

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 05.05.2017



‘No-one cooks around here anymore’

Food to go is growing so fast that Noel Hadden built his business around it

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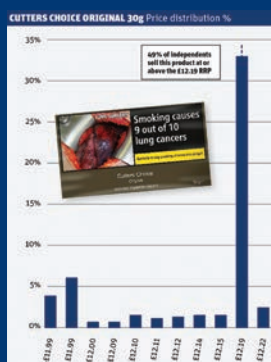


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Shaping the future
of independent retail
since 1889



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The best advice
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Editor

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I t's often said that the trends happening in America take two years to reach our shores. A great example of this was discussed at last week's ACS Summit: how far UK c-stores lag behind the US with foodservice theatre.

Scott Hartman, CEO of American c-store group Rutters – a group doing it well – inspired delegates with his supercharged foodservice-heavy c-stores.

He shared how he creates theatre with huge fresh displays, food customisation and creating a buzz on social media. His advice for anyone serious about being in the food business, though, was to hire foodies.

The Irish market is another widely regarded as being ahead of the UK on food presentation and Spar retailer Tom Ennis showcased his 12 cutting-edge Dublin c-stores and delis.

Good barista coffee, ideally served by a hipster, is a great way of showing your food credentials and creating ambience, he said. You can take inspiration from how Tom creates theatre in a Store Lookbook in the next few weeks.

For this week's Lookbook, we take a look around Northern Irish Nisa Extra Milestone Rathfriland, where Noel Hadden's brilliant displays are delivering double-digit food to go growth.

All three of these businesses may be far removed from your own. You might think you have little in common with a 15,000sq ft store which employs 170 members of staff and has 50 metres of food counters. But there's so much to learn from the principles behind them. Most importantly, Noel's store shows how quickly a small food operation can grow and how you can build an entire business around it.

BREAKING NEWS

Smiths to sell off education division

Smiths News' parent company Connect Group is selling its Education & Care division to focus on its news distribution and parcel freight divisions.

The operation, which delivers equipment to schools and care homes, is expected to be sold imminently in a £64.4m deal, subject to approval from the Competition and Markets Authority.

In its latest financial results for the six months up to 28 February, the group said the sale will reduce its debt and allow it to explore collaboration between its parcel freight and news delivery operations.

Group chief executive Mark Cashmore called the sale an "important milestone in our strategy".

The report said Smiths News' new retailer-operated delivery service Pass My Parcel's growth has been lower than expected, incurring a loss of £2.4m in the six-month period.

PayPoint charges

Retailers who sign up to PayPoint One will be charged a weekly fee ranging from £10 to £20, not as reported in last week's RN. Retailers who operate the yellow terminals will face a £10 monthly fee from 1 June.

Thefts up

Shop theft rose by 8% between 2015 and 2016, figures released by the Office for National Statistics have revealed. Data shows there were just over 358,000 incidents of shop theft in 2016 – a total of 25,000 more than the previous year.

Jack Matthews fishes for shoppers with partnership

A fishmonger stall set up outside Jack Matthews' store Bradley's Supermarkets in Quorn, Loughborough, is the latest initiative in the partnership with his local fish supplier. "It creates interest outside the front of the store and during the next four to six weeks we're really hopeful business will pick up as the word gets round," said Mr Matthews. "On the first day without any advertising he took £500 so there are obvious benefits for both businesses."



Retailers see regulars turning to illegal market 'People can't afford to buy 20 cigarettes'

Tobacco sales fall by 20% as customers buy illicit

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers have reported a drop in tobacco sales of up to 20% with an increasing number of smokers spotted carrying illegal cartons of cigarettes.

With the EUTPD II sell-through deadline of 20 May fast approaching, retailers' stock of 10-packs and branded packaging has almost all been sold. As a result, store owners told RN they have witnessed smokers increasingly turning to the illicit tobacco trade.

Linda Williams, of Broadway Premier in Edinburgh, said the number of customers she has seen carrying illegal cigarettes in her store following the change in her stock has been "shocking".

"I've seen people who I never thought would go in for illicit tobacco carrying cartons around in plastic carrier bags," she said.

"I'm not sure where they're getting it from and I don't want to interrogate them because they're good, long-standing customers."

Amit Patel, of Belvedere News Food and Wine in Kent, said his tobacco sales have dropped by up to 20% every week since he began stocking EUTPD II-compliant packs. He has also seen customers carrying cartons of illegal cigarettes.

"It's not surprising when people can't afford to buy a pack of 20, but can get hold of illicit cigarettes for half the price," he said.

Peter Nelson, Imperial Tobacco's anti-illicit trade manager, said he was "not surprised" to hear the new legislation may be con-

tributing to an increase in illegal tobacco sales.

"This was certainly the case when Australia transitioned in 2012," he said. "Through our dedicated anti-illicit trade team and our salesforce, plus recent collaborations with trade associations the NFRN and FWD, Imperial continues to work closely with retailers and law enforcement to identify and pursue any individuals or organisations involved with illegal tobacco."

Retailers should report concerns to HMRC by calling 0800 59 5000.

PayPoint aims to extend Collect+ network

PayPoint has revealed it could be working with two new parcel carriers in the next six months, as part of its plans to expand its Collect+ network.

According to Gary Winter, appointed to the newly created role of parcel services director, two billion parcels are shipped

through the UK every year. Royal Mail delivers 50% of those, while Yodel – which set up Collect+ with PayPoint – accounts for 15% of the remaining one billion parcels.

"That's five or six times the opportunity we could get by partnering with other carriers," said Mr

Winter, who believes it is something retailers will directly benefit from.

"Offering several carriers will pull in a whole new world of customers," he said. "53% of Collect+ customers are coming to the store for the very first time, while £3.30 is the typical basket spend of

a Collect+ customer and over 40% will buy something when they come in."

Mr Winter revealed PayPoint is in talks with four other carriers. "I'm hoping to be able to make an announcement late summer and then just after Christmas in terms of new services," he said.

18% of lines delisted by Reset programme Spar retailer Thomas Ennis cut lines to increase fresh

Cut range to create space for growth, says Tesco

by Jennifer Hardwick

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Retailers who actively engage with their product offering will create the space and freedom to adapt their range and focus on growth areas, according to Tesco.

The supermarket giant recently cut 18% of products across its retail estate as part of its Reset programme, which it recently extended to Express stores.

The cuts were made following analysis on every product line and have resulted in Tesco being actively engaged with its offering, the company said.

This has led to more space and the freedom to adapt stores' layouts more easily. It also increased availability by 14%.

Tesco's communication business partner for products Rebecca Miller told RN cross merchandising is also now a much greater focus as a result.

"By ranging things closer together there is an increase in customer participation and they are buying more and more frequently," she said. "It's



Spar retailer Thomas Ennis cut grocery lines to make space for fresh growth



also allowed us to really focus on own label and it's meant we're only stocking the products customers really want.

"It now informs the way we do business and makes sure we have the right products, at the right price and the right availability. It's helped us serve our

customers better."

In January, Northampton Premier retailer Jimmy Patel told RN he had grown his store sales by 50% through delisting 400 products.

Spar retailer Thomas Ennis, who owns 12 stores in Dublin, has cut back on grocery lines to be able

to increase his fresh food from 50% to 65%.

"We didn't just go in and take out whole categories, we reduced a mixture of everything we had," said Mr Ennis. "You have to chop and change and see what works for your customers so it's a gradual process."

Staffing in spotlight as full-time job total falls

Independent retailers are continuing to review staffing arrangements as new figures show the number of full-time employees in retail outlets fell by 3.9% during the first quarter of 2017.

The figures, published by the British Retail Consortium (BRC), indicate a year-long downward trend of retailers reducing the number of hours being worked.

Bhavesh Parekh, of Kwiksave, Bolton, said the findings were true of his business. "We're looking at the shorter end of the contract rather than the longer one," he said. "We need more flexibility. The living wage is a difficult order to meet."

Helen Dickinson, BRC chief executive, said she expected the trend to continue as a result of building inflationary pressures, public policy costs and intense competition.

Service key for shoppers

More than half of shoppers notice the difference between the quality of customer service offered in independent stores compared to larger stores, according to research by finance company Liberis.

The data, from a survey of 200 people, suggests independent retailers must provide a "memorable and tailored customer service" to remain competitive against bigger retail brands.

The study also revealed more than three quarters of customers want to use their local independent stores more in 2017.

Customers said although they found staff friendlier in independent stores, price was the main factor for shopping in bigger competitors on the high street.

Banks 'avoiding new retail lending'

Independent retailers looking to buy their first store are facing increasing difficulties accessing funds, according to business property agent Christie & Co.

"Banks have no problem lending money to existing businesses," the company's managing director for retail Steve Rodell told RN.

"The problem comes with those who are new to the

industry. Before the credit crunch banks were far happier lending to everyone."

Mahesh Odedra of Lake Avenue Store said he was only able to buy his 1,350sq ft Post Office store in Bury St Edmunds because of his personal finances and through help from friends.

"It was impossible to get any form of finance, and I

had a healthy bank account with six figure savings," said Mr Odedra. "Even when my financial advisor approached banks he was told the same thing."

Hitesh Pandya, of Toni's News in Ramsgate, said he knew of a retailer whose shop sale had fallen through three times because of problems with bank lending.

