

RN

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Summer sports

Take RN's quiz to see how match-fit your products knowledge is

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2017
CONFERENCE
SPECIAL**



Kate Brown
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Leeds, Yorkshire



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Todmorden News Centre
Todmorden, West Yorkshire



Martin Mulligan
Mulligan's Service Station
Athlone, County Westmeath



John Parkinson
Broadway Premier
Penrhyn Bay, Gwynedd



Stuart Reddish
Crookes, Londis
Sheffield, Chesterfield

Six retailers, one future leader

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Shaping the future
of independent retail
since 1889



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**NFRN
2017
CONFERENCE
SPECIAL**

See inside the businesses
of the six candidates who
are standing for election
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system needs to be
completely reorganised”**

Neville Rhodes, column Page 28

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Radical change is the only answer
for the UK's struggling news
supply chain, says Neville Rhodes



**Our quiz
will get
you set for
a summer
of sport**

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WELCOME

Ferhan combines local expertise, personalised service and digital innovation to drive new shoppers into his store



Editor

Chris Gamm

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020 7689 3378

Pairing local knowledge and personalised service with a digital approach is driving more shoppers into local convenience stores.

This was the message we shared with suppliers visiting the RN stand at last week's Pro-retail show. Our aim was to demonstrate how working with innovative convenience stores can help their brands grow and inspire them with some fantastic examples of retailers delivering these trends effectively.

These included Mace retailer Adrian Thompson, whose fruit and vegetables travel from farm to shelf in minutes, appealing to locals and holiday makers alike, and Premier retailer Robert Kirkwood, whose customers drive up to 45 minutes for his speciality beer range.

The backdrop for our stand was RN's Lookbook of East Lothian retailer Ferhan Ashiq and the 14 April front cover in which he describes the technology that allows him to run his stores without him there.

When suppliers – and other retailers – visited our stand, we told them Ferhan's story and showed them his innovative digital-first approach. We were also privileged to have Ferhan on our stand on Wednesday giving live demonstrations of the technology he uses to run his stores in his absence.

Ferhan is just one example of a retailer combining local expertise, personalised service and digital innovation to drive new shoppers into his store.

You can find six more brilliant case studies in this issue, where we take a look around the businesses of the six retailers competing to become the 2019 NFRN national president.

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THE FREE-
FROM
MARKET**

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"Focusing on business as usual has led to our market-leading performance"

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BREAKING NEWS

Give your own store priority says top retailer

Retailers need to keep an eye on competitors, but the key to remaining ahead is looking after your own store.

That is the advice of leading retailer Jonathan James, of James Retail, in response to Co-op's plans to launch seven franchise convenience stores with service station operator MRH. "If you don't look after your own customers, someone else will," said Mr James. "Look at your own store and make sure it's the spoke for the community."

Initially, the seven 1,000 to 1,500sq ft stores will be part of a pilot and the first, which will stock Co-op products and branded goods, will open in Eastcote, North West London.

The partnership follows Co-op's 25-store tie-up with McColl's to provide own-brand products. Sainsbury's has also unveiled plans to launch a local franchise system, aimed at working with independent retailers.

Tesco Now 'no threat'

Retailers have expressed doubts that big retailers' moves towards express delivery are a threat.

Following the news of Tesco Now launching in central London, which promises to deliver within the hour, Shandip Patel, who runs 12 Krystals Express stores in and around the capital, said he is already ahead of the competition.

"Logistically, it's a lot more difficult for a multiple to deliver this service. We open 24 hours a day and nine out of 10 orders are between 11pm and 7am," he said.

Sainsbury's has already launched its one-hour Chop Chop service.

Party wants to offer new business start-up funding 'C-store owners are entrepreneurs'

Lib Dems' poll pledge to give small firms support

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

Small businesses are the "backbone" of the UK and must be better supported by the government, according to the Liberal Democrat Party's spokeswoman for economics.

Speaking to RN, Susan Kramer highlighted how the party's manifesto – which was published last week – has focused on improving support for small businesses.

She said the party wants to launch a start-up allowance to help those embarking on new business ventures, as well as using the state-owned British Business Bank to fund

small loans to businesses.

"We take business financial support really seriously because we want to improve small businesses' opportunities," said Ms Kramer. "Where the high street banks don't want to make those type of loans they ought to support community-type banking organisations that will specialise in that type of lending."

Similarly to the proposals put forward by Labour shadow business secretary Bill Esterson in last week's edition of RN, the Liberal Democrats also want to provide business mentoring support.

"Convenience store owners are entrepreneurs

who are full of ideas but plenty of small business owners also need help with things like a business plan or marketing strategy," said Ms Kramer.

She said the party vowed to scrap the online quarterly tax reviews in a move to remove "unnecessary regulation".

"The burden it puts on small businesses is completely unacceptable, particularly at a time when retailers face so many pressures," she said.

"Dismayed" at the lack of impact by the business rates revaluation, she said the Liberal Democrats would oversee a "complete restructure" of the system.

"We have to take the needs of small businesses into account," she said.

Jag Aytain, of The Rural Hub in Linton, Derbyshire, welcomed promises of further support.

"It is very hard to run a business but I'm not convinced we would see more financial help in reality," he said. "And although mentoring would be beneficial I'd be interested to see how they could tailor that to different businesses."

The Conservative Party has also launched its manifesto, vowing to "continue to support small businesses". However, it did not respond to RN's interview request.

NFRN hails news summit success

This week's annual news-trade summit has provided the news supply chain with better insight into retailers' newstrade issues and sparked a greater willingness to address them, the NFRN has said.

Representatives from national newspapers and wholesalers were challenged to address service issues at the event, which was held in London on Tuesday. These included late deliveries to stores and HND operators, poor communication over lateness and "unnecessary" cut-off extensions.

Specific examples of late deliveries were given, including one retailer whose papers had failed to turn up on time for eight days in one fortnight. Almost one third of missed cut-off times being logged as being for "unknown reasons" was



Left to right, the NFRN's Paul Baxter, Brian Murphy and Ray Monelle and roundsman Brian Webb challenged publishers and wholesalers to address newstrade supply issues

also raised as a concern.

NFRN head of news Brian Murphy said: "It was more amicable and open than previous years, with

publishers and wholesalers more prepared to share their problems.

"The fact they all came is a good sign. I think the

message about retailers' problems is getting through at last and there was more willingness to address them."



Manufacturers attempt to minimise impact of legislation 'Pipe tobacco sales are up 20%

Tobacco firms try to work around latest EUTPD laws

by Tom Gockelen Kozlowski

tom.gk@newtrade.co.uk

Tobacco manufacturers have identified thicker-cut pipe tobacco, branded 10s tins and compartmentalised cigarette packets as ways to minimise the impact of the latest round of tobacco legislation.

The sell-through period for branded RYO and cigarettes ended last week, with products now sold in minimum formats and carrying larger health warnings.

Yet, UK tobacco manufacturer Gawith Hoggarth

is promoting its Kendal brand as a product which is cut to pipe tobacco regulations but can also be used as hand-rolling tobacco.

"We've cut the tobacco to the thinnest width we are allowed to which means we can sell it in branded packaging and in 12.5g pouches," said the company's area sales manager Martin Bobbette.

The company hopes retailers will recommend the product to smokers who ask for "whatever is cheapest" and Ray Monelle (pictured above), of Orchard News in Weston-super-

Mare, said he has already seen a 20% increase in sales of the brand since smaller RYO formats disappeared from sale.

"Since I sold out of 10-packs, there has been an increase in sales and I expect that to escalate. Regular customers buy it already and I think they've been telling others about it," he said.

Meanwhile, Philip Morris and JTI attracted criticism from health campaigners after it emerged that both companies had produced limited edition 10-pack tins for smokers. Brands includ-

ing Marlboro Gold, Benson & Hedges and Camel all released the reusable packs.

Booker retailers were identified as stocking the products. However, a spokesperson for the wholesaler said the Marlboro Gold 10-pack tins were only sold until 4 May.

Manufacturers have also introduced packs separated into two 10-stick compartments. Lambert & Butler Blue Crushball is one example and Imperial Tobacco said the design was "all about product freshness and compliant with current regulations".

New ways 'needed to fight illicit tobacco'

The industry has called for new strategies to fight the illicit tobacco trade.

JTI has pushed for other suppliers to withdraw support for retailers who are caught selling illegal cigarettes.

Charles Wilson, Booker chief executive, said he fully agrees with JTI on the need to address the issue, however he is more concerned with the scale of illicit trade outside of retail, labelling social media as the biggest threat.

"I think some retailers are genuinely confused because they are being offered what looks like legitimate stock," he said.

"Independent retailers have been through one heck of a lot of beating and our job is to support them.

"We need to focus on illicit trade outside of retail – Facebook is a bigger problem."

Younger shoppers help grow c-stores

Growth in c-store shopping is being led by customers in their late teens to early twenties looking to save time, new research has revealed.

More than half of this age group visited their nearest store even if it was more expensive, the IGD ShopperVista data has shown.

One in five of the shoppers do the majority of their food and grocery shopping at their neighbourhood store – more than double those aged over 26.

McColl's One Stop interest 'concerning'

One Stop retailers have raised concerns over the prospect of McColl's acquiring the franchise group.

Jonathan Miller, chief executive of McColl's, ignited speculation after highlighting the company's interest in One Stop, should the proposed Tesco-Booker merger mean the

group became available, according to the Telegraph.

"One Stop is very similar to our own model, so we would be the most logical business to acquire it," he said.

But Vip Measuria, who runs two One Stop stores in Derbyshire, told RN such a move could lead him to

"reconsider" his current relationship with the franchise group as he did not believe McColl's could add value.

"I've got confidence in the One Stop model as it is and the insight and expertise we get from them is really important," he said.

Last year, McColl's took

on nearly 300 Co-op sites and has made developing a "sophisticated food to go operation" a priority.

Dee Sedani, who owns and runs One Stop Matlock, also in Derbyshire, said: "If someone's going to takeover then my question is 'what's the benefit going to be to me?'"

LOOKBOOK SPECIAL



Kate Brown

News-2-You
Leeds, Yorkshire



Muntazir Dipoti

Todmorden News Centre
Todmorden, West Yorkshire



Martin Mulligan

Mulligan's Service Station
Athlone, County Westmeath



John Parkinson

Broadway Premier
Penrhyn Bay, Gwynedd



Stuart Reddish

Crookes Londis
Sheffield, Chesterfield



Kamal Thaker

Stop Shop News
Edgware, London

**NFRN
2017
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SPECIAL**

Candidates

Our Store Lookbook this week takes on a new look as we profile six very different businesses around the UK. As **RN** discovers, their owners – who are competing to be elected as the NFRN's next national deputy vice president – are as ambitious about store development as they are about political campaigning

Increased costs and legislation, an upcoming general election, future Brexit negotiations – add to this ongoing issues with newtrade supply and retail crime and it is clear the need for independent retailers to have a strong campaigning voice has never been so acute.

This is the situation members of the NFRN face as they come together at the organisation's annual conference next month to elect their future president.

Over the coming weeks, we will provide comprehensive coverage ahead of and live from the event,

which includes speaking to each of the six candidates to discover why they believe they are the right person to lead the NFRN in 2019, how they plan to take the federation forward and where their priorities lie.

First, though, we decided to get to know those standing a little better as business owners. One thing they all share is a real passion for the industry and its future. Yet, as you'll see, each person's business has found success in a very different way, meeting the needs of their own specific customer base.

It's time to meet the candidates.

Next week

The candidates explain why they are the right person to become a future NFRN president



Kate Brown and her husband Martyn serve 1,500 customers through their five-year-old roundsman business

Kate Brown

My husband and I have a news delivery and sub-retailing roundsman business covering the Leeds, Wakefield and York areas.

We began this around five years ago after we decided we needed a new challenge and that it was time to sell our shop and post office.

The business started from scratch with a minimum-entry Menzies bill, but as other newsagents have closed we've bought their news rounds and expanded to the point where we have around 1,500 customers a news bill of £3,500 a week and an annual turnover of around £300,000. We deliver the York press too, and sub-retail newspapers and 60 magazine titles to two farm shops.

During the week, deliveries begin at 4am and 3am at weekends. We like to go the extra mile for our

customers, so if someone hasn't got a paper we will do everything to get it to them and take the flak if a delivery is late. Because it's our own business, it really matters that we do a good job.

To improve our service, we recently installed a new computer system, which means we have a card machine so people can pay us over the phone via debit or credit cards. While this itself won't grow our business, it will make it much more efficient and convenient for our customers.

We've grown our business via word of mouth so far, but later this year we plan to canvass with leaflets alongside door knocking. We don't have a target number in mind because, for me, there's no ceiling. We can go as big as we want to. Our aim is to take the areas we have, make them denser, and then expand out.



A recent software upgrade means their customers can now pay over the phone or by card

INFORMATION

Location

Leeds, Yorkshire

Key categories

Newspapers

Annual turnover

£300,000

Weekly news bill

£3,500



Kate and Martin sub-retail newspapers and 60 magazines to two farm shops

LOOKBOOK SPECIAL



For Muntazir Dipoti, specialist newspapers, magazines and stationery help his store stand out

Muntazir Dipoti

I run a small newsagents in the centre of the village in Todmorden where my customers are mainly local people, but also shoppers who visit the flea market on Thursdays and the surrounding area on Saturdays.

