pomegranate flavours are outperforming the market.

**RN Boost also has a new packaging design. What insights fuelled the changes and how will the new look benefit retailers?**

**SG** As part of our ongoing commitment to supporting independent retailers, we reviewed the look and feel of our packaging, bringing it up-to-date, refreshing Boost's brand identity and giving it a more contemporary feel. The packaging is distinctly different, looks fresh, and will resonate with consumers. We believe it will enable retailers to remain competitive and provide great shelf presence in store.



**Retailers should have the right mix to give consumers choice**

**RN Which formats are most successful and what does this tell us about current shopper behaviour?**

**SG** 250ml and 500ml are the most popular formats, which is key when considering space allocation in the fridge, but retailers should also consider the take-home market, which is predominantly driven by one litre bottles.

**RN The sugar levy is fast approaching and energy drinks specifically have come in for criticism. How is Boost dealing with this?**

**SG** Boost Sugar Free launched in 2003 and Boost Sugar Free Pink Lemonade in 2014, so for nearly as long as the brand has existed we have offered a sugar-free alternative. We continue to see significant growth in sugar-free sales year on year.

**RN Finally, what sales opportunities do independents need to make sure they cash in on?**

**SG** There are three things: as I've already mentioned, sugar-free is growing exponentially, with most product development now in flavours; 250ml and 500ml are the most popular formats for impulse; and apart from having a strong value proposition, retailers should have the right mix of products to give consumers choice – different formats, flavours and sugar-free are great options to boost sales.

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

**Company** Boost Soft Drinks  
**Managing director** Simon Gray  
**Profile** Boost's portfolio of energy drinks is sold exclusively through the independent channel. It is available in a range of sizes, including 250ml, 500ml and 1l formats.

**Latest news** Boost recently launched a limited edition Pomberri Blast flavour for the festival season. It is available in 250ml priced at 49p and is sugar-free.



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# CIGARS



That cigars provide an opportunity to gain margins and sidestep the harshest elements of the new tobacco regulation is widely known, but how can retailers take advantage? **Dave Songer** visited cigar specialist **Harry Patel** to find out

## Take the advantage

**H**arry Patel opened his store in Warlingham, an affluent village in Surrey, in 2013 and called on his six years' experience gained from owning a cigar-specialist shop in London to develop a range that brings in customers from miles around. As retailers nationwide face huge upheaval in the tobacco category, we decided it was time to visit a store like Harry's, where margins of 30% and a loyal customer base highlight how tobacco can still be at the heart of a business's offer. And we set ourselves a challenge: what can this highly specialised retailer teach the average convenience store and CTN about the niche side of the market?



**It's important for retailers to include a range of top-sellers from each segment**

### HARRY'S TIP: DO YOUR RESEARCH

"Knowing as much as possible about the category puts you in a good position to try new products and different types of cigars – everything that brings in more customers."

### SUPPLIER VIEW

"It's important for retailers and their staff to have a thorough understanding of what's happening in the cigar category, including the areas of growth, the most popular pack formats and what wells well in their area."



**Jeremy Blackburn**  
JTI head of communications



### HARRY'S TIP: BUILD A VARIED RANGE

"My range now covers more than 12 products, including mainstream products such as Moments, Café Crème and Panama. Yet my bestseller is also my most expensive, Romeo & Juliet, which has a margin of around 30%."

### SUPPLIER VIEW

"Many consumers remain loyal to well-known brands. As a result, it's important for retailers to include a range of top-sellers from each segment in their range so that they don't miss out on sales."



**Jens Christiansen**  
STG head of marketing and public affairs

### HARRY'S TIP: MAKE MERCHANDISING A PRIORITY

"Cigar companies are doing their best to help us but I have trained my staff so they're clear on the exact location of every pack of cigars, aided by colour-coded stickers."

### HARRY'S TIP: DON'T BE AFRAID OF PREMIUM

"I sell cigars from £9 a pack to Cuban cigars that cost around £30. To draw attention to them, I have also taken photos of cigars and displayed them on gantry doors."

