

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 12.05.2017

## Tour my new c-store with a difference

Read the full story of Dan Cock's c-store-restaurant-pub

STORE LOOKBOOK

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## Fascia report

# How to pick the right group for you

11 symbols and franchises share their store action plans

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Vol 128 No 19  
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Shaping the future  
of independent retail  
since 1889



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

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

### Annual Subscription

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



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## WELCOME

**Finally, last week, Dan introduced his new store to the industry and RN was there to see it**

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#### Features editor

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**I**t was just over a year ago Dan Cock of Premier Whitstone Village Stores told me about his big plans for rebuilding his business.

After 10 years in the trade, Dan had read as much trade press as possible and attended every study tour, conference and supplier panel he was invited on to.

He had soaked up so much knowledge and evolved his store to reflect this but, he told me, was now ready to drastically rebuild his store, taking on board everything he had learned.

Finally, last week, Dan introduced his new store to the industry and RN was there to see it.

The headline change is his embracing of the trend for food-service, creating an area of his store that's part restaurant, part coffee shop and part pub. You can take a look around his innovative store in this week's Lookbook.

But, alongside this, are hundreds of ideas from other stores – such as Roli Ranger's fresh display and Mandeep Singh's slush machine – that together provide a testament to the power of sharing ideas across the industry.

It's something we at RN are passionate about too, and we strive to fill every issue with ideas that can help you improve and fine-tune your business.

At the end of his tour last week, Dan said: "I know that not everything I've done will be relevant for everyone, but I would challenge any retailer to say there isn't at least one little thing they can take away from what we've done and use in their own store."

As you read this issue, I extend the same challenge to you.



# BREAKING NEWS

## Experts question food sales figures

Growth figures in food in the three months to April and over Easter should be taken with a "hefty pinch of salt", according to KPMG head of retail Paul Martin.

According to figures released by the British Retail Consortium and KPMG, total food sales increased by 3.6% – faster than the 12-month total average growth of 2.0%, the highest since February 2014.

"Food and drink sales soared significantly in April, suggesting that feasts remain at the heart of festive holidays.

"That said, in the ultra-competitive grocery sector, these growth figures should be taken with a hefty pinch of salt, with margins under significant pressure and profitability remaining a concern," he said.

## Shoppers unsure on sugar tax

Retailers are finding ways to educate shoppers on the proposed sugar tax after a recent survey highlighted confusion over the products it affected.

Research carried out by data analyst Nielsen showed despite 80% of shoppers being aware the levy would affect soft drinks, the average person believes it applies to at least four other product categories including confectionery, cakes and biscuits.

Jayesh Parekh, of Costcutter in Manchester, said he plans to take steps to educate his customers. "We're looking at implementing something that could include signs around the shop," he said.



**Food to go tops list of ways to drive sales** Exclusive RN report reveals symbol group secrets

## Fascia groups highlight indie-boosting add-ons

by Chris Gamm

chris.gamm@newtrade.co.uk

Adding food to go, improving kerb appeal and focusing on shopper missions are the top three ways fascia groups would add value to independent stores.

In an exclusive report in this week's issue, RN challenged 11 symbol, franchise or wholesale groups to create action plans for improving six stores currently up for sale.

Seven out of the 11 groups identified food to go as a key opportunity for

retailers to grow sales and meet modern shoppers' changing demands.

Londis brand director Martin Swadling recommended installing a food to go area including hot food, coffee and meal options for every time of day.

"By bringing this together into a dedicated area it is easier to drive up the average transaction value," he said.

According to the 2016 ACS Local Shop Report, only 13% of c-stores have a hot food counter, while 10% have a food preparation area.

Six groups said improv-

ing store branding would attract more shoppers and grow basket spend.

"A new fascia and external imagery would shout about the store's fresh food offer as well as food to go, which would certainly boost turnover," said Nisa head of format and development Darren May.

Five groups told RN they would improve customer journeys based on shopper missions, while a further five said they would improve a store's fresh and chilled offer.

"The first category a customer meets in store should be fresh and chilled

and, in general, more space should be dedicated to it," said Best-one symbol development director James Hall.

Our report also shows symbol groups would help retailers tap into modern convenience trends.

Three groups recommended using data to create bespoke ranges, three suggested boosting the store's social media profile, three would grow the local produce offer, while one suggested adding self-service checkouts.

● *How to pick the right group for you – p32*

## Tories' energy cap 'won't save stores cash'

Retailers are sceptical as to whether a Conservative party pledge to put a cap on energy bill rises would benefit their businesses.

The plan was announced on Tuesday by Theresa May but it has not yet been revealed whether it would apply to business or domes-

tic customers.

John Vine, of News World in Church Stretton, Shropshire, said: "It would be great if it did apply to retailers but I don't think it will apply to business tariffs because usually governments only look at domestic ones."

Meanwhile, Manish Mehta of Williams News, Streatham, London, said: "It's very difficult to believe anything the political parties are saying will actually happen, because they tend to say one thing and then do something different if they

actually get into power."

All the main parties have yet to publish their full manifestos ahead of the 8 June general election.

The Conservative Party did not reply to a request from RN for clarification of the policy.



**Cancellations follow firm's £10 a month fee plan** Company 'has little regard for its customers'

# Retailers pull the plug on 'unprofitable' PayPoint

by **Helena Drakakis**

RNreporter@newtrade.co.uk

RN knows of more than 15 retailers that have terminated their PayPoint contracts in response to a recent fee restructure, claiming the service is no longer profitable.

Following PayPoint's announcement two weeks ago, which will see all retailers using the 'yellow boxes' charged £10 a month from 1 June as part of a move to "retire" the terminal, a number of retailers told RN they are weighing up their options.

Kate Mills, of Heath Stores in Kent, terminated

her contract this week. She said she made a loss of £21 on PayPoint in April. "It is simply not acceptable for a small retailer to make losses so PayPoint can continue to make multimillion-pound profits," she said.

Retailers can choose to opt out of PayPoint with no charge, or move onto the EPoS-enabled PayPoint One system.

Other retailers told RN they were now considering the best course of action. Londis retailer Stuart Reddish said: "PayPoint is a company with very little regard for its customers. They know as one retailer withdraws another will

take its place.

"We have PayPoint at the Chesterfield store and we will have to look at the effect of taking the facility away from our customers."

Joey Duhra, of Premier Jules Convenience in Shropshire, said he was also weighing up the offer, adding that he makes around £11.50 a week commission but sees no noticeable profits from add-on purchases. "We all know we're virtually doing it for free," he said.

To help retailers decide whether to invoke the 31 May opt-out clause before being tied into a five-year contract, the NFRN has

created a fact sheet which it has sent to members.

NFRN chief executive Paul Baxter said: "Add-on purchases do exist, but their gross contribution to the profitability of the average is possibly lower than some may have been led to believe. The fact sheet adds more information to help retailers decide what is best for their business."

Lewis Alcraft, commercial director at PayPoint, said: "We understand the change in terms might not be for everyone. We do not believe in forcing retailers into partnerships that do not work for their businesses."

## Menzies merger faces objection

A proposed merger between Menzies and parcel delivery company DX Group could be halted by shareholders.

Key DX investor Gate-more Capital Management has written an open letter, co-signed by 18% of DX shareholders, to say it would block the deal if terms are not changed.

Gate-more managing partner Liad Meidar, said: "The proposed deal grossly undervalues DX. Having spoken to nearly all of the group's large shareholders, we firmly believe those who together account for more than 30% of the shares will vote against the takeover."

The deal, which had been expected to complete in the summer, would see the distribution arm of Menzies split from the aviation arm.

Menzies declined to comment on the letter.

## Newtrade team helps celebrate store expansion

Dan Cock and his partner Viki (right and far left) celebrate the opening of their newly-expanded Premier Whitstone Village stores with RN features editor Tom Gockelen-Kozlowski, Newtrade head of events Sam Gunston and Retail Express editor Louise Banham. Mr Cock thanked his symbol group Premier at the launch event. "The insight and expertise Premier provided was truly excellent and they really believed in this project from the start," he said.

● *Lookbook, page 6.*



## Thumbs up for Connect

A new survey carried out by the NFRN shows more than 70% of retailers who recently used its Connect helpline would recommend it to others.

The survey, conducted across users of the service this year, also showed almost 60% of respondents would describe the helpline as "very successful" in gaining a response within 48 hours.

Connect specialises in resolving issues with newspaper and magazines wholesalers, but can also field queries on any topic.

Of those surveyed, almost a third use the service at least once a week.

## Better delivery tops summit agenda

The NFRN's annual summit of newspaper publishers, wholesalers and retailers will include its widest group of retailers and HND-only operators this year, it has announced.

Now in its fifth year, the summit, which will take place on 23 May in London, is intended to

reduce late deliveries to retailers.

The full list of attendees has not yet been revealed but NFRN head of news Brian Murphy said participation from suppliers is expected to be high.

Mirror Group Newspapers' general manager and group newspaper sales di-

rector Neil Jagger, who has previously attended the summit, said: "Anything which brings publishers, wholesalers and retailers all together in one room is a good thing and it definitely opens up the lines of communication."

"The summit has helped us identify problems in

specific geographical areas in the past and we have then been able to look at where we can pull back time elsewhere."

The event will take place between 11am and 2pm at the Thistle City Barbican Hotel and retailers should call 0800 121 6376 to attend.



# STORE LOOKBOOK



## Cheers to the future

It's been described as the biggest convenience store opening of 2017 and last week RN was invited to see the newly-rebuilt Premier Whitstone Village Stores. Owner Dan Cock tells **Tom Gockelen-Kozłowski** the inside story of this ambitious project

**T**here's now a joke in the village that if you're going to the village shop for a pint you don't know if it's milk or beer."

In the weeks since Dan Cock officially opened his newly-extended Premier Whitstone Village Stores in North Devon, his customers have quickly got used to his convenience store-meets-pub-meets-restaurant-meets-coffee shop.

Located miles from its nearest competition, the store operates in an area without other key local businesses. So when early last year and a decade after entering the industry, he decided to utilise all of his insight and experience in a £200,000-plus refit, Dan decided to step up to fill these gaps.

"We're now open 7am til 9pm on weekdays and then until midnight on a Friday and Saturday. That's when this place comes alive as the village pub – but we can still serve them a pint of milk or loaf of bread to take home," says Dan.

The speed with which the evolution of this award-winning convenience store has been embraced by its customers is breathtaking – Dan is struggling to keep up with demand for his Sunday carvery and the local toddlers and ladies groups are in discussion to use the new 1,000sq ft dining pace for their meetings.

Yet the journey started with Dan

wanting to improve his retail offer.

"Initially all of my focus was on how I could improve the store. I was keenly aware most good stores these days are organised by shopper missions," he says.

For Dan this has meant basing his layout around zones. From a fresh area with local breads and fruit and vegetables as you walk through the door to an alcohol shop-within-a-shop at the back, this idea features throughout the store.

And in each section his experience in retailing shines through. Working with Booker, Dan was already aware of the power of a three for £5 promotion mechanic on bottled beers. Yet he has gone further and convinced the village's own microbrewery to produce bottles that meet the same pricepoint as bottles of Bishops Finger and Old Speckled Hen. "It's simpler for customers if everything's part of the same deal," he explains.

The store's fresh display, meanwhile, is inspired by the theatre-heavy approach of stores such as Gloucester Services and Roli Ranger's Londis Sunninghill – all achieved with his own twist. "There's a few little trinkets in our displays such as old scales and milk churns – we're a farming community and we try to reflect that."

Alongside this, the new 1,600sq ft retail space affords Dan the room for an extensive range of free-from products,





What RN is so good at is getting those nuggets from a story that retailers can use in their own store. Every week there's ideas that can improve your bottom line." **DAN COCK**



Dan's symbol group Premier collaborated to improve the store's alcohol range



**"I don't want to do what I want, I want to do what my customers want"**

#### INFORMATION

##### Location

Premier Whitstone Village Stores, Whitstone, Holsworthy EX22 6TX

##### Size

3,000sq ft (1,000sq ft foodservice)

##### Turnover uplift

20% on retail sales

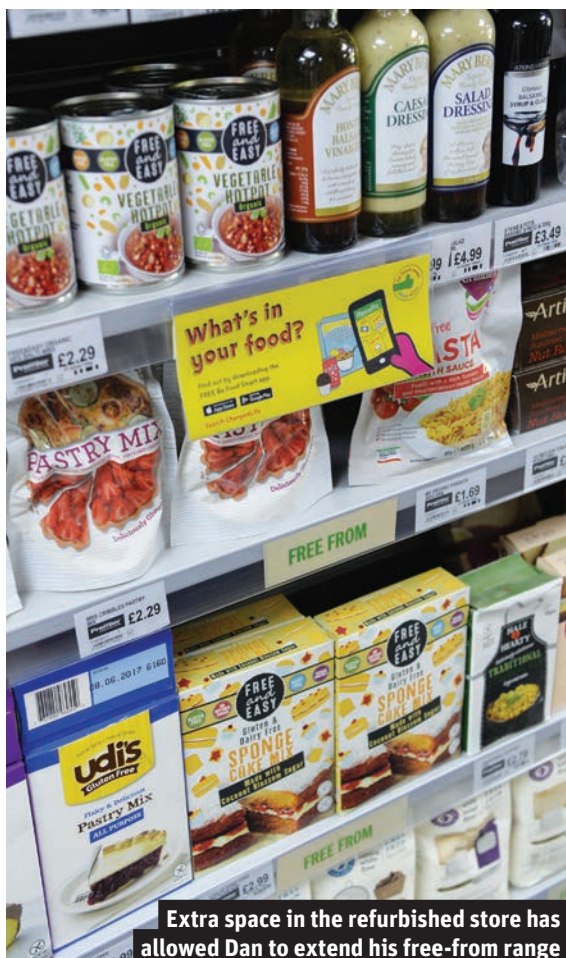
##### Points of difference:

Food service, food to go, local produce, licensed bar





# STORE LOOKBOOK



Extra space in the refurbished store has allowed Dan to extend his free-from range



fresh and chilled and local produce – all of which have their own designated area within the store.

The store is stunning but it is the new dining area that steals the show.

Powered by a £6,000 combi-oven, Dan has employed two chefs and this piece of kit gives them the flexibility to roast meats, cook curries, bake authentic pizzas and keep up with any new catering trends.

“And all we have to do at the end of the day is flick a switch and it deep cleans itself,” Dan says.

That big investment has already paid off: when Dan opened he initially saw fresh breakfast as the main opportunity yet it has been takeaway dinners that have really excited his customers. With the right equipment it has taken little effort to switch his focus.

For a man who has invested years getting ready for this change, months overseeing the project and thousands of pounds investing in it, Dan is remarkably unsentimental about shifting his vision.

“I don’t want to do what I want, I want to do what my customers want.” Every square foot of his store tells you he is living this ideal. ●



Customers have embraced the opportunity to buy store-made food to go



Want to see more of Dan's store?  
Go to [betterretailing.com/dan-premier-whitstone](http://betterretailing.com/dan-premier-whitstone)





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# SYMBOL NEWS

## It's good to talk – to other retailers

Talking to other retailers is the key to understanding your business, a Northampton retailer has told RN, following an insight day organised by Nisa and supplier Red Bull.

Sally Croft, of Croft Stores in Silverstone, hosted the day for five Nisa retailers who were given soft drink category advice from Red Bull followed by a walk-round store critique.

"It's those quality moments with other shopkeepers that make a difference," said Ms Croft, who praised Nisa for "thinking outside of the box" in arranging the engagement day.

She added that when Red Bull previously remerchandised the store's soft drinks' range she saw a minimum 25% sales uplift.