"I think banks have been avoiding retailers for a while - they haven't wanted to support them."

"I'm hearing that it's getting a lot worse lately," he said.

However, Mr Rodell said retailers who find funding through symbol groups, suppliers or are already cash rich are not experiencing the same problems.

STORE LOOKBOOK



Food-to-go expert

Drive through the right part of rural County Down and one award-winning convenience store will be able to serve you a delicious chef-made roast dinner. **Helen Lock** speaks to the man behind this unique business

Since expanding in 2014, Milestone Rathfriland supermarket and service station has made developing an extensive range of freshly-made hot food produced on-site its number one priority. So much so that customers come for miles around to take advantage of its quality food-to-go range as well as pick up regular groceries.

Catering to a local population of just 2,500, store manager Noel Hadden says it has always been important for the business to pull in customers from a 10-15 mile radius. So, when the site underwent a major refit and extension, doubling in size from 7,000sq ft to 15,000sq ft, a focus was placed upon expanding the bakery, deli counter and kitchen.

Established 26 years ago, the store – now part of the Nisa Extra fascia – retains a strong a community feel, which has won it both local affection and a host of awards, including Nisa's UK Larger Store of the Year accolade last month.

Yet it is the food to go side of the business that has become central to Milestone Rathfriland's offer. "We make 700 products on-site in total," says Noel. "We started concentrating on this because the products we made ourselves were seeing double-digit sales growth."

While the store had always had a bakery and a hot food counter, it had previously

represented a smaller part of the business when compared to sales of fuel and the store's convenience range. But seeing its growing success led to a rethink of the business – in time for the latest investment.

So the new business now boasts an epic 50 metres of counter space including buffet-style food, hot meals and salads. A specialist butchery counter serves fresh meat and there is an ice cream parlour in the centre of the store, selling store-made ice cream.

The effect has been to turn the business into a local attraction customers are happy to travel to.

"Shoppers are coming to us from towns where there might be a Tesco or an Asda and so they choose to come here," says Noel, adding: "They love the food, that's why. It is restaurant quality food-to-go meals rather than pre-packed ready-meals."

"The bakery is now 6% of our business and the deli is 25%," he says. "On a Sunday we'll sell nearly 500 roast dinners – no one cooks around here anymore, it seems."

Other bestsellers include ready-made curries and pasta dishes and meat from a carvery. And Noel says producing food on-site has other benefits too, boosting premium wine sales (one popular wine is priced £15.99).

Yet, despite the success of roasts and curries and the benefits they bring to

“We have 170 staff in total. This includes part-time and full-time, and our team of chefs. Those who have been here for a long time train up more junior staff.” **NOEL HADDEN**

New members of staff learn from the most experienced



“It’s the easy food-to-go meals which have a home-made quality rather than pre-packed ready-meals that are really popular”

INFORMATION

Location

Newry,
County Down,
Northern Ireland

Basket spend

£13.50

Type

Rural

Size

15,000sq ft



STORE LOOKBOOK



Fresh produce and top quality cakes help to give the store an all-round premium feel

50m

The store now boasts a huge amount of counter space

alcohol sales, Milestone Rathfriland aims to help customers live well too.

"We are quite keen on health and fitness, the deli does a healthy-eating range that meets Slimming World's Syn-free standards. We are also running a healthy-eating week this month to promote our gluten-free, free-from and protein ranges." Noel hopes the healthy eating week will bring customers in and will draw their attention to those options. The store will also be hosting a demonstration on how to make good smoothies from fruit and vegetables as part of the event which they've promoted on social media.

Later in the year the business will again highlight a commitment to healthy living: "In August a 10k run starts and ends at the store. It creates a gathering around the store – it's a really good day," he says.

Concentrating on what makes the store different has helped this already-successful business transform itself into a local landmark that can easily peel away trade from retail behemoths such as Tesco.

"Having a made-from-scratch bakery and using good local suppliers – USPs like this – is really important. It helps you compete with the major supermarkets." ●



Want to see more of Noel's store?
Go to betterretailing.com/hadden-milestone-rathfriland



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BENCHMARK YOUR SHOP
& save your progress at betterRetailing.com/IAA



“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



SYMBOL NEWS

One Stop has introduced a range of 14 ice creams to its £3 meal deal in a bid to provide retailers with a point of difference.

Sunder Sandher, of S&S One Stop in Leamington Spa, said the deal helped his store remain competitive.

"We're shouting about the ice cream deal in-store with the hot weather coming up," he said. "One Stop has also given us really striking PoS, which is so important. Having an offer like this really helps us stand out."

Dee Sedani, of One Stop in Etwall, Derbyshire, said variety was key to staying competitive. "You've got to think like a consumer; would you rather have 10 products to choose from, or 40?" he said.



Marks and Spencer looks set to become the latest big name retailer to take the plunge into grocery deliveries after plans to partner with Ocado were revealed.

Jai Singh, of of MJ's Go Local Extra in Sheffield, said: "It's a bit of a worry, independents will have to think about what they can do to counter this. We have to stay ahead of trends."

M&S has previously argued a food delivery service would be uneconomical. However, online sales growth and the rise in popularity of its food has prompted a rethink.



Leading symbol retailers share best practice 'The more we learn, the more we develop'

betterRetailing.com study tour drives ideas sharing

by Tim Murray

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Leading symbol retailers underwent a retail tour of two former IAA champions' stores this week to share ideas and gain insight into one another's businesses.

Hosted by betterretail-
ing.com associate editor
Steve Denham, the visits
provided the four retail-
ers with an opportunity
to understand the varied
offerings from the different
groups they partner with.

Jai Singh, of MJ's Go Local Extra in Sheffield, and Sid Sidhu, of Simply Fresh

Kenilworth, visited both Paul Cheema's Malcolm's Nisa store in Coventry and the nearby One Stop Mount Nod, run by Joga and Aman Uppal.

Joga Uppal said: “You don’t want to get myopic or have tunnel vision, it’s helpful to meet people from different symbol groups and see how they’re operating.”

“My brother Aman is into the digital and social media side of the business and Jai Singh is very strong on that and we received some really good advice to take away.

“Once you establish

interaction with other retailers, you're able to pick up the phone and call one another. We now have that connection."

Mr Denham said it was important for innovative retailers to learn from each other.

"The Cheemas' shop is such an inspirational and aspirational store, and I'd been talking to Jai about visiting for a couple of years," he said.

Both Malcolm's and One Stop Mount Nod had made significant changes and developments over the last two years.

This year One Stop Mount Nod underwent one of its first major changes since opening in 2015.

With the help of One Stop, the Uppal brothers revamped the store layout, particularly focusing on the alcohol aisles.

Mr Cheema said: "It's always good for convenience retailers to collaborate. We're all on the same journey - the more we can learn, the more we can develop."

A series of features on the store visits will be appearing on betterRetailing.com soon.

Meal for tonight brings 25% uplift hopes

A Costcutter retailer is expecting to achieve a sales uplift of up to 25% as a result of the group's campaign to promote the 'meal for tonight' range.

The campaign, called Tasty in No Time, helps promote 600 products throughout Costcutter's Independent own label range and is supported

with in-store PoS, tear-off recipe cards, advertising including in-store radio advertising and social media engagement.

Fife retailer Asmat Saleem will receive his PoS this week.

"I've not promoted the 'meal for tonight' before, but I'm expecting a 10% uplift in uncooked meats

and in two to-three weeks a 25% uplift across the range I'm promoting," he said.

Jodene Rogers, head of marketing for Independent, said: "The Tasty in no Time campaign will enable our retailers to showcase the quality products within the Independent range and

provide shoppers with some great suggestions for fantastic fuss-free meals in minutes.

"The campaign will run through 2017 with themed activity to support key calendar dates and the wider campaign is heavily supported through PoS, national press, online and across social media."

NEWS & MAGS

Bartuf sees 10% rise in cross-category merchandising 'LED illumination brings displays to life'

Dynamic displays help to boost magazine sales

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Retailers are creating their most innovative displays to date, according to a leading shelving manufacturer, to encourage sales growth of the most successful titles.

Steve Davenport, managing director of Bartuf, said retailers are seeking "dynamic" displays which allow them to focus on the subcategories that are growing even when cutting the amount of overall newspaper and magazine space.

"Gone are the days where displays are either a nine or ten tier across all bays, so it's about focusing on the products that sell," he said. "What we're doing now is looking at what retailers are actually selling and trying to make sure the displays reflect that."

For Bartuf this means supplying units which offer different-depth shelving ranging between 30mm and 150mm. This allows children's magazines with large covermounts to be placed in deep 'bins' at the bottom of units and certain shelves to be angled backwards or forwards to give



prominence to certain categories over others.

"Clever use of PoS material and LED illumination bring the display to life, making the display more attractive and easy to navigate, while helping increase customer dwell time in the store," said Mr Davenport.

For newspapers, he said the most progressive retailers are turning to units which include a section for

cross-category merchandising such as snacks and drinks, adding Bartuf has seen a 10% increase in requests for this type.

"This results in day-long sales, increased profit and the shortest payback on the commercial investment," he said.