### HARRY'S TIP: KEEP YOUR PRODUCTS FRESH

"Customers who spend more on tobacco know automatically when a premium cigar has not been kept in the right condition. This risk makes using a humidor or keeping products in sealed tubes vital. Otherwise a high-value item will suddenly be worth nothing."

### SUPPLIER VIEW

"Make the most of the room post EUTPD II and try something else; put permitted cigar tubes on counters or at eye level. Because the tubes are airtight, these products are kept moist for longer."



**Alan Graham**  
Davidoff UK manager



**Harry beats London cigar prices by as much as £8**

Cigars is one sector of the tobacco market where branding is still permitted



A range of premium and budget products will cater to all customers



### HARRY'S TIP: CAPITALISE ON LOYALTY

"The best way to become a destination is through word of mouth and I have a customer who heard about us and now travels two miles to my store because of my prices. He works in London but Romeo & Juliet cigars are £8 cheaper in my store than he finds them there."

### SUPPLIER VIEW

"Retailers should be aware that cigar smokers can be very loyal to their brand, so make sure it's in stock. If it is out of stock they will simply shop elsewhere."



Tony Lyles  
Ritmeester field  
development manager

### HARRY'S TIP: MAKE THE MOST OF SEASONS

"Summer is by far the best season in my store. People come in to buy barbecues, ice or alcohol and its then at the till that they decide to ask for a pack of cigars. It's a part of that bigger basket spend."

### SUPPLIER VIEW

"Uplifts in sales are often seen during the summer months and other periods of improved weather. Having the right range is key – 38% of cigar consumers will choose different cigars for different occasions."



Rob Taylor  
Imperial Tobacco  
communications  
executive



### HARRY'S TIP: ENCOURAGE LINKED PURCHASES

"Fancy lighters, cigar holders and cigar cutters are all excellent link purchases and we position them on the counter close to the single cigars. They have superb profit margins, upwards of 40%."



# Your Logical Guide to E-cigarettes

Over a series of four chapters, JTI will guide you through all you need to know to make the most of the profit opportunity the e-cigarettes category provides.

## CHAPTER 1: TPD2 – BE COMPLIANT

Ahead of 20th May 2017, from which e-cigarettes will face product and packaging restrictions under TPD2 legislation, you should be focusing on selling through e-cigarette stock that does not comply with the new requirements of TPD2.

### HOW TO BE PRODUCT COMPLIANT:

✗ E-liquid bottles over 10ml	✓ Health warnings
✗ Tanks over 2ml	✓ Child resistant packaging
✗ Nicotine strengths above 20mg/ml	✓ Leak-free refilling
✗ Packaging resembling food or cosmetics	✓ Product information leaflets

JTI recommends that you purchase e-cigarettes from a trusted reputable source to ensure your products are TPD2 compliant. **The Logic range - Logic PRO, Logic LQD and Logic CURV - is TPD2 compliant.**



### JTI's UK Government Relations Senior Manager, Tom Hirons comments:

"Make your shop the destination for e-cigarettes by providing product advice to best suit your customers' needs, whilst also reassuring vapers that you offer reliable and TPD2 compliant brands. By training staff on the legislation, you can ensure they are able to speak confidently to customers about the changes and handle any questions they have."

For more information and advice, speak to your local JTI representative, visit [www.jtiadvance.co.uk/article/tpd2-ecigarettes](http://www.jtiadvance.co.uk/article/tpd2-ecigarettes) or download the JTI Advance app.

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# BBQS & PICNICS

With spring almost over, and the first signs of summer beginning to reveal themselves, **Toby Hill** takes a look at how the industry is preparing for two of this country's favourite ways to toast warm weather

## Get ready for a great summer



Summer brings with it a number of seasonal opportunities but few are as wedded to the British psyche as picnics and barbecues. As soon as there's the smallest chance of sunshine, families and friends rush out to the nearest park or get the charcoal burning to celebrate, and this provides a huge opportunity for retailers to cater for last-minute shopping trips.

So what can you do to prepare for your customers' barbecues needs? How can you increase the spend of shoppers headed to the park for a picnic? What best practice allows you to cater for both opportunities? This week RN has asked suppliers and retailers for their best advice.