"It felt like we were being taken seriously as a retailer and comparing with others is a valuable exercise," she said.

## Fears over P&H sale

A Mace retailer has expressed fears over potential instability following rumours a buyer may be sought for Palmer & Harvey, weeks after tobacco giants JTI and Imperial announced a rescue deal to prop up the struggling wholesaler.

Vip Panchmatia, who runs two Mace stores in Hampshire, said: "Uncertainty disrupts the trade. We've got the Booker-Tesco deal, the election and Brexit. I've not heard P&H is selling but if it is I hope a sensible buyer is found who can make it work."

P&H would not confirm the rumour instead saying it "did not comment on market speculation".



As customers become more aware of provenance many stores are giving priority to British meat

**Provenance is becoming more important to shoppers** 'We should be supporting British farmers'

## Do more to help customers buy British, symbols told

by Helena Drakakis

RNreporter@newtrade.co.uk

Symbol groups are being urged to do more to help retailers tap into the burgeoning shopper trend of buying British produce and supporting British farmers.

According to retail data analysts IGD, 45% of UK shoppers said it is more important to buy British-produced food now the UK has voted to leave the EU – a trend backed by independent retailers who said customers are becoming increasingly interested in produce origin.

Yorkshire Londis retailer Stuart Reddish, said: "Shoppers do look to see if the products are from the UK, not only for quality but more and more from a carbon footprint point of view," he said.

"By using locally-supplied produce, customers know its origin, know it's British and this creates a unique selling point, which sets us apart from the multiples."

However, he stressed the importance of remaining competitive on price.

Last week Co-op announced it would drop Danish bacon and New Zealand

lamb, citing provenance and the current political climate as the reasons. It already sells 100% British beef, chicken, pork, sausages, duck and turkey.

Tristan King, of Spar of King Family Stores in Retford said: "If competitive pricing and quality could be maintained I'd love it if my symbol group went down that route."

"In this climate, we should be supporting British farmers," he said.

Mr King said if foreign retailers like Aldi and Lidl could promote British meat then others should follow

suit.

Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth, already stocks 50% British meat sourced within a two-mile radius of his shop, alongside 50% imported meat.

He said: "Consumers are more aware than ever of the journey meat has taken. We are reliant on the decision made by our symbol group but if they wanted to go all British I will follow suit," adding that his range of UK-sourced meats included lamb, beef, chicken, duck, pheasant, pork loin and pork.

## Sainsbury's franchise 'threat to symbols'

Sainsbury's plan to roll out a franchise model for independent retailers could signal "real competition" in premium convenience, shop owners told RN.

The supermarket's chief executive Mike Coupe revealed last week that franchise deals could be offered to independent retailers as the brand

struggles to find suitable new sites. Sainsbury's is already testing franchises with eight Euro Garages petrol forecourts.

Lancashire retailer Kevin Hunt, who owns 27 Spar stores, said although he did not feel the potential move was a threat to him, it could be for symbol groups such as Spar.

He said: "I think this is a natural move for Sainsbury's, but there will be many who will struggle to meet franchise standards, so they'll be looking to pick off the best of independent retailers."

Dependent on the details of the franchise model, One Stop retailer Vip Measuria, of The Prior

Way in Derby, said it could be a threat. "I went with One Stop because it ticked all the boxes."

"If Sainsbury's went with the same model as Sainsbury's Local, then it could be real competition," he said.

Sainsbury's declined to comment on details of a potential franchise model.



# NEWS & MAGS

**Retailers frustrated with poor supply** Menzies say 'positive' discussions with publishers held

## HND growth restricted by consistent late deliveries

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Yorkshire retailers have said they are unable to grow their newspaper sales after being hit by consistently late deliveries.

Ian Saunders, of Haworth News in Barnsley, is one of many retailers who have suffered late deliveries from Menzies depots in Sheffield and Wakefield since the start of April.

"It has really come to a critical stage now," he said. "I am supposed to get papers at 4.45am and I'm getting them at 6am, but I have had calls from other retailers who aren't getting them until 8am.

"I could double the amount of home delivery customers I have in the next six months but I refuse to go canvassing because I'm not confident I can fulfil the orders."

James Wilkinson, of Pybus Newsagents in Boroughbridge, also said he would not take on any more HND areas because of the risk of not being able to deliver on time.

"They say they want us to get extra sales but then they do nothing to allow us to get them," he said.

Data collected by the NFRN from the Association of Newspaper and Magazine Wholesalers' National Distribution Monitor has

highlighted the frequency of newspapers arriving late into depots throughout April.

The Sun arrived late to the Wakefield depot nearly 50% of the month, while The Times, the Daily Telegraph and the Financial Times all arrived late 42% of the time.

Meanwhile, at the Sheffield depot, The Express and The Star were late 33% of the time throughout April, The Sun was late 25% of the time and The Times was late 15% of the month.

NFRN news operations manager Jerry Hayes said the best RDT performance in the last six Saturdays from both depots stands at 76.89%.

Paul Goddard, head of circulation, marketing and production for Northern & Shell said the publisher's schedule has now been changed so Sheffield newspapers leave the print site earlier.

A Menzies spokesman said: "Our Wakefield and Sheffield depots have experienced a pattern of late inbound deliveries, which are particularly impactful when multiple titles arrive on a single vehicle.

"We have held positive discussions with our publishing partners, as a result of which we have seen inbound times improve at Wakefield over the past two weeks."

## Prizes for news plan 'highway to nowhere'

A Worcester newsagent has labelled plans by a publishing group to offer cash prizes to the public in return for local stories as "a highway to nowhere".

Newsquest, national publisher of local papers such as The Worcester News, announced it will be offering readers prizes of up to £4,000 for user-generated content.

Kate Clark, of Sean's News in Upton upon Severn, said: "Our sales of The Worcester News have already gone from 40 a day to around 25.

"I can't see this working. It's a highway to nowhere and it's to cut corners and save themselves money.

"When a news story breaks readers want unbiased coverage, not people using a newspaper as a sounding board," she added.

## Launches and new home for Kerrang!

Rock magazine Kerrang! has been sold by Bauer as the publisher launches a new music title. Kerrang! has been acquired by Mixmag publisher Wasted Talent and will change frequency from weekly to monthly later this year. Bauer is launching Planet Rock magazine, published bi-monthly initially, and is also increasing Classic Pop's frequency from bi-monthly to monthly. Andrew Howell, of Loch Lomond Stores, said: "Classic Pop was a good launch last year and we normally find any new music titles sell well for us."



## WWMD closure update

A distribution business formerly co-owned by Smiths and Menzies has been almost entirely shut down.

A proposal to close Worldwide Magazine Distribution (WWMD), which supplied magazines to non-traditional stores such as garden centres as well as Lidl and Wilko, was announced in January.

WWMD customers did not previously pay the same carriage charges as Menzies and Smiths customers.

A Menzies spokesman said the transition is ongoing but Lidl is now on a regular carriage charge plan.

A spokeswoman for Smiths News said customers in its area have been transferred to its subsidiary Martin Lavell, but would not comment on their charges.

## Trolls climb to the top of the pile

A new franchise has taken the top spot in the primary girls' magazine market for independents, the latest figures have revealed.

DreamWorks Animation's Trolls magazine has knocked long-running leader Disney Frozen from the top of the sales

rankings for independent stores, according to Smith News' data.

Distributor Seymour told RN national sales of the Egmont title have increased by 16% since the film opened in the UK in February, following the magazine's launch in October.

Egmont publisher Jo Doubtfire said: "We are all delighted. Not only with the stellar launch, but the continuing success of Trolls Magazine.

"Trolls has proven that it is not just a flash in the pan brand but has all the hallmarks of a long-running and evergreen

franchise. Dreamworks has exciting plans for Trolls over the next few years and we are looking forward to working with it to continue creating a vibrant and engaging magazine."

Independents account for 20% of the total sales of the title.



# PRODUCT TRENDS

## Tap into alcoholic ice lollies

Alcoholic ice lollies have been highlighted as a trend this summer as Aldi becomes the latest big retailer to roll out the booze-based popsicles.

Last week the discount-er announced it is launching both gin and tonic and prosecco ice lollies, with a four-pack costing £2.99.

In recent weeks Harvey Nicholls launched Pops' Frosé and Watermelon Martini variants and Ice Kitchen began selling its mojito ice lolly in Cook, the upmarket frozen ready-meal retailer. Additionally, strawberry daiquiri and piña colada lollies producer Lic rolled its products out to more than 350 Sainsbury's stores.

Cesar Roden, founder of Ice Kitchen, told RN it sold 50,000 Mojito Poptail lollies in 2016.

"Some of our customers selling them have reported they outsell sales of mainstream products," he said.

## Launch for Mars Choc

Mars Chocolate UK has launched Mars Choc Brownie in a bid to help retailers tap into the growth of cake and pastry snacking among young adults.

Bep Dhaliwal, trade communications manager, Mars Chocolate UK, said: "We know cakes and pastry snacking is the category most in growth amongst millennials and we're confident we've created an innovative product that can help boost singles sales across the grocery and convenience channels and drive category growth."

The bar is available in a range of pack sizes from 22 May.



Customers travel 80 miles for Bhavin Patel's range of cigars

## Cigar firm urges retailers to 'dip a toe in the water'

by Dave Songer

dave.songer@newtrade.co.uk

Retailers stocking even basic ranges of cigars could benefit from a margin-friendly category that can win over brand-loyal customers, according to cigar manufacturer Davidoff.

Following the unveiling of its UK market strategy last week, Alan Graham, UK manager at Davidoff, encouraged retailers to "dip their toe in the water" and learn more about a product that can offer margins of up to 30%.

Highlighting the op-

portunities of cigarillos in particular, Mr Graham said: "There is a lot of cross category smoking in cigars, with many who smoke cigarillos also smoking roll your own."

To help educate retailers about the category, Davidoff has introduced a training programme – the Davidoff Academy. It involves sales teams visiting retailers to help them provide a better service to customers.

"From August we will also introduce an online training programme that is in bite-sized chunks for

top-up training," said Mr Graham.

Harry Patel, of Kwik Save in Warlingham, Surrey, began with a basic range of cigarillos, panatellas and coronas in 2013.

"I now have more than 12 varieties, a range I developed by talking to my customers to find out what they want," said Mr Patel. "And the cigar accessories I sell like cigar cutters and lighters give me a margin of up to 35%."

During the event Philip Matthews, key account manager at Davidoff, said handmade cigar sales

remain stable because customers "were so loyal to their brand".

Bhavin Patel, of Tylers Green Stores in North-weald, Essex, who stocks 186 types of cigar, said he has customers who travel up to 80 miles to buy them – he attributes the store's success to his cigar sales.

"If I wasn't stocking cigars and my unusual items, such as smoking accessories and premium spirits, which 95% of my customers come to my store for, then I don't think we would survive," said Mr Patel.

## Non-carbonated Monster makes its mark

Coca-Cola European Partners has launched Monster Hydro – a non-carbonated energy drink aimed at the lunchtime trade.

Following research conducted by the soft drinks manufacturer, which indicated carbonated drinks may be less popular with food, it advised retailers to

add it to their meal deals.

Speaking at the Monster Hydro launch, Simon Harrison, GB marketing director at Coca Cola, said: "Lunch is a point in a day to refuel, so what better element for a lunch than an energy drink?"

Bhavesh Parekh, of Kwiksaver in Bolton, said

one in three of his customers pick up energy drinks as part of their lunch, including Rockstar, Relentless and Euro Shopper. With this in mind he would make room for Monster Hydro.

The 550ml bottle is available in three flavours Tropical Thunder, Mean

Green and Manic Melon, and is available price-marked at £1.09.

Pratik Sampat, of Fosticks in South East London, said around 20% of his customers buy energy drinks with their lunch. "A non-carbonated variety would be a good addition to my range," said he said.



# Milk Those Sales

● Milkybar® is the No1 White Chocolate\* ●

● On TV & Digital from May 2017 ●



\*Source IRI 52 weeks to 28/01/2017

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# BRAND SNAPSHOT



## Cadbury's hit Singles

Mondelez has unveiled Singles Sensations – a £6m campaign to promote five of Cadbury's key singles bars, including Double Decker and Twirl.



## Green Apple campaign

Carabao has rolled out an outdoor poster, press and radio campaign to mark the reformulation of its latest sugar-free variant, Green Apple.



## Outstanding Alpen

Weetabix has redesigned Alpen packs to make them stand out more on shelves. The new packs will be backed by in-store PoS.



## Barbecue and Brooklyn

Brooklyn Brewery has launched its 4.5% ABV India Pale Ale, Scorch IPA, in 330ml can. The new can is aimed at being paired with barbecue food.



## Mary Berry gets saucy

RH Amar has added to its Mary Berry's range of sauces and chutneys with fruit-based dressings, including Mango, Lime & Chilli.



## Branston fun days

Mizkan has launched on-pack promotions on multipack and single cans of Branston Beans, with prizes to win tickets to Thorpe Park and Sea Life centres.



## A Flash of TV action

To promote the latest reformulation and packaging of Flash, the products feature in the brand's current Flash Gordon TV advertising campaign.



## £400k sarnie spend

Adelie Foods' Urban Eat sandwich brand has launched a Coronation Chicken flavour. The company will invest £400,000 in its promotion.



## Tyrrells adds to the mix

Tyrrells has added Maple Veg crisps to its Mixed Root Vegetable range. The 40g and 150g bags have RRP of £1 and £2.99 respectively.





### Campo's something special

Pernod Ricard's Spanish wine, Campo Viejo, has released a limited edition label for its Reserva range. Previous redesigns have resulted in 30% sales uplifts.



### More Cheddar choice

Pladis has announced an extension to its Jacob's Mini Cheddars range, adding three further flavours – Red Leicester, Stilton and Smoked Applewood.



### A Despicable combination

Ferrero's kids' confectionery brand Kinder has teamed up with the film Despicable Me 3, with a range of free PoS suitable for all store sizes.



# PROTEIN BOOST

## Grab 'n' Go Protein



Great tasting flavoured milk drink with healthy profit margins

Ready to drink protein is growing faster in convenience than any other channel\*



proteinboostdrinks.com

@BoostDrinksNews

\*Symbols & Independents have 30% share of protein sales & are the fastest growing route to market; IRI Marketplace Data 52 Weeks Unit and Value Sales to 29th January 2017



# WHAT'S NEW



## Oh My Goodness

The Oh My Goodness range includes snacking, breakfast and protein bars available in Buttery Oat, Chocolate Brownie, Appletastic and Merry Berry flavours.

**RRP** £11.88 (12 bars)

**Contact** 0800 9994665 / trade@ohmygoodnessfood.com



## Snack & Dip

Crisp manufacturer Fairfields Farm has teamed up with condiment company Scarlett & Mustard to create an on-the-go tortilla crisp pack that comes with a pot of salsa.

**RRP** £1.25 - £2.00

**Contact** 01206 241613 / hello@fairfieldsfarmcrisps.co.uk



## Hampstead Tea

Hampstead Tea has released two varieties of herbal tea, Honeybush & Vanilla and Lavender & Valerian, which join flavours such as Peppermint & Spearmint and Fennel & Liquorice.

**RRP** £2.49

**Contact** 01908 583701



## Fori

High in protein, Fori's Chilli Beef, Moroccan Lamb, Piri Piri Chicken and Thai Turkey bars contain grass-fed and free-range meat, as well as fruit, herbs, seeds and spices.

**RRP** £2.69

**Contact** 01269 846500



## Mighty Bee

MightyBee Virgin Coconut Meat is made from the flesh of young green coconuts. Every pack is frozen within 24 hours after harvest and is rich in protein, fibre and calcium.