Recent data collected by Smiths News shows the decline in retailers' magazine range is slowing, with the rate hitting

an average of 3.2% every year from 2010 to 2014, before slowing to 1% in 2015 and almost levelling off in 2016.

However, distributors told RN the decline in range reduction does not appear to apply to independents. Dean Russell, group sales development manager at Comag, said all the feedback we get is that independents are reducing their range.

End lifetime deposits in Ireland, says NFRN

The NFRN is calling for wholesalers in the Republic of Ireland to stop demanding non-returnable deposits from retailers.

In the UK Smiths and Menzies both return deposits within a year if a retailer has consistently paid their news bill, but in the RoI both Newsprint and EM News Distribution (EMND) only return deposits – which can range from €500 to €3,000 – if the shop closes or the retailer dies.

The NFRN's head of news Brian Murphy said the deposits were detrimental to the newstrade in the RoI. "The NFRN call for the end of lifetime deposits and for the publishing industry to reflect this in their contract by insisting the wholesalers work to the same principles as they do in the UK," he said.

Times sees 11% growth in Scotland

The Times has achieved double-digit sales growth in Scotland in the past year.

Its daily circulation for March of 27,097 represents an increase of 11.06% compared to March 2016.

Chris Duncan, The Times managing director, credits the sales growth – which puts the title ahead of The Scotsman and close to The Herald – to the inclusion of a broad range of political views.

Richard Bogie, general manager of News Scotland, added: "In these extraordinary political times, we will be providing our readers with quality information and a variety of opinion so they can make up their own minds."

Daily Mail and Nectar team up

Mail Newspapers has partnered with Nectar in a bid to boost sales and retain readers.

Describing Nectar points as "the most attractive and accessible loyalty currency in the UK", Mail Newspapers' chief marketing officer Roland Agambar said the new tie-in will operate

through the existing MyMail loyalty programme when it launches this month.

Mirroring the existing MyMail programme, Nectar customers will collect Nectar points when they buy a newspaper by entering a code from it into their account. MyMail customers' exist-

ing points balances will be converted into Nectar points once they link their Nectar and MyMail accounts online.

Retailers welcomed the move, with Matthew Clark, of Penylan News, Cardiff, calling it "fantastic".

"The Nectar scheme is very well known and it will work well for Daily

Mail readers," he said.

"Any investment from publishers into boosting or maintaining sales is to be welcomed," added Desmond Barr of Sinclair Barr Newsagents, Paisley.

"I'm sure the Mail has done its homework and worked out Nectar is something a lot of its customers use."

PRODUCT TRENDS

Vegetarian foods woo shoppers

More than one third of food to go shoppers want to see an increased range of vegetarian products and a quarter would like to see more vegan, according to retail analyst IGD.

The figures come in response to food chain Pret a Manger recording a sales boom following the launch of their ranges of vegetarian and vegan dishes.

Pret, which opened its first fully vegetarian concept in London last year, reported an uplift of 5% in 2016 compared to the previous year, with sales reaching £776.2m. It attributed the increase to the rise of the 'flexitarian' – people who want to eat meat intermittently.

Food industry expert Jane Milton said the trend for plant-based foods was "one to watch" citing the success of 'the impossible burger' in the US – a meat-free burger.

Wonky veg is a winner

Retailers who offer 'wonky' fruit and vegetables provide a point of difference and a reason for shoppers to choose them over the multiples, retailers told RN.

The Environment, Food and Rural Affairs Committee has called on the government to do more to combat food waste, thrusting misshapen grocery into the spotlight by encouraging more households eat 'wonky' produce.

Adam Vincent, of Dike & Sons in Dorset, said it was an opportunity to create a point of difference. "Our customers appreciate the quality of local produce and are happy to overlook odd shapes if they know they can trust the supplier," he said.



Meal deals and food to go variety pushes lunch sales

by Dave Songer

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Independent retailers with varied food to go offers and meal deals that stand out have the best chance of capitalising on growing lunchtime shopper sales.

Deliveroo revealed it has seen a 144% rise in lunchtime orders over 12 months, while IDG ShopperVista data found 51% of food to go shoppers buy a lunch item once a week – making it the most common food to go occasion.

Manjit Samra, of Samra Supermarket in Smethwick, has extended his lunchtime meal deal to cater for a wider audience after noticing an increase in demand five years ago. He has seen an uplift in lunchtime sales of around 17% every year since then.

"It's not just sandwiches now, pasta salads are also popular with my customers. We're also looking at bringing in a gluten-free range," said Mr Samra.

"For meal deals, we take a hit on margins but it's important to have it on

offer. I try to work to 30% for a meal deal."

In October, Mr Samra introduced new packaging for his prepared fruit range following a visit to a food to go store at Gatwick airport. "Using packaging that looks more appealing gave me a sales uplift of at least 35%," he said.

Ian Handley, of Premier Handley's Convenience in Northwich, said he plans to introduce a meal deal offer in his store, incorporating Walkers PoS to make it stand out. "Up to 60% of our food to go sales

comes from the lunchtime trade," he said. "We're going to have a regular bag of crisps, 500ml drink and a sandwich for either £3 or £3.50, giving us a 25% margin," said Mr Handley.

Meanwhile, Kishor Patel, of Nisa Local in Hemel Hempstead, said that while he uses meal deals in his store to increase footfall, his strategy is to protect his margins. "We sell premium sandwiches for between £2.99 and £3.99 and we'll get a margin of at least 40%," he said.

Brewdog launches spirits range

Craft beer giant Brewdog's move into speciality spirits has highlighted the next big alcohol trend for convenience stores to tap into.

Lone Wolf, the product of the Aberdeenshire-based brewer, has entered the spirits category with a

quadruple-distilled vodka and a gin, with plans to release a whisky and other spirits in the future.

Lone Wolf will also release its own line of tonic and soda to "accentuate the unique flavour profile" of its latest spirits.

Donna Morgan, of

Brownlie's in Biggar, Scotland, said she would be interested in stocking the latest gin, having witnessed the popularity of speciality grow in the past two years at her South Lanarkshire shop. It now outperforms sales of mainstream varieties.

"Speciality spirits make up about 50% of our stock," said Mrs Morgan. "Our Gordon's Gin sales have fallen dramatically and even when pricemarked they're not selling as well."

Mrs Morgan also sells 40 bottles of whisky, ranging from £40 up to £350.

Cadbury

Unwrap the five sensations



Top 5
sellers from the
market leader*

On TV
from May

6 months
continuous
marketing support

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*Cadbury is the No1 chocolate brand Nielsen, total coverage, MAT to 25/02/17.

BRAND SNAPSHOT



McCoy's' Chips on TV

McCoy's has launched a TV campaign for its Chips crisps. The three-flavour range is available in 25g, 70g and 125g bag formats.



Reserva rebranding

Casillero del Diablo has rebranded its Reserva range with a new label that includes a devil icon and bottle neck collar.



Nature inspires Lenor

Lenor has released Inspired by Nature fabric conditioners available in three scents – Deep Sea Minerals, Silk Tree Blossom and Shea Butter.



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Irregular Maoam

Haribo has added to its Maoam sweet range with 150g bags of irregular shapes available in flavours including raspberry, strawberry and apple.



PoS boost for Encona

Grace Foods is helping retailers to grow sales of its Encona brand with in-store activity that includes PoS to signpost the product.



Bahlsen's got talent

Biscuit manufacturer Bahlsen has launched a TV campaign which runs across more than five channels, including ITV for Britain's Got Talent.



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



Lurvill's Delight

Lurvill's Delight is a craft-style botanical soda. It contains natural ingredients including rhubarb, nettle, dock leaves and juniper berry extract and is free from artificial flavours.

RRP £1.89 (330ml)

Contact 07779 301935 / info@lurvillsdelight.com



GB Chew

GB Chew bars contain ingredients including apricot, baobab and goji berries. Each bar is high in fibre, protein and contains no artificial additives, colours or preservatives.

RRP £2.49

Contact 07912 108443 / info@gbchew.co.uk



Get Wonky

Made from juice from produce that would otherwise be discarded, Get Wonky is sustainable and free from all additives. It is available in nine flavours.

RRP £12 (three-litre box)

Contact 07459 527 969 / hello@getwonky.co



Your Green Drinks Company

Berry Hop is a sugar-free soft drink that is a natural and sparkling alternative to everyday soft drinks. It is allergen-free and made with berry, fruit and hop flavours.

RRP £1.60 (275ml)

Contact 01274 510152 / thirsty@yourgreendrinks.co.uk



Siren Craft Brewery

Siren Craft Brew's Yu Lu is a loose-leaf Pale Ale brewed with Earl Grey Tea. It contains bergamot juice and uses American hops Chinook, Citra, Amarillo and Simcoe.

RRP £2.20

Contact 0118 973 0929 / siren@sirencraftbrew.com



Big 5

Big 5's South African-inspired sauces range includes Durban Curry Sauce – a medium hot stir-in sauce containing chopped tomatoes, apples, ginger, turmeric and curry leaf powder.

RRP £3.50 (370g)

Contact 01244 511457

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



Miiró

Miiró's three-flavour range of ice cream lollies is made with frozen coconut milk and nuts, sweetened with coconut sugar and Italian grapes before being covered in raw cacao.