We have a lot of competition, so I've made my business stand out with specialist newspaper, magazine and stationery ranges.

News is the core of my business, making up 40% of trade. I deliver to 588 customers via HND and sell 48 newspapers, including regional titles like the Craven Herald and Bury Times and international papers like Le Figaro and Le Pais.

I also have an 11 metre magazines display and get customers travelling from Blackburn and Bradford to buy them. To build this range, I work closely with Menzies. I'm the second biggest customer at their Preston

depot, so every few months I go through my sales data to see which titles are up and down and go through this with them to get new titles in.

Six years ago, I decided to redevelop my store. I had noticed that while people came here for papers, magazines and stationery, they then went to the One Stop a few doors away for the rest of their shopping. I wanted my shop to be more of a one-stop shop so I added £1 products, pet food, bread, soups and other basic groceries.

Sales increased every week for the first two years after that and have stayed steady ever since. I've kept that going this year by updating my range with things like Coke Zero, Fanta Zero, protein and sugar-free products, plus products for people with diabetes.

For me, good footfall is vital and is how you drive your shop, so I focus on great customer service – which the big stores can't match me on.



Muntazir has introduced groceries to attract more customers

INFORMATION

Location

Todmorden, West Yorkshire

Key categories

Newspapers, magazines

Annual turnover

£180,000

Weekly news bill

£6,000



Muntazir serves 588 customers with a HND service



Martin Mulligan's family-run forecourt must compete with lots of local competition

Martin Mulligan

My business has changed a lot over the 30 years I've owned it and we've grown to become a forecourt, convenience store and post office, with a deli.

There is lots of competition in this area, from an Aldi, Lidl, Tesco and Dunnes, but the fact we're a family-run rural business makes us special.

The services we offer our community also help us to stand out. We have an ATM and a self-service washing machine outside, both of which customers can access 24/7.

They're very popular and families can use the washing machines to do three big washes in one go, so it runs day and night.

I try to make sure I keep the business up-to-date and on top of trends. Back in 2000, we completely demolished and rebuilt it to comply with legislation and this gave us the

chance to open the deli. I'd like to add more products into this now and more fresh produce too.

More recently, I've started to revamp my forecourt and have put in new pumps, and I'm planning to renovate the inside of the store too to give it a facelift.

Working with suppliers and the NFRN has been helpful for me. I'm a member of News Pro, which has helped me improve my magazines range, and I joined the N3 this month too, to get help promoting news.

Ireland is just coming out of recession, so as my customers' budgets have been tight, I've worked with Londis to get in as many offers as I can, and things like confectionery multipacks which offer value for money.

With Brexit leading to higher prices, support like this is going to remain very important.



Martin's deli counter, introduced in 2000, is very popular with his customers

INFORMATION

Location

Athlone, County Westmeath

Key categories

Food to go, newspapers

Size

4,000sq ft

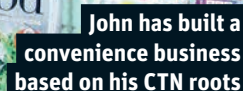
Average basket

€8 to €10



Martin works with Londis to get as many promotions as possible

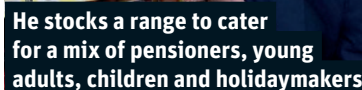
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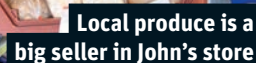
John Parkinson

Many of them are retired, but we also have a caravan park to the back of us,

Next, we want to develop the business by getting people to notice it online. We've got a Facebook page but we want to do more with it over the summer, like holding competitions for youngsters for the football and a local photography competition which we can also showcase on Facebook.



£5





Stuart Reddish says he aims for a 'perfect standard' at his two stores in Sheffield and Chesterfield

Stuart Reddish

I've got two businesses – a Londis convenience store in Chesterfield and a store with a post office in Crookes in Sheffield.

We've been in the Chesterfield store for more than 34 years and are lucky because it has little competition.

It serves a customer base of established local residents and we know the area well, so we attract sales by bringing in products customers ask for and buying in a lot of end-of-line stock from Londis which we sell at very cheap prices. All of this means we have a basket spend of around £7.

The Crookes store is a totally different story. It's been open for two years, competes with a nearby Co-op and Sainsbury's and serves a transient customer base of students from a wide range of nationalities, especially Chinese.

We need to cater for their needs and make the business stand out from the

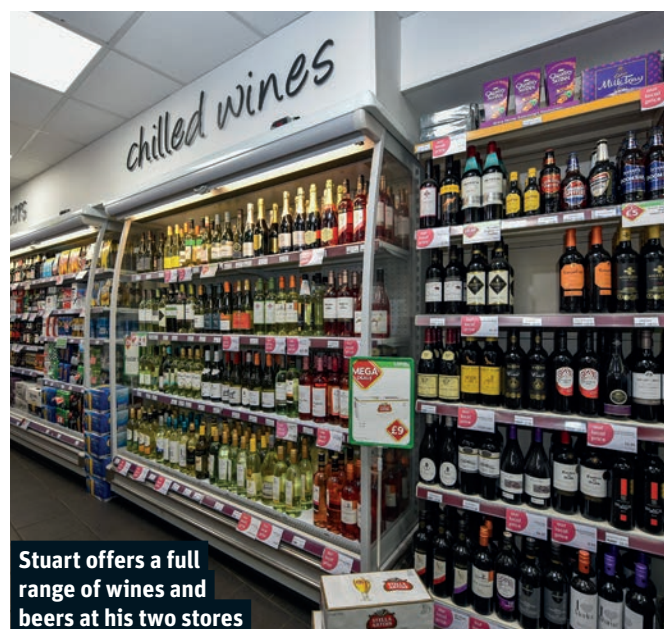
multiples, which we've done by specialising in news. We sell all kinds of international newspapers and we're probably the largest HND service in Sheffield, delivering to around 800 houses a day.

This store also has a huge display of magazines, alongside beer, wines and spirits, and here the average spend is £4.

Our biggest recent development was the addition of a post office in the Crookes store. It was a challenge to fit this in, but with our international customer base, we decided this was the best way to take the store forward.

Next, we plan to revamp our Chesterfield site this year, including a repaint and updated signage.

We independent retailers treat our shops like our homes, so I want it pristine and to look right. It's a case of keeping everything up to a perfect standard.



Stuart offers a full range of wines and beers at his two stores

INFORMATION

Location

Sheffield and Chesterfield

Key categories

HND, magazines, alcohol

Annual turnover

£2m

Average basket

£7 and £4



Stuart specialises in news, providing a HND service and a range of international titles

LOOKBOOK SPECIAL



Kamal Thaker is expanding his traditional CTN into a more convenience-focused business

Kamal Thaker

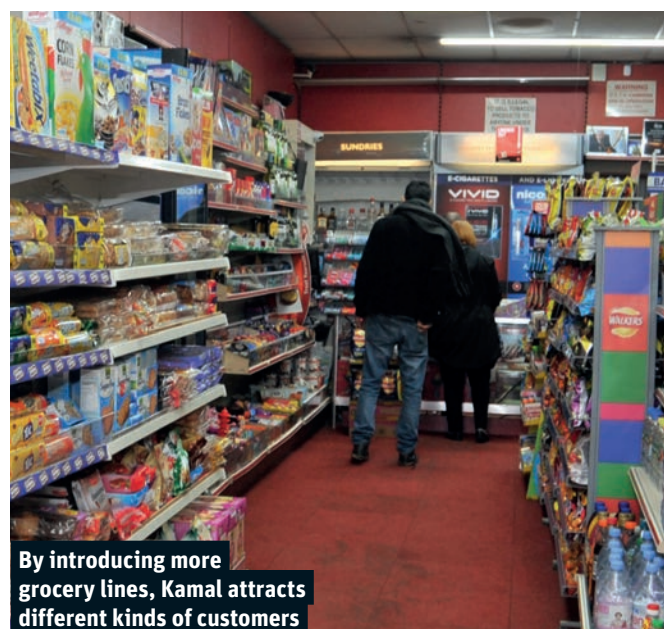
My business is primarily a newsagents selling traditional categories like confectionery, tobacco, news, greetings cards and stationery, but in the last year my wife and I have added to this by introducing a small-scale off-licence and basic groceries like bread and milk.

We serve an affluent area and our main business is HND, but we decided to make these changes because we know news, along with tobacco, is a declining market and we're also facing increased competition in categories such as greetings cards.

We benefit from having great customer service as our unique selling point. Outside the store local people know about us through our HND service and we've built our standing in the community still further by holding raffles for charities and leafleting for good causes to help promote their

events. In store, we pride ourselves on listening to customers and sourcing products they want to buy. We've chosen to remain unaffiliated, so I always read the trade press to learn about launches and what might fit our store. Our relationships with reps are also important. I see them as partners, and this year I've been working with suppliers such as Walkers and Cadbury to tweak parts of the business and improve my programs. Through this, I've improved my range and merchandising.

To grow my business further I'd like to expand fully from a CTN into a convenience store this year. I've been talking to operators at trade shows and I think the way forward is a confident range of alcohol, a good spread of soft drinks and a food to go range, looking at both lunchtime trade and meal-for-tonight customers, with meal deals included within that.



By introducing more grocery lines, Kamal attracts different kinds of customers

INFORMATION

Location

Edgware, London

Key categories

Newspapers, confectionery

Size

800sq ft

Average basket

£3



Kamal focuses on newspapers and provides a HND service

In depot
29 May-
17 Jun 2017

It's summer!

Did you know that in June, July and August, retailers sell 40% more water, 26% more fruit drinks and 25% more flavoured carbonates?

Don't miss out on our bestsellers



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Hi Line
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Jones Food Solutions

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Sutherland Bros Ltd
Time Wholesale Services
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*TRS will be participating in the promotion, but does not sell alcoholic products

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WHOLESALE**

SYMBOL NEWS

Nisa and Select & Save set for split

Select & Save looks set to terminate its contract with wholesale partner Nisa in a bid to deliver more competitive pricing to its retailers.

Kam Sanghera, founder of the fascia group, has revealed Select & Save is currently in negotiations with several wholesalers and trials are underway.

"We've got to look at other opportunities within the industry," said Mr Sanghera.

"There's the possibility of other multiples tying up within the sector, we don't yet know the implications of the Tesco-Booker merger announcement and P&H is up for grabs – so now is the time for us re-energise our brand and deliver what our retailers are calling for, which is a better net price."

The contract with Nisa ended on 30 April but an extension has yet to be signed.

The group is also planning a rebrand this year.

Festival's 126% fizz for cider

Nisa has hailed its latest Cider Festival a success after the three week in-store event provided a 126% sales uplift.

Sales across promoted lines grew by more than £1m and were worth almost £2m in total.

Leanne Jarrett, trading controller for beer, ales and cider at Nisa, said: "More of our members got involved with the event than ever before."

Harry Goraya, of Nisa in Northfleet, Kent, said: "We always take part in it and it's always good. Customers know we do it and we promote it."



Symbol group announces 8.5% sales rise 'You have to be open and reactive to change'

It is time to reinvent the c-store says Spar boss

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

Retailers must find new ways to deliver a brilliant customer experience and reimagine the traditional convenience store format to stay ahead of their competition, according to Spar boss Debbie Robinson.

Last week, Spar announced a strong year for the group in 2016 with sales figures up 8.5% to £2.84bn and 186 further stores added to its estate. It is now also the largest forecourt retailer in the UK.

Ms Robinson, Spar UK's managing director, attribut-

es the success to a forward-thinking brand that is focused on delivering a unique shopping experience.

"I just think we should be looking to reinvent the idea of a convenience store," said Ms Robinson.

"I feel passionately about being able to consume on the premises. For example, offering customers the opportunity to enjoy craft beer as part of their in-store experience, such as in stores like James Brundle's Eat 17 store (pictured) in east London."

Spar will also unveil a garden centre-cum-convenience store this summer, with further details to be

announced nearer the time.

"As we move to an increasingly digital world we look to be more in touch with nature and this is a conception that taps into that demand. It's this kind of creativity that makes my job really worthwhile," said Ms Robinson.

"Spar is a brand for true entrepreneurs," she added. "Take Nicholson Boyd, of Pickles in Dalston, offering freshly made pizza among other things – that just shows how Spar retailers are raising the standards of the whole area."

Ms Robinson said Spar has been focused on raising

store standards across its estate and a lot of work has been with the Spar brand own label.

"We're constantly updating the range," she said. "It's very simple – if we wouldn't serve it to our own family and friends we don't invest in the product."

"Our slow-cooked range takes six minutes to cook and has a 60-day shelf-life – it gives a very pragmatic solution to retailers, particularly for those who are looking to make a move from the traditional CTN format to a good fresh offering."

"You have to be open and reactive to change."

Bullish Booker's profits rocket by 15%

Booker has announced a 15% growth in pre-tax profits to £174m following a year of investment in its fresh offer, improvements to its supply chain and engagement with customers.

Last week, the wholesaler revealed its total revenues had increased by 6.7% to £5.3bn, with non-tobacco sales up 8.7% and tobacco sales growing by 2.4%.

On a like-for-like basis sales grew by 0.5%, while non-tobacco sales increased by 2.8% as tobacco sales dropped 4.6%.