**We got our local butcher to put together "barbecue packs"**

### What works for barbecues?

**There's one fundamental rule for mastering barbecue season, according to Paul Mather, owner of Sherston Post Office in Wiltshire: make sure you've always got the essentials in stock.**

"You can't let yourself be caught out on that unexpected balmy day," he says. "At the core of what you need is charcoal – I've got regular charcoal, and also organic charcoal from a local producer, which a few customers always go for. Other essential items include charcoal lighters, utensils, bread rolls. We got our local butcher to put together "barbecue packs" of meat for us, with a couple of sausages and steaks and burgers. They're popular and give good margins too," he says.

Ranjit Singh is another retailer who stocks local meat in his store, Parans Minimarket in Rothwell.

"We buy branded meats made in the west Yorkshire area, which provides a more premium offer," he says. "Then we sell Premier's range of sausages and burgers and so on, which is a little more affordable."

Getting the merchandising right is crucial, he adds.

"I'll put the instant barbecues underneath the fridge with the meats, for example, so they're together and

customers can easily grab both at the same time."

Beers and wine sales are an obvious addition to the basket for these shoppers. Heineken's category and shopper marketing director Toby Lancaster highlights a few key tips for maximising the barbecues opportunity for beer sales.

"It's vital that a comprehensive chilled range is kept well stocked at all times, or retailers risk shoppers going elsewhere," he says. "Retailers should also take a cross-category approach to merchandising. These shoppers will be open to suggestions for food pairings, so consider ranging beers and ciders with relevant food pairings in the chiller to drive extra sales."

Heineken has launched two new varieties of its summer-themed Sol beer in time for customers' barbecue plans, a four-pack of 330ml cans (RRP £4.50), and a 650ml bottle (RRP £2).



**Paul Mather, owner of Sherston Village Post Office, gets his chilled range ready for summer**



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\*\*Based on an average calculation. 200g can only.

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# BBQS & PICNICS

## What works for picnics?

**With a park just across the road from his store, picnic season brings many hungry customers into Sandeep Bains's Simply Fresh store in Faversham, Kent.**

"We've got olives, cheeses, hams, wraps, crackers and cheese miniatures," he says. "Then for drinks I tend to sell single-serve options – mini bottles of wine, pre-mix cocktails. People can always just nip back into the store from the park if they want more."

This location means Sandeep intentionally eschews promotions on his picnic range.

"It wouldn't make any sense, as it's unnecessary and would eat into the margins – it's premium pricing all the way on our ready-to-eat products," he says.

Still, despite the ideal location, Sandeep admits that making the category work can be a challenge. "There are short shelf lives, everyone has different tastes, and some customers don't like picking up these kinds of products from a convenience store," he says. "You've got to make the best of what you've got access to – we've got high-end strawberries growing right at the end of our road, the kind of premium option you would find in Waitrose

or M&S, so we make a point of highlighting them."

Paul Mather, whose broad chilled range encompasses tzatziki, chorizo, and local scotch eggs, also recommends working closely with local suppliers.

"It can be difficult with short shelf lives and the range we have," he says, highlighting his smoked salmon pate as a representative example. "You have to liaise with your suppliers, so you can get a pack of six instead of 12 products, for example. You've also got to build a reputation with your customers over certain products, so they'll come back again."

Increasingly continental tastes have propelled a range of new products into the convenience market. Alongside its Seriously range of cheeses, Galbani Mozzarella and Galbani Dolcelatte has seen steep sales increases in recent years.

But the foundation stone of any picnic remains the same: bread. Warburtons recommend using PoS and in-store theatre to maximise the summer opportunity for bakery products, all of which can be sourced from the Warburtons trade website.



**A good selection of alcohol can increase customers' basket spend**

## What works for both?

**Barbecues and picnics provide the opportunity for a powerful boost to sales of a number of cross over categories including alcohol, soft drinks and crisps and snacks.**

Jayesh Parekh sees the hot weather as a great footfall driver for crisps and snacks, from multipacks of Walkers and McCoy's to single packs alongside a sandwich in a meal deal.