RRP £2.49 (70ml), £6.49 (3 x 70ml)

Contact hey@miiró.co.uk



Coastal Spring

Coastal Spring water is sourced from Cornish moorland and bottled using a carbon-neutral process. The company donates money from every bottle sold to the RNLI.

RRP 75p (500ml), £1.50 and £3.35 (330ml and 750ml glass)

Contact 01932 267470

Focus

Scottish produce

Scottish producers may be better known for haggis and whisky but there are a wealth of producers making niche products too – this week gin, BBQ seasoning and a new take on chocolate



Persie Distillery

Three aromatic gins hand-crafted in small batches in a distillery in Glenshee, Scotland, Persie Distillery is available in Zesty Citrus, Herby and Sweet & Nutty variants.

RRP £27-£30 (500ml)

Contact snifter@persiedistillery.com



Angus and Oink

Angus & Oink's seasonings are inspired by the deep South and South America and includes White Chick, which is a rub for white meat that contains spices, chillies and umami.

RRP £7.65 (200g)

Contact pitboss@angusandoink.com



In House Chocolates

In House Chocolates' Brussels Sprouts are made entirely of chocolate, in milk chocolate, milk chocolate with orange and dark chocolate with peppermint.

RRP £3.50

Contact 01556 503037

Donna Morgan

Brownlie's, Biggar, Lanarkshire
 Local produce makes up around 25% of all our stock and we have a wide range of different products. Our best seller is Borders's Dark Chocolate Ginger biscuits – up to six cases a week.

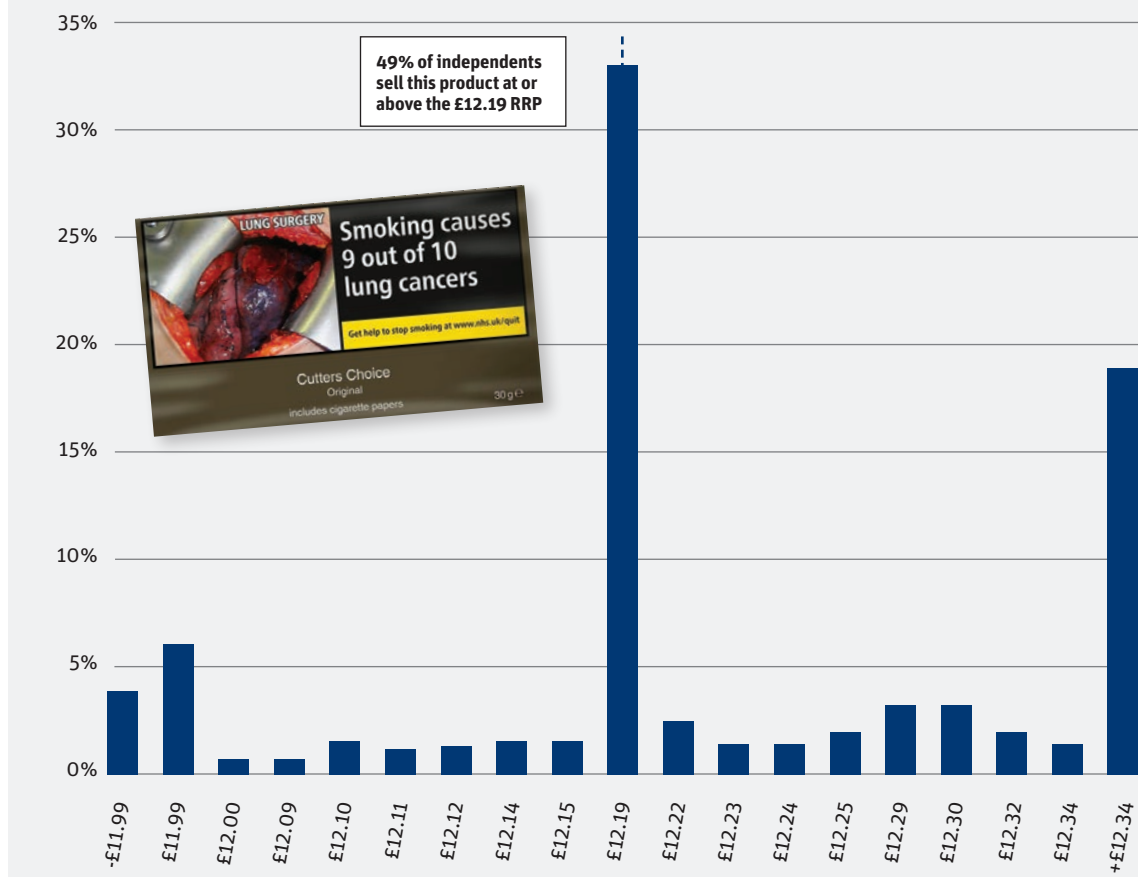


PRICEWATCH

Profit checker Roll your own tobacco

Price checker

CUTTERS CHOICE ORIGINAL 30g Price distribution %



Analysis

After years of legal wrangling, the pricemark and brand-free future of the RYO sector has finally arrived – so what have the first effects been? In the case of Cutters Choice 30g, only a third of retailers now price

precisely at RRP, with more retailers choosing to raise their prices and recover some margin. For those retailers who raise the price by 10p bring their margin to just over 8% while another 10p, pricing at £12.39,

translates to nearer 9%. Nearly 18% of retailers in our Profit checker graph are choosing to undercut the RRP, presumably using these cheaper prices to steal a march on their competition.

PRODUCT

Amber Leaf
30g

Golden Virginia Original
30g

Amber Leaf
50g

Gold Leaf Quality Blend
30g

Cutters Choice Original
30g

Amber Leaf 2 in 1
30g

Golden Virginia Bright Yellow Pocket Plus
30g

Golden Virginia Original
50g

Gold Leaf
50g

Sterling
30g

Cutters Choice
40g

Drum Original Blue
30g

How we drive our profit

Paul Keys

STORE Keys News
LOCATION Sheffield
SIZE 750sq ft
TYPE neighbourhood

TOP TIP

Put packets in alphabetical order and make it as easy as possible for your staff to navigate the gantry once plain packaging comes in



We have always priced our tobacco at RRP and will continue to do so. The closest shop to us is a forecourt with sky-high prices so there's not much competition. RYO sales are stable – I thought when it cost the same or more than a pack of 20, some people would just buy a pack of cigarettes instead, but it hasn't happened. I think we're seeing more brand loyalty than previously, as standardised pack sizes have cleared the waters. Shoppers were confused by all the different pack sizes – 8g, 10g and so on.

Faisal Naseem

STORE Party Time Off-Licence
LOCATION Arbroath
SIZE 1,000sq ft
TYPE residential

TOP TIP

Make sure your staff understand your RYO range as people aren't looking for brands, they're looking for size and price



We decided to react to all the changes by setting a price margin of 10%, instead of 5.3% or 5.5% or whatever it was before. There have been so many price increases recently that people are coming in with a bigger budget, and especially with a minimum pack size of 30g, they're simply more flexible on price these days. Prices really are increasing drastically though, and as a result we've seen more people tipping over to RYO and our sales have increased. Brand loyalty is now out of the window – customers just come in and ask for whatever is cheapest.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 REMOTE SUFFOLK VILLAGE C-STORE	RETAILER 2 SUBURBAN BOURNEMOUTH OFF-LICENCE AND NEWSAGENT	RETAILER 3 TOWN CENTRE NEWSAGENT IN CO DURHAM TOWN	RETAILER 4 SMALL CENTRAL ABERDEEN NEWSAGENT AND STORE	RETAILER 5 NORTH WALES COASTAL VILLAGE POST OFFICE AND STORES	RETAILER 6 POST OFFICE AND C-STORE IN COVENTRY SUBURB
£12.23	£12.12	£12.20	£12.20	£11.99	£12.00	£11.76	£12.12
£12.54	£12.41	£12.50	£12.50	£12.40	£12.50	£12.25	£12.41
£20.23	£20.22	–	–	£19.99	£19.00	£20.00	£20.00
£10.40	£9.99	£10.50	£10.50	£10.20	£10.60	£10.15	£10.05
£12.26	£12.19	£12.20	£12.20	£11.70	–	£11.96	–
£12.25	£12.35	–	£12.10	£12.00	£12.00	£12.10	£12.10
£12.09	£11.92	£11.99	£12.00	£11.90	–	£11.67	£11.92
£20.85	£20.69	£20.80	£20.70	£20.69	–	£20.41	£20.69
£17.07	£16.50	£17.30	£17.20	£16.85	£17.20	£16.96	£16.50
£10.32	£10.10	–	–	£10.00	–	–	£10.10
£15.77	£15.70	–	£15.70	–	–	£15.60	–
£12.63	£12.51	£12.50	–	–	–	–	–

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

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Adeil Hussein

Family Shopper, Motherwell



Divine's
Lorne sausage
– six for £1.99



How did you discover it?

Divine's is a Motherwell butchers located literally a stone's throw from our store. We've had them on the shelves for as long as I can remember: they approached my dad at some point shortly after we opened in 1996, and we've sold them ever since. These days, we buy them in at £1.65 for a pack of six, and sell them for £1.99.

Who buys it?

Unlike in England, the trends here in Scotland haven't changed completely, and people still want to get meat from their local butcher: meat that's locally supplied, that's been cut in the factory that morning and sold in the shop later in the day. They trust their local butcher to only sell fresh meat. So it sells extremely well.