**RRP** £3.99

**Contact** 020 37357655 / info@mightybee.com



## The Primal Pantry

Primal Pantry energy bars contain chopped fruit and nuts and are vegan friendly, gluten-free, dairy-free and contain no added sugars, preservatives or additives.

**RRP** £1.49 - £1.69

**Contact** hello@primalpantry.com



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



## Mr Popple's Chocolate

Raw, organic, allergy-free and sweetened only with Yacon Syrup, Mr Popple's Chocolate is available in nine flavours, including Uplifting Mint & Lime and Flower Power.

**RRP** £3.59-£3.89 (50g)

**Contact** info@mrpoppleschocolate.co.uk



## Nitro

Nitro cold brew coffee is made by releasing nitrogen into the coffee as it pours, flooding the drink with tiny bubbles and creating a draught stout-style head as it settles.

**RRP** £2.60 (200ml)

**Contact** www.dontmakecoffee.com

## Focus

## Cider

Cider can add a little bit of sparkle to a summer picnic or provide a great accompaniment to some after dinner cheese. This week, RN focuses on ciders from Finland, Ireland and Wales.



### Fizz Cider

Fizz cider is available in apple and pear varieties in a 500ml can format, with other fruit flavours due for release in the summer. Each can is sealed with a foil top.

**RRP** £1.09 (500ml)

**Contact** www.brookfelddrinks.co.uk



### Halletts Cider

Halletts Cider is made from Dabinett cider and blended with the current year's new cider. It is ideal as both an accompaniment to cheese or to drink on its own.

**RRP** £30 (12x500ml)

**Contact** info@hallettsrealcider.co.uk



### Long Meadow Cider

Long Meadow Medium & Blossom Burst Cider contains no concentrates, colours or artificial ingredients. It is available in a presentation box that includes a branded chalice glass.

**RRP** £12.50

**Contact** 0283 8339797

### Steve Bassett

Abbotsbury Road Post Office,  
Weymouth, Dorset

Craft-style ciders sell the best in our store. Dorset Nectar is the most popular and we stock some of the more unusual flavours because lots of people like to try different things.

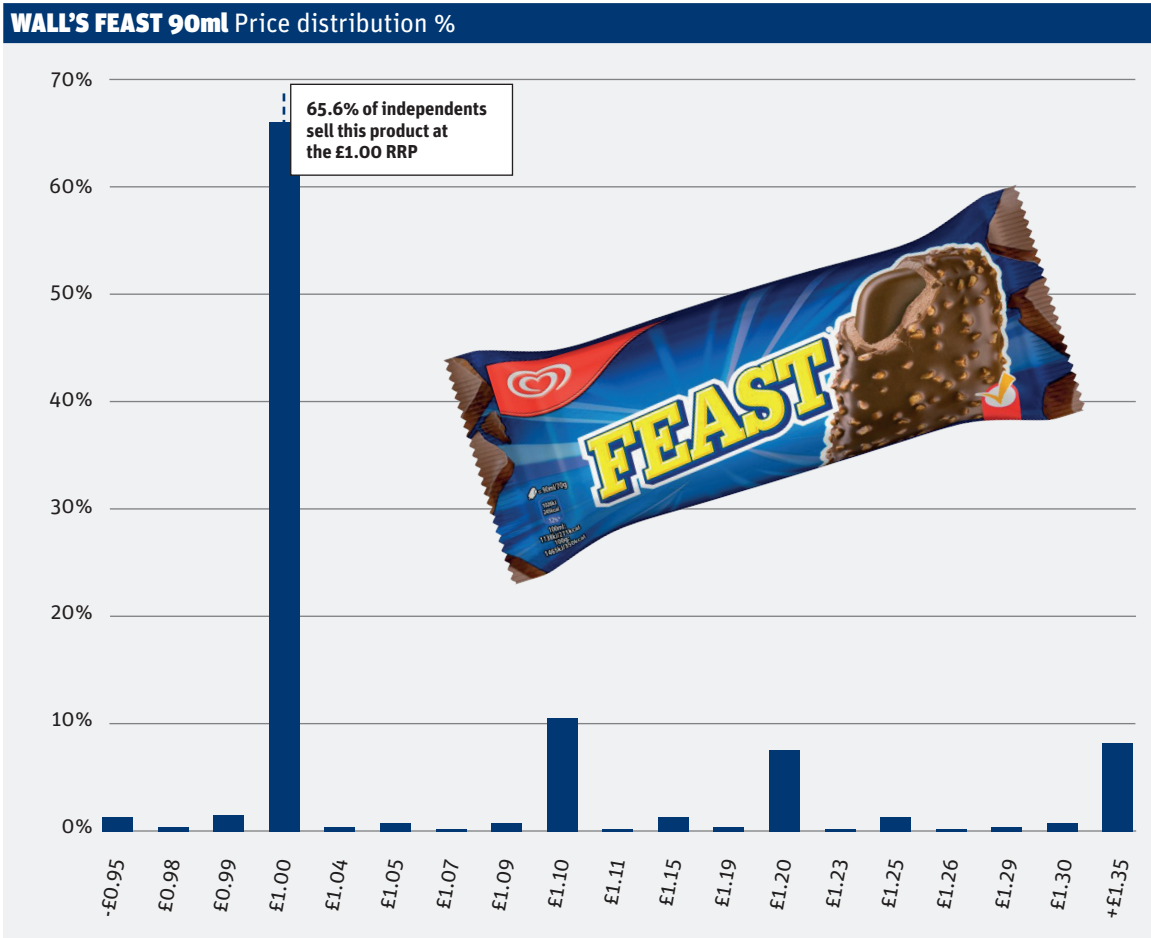




# PRICEWATCH

## Profit checker Ice cream

## Price checker



PRODUCT
Magnum Classic 110ml
Magnum White Chocolate 110ml
Twister 48g
Calippo Orange 105ml
Wall's Feast 90ml
Bobbys Lolly
Cadbury Flake Ice Cream Cone 125ml
Classic White Ice Cream 80g
Cornetto Strawberry 120ml
Solero Exotic 90ml
Classic Xtra Choc Vanilla Cone 120ml
Classic Almond Ice Cream 120ml

## Analysis

That ice cream is a competitive category is reflected in stores' pricing strategies. As we can see in the case of Wall's Feast: two-thirds of retailers price precisely at RRP.

"Ice creams have got expensive,

customers are price-sensitive, and £1 just seems like the right price," reflects Nishi Patel, owner of Londis Bexley Park.

On the other hand, ice cream is a classic impulse purchase. So those

stores lucky enough not to face immediate competition can elevate their prices without sales suffering.

A third of retailers charge at least 10% above RRP – a small proportion pricing as much as 75% higher.

## How we drive our profit

### Nishi Patel

**STORE** Londis Bexley Park  
**LOCATION** Dartford, Kent  
**SIZE** 1,200sq ft  
**TYPE** main road

#### TOP TIP

Stock up from the wholesaler when the price is right and then offer good prices on premium lines



**We've had some** great weather recently and ice cream sales have picked up, so we just replenished our older, leftover stock on Monday. Magnum is our quickest seller and Feast, Calippo and Solero all go well too. We also do an excellent trade on premium tubs like Häagen Dazs and Ben & Jerry's. We've got a branded Ben & Jerry's fridge, and we sell the tubs at £3.99, £1 cheaper than most places. We also sell tubs of Euro Shopper ice cream, as some people want something a bit cheaper, though we stick to brands when it comes single-serve products.

### Duncan Ellson

**STORE** Longdon Post Office  
**LOCATION** Shrewsbury, Shropshire  
**SIZE** 300sq ft  
**TYPE** village

#### TOP TIP

Just listen to the customers and if they like something, keep getting it



**We've got all** the mainstream Wall's products, and we've also got a good range of local ice cream from a company called Bennetts. We tend to just price at RRP on the Wall's products, which doesn't give great margins, but the local ice cream gives really good margins, so that isn't a problem. We sell a good range of the local stuff: little single-serve vanilla, strawberry and ginger pots, then big 1l tubs in four or five flavours. Salted caramel is popular – if I take it away, customers quickly start asking where it's gone.



Toby Hill

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020 7689 3386

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

BOOKER RRP	AVERAGE	RETAILER 1 SOUTH DEVON SEASIDE SHOP	RETAILER 2 SOUTH WALES VILLAGE POST OFFICE	RETAILER 3 LARGE SUBURBAN COVENTRY C-STORE	RETAILER 4 CENTRAL SCOTTISH VILLAGE STORE	RETAILER 5 POST OFFICE IN SUBURB OF LARGE SURREY TOWN	RETAILER 6 SMALL OFF-LICENCE IN SHEFFIELD SUBURB
£1.80	£1.83	£1.80	£1.85	£1.80	£1.80	£1.80	£1.80
£1.80	£1.83	£1.80	£1.85	£1.80	£1.80	£1.80	£1.80
£1.00	£1.06	-	£1.00	£1.10	£1.00	£1.10	-
£1.00	£1.04	£1.00	-	£1.00	-	-	£1.00
£1.00	£1.07	£1.00	£1.00	-	£1.00	£1.10	-
£0.30	30p	30p	-	30p	-	-	30p
£1.69	£1.70	-	£1.60	-	-	£1.80	-
£0.60	60p	60p	60p	-	60p	-	-
£1.20	£1.28	-	-	£1.50	£1.30	-	£1.00
£1.25	£1.31	£1.25	£1.30	-	-	-	£1.25
£1.00	£1.00	£1.00	-	-	£1.00	-	-
£0.60	60p	60p	-	-	60p	-	-

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Meten Lakhani

St Mary's Supermarket, Southampton:



### Onion bhajis – 50p



#### How did you discover it?

We buy them from a local family-run Indian, Punjabi Takeaway, who we've known for over 20 years; they're family friends. It's truly local: they deliver whenever we need replenishing, four or five times a day, and they come in hot and smelling delicious. We buy them for 40p and sell them for 50p so it's not a big margin, but it gives the store a USP and brings in footfall.

#### Who buys it?

Loads of people buy the bhajis: students, local people, office workers. People might pick up a sandwich, see the bhajis, and decide to buy them instead. Or people will just spot them in the mid-afternoon and grab one for a snack.

#### Why is it so successful?

It's something different – you can get ready-made ones from Tesco, or we could get pre-packaged ones from Booker. But these come in fresh, they smell great, they work well on a cold day, and they're excellent value. Add to this our local samosas, and we sell about 120 a day, so they are very popular.

## Kath Hitchin

**STORE** Lifestyle Express Kath's Convenience

**LOCATION** Caernarfon

**SIZE** 1,000sq ft

**TYPE** town centre

#### TOP TIP

Keep prices low to take on competitors but look for ways to push up margins – with a Whippy machine I can add extras like flakes, for example



**We're surrounded** by ice cream parlours here in the town centre, so competition for sales in the category is tough. We just sell the main brands, such as Magnum and other Wall's products, and margins are tight as we have to keep prices low to compete with the parlours. I'm considering buying a Mr Whippy machine in the next couple of months to help take them on: they charge £2.50 whereas I can charge £1, or even 60p for smaller kids' one and I can add extras on top of this such as toppings too.

## Vince Malone

**STORE** Tenby Post Office

**LOCATION** Tenby, Wales

**SIZE** 900sq ft

**TYPE** main road

#### TOP TIP

Make sure you've got a proper range, merchandise it well, and keep a back-up of the big sellers in case there's a sudden hot day



**We find** single-stick ice cream sales are solely driven by how warm it is, whereas tubs will sell irrespective of the weather. The only exception is that when it's bright and cold, we'll sell nothing all day, then suddenly in the early evening the single-stick ice creams start selling. People look out the window at the end of a hard day's work, see it's bright, and decide they need a treat. To make the most of this we've put the fridge right opposite the door, so even if you're just walking past and glance in, you'll see it. ●



# YOUR NEWS

## JTI fails in bid to remove gantry

A retailer who was told he would lose his cigarette gantry because 75% of space was not used for JTI products has successfully fought to keep it.

Eric Jordan, of Evenwood News in Country Durham, was told by his JTI rep last week the unit would be removed but, after raising concerns through RN, he was informed on Monday he would be able to keep it.

"We now have a 50% underutilised JTI display unit due to the impact of the incoming tobacco legislation," said Mr Jordan.

"JTI via the rep demanded the stand be filled 75% with its brands. It would have ruined our display area."

JTI's head of communications Jeremy Blackburn said: "During the transition to EUTPD II and plain packaging our representatives are focusing on advising and informing retailers about the importance of maintaining both range and availability."

## Tastings success has customers returning

Sales of products featured in in-store tastings have doubled in Meryl Williams' shop.

Mrs Williams, who owns Pike's in Porthmadog, has launched weekly tastings for her customers, offering biscuits, crisps, savoury snacks and Fairtrade chocolate. "We've started doing them on a Tuesday and our customers are now starting to come in especially for them," she said. "And our suppliers have supported us by providing some free stock."

**Social media frenzy helps spread the word** 'The margins are fantastic – we get up to 90%'

## Retailers spin it to win it with new kids' toy craze

by Dave Songer

dave.songer@newtrade.co.uk

Retailers have achieved high sales and margins as a result of tapping into the hand spinner craze currently sweeping the UK.

David Worsfold, of Far-rants in Cobham, began selling the toys three weeks ago, managing to sell his first 32 in two hours. He has since managed to get hold of fresh stock and as a result of promoting them on Facebook, sold two outers of 32 in one hour.

"We sell them for £2.99 but they're on sale in nearby

Wadebridge for £7.99 and I still make a 40% margin," said Mr Worsfold, who advised retailers to sell only good quality toys or risk a bad reputation on social media.

Last week Eugene Diamond, of Diamond's Newsagents in Ballymena, bought more than 200 of the ball-bearing toys – which are also designed to help deal with stress – and told RN he had sold out in a matter of days, with children travelling for miles.

"It's been a real craze and it came from nowhere," he said.



Harj Gill says he is earning a 90% margin on spinners

Mr Diamond said school children were enquiring about fidget spinners on a daily basis. "A friend of mine sold 1,000 in no time recently. "The reason they

sell so fast is because as soon as kids know where they're being sold they're on social media telling everyone," he said.

Harj Gill, of Select & Save in Rubery, Birmingham, queued for an hour to buy 500 hand spinners last week. He sold 15 within two hours and has since sold half his stock in five days.

"The margins are fantastic – we can get up to a 90% return," said Mr Gill.



## Sue does herself a flavour with 20 slush varieties

A Scottish retailer has boosted her slush drink sales by using a traditional flavouring method – allowing her to offer 20 different flavours while still only using two dispensers. Sue Thomson, of Fountain News in Galashiels, discovered she could offer a whole range of slush flavours, including bubblegum, banana and candyfloss, by adding flavour to a 'neutral' slush. "I've bought every flavour I can think of," she said. "Priced at £1 we're currently selling more than 50 a week with a margin of 70%." Mrs Thomson expects to sell at least 100 a week over the warmer months.



## Knife-wielding robber steal's day's takings

A retailer has spoken of the terrifying moment a masked robber held him at knifepoint and forced him to hand over the day's takings at his Essex store.

Bhavin Patel, of Tylers Green Stores in North Weald, was on his own

getting ready to close the store just before 5.30pm last Friday, when a man wearing a balaclava held a 14-inch knife to his throat and forced him to hand over the takings of around £900.

"It was a bit of a shock and didn't really click for

the first few seconds," said Mr Patel, who has owned the store for 14 years. "I thought he was going to stab me because he got more aggressive when I said I didn't have any more money."