But it's the sharing packs which benefit most from the sun in his Jay's Costcutter store: "We stock a full range of the large

format Pringles – including bestsellers Cheese & Onion and BBQ – and people enjoy buying something new to try," Jayesh says.

Ranjit, meanwhile, focuses on soft drinks sales. "For people eating outside I make sure I have multipacks of soft drinks in the fridge, four-packs and even 10-packs," he says. "Instead of people buying a couple of cans for £1.50, they'll grab a 10-pack for £3.50."

Ranjit has also found a way to harness the growing trend for fruit ciders to drive sales in other parts of his store.

"I noticed that some younger people like to use the fruit ciders to make small cocktails," he says. "So I pair them with ice and plastic glasses, and they'll buy them up too. I sell loads of ice for picnics during the summer."

Ranjit pushes his seasonal deals using 'summer sizzler'-themed PoS. He also advertises seasonal offers in

his neighbourhood magazine, helping attract new people into the store.

"We have a concept called best price comparison, where we promise to try and beat any price that a customer finds cheaper elsewhere," he says. "We designed our own logo for it, which we include in the adverts and on social media. Customers love it and often chat to us about it. You get some fibbers, but you've just got to deal with them gently."

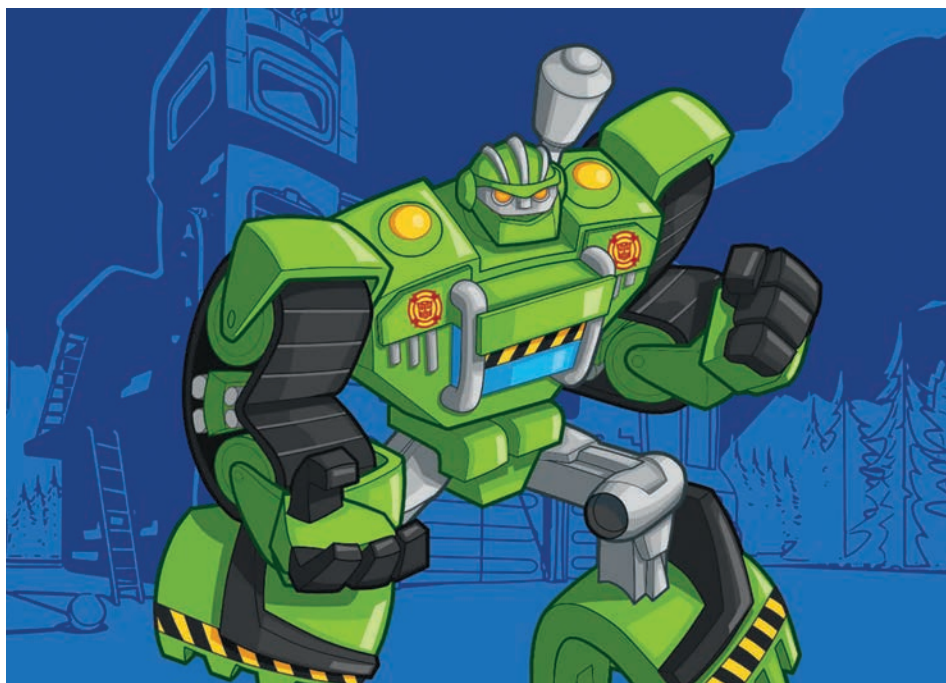
Finally, Paul Mather emphasises that it's all very well having offers – but you've got to make sure they match the demographic you're catering to.

"This week we've got Badminton Horse Trials happening near us: 125,000 people driving their 4x4s to the grounds of the Duke of Beaufort," he says. "So we've put Pimm's on special offer to undercut the supermarkets and get these customers coming into our store." ●



**Impulse-friendly sharing items such as Pringles are a good fit for a range of occasions**

# THIS WEEK IN MAGAZINES



## Pre-school target

# LATEST TRANSFORMERS TITLE WOWS YOUNG FANS

**This new monthly features the characters from the popular animated cartoon series with games, puzzles and posters, as well as free gifts**

**FOLLOWING ON** from Transformers: Robots in Disguise magazine, Signature Publishing is targeting younger fans of the ever-popular Transformers franchise with this latest launch. Aimed at the pre-school market, Transformers: Rescue Bots accompanies the already successful animated cartoon series which has generated the top-selling Transformers toy line for brand owner Hasbro. Readers can join Chase, Heatwave, Boulder and Blades along with the iconic characters Optimus Prime and Bumblebee on their rescue missions. The launch issue comes with a free Chase car stunt set and a four-roll sticker box.