Why is it so popular?

If you compare it to the other sausages we sell, Divine's is by far the most popular. We sell 80 to 85 packs of them a week. We also have some Italian sausages that we sell about two dozen of, and we just started stocking Polish sausage which is going well at 30 packs a week. But the Lorne is seen as the Scottish sausage, it suits the Scottish palette.

Peter Mann

STORE Nisa Local
LOCATION Luton
SIZE 2,500sq ft
TYPE main road

TOP TIP

Availability is king now, rather than price, so manage your stock well and don't be afraid to push for higher margins



I believe there is not enough margin on tobacco products for retailers, so for the past five years I have been charging premium prices, above RRP. I've never noticed any impact on sales. In the past tobacco manufacturers tried to control us with pricemarking, or by offering incentives – £500 or £600 cashback – to stick to RRP and accept small margins. But now these new regulations will free retailers to charge what they want, which I think is a good thing.

Marija Lewis

STORE Bargain Booze
LOCATION Bridgend
SIZE 430sq ft
TYPE town centre

TOP TIP

Don't be greedy with price: you can make up margins through sales volume which also boosts footfall



I used to price 10p above RRP but I've decided to stick to RRP now – I'm going to try and price competitively and get all the sales I can in town. There's a One Stop, Spar and Co-op near us and they all price above RRP, so I think by lowering my prices I can win a lot of customers. It wouldn't work in all categories, but I've noticed that people are very aware of price in RYO – they're constantly telling us that we're the cheapest. With all the changes, now is the right time to try a new pricing approach. ●

YOUR VIEWS

YOUR LETTERS

■ PayPoint £2,000 termination charge was a shock after 20 years of loyalty

I have been a retailer for 31 years and am selling my business. I have been a PayPoint customer for 20 years and I gave them notice in January that I will close on 20 April and wished them to close my account.

With no mention of charges over the phone I still received a bill for an early termination charge on 20 April. The bill comes to nearly £2,000, including VAT – one for £600 and the other for £1,320.

There were new terms and conditions that came in with a new contract around three years ago but I thought, since I have been a customer for 20 years I would be on a rolling contract.

I understand there could be charges for the new terminal, with costs that PayPoint wants to recover, however I have had the same terminal (second generation) since I became a customer.

In addition, PayPoint expects me



Where can you put your titles when it's no longer viable for us to stock them?

Graham Doubleday

to post back the terminal myself because my shop closes down during lunch time – the time PayPoint said it would collect it.

Krishna Patel
Ashstead News,
Ashted,
Surrey

A PayPoint spokesperson said: “We have had ongoing conversations with Mr Patel regarding the change of ownership and in this case agreed not to apply any termination charges.”

■ If our margins continue to be cut, we won't stock you

I can't get my head around the mentality of Chris Duncan, The Times managing director. When asked about the cut in terms, he says “we never like cutting margins because we are very conscious of retailers' effort that goes in on our behalf” (chuckle chuckle). Hopefully they will trust us enough to know we are doing it for the long term benefit of the title, he says.

Let me just enlighten you Chris, if you carry on cutting retailer margins on the pretext that it benefit us all in the end, there won't be any retailers left to sell the titles for you.

Where can you put your titles when it's no longer viable for us to stock them?

We received the letter advising us of the price increases. In it Mr Duncan says The Times has grown sales in print year on year, outperforming the quality market. This may or may not be true.

But to put the price up shows that Chris must be living in a land of make-believe where everyone skips through the meadows making daisy chains and mud pies. The reality is price increases don't secure a sale, they push people to a more affordable product.

In our store the quality papers are 99% subscription which shows people are price savvy, as they get a discount on the out-of-touch cover price. Get out of the meadow Chris before you sink in a swamp.

Graham Doubleday
Doubleday Newsagents
Ashton-under-Lyne

A spokeswoman for News UK said: “Doubleday newsagents may disagree on our commercial approach, but hopefully we both can agree that 380 visits a week into his store to purchase one of News UK's titles is a good thing for him. We remain committed to print and to maintaining the pence per copy and footfall benefit that he sees every day.”

YOUR SAY Do you still have demand for ten packs of cigarettes and can you fulfil the demand?



Naresh Purohit

Marseans, Dartford
Kent

Up until about 10 days ago people were still asking for them but they seem to know now. As far as I'm aware no-one else in the area has them. Most retailers I meet at the cash and carry say have they run out now. If you want to educate your customers you have to speak to them early and explain what the government's doing, so you don't have a big backlash down the line.

David Charman

Parkfoot Garage,
West Malling, Kent

We have sold through all our stock now and no-one is really asking anymore so I think most people have got the message. My wholesaler sent us some 10s by

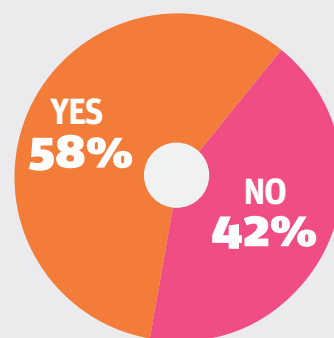
accident so I know they still have them, but we didn't want to get left with any so we made sure we sold through. I think people are getting used to it now and my customers all know we don't have any.

Raaj Chandarana

Tara's News, High Wycombe,
Buckinghamshire

We still have very high demand for 10 packs in the shop and we are still selling them. We can still get them and we are selling a lot of them, so we will continue to stock them. We will keep selling them for as long as possible up to the deadline because the demand is still there. Our customers obviously want them and we are happy to keep stocking them until we have to stop.

RN READER POLL



If you could access outers of 10-packs of cigarettes and small RYO packs now, would you still buy them?

NEXT WEEK'S QUESTION

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



Vote now at
betterRetailing.com



PRICE INCREASES TO BLAME

Having just read Neville Rhodes' article (Vicious circle of cover price rises – RN 28 April) I have to agree 100% with the points that he highlights.

Over the 20 years I have been in this trade the decline of each title can be traced back to price increases.

If it wasn't for our HND business, which entails many frustrations, I do wonder if we would still be selling newspapers.

Unfortunately the damage has been done and we will never get the trade back, the remaining independent newsagents will strive to deliver a first class community service, while the people who decide our future carry on down a route to suicide.

My message to publishers would be get the product out on time in a morning and give us the

required margins to pay our overheads and staff.

Stuart Jackson
Jacksons News,
Romiley,
Stockport

100 YEARS AGO
5 May 1917

The Stationers' Association's planning for peacetime, included a resolution that local authorities should not buy goods from the "enemy" for up to five years after the conclusion of hostilities.

VIEW FROM THE COUNTER with Mike Brown



After a hectic Easter holiday the house is empty and quiet. My two older daughters have returned to university and my youngest is playing for England Women's U16 in the Tournament Delle Nazioni in Italy.

We have a car boot sale on the show field next to my shop most bank holidays – it is huge.

It is unfair competition as a lot of stalls sell new goods instead of the traditional second-hand car boot items.

Some market towns nearby have a weekly car boot sale so it really impacts on their high street businesses.

I think councils should clamp down on what's being sold to make it a more level playing field.

Booker in Stockton introduced self-scanning for its customers a couple of months ago.

I really like it because if you have a set figure to spend you cannot exceed it – great when you are on a budget. My only criticism is that multi-buy offers are not taken off until the invoice is downloaded at the end of your shop. That said, the check-out procedure is much quicker.

The parking situation I mentioned last time has not really improved. The council increased the free parking spaces from 95 to 111 but decided not to impose a three-hour limit or give residents and businesses permits. Consequently, just creating more spaces for local office workers and commuters to nearby Teesside instead of freeing up spaces for shoppers.

The council have arranged a meeting for 9 May so I will report back in the next column.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



This is how our Beatles vinyl arrived today, seems they listened to me at least. How about you @EDiamond136?

Newsagent
@LOMASNEWS



Visit our #moreton store today & have a taste of our new cold-pressed organic juice range from @CotswoldJuice & meet creator Kathryn.

Warners Budgens
@warnersbudgens

Three tweets from Amit Patel:

- 1) 8.15am and still no delivery of papers, magazines from @MenziesDistLtd
- 2) Our route has not had regular driver for over six months now
- 3) "Sorry, they only loaded 1/2 your delivery, rest to follow"

Amit P
@AmitP327

Reply from NFRN:

Not acceptable! We're contacting them about this as we speak - will keep you updated.

NFRN
@NFRN_Online



Post Your Parcels in a Flash #IttyBittyWeek

Farrants
@Farrants_Cobham

Get ready 4 the garden! Beautiful bedding plants, flowers and accessories available at great prices at One Stop 2 help u create ur own Eden

One Stop Oakley
@onestop_oakley



ACADEMY IN ACTION



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inspiration

In-Store Display

Harj Gill invited Susan Nash and John Muir of Mondelez International and the IAA's Nick Shanagher to advise how to improve his in-store display.



Name: Harj Gill
Shop: Select & Save – The Windmill
Location: Rubery, Birmingham
Size: 2,700sq ft
Staff: 7 full 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



Harj Gill and his family have run The Windmill in Rubery, a suburb of Birmingham, for 30 years. It was expanded to 2,700 sq ft five years ago when the family joined the Select & Save symbol group, which buys from NISA.