Following the robbery Mr Patel contacted Epping

Forest District Council to request installation of LED street lights and security cameras.

In email correspondence, the council said it would look into CCTV it was able to provide.

Essex police are investigating the incident.





Harry Patel's turnover has tripled since he extended his ranges, including household products, and lines such as helium-filled balloons

**Bigger range and extra services give store the edge** 'Customers don't want to walk to Sainsbury's'

# Turnover triples for indie who took on the big boys

by Dave Songer

dave.songer@newtrade.co.uk

A Surrey retailer has tripled his turnover by identifying gaps in the market to offer bigger ranges and more services than his local competitors.

Harry Patel, of Kwik Save in Warlingham, Surrey, has grown the store's weekly turnover from £5,000 in 2013 to the current £15,000. After redesigning his store, he was able to focus on expanding his range of household products, for

example, offering a wider range of Domestos products than the nearby Sainsbury's and Co-op stores.

"The supermarkets only stock the top 10 best-selling lines of household items," said Mr Patel. "Whereas I have an extensive range because my customers – particularly the elderly who make up 40% of shoppers – don't want to walk to the Sainsbury's and can't rely on the limited bus service."

Mr Patel has ensured his range of household clean-

ers and detergents suit a variety of budgets, priced from 99p to £2.69, giving him a margin of up to 40%.

In October, he began selling helium balloons when some of his customers struggled to purchase them from the local fancy dress shop due to it closing at 5pm. Mr Patel now sells 24-inch and 34-inch helium balloons for £6.49 and £8.48, earning a margin of up to 70%.

In 2015, Mr Patel installed a post office counter in his store, following the

closure of the village's main branch. This has led to a number of people switching their banking to the post office.

"People have moved from banks including Lloyd's and Santander to use the post office here," he said. He expects a further increase when Natwest's Warlingham branch closes next month.

Mr Patel also revealed he is looking into a drop and collect laundry and dry cleaning service, with the closest shop a mile away.

## American brands are sweet for better sales

Stocking American brands can drive confectionery sales as customers seek variety, a London retailer told RN.

Peter Wagg, of News on the Wharf, has recently added a further 18 lines to his range and said US brands now account for a third of all confectionery sales in his six stores.

He first started the American range three and a half years ago after receiving a customer request for peanut butter M&M's and now stocks seven different varieties of the Mars brand.

"With all the pressure to eat healthily now we have found people only want to eat sweets as a special treat, so they prefer to try something different rather than eat something they see as more 'everyday'," said Mr Wagg.



## Wood looks good on forecourt

A forecourt retailer has implemented wooden units to change customers' perception of its fruit and vegetable offering.

David Charman, of Spar Parkfoot in Kent, said: "We've been quite successful with a number of product lines, however we've struggled with fruit and veg."

"A lot of people don't consider buying those items from a forecourt and we're trying to change that perception – we can offer quality, fresh produce."

## News UK behind The Times with credits

A retailer has been left out of pocket by News UK after receiving credit for vouchers based on the old price of The Times, despite the recent increase.

Kamal Thaker, of Stop Show News in Edgware, sent a weeks' worth of vouchers in advance to the publisher on 17 April before the 20p cover price change for the weekday and Satur-

day editions of The Times kicked in on 22 April. However, he was only credited the amount he would have received based on the old pricing.

This meant he missed out on the increased price across 42 Saturday editions of The Times which he had pre-sold.

"I was quite taken aback when I saw the invoice

and couldn't believe News UK didn't bother to change the codes," he said.

"News UK incorrectly said I'd sent them back early. Even if I had, they should have changed the voucher code. Their attitude has really been shocking."

A News UK spokeswoman said: "The issue stems from his vouchers being

returned in advance of the issue date being claimed. When a price change occurs the voucher pricing is changed after the relevant issue date and not before.

"He's been reminded of the correct process for this and a solution has been put in place for future claims. We have credited this as a gesture of good will."



# YOUR VIEWS

## YOUR LETTERS

### ■ Why not cut to the chase, Daily Mail, and stop printing papers?

Thank you Daily Mail. Thanks a million.

Not only do you put cover prices up and cut our terms, you now, in today's paper (3 May) have a full page advert on the financial benefits of reading your paper on a mobile device from only £9.99 a month, as opposed to £23.80 if you are daft enough to buy the paper.

I feel as though we are just weeing in the wind. Why don't you just cut to the chase and stop printing papers entirely? It would save me £104,000 a year, and I wouldn't have to open my store at 5am, seven days a week. And I wouldn't have to employ 15 paper boys/girls. Oh, nearly forgot, I wouldn't have to spend two hours on a Saturday morning putting inserts in the papers for 2p, only for you to deduct it if we send any back. It would be, as they say, "Winner winner, chicken dinner".

Graham Doubleday

Doubleday Newsagents, Ashton-under-Lyne

**A Mail Newspapers spokesman said:**



**I wouldn't have to spend two hours on a Saturday morning putting inserts in the papers for 2p, only for you to deduct it if we send any back**

**Graham Doubleday**

*"We know that customers often enjoy Mail Plus while continuing to purchase print editions of the Daily Mail and The Mail on Sunday while offering an option for readers who are unable to easily leave their homes or receive a regular home news delivery. We continue to invest in our print editions through quality journalism, features and supplements that loyal Daily Mail and The Mail on Sunday readers love as well as a comprehensive marketing and promotions schedule including our market leading loyalty programme, MyMail, which will soon offer even more incentive to newspaper readers when its partnership with Nectar goes live in the summer. RSV for the Mail through Mr Doubleday's store increased by 9% in the last year which should provide reassurance that we are giving our readers the content they love in the formats they want."*

### ■ Could you take a place on the panel?

The Press Distribution Charter is intended to help ensure that retailers receive a good service, helping them to sell more newspapers and magazines. It sets out the minimum service standards a retailer can expect and helps to find solutions when things go wrong.

In order to ensure the credibility and transparency of the charter, it is overseen by the Press Distribution Review Panel (PDRP)

which comprises representatives from each tier of the supply chain. Its constitution guarantees four representatives from the publishing and wholesale sectors plus four retail representatives.

The PDRP is primarily responsible for collecting, auditing and publishing data on compliance with the standards of the Press Distribution Charter. This process enables it to identify trends and monitor the state of the industry's supply train.

In order to undertake its work the PDRP has four meetings in London each year supported by conference calls and exchanges of correspondence. The diligent work of the panel helps ensure that retailers get the right product, in the right place at the right time.

The PDRP is currently seeking a retail candidate with experience to fill a voluntary role on the panel.

Appointments to the panel are for a period of two years with a further two year optional extension. Reasonable subsistence expenses are paid, including travel.

Retailers interested in applying for this position should email their full details to the chairman at [neil@cursortraining.com](mailto:neil@cursortraining.com). This is a great opportunity to make a difference within your industry.

Neil Robinson

Chairman - Press Distribution Review Panel

## YOUR SAY How do you make sure you offer good customer service?



### Sarah Jones

Hoffnant Stores, Brynhofnant Ceredigion

I think a personal touch is the most important thing. I always tell staff they have to know our customers. There's no way our customers will keep coming back if we don't make sure we do things like carrying their shopping for them. We are lucky because we are now at the point where a lot of our staff have been with us for 10 years so they understand our ethos.

### Vic Grewal

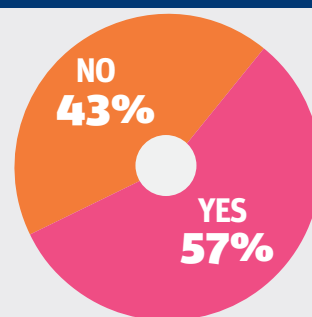
Simply Fresh, Thames Ditton, Surrey  
You have to make it part of the culture of the store. I've spent a lot of time making sure my staff know how important it was at the start and now it's ingrained. Small

gestures go a long way. We have a lot of customers who are lonely and if a member of staff asks how they are it makes a big difference. These things mean people will choose your store even if it is more expensive.

### Adrian Rodda

AR News, Harrogate, Yorkshire  
Customer service is all about making the customers happy. They like to have a smile on their face and that means treating them like a friend. It helps to get to know their first name so you can make their experience more personal. If they think of you as a friend they will always want to come in and see you and won't go elsewhere. Older people particularly like to have a chat with you.

## RN READER POLL



**Have you cut lines to make room for innovation this year?**

### NEXT WEEK'S QUESTION

Do you have a dedicated food to go section?



**Vote now at**  
[betterRetailing.com](http://betterRetailing.com)





## WHY ISN'T NEWS UK GIVING US THE CREDITS WE DESERVE?

**I am dismayed that despite The Times price increases, we are still being given credit at the old price. That's thousands of pounds not credited to your customers, News UK.**

I returned 42 Saturday Times vouchers on the 17 April. The new price kicked in on 22 April.

I always send my vouchers a week in advance so the new prices would have kicked in. I thought

the barcodes would be pre-programmed for this anyway, like Smiths News always does.

**Kamal Thaker**  
Stop Shop News

**A News UK spokeswoman said:** "The issue stems from Mr Thaker's vouchers being returned in advance of the issue date being claimed. When a price change occurs the voucher pricing is changed after the relevant issue date and not before. Mr

*Thaker has been reminded of the correct process for this and a solution has been put in place for future claims. We have credited this as a gesture of good will."*

# 100 YEARS AGO

12 May 1917

The agitation against the new Sheffield City Council order to abolish Sunday trading grew rapidly with many local newsagents trying to stop the suppression to allow them to operate on Sundays.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



I agree wholeheartedly with Neville Rhodes's recent RN column about the vicious circle of cover price rises.

Every time a paper goes up in price I get customers deciding they can do without a newspaper because the news they want to find out about is constantly on the radio and television.

And for those with computers, a newspaper is no longer the necessity it was in the past. I can't for the life of me understand why the people making these decisions can't see that every time a paper goes up in price they are nailing the coffin lid down even further.

Tuesday 25 April was a bit of a shock to the system, weather-wise. I had to scrape snow and ice off my little van before I could go and get my papers.

The frost caught a few of the keen gardeners out as well. Some have now got

quite large potatoes growing, only they don't like the frost and the leaves have turned black. Whether they recover is another matter.

The swans have taken up residence on the pond at Adbaston Hall Farm – they nest there every year. Last year they had eight signets, but only four survived.

The annual vintage tractor rally took place at Seighford on Easter Sunday. It was quite a sight. More than 400 tractors came from all over the country and the event raised well over £10,000 for a number of charities.

The next bank holiday weekend will see the annual Katherine House Hospice bike ride take place over 65 miles of local countryside.

The cyclists are hoping to raise a stack of money. No doubt there will be a few aching legs after the racing is over.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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

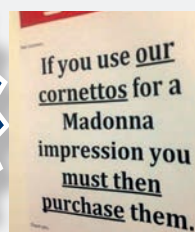


Blasu bisgedi yn Siop Pike! It's biscuit tasting day in Pikes! @retailexpress @ThisIsRN @IAAcademy

**Meryl Pike Williams**  
@meryl\_pike

It's decisions like this that give convenience stores a bad name. Huge increase by 50p of a household name when customers expect to buy @ £1

**Raaj Chandarana**  
@raaj\_c



ATTENTION Due to the recent spell of good weather, our Dromore store has had to introduce this notice after a few incidents occurred.

**McBrides SPAR**  
@mcbridesSPAR

These @BATTLEOATS protein-enriched cookies. Latest entry into the treats with benefits market. Also cater for vegan & gluten-free markets

**Martyn**  
@BW\_Martyn



May the Fourth be with you when it comes to pricing your tobacco with a little help from RN. All I would like to say is don't fall for RRP and take control of your margins. The tobacco companies will offer you incentives but they can never match what you can make by setting your own prices.

**Abdul Qadar**

**What's your approach to tobacco pricing?**  
Get in touch and let us know.





# ACADEMY IN ACTION



Follow  
@IAAcademy  
for ideas and  
inspiration

## Responsible Retailing

The IAA's Kathryn Gaw joined the NFRN's Margaret McCloskey, and retailer Raymond Farrel to discuss theft, cigarettes and more.



**Name:** Raymond Farrel  
**Shop:** The Paper Chase  
**Location:** Lurgan, Northern Ireland  
**Size:** 900sq ft  
**Staff:** 3 full time, 4 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



Raymond runs a busy CTN with a small selection of groceries, on the main street of Lurgan, a small town in Northern Ireland. He has a loyal and varied customer base which includes schoolchildren, young people and OAPs, and the shop's central location means that he attracts a lot of passers-by as well.

In the past, Raymond has had issues with staff theft and break-ins. On one occasion, an employee was caught stealing scratch cards as soon as Raymond left the shop. On another occasion, thieves broke into the tobacco gantry from the shop next door. He keeps high value items like scratch cards and cigarettes in separate safes elsewhere and counts them every day to ensure these issues are minimized. Raymond also regularly hires a team to do independent stock counts but wants to ensure the processes he has in place will protect him and his staff from difficult situations in his absence.

### Raymond's Challenge

Raymond is concerned about underage cigarette sales and theft, and wants to do more to protect his business.



### RAYMOND SAYS

There are a lot of issues I have to be conscious of so I'm looking forward to seeing where I have opportunities to improve. I am regularly visited by Trading Standards so I'm keen to ensure I'm doing all I can to ensure I'm complying with the regulations. Margaret has a lot of knowledge, so I'm pleased to have her here to share it with me.



## IAA ADVICE

### 1 Ask for proof of age, keep a log of refusals and check and sign it

Raymond's shop has been tested by Trading Standards four times in the past few years. He's never knowingly sold cigarettes to underage customers, and is keen to ensure this remains the case. "Retailers have to properly check ID's, there have recently been instances of people showing the ID card, that proves they are underage. If staff don't check the date of birth properly you could get caught out" Margaret warns. She also notices Raymond is not displaying the "NO ID NO Sale Poster" on or beside his gantry which carries a £1,000 fine. She provides the official note and a refusal register, recommending he sign it every day, writing "no refusals today" if there aren't any.



**Action:** Eliminate underage sales by replacing signage and keeping and signing a refusals register daily

### 2 Carry out refresher training and keep a signed log

Raymond is a conscientious retailer, who is very aware of his responsibilities. However, he can't be in the shop all the time, and is worried about issues which are beyond his control. Although they have passed every Trading Standards test to date, he wants to do all he can to protect the business in the future.

While Raymond and his staff are very vigilant to underage sales, his staff haven't had recent training. Margaret advises him that an additional measure would be to carry out regular training. "It's important to remind staff of their responsibilities" she says, "be sure to record it in a log and have staff sign it to prove you're doing all you can to prevent underage sales."



**Action:** Give staff regular refresher training on underage sales and keep a signed record of what you've done

### 3 Keep written records of the regulations you comply with

While Raymond is aware of his health and safety obligations, he doesn't have many documents to back up his actions. He says he used to have an accident book, but stopped using it as there were no accidents to report. Margaret points out a number of minor health and safety issues in the shop, including a loose step in the stockroom. "It's important to keep an accident book to protect yourself and identify potential hazards in the workplace. It's a legal requirement to display the HSE Health and Safety Law - What you need to know poster". Margaret says she can help source the poster and provided NFRN's Health and Safety Retail Insight Module to help with other legislation requirements.



**Action:** Put up the health and safety law poster and start using an accident book

## PARTNER ADVICE

Raymond has demonstrated how his business is a strong competitor within a busy high street. The only advice we would give is to implement checklists within H&S and Food Standards and maintain a disciplined and consistent approach to meet the compliance and statutory obligations, as an employer and a proprietor. We will be supporting Raymond with a number of documents as a result of this visit.