**TRANSFORMERS  
RESCUE BOTS**  
On sale out now  
Frequency monthly  
Price £3.99  
Distributor Seymour  
Display with Paw  
Patrol, Thomas &  
Friends

## Round up



**Jennifer Hardwick**

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

## PASSION IS NEVER OUT OF FASHION

One of the greatest signs of the continuing vitality of the magazine industry is the passion of those who lead it.

This week I attended the Professional Publishers Association (PPA) Festival in London and listened to the editors of many of the UK's best-selling titles talk about what they love about their products and how they engage with their audiences. Several of the editors there, including Empire editor-in-chief Terri White, said their current editorship is the one they had always dreamed of.

Glamour's editor-in-chief Jo Elvin said the magazine's recently-launched podcast, which she hosts every week, is a "passion project" for her and she loves communicating with readers in a new way, but added nothing could ever take away from her love of the print edition. Meanwhile, Hello! editor-in-chief Rosie Nixon described the print product as the "king pin" of the business and said a recent tie-up with Facebook had boosted the title's social media following but, crucially, had also resulted in above-average sales of the print edition.

Of course, without you, all their passion comes to nothing, because ultimately what matters is that customers walk into your shop and take their titles off your shelves. Connecting with readers has become more complicated but also easier than ever in the modern world, and they should be doing all they can to improve loyalty to their brand. Where you can step in is to keep playing your part in connecting with your customers yourself, and doing all you can to make sure they stay loyal to your shop as well as their favourite title.

After all, passion is infectious. As Woman's Weekly editor Diane Kenwood pointed out, 74% of the UK population are magazine readers – so make sure they know about the opportunities you offer.



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**STICKER  
COLLECTION**

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**STARTER PACKS:**  
£2.99 RRP

**STICKER PACKETS:**  
60P RRP

**ON SALE SOON!**

# THIS WEEK IN MAGAZINES



## Bestsellers Music

Title	On sale date	In stock
1 Kerrang!	03/06	<input type="checkbox"/>
2 Mojo	20/06	<input type="checkbox"/>
3 Record Collector	22/06	<input type="checkbox"/>
4 Uncut	15/06	<input type="checkbox"/>
5 Q	06/06	<input type="checkbox"/>
6 Classic Rock	23/06	<input type="checkbox"/>
7 BBC Music	15/06	<input type="checkbox"/>
8 Metal Hammer	27/06	<input type="checkbox"/>
9 Guitarist	02/06	<input type="checkbox"/>
10 Gramophone	21/06	<input type="checkbox"/>
11 Prog	30/06	<input type="checkbox"/>
12 Sound on Sound	22/06	<input type="checkbox"/>
13 Country Music People	01/06	<input type="checkbox"/>
14 Vive Le Rock	10/07	<input type="checkbox"/>
15 Classic Pop Presents	03/08	<input type="checkbox"/>
16 Mixmag	15/06	<input type="checkbox"/>
17 Rock Sound	21/06	<input type="checkbox"/>
18 Guitar & Bass	02/06	<input type="checkbox"/>
19 Jazz Journal	20/06	<input type="checkbox"/>
20 Terrorizer	31/05	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## THE CHAP

As of this issue The Chap is becoming a quarterly, reduced from its former bi-monthly appearances, but with double the pagination. Publisher Warners Group says it is reaching out to a wider audience and broadening its horizons, with the extra 72 pages devoted to more in-depth sartorial features and longer features on topics previously eschewed in The Chap.