"Since the merger announcement a lot of our competitors were hoping we would get distracted and instead we said 'we're focusing on business as usual'."

"That has led to our marketing-leading per-

formance," said Charles Wilson, Booker's chief executive.

Mike Baker, brand director for Budgens, described 2016 as a transitional year for Budgens with investment in lower wholesale prices and profit on promotions.

Premier has moved towards a greater focus on fresh with its retailers now

having access to a further 900 products through the Londis fresh range.

It also plans to roll out six healthy free-from lines in every customer promotion following a successful trial.

Next week, Booker will be launching its food and drink guide to highlight the ranges available to retailers, and keep them up-to-date with the latest trends.

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*Source Nielsen 28.01.17

NEWS & MAGS

Star publisher cites low price point as key to driving sales But, elsewhere, Times sales are unaffected by price rise

Tabloids race ahead as Grand National prompts sales spike

by **Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

The Grand National drove strong sales for tabloid newspapers in April, according to the latest ABC circulation data.

The Star's Saturday edition achieved the largest rise for the month, up 7.2% month on month, with The Sun the next highest at 3.3%. The race was held on 8 April.

Paul Goddard, Star publisher Northern & Shell's head of circulation, marketing and production, said: "We always pick up a huge increase on the Saturday of the Grand National. The Star in particular does very well."

"The low price point of 50p makes it attractive and people are always interested in the coverage before the race so we normally do well on both the Friday and the Saturday. I think this year the sales were particularly strong because it is sometimes swallowed up by the slow sales around Easter,

but this year the timing meant it wasn't affected."

Fellow Northern & Shell title the Daily Express reported a 0.3% month-on-month rise on its Saturday edition, while the Daily Mirror's sales rose by 1.6%, the Daily Record's by 1% and the Daily Mail by 0.1%.

The i also saw 0.5% month-on-month rise for its Saturday edition but reported its first year-on-year drops in 11 months for both its Saturday and daily editions, at 1.7% and 3.5% respectively.

Meanwhile, News UK's price rise on The Times doesn't appear to have hit sales of its Saturday edition, with the paper achieving a 0.7% year-on-year rise and a 0.5% month-on-month rise.

The daily edition of the title, which was also subject to a 20p price rise, saw the lowest decline of all the Monday-to-Friday editions at 2.4%. However, the price rise only applied to the final week of the report period after coming into force on 22 April.

Amazon moves into newspaper deliveries

Amazon Prime has launched a one and two-hour newspaper delivery service in a move industry figures have described as good news for the sector.

The scheme has initially been launched in Spain in partnership with publisher Prisa Noticias, which produces the three newspapers covered by the delivery – El Pais, Cinco Dias and As.

The publisher has stated the move is aimed at attracting new customers.

Paul Bacon, the i's sales

and marketing manager, said: "It looks like a good awareness exercise that could potentially lead to sales at newsagents."

"I actually think it's quite a compliment that a future-looking company feels a newspaper offers additional value to its service."

NFRN head of news Brian Murphy said: "Magazines have been operating through online sales for a while, so why not? The more people reading newspapers, the better."

April Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	595,515	-0.6%	-11.4%	£89.2	619,210
Daily Record	143,977	-2.8%	-11.2%	£21.6	143,977
Daily Star	438,296	-1.0%	-15.1%	£31.8	438,296
The Sun	1,409,647	-0.4%	-7.7%	£157.2	1,507,490
Daily Express	362,452	-0.6%	-7.4%	£48.2	362,452
Daily Mail	1,197,296	0.2%	-7.1%	£173.6	1,261,290
Daily Telegraph	381,194	-0.1%	-13.6%	£131.1	426,336
Financial Times	32,256	-5.7%	-7.5%	£17.4	54,310
Guardian	125,612	-1.0%	-10.7%	£55.3	125,612
i	209,832	-0.3%	-3.5%	£25.2	265,642
Times	321,592	-0.1%	-2.4%	£110.6	403,792
TOTAL	5,217,669	-0.4%	-8.8%	£861	5,608,407

April Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	782,079	1.6%	-11.3%	£176.8	805,774
Daily Record	176,491	1.0%	-10.7%	£37.8	176,491
Daily Star	424,426	7.2%	-11.9%	£51.3	424,426
The Sun	1,919,788	3.3%	-7.7%	£287.6	2,017,631
Daily Express	463,560	0.3%	-11.2%	£79.5	463,560
Daily Mail	1,988,498	0.1%	-4.9%	£417.9	2,052,492
Daily Telegraph	548,507	-0.3%	-8.1%	£263.3	593,649
Financial Times	68,652	-2.9%	-5.2%	£54.3	90,706
Guardian	281,797	-1.5%	-10.1%	£179.8	281,797
i	199,843	0.5%	-1.7%	£28.8	255,653
Times	492,560	0.5%	0.7%	£196.8	574,760
TOTAL	7,346,201	1.4%	-7.4%	£1,773	7,736,939

April Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	159,878	-0.8%	-12.7%	£57.1	159,878
Sunday Mirror	538,080	-2.2%	-16.0%	£158.2	562,080
People	209,264	-2.5%	-17.5%	£61.5	216,264
Daily Star Sun.	250,704	1.3%	-20.1%	£49.9	250,704
The Sun	1,240,579	-0.5%	-5.4%	£260.5	1,338,397
Sunday Express	330,104	0.5%	-8.1%	£97.9	330,104
Sunday Post	137,866	-2.3%	-12.7%	£46.3	138,388
Mail on Sunday	1,124,271	-1.8%	-9.6%	£401.4	1,184,800
Observer	181,483	1.3%	-6.5%	£133.4	181,483
Sun. Telegraph	312,384	-0.6%	-7.7%	£142.1	346,709
Sunday Times	667,227	-2.0%	-5.8%	£350.3	753,399
TOTAL	5,151,840	-1.1%	-9.7%	£1,759	5,462,206

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

PRODUCT TRENDS



Free-from sales get big name boost

Wessanen UK has launched gluten-free cake bars aimed at the food to go sector, as new figures indicate the free-from category experienced a sales growth of 18% last year.

Adding to its Mrs Crimble range, the cake bars are available in Chocolate, Jammy Sponge and Lemon & Poppy Seeds flavours aimed at helping retailers attract sales from the trend.

Gluten-free products accounted for a third of the total £849m free-from sales, as reported by industry analyst Nielsen.

Mike Watkins, Nielsen's UK head of retailer and business insight, said: "It's one of the fastest-growing categories in food retail."

"The sector has been joined by the likes of powerhouses such as McVitie's and Warburtons who are driving sales of free-from by increasing the ranges."

Pro-retail reflects strength of protein

The rise of protein – specifically protein-enriched drinks – was a clear trend to emerge from last week's Pro-retail event, held in Telford.

Nearly 10% of the show's exhibitors were either introducing or showcasing a protein product – including established brands such as Boost and

Weetabix, as well as lesser-known Grenade, Nutramino and Ufit.

While Nutramino was developed in gyms and health centres, Ufit was formulated to bring a wider range of customers to the category, particularly women, put off by the male-focused marketing of other protein brands.

These businesses and others believe now is the time to find a space within UK convenience stores for their products.

Speaking at the event Al Gunn, sales director at Boost Drinks – which has launched two Protein Boost products this year – said his company wanted to grow the category. "Pro-

tein is a high-cost thing to put in the bottle," he said.

Sid Sidhu of Sukhi's Simply Fresh, Kenilworth, said: "The protein market has developed. Seeing the businesses here helps as we try to define our range and ensure we're stocking the products customers want."

Industry expert says Dublin stores should inspire others Burritos, fajitas on sale in stores

Irish lead the way with popular food to go ideas

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Burritos, fajitas, premium burgers and salads are the latest on-trend food to go offerings being sold by leading Dublin convenience stores.

Gavin Rothwell, senior retail insight manager at industry group IGD, said Irish retailers were "leagues ahead" in their ability to tap into the burgeoning food to go market and

could inspire UK retailers. "Why shouldn't you have a burrito concept in a convenience store or on a forecourt? Why can't you sell premium burgers and pizzas inside a city centre convenience store?" said Mr Rothwell, following a recent trip to Dublin.

"What's stopping retailers from installing premium salad concepts in business or city centre locations? We saw each of these concepts in place,

and see potential for each to translate to UK stores."

Mr Rothwell said Dublin convenience stores such as Spar Merrion Row and Musgrave's Centra Parnell Street use food to go offerings to lead their formats, with customers often visiting for food to go but then purchasing other grocery items.

Merrion Row Spar store manager Jonathan May told RN the company is always on the lookout for

new ideas. Its offer includes a salad bar, wraps, hot food and gluten-free and vegetarian ranges as well as high quality coffees.

"We have about 10 crates of ingredients delivered per store per night from our prep kitchen," said Mr May.

Next month, the IGD is hosting a retail safari in Dublin, offering insight into the Irish convenience sector.

Healthier eating on increase

More customers are ditching processed products as the UK's appetite for healthy eating has experienced a growth, according to Mintel's British Lifestyles report.

Research indicates 33% of customers reduced their meat intake in 2016, while 22% ate fewer carbohydrates. Bread has been hit hardest by the clean-eating trend, with those eating pre-packaged bread daily falling from 47% in 2014 to 34% last year.

Alternative snacks like popcorn and nuts rose 10% and 3% respectively. Fish has also gained in popularity for its perceived health benefits, with sales up 3% in 2016.

BRAND SNAPSHOT



Cow's about that

Mondelez is launching an Adopt a Cow on-pack promotion on Cadbury Dairy Milk Buttons, Dairy Milk Freddo and Dairy Milk Little Bars from June.



Crisps' comeback

Tyrrell's Ham & Cranberry crisps have returned with a RRP of £1.99 for sharing bags (150g) and 49p for impulse bags (40g).



Ten-year tennis tie-in

Danone is marking Evian and Wimbledon's ten-year partnership with its Live Young campaign and a £1.9m Wimbledon campaign from June.



Organic baby food

Savse is launching Europe's first ever cold-pressed baby food. My First Savse is a healthy and 100% organic baby food for babies four months and over.



Funny funny funny

Häagen-Dazs has unveiled new-look packaging in partnership with experimental food experts Bompas & Parr, backed by £5m-worth of marketing.



Plant-based Flora

Unilever is extending its Flora dairy-free range with Walnut, Coconut & Almond and Avocado & Lime, as customers move towards plant-based diets.



TV ad slots for Crackers

Pladis has launched a TV advert for its Jacob's Cracker Crisps. It airs during peak TV viewing slots during this month, including Coronation Street.



Cadbury set for kick-off

Cadbury is to offer a range of football-themed prizes through an on-pack promotion, following the launch of its partnership with the Premier League.



More Hubba Bubba

Wrigley has introduced Cola and Fancy Fruit additions to its Bubble Tape range. They are exclusive to independents and symbol groups.

YOUR NEWS

Perfect match for Premier star retailer

Premier Singh's in Sheffield has forged closer links with Sheffield United Football Club, extending its sponsorship of one of the club's charity initiatives. The store sponsored this year's annual charity match between Sheffield United Legends and a team put together by charity recipients Once Upon A Wish. Premier Singh's also presented a trophy and Sheffield Rangers – the junior team the retailer sponsors – played before the big match.



Hard work pays off says HND specialist

HND can offer growth for retailers who are willing to invest their time into it, according to a retailer who is continuing to recruit new customers.

Michael Tidy, who is growing his 900-strong delivery operation from his Good News store in Chichester, West Sussex, attributes some of his success to high organisation and voucher schemes which a new EPOS system handles – streamlining the process.

"The main way we continue to build our business is by word of mouth," said Mr Tidy, who has owned the store for 27 years. We canvas areas with leaflets from time to time too.

"Outside these four walls, there's no end of business."

Mr Tidy's dedication to HND was recognised at the NFRN Local Awards for the Southern region two weeks ago, where he scooped the Store2Door Delivery Service of the Year Award.

Scots Sun is top Sunday

The Scottish Sun on Sunday has moved into the lead of the Sunday popular market, for the very first time with a circulation of 153,066, according to April's ABC figures.

The Scottish Sun continues to lead the daily popular market with a circulation of 201,245, which compares to the next biggest title's circulation of 144,686.

These figures follow the recent launch of The Scottish Sun's new loyalty club – Sun Savers – providing readers £5 cash for every 28 papers they buy.

Alan Muir, editor of The Scottish Sun, said: "Our goal is to inform and entertain, and these figures show that our formula is working well."

Partnership with Deliveroo attracting affluent customers 'From 7pm onwards it gets really silly'

Alcohol delivery service brings premium profits

by Tim Murray

RNreporter@newtrade.co.uk

A retailer's delivered-alcohol service through a Deliveroo partnership is providing big margins – despite a premium price point – and leading to a growth of his customer base.

Sunder Sandher, of One Stop Working With Royals, has partnered with Deliveroo to deliver alcohol to customers in his local area and, despite being priced at

double that of his in-store rates, he is earning a 50% return.

Launched as Leamington Wines & Spirits, he offers prosecco that sells for £7.99 in his store for £14.99 to customers using the service and is selling a case a day. While Absolut Vodka, which sells for £12.99 in-store, is selling at a rate of up to four bottles a day on delivery, priced at £25.99.

"It's definitely working for us," said Mr Sandher.