**Margaret McCloskey**  
Head of Operations  
NFRN



## BENCHMARK YOUR SHOP

& save your progress at [betterretailing.com/IAA](http://betterretailing.com/IAA)

Tick all that you see evidence of

### Following the Think 25 scheme to eliminate underage sales

- ☐ Do you have signage around the shop about age-restricted products?
- ☐ Do your staff ask for proof of age, keep a log of refusals and do you check and sign it weekly?
- ☐ Do you carry out refresher training for your team every month and have a signed log of this?

### Minimising theft and ensuring staff feel safe

- ☐ Do you keep high-value products in secure or highly visible locations?
- ☐ Do you have visible CCTV or a robust security system like security tagging?
- ☐ Do you train staff on how to spot and deal with thieves and have checks to support this?

### Obeying legislation so staff and customers are protected

- ☐ Do you have a food hygiene rating (if you are not exempt) of four or more?
- ☐ Do you know your local police and/or trading standards officers?
- ☐ Do you have written records of the regulations you comply with like accident books?

### Reducing shop waste effectively

- ☐ Do you have a price reduction procedure to sell items instead of throwing them out?
- ☐ Are you creative (use as ingredients or donate) with items nearing their sell by date?
- ☐ Do you know your waste percentage and do you monitor it once a month?

### Limiting your impact on the environment

- ☐ Do you separate rubbish from recyclables like cardboard, plastic and food waste?
- ☐ Do you have energy efficient equipment like LED lights or fridges with doors?
- ☐ Do you help customers reduce their impact through things like recycling facilities?

### What's working and things to fix

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### Your action plan

- ☐ Review this week's benchmarks in your shop, then save your answers at [betterretailing.com/IAA](http://betterretailing.com/IAA)
- ☐ Go to [betterretailing.com/Academy-in-Action](http://betterretailing.com/Academy-in-Action) to see more of Raymond'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



The property perspective  
**Steve Rodell**

## Rise to the challenge

For this week's fascia report RN approached Christie & Co to find real-life examples of great stores on the market that could be transformed with a little expert help. Managing director – retail, Steve Rodell, gives his advice



**M**any independent retailers are facing competition from multiples increasing sales locally while theirs stagnate at best. It's a big challenge but there are great examples of independent retailers who are remaining competitive and thriving. The question is, how so how do you maintain your profitability in such a tough market?

### Boost your margins...

You've got to increase your growth margins – that's about picking the right products to sell. Many retailers are looking at replacing low-margin alcohol and tobacco sales and bringing in food to go, fresh and chilled and other high-margin products.

### ...and limit your costs

The National Living Wage is increasing and nobody can escape that – although independents are better placed to deal with it than the multiples. The average Co-op or Sainsbury's Local are likely to employ ten or more people, whereas if I open a store, I can choose if I work more hours or rope in family or friends to work in the store and make up any hours. Independents are more flexible.

### Maintain a range of essential items

People always want the essentials like milk and bread. The con-

venience sector is not a discretionary sector in the main, so it doesn't get affected by downturns as much as hotels or restaurant sectors. This is a real strength.

### Don't be afraid to invest

Banks are keen to lend to existing retailers with a track record. There can be problems when you are new to the industry and you don't have that background. Many retailers are cash or asset rich and able to raise funds themselves through suppliers or family if needed.

### Keep enough in reserve

When undertaking any big project – particularly opening a new or second store – you've got to have enough cash behind you so you



**The best ways to ensure your business is protected is to have the right business plan in place**

are not going to run out when the rent is due. It's not something you can wing – that source of funding might be a supplier, a bank, or it might be your own cash reserves. You need to have a build-up period where sales might go up or down but it won't affect the survival of your business. You also need to budget for advertising and marketing – it will take time for customers to get used to the store's offer.

### Have a great business plan

The best ways to ensure your business is protected against the good times and the bad times is to have the right business plan in place and this is something that the symbol and franchise groups are really able to help with. This is what they do every day with different stores so their input can be very valuable.

### Share information

Sharing knowledge is really important and it's something that, with their structures in place, multiples do naturally. Last month's ACS Summit was a really good example of this in action with top industry figures coming together to discuss major challenges and share ideas on how to improve the sector as a whole.

*Steve Rodell is managing director – retail Christie & Co*

## \* Are you looking to sell?

Preparation is everything. Take advice from a professional agent like Christie & Co – who is impartial to that site and the business you've been running. We understand retailers will have a subjective view about their business and its value. We can provide an objective view and it might be that you simply need to tidy the place up a bit. One thing that's essential is that management information is available – you need to be able to supply 12 months' ePoS data otherwise a buyer isn't going to know what you've based your price on. From a leasehold point of view if your rent review is coming up get that out of the way. Very few people are going to buy a store if there's a rental review round the corner.



# PRO-RETAIL 2017



**Rory Brick**

## Your business, your future

As national trade show Pro-retail prepares to open its doors to independent retailers for its 35th year, Palmer & Harvey's head of channel development Rory Brick gives RN a sneak peek at the highlights of next week's event

### RN What features of this year's show are you most excited about?

**RB** First, the P&H stand will showcase lots of new products that are great opportunities for retailers – Lucozade Zero Sugar Original will be there, for example, which is topical with the sugar tax, and Philip Morris will be there with its new IQOS system. Second, we've updated our guide to the best-selling products with the latest data to help retailers with their ranging, and we'll be showing this to visitors at the event. Third, we launched a new transactional website in February, so we will be signing retailers up for this and teaching them about its features.

### RN For regular visitors to Pro-retail, how have you improved this year's line-up?

**RB** This year's theme is Your Business Your Future and we will address some of the challenges retailers face, such as how to save money, keep up with advances in technology, improve footfall and stock the right range. We'll also give retailers information to take away, such as category advice on food to go and food of the world, as well as up-to-date details on the latest products. We've also updated our social media hub.

### RN Which new trends will retailers be able to learn about and get advice on?

**RB** Technology, food to go, and how to

stock the right products in light of the fact people are shopping little and often and more locally these days.

### RN Your small suppliers area is a popular part of the show. Will that be back this year?

**RB** Yes. We will have a village area for around 40 smaller suppliers who deliver direct to stores. They will exhibit everything from cards, drinks machines and food to go to smoothies, popcorn and sundries. These are firms who work with us but don't have national distribution,



**We will address some of the challenges retailers face**

so this area of the show helps retailers to make contact with them. It means retailers can access a wider range of products and gain a point of difference.

### RN What will retailers be able to get from Pro-retail that they can't get anywhere else?

**RB** Pro-retail is different from other shows because all the major suppliers attend, which means retailers can spend the day talking to experts in their industry, getting their advice and their up-to-date insight and knowledge. They also have the opportunity to learn about and discuss new products and innovations from major suppliers, along with merchandising trends. Retailers have told us it is great to be able to get together with everyone under one roof and learn from other retailers, as well as suppliers and category experts at P&H.

### RN How can retailers take full advantage of an event like this?

**RB** Making the most of the show is all about planning your day in advance, so firstly, they should register on the website. That way, they can access pre-show information and plan their day so they speak to the right people when they get there. Also, the power of networking in this industry is enormous, so retailers have a great opportunity to learn from each other too.

## Event details

**Date** 16-17 May 2017

**Location** Telford International Centre, Telford

**Opening hours** 9am-5pm on Tuesday 16 May, 9am-4pm on Wednesday 17 May.

**Entry and parking** Both are free and the event is open to over-18s only.

**Latest news** This year's event, under the banner Your Business Your Future, will showcase the latest major and niche brands and provide insight on launches, bestsellers, cost-saving, technology and social media.



★★

★★



# BREAKFAST

## Make more of morning

Six weeks ago, Nisa retailer John Stevenson told RN that creating a compelling hot breakfast offer had been the launch pad for a full and profitable food to go range. Here, Toby Hill looks at how three other retailers have built a breakfast range tailored to their individual stores and locations



### Town centre store

**What I offer:** I've always done a breakfast offering from our deli counter, in terms of breakfast rolls with bacon or sausage, as well as croissants and coffee. More recently, we've added hash browns, black puddings, fried eggs and so on, providing a fuller range of items.

**Why breakfast matters:** Between 6am and 8am can be the busiest time of the day, even outstripping the lunch rush. Workers come in and they'll not only buy breakfast, they'll also grab a sandwich for lunch, a newspaper, snacks – if they're a smoker they can be spending £20 plus at six in the morning.

### Five things I've done to make it a success

#### 1 Pay attention to what works and what doesn't

I wanted to have a porridge offering and for a while served it from a hot plate on the counter. But it didn't take off – it was hard to catch people's attention. So now I merchandise porridge pots alongside the coffee machine, which fortunately gives hot water, and they sell really well.

#### 2 Adjust your range with the latest trends

I've highlighted our little fruit pots with PoS and they fly out during breakfast. I also extended our meal deal on cereal bars and coffee to include protein bars, and that's proven really popular too. People are looking for healthier options.

#### 3 Choose the right suppliers

We work with a local supplier called Fife Creamery and they've always been really supportive. We have an ongoing conversation

with them, monitoring what's selling well, and they'll provide us with samples so we try new things for a week or two before committing to stocking them.

#### 4 Give customers choice

When I brought in the additional fried options I thought I'd sell them in a 'breakfast box'. But it turned out people preferred them in a roll, so I changed my pricing options. Now we just have a basic roll for £1.75, then it's an additional 50p for every additional item – allowing people to choose for themselves.

#### 5 Figure out the most effective promotional strategy

In the past I used posters, but they'd end up looking tatty. So instead I focus on social media – we've got 1,600 followers on Facebook – and we also installed digital screens in the windows just before Christmas.



Scott Graham  
McLeish,  
Inverurie

### Main road forecourt

**What I offer:** Bakery products like croissants, savoury options like bacon cheese turnovers, sausage and bacon baguettes, and a breakfast box with beans, hash browns, sausage and bacon.

**Why breakfast matters:** We've done breakfast for 20 years and it's been key for us – a good breakfast solution attracts customers at that time of day, and they'll see everything else you have and hopefully return at other times.

### Five things I've done to make it a success

**1 Get the range right** It really comes back to the core of what people like for breakfast. It's not complicated – if you've got coffee and pastries, and some hot savoury options like bacon and sausage baguettes, you've hit 90% of the market.

#### 2 Get the equipment right

We've been doing this range for two decades and, as our equipment has improved, it's increased what we're able to do and how quickly we can do it. We used to use just an oven, now we have a griddle, a panini machine, and we're buying a turbo chef combi-oven that you can pre-programme for different products.

**3 Get coffee right** Good coffee is vital. We've just put in two new coffee machines, which are branded Seattle's Best Coffee and are actually Starbucks products. Customers love it.

**4 Keep staff involved** We've got a kitchen in the back and staff serving on the shop floor so it's quite labour intensive. But it's very important to keep staff involved, to give customers the flexibility to adjust what they order, and to have food that's cooked on site – customers notice that kind of quality.

**5 Promote it well** We advertise the food outside but it's tricky to grab customers' attention when they are driving past at 60mph. We've just installed media screens by the petrol pumps so if you're in the car you can see it and ask whoever's paying to grab you something. »



David Wyatt  
Costcutter  
Garage, Crawley





Nestlé®



*As part of our  
Help the Bees shopper campaign*

**£2.50 VOUCHER OFF  
A CASE OF  
HONEY CHEERIOS**



**£2.50 off your next purchase**

of Honey Cheerios PMP (6 x 375g) or Honey Cheerios (8 x 375g)

**Consumer terms & conditions:** This coupon is worth £2.50 towards your next purchase of Honey Cheerios PMP (6 x 375g) or Honey Cheerios (8 x 375g). It may not be used against the purchase of any other product as this would constitute a breach of the terms of this offer. It cannot be used online or in conjunction with any other offer. Only 1 coupon per purchase. Subject to availability. Offer applies in UK only. Acceptance is at the discretion of the retailer. Void if reproduced, altered or expired.

**Retailer terms & conditions:** This coupon will be redeemed at its face value only if received by the Cereal Partners Redemption Centre, PO Box 55, Uckfield, East Sussex, TN22 1PJ provided that a) it has been accepted against a normal retail sale to the consumer for Honey Cheerios PMP (6 x 375g) or Honey Cheerios (8 x 375g) b) the consumer terms & conditions have been enforced and c) you have reasonable proof of your purchase, which may be called for by Cereal Partners UK.

VALID UNTIL 31/07/2017

Retail Newsagent Magazine



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© Reg. Trademark of Société des Produits Nestlé S.A. Reducing consumption of saturated fat contributes to the maintenance of normal blood cholesterol levels. Shredded Wheat is low in saturated fat. Enjoy as part of a balanced diet and healthy lifestyle.



# ON A MISSION:

Food to Go

WRIGLEY  
MISSION  
CONTROL

Over  
**97%**

of Wrigley's gum sales are from sugarfree products†

Food to Go represents  
**15%**

of all shopper missions in the convenience channel\*

Chewing **sugarfree gum** helps keep teeth clean and healthy after snacking on the go\*\*



**Tom Lynch, Senior Category Manager, Wrigley, says:**

“Shoppers are looking for **solutions** within convenience, whether it's a meal deal or simply having relevant products i.e. Sandwiches, soft drinks, confectionery and **gum** merchandised together so they are easy to find. Use additional merchandising units from manufacturers to locate impulse lines such as **gum** and **confectionery** beside food to go to drive additional sales.”

Work with your Wrigley representative to help maximise your gum sales, or visit [www.wrigley.com/uk](http://www.wrigley.com/uk)

\* HIMI 2016 CTP

\*\*Extra sugarfree gum is beneficial for dental health as it helps to neutralise plaque acids

† Nielson Scantrack, Total Gum, Total coverage MAT w.e. 5.11.16

**WRIGLEY**  
A Subsidiary of Mars, Incorporated

## Council estate store



**Justin Whittaker**  
MJ's Premier,  
Royton

**What I offer:** Fresh bakery with croissants and donuts, bacon and sausage rolls and breakfast wraps.

**Why breakfast matters:** We've been doing breakfast for about 12 months and it's been simply excellent. Our store has become a destination rather than just a place to buy cigarettes. It's brought in a different sort of customer, people looking for other products.

### Five things I've done to make it a success

**1 Match it with the layout of your shop** Our shop is divided into zones, with a kids zone, a beer cave and so on. As part of this we've got a food-to-go zone – it's just two metres by two metres, so it doesn't take up a great deal of space, but by adjusting it by time of day we can offer a good range.

**2 Devote a member of staff to food to go** We've got one member of staff responsible for the food-to-go zone. They keep an eye on stock levels, make sure it's replenished, and keep it looking clean and presentable.

**3 Work with your symbol group to get the right supplier** Premier have partnered with Country Choice to deliver a hot food option so they supply our hot breakfast wraps. They're quite expensive, but they know

what they're doing, their hot products are nicely wrapped, look professional, and are really popular.

**4 Commit to it fully** You can't just dip your toes in by offering only a bacon sandwich, or people won't go out of their way to get breakfast at your store. You've got to go in fully committed – so we offer a variety of breakfast wraps with all different ingredients, as well as a full bakery range and coffee.

**5 Promote it effectively** We do meal deals – coffee and a bacon roll for £3 – and that makes a massive difference. Then we've got both digital screens outside, which change throughout the day, as well as big A0 posters that make sure the breakfast offering is highlighted throughout our opening hours.

## PRODUCT NEWS



### Weetabix On the Go Protein Chocolate

Bright Food's new Weetabix On the Go Protein Chocolate flavour joins a fast-growing segment, with protein breakfast products growing by 7.3% year on year.

population who buy food on the go to keep their teeth healthy.