**On sale out now**  
**Frequency** quarterly  
**Price** £5.99  
**Distributor** Warners Group Publications  
**Display with** GQ, The Gentleman's Journal



## ROAD TO FIFA WORLD CUP STICKER COLLECTION LAUNCH

Featuring top players from around the world and the best national teams, this collection will prepare fans for next year's big football event and the emotion it is sure to bring with it. Collectors can kick start their collection with a starter pack, which includes an album plus 26 stickers. There are 528 stickers to collect in total. Extra sticker packets cost 60p.



**On sale** 25 May  
**Frequency** one shot  
**Price** £2.99  
**Distributor** Marketforce  
**Display with** Match Attax, Premier League Sticker Collection



## TOUR DE FRANCE: OFFICIAL 2017 GUIDE

With Great Britain's Chris Froome going for a record-breaking fourth title this year, the country's widespread enthusiasm for cycling looks likely to continue in the build-up to this year's July event. The guide includes the Official Tour de France Programme (220 pages), three A4 art prints, a route map, giant wall chart and Tour history book. Last year the product generated more than £20,000 of RSV at independents.



**On sale** 26 May  
**Frequency** annual  
**Price** £9.99  
**Distributor** Frontline  
**Display with** Cyclist Magazine, Cycling Weekly



## BBC TOP OF THE POPS

The new issue of BBC Top Of The Pops Magazine features make-up tips from top vlogger Zoella, as well as interviews with Dance Moms star JoJo and ex-One Directioner Harry Styles. Plus, readers will receive a free ticket to Alton Towers and are given the chance to win beauty goodies worth more than £1,000. They'll also get a free squirrel pen, a Harry Potter colouring book mini-mag and the usual surprise bonus gift.



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



## POKÉMON MAGAZINE

Now on its third issue, the only official Pokémon magazine in the UK continues the well-known characters' adventures in Alola. This issue also comes with a free Poké Ball disc launcher toy and 42 free stickers for collectors to build up their stocks.



**On sale** 24 May  
**Frequency** monthly  
**Price** £2.99  
**Distributor** monthly  
**Display with** Lego Star Wars Magazine

# GREAT NEW PUZZLE TITLE

## FROM **Take a Break** AND **tv choice**

### PLEASE DISPLAY WITH TV CHOICE



ISSUE 1  
ON SALE  
NOW



ISSUE 2  
ON SALE  
30 MAY



## MY MAGIC POT

In Germany, two magazines focused on recipes for the all-in-one cooking device Thermomix have sold in excess of 200,000 copies each per issue, while several others have exceeded 100,000. Anthem's launch is licensed from one of those selling more than 200,000 copies – Mein Zaubertopf (My Magic Pot). In Germany there was little former brand awareness but, according to Anthem, the magazine launches were met with incredible demand leading to re-prints and still further copy-cat launches.

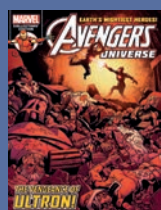
**On sale out now**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** BBC Easy Cook, Olive



## THE GENTLEMAN'S JOURNAL

The independent publisher of The Gentleman's Journal bills it as a brand which is seeing "significant growth" in print and as one which is focused towards a more sophisticated man than the market currently covers. The lifestyle magazine covers style, business, politics, features, tech, power, travel, food and drink, sport, property and the social diary. This month the price is increasing from £5 to £6.

**On sale out now**  
**Frequency** bimonthly  
**Price** £6  
**Distributor** Marketforce  
**Display with** The Chap, Men's Health



## AVENGERS UNIVERSE

As ever there are plenty of stories for Avengers fans to catch up with this month. This issue, the All-New Avengers tackle the sinister Annihilus inside the Negative Zone. Elsewhere, the Uncanny Avengers fight a desperate struggle against one of their founding members. Meanwhile, Hank Pym and Ultron have teamed up to become a single killing machine.

**On sale out now**  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Marketforce  
**Display with** Ultimate Spiderman, Wolverine & Deadpool



## FS

This month's issue of men's lifestyle title FS includes summer style advice on what to wear luxury slides with. Meanwhile there is a feature on French women's football team Lyon Feminin. Elsewhere, comedy character Chabuddy G promises readers he can change their lives. Content focuses on style, grooming, fitness, sports, tech and entertainment.