"It's been a real eye-opener to see what customers are willing to pay to have alcohol delivered – there's a big gap there for retailers.

"It's a must for any retailer who has Deliveroo in or coming to their area to get on board with them before anyone else does, as they only give one store per postcode."

Mr Sandher added the service is drawing a new clientele compared to the shoppers he sees in-store.

"The shop serves a more student-based crowd, while the Deliveroo sales are a more affluent customer base – the average transaction is £50 to £60.

"It's steady during the day, and then from 7pm onwards it gets really silly."

Once Mr Sandher has received an order he places it in a branded Deliveroo bag ready for cycle couriers who come to the store and collect it for delivery. "It looks so professional," he said.

Swift action key to latest kids' crazes

Retailers need to respond quickly to be able to tap into the profitability of playground crazes, according to a retail duo who claim to have discovered another big trend.

Following the fidget spinner craze, brothers Aman and Joga Uppal, of One Stop Mount Nod in Leamington Spa, have re-

mained ahead of the next big trends by communicating with other retailers, suppliers, keeping an eye on social media and talking to their customers.

"Retailers need to act quickly and it's really important they listen to their younger customers," said Aman Uppal. "It's easier for us to implement

changes compared to the multiples.

"We've started selling Mokuru – also known as fidget rollers – after a supplier mentioned them. We've already sold 20 and we expect sales to grow."

The brothers are continuing to do well with fidget spinners and have sold around 500 since listing

them at the start of May.

They are now focusing on those with a point of difference such as metallic and wooden versions, as well as ones that light up.

"We have not seen anything like this for years. It has been a bigger craze than loom bands," said Mr Uppal.

WHAT'S NEW



Little Creatures

London Cellar has secured the exclusive rights to sell Australian craft beer Little Creatures throughout the UK, expanding its accessibility to independent retailers.

RRP £2.09

Contact 01268 533999 / info@london-cellar.com



Plain Tasty

A blend of rye flakes, seeds, herbs and spices mixed with rye sourdough, Plain Tasty's crunchy Toppa product is designed to be added to soups and salad.

RRP £2.99 (200g)

Contact 07970 465667 / tom@plaintasty.com



Darlish

A blend of molasses and sugar, Darlish Persian-inspired puddings include flavours Vanilla and Rose Panna Cotta and Muscovado Cream – containing Molasses and sea salt.

RRP £3.50

Contact hello@darlish.com



Fit Bites

Fit Bites energy balls are handmade using dates and almonds, and are available in a variety of flavours including apricot, cranberries and pineapple.

RRP £1.89 (48g)

Contact 01798 860900 / hello@fitbites.co.uk



Chika's

Chika's has launched a line of Plantain Crisps, Smoked Almonds and Chickpea Crisps, all made from UK ingredients. They are suitable for vegetarians and coeliacs.

RRP 99p - £1.49 (35g & 45g)

Contact 0203 1766716 / sales@chikas.co.uk



So Gud

Chunky Oat and Carob Squares taste just like chocolate brownies and are a caffeine-free natural alternative to cacao, using ingredients such as whole oats and shredded coconut.

RRP £3.29 (100g)

Contact 0333 5775751 / terri@sogud.co.uk

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



Food Doctor

The Food Doctor's four-flavour range of Popped Crisp Thins includes Spicy Chipotle, Sweet Chilli and Hot Wasabi flavours. They are available in 23g packs.

RRP 99p

Contact 0207 7926700 / hello@thefooddoctor.com



Marsh Pig

Marsh Pig's Fennel Salami is made with free-range UK pork. Other flavoured-meats in the range include Hot Chorizo, Garlic & Paprika and Garlic & Black Pepper.

RRP £5.95 (100g)

Contact 01508 480560 / enquiries@marshpig.co.uk

Focus

Flavoured spirits

Discerning drinkers continue to favour premium and craft spirits, creating a great opportunity for the stores that serve them. This week, we bring you three options to consider for your store



Masons

Masons lavender gin is made in Yorkshire using traditional small copper stills. The spirit is 42% ABV and a tea-flavoured variety is also available.

RRP £39.99

Contact 01677 422510 / info@masonsyorkshiregin.com



Dangerous Don

Dangerous Don is a coffee-flavoured mezcal that is triple-distilled and is ideal for use in cocktails. Its bottles are hand sprayed and screen printed.

RRP £45-£60

Contact thea@dangerousdon.com



Aluna

Cloudbreak Spirits Aluna Coconut is a blend of rums from Guatemala and the Caribbean and is fermented with a yeast extracted from pineapple.

RRP £28.50 (700ml)

Contact 0203 4096565 / info@mangroveuk.com

Bhavin Patel

Tylers Green Stores,
North Weald

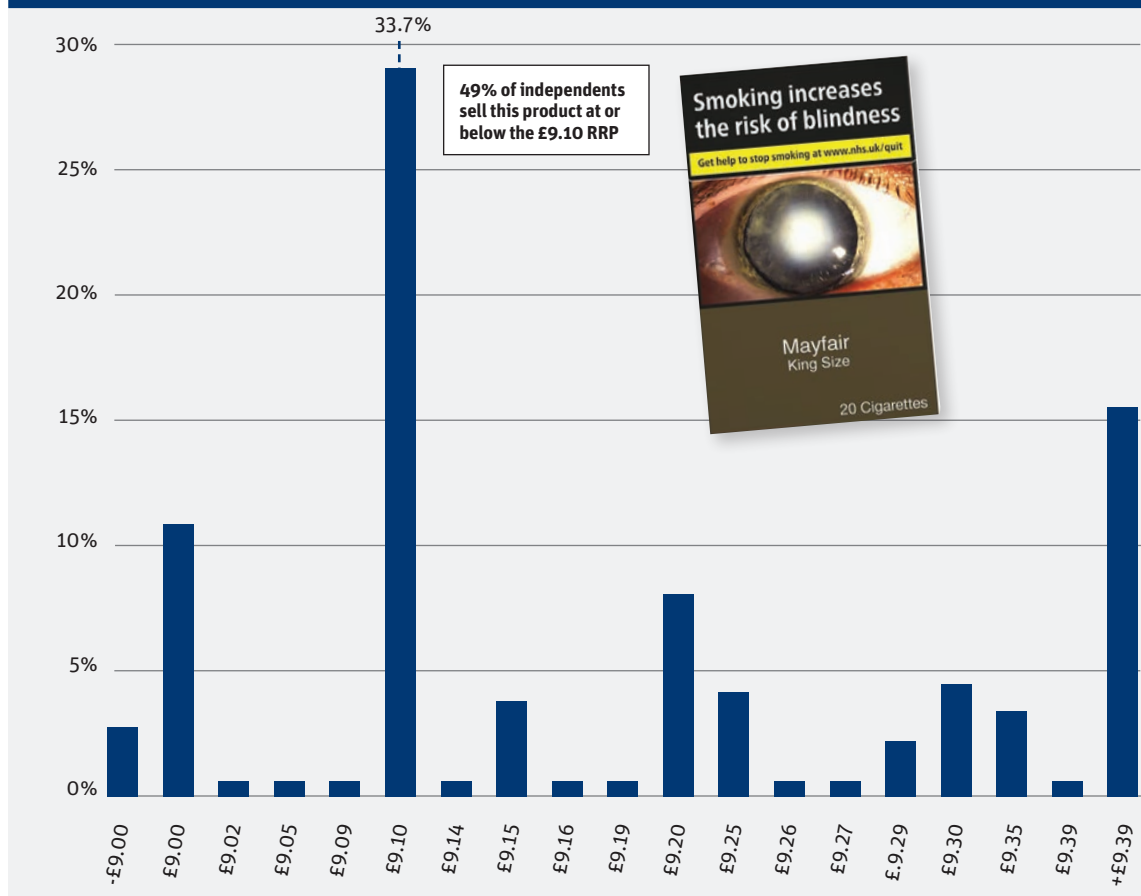
Premium flavoured spirits are hugely popular in my store, with saffron gin, Cîroc amaretto and flavoured vodkas among my bestsellers. I have people travel to my store specifically for the saffron gin, as otherwise they would have to go to London.



PRICEWATCH

Profit checker Cigarettes

MAYFAIR KINGSIZE 20s Price distribution %



Analysis

With EUTPD II and standardised packaging now in force, retailers are keen to drive profits in tobacco where they can. Our Price Checker table shows many stores choosing to go over the RRP – as high as 39p

on the recommended price. However, our Profit Checker graph shows that 33.7% are sticking exactly to the RRP on top seller Mayfair Kingsize. Retailers have reported that the category is increasingly becoming more

price-sensitive, with less loyalty to brands. Indeed, 10% are selling below Mayfair's RRP at £9. However, what retailers charge will depend on location and competition, with many choosing to drive loyalty.

Price checker

PRODUCT

Sterling Kingsize Dual
20

L&B King Size Original Silver
20

Players Superkings Real Red
20

Mayfair Kingsize
20

Players Kingsize Real Red
20

Marlboro Kingsize Gold
20

B&H Kingsize Blue
20

JPS Kingsize Real Blue
20

B&H Kingsize Gold
20

Rothmans Kingsize Blue
20

Carlton Superkings Red
20

L&B Kingsize Real Blue
20

How we drive our profit

Bhavin Patel

STORE Tylers Green Stores
LOCATION North Weald
SIZE 1,000sq ft
TYPE village

TOP TIP

Stock the core range but weed out slow sellers. I used to stock brands that sold two packs a week. I don't do that anymore



I sell a lot of premium cigarettes, so B&H Gold has always been my bestseller – before and after we went dark. Marlboro Gold is my next bestseller. I operate in a small Essex village. It's an affluent area and my customers are not price-driven so they will pay more. I don't do budget ranges, own brand items or pricemarks on any item in my shop. I charge slightly above the RRP so I'm looking at around 6% margin on cigarettes. However, my tobacco sales, in both cigarettes and hand-rolling tobacco have halved since 2008.

John Hanna

STORE Smokemart
LOCATION Brighton
SIZE 500sq ft
TYPE high street

TOP TIP

Make sure you have a great range and you maintain availability. Once you lose a customer they may not come back



My customers want a whole range, which I stock, but they are also buying on price. Chesterfield and Rothmans are my biggest sellers and I'm sticking quite rigidly to the RRP. I can still believe in shifting a high volume and I want to be known as the place that's very competitive on price. I've heard from customers that some stores are putting more than £1 on the RRP and many are going 5p or 10p over. I'm in a high footfall area and many of my customers are regulars so that wouldn't work for me.

➡ 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 HIGH STREET NEWSAGENT IN SURREY COMMUTER TOWN	RETAILER 2 DURHAM VILLAGE POST OFFICE AND SHOP	RETAILER 3 SOUTH WALES VILLAGE GENERAL STORE	RETAILER 4 CENTRAL HULL NEWSAGENT AND C-STORE	RETAILER 5 LARGE NORTH LONDON C-STORE	RETAILER 6 C-STORE IN RESIDENTIAL GLASGOW SUBURB
£8.61	£8.45	£8.55	£8.85	£8.50	£8.45	£8.85	£8.45
£9.30	£9.00	£9.50	£9.59	£9.30	£9.00	£9.65	£9.44
£7.44	£7.35	–	–	£7.50	£7.35	£7.85	£7.45
£9.21	£9.10	£9.20	£9.25	£9.30	£9.10	£9.49	£9.10
£7.43	£7.35	£7.35	–	£7.50	£7.35	£7.85	£7.45
£10.33	£10.99	£10.09	£10.24	£10.20	£10.50	£10.04	–
£7.54	£7.45	£7.50	£7.60	–	£7.50	£8.00	£7.45
£8.27	£8.00	£8.00	£8.59	£8.55	£8.00	£8.65	£8.44
£10.45	£10.34	£10.40	£10.50	£10.40	£10.35	£10.80	–
£7.53	£8.49	£7.40	£7.60	£7.50	£7.50	£8.00	£7.45
£7.57	£7.45	–	–	–	£7.45	–	£7.55
£7.99	£7.75	–	£8.34	–	–	–	–

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Sandra Taylor Meads

Budgens of Holt, Norwich



Strawberries
£3.99 per punnet



How did you discover it?

We are in a rural area with lots of farms around and a local farmer, Simon Turner, approached us a few years ago. We sell strawberries from his farm, Sharrington, alongside raspberries and asparagus, too. If we ever run short we just ring him up – he's four miles away. We've built up a relationship with him in the same way we've built up a relationship with all of our local suppliers.

Who buys it?

We cater for an older population with disposable cash, and local produce does cost a little bit more, but our customers are varied. The strawberry season runs from May right the way through to September so there are lots of occasions for people to buy. Sharrington Farm grows under polytunnels so it's a long season in soft fruit.

Why is it so popular?

Most people prefer local produce and it's why they like coming to shop here. Customers often comment on this and say they want to buy produce that hasn't travelled far. Provenance is becoming very important to people and we take advantage of lots of local suppliers, for example we source Buxton potatoes from Norwich which are really good sellers.