### Nestlé Cheerios

As part of its campaign to help save the bee population, Nestlé has released promotional packs of Cheerios that give shoppers the chance to get a £2.50 discount off their next purchase of the cereal.



### Warburton's Toastie Loaf

Almost half of Warburton's Toastie Loaf's 106 million annual sales come from consumers shopping specifically for breakfast, making it an ideal off-the-shelf convenience store breakfast product. ●



### Wrigley's Extra

Wrigley has released its sugar-free gum range, Extra, in 46-pellet pots, helping the 70% of the UK adult



# SPACE IS LIMITED IN THE CHILLED FIXTURE...



**TOP  
SELLER\***

**ACTIVIA, #1 BRAND IN THE TOP UP MISSION\*\***



**+17%  
YOY†**



**NO. 1 CONTRIBUTOR  
TO CATEGORY  
GROWTH††**

# ...SO OPTIMISE YOUR DANONE RANGE



\*Activia Strawberry: IRI, Value Sales, Total CYPD in Convenience, 52 w/e 25/02/2017. \*\*Kantar bespoke research, Convenience shopper missions, 2016.

†Actimel: IRI, Value Sales % Change YOY, Actimel Strawberry 8 pack only in Convenience 52 w/e 25/02/2017. ††Light & Free IRI, Value Sales, Total CYPD, 52 w/e 25/02/2017.



# FASCIA REPORT

## How to pick the right group for you

### STORE 2 COMMUNITY STORE

This store, in a highly-residential area, includes a post office, an off-licence and full convenience offer. The business is close to a nursery, community centre and takeaway. A hospital, schools and motorway junction all contribute to high passing trade.

When you decide it's time to transform your business, how do you know which partner is going to be able share your aspirations and give you the expert help to realise them? **Tom Gockelen-Kozlowski** put six real-life stores to 11 symbol and franchise groups and asked them to create a five-point action plan for success

**Y**ou've found the perfect new site, raised the funds for an expansion or decided that now is the time to shift the focus of your business model. What happens next? For thousands of businesses up and down the UK the next step means finding the right partner who will share – and help you realise – your aspirations.

Every day business development managers, retail directors and a host of other experts from the country's top symbol or franchise groups work tirelessly to showcase to retailers the value they can inject into their businesses. But what happens

behind the closed doors of these discussions?

With the help of sales agent Christie & Co, we identified six stores currently on the market. These businesses all have strengths and customer bases to serve, but our challenge to the industry was this: using all your knowledge from across your retail estate, tell us how you would make one of these stores brilliant.

Over 11 pages, the UK's biggest symbol, franchise and wholesale groups share their action plans for success. This is your chance to see how these groups approach real-life opportunities, emphasising the different



strengths and priorities of each business.

So whether you're merely tempted to dip your toe into food to go or make the leap into becoming a multi-site retailer – this is your chance to pick the right partner for you.

### STORE 1 SMALL STORE

This small store is located next to a bank and is near to a school in a busy, rural market town in County Durham. A number of nearby attractions mean there is an opportunity to serve the related tourist trade. There is also a steady stream of local workers who use the store.

#### STORE IN BRIEF

##### Location

Market town

##### Size

300sq ft

##### Turnover

£10,000

##### Key categories

Newsagent, confectionery, hot food, off-licence





**STORE IN BRIEF****Location**

Residential

**Size**

2,500sq ft

**Turnover**

£15,000

**Key categories**

Post office, convenience store, off-licence

Go to [www.betterretailing.com/fascia-stores-2017](http://www.betterretailing.com/fascia-stores-2017) to see more pictures**STORE 5  
SMALL FORECOURT**

Family-run for 25 years, this service station, near Loughborough, Leicestershire, is near to an A road, a train station, river barges and is located in a largely residential area. There is the potential to extend its current 6.30am to 9.30pm opening hours.

**STORE IN BRIEF****Location**

Roadside, residential

**Size**

900sq ft

**Turnover**

£17,679

**Key categories**

Unbranded fuel, core CTN, newsagent, off-licence

**STORE 3  
THE RURAL  
CONVENIENCE STORE**

This Cornish store is next door to a popular fish and chip shop and is close to a school, several B&Bs and the local pub. Currently operating as traditional convenience store and newsagent, the store is open 7am to 8pm every day. The nearest competition, a Co-op, is over two miles away.

**STORE IN BRIEF****Location**

Village

**Size**

957sq ft

**Turnover**

£19,000

**Key categories**

Convenience store, newsagent, off-licence

**STORE 6  
LARGE FORECOURT**

This midlands forecourt, situated by a busy A road, has regular trade from passing commuters as well as, thanks to a nearby industrial estate, local office workers. Boasting a successful Subway franchise and Costa Coffee machine this mainly staff-run business has also increasingly attract full-basket shoppers.

**STORE IN BRIEF****Location**

Roadside

**Size**

3,000sq ft (approx.)

**Turnover**

£12,000 (excluding fuel)

**Key categories**

Fuel, food to go

**STORE 4  
LARGE CONVENIENCE  
STORE**

This beachfront store is in a great location to take advantage of the local tourist trade, with the area famous as a destination for surfing. The store is located on a village parade of stores and has little competition for trade.

**STORE IN BRIEF****Location**

Beachfront

**Size**

2,995sq ft

**Turnover**

£36,500

**Key categories**

Traditional convenience, newsagent, off-licence



# FASCIA REPORT



**Guy Swindell**  
Head of  
customer  
development  
and marketing,  
Parfett's

**go local extra**

With its Go Local retail club, Parfett's would look to turn this rural convenience store into a local hub offering a range of products and services that would keep locals shopping nearby. Guy Swindell, head of customer development and marketing for Parfett's explains the plan

Our  
community  
store action  
plan



## STEP 3 Build a strong brand

The marketing support Go Local Extra members receive includes everything from merchandising advice to support with layout development for stores of all sizes. By adopting the Go Local fascia and imagery, retailers can highlight their store as an establishment of recognised quality, freshness and fair pricing. Customer trust is positively affected when a professional and consistent feel like this is maintained.

## STEP 4 Focus on supplementary services

We've helped many local retailers become more of a hub for communities by providing advice on which services they could include. Managed correctly these can place local retailers at a commercial advantage. An ATM service could remove the need for locals to visit a bank or forecourt while Post Office services can attract footfall a store may not have seen otherwise.

## STEP 5 Tap into the latest trends

New product ranges, dietary trends, seasonal demands and industry changes can all affect shopper habits. Our wealth of experience will help us ensure this retailer is taking advantage of areas such as coffee to go, chilled produce and click and collect services and our RDA will help interpret the sales data to ensure the offer suits the area.

## STEP 1 Get the core range right

The staple convenience range is as important to a business as ever – consumers rely on their local shops for everyday purchases. Our three-tier Go Local Retail Club can help a store like this access the right products – including hot beverages, fridge favourites such as fresh milk and butter or kitchen cupboard essentials like biscuits and cereals. Go Local Plus is ideal for remaining competitive within a restricted store footprint Go Local Extra is the full symbol offer.

## STEP 2 Showcase promotions clearly

Many medium-sized retailers have increased interest and footfall in their businesses by offering customers exclusive access to promotions throughout the year. Getting the best prices is only one element of our strategic approach however. To maximise interest Parfett's offers assistance with space planning and PoS materials. A promotional bay – changed throughout the year – can provide a competitive edge against larger establishments.

Great displays of chilled  
produce and alcohol  
encourages a larger  
basket spend



Allowing customers  
to access extra  
services creates more  
reasons to visit



A clearly highlighted  
promotional end can help  
grab shoppers' attention





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“Our Go Local Extra fascia, means that MJ's is the standout store in the local area, and the promotions are the strongest in the marketplace. The store's gross profit has seen a 7% increase, and a 50% increase in sales, whilst maintaining my independence.”

Mandeep & Jai Singh  
Go Local Extra  
Sheffield

## Join Parfett's **FREE** Retail Club & Symbol Group today **and boost your sales!**

Go Local Extra retailers can benefit from:

- Delivered service for fascia customers
- Click + Collect
- No joining, membership or weekly fees
- **FREE** personalised POS package
- Full symbol store development programme
- **FREE** marketing support
- **FREE** merchandising advice and support
- Full symbol promotional package on big brands
- Dedicated Retail Development Advisor
- Digital marketing campaigns & dedicated consumer website
- **FREE** fascia & imagery scheme
- Exclusive access to our category partners

\* Subject to our Terms & Conditions

For more information contact **John O'Neill**, Customer Development Manager

Tel: **0161 429 0429** Email: **John.ONeill@parfett's.co.uk**

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**golocalextra**





# FASCIA REPORT

## Londis



**Martin Swadling**  
Brand director,  
Londis

There are many transport links near this family-run forecourt and Londis brand director Martin Swadling believes a root-to-branch range review and focus on food to go will help ensure the business caters to the needs of these shoppers

Our  
small  
forecourt  
action  
plan



### STEP 3 Conduct a space and range review

Carrying out a full space and range review would enable the retailer to assign the correct location and footage to growth categories. This is also a fantastic opportunity to check that all category bestsellers are in stock. This can be done with the help of a Londis business development manager at the start of working together but also regularly after that to ensure a relevant range remains in place.

### STEP 4 Build a healthier and free-from range

By ensuring a range of healthy and low sugar products are in stock and well-signposted the store will be able to attract new customers and develop a more premium reputation. Adding a range of free-from products will suit the needs of neighbourhood shoppers too.

### STEP 5 Get the store online

I would prioritise setting up a Facebook account for the business so the store can reach out to local customers. Use Facebook to tell people about what you offer, your promotions and any services the store provides. If you link this to the Londis social media account we can enhance the reach and quality of these messages.

### STEP 1 Improve the store's external messaging

The first step would be to enhance the external messaging at the site. Ways to do this could be with canopy branding and shop fascia. The retailer could also use 30x40 frames to convey permanent or semi-permanent messages to consumers such as advertising promotions, in-store services and opening hours. Londis-branded PoS provides a professional and high-quality way to communicate this.

### STEP 2 Concentrate on food to go and food for now

I'd recommend installing a food to go area which includes hot food, coffee and meal options for every time of day. By bringing this together into a dedicated area it's easier to drive up the average transaction value. This area should include fruit, protein bars, shakes and breakfast items which will help provide healthy and convenient options to customers.

Dave Hiscutt's coffee machine helps him take advantage of growing demand for hot drinks



Clear branding and signage helps attract shoppers to this Londis forecourt in Wyboston



**Peter Robinson** conducted a major range review when he joined Londis this year



“In 2016 Londis helped me  
Make and Save an extra  
£21k. Their support and  
backing help me to grow  
my business.”

Raj Singh Bansi  
Londis Banbury

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# FASCIA REPORT

**Premier**  
Amazing Value Locally



**Martyn Parkinson**  
Brand director,  
Premier

The range of local amenities and transport near to this store provides opportunities to cater to a variety of customers - with social media helping to boost the store's profile. Martyn Parkinson, brand director at Premier explains the idea

Our  
medium store  
action plan



## STEP 1 Review the store's fresh offer

We would begin by completing a full review of fresh food range to ensure that a credible range is on offer to drive footfall and consumer confidence that this store offers a great range of fresh foods. We would ensure the categories that are in growth are focused on and that the best-selling lines are stocked.

## STEP 2 Introduce market-leading food to go

To help take advantage of passing trade and bring new customers in we'd suggest a great food to go offer. This would include a quality coffee offer at a great price, as well as quality hot food, store-made sandwiches and baguettes alongside a competitive meal deal that would also include a healthy option.

## STEP 3 Focus on shopper missions

We would review the customer journey to ensure the internal and external messaging is reflective of the offer inside the store, also making it easy for consumers to shop. We would complete a full-space and range review that would cover core categories as well as all on-trend categories such as healthy, free-from and protein.

## STEP 4 Boost the store's social media presence

We would support the retailer to set up a social media plan that would drive footfall by advertising the launch of the new-look store, introduce the new ranges available, promotions and any local events. This would help to create a feeling that this store is now at the heart of its community.

## STEP 5 Work with local suppliers

A great way to make a store like this stand out is to bring in local products. We'd encourage the retailer to review what opportunities exist for stocking local products across all major categories. That would include bread, fruit, dairy, meat, food to go and local ales.

Dan Cock has developed a fresh and chilled range right to match his store



Robert Kirkwood's Premier store in Fife to make it easy to shop



Vrinder Singh engages his customers with social media





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and are always there to support and  
help grow my business.”

*Mandeep Singh, Sheffield.*

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# FASCIA REPORT



**Darren May**  
Head of  
format and  
development,  
Nisa

## Nisa

Nisa's new Store of the Future 2 format is helping many stores take a bold step into the next level of convenience retailing. The company's head of format and development Darren May says this already good store could benefit from the fine-tuning and expertise this initiative offers

Our  
large store  
action  
plan



Nisa Local Castle Street has used slogans like "We Love Our City" to provide a positive external image

### STEP 1 Improve the store's kerb appeal

From the outside the store looks very tired, which doesn't match what looks like a very decent refit inside. A new fascia and external imagery would shout about the store's fresh food offer as well as food to go, which would certainly boost turnover. With Nisa, retailers can operate under four symbol fascias: Nisa Local, Nisa Extra, Loco and dual-branded which maintains their true local identity while benefiting from the strength of the Nisa brand.

### STEP 2 Update the store's lighting

From the pictures, the lighting needs work as the store has quite a high ceiling. A strong track or microlight LED would be best, even panel LEDs aren't usually effective at that height unless coupled with plenty of spotlights. Nisa's direct-to-store department works with retailers on a range of areas such as lighting and air conditioning to ensure the best options are available for any store environment.

### STEP 3 Remerchandise the store

With tram-lined shelving, space is not being used to its potential, and a lot of products are on their side or not displayed properly. Adding shelving and getting merchandisers in would not only help with customers being able to see products but would help with getting more stock on the shelves so less time is spent filling up. Our insight team allows Nisa retailers to truly understand their customers and their market place, enabling them to modify their offer to match the local demographic.

### STEP 4 Conduct a range review

With the store naturally looking less cluttered, it would be able to stock a better range of products. Nisa's flexible model provides its retailers with an unbeatable breadth of range comprising over 13,000 products with a 98% availability rate, to ensure they can provide a single destination shop for all their customers' needs. This is supported by Nisa's award-winning 800-strong Heritage own label range.



Milestone Rathfriland is a large store that maintains a tight range

### STEP 5 Introduce a more effective counter area

This would either be a new counter which has selling space at the front or just simply clearing anything unnecessary and getting a dedicated stand or dump bin for impulse products. A well-executed counter area not only looks more attractive, but for the shop assistant it creates a clear workspace and sight of products being purchased.



Portsbridge Nisa's till area is clear and easy for staff to manage



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**NISA'S PHENOMENAL DELIVERY SERVICE IS UNRIVALLED AND BETTER THAN WE COULD EVER HAVE EXPECTED**

”

“We have benefited from a turnover increase of **22%**”

“Nisa are world class when it comes to delivery. We've always enjoyed over 95% of deliveries arriving on time and in-full, so have never had issues with availability or stock.

But when Nisa suggested that we switch to the new Nisa store of the future format we couldn't have predicted what an impact it would have, it really has taken our business to the next level.

The Nisa team remodelled the whole store to take advantage of extra space

made possible by a reduction in size to our stock room. It was a big jump, but the move was made possible due to the reliability and frequency of Nisa's deliveries, meaning we could easily work around the smaller stock room and maximise our selling space.