Set in a large suburb with competitors a car ride away, the Gill family cater for top-up and full basket grocery shopping by mothers and older people. The shop has a small fresh offering, a good frozen range and lots of ambient lines. Through Select & Save it regularly offers brands at competitive prices. There are three high street competitors less than half a mile away. Customer numbers and spend has been steady in the past year but better in-store display could unlock extra sales.

Harj's shop excelled in effective ranging, availability and merchandising so getting the in-store display right and looking at shop layout is likely to add momentum to the business.

Harj's Challenge

I know that we run a good shop but I want to inspire customers to spend more.



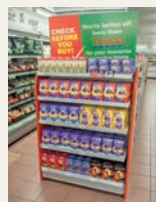
HARJ SAYS

“I always like to take ideas on board. While I know my own shop and my customers well, I have looked at what other shops have been doing with great in-store theatre. With my brother, we discussed that this is something that we need to do better to take the shop to the next level. Getting feedback from the IAA will help with our thinking.”

IAA ADVICE

1 Co-ordinate displays with supplier promotions

Susan and John are impressed by the excellent product selection and merchandising across the store. "But it needs a 'wow' factor," says Susan. Visiting just before Easter, there is a full display of eggs but no themed point of sale. Harj agrees to source more point of sale from the supply chain. It is available from Nisa, from cash and carries, and from manufacturers direct. "Pictures tell stories," Susan says, "and create an emotional response in shoppers." Susan also suggests that clip-on units for confectionery on the magazine racks could encourage extra purchases and John will source some for Harj to use.



Action:
Maximise impact by asking for point-of-sale from suppliers when buying promotional stock

2 Highlighting specialist and local products

Almost every product in The Windmill has a shelf label but they all look the same and don't explain what's special about them. Reviewing the chilled lunchtime snacks, there is a good mix of branded and local products. But there is no call to action such as top seller or local supplier. Susan suggests that Harj has a special sign for all products sourced from within 25 miles, including ready meals. The fruit and vegetable display could also benefit from chalkboard signs and wicker baskets. Harj agrees to research these and visit two local shops that John says do this well for inspiration. As his brother does the wine buying, for example, Harj will discuss with him how to put a spotlight on the best deals.



Action: Source special point-of-sale signs and trays to tempt purchases of fresh and local products

3 Create inspirational displays in high traffic areas

For a large shop there is not much room at the front to grab shoppers' attention. Moving a photocopier to the back of the shop could free up floor space for free standing units and stacks of product on promotion. Flicking through the Retail Profit Guide, Susan shows a number of good ideas that Harj could copy. Harj says he is looking into upgrading his coffee offer too. Two dump bins selling off short dated stock take up prime selling space. It is suggested that Harj should check the numbers and see if putting new products and big promotions here would grow sales. In addition, Harj should consider displaying some fruit to signpost his fresh offering in store.



Action:
Rethink the area by the counter to accommodate displays that will grab a shopper's attention

PARTNER ADVICE

“It's clear Harj is running a good shop and is keen to improve. What he is not doing is inspiring shoppers to try something new or pick up an extra item. The front of the shop is a key selling area and with a few small changes could be better used to connect with customers.

Susan Nash & John Muir
Trade Communication Manager &
Sales Development Executive
Mondelēz International



BENCHMARK YOUR SHOP

& save your progress at betterRetailing.com/IAA

Tick all that you see evidence of

Arranging products in impactful point-of-purchase displays

- ☐ Do you have impulse displays at the ends of aisles or by your tills that change each month?
- ☐ Is the signage around your promotions simple to read and attention grabbing?
- ☐ Do you rotate promotions around the shop after two weeks and change them after four?

Using theatre in displays to grab customers' attention

- ☐ Do you have inspirational displays in high traffic areas?
- ☐ Do you use sensory triggers like aromas, special lighting or sound?
- ☐ Do you highlight specialist products e.g. "Try me, I'm new!" or "Sourced locally"?

Planning in-store opportunities to maximise results

- ☐ Do you create excitement by running trials, tastings or product giveaways?
- ☐ Do you have a record of the events (e.g. world cup) which are important to your shoppers that you plan to support?
- ☐ Do you have a budget to support planning and creating in-store theatre?

Working with suppliers to maximise impact

- ☐ Do you co-ordinate your displays with supplier promotions/activity?
- ☐ Do you find out what works and doesn't work from suppliers?
- ☐ Do you ask suppliers about products so you can give shoppers extra information?

Recording what works and using it to improve

- ☐ Do you set targets for your displays?
- ☐ Do you keep a record of results and what has worked?
- ☐ Do you use the results to decide what to do with future displays?

What's working and things to fix

Your action plan

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

YOUR NEWS

Cash still king as retailer coins it in

A Welsh retailer saved the day with over-the-counter cash withdrawals and saw his sales double as a result.

Vince Malone, of Tenby Post Office, became the only place able to offer the service over the Easter Bank Holiday weekend when the tourist town's five other ATMs ran out of cash.

"There's a lot of talk about people switching to cards but in a tourist town cash is still king when it comes to buying things like ice creams," said Mr Malone.

"We make sure other businesses know we offer the service and they directed people our way."

The store had a 100% sales uplift compared to the same day last year. Mr Malone is currently overseeing an ATM being installed.

Transfort for London u-turn over meeting

Attending Transport for London's annual meeting will no longer be mandatory for Greater London retailers.

Woodmansterne retailer Ralph Patel called on TfL to end the event, which provides a trading update, for anyone with an Oyster terminal last year but was told it would continue.

However, retailers have now received forms to fill in indicating whether they will attend or not.

"We tried very hard last year to tell them it was pointless and a waste of time – you are looking at half a day out of the shop," said Mr Patel, of The Look In.



Village needs to raise £670,000 to save its store

Community store Itteringham Shop in Norfolk has launched a campaign to raise £670,000 to save it from closure. The Norfolk store, which has been community-run since 1994, was bought five years ago but the landlord now wants to sell up. Steven Burbridge, who works at the store, said other options were possible, such as relocating to a National Trust property, but the community wanted to stay at the current location. "It's a lot for a small village to raise and it's a great opportunity, but a big challenge," he said. Chris Lawrence, treasurer of Itteringham Community Association, was interviewed about the campaign on local TV.

Newsagent takes action after his patience runs out 'The worst example of customer service'

Menzies to pay out for 34 late deliveries in six weeks

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

A retailer who suffered 34 late deliveries of newspapers in six weeks has been successful in claiming compensation from Menzies.

David Patient, of Nearbuys in Canvey Island, Essex, repeatedly received late deliveries until the middle of April, however an undisclosed sum covering the loss of sales for 30 of the affected days was finally agreed last week.

Problems for Mr Patient began on 1 March, following a change in delivery driver from the Grays branch of the wholesaler.

"It has taken 30 pages of emails and countless phone calls to get to this point. It is the worst example of customer service I've experienced in business," said Mr Patient. "Our RDT has always been 5.30am and they started trying to tell me it was 6am. It has gone back to an acceptable level recently but I will be keeping a very close eye on it and time will tell."

Mr Patient called on the NFRN to help him escalate the matter after no action was initially taken in response to his emails and phone calls.

"I urge other retailers to take action if they're having problems," he said. "If there were 40 or 50 people taking their problems forward at the same time it would have a real impact."

"Only this way will we get better service – if people

just accept things it's not going to help."

Jerry Hayes, NFRN news operations manager, told RN the late deliveries to Nearbuys were caused by a combination of late deliveries to the depot from publishers and the changes made at the depot.

"This is not an isolated issue and we are seeing similar levels of disruption at different locations around the country," he added.

Menzies declined to comment.

Indie uses taxi firm to deliver orders

A Huddersfield retailer has partnered with a local taxi firm in a bid to grow customer loyalty.

Imran Ahmed, of Premier Poplar Stores, has partnered with the firm to launch an app-based delivery service within a five-mile radius in the hope of remaining competitive

against the multiples.

"As this is relatively new, buying a van and hiring a full-time driver would be costly – this is a more viable option until we grow that side of the business," said Mr Ahmed. "We pay the taxi firm £3 per trip and charge the customer the same for the service. The

minimum order is £20."

Mr Ahmed currently offers phone-based ordering but plans to incorporate the Premier app into the delivery service. The move came after an earlier planned partnership with Deliveroo fell through due to a change in terms.

"It's really important

to have a digital presence because everyone is so busy and being available online makes you instantly accessible," he said. "Tesco delivery can often be at least a 24-hour period, but we can offer a three-hour window." He hopes the service will encourage customers to use his store more often.

EVENT REPORT

Embracing industry change

Retailers face an unprecedented amount of change in the industry and at last week's ACS Summit key figures discussed how to overcome them and tap into the many opportunities which exist. Helena Drakakis reports

While the emergence of fresh and chilled and food to go are providing exciting opportunities for profit, business rates increases, the National Living Wage, a raft of regulatory changes – not to mention the rise of online delivery service – are all having an impact on the sector. Last week, at the Association of Convenience Stores' (ACS) annual summit in Birmingham, retailers, wholesalers, suppliers and industry experts gathered to discuss what the industry needs to do to overcome these challenges and reap the rewards of the opportunities.