Meryl Williams

STORE Pike's Newsagents
LOCATION Porthmadog, Wales
SIZE 700sq ft
TYPE village

TOP TIP

Availability is key. If it's not in stock, people won't buy. And stick to RRP. Customers appreciate this



Until changes came into force last week, I had branded Carlton and Sterling cigarettes and a few 10s left. People are buying on brand on those because they are cheap, but customers are becoming increasingly price-conscious rather than brand-conscious. Other stores are putting up their prices and customers do tell us. For example, on B&H others are selling at £10.45 and customers do notice. We stock some vaping products but they haven't taken off in the way we had hoped and I wonder whether people are buying kits elsewhere.

Dave Hiscutt

STORE Londis, Westham Road
LOCATION Weymouth
SIZE 2,100sq ft
TYPE high street

TOP TIP

This won't suit everyone, but stick to RRP where you can and keep an eye on the vape market which is growing



It's hard to know at the moment how to range with EUPTD II coming in and plain packaging. However, my customers are still price-sensitive, so I am sticking to the RRP. There's a small independent shop near us which has put up prices and our customers are talking about this, so we want to maintain loyalty. It's also about re-educating customers, on pricing. Now we've lost the 10 and 17-packs, customers believe everything is much more expensive but its price per stick that's important. As for ranging, we hope tobacco companies will give us good advice.

YOUR VIEWS

YOUR LETTERS

■ Come on Archant, a little enthusiasm would not go amiss

Am I alone in experiencing a distinct lack of enthusiasm from regional publishers with regard to their promotion of their local titles?

Newsagents are consistently badged by them to "do our best" to promote their local publications and we try to oblige whenever we can.

However, for this year's Local Newspaper Week, I was met with at best lukewarm help from one of the largest regional publishers, Archant.

Archant is possibly the largest regional publisher in the UK. Yet, their attitude to the week was not what I would call dynamic, or pragmatic.

Sadly, this is a waste of both goodwill and an all-important additional sales opportunity. The question is: can regional publishers step up to the plate for next year's Local Newspaper Week? The ball's in their court – time will tell.

Jim Mitchell

Carlton Colville News & Cards,
Carlton Colville,
Lowestoft, Suffolk

Archant declined to provide a response to this letter



Can regional publishers step up to the plate for next year's Local Newspaper Week?

Jim Mitchell

■ Why I cancelled my PayPoint deal

I have been a PayPoint customer for more than 15 years but cancelled my agreement yesterday – it's no longer profitable.

We're being asked to pay nearly £30 to PayPoint at the same time as the banks are increasing their charges.

Until last year it was 15p per £100, but that's gone up to 35p and by 2018 it will be 50p. We're caught between the banks, PayPoint and rude customers who think we're ripping them off.

I know lots of retailers are taking out their terminals so I have decided to make my mark by joining them.

Jay Vyas
Dena News,
London

A PayPoint spokesman said: "PayPoint is about far more than just commission. The real benefit comes from additional footfall, sales and products including ATMs and CollectPlus.

"The decision to retire the yellow boxes reflects fast-paced technological innovation, changing consumer preferences and retailers' calls for faster technology.

"PayPoint One is already helping thousands of retailers run their whole store from one device."

■ Where did the money come from?

I don't know how PayPoint can justify its new PayPoint One machine. Where did it get the money to promote it when it 'hasn't got the money' to pay us decent commission?

When PayPoint started, commission was fine and the machines were free, so why are we suddenly being charged 20 years later?

Their charges will soon be £10 a week. For every £200 they give us 7p. Our PayPoint sales have halved to around £12,000 per week. From that we keep £60, but it costs us more to bank that money.

Commissions are down from 6% to 2% for phone top-ups and we now compete with five other agents in our area. PayPoint know we're tied to them because our customers expect it. But they are for themselves, not retailers, and they need to be held to account.

Pam Sandhu
Radley's Supermarket,
Birmingham

A PayPoint spokesman said: "We work closely with retailers to ensure PayPoint services support them. PayPoint One, which combines EPoS, card payments and PayPoint services, is a completely different proposition to the original yellow box which is 13 years old and at the end of its life."

YOUR SAY If you could suggest one idea that could be rolled out across your symbol group, what would it be?



Saleem Sadiq

Spar, Glasgow

I think the best thing would be more social media. We need to use it more to connect with our customers better. That's where I think we could definitely improve, I think we could make much more of Twitter and Facebook than we do now. We do try and do it as individual shops but we need a more national Spar presence on Facebook so we can let people know about promotions and new products.

Waseem Shad

Shop Smart, Cumbernauld

Something that has worked really well for us is Collect Plus. That has really grown for us in the last couple of years and I think it could be rolled out across the group. We

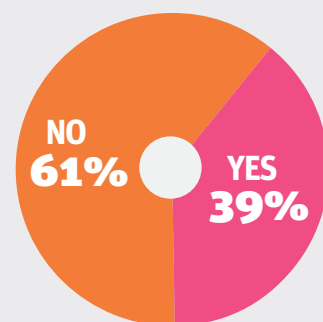
have found that, especially at peak times, customers really appreciate we offer the service. We have been processing up to 250 parcels a day and usually up to 30% of people will pick up something else as well.

Mahesh Odedra

Lake Avenue Convenience Store & Post Office, Bury St Edmunds, Suffolk

I think sharing knowledge is key, so I would like to see regular local meetings set up with fellow retailers. You could also invite people from nearby areas sometimes so you're not always talking to the same group. A lot of stores aren't 3,000sq ft and don't have a food to go counter and a coffee machine, so I think getting people together with similar store sizes and in a similar catchment would be really helpful.

RN READER POLL



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

NEXT WEEK'S QUESTION

Would you support your wholesaler joining forces with a supermarket?



Vote now at
betterRetailing.com



TOBACCO LICENSING? IT WON'T WORK

I came across RN's reader poll on Twitter which asked if alcohol-style licensing would help tackle illicit tobacco trading.

In Northern Ireland, we've had a tobacco register for a year and from my perspective it hasn't really helped the situation.

I've sold cigarettes for 37 years and we've always been plagued with illicit sales nearby. People who sell duty-free cigarettes out of vans take even more out of my pocket every week

and I still see total disregard for licensing laws, even with the register.

I don't think the whole thing was that well thought out. It's not enforced, from what I can tell, and no one has ever asked me about my licence.

For people who are already breaking the law, a piece of paper from the local council is not going to help.

And if you're registered you're

going to be doing everything lawfully anyway. A better deterrent would be to introduce big fines and to take away property.

Eugene Diamond
Diamond's Newsagents,
Ballymena,
County Antrim

100 YEARS AGO

26 May 1917

Sea-Pie - a magazine in aid of naval prisoners of war charities - was named Publication of the Year. It was the only publication issued solely on behalf of the Navy.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



My son and daughter-in-law have arrived back from Jamaica. They had a good flight out with no problems. Unfortunately, the return wasn't quite so good. What with passengers arriving late, turbulence and a technical hitch they were severely delayed.

And when they arrived home they found the locks had been cut off both cases and someone had been through all their belongings - even Michelle's make-up bag.

They were not amused but had a lovely time other than that.

I have had a bit of a sad week, having attended two funerals. Both were at the crematorium and conducted by the same undertaker. We decided we would try and see a bit less of each other.

While I was at Norbury Wharf shop on Wednesday an ambulance

arrived in a rush and the crew, having received a 999 call, got out looking for a boat named Bluebell. It turned out to be a holiday boat which had been moored up for the night. It was quite some distance up the towpath but they ran with their bags all the way. Everything was okay, though. The person concerned was taken to hospital for a thorough check-up.

I hope Neil Jagger from the Daily Mirror reads this because since its price rise my casual sales at Woods-eaves Post Office have slumped. From Monday 8 to Friday 12 May, just eight copies were sold. The week before that six were sold. Saturday sales have also dropped since it went to £1.10. So, come on Mr Jagger, explain why people aren't buying it anymore. I would love to hear your answer.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisIsRN and @ThisIsRN

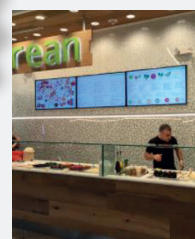


The man himself talked me (and some lucky others) through his @ThisIsRN Store Lookbook - thanks @FerhanAshiq! #ProRetail2017

Tom Mulready
@TomMulready

Here is my happy face as @trudydavies1964 tells me she reads RN religiously because it is 'always one step ahead'! @ThisIsRN #ProRetail2017

Tom Mulready
@TomMulready



Liked this concept in Orlando. "Ugreen" - could see working as FTG concept for C-stores... choose salad with toppings #Simples #Healthy

Greg Deacon
@gregdeacon

Loki the Harris Hawk visits his favourite village shop with @BirdLadyOfFowey - a normal Sunday in #tywardreath

Tom, Trudy & Josh
@tywardreathshop



We asked if tobacco licensing would help cut illicit trading. You said:

Would people trading in illicit tobacco care about further breaking the law? Result would be a red tape/tax burden for legitimate traders

Farrants
@Farrants_Cobham

We've now had licences for a year in NI illicit trade still as bad as ever

Eugene Diamond
@EDiamond136

ACADEMY IN ACTION



Follow
@IAAcademy
for ideas and
inspiration

Retail Innovation

The IAA's Simon King and News UK's Chris Hughes joined Vince Malone to advise on innovations he could implement in-store.



Name: Vince Malone
Shop: Tenby Stores & Post Office
Location: Tenby, Pembrokeshire, Wales
Size: 900sq ft
Staff: Four full-time, three part-time

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



Vince Malone and his wife Fi have run Tenby Stores & Post Office in the tourist hotspot of Tenby, Pembrokeshire for three years. They took over the unit, which was previously a stationery shop and post office, and joined Premier to access support from Booker.

Located on the main route into the town, the Malone family cater for both locals and holidaymakers, with the population of Tenby swelling from 5,000 people out of season, to more than 60,000 over the summer months.

The shop has small fresh and frozen offerings, a number of ambient lines, with alcohol accounting for 25% of sales. Although there are four high street competitors less than half a mile away, customer numbers and spend have been steady in the past year, but recruiting younger consumers, through social media and tapping into the tourist market, could unlock more awareness and extra sales.

Vince's Challenge

Vince wants to attract both more and younger customers to the shop, increase social media activity and target tourists visiting Tenby.



VINCE SAYS

I always like to have other people's ideas and get their views on my business, using their experience and knowledge. I greatly anticipated the IAA visit. There is a lot I know I can do here and I am really looking forward to taking on News UK's advice. It was a very good visit. I didn't know what to expect, but I came into the visit open-minded and it's far exceeded what I was expecting.

IAA ADVICE

1 Improve the shop frontage to promote offers and increase footfall

Chris is impressed with the shop's location, but says new or digital signage could promote Vince's products and services. "There's a huge missed opportunity," Chris says. "The shop faces a busy high street but doesn't inform people of its offering; a better option is to consider a digital window display as it maximises the opportunity to advertise and encourages customers to come into the shop."

Vince agrees with the shop's location digital signage would be advantageous, but points out that it is in a conservation area within the Pembrokeshire Coastal National Park. Chris adds: "Work with your local council, show them it'll enhance the area to gain their support."



Action: Speak to the council to better utilise the shop frontage and drive customers in

2 Add value to Tenby's tourists by offering a point of difference

Chris says while Vince's shop provides good service to local customers, the challenge is tapping into the tourist market, so they know the shop is there. "This could be a one-stop-shop for tourists," says Chris. "With the population increase in the summer you could offer a delivery service to visitors so they have the basics they need. Holidaymakers could pre-order a welcome hamper or a picnic box so it's ready when they arrive."

Vince will need to look at how people can place orders, "perhaps via email, online or over the phone. Work closely with holiday parks, aim to be their preferred supplier and show the benefits this could bring them."

This is an opportunity to promote local Tenby products.



Action: Create logistic plans for box offers, order, delivery and pricing

3 Implement a new social media strategy to involve the community

The shop's Facebook page currently features details of new products and promotions; however, Chris feels the page could be tailored.

"Social media posts should not only show the offers that you have in store, but tell the story of the shop, make a connection with the local community and aim to get them involved with requests for feedback or recommendations."

"Local community members respond to different things to tourists on holiday" says Chris. "Personalize your offer and bring it to life."

"You could even ask a tech savvy staff member or friend to help."



Action: Create new posts to personalise your offer and bring it to life

PARTNER ADVICE

Vince is great, he knows his customers, is looking to improve and is very open to ideas which could help him drive his business. It's good to speak to retailers like Vince in their shop as you get to see how they are responding to the challenges they face in their local community. Vince has got a great opportunity with the influx of tourists to tailor his operation and take advantage of that increased footfall.

Chris Hughes
Head of Retail Marketing
News UK



BENCHMARK YOUR SHOP

& save your progress at betterRetailing.com/IAA

Tick all that you see evidence of

Recognising the opportunity

- ☐ Did you write down a brilliant idea?
- ☐ Did you evidence your idea with something you saw elsewhere?
- ☐ Did you use the information you gained to make the idea your own?

Understanding what the potential gains are

- ☐ Did you use your own judgement?
- ☐ Did you research your idea online or with colleagues?
- ☐ Did you test your idea with customers and/or staff?

Having a plan of how to achieve it

- ☐ Did you write down a list of tasks and deadlines?
- ☐ Did you involve your team or get buy-in from key suppliers?
- ☐ Did you have a clear long-term vision with an overarching objective?