Nisa carefully worked out the range by identifying the main missions first, then location and category space. Only then was range selected. The promotions that Nisa provide are perfect for our customers and mean

we can offer real value on the products our customers want to buy every day.

The results have been a hit with the locals. The customers love what we've done here and they tell us that they feel the store is larger and more open than before, so we want to adopt the same format across our portfolio.”

*Anish Keshwara*

**NISA LOCAL, WHITTLESEY**

To find out why joining Nisa is as easy as 1-2-3 visit **[www.join-nisa.co.uk](http://www.join-nisa.co.uk)**

**Nisa**  
Making a Difference Locally



# FASCIA REPORT



**Nick Russell**  
Business  
development  
manager,  
Costcutter

**Costcutter**  
Supermarkets Group

This year, Costcutter's Shopper First initiative has been at the forefront of the company's efforts to create customer-focused convenience stores that can meet every local need. Costcutter's business development manager Nick Russell explains how this approach could make this rural business a greater asset to the local area

Our  
rural store  
action  
plan



**Ron Ford of Costcutter Darfield** says the new branding has helped grow footfall

## STEP 3 Focus on own label

The nearest competition might be some miles away but if customers need a full shop and can't get it here they will drive that distance. A tight but comprehensive range of our award-winning Independent own label products will give shoppers the opportunity to get a full basket from the shop at a competitive price that will keep them coming back.

## STEP 4 Focus on lunch

With a fish and chip shop nearby and B&Bs providing much of the store's footfall, the remaining food to go opportunity might be providing fresh and healthy lunches. Our new food to go offer provides a framework around which this retailer could offer a fully-tailored range of options like this.

## STEP 5 Get the work/life balance right

We know many retailers spend far too many hours behind the till. Our cutting-edge Activ Technology systems, including ActivCPoS, ActivOC and retailer portal ActivHUB, have been developed to make the ordering process hassle free while our ActivMOBILE app allows retailers to access this information on the go. So whether it's about spending more time improving their business or getting back quality time with the family, we can help retailers get the balance right.

## STEP 1 Set up a store dashboard

It's so important that businesses have clear, accurate and up-to-date information on the customers they service and their shopper behaviour. At the heart of our Shopper First concept is a store dashboard which identifies groups such as striving shoppers, busy impulse buyers and habitual browsers. Alongside information about the local fish and chip shop and B&Bs nearby, this would be used to start building the right range for the store.

## STEP 2 Update the store's payment systems

Even in the most rural locations customers now expect to be able to use their smartphone or contactless card to pay for their shopping. We offer the latest in-store technologies that shoppers demand like easier payments via Apple Pay, contactless and self-service check-outs and would be able to advise which of these would work best for the area the store is in.



**Suenita Keshwara** brought in more fresh produce to Costcutter Kirton after using the store dashboard



**Suenita also focuses on a better range of sandwiches to meet her customers' needs**





Reason

#2

By putting the needs of shoppers first, we help our retailers meet changing shopper expectations and buying habits all delivered through innovative unique brands that engage with shoppers.

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for us to talk...**

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# FASCIA REPORT



**Cat Worsfold**  
Format  
proposition  
manager,  
Spar



From converted cinemas to major forecourt sites, Spar's model is adapted to a huge range of locations nationally. This coastal store provides opportunities to utilise much of the company's expertise, from food to go to food for now, says Cat Worsfold, Spar's format proposition manager

Our  
large store  
action  
plan



## STEP 1 Introduce a mission-based layout

With the store's seaside location we would look to help cater to both the local tourist trade as well as the local residents by creating a mission-based layout for the store. This would help to ensure that customers can get in and out of the store quickly and always find what they are looking for, whether that be food for now or food for tonight's tea.

## STEP 2 Develop a 'food for now' range

As this area is a destination for surfing and tourism, we would recommend the store includes a strong food for now range. This would be branded as Daily Deli and with signage promoting the fact it is "prepared freshly every day in store", or "delivered locally". We would also look to include a hot coffee offer which often acts as a driver for consumers to enter the store.

## STEP 3 ...and match this with 'food for later'

With no competition nearby we would look to strongly prioritise our 'food for later' offer including fresh ingredients and chilled ready meals, to help us to serve the needs of the local residents. Produce tables and market-feel displays would create a sense of theatre and freshness in the store. Low-level chillers stocked with a fantastic range of Spar ready meals and easy meal solutions will help to keep customers coming back.

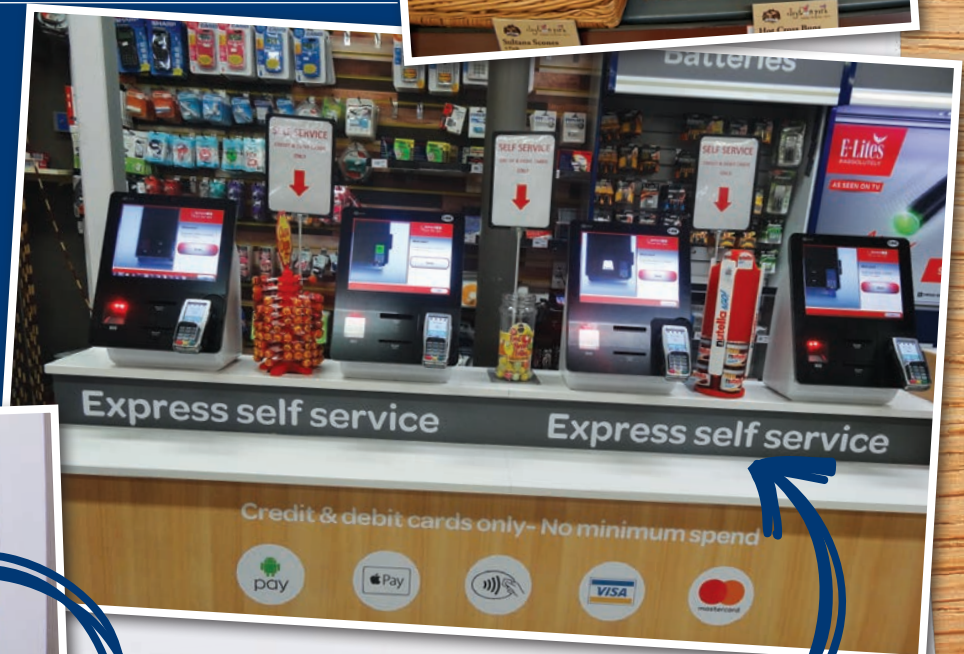
## STEP 4 Boost the store's local range

Being in a small village location it is important that other local business are able to have a place within a store like this and this is something Spar encourages. We would look to ensure local businesses in the area are stocked within the store's range so residents can buy the products that they love, and tourists can get a taste of the local produce.

## STEP 5 Focus on peak-time trade

With the seasonal nature of its beachfront location we would look to support the store to achieve its maximum sales potential by recommending the installation of self-serve tills. This would help the store to keep queuing to a minimum and customers who are in a hurry through the check-out process faster.

Baz Jethwa's Spar  
Rocket is one of many  
Spars to champion  
local produce



Baz has also invested  
in producing 'food for  
now' under the Daily  
Deli brand

Baz embraced  
technology and  
introduced self-  
service tills





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# FASCIA REPORT

**best-one** 

The heart of the community



**James Hall**  
Symbol  
development  
director

Chosen as Which? magazine's top symbol group, Best-one has developed a reputation for excellent community retailing. With its proximity to a nursery, hospital and schools, plus the passing trade from the nearby motorway, symbol development director James Hall, says this is just the kind of community hub the group loves to work with

Our  
community  
store action  
plan



## STEP 1

### Increase the store's kerb appeal

The first thing I'd suggest is simplifying the message at the front of store – there's too much going on. If we place some tables and chairs outside we can take advantage of the space in front of the store, making it more welcoming. At Best-one we see increased sales of, on average, 40% from customers who take the time to sit down in store.

I'd also recommend using the sign on the side wall to highlight promotions and additional services, rather the fascia and Post Office and PayPoint, as these are duplicated at the front.

## STEP 2

### Place chilled first in the store flow

The first category a customer meets in store should be chilled and fresh and, in general, more space should be dedicated to it, including sandwiches and chilled meal solutions. We'd also start by clearing space, rationalising the milk range and using point of sale such as header banners and fins to highlight meal deals.

Relocating the freezer and using the space to introduce a food to go offer next to chilled (with croissants, savouries, hot dogs and a professional coffee solution) would bring the business up-to-date too.

## STEP 3

### Improve the customer journey

Lowering shelving so shoppers can see through-out the store will make their shopping journey easier and make visiting this store more pleasant. By highlighting key categories such as bakery, beers, wine and spirits and grocery though category point of sale we could help the retailer make missions clear for shoppers. We'd advise including promotional bays and gondola ends with 'special offer' signage and stocking promotional lines only. Behind the till point, we could make spirits more attractive with energy-efficient LED lighting.

## STEP 4

### Undertake a category review

When we take over a store like this, we undertake a full review focusing on key categories and based on current EPoS sales benchmarked against the store's potential takings. It helps us declutter aisles and focus on core ranging. It's important to ensure the top 20 products in each category are stocked, with multiple facings where space allows. Installing upright chillers would make the beers and wines fixture more attractive with drinks chilled and ready for consumption – if it's not cold it's not sold.

## STEP 5

### Introduce seasonal and local displays

Although there is a gondola end for Christmas confectionery visible in the pictures, there is no signage to highlight the opportunity. Any retailer taking over this business should use this end as a permanent seasonal or local produce display which rotates with seasonal opportunities such as Valentine's Day, Mother's Day, Six Nations or spring cleaning.

Offering a food to go and coffee solution would bring the store up to date and deliver additional profits from local customers and passing trade



If it's not cold, it's not sold. Creating a well-stocked chilled range for beers and wines will drive incremental sales



Clearer and lower shelving will open the store up and allow shoppers to view the whole store offer





**"I'm better off by  
£30,000 a year  
since switching to  
Best-one"**

**Darren Briggs**  
Award-winning forecourt retailer

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# FASCIA REPORT



**Tony Holmes**  
Sales director,  
Bestway  
Wholesale



Located next to a bank and near to a school in a busy, rural market town in County Durham, this small store is an ideal site for Bestway Wholesale's Xtra Local, according to the company's sales director Tony Holmes

Our  
small  
store  
action  
plan



## STEP 1 Increase the store's kerb appeal

The first thing that I would do is open up window to let shoppers see inside the store and place selected promotional posters to show deals on the outer edges of the window. I'd update the canopy to reflect Xtra Local branding and ensure there was consistency with the signage around the store. Decluttering the community noticeboard will make it more customer friendly.

## STEP 2 Create distinct areas in store

At the moment the store is too over-faced with no clear customer journey. Cards and books are not everyday purchases so I'd recommend rationalising the range and moving to the wall near the post office counter where they will be incremental purchases for these customers. This will free up space at the front of store and I'd suggest using this space to put in a small food to go solution such as a Cuisine de France stand and coffee station opposite the chiller cabinet.

## STEP 3 Chilled and fresh

Cut down the range of soft drinks in the chiller to the top 20 impulse products and utilise the additional display to stock sandwiches/chilled snacks for the workers who use the store. Add in a section for fruit and veg to capitalise on the growing trend for fresh produce and promote time-of-day meal solutions. Move all larger formats of soft drinks to a take home area with drinks and larger snack formats providing a clean, uncluttered entrance for shoppers. I'd then suggest using the gondola end on entry to highlight promotional offers.

## STEP 4 News and Magazines

The current display is too overranged. So I would recommend cutting down the number of titles by looking at sales data of what sells on a weekly basis and re-stock accordingly. This will create space for a core convenience offer of grocery and non-food which will be merchandised by the XL representative. Then, confectionery clipstrips and secondary siting units could be put up to increase impulse sales on the news and mags area.

## STEP 5 Counter area

We would declutter the counter area by moving the promotional items onto the special promotions gondola end and leaving the counter free for high-impact impulse promotions and Xtra Local promotional leaflets. Relaying the spirits fixture at the rear, focusing on best-selling spirits, including fractionals, and investing in LED lighting and shelving to create a sense of theatre and a more professional look will all help to encourage impulse sales.

Offer a range of fruit and vegetables and local produce. These are key categories for convenience



A simple food to go unit would provide a solution for local workers in the morning and at lunch



Increase the attractiveness of the counter area by decluttering and bringing spirits to life with LED lighting and fractionals



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# FASCIA REPORT

one|stop



**Vip Measuria**  
One Stop  
Prior Way,  
Derbyshire

A busy forecourt with an increasing trend for full-basket shoppers is a prospect that excites One Stop retailer Vip Measuria. With a tailored range using the franchise group's demographic data plus space for growth areas such as food to go, he would be confident of success

Our  
large  
forecourt  
action  
plan



## STEP 1 Find out what customers want

The first thing we've done with One Stop when we've opened a new store is use their demographic reports, which look at things like the amount of local competition and number of houses within a half-mile radius. Combined with sales data from similar stores it helps build the right range for the store.

## STEP 2 Choose your focus

One Stop approach layout in two different ways; fresh and chilled-led or grocery-led. We have one store that is applying each of these, but a store like this would probably need a lot of fresh and chilled to cater for meal-for-tonight shoppers and perhaps even a deli counter with the space that's available.

## STEP 3 Get food to go right

This is an ongoing process in our stores, but we've introduced bake-off ranges which have performed really well. I'd like to do more fresh sandwiches, breakfasts and things like that. It would definitely suit a site like this to continue this focus.

## STEP 4 Highlight promotions

Promotions on big brands – and on big pack sizes – work really well in our stores and are definitely something to focus on. Like most retailers, we have promotional ends to help these stand out but One Stop's PoS really helps and last year they produced them in a range of colours to suit the different seasons, which was eye-catching.

## STEP 5 Bring customers back through your door

Having a local store that employs local people but has really professional standards is a really great sell to a community and it keeps customers coming back. By recommending a focus on different meal times, customers know they can get something whatever time of the day.

Danny Wilson has tailored his One Stop stores to different but neighbouring demographics



Vip Measuria emphasises promotions in his Prior Way store

Yasmine Mohammed was able to build a store that brought modern convenience standards to her customer base







# HOW A £50,000\* REFIT COULD TRANSFORM YOUR STORE

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AN INVITATION TO  
**PROFIT**

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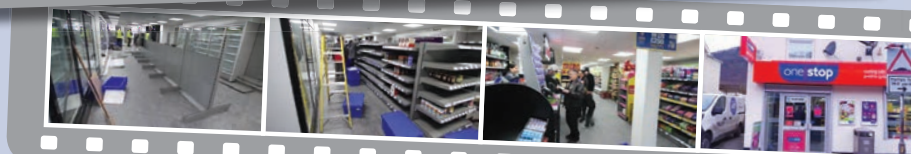
The £50,000\* investment One Stop makes will transform your store into a fresher and brighter environment that your customers will love. Mr Singh of Cwmcarn, Wales opened his first One Stop store in February 2017.



One Stop push you to grow your business - it's a well-known franchise which is a draw.

The way the team said they were going to refit the store, the step-by-step process and their communication was brilliant.

The community were all happy and they really like the change. People have been pleased and said they no longer have to visit other shops and can use their local store instead. So, feedback is very good from the local community - they're all very excited. It's the promotions in-store, which draw our customers.



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\*ex VAT. Subject to terms and conditions of contract.