1) Take advantage of the upcoming General Election

In the run up to the vote on 8 June, ACS chief executive James Lowman urged retailers to “tell their story” better on four key issues. The first is reforming the business rates system. The second is helping local shops employ and train more people and allowing more flexible use of the Apprenticeship Levy. The third is increasing funding for councils to deliver more cleaning and litter structure, and extending the successful 5p charge on carrier bags to all shops in England. The fourth is tackling shop theft by creating a uniform reporting mechanism for local shops to report low-value shop theft. “I’m challenging our sector to make its voice heard and to get into the heads and hearts of politicians. During the next six weeks, I’m calling on everyone to use this opportunity to promote the convenience sector, the issues we face, and the people that run stores across the UK,” said Mr Lowman.

2) Move beyond a tobacco-based business model

Nisa chief executive Nick Read dis-

cussed his strategy for surviving in a world where tobacco sales continue to decline as restrictions placed on the category only increase. The answer, he argued, is food to go. “It’s where our business is focusing, and it’s where our consumers are looking to invest.” Simply Fresh’s co-founder and managing director Kash Khera announced he was looking to roll out smaller format stores in urban areas later this year. In each store, he aimed to achieve 50% profit from food service and 50% from retail. Fresh, chilled and food to go were widely seen as crucial.

3) Hold onto customers in a digital world

Retaining customer loyalty in a digital age was described as the “core battleground” in the next few years. Nisa’s Nick Read said: “How you attract your core customers through loyalty, how you communicate with them, and how you present offers to them is all going to be a major part of the competition in the next three to four years.” Reiterating this, Tracey Clements, managing director of Tesco Convenience and CEO of One Stop, recommended treating “every customer as if they are your only customer”, adding that building loyalty will help drive sales and could inspire innovation and improvements among businesses. “As food retailers we have an obligation to build better food solutions for our customers,” she said. She also highlighted the need “simplify promotions”, adding: “We are moving away from multi-buys in convenience. Customers don’t have time or space for them.”

4) Reflect changing habits

According to food industry expert Jane Milton, the free-from market is



I’m challenging our sector to make its voice heard and to get into the heads and hearts of politicians

James Lowman

ever-growing, with superfoods and vitamin-enhanced foods on-trend. Shoppers also want flavours with history and provenance, for example quinoa and bone broth. “People feel insecure in this current world of change and they want flavours they can trust.” Plant-based meals are also increasing in popularity with vegetarian, vegan and flexitarian lifestyles on the rise. “Some brands are launching with traditional older recipes, while others are experimenting with new ingredients and challenging consumers to think differently about what goes in their food. The important thing they have in common is that they have a compelling story to tell the consumer,” she said.

5) Utilising the industry’s nimbleness

Despite a period of unprecedented change with the threat of food inflation, delivered groceries in the form of Amazon Go, regulatory changes, and a fast-moving technological landscape, the overarching message from delegates was that convenience is well placed to be successful.

“Convenience has the advantage in that it can move faster and change more than its competitors. With smaller-sized stores there’s less risk, so you can try things and see if they work, and retailers are meeting their customers each day, and seeing them on a level that doesn’t happen in the larger stores,” said Jane Milton.

YOUR REGION



NORTHERN NFRN DISTRICT COUNCIL REPORT 25.04.2017

John Dean reports from the NFRN Northern district council meeting

Keep big issues in the spotlight

The federation must continue to highlight issues facing newsagents, said new district president



Mike Brown

Mike Brown in his opening address. He said it was important the federation and the district

continued to highlight the challenges faced by members with many struggling to survive difficulties ranging from carriage charges and business rate changes, to increases in National Living Wage (NLW) payments.

"It is 15 years since we last met at this venue and 15 years on we are still fighting a lot of the same battles," he said.

During his speech, Mr Brown said his primary mission for his year in office would be to highlight the benefits to retailers of being part of the NFRN, with the aim of meeting as many members as possible.

"The most common question I am asked is 'what do I get out of the federation?'," said Mr Brown. "I aim to engage with members to answer that question."

Cuts make trade even harder

The latest reductions in newspaper margins and increases in carriage charges are making life ever more difficult for newsagents, according to members.

Darlington member John Abbott said the federation had a role to play in fighting the changes.

Referring to margin cuts, he said: "We have got to work harder for our members. We have to look after the members,



Margin cuts and carriage charge increases are hitting retailers' bottom lines

especially those with small news bills. They are being picked off and it has to stop. We are working harder for less."

Mr Abbott said it was important the NFRN was seen to be fighting for its members, adding: "Otherwise, a lot of members will say 'that is a fiver a week I can stop paying'."

Sunderland member Tony Pucci said he expected the newstrade to no longer be profitable.

Durham member Glyn Taylor said NFRN members had to understand the knock-on effect of margin cuts meant a 2% reduction could cost a trader 10% in lost income. "We have to educate our members about the impact these cuts have on them," he said. "They may look at a cut of 2% without realising it



Menzies should involve some of our members because we can say where changes will work and where they won't

Jason Birks

Retailer, Darlington

could mean more to their business and we need to get that message across."

Teesside member



Martin Ward

Martin Ward said: "A lot of our members are losing money from these changes."

Menzies' route change worries

Concerns were raised over Menzies' plan to re-organise its routes.

Darlington member John Abbott said he was worried further cost-cutting would damage the reliability of deliveries to newsagents.

Durham member Jason Birks said the company should consult NFRN members when planning changes.

"Menzies should involve some of our members because we can say where changes will work and where they won't," he said.



Jason Birks

Hard copy option for documents

Members agreed to investigate ways to improve communication of official NFRN meeting documents.

Delegates agreed to bring the subject to their pre-conference meeting to come up with a better procedure to ensure on-line documents are made available in hard copies for those who wanted them.

Sunderland member Tony Pucci said: "Members must be given choice. Those who want documents by email should receive them that way and the same for those who prefer printed material."

Durham member Glyn Taylor said it was important to communicate with members in the way they wanted.

Cricket fixture

The meeting agreed to stage a social and networking event to strengthen links with members, to be held during a 20/20 cricket fixture at Durham County Cricket Club's Riverside ground in Chester-le-Street on 13 August.

Head count

Northern district membership in March stood at 980, national councillor Martin Ward said in his report to the meeting. Two new members were gained but five were lost, a net loss of three, he said.

Your say

How are you using the General Election to boost sales of newspapers and current affairs magazines?



It is a wonderful opportunity. During the

American and French elections there was an increase in interest in American and French publications so I expect the same thing to happen with UK publications.

Mike Brown

Brown's Newsagents, Stokesley



The key is to make sure the product is there

when people want it. We don't see a big increase in sales during elections but we make sure the products are available for those who are interested.

Stephen Tate

Addison News, Stockton



Our approach is to make sure we

have plenty of product available and that it is displayed prominently for those people who want to read about the election.

Malcolm Dobson

Skinnersgate News, Darlington

INDUSTRY PROFILE

The Retail Mutual

With a new name to reflect its position at the heart of the high street, the retailer insurance expert has rebranded and expanded into new retail markets. Here, manager Rikul Patel explains to RN why he expects membership to rise

RN You rebranded as The Retail Mutual in March – why did you do that?

RP While we remain The NFRN Mutual Ltd, we felt it was important to adopt a new public trading name to reflect our position at the heart of the high street.

Since rebranding, we already have several hundred retailers on our books from beyond our traditional core market of newsagents and convenience stores.

We carried out a comprehensive rating review to ensure we are competitive throughout the independent retail market and reviewed our product range to ensure we can meet the existing and future needs of our members.

RN How are your members benefiting from the move?

RP We are able to review comprehensive claims information and statistics specific to retailers and help our members understand and respond to the particular risks they face in their areas.

Our members pool their resources and any surpluses can be used to benefit the membership as a whole, so opening up the Mutual to a broader range of independent retailers increases our reach and enhances our community.

RN What are the most common mistakes made regarding insurance?

RP People often compare price but not the actual cover provided.

They should compare like with like and don't think cheaper is always better – they need to make sure they're protected.

The cheapest option could become the most expensive decision.

RN What can businesses do to make sure they are properly covered?

RP Firstly, remember Employers' Liability cover is a legal requirement if you employ any staff.

Secondly, make sure you're adequately covered against theft and accidental damage – if you have high-risk stock your insurer will likely require a monitored alarm to be in place.

If yours is inadequate you will effectively not be covered outside business hours.

Thirdly, it's worth checking whether you have accidental damage cover. When it comes to stock, items such as tobacco regularly increase in value, so it's good to review cover levels every six months.

Fourthly, ensure your business processes are up to date – do you and your staff know what to do if there is a spillage; are your electrics in order; is your shopfloor free of trip hazards?

Being aware of risks can help protect you from opportunistic claimants. Lastly, don't run the risk of having no insurance at all.



Being aware of risks can help to protect you from opportunistic claimants

A large loss would put almost any uninsured retailer out of business.

RN What technology should retailers use to keep their businesses safe?

RP Make sure your security systems such as alarms, CCTV, shutters and locks are fit for purpose and meet your cover provider's criteria.

RN From your position as an insurer, do you see business crime as a problem?