Setting targets and hitting them

- ☐ Did you set yourself targets before you began?
- ☐ Were the targets specific, measurable and achievable with a deadline?
- ☐ Did you hit or beat your target within the timeframe you set yourself?

Sharing your success

- ☐ Have you told customers and staff about what you achieved?
- ☐ Have you discussed the results you experienced with other retailers or suppliers?
- ☐ Have you shared the detail of how you achieved it so your peers can learn from it?

What's working and things to fix

Your action plan

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

COLUMNIST



Neville Rhodes

Radical change is only answer

Suppliers and retailers met this week to discuss service issues at the NFRN's annual newstrade summit but discussions must be followed by radical change to protect the trade



Branch closures have left wholesalers with just 71 depots from which to make deliveries to around 48,000 outlets

The newstrade summit hosted by the NFRN earlier this week was the fifth in what has become an annual get-together of publishers, wholesalers and retailers to seek solutions to distribution problems.

Top of this year's agenda was the serious and persistent problem of late deliveries, and no doubt retailers' growing concerns about cuts to trade terms and the increasingly-unaffordable carriage charges will also have been aired.

These problems were already serious when the NFRN's first summit was held nearly five years ago, and since then the market for national newspapers has declined by around three million copies a day, the category's retail margin has shrunk by around £60m a year, and carriage charges have been absorbing an ever-increasing proportion of what's left of it.

As if all of this was not damaging enough, the papers are still arriving late in the shops on far

too many occasions.

Whatever emerges from this summit, it will count for very little unless it involves fundamental changes to the distribution system, which is no longer fit for purpose.

Branch closures have left the wholesalers with only 71 depots to make time-sensitive deliveries to around 48,000 outlets spread across 80,000 square miles of mainland Britain, and the system as it has evolved simply isn't capable of meeting the challenge.

On-time deliveries to retailers should be an absolute priority, but it now takes second place to the wholesalers' and newspaper publishers' cost-cutting measures. Do the people who run the industry ever think about the early-morning customers who call at the shop for their paper only to be told that it hasn't arrived?

The distribution system needs to be completely reorganised, with hundreds of 'secondary wholesalers' appointed across the country



Papers are still arriving late on far too many occasions

to provide a far more flexible service for the huge number of low-volume news outlets, allowing the main wholesalers more time to serve the big HND operators and high-volume retail outlets.

The NFRN, with its Store2Door operations and N3 membership, could play a major role in a reorganisation along these lines.

Such a radical change to the distribution system would also pave the way for a shake-up of the terms structure.

It is almost exactly 25 years since I wrote in these pages that some newsagents deserved better terms than others, and although some publishers agreed at the time – when average sales per outlet of national newspapers were more than three times higher than they are today – variable or differential terms has remained in their 'too difficult' file.

Instead the publishers have opted for across the board cuts to standard terms, with outlets selling hundreds or in a few cases thousands of national newspapers every day receiving the same discounts as shops with £200 a week newsbills.

Terms cuts are especially damaging to roundsmen, because it forces them to rely to an increasing extent on their customer delivery charges to maintain the viability of their operation – and that is not a sustainable business model.

Publishers' pre-paid subscriptions are helpful to retailers, but when the latter's delivery charge needs to be greater than the retail margin on the title, both parties risk losing the business.

Moreover, that risk is increased when deliveries from the wholesaler are late, causing disruption to HND services.

I don't think it is shroud-waving to warn that the distribution system in its present form cannot survive for much longer: it's costing retailers too much to deliver too little, and they have many other options.

The publishers should be grateful to the NFRN for organising a summit to resolve the newstrade's distribution problems, but I would be more optimistic about its future if the publishers had called the summit with an agenda for really radical changes.

Neville Rhodes is a freelance journalist and former retailer

★ What's included in food to go?

+ I read something about food to go nearly every day, but I'm still not sure what it includes. Every c-store sells food and drink items that are consumed after the shopper leaves the store, and a few have dedicated counters serving soup or hot dogs or cooked chicken. Where is the defining line drawn? It matters, because a lot of big numbers are being bandied about for the category's growth potential.

INDUSTRY PROFILE

Diageo

Summer always presents an opportunity to sell Pimm's to sun-hungry customers. This year, brand owner Diageo is focusing its efforts on boosting its Pimm's cider range. Its innovation commercialism manager Katie Hunter explains why

RN Summer is nearly here – how is Diageo investing in the Pimm's brand this summer to take advantage?

KH Pimm's is intrinsically linked to British summertime, so we will be investing in the total brand over the coming months and as the fruit cider category continues to grow, our Pimm's Cider Cup range will be a key focus.

RN How has Pimm's Cider been performing in the independent channel since its launch?

KH When it launched in 2015, Pimm's Cider Cup was the most successful flavoured cider launch that year, and we have continued to see strong sales since. As fruit cider continues to flourish as a sector, we expect to see similarly-positive sales in the off-trade this summer.

RN What can retailers do to support the Pimm's brand?

KH To boost sales of Pimm's Cider Cup, retailers can play on the seasonality of the brand with PoS and merchandising materials which highlight the product's suitability for key summer occasions such as festivals and out of home.

RN What are your top merchandising tips for maximising sales of Pimm's cider?

KH We would recommend keeping it chilled and sited prominently at eye level. This will help tap into the impulse opportunity, appeal to customers on a 'something for tonight' mission and cater to the growing number of fruit cider drinkers seeking exciting new flavours.

RN Why do you think the flavoured cider market as a whole has proved so successful?

KH Within the growing cider category, fruit ciders have been one of the biggest success stories of recent times and retailers can expect no let-up in this area. Shoppers who buy into this category are generally younger, more open to trying new products, and they're looking for new exciting flavours beyond the classic apple and pear. Because of this, flavoured ciders are successfully recruiting a new generation into the category, providing consumers with a credible and authentic way to enjoy sweeter alcoholic drink.

RN What is it about the Pimm's brand that works in the cider category?

KH Pimm's has long been associated with British summertime. It represents one in five sales in the speciality spirits category for most of the year but that increases to 47% over the summer months. Pimm's Cider Cup provides retailers with the opportunity to tap into the thriving fruit cider category under the strength of the Pimm's brand.

RN How can retailers use promotions,



Pimm's is intrinsically linked to British summertime

display and merchandising to take full advantage of the cider opportunity?

KH As many as 38% of consumers admit that clear pricing and visibility are key purchase drivers. In order to boost sales, we recommend blocking all ciders together with new, premium or fastest-selling products displayed prominently at eye level.

RN More generally, Diageo has been investing in supplier support over the past 12 months. How has this helped retailers in practice?

KH Diageo recently extended its My Store Matters programme, with a new category advice initiative, which has been designed to help convenience retailers grow their alcohol sales by up to £9,000 (13%) per year.

Using the latest market insights, the advice presents retailers with a series of easy-to-follow and simple-to-activate principles, packaged together under three key pillars: 'Inspire, Display, Sell'. Since launch, we have had a really positive response from retailers who have reported a strong sales uplift as a result of implementing the advice in their stores.

** Company CV **

Company Diageo

Innovation commercialisation manager Katie Hunter

Profile Pimm's No1 Cup was developed as a tonic in the 19th century but is now seen as a British icon associated with events such as Wimbledon, Royal Ascot and millions of British summer parties each year. Pimm's Cider Cup extends this range and has brought new customers to the brand since its launch in 2015.

Latest news Pimm's Cider Cup will be the focus of the brand's activity this summer.

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INDUSTRY PROFILE

Unilever

Hot weather brings out the best in us Brits. As the barbecues are dusted down, Unilever's senior brand manager for Hellmann's, Kyrie Merryman, explains why it's the perfect time to refresh the company's condiment brand

RN How have you developed the Hellmann's offer for independent retailers in the past six months?

KM We know that consumers are seeking more natural and authentic foods, and Hellmann's is a trusted brand that strives to provide retailers with a varied and exciting range of products containing high-quality ingredients for our customers to enjoy. To take advantage of this we have undergone a total brand refresh to reinforce and bring to life our deli heritage. As part of this activity we have updated our Light Mayonnaise recipe, making it free from artificial colours, flavours and preservatives.

RN How are you adapting your range to cater to changing tastes and trends?

KM We have introduced two new ketchup flavours in a bid to tap into consumers looking for healthier and more sustainable foods. The new products include the launch of the first ketchup in the market to be solely sweetened with honey and a variant made using both red and green tomatoes, allowing us to include 36% more tomatoes than the market leader. To help retailers' sales, we continually support our products with substantial marketing investment around key sales periods, such as the forthcoming summer months.

RN What are the biggest challenges Hellmann's is facing in the retail market right now and how are you working to overcome them?

KM With an ever-expanding base of consumers with different needs and shopper missions, Unilever is working hard to ensure we have the right products, in the right packaging, positioned in the right places to meet those demands. Our new look takes Hellmann's back to its deli roots with a brand

relaunch and packaging update. The packaging communicates the simplicity and authenticity of the product. However, our relaunch is not just about a new packaging design or campaign, it is a new positioning which will permeate across everything we do moving forward.

RN Does this mean Hellman's is now a more exclusive product?

KM Consumers are also looking for great products at great value, so we continuously work hard to ensure that within our portfolio, we offer great choices, great taste and for great value.

RN What one thing can independent retailers do to help boost their sales?

KM It is easy to leave mayonnaise in the sauce section on-shelf, but looking at dual-siting opportunities in the bread or cold meats aisle could really help drive sales. This second-siting will target consumers shopping for their sandwich or barbecue staples and make them consider purchasing Hellmann's as part of their shop.



We have undergone a total brand refresh

RN What is the biggest untapped sales opportunity for independent retailers in this category at the moment?

KM With such busy lifestyles, finding daily meal inspiration can be a challenge for consumers. By placing relevant PoS or recipe tips in-store, retailers can influence shoppers into considering additional meal solutions, encouraging them to purchase other food products and spend more in-store.

RN What can retailers expect to see next from Hellmann's?

KM We have kicked off a huge On the Side of Food marketing campaign which communicates Hellmann's deli roots through a refreshed brand proposition and personality. The activity is designed to communicate the message that Hellmann's is made with real, simple and responsibly-sourced. The campaign harnesses the human element - our farmers, our partners and the people who work hard to make food good. We want to do everything we can to ensure we continue to be the nation's favourite.

** Company CV **

Company Unilever

Senior brand manager, Hellmann's Kyrie Merryman
Profile Long known for being the nation's best-selling mayonnaise, Hellmann's has been a staple in most kitchens, whether to accompany a summer barbecue or Christmas leftovers.

Latest news Hellmann's has a new look and market positioning to take it "back to its deli roots", Unilever hopes. Two new ketchups have been launched alongside the changes.

**

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NATURALLY.**

**HELLMANN'S REINVIGORATES
KETCHUP CATEGORY WITH TWO
NEW GROUND-BREAKING PRODUCTS**

**SUPPORTED BY THE BRAND'S
OVERALL £9M MEDIA CAMPAIGN³**



¹SUGAL GROUP RESEARCH 2016

²ESTIMATION FOR ONE YEAR - SUGAL GROUP RESEARCH

³GROSS MEDIA VALUE



SUMMER SPORTS

Get fit for peak sales season

Are you ready for another sports-filled summer? Plenty of brands are investing heavily in this opportunity this year – take our fun quiz to make sure you are up to date. **Tom Gockelen-Kozlowski** sets the questions

1 In which UK city will the 2017 Champions League final be played on 3 June?

- a) London
- b) Wakefield
- c) Cardiff

ANSWER C)

The rotating host city is Cardiff this year, bringing Real Madrid and Juventus to the Welsh capital. According to retailers locals are already getting excited by the arrival of Cristiano Ronaldo, Gonzalo Higuain and – of course – Welsh superstar Gareth Bale next month. “The Champions League is always a great opportunity for extra beer and snacks sales but we’re getting into the mood with PoS and football-themed displays in honour of the final coming to Wales,” says Vince Malone of Premier Tenby Post Office in Pembrokeshire.



The Champions League is always a great opportunity for extra beer and snacks sales

2 Which accused drug user looks set to be snubbed by Wimbledon’s organisers, leaving her without an invitation to compete?

- a) Maria Sharapova
- b) Martina Hingis
- c) Courtney Love

ANSWER A)

As much as the world would be a better place if Hole lead singer and former Mrs Kurt Cobain donned her whites and played in this summer’s festival of tennis, the answer is former champion Maria Sharapova. While her opportunity to shine might be gone, the story is very different for retailers. Wimbledon retailer Tom Searle has developed a huge business by delivering newspapers to the venue each morning dur-

ing the tournament and sees his own store benefit from the huge increase in footfall it brings. Other stores can benefit from increased sales of big night in-style ranges, particularly Pimm’s, a drink that is closely associated with the event. “Pimm’s has long been associated with British summer time, making up 21% of the speciality spirits category for most of the year but increasing to 47% over the summer months,” Katie Hunter, innovation commercialisation manager at Diageo says.