# FASCIA REPORT

## Budgens



**Mike Baker**  
Brand director,  
Budgens

A forecourt which is already seeing an increase in full-basket shoppers provides a great opportunity to introduce premium ready meals, local produce and a bakery offer. Budgens brand director Mike Baker explains the plan

Our  
large  
forecourt  
action  
plan



### STEP 3 Review the food to go range

We would review the food to go offer of the store so it complements the Subway franchise. A good range of fresh sandwiches, salads and wraps - linked to a meal deal - would do this, while snacks and drinks can be merchandised adjacent to this. To capture additional sales of coffee with hot food to go and bakery, we would also merchandise these together.

### STEP 4 Introduce bakery

Nothing enhances a fresh offer better than freshly-baked bakery products. We'd advise positioning these at the front of the store with a range of breakfast pastries, lunch and afternoon sweet treats and freshly-baked breads to take home. A 'bread of the week' programme will add further credibility and interest to the range.

### STEP 5 Invest in local marketing

Once the store is set up with 'meal for now' and 'meal for later' ranges, local marketing will be critical. By arranging the distribution of our regular promotional leaflets to local postcodes and considering a bespoke "New in store" leaflet, the retailer will be able to tell their customers about the improved range, encouraging footfall and bigger basket spend.

Fresh bakery helps  
to enhance Budgens'  
fresh offer



Bold and vibrant  
external imagery  
which highlights the  
store's fresh offer



A meal deal with fresh sandwiches will complement the store's Subway range

### STEP 1 Improve the external presentation and messaging

Clearer external messaging about opening hours and the range and service available in store - including around the forecourt's pumps and station posts - will help increase the presence of a great convenience food offer. We'd include large and vibrant images of what's in store. We'd also advise improving the bunker offer of car care and fuel products.

### STEP 2 Focus on the 'meal for tonight' and 'top up' offer

Conducting a full review of the store's range and merchandising would help to introduce things like local products, craft ales and health and nutrition snacks that can sit alongside more traditional grocery products. A core range of fresh 'meal for tonight' ready meals, meat and fruit and vegetables plus Cook! premium frozen ready meals would improve the offer too.





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Nick and Jonathan Fraser, Three Mile Cross, Yarnnton and Marlborough

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**Budgens**



# FASCIA REPORT

## FAMILY SHOPPER



**Rob Butler**  
Brand director,  
Family Shopper

By focusing on food to go while introducing great promotions on core range products, Family Shopper could help this coastal store meet the needs of tourists and locals alike. Family Shopper's brand director Rob Butler talks us through the plan

Our  
large store  
action  
plan



A tight core range helps Jasdev Jatana cater to his shopper's every need

### STEP 1 Develop the right range

Our first step would be to focus on getting the range right for all the markets the store caters to. A seasonal store like this will need a good local, gifting, seasonal, and value range including meal for tonight solutions. All of this needs to be combined with a strong core range offering exceptional value for the local community to encourage repeat visits and customer loyalty.

### STEP 2 Focus on merchandising

This store already has high turnover, so the right approach to merchandising would help the efficiency of running a busy store like this. Plan to give the bestsellers good fixture presence, and case merchandising where possible. This will help with availability, and keeping volume sellers on sale.

### STEP 3 Introduce the right food to go offer

A coffee solution that also provides space for snacking items alongside would work perfectly here. A good, strong meal deal, enhanced with a strong hot food to go offering, which combines the simplicity of a simple bake-off would help make this store a destination in the area during peak meal times.

### STEP 4 Improve the store's ambiance

Ensure the shop has a clear presence on its street which showcases all the services it offers and promotes the range of products available inside. By reducing the height of the gondola ends and improving the store's lighting, we would be able to make sure the ambiance is as inviting as possible.

### STEP 5 Build a reputation for great promotions

Strong promotions are real footfall drivers for a store such as this and our 'Every Day Low Prices' initiative offers exceptional value throughout the year, helping to further make a business like this invaluable to its local community. Combined with strong point of sale to bring shoppers' attention to the prices on offer, this will ensure you are offering a good strong value message. ●



Sunita Kanji uses PoS to emphasise the store's value message

Jasdev Jatana's Family Shopper focuses on food to go





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Mr Kumar, Glynneath.

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# THIS WEEK IN MAGAZINES



## Surefire hit

# MUSICAL GIANTS SET TO ROCK THE NEWSSTANDS

Combining the might of Planet Rock Radio and Mojo magazine, this new title will be music to independent retailers' ears

**PLANET ROCK** Magazine is a collaboration between Mojo Magazine and Planet Rock Radio. Publisher Bauer Media says the 132-page publication has been designed to reflect the station's on-air programming and the passion of its million-plus UK listeners. The project has been a collaboration between Bauer radio's music and content director Ric Blaxill and Bauer Media's music publishing team led by Phil Alexander, both of whom have worked closely with launch editor Mark Blake – a contributing editor to Q and Mojo. Bauer says the team also includes some of the best-known writers and photographers in rock.



**PLANET ROCK  
MAGAZINE**

**On sale out now**

**Price £5**

**Frequency bi-monthly**

**Distributor Frontline**

**Display with Classic  
Rock, Uncut**

## Round up



**Jennifer Hardwick**

Magazines reporter

jennifer.hardwick@newtrade.co.uk

@Jenniferh\_RN

## YOUR BUSINESS IS MY BUSINESS...

Since beginning this role at the beginning of the year, my favourite part has been speaking to retailers who are truly passionate about newspapers and magazines and hearing their excitement when a new title has sold really well or a new tactic has paid off.

Particular highlights that stand out for me are when Dublin retailer Joe Sweeney told me his partwork sales were up 50% year on year after making his display larger and more prominent.

Or when Welsh retailer Jon Powell said he counteracted a dramatic loss of passing trade by growing his HND business by more than 200%, and when London retailer Raj Patel told me about his increased footfall after being selected to feature in a YouTube vlog.

I've visited stores up and down the country already, but I'm always keen to see somewhere new and learn how different stores appeal to their different target markets. The energy and drive of retailers who are constantly looking for alternative ways to stand out or keep their customers coming back or spending more is endlessly inspiring.

Now I'm seeking new ideas and I want to hear from you about what's worked well in your store recently. I want to know how you approach the category, what excites you about it and how your approach might have changed or adapted recently. Have you had a great idea you want to share in RN?

In addition, I want to know what information you need from publishers or distributors and what you want to be reading more of on these pages.

And if you're already a regular reader and engager with RN, I want you to tell me about other retailers whose stores inspire you. Drop me an email at the address above or give me a call on 020 7689 3350. I hope to speak to you soon.

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ARROWWORD MAGAZINE**



**ISSUE 6  
ON SALE  
18 MAY**





## SEWING WORLD

Sewing World is relaunching with a contemporary new look this month, aimed at inspiring a new generation of sewers while continuing to fulfil the expectations of its core readership. Beginning this issue, each edition will be bagged with a free, exclusive covermount pattern. The magazine will feature a new modern layout and content covering all genres of sewing.



**On sale 19 May**  
**Price £4.99**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Simply Sewing, Sew Inspired**



## Q WORD SEARCH

This month's issue is a special edition celebrating the 500th edition of the magazine and designed to stand out with a silver masthead. According to publisher Puzzler Media, Q Word Search outsells its closest rival by 47%. Many puzzles feature stars from film, television and music and some have extra challenges. This edition comes with a free pen and an extra competition to win chocolates and bubbly, and a chance to win £2,000 in cash prizes.



**On sale 17 May**  
**Price £2.80**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Puzzler Wordsearch, Mammoth Family Wordsearch, Family Wordsearch Jumbo**



## CLASSIC POP

Classic Pop moves from bimonthly to monthly with this edition. Having focused primarily on 1980s music and artists since April 2012, the magazine will expand its remit to include all 'classic pop' from the 1960s up to today. It will particularly embrace the 1990s artists who are becoming increasingly prominent as 20th and 25th anniversaries of popular hits and band formations arrive.



**On sale 18 May**  
**Price £5.99**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Rock Sound, Record Collector, Classic Rock, Mojo**



## STRIKE IT

With the Premier League season almost over it is time for the Strike-It 2016-17 Awards. Readers can check out all the winners in this month's issue, along with the world's best U-21 Dream Team and some top Champions League, Europa League and FA Cup Final stats. Elsewhere, take a sneak peek into the private lives of Neymar and Zlatan with the new Superstar Secrets feature.



**On sale 8 June**  
**Price £3.99**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Match of the Day Magazine, FourFourTwo**



## SOFIA THE FIRST

This month Sofia the First goes on an adventure with sorcerer Cedric. Readers must solve all the puzzles to help the princess save the day. There are more than 65 stickers to complete the activity section and fans can give their bedroom a royal makeover with a pull-out doorhanger.



## Bestsellers Primary Girls

Title	On sale date	In stock
1 Trolls	07/06	<input type="checkbox"/>
2 Pink	31/05	<input type="checkbox"/>
3 Frozen	31/05	<input type="checkbox"/>
4 My Little Pony	19/05	<input type="checkbox"/>
5 Shopkins	25/05	<input type="checkbox"/>
6 Hello Kitty Magazine	07/06	<input type="checkbox"/>
7 Disney Princess	24/05	<input type="checkbox"/>
8 Barbie	17/05	<input type="checkbox"/>
9 Girl Talk	24/05	<input type="checkbox"/>
10 Girl Talk Art	31/05	<input type="checkbox"/>
11 Cute	31/05	<input type="checkbox"/>
12 Angelina	17/05	<input type="checkbox"/>
13 Love From	08/06	<input type="checkbox"/>
14 Pets 2 Collect	19/05	<input type="checkbox"/>
15 Sparkle World	25/05	<input type="checkbox"/>
16 Lego Friends	31/05	<input type="checkbox"/>
17 Disney Presents	25/05	<input type="checkbox"/>
18 Littlest Pet Shop	16/06	<input type="checkbox"/>
19 Whisker Haven Tales	n/a	<input type="checkbox"/>
20 Girls Love	28/06	<input type="checkbox"/>

Data from independent stores supplied by

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# THIS WEEK IN MAGAZINES



## OH COMELY

Oh Comely is an independent magazine for women covering the arts, culture and ideas, while showcasing new talents in photography, illustration and writing. The current issue features new Dr Who assistant Pearl Mackie, retro musician Iris Gold, playwright Alice Burch and New York art curator Brittany Natale's pick of emerging talent. Publisher Iceberg Press says independent retailers are a key part of the magazine's distribution strategy.



**On sale out now**  
**Frequency** bi-monthly  
**Price** £5  
**Distributor** Comag  
**Display with** Frankie, Flow, Breathe Magazine



## GUITAR & BASS

This month's Guitar & Bass magazine features a 27-page special feature on the amplifiers that started it all: Fender's famous tweed models of the 1950s. The team also talks to the man who ignited a love affair with the instrument for a whole generation of British guitarists, Hank Marvin, and shows readers how to modify their guitar to make it look and sound like Hank's legendary Fiesta Red Stratocaster.



**On sale out now**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Guitarist, Bass Guitar, Total Guitar, Sound on Sound



## RAF SALUTE – MEMORIAL FLIGHT 60TH ANNIVERSARY

This year the RAF Battle of Britain Memorial Flight (BBMF) celebrates its 60th Anniversary. This 100-page one shot aims to celebrate, commemorate and honour those who have fallen in RAF service. First-hand accounts by BBMF pilots relate what it is like to fly Hurricanes, Spitfires, Dakotas and Lancasters.



**On sale out now**  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Aviation News, Aeroplane Monthly



## AUTOCAR

This week's Autocar has a focus on automotive bargains for savvy drivers, with a special feature on the best used cars on sale today, costing up to half of their original price. The team also carries out the first new drives in the Ford GT supercar and the new BMW M5 super-saloon. Publisher Haymarket is anticipating a 15% sales increase on the previous issue with this edition.



**On sale** 17 May  
**Frequency** weekly  
**Price** £3.80  
**Distributor** Frontline  
**Display with** Top Gear, Car Magazine



## TOTAL FILM

This month Total Film is priced at £5.99, up from £4.50 last issue, due to its attached wallet containing four free gifts of six Star Wars Topps Cards, a 36-page extra magazine featuring 100 must-see action movies, an A4 Alien art card and a free download for an e-book called 80s Movies – The Ultimate Celebration. The main cover feature is an exclusive interview with Tom Cruise on his upcoming film The Mummy.



**On sale out now**  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Marketforce  
**Display with** Empire, Sight & Sound

## Retailer viewpoint

**Mark Dudden**

Albany News at the Post Office, Cardiff



**I**t's always good to get feedback on titles through Facebook.

I have just had a couple of Facebook messages about Oh Comely – an independent film, music and fashion magazine for women based in London. A friend of someone who already had it messaged me and asked if I could hold them a copy. I ordered four or five copies a couple of weeks ago and now I've completely sold out, so I've ordered more.

Private Eye has been selling well the last few weeks with the local elections and the General Election. In a normal week I sell about 10 but in the last few weeks I've sold 20. Around Brexit I did a window display of them and sold 72 in one week.

If Private Eye has a good front page it will sell well because it's a great impulse purchase. You do notice the difference if it's not such a good one.

I think people are buying it even if they're sick of politics because it's light-hearted and it doesn't give you a headache.

You always see a massive spike in children's magazines sales for the holidays, which is just tailing off again now.

On Sunday, I had an entire family come in and the mother told me she doesn't like magazines anymore because of all the trashy stories.

I pointed out she was just thinking about the Top 100 which are on sale in the supermarkets and showed her a few independent titles like Oh Comely, Flow and Frankie. The family ended up spending £50.10 between them and the woman liked my Facebook page. She said to me: "Thank you for reigniting my love of reading."

## Top tip

Plan ahead and make a display of a title that's likely to do well, like Private Eye at the moment in the run-up to the General Election

## COMING UP IN NEXT WEEK'S RN



## CAFE, JEWELLER, CTN: INSIDE POZZI'S, DAVID ROBERTSON'S TRANSFORMED BUCKIE STORE

Plus, as the new tobacco legislation comes into force we look at how one store has managed to stand out as a destination for tobacco and cigars, and barbecue and picnic season arrives

# RN



## Collectables

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	90	120	<b>2.99</b>
Art of Cross Stitch	20	90	<b>2.99</b>
Art of Knitting	121	90	<b>2.99</b>
Art of Quilting	72	90	<b>3.99</b>
Art Therapy	113	120	<b>2.99</b>
Art Therapy 50 Mindful Patterns	16	80	<b>4.99</b>
Assassins Creed: the official collection	7	80	<b>9.99</b>
Build the U96	142	150	<b>5.99</b>
Dr Who Complete History	45	80	<b>9.99</b>
Draw The Marvel Way	36	100	<b>4.99</b>
Judge Dredd Mega Collection	61	80	<b>9.99</b>
Marvel's Mightiest Heroes	89	100	<b>9.99</b>
Transformers GN Collection	11	80	<b>9.99</b>
Warhammer	19	80	<b>9.99</b>
<b>RBA Collectables</b>			
Real Life Bugs & Insects	38	60	<b>0.99</b>
<b>Panini</b>			
F1 Collection	29	60	<b>9.99</b>

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

**Daily newspapers** price/margin pence/margin %

## Saturday newspapers

## Sunday newspapers

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

### Scale of third-party advertising insert payments

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

*\* By negotiation*

**Per copy sold** Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
**Per copy supplied** Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p



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## DRINKS SYSTEMS

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## UK'S MOST PROFITABLE SLUSH

### RANGE OF MACHINES TO SUIT EVERY OUTLET



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## Superior Quality - More Sales - More Profit

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**“A lot of knowledge goes into the IAA benchmarks and for me they’re very helpful. Get involved and learn from them – if you don’t move forward, you won’t survive.”**

**Sunita Kanji**  
Family Shopper, Little Hulton