**On sale out now**  
**Frequency** monthly  
**Price** £2  
**Distributor** Frontline  
**Display with** GQ, Sport



## THE WIRE

Music magazine The Wire is celebrating reaching its 400th issue this month, having launched in 1982. The independent title covers a wide range of alternative, underground and non-mainstream music. The impressive milestone is marked with a series of special essays surveying the "territory between word and sound". Featured artists include Matt Lovelidge, Nick Hakim, Peter Katin & Florian Kindlinger.

**On sale out now**  
**Frequency** monthly  
**Price** £4.95  
**Distributor** Comag  
**Display with** Jazz News, Jazz Journal

## Industry viewpoint

**Diane Kenwood**

Editor of Woman's Weekly, Time Inc. UK



**Y**ou would imagine with the prevailing trend of declining sales that newsstand purchasers are pretty hard to find. But as more than 10 million magazines are sold on the newsstand every year, there are still an awful lot of people wanting and choosing print.

And I'd argue the newsstand/print relationship with readers, purchasers, consumers – call them what you will – has never been more important.

As a brand with a 116-year heritage, Woman's Weekly benefits from the inherent loyalty of large numbers of our readers, who buy the magazine because their grandmothers and mothers did before them, and we focus a good deal of our editorial attention on nurturing and deepening that vital engagement. Of course there's no room for complacency.

Print brands need to super-serve readers and give them as many reasons to keep coming back as possible.

More than that, research has shown magazines drive more synergies and activities, both commercial and in terms of cross-platform engagement, than any other media, so we need to use print more astutely than ever as a lever and a route to other platforms and commercial opportunities.

In an environment of noise and excess of choice there is real power in the familiarity and consistency that brands can harness by staying true to their values and tone of voice.

And with the proliferation of fake news and alternative facts, the newsstand offers products that provide authority and expertise that people can trust. We need to nurture and protect that relationship and use it to all our advantage.

**Top tip**  
 Woman's Weekly publishes regular special issues for all interests from gardening and knitting, to fiction and fitness. Display these alongside the weekly issue in prominent locations

**STAR WARS**  
 UNIVERSE STICKER COLLECTION

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**ON SALE 25TH MAY**

**PACKETS 50p**

**STARTER PACK £2.99**

**NEW COLLECTABLES AVAILABLE FROM**

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## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	17	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	72	100	8.99
Build your own R2-D2	20	100	8.99
Enhancing your mind, body, spirit	20	120	3.99
My Animal Farm	15	60	5.99
Jazz at 33 and third RPM	36	70	14.99
Simply Stylish Knitting	73	90	3.99
Star Wars Helmet Coll'n	36	60	9.99
The Beatles Vinyl Collection	7	23	9.99
Zippo Collection	45	60	19.99
<b>Eaglemoss</b>			
Build A Solar System	92	104	7.99
DC Comics Graphic Novel	46	60	9.99
Doctor Who Figurines	98	120	8.99
Marvel Fact Files	218	200	3.99
Military Watches	85	80	9.99
Star Trek Ships	98	95	10.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	91	120	2.99
Art of Cross Stitch	21	90	2.99
Art of Knitting	122	90	2.99
Art of Quilting	73	90	3.99
Art Therapy	114	120	2.99
Art Therapy 50 Mindful Patterns	17	80	4.99
Assassins Creed: the official collection	7	80	9.99
Build the U96	143	150	5.99
Dr Who Complete History	45	80	9.99
Draw The Marvel Way	37	100	4.99
Judge Dredd Mega Collection	62	80	9.99
Marvel's Mightiest Heroes	89	100	9.99
Transformers GN Collection	11	80	9.99
Warhammer	19	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	39	60	0.99
<b>Panini</b>			
F1 Collection	30	60	9.99