3 Which water brand is also associated with South London tennis extravaganza?

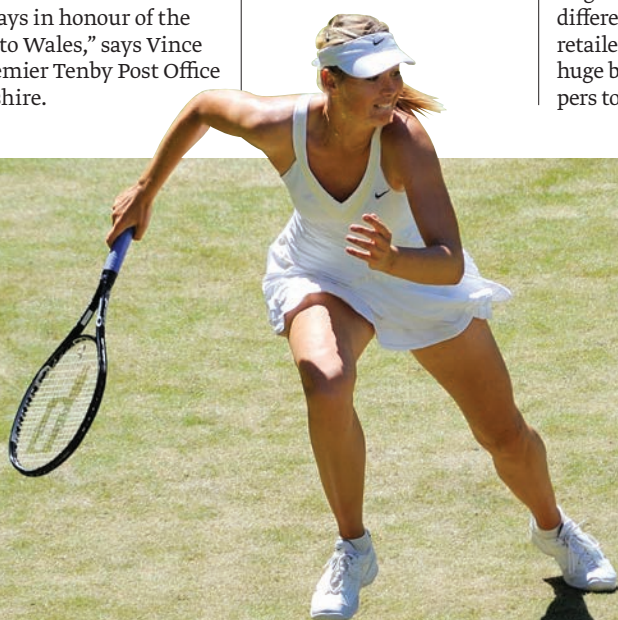
- a) Volvic
- b) Badoit
- c) Evian

ANSWER C)

The Evian brand is due to launch a £1.9m media campaign in association with the Championships at the end of June.

The campaign is centred around London with digital screens promoting it at strategic locations across London, using geo and time-targeting technology to serve content at specific moments.

“We’re very excited to mark the 10th year of our partnership with Wimbledon. The tournament is the perfect fit for Evian, and our campaigns have proved a big hit in the past, adding value to the bottled water category overall, Aurelia Viennet, Evian brand manager at Danone Waters, says.





HEAT UP SUMMER SALES WITH PIMM'S CIDER CUP

THE MOST SUCCESSFUL FLAVOURED
CIDER SINCE ITS LAUNCH IN 2015*

TAPPING IN TO THE GROWING
CIDER MARKET WORTH
£1 BN TO THE OFF-TRADE†

UNITING PIMM'S SPIRIT,
BRITISH CIDER & A
HINT OF FRUITINESS



STOCK UP NOW FOR SUMMER

TURN THE PAGE FOR ADVICE FROM DIAGEO AND LEARN HOW YOU CAN BOOST CIDER SALES IN YOUR STORE

* Source: Nielsen Off Trade to Dec 2016. † Nielsen & CGA Headlines Report: Offs to 30.01.16 and Ons to 23.01.16.

for the facts drinkaware.co.uk

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- CATEGORY LEADING PQR AND GREAT SALES VOLUMES
- SUGAR FREE ENERGY SALES IN GROWTH 47% YOY**



www.boostdrinks.com/trade

*IRI Marketplace data 52 weeks unit and value sales for Symbols and Independents to 29/01/2017 versus previous 52 weeks. **IRI Marketplace data 52 weeks unit sales for Symbols and Independents to 29/01/2017 versus previous 52 weeks

SUMMER



4 Which sprinting hero will we be saying goodbye to in London this summer?

- a) Michael Johnson
b) Usain Bolt
c) Maurice Greene

ANSWER B)

It seems like yesterday that the cocksure 21-year-old Jamaican Usain Bolt secured a place in the record books and our hearts when he smashed the 100m world record, powered by chicken nuggets and with his shoe laces undone. Nine years later he is running one final time at the World Championships in London this August. For those customers inspired by all the athletic prowess on show, there is now a huge range of protein drinks and bars available to help turn flab into abs. Boost Drinks has joined the protein drinks market with Protein Boost, with 20g of protein per serving and a £1.29 pricemark.



5 Which confectionery brand is offering consumers the opportunity to win a flight to New Zealand to watch Wacky Sheep Racing?

- a) Maynards
b) Hershey's
c) Fry's

ANSWER A)

Mondelez brand Maynards Bassetts has launched an on-pack summer campaign to give customers a range of "marvellously bonkers" days out.

The activity – which runs on the brand's Liquorice Allsorts and Sports Mix – has a definite, if unorthodox, sporty theme.

Prizes include a pair of flights to New Zealand, complete with £2,000 spending money and tickets to the Wacky Sheep Race event. Other days out

include the World Pea Championships in Witcham and rabbit show jumping in Bradford, along with travel and £50 spending money.

Katie Bashford, senior brand manager for Maynards Bassetts, says the campaign targets "adults who have a silly side to them" and will run from May to the end of August.



Maynards Bassetts wants to give consumers some unique summer memories this year



SPORTS

6

Which three teams did Unilever join forces with in support

of its latest Sure deodorant campaign?

- a) Arsenal, Hull, West Bromwich Albion
b) Chelsea, Everton, Southampton
c) Appleby Arrows, Puddlemere United, Holyhead Harpies

ANSWER B)

As much as it would be great to think international brands were sponsoring fictional Quiddich teams, Sure actually signed up with Chelsea, Everton and Southampton. Claudio Bellen, senior brand manager of Sure at Unilever, says the deal looks to associate itself with "money can't buy" experiences, concentrating on communicating with consumers through social media.

7

Which sport has peanut butter brand

Whole Earth got behind this year?

- a) Netball
b) Ice Hockey
c) Table tennis

ANSWER A)

One of the original protein products, organic peanut butter brand Whole Earth is linking up with England Netball as well

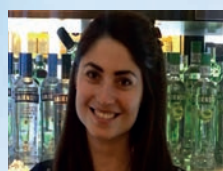
as the Reebok sports brand. The brand, owned by Wessanen UK, has an existing agreement with the British Triathlon Federation. Katrina Farmer, senior brand manager for Whole Earth, says the deals will help attract health-conscious shoppers into the category.

"We are delighted to have bolstered our commitment to sport through these new and extended agreements. They will strengthen our association with healthy living while enabling us to extend our audience reach with our target consumers – those who look after themselves, eat well and enjoy an active lifestyle," she says.



BOOST CIDER SALES THIS SUMMER

WITH TOP TIPS FROM DIAGEO



Katie Hunter, Innovation Commercialisation Manager at Diageo shares her five top tips on maximising cider sales this summer:

Range – Innovation is a key growth driver in the Cider category¹, regularly review your fruit cider range to include new products

Maximise fridge space – Keep Cider products chilled to tap into the impulse opportunity, particularly throughout the summer

Clear pricing and visibility – 38% of consumers admit that clear pricing and visibility are key purchase drivers¹. We recommend blocking all ciders together with new, premium or fastest selling products displayed prominently at eye level

Layout – Multipacks can encourage shoppers to trade up to a higher basket spend – position these in a prominent position to help drive sales

Train – Shoppers who buy into the Cider category are generally younger² and more open to trying new products³, make sure staff are trained to confidently communicate the range available



¹ Source: Nielsen Off Trade to Dec 2016. ² LPA:34 cf to 35-49 for Apple cider. ³ Nielsen Scantrack to 23.05.15.

DIAGEO

for the facts drinkaware.co.uk

SUMMER SPORTS

8

Which soft drinks brand wants to get one million more people moving by 2020?

- a) Rubicon
b) Panda Pops
c) Lucozade Sport

ANSWER C)

Brand owner Lucozade Ribena Sun-tory says its gearing up for a "busy summer" of activity and has launched its own Made to Move app to inspire customers to get active in a summer that lacks an Olympic or major football tournament to get people excited. The Lucozade brand is worth £106m in the UK and recent additions to the portfolio include Lucozade Sport Raspberry 500ml, which has quickly become the second biggest-selling product in its sector.

9

Which new protein drinks range has been launched solely in the independent retailer sector?

- a) Protein Boost
b) Protein Boom
c) Protein Bust

ANSWER A)

Boost has long been an independent-only energy drinks brand but its new high-protein variant extends the opportunity. Designed for those in need of a quick meal replacement or snack as well as health-conscious gym-goers, Protein Boost is available in two flavours, each providing 20g of protein per bottle and comes with a £1.29 pricemark. The company has developed a range of PoS to further help grow sales. ●



Whether for watching or taking part, suppliers have created a host of sports-themed products



Which sports are most popular in your community?

TACTICS TALK: LOCAL EVENTS CREATE SUCCESS

Shahid Razzaq

Family Shopper,
Blantyre,
Glasgow



My local event: Old Firm Derby – Rangers vs Celtic

What we do: We build promotions around big football events, highlighting deals on multipacks of soft drinks, beers, crisps and chocolates. We'll usually pick a particular beer and do a deal on that – for example, for the most recent Old Firm Derby, we had 12-packs of Budweiser on for £9. Then we'll put multipacks of crisps at the front of the store in a promotional bay, and merchandise them with soft drink multipacks – we can't do that with beer because it's illegal under Scottish licensing laws. It works really well and sales shoot up – though we can't risk getting into conversations with customers about the match itself.

My next big opportunity: The Champions League Final. People love football enough that it doesn't matter whether or not a Scottish team is involved.

Kate Clark

Sean's News
Upton-upon-Severn,
Worcestershire



My local event: Local football marathon

What we do: We matched the end of our local club's football marathon with a football theme in-store. A lot of our customers are local kids so they came in to buy sweets, and their parents bought coffees from the coffee machine to bring up to the playing fields with them. It was an all-day event, so people dropped in in the morning, saw all the displays, and came back throughout the day to pick up scoop ice creams or football-themed sweets and so on.

My next big opportunity: Dragon boat race – we'll take the store's ice cream bike down to the riverside.

“

We matched the end of our local club's football marathon with a football theme in-store

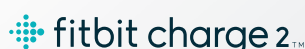


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Source: IRI data, total soft drinks category, w/e 22.01.17. For full Ts&Cs see lucozadesport.com/app-terms. UK18+, 1.5.2017 to 23.7.2017. Promoter is Lucozade Ribena Suntory Limited. Google Play and the Google Play logo are trade marks of Google Inc. Apple and the Apple logo are trade marks of Apple Inc. App Store is a service mark of Apple Inc. Lucozade Sport provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. Lucozade, Lucozade Sport and the Arc Device are registered trade marks of Lucozade Ribena Suntory Ltd.

FREE-FROM FOODS

Much of Abdul Arain's family was coeliac so he has a good understanding of special dietary needs. He has applied these principles in his store, attracting a loyal following. Here he tells **Dave Songer** how you too can benefit from the growing free-from trend

Delivering on diet



Identify what you already have

Without knowing it, most retailers already stock free-from products somewhere in their business, so it's possible to build a fuller range with surprisingly little effort. "I tried to make the journey to building my range as easy as possible and I discovered there was a lot in the market that was suitable for either gluten or lactose-intolerant customers but wasn't categorised as such," says Abdul. Some products, such as rice-based crisps and biscuits, have been popular for years and are gluten free, while soya and almond milks – which cater for those who can't consume lactose – have slowly become a staple part of many stores' chilled ranges.

Ask your customers what they want

The open dialogue retailers have with customers is an invaluable tool and can be used to ensure free-from products are introduced successfully. Using the retailer-customer relationship, Abdul has developed product ranges he is confident will sell, mixing staple mainstays with products his customers didn't even know existed. "By talking to customers and finding out what they want, like and need day to day you can establish a range tailored to them. If you have one customer who comes regularly for something it's worth stocking it," he says.



If you have one customer who comes regularly for something it's worth stocking it

Dedicate shelf and aisle space

When product ranges have been decided, it makes sense to highlight them to your customers, giving them the best chance to pick them up. This could be achieved with shelf wobblers, fixtures or dump bins. However, for retailers like Abdul who have the space, he recommends dedicating entire sections and even second sites free-from products. "Mrs Crimbles biscuits, for example, are gluten-free and could be stocked in two locations. It means duplicating but it can increase the opportunity for a customer to stumble across them and pick them up," says Abdul.



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**FOR MORE INFORMATION
VISIT WWW.CEREALSUCCESS.CO.UK**



* Kantar & YouGov, 2016 ** Mintel, 2016 *** Kantar, 2016
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FREE-FROM FOODS

Don't overlook the freezer

With so many consumers choosing to cut down their meat intake, whether for dietary, ethical or financial reasons, it makes sense to widen meat-free product ranges. Abdul has made space in his freezer to cater for those watching what they eat.

"We have pizzas, Linda McCartney sausages and the whole range of Quorn products, including cutlets, chicken strips and falafel. We also cook our own food here like curries, which is in the chiller but is suitable for home freezing."

Make a noise about it

To ensure customers don't miss out on your free-from products, it pays to take steps to promote them. "There's a local magazine called Independent Cambridge which showcases independent businesses, which is an ideal place to do an editorial that focuses on the free-from aspect," says Abdul.

He is an advocate of enticing his customers with in-store tasting, using it to boost sales of his Italian gluten-free biscuits. He also advises using the power of the press.

Get to shows and events

Getting an idea of what is going on in the world of free-from can be useful to help retailers learn about trends as they happen, giving ideas that could give stores a point of difference. Abdul visits events and exhibitions to develop his knowledge.

"I've visited exhibitions such as the Specialist Food Exhibition at London's Earl's Court, but I have also made it to Sweden and Germany for free-from exhibitions. That way I can meet the people making the products."



Going direct to the source gives you more control over what's in your store

A food to go offer can be free-from too

Though free-from might be most closely associated with biscuits, crackers and milks, there are excellent opportunities for retailers who develop a free-from food to go offer, Abdul believes. In his store he offers a selection of gluten-free products he has eaten all his life but which his customers love. "We make falafels and onion bhajis and recently switched to a recipe for the bhajis that didn't contain egg," says Abdul. "Those who can eat dairy and egg don't mind, but it means vegans don't miss out. We also make our own sausages without rusk for coeliacs."