RP We're aware of resourcing issues and pressures on the police. However, retail crime is on the rise and it is smaller, independent retailers who are at the sharp end.

We support initiatives such as the NFRN's campaign for police forces to respond equally and work more closely with smaller businesses to combat retail crime.

RN What's next for The Retail Mutual?

RP We hope our expansion into new retail markets will continue as well as it's begun, but we also expect to see our membership numbers increase within our core newsagents and convenience markets as we introduce more products and services.

We aim to become a one-stop-shop for the cover needs of the entire independent retail community.

**** Company CV ****

Company The Retail Mutual
Manager Rikul Patel

Profile The Retail Mutual was established as the NFRN Mutual in 1999 to provide business protection to newsagents. It has since expanded, with a rebrand and name change in March. It now provides business, home, residential landlord and liability cover to almost 4,000 members, including off-licences, gift shops, hairdressers, bookmakers and pubs.

FESTIVALS & EVENTS

Get ready for warmer sales

After surviving the cold and slow sales of winter, we're finally nearing the events-packed months of summer. **Helen Lock** and **Toby Hill** find out how five top retailers take advantage

Summer is on its way and retailers are gearing up for what they hope will be a sunny and busy season. Many are preparing plans and promotions to make the most of people's freer spending habits during the warmer months.

One of the best ways of beefing up summer sales is to tap into local or national festivals and events, which can lead to increased footfall as tourists and revellers stream through the area. Village fetes and foodie festivals provide an opportunity for shops to run pop-up stalls, promote local suppliers, and sell more outdoor party products perfectly matched to outdoor events such as beer, wine, snacks and picnic food.

Meanwhile, more major events can increase sales all round. Joe Williams's Oxfordshire store The Village Shop is located near several summer festivals, including one

biggest celebrations of real ale, the Hook Norton beer festival.

"We sell more newspapers, more bread, cooked meats, crisps, bagged salads, snacks, soft drinks, sweets for the kids," says Joe. "We also pay about £100 to sponsor the festival, which gets our name on the posters and in the programs, and we sell the tickets in store, which increases footfall."

Even if stores aren't lucky enough to be located next to the site of a major festival, sales of cider, beer, cocktail mixes and barbecue meats all shoot up in summer, while hula hoops and other outdoor games can be worth getting in for the kids.

"We sell more sun cream if the weather's good and unexpected items like wet wipes can sell more during the weeks where there are nearby festivals," says Christine Hope, owner of Hopes of Longtown, Herefordshire. Alternatively, you can offer something to tourists coming in the area, according to David Worsfold of Farrants in Surrey. "We get people staying in the town to attend events in London, so we stock London postcards and bags so they can buy souvenirs from us," he says. Here, five retailers share their ideas on how to make the most of the summer season, whether you're catering to a sophisticated literary crowd or a motley crew heading to the nearest punk festival.

Nick Fraser

Spar Lower Earley, Reading



My event: Event TV

My advice:

- 1 Get ready for big dates**
Much of our sales are very weather-dependent but big events such as the Queen's Jubilee, Royal Ascot and Wimbledon get customers spending too.
- 2 Stock the right range**
For us it's Stella Artois and Pimm's but whatever is going on nearby, make sure you've brought in the right range for the summer events taking place near you.
- 3 Get your display right**
We dress the store with decorations, display relevant products all together and draw attention to them using point of sale.



Alison Greenow

Pughs Londis, Hay-on-Wye



My event: Hay Literary Festival
My advice:

- 1 Champion local produce**
During the Hay Literary Festival, we bring in higher volumes of a lot of local produce, including cider, ales and jams.
- 2 Concentrate on customer service**
It's a lovely time, it's much busier, and we get families coming in buying picnic food, takeaway rolls and crisps. We try to be as friendly as possible to everyone who comes in.
- 3 Remember the basics**
We just make sure we're well stocked one, put signage outside the store.





Big events can get customers gathered around the TV

Christine Hope

Pontrilas Post Office & Shop, Pontrilas



My event: Our own 'Plastic-free' festival

My advice:

1 Put on your own event

We run a pop-up shop for four days in August during our own 'Plastic-free' festival at a local farm.

2 Commit to your plans

It takes a lot of planning and logistics but it's worth it. We make about 75% of what we would take in January over that four-day period alone.

3 Look out for local events

We've also connected to the Herefordshire Walking Festival – so after their walk people can come and have tea and Welsh cakes here which boosts sales.



Christine Hope has organised her own ethical festival

Adeil Hussain

Family Shopper, Motherwell



My event: Gardening (it's as big as any event for me)

My advice:

1 Create a new section

We bring in lots of gardening products around this time of year: fertiliser like plant grow bags and tomato grow bags, flowerpots, tools, watering cans. We'll flag it up using shelf-markers, point of sale and so on.

2 Be ready for any sales peaks

How well things sell is dependent on the weather, though we have some customers with greenhouses who garden all year round, so we'll always make some sales from them.

3 Do your research

It's not an area I know a lot about myself, so I've done some Googling to make sure I understand the basics. You can also learn a lot by listening to the customers. If they're passionate about something they're always happy to explain things to you.



Tap into your passions says Adeil Hussain



Soban Shanmuganathan

Burgess Stores, Goudhurst, Kent



My event: Village fete

My advice:

1 Run a stall

During the village green fete last year, I ran a Pimm's stall, which helped expose our store to a wider audience – people were coming up and asking us about it.

2 Amend your orders

We get extra barbecue meats in and make sure the full range is displayed well in store. We also do a larger range of cider, beer and rosé wines.

3 Be creative

Our sales go up by 30% during summer – it really is the busiest time of the year. So we're always open to opportunities for creative promotions. ●

WINE

Best cellars for your store

The average bottle of wine remains around £5.50 – a figure that has hardly increased in the past five years. Yet many retailers make huge profits from premium wines. **Dave Songer** and **Toby Hill** take a look at how stores operating with different demographics come to this varied market

Catering to price-conscious shoppers

Marija Lewis

Bargain Booze,
Bridgend



Perhaps 25% of my customers know the wines they like and don't mind what they pay; the rest are looking for something that's £3.99 or £4.99. They just come in and ask what's on offer.

We're in an area driven by price and that works fine for us – Bargain Booze are part of a massive wine-buying group, so we can get special end-of-line wines that no-one has heard of and sell them at a ridiculous price. We just highlight the low price with point of sale and we sell crates and crates of whatever it is.

Ravi Raveendran

Colombo Food & Wine,
Hounslow



We recently had to increase the price of our most popular Gallo wines by 50p to £5.49 because the box price we pay has gone up by £4. It would badly affect my margin if I absorbed the costs – I aim for around 28% – so I have had to raise prices.

Also popular with my customers are our Italian wines. They're not from well-known vineyards so we can sell a bottle for £3.49 or three for £10. Even with the deal we get a 25% margin and we position them in the shop window so customers see them.

Suresh Patel

Premier Upholland,
Skelmersdale



I stock wines for a range of budgets but my bestseller is Blossom Hill. We sell its red, white and rosé varieties and customers tend to stick to the same one unless there is a promotion on when people will experiment a bit – price leads the way in my store.

I would prefer to sell more premium bottles of wine, such as Cono Sur which customers sometimes trade up to. The margins are better on these than what I'll get from cheaper wines, which is generally around 20%.



Customers are attracted to Marija Lewis's 'ridiculously low' prices

Meeting mid-range needs

Faisal Naseem

Party Time Off-Licence,
Arbroath



In Scotland, multipack deals are illegal, so promotions must be based on the price of the bottle, which is hard to communicate. We manage this by highlighting the RRP, using PoS and shelf-markers – making customers aware a bottle used to be this price, and now it's this.

Then I use Facebook a lot for marketing wine, as you can target your market exactly in terms of TV programmes, ladies' nights and so on. I make digitally-enhanced images using iPad photo and image-editing apps, then post them to the store's Facebook page.

Peter Mann

Nisa Local,
Luton



Customer brand recognition is an important driver of sales in the wine category. People aren't looking to experiment, so I always keep my promotional lines and market leaders towards the branded end of my range.

Echo Falls, Blossom Hill and Gallo are all top-sellers. Then I've also seen premium wine brands becoming more popular – Woolly Sheep sells at £10, for example. I think people aren't going out to eat as much. They're cooking at home instead, so they'll splash out on a nice bottle to go with the food.

Justin Whittaker

MJ's Premier,
Ryton



We operate an everyday low prices strategy for our mid-range wines, including Bin 51 and Isla Negra, which are £5.50 each or two for £10, and they're absolutely flying out. It gives us a margin of just under 20% but we sell so many I don't mind going a little under what I would normally work to.

We have eight facings of those wines to get that price-point across to customers and we'll expect to sell three cases of Bin 51 on a Friday night as a result.





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smartphone to
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wine sales

WINE-WISE.CO.UK

drinkaware.co.uk
for the facts

WINE

THE WINE LIST

THE LATEST NEWS ON WINES AT A RANGE OF BUDGETS

Campo Viejo Viura-Tempranillo Blanco

Launched in 2016, this Campo Viejo offering is an unusual experiment in white rioja, fruity, light and refreshing. With an RRP of £9.95, it is ideal for consumers looking to try something different.

Barefoot Shiraz Cabernet

Australian wine producer Barefoot