## Collectables

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

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

## Newspapers

Daily newspapers price/margin pence/margin %			
Sun	50p	11.15p	22.3%
Mirror	70p	14.98p	21.4%
Mirror (Scotland)	75p	16.05p	21.4%
Daily Record	70p	14.98p	21.4%
Daily Star	30p	7.26p	24.2%
Daily Mail	65p	14.5p	22.31%
Express	55p	13.31p	24.2%
Express (Scotland)	50p	12.10p	24.2%
Telegraph	£1.60	34.4p	21.5%
Times	£1.60	34.4p	21.5%
FT	£2.70	54p	20%
Guardian	£2	44p	22%
i	50p	12p	24%
i (N. Ireland)	50p	12.5p	25%
Racing Post	£2.30	54.0p	23.48%
Herald (Scotland)	£1.30	29.90p	23%
Scotsman	£1.50	33.75p	22.5%

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

Sunday newspapers			
Sun	£1	21p	21%
Sunday Mirror	£1.40	29.40p	21%
People	£1.40	29.40p	21%
Star Sunday	90p	19.89p	22.10%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.70	35.70p	21%
Sunday Mail	£1.70	35.70p	21%
Sunday Telegraph	£2	45.50p	22.75%
Sunday Times	£2.50	52.50p	21%
Observer	£3	73.50p	22%
Scotland on Sunday	£1.70	39.95p	23%
Racing Post	£2.60	61p	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	21%
Sunday Express	£1.40	29.65p	21.18%
Sunday Post	£1.60	33.6p	21%

THIS WEEK IN MAGAZINES  
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## PROMOTIONAL FEATURE

# All slush is not the same



Slush is once again very popular, just like in the 1980s. Why? It delivers serious profits and no hassle

**S**nowshock is a new generation of premium slush that outsells the competition by miles, and therefore makes you far more profit.

It is the UK's leading supplier to convenience stores and is also the preferred supplier to top symbol groups. Another advantage is all of its machines come with free stock to cover its cost.

For retailers searching for extra profit, slush should be top of the list. Here are our top tips to make sure your investment works.

## 1. Choose the right slush

It all starts with the slush itself. It should be bursting with mouth watering, fruity flavours and not lose its colour or flavour. Remember the slush where, after a couple of sips, the colour drained out and you were left with ice? Cheap slush like this does not sell anymore – choose carefully.

## 2. A quality machine lasts 10 years or more

A cheap import may only last a few months, so here are some questions to ask to help you choose the best machine:

Is the supplier well established? Are they properly supported by engineers to respond quickly if I need them? Do I get a full warranty and most importantly, is it on-site? Do I get free stock and will it sell? It's pointless having lots of cheap free stock if no one wants to buy it. Is it by a reputable manufacturer or a cheap Chinese copy?

## 3. Profits are amazing

It costs around 15p to make a small slush (200ml) and this sells for 80p to £1. You are likely to be surprised at just how popular it is. Here's the thing – you don't want sales to stop when the novelty wears off.

## 4. Putting our money where our mouth is

Snowshock's unique warranty has been enjoyed by customers for more than 14 years. Our machines are the best, to prove it we warranty them for the whole of their useful lives. All things considered, we are confident our machines are by miles the best value on the market. We have 70 engineers ready to visit if you need us.

## FAQS

### Will slush sell all year round?

Most retailers keep their machines on all year round.

### How many flavours should I sell?

The current trend is three-flavour machines, which allow retailers to impress their customers with more variety and flavour combinations, and give them the edge over their competitors. Two-flavour machines are also popular.

### Is it much hassle?

No. Just a normal socket and no plumbing is required. Maintenance takes a few minutes each month.

## KEY STATS

- The average customer sells their free stock, covering the cost of the machine in just six weeks.
- The average customer sells 15 cups per day, delivering £5,000 profit per year.
- Over the course of 12 years, the average customer makes £60,000 profit. Remember, the machine pays for itself.



Premium slush obviously costs more to buy than cheap slush. The profit comes from sales, not the money saved on something you sell less of.

## Find out how Snowshock can grow your profits

Call 0330 053 6132, email [sales@snowshock.com](mailto:sales@snowshock.com) or visit [www.snowshock.com](http://www.snowshock.com)



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# 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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