The most important meal of the day

Though small producers have long been producing free-from breakfast cereals, bigger manufacturers are increasingly getting in on the act and Abdul ensures he keeps space for them in his store. Cereal Partners UK has extended its gluten free range with 60 free-branded rice pops and coco rice. As much as 17% of households avoid gluten the company says. "The big companies starting to catch on to the fact that there is a market here, which is obviously good news for those with intolerances," he says. "I stock a good range of them, including Nestlé's latest range." ●

It can pay to go direct

As they deal more and more with small suppliers, wholesalers' free-from ranges continue to develop and can include a wide selection of products. For some products, particularly in the case of perishable goods, it can pay to go direct to the manufacturer, however. "If a product has a shelf-life of four weeks then any time it is with the wholesalers is time it could be on your shelves. Going direct to the source gives you more control over what's in your store," says Abdul.

THIS WEEK IN MAGAZINES



Sticker sensation

THE STAR WARS SALES FORCE IS WITH YOU...

It is 40 years since the first Star Wars film burst onto the silver screen, and Topps is celebrating with a 344-sticker collection

TOPPS IS releasing its biggest ever sticker collection to mark the 40th anniversary of the very first Star Wars film. Star Wars Universe spans all eight films from the past 40 years, with fans being able to explore the world of Star Wars from the time of the Clone Wars through to the rise of the First Order, discovering the history of the Jedi and seductive power of the dark side along the way. With 344 stickers to collect, enthusiasts will learn about all the weapons and ships from the franchise including the Death Star. Starter packs include six packets of stickers, with individual packets costing 50p.



STAR WARS UNIVERSE
On sale out now
Frequency one shot
Price £2.99
Distributor Direct
Display with Star Wars
Force Attax, Star Wars
Rogue One

Round up



Jennifer Hardwick

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

COMMUNICATION CAN BE CRUCIAL

How good is your relationship with your wholesaler? Judging from a high number of the calls and emails we receive at RN, it could be better for a lot of you. A feeling of being ignored or unable to get satisfactory answers to your concerns are the most common complaints I hear and, with recent consolidation programmes from both Smiths and Menzies, the problem seems to be getting worse.

The latest Press Distribution Review Panel report shows complaints made to it relating to customer service doubled in 2016.

From what I hear, there are some of you who do not have much choice in the matter because any attempts you have made to increase communication have failed. But for those who do, the improvement in your day-to-day experience can be massive, in terms of being kept more up-to-date on the latest newspaper delays but also building up a level of trust over your magazines that allows you to have more confidence that any errors will be resolved quickly.

Perhaps one of the greatest casualties of the ongoing consolidation of the supply chain will indeed be communication, since it is fairly obvious the best customer service starts with having people around to answer the phone.

For a number of retailers I spoke to last week following the shock announcement about Hearst and Condé Nast's withdrawal from Comag, it was the potential loss of the relationship they have with that distributor that was one of their biggest fears. Again, that relationship varies widely across different retailers, but for some of you it's a partnership that's been years in the making and one that has become crucial to your success.

If you do find yourself in a position of dealing with a new team following the closure of your nearest wholesale branch, any efforts you can make to find someone who can fight your corner could prove crucial.

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THIS WEEK IN MAGAZINES



Bestsellers Photography

Title	On sale date	In stock
1 Amateur Photography	03/06	<input type="checkbox"/>
2 Practical Photography	08/06	<input type="checkbox"/>
3 Digital Photo FX	n/a	<input type="checkbox"/>
4 Digital Camera Magazine	16/06	<input type="checkbox"/>
5 Outdoor Photography	01/06	<input type="checkbox"/>
6 British Journal of Photography	05/07	<input type="checkbox"/>
7 Black & White Photography	20/06	<input type="checkbox"/>
8 N-Photo	08/06	<input type="checkbox"/>
9 Digital SLR Photography	13/06	<input type="checkbox"/>
10 Digital Photographer UK	29/06	<input type="checkbox"/>
11 What Digital Camera	n/a	<input type="checkbox"/>
12 Professional Photography	22/06	<input type="checkbox"/>
13 Professional Photo	15/06	<input type="checkbox"/>
14 Digital Film Maker	n/a	<input type="checkbox"/>
15 Black & White	20/06	<input type="checkbox"/>
16 Cameracraft	17/06	<input type="checkbox"/>
17 Photography Masterclass	15/06	<input type="checkbox"/>
18 Popular Photography	13/06	<input type="checkbox"/>
19 F2 Freelance Photographer	n/a	<input type="checkbox"/>
20 Pro MovieMaker	22/06	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



THAT'S LIFE

Bauer has announced it will be publishing Bella and That's Life specials as part of a regular schedule in order to gain maximum RSV, by matching them to seasonal peaks for their parent titles. It is predicting the special titles will generate more than £500,000 in RSV through 2017. Issue 3 of the True Life Special Series is a summer special for That's Life.



On sale 30 May
Frequency quarterly
Price £1.50
Distributor Frontline
Display with Bella, Take A Break



On sale out now
Frequency monthly
Price £3.75
Distributor Marketforce
Display with Pink, Sparkle World, Shopkins



SWEET

Issue 3 of this new primary girls' title from D C Thomson is packed with a variety of favourite characters for its target market. The launch issue sold 40,000 copies nationally and the publisher says the title has performed "exceptionally well" in independents. Num Noms, Hello Kitty & Friends, Squinkies, Hatchimals, Sylvanians and real life dancer and YouTuber JoJo Siwa all feature. The issue also comes with seven free gifts.



On sale 1 June
Frequency monthly
Distributor Frontline
Display with Caravan Magazine, Practical Caravan



PRACTICAL MOTORHOME

The peak season for caravan titles continues as the summer holidays approach. According to Frontline, the caravanning sub-category delivered more than £1.8m in RSV in March and April. This month's issue focuses on rear-lounge vans, which are popular with British buyers, as the team tests eight big sellers. Plus, there are tours of Dorset and County Durham and a full guide to touring Norfolk.



On sale out now
Frequency fortnightly
Price £2.99
Distributor Comag
Display with Peppa Pig Bag-O-Fun, Fun To learn Favourites



FUN TO LEARN PEPPA PIG

Fun To Learn Peppa Pig magazine has a British theme. Proudly waving her Union Jack, Peppa and friends enjoy a visit to London riding in a double decker bus driven by none other than HRH The Queen. This special themed issue comes with a cut-out London bus tall card activity, a Queen's Guard craft and lots of other stories and activities to keep children amused. The issue is cover-mounted with a London playsheet.



On sale out now
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Disney Princess, Disney Frozen



DISNEY PRESENTS

This special edition of Disney Presents is a tie-in with Disney's recently-released live action version of Beauty and the Beast. There are two competitions inside where readers have the chance to win a Beauty styling head or a live action prize bundle. It is covermounted with a free Beauty mirror.

STAR WARS

UNIVERSE STICKER COLLECTION

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**NEW COLLECTABLES
AVAILABLE FROM**

TEPPS
Disney



UEFA WOMEN'S EURO 2017 STICKER COLLECTION

The UEFA Women's Euro tournament is launching its first ever official sticker collection. This will be the 12th women's Euro tournament and will be held in The Netherlands in July and August. Panini has released this collection following its publication of the first Women's World Cup collection in 2015. The starter pack includes an album and four sticker packets, with extra packets costing 60p.



On sale 1 June
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Road to World Cup trading cards and stickers, Panini Football 2017 sticker collection



LONG LIVE VINYL

The latest edition of Long Live Vinyl has not one but four different front page illustrations to choose from. It is released on 1 June, 50 years to the day after the release of Sgt. Pepper's Lonely Hearts Club Band. Created by Liverpool artist Joe Murtagh, the colourful selection depicts The Beatles in the summer of 1967. The bespoke covers give Fab Four fans the opportunity to select their favourite Beatle – or collect all four.



On sale 1 June
Frequency bimonthly
Price £6.99
Distributor Marketforce
Display with Record Collector, Gramophone Magazine



WOMAN & HOME VEGETARIAN SUMMER

The team behind Woman & Home is publishing this special one shot dedicated to vegetarian cooking, with more than 80 recipes including vegan, and gluten and dairy-free dishes. The issue provides cooking enthusiasts with everything they need to know to make delicious meat-free meals that are quick, simple and healthy. Topics include barbecue ideas, bakes ideal for special occasions and quick recipes.



On sale 1 June
Frequency one shot
Price £4.99
Distributor Marketforce
Display with BBC Good Food, Olive and Delicious



WOMEN'S RUNNING

This issue aims to inspire enthusiasts to run this summer with the Women's Running Ultimate Race Guide, including races taking place between July and December this year. Aimed at all abilities from first-timers to those looking for a personal-best course, as well as anyone who wants to try something different like an obstacle race, there are also plenty of training tips, gear advice and motivational tricks.



On sale 25 May
Frequency monthly
Price £4
Distributor Marketforce
Display with Runner's World, Women's Health, Running



FATE & FORTUNE

According to publisher H Bauer, 28% of the population of Great Britain consider themselves to be spiritual people. It also reports that Fate & Fortune generates more than £1.5m in RSV every year. This issue features a discussion on whether children should visit psychics, and an article entitled "fear on the menu" which examines the UK's most haunted cafes.



On sale 1 June
Frequency monthly
Price £1.99
Distributor Frontline
Display with Chat It's Fate, Take A Break

Industry viewpoint

Andy Marshall

Group managing director,
Immediate Media



The children's magazine market is a healthy and vibrant sector. Sales are also almost entirely through the newsstand rather than subscriptions so there is a greater emphasis on the physical product. It is also at the mercy of the changing tide of children's tastes.

In 2014, Top of the Pops magazine was in a difficult position with sales down almost 30% year on year. While it was a heritage pop brand for adults, it was no longer resonating with its target teen audience. In an attempt to halt the decline, we re-evaluated the magazine from top to bottom: reviewing our distribution, editorial content, target audience and what their interests were. Everything was independently researched, including – most importantly – focus groups with our readers to find out what they wanted from the magazine.

As a result, we took the bold decision to move from a teen brand to a pre-teen brand and redefine our editorial proposition. Reflecting the changes in our readers' interests – pop music isn't as centrally important to kids in the digital age as in previous generations – we introduced more content on vloggers, fashion and beauty.

We also evaluated our covermount offerings. While there has been some criticism from outside the industry over covermounts, they are undeniably a key driver in purchasing decisions, both by our readers and parents who want value for money. So spending time – and money – to get the offer right, combined with great editorial, can really pay dividends. And so it has proved for Top of the Pops – the new look magazine is proving a hit with readers; following a 16% year-on-year rise in the last ABCs, the latest issue is the best-selling issue in the last five years.

Top tip

Make space to display your youth and children's selection, especially during the upcoming summer holidays – always a peak selling period

THIS WEEK IN MAGAZINES WE WANT YOUR INSPIRATIONAL IDEAS!



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



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

RN

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Partworks				Collectables			
Title	No	Pts	£	Title	No	Pts	£
Amercom UK				Hachette			
Ships of War	17	40	11.99	Art of Crochet	92	120	2.99
DeAgostini				Art of Cross Stitch	22	90	2.99
Build the Ford Mustang	73	100	8.99	Art of Knitting	123	90	2.99
Build your own R2-D2	21	100	8.99	Art of Quilting	74	90	3.99
Enhancing your mind, body, spirit	20	120	3.99	Art Therapy	115	120	2.99
My Animal Farm	16	60	5.99	Art Therapy 50 Mindful Patterns	17	80	4.99
Jazz at 33 and third RPM	36	70	14.99	Assassins Creed: the official collection	8	80	9.99
Simply Stylish Knitting	74	90	3.99	Build the U96	144	150	5.99
Star Wars Helmet Coll'n	37	60	9.99	Dr Who Complete History	46	80	9.99
The Beatles Vinyl Collection	7	23	9.99	Draw The Marvel Way	37	100	4.99
Zippo Collection	45	60	19.99	Judge Dredd Mega Collection	62	80	9.99
Eaglemoss				Marvel's Mightiest Heroes	90	100	9.99
Build A Solar System	93	104	7.99	Transformers GN Collection	12	80	9.99
DC Comics Graphic Novel	47	60	9.99	Warhammer	20	80	9.99
Doctor Who Figurines	98	120	8.99	RBA Collectables			
Marvel Fact Files	219	200	3.99	Real Life Bugs & Insects	40	60	0.99
Military Watches	86	80	9.99	Panini			
Star Trek Ships	99	95	10.99	F1 Collection	30	60	9.99

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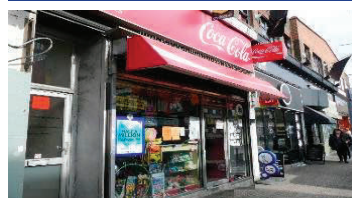


Newsagent West London
Leasehold £94,950 Ref: T33253LN

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Town centre location, Greater London
Same owners for 30 years, Retirement sale
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Newsagents/Lotto Nr Preston Lancs
Freehold £420,000 Ref T32273NW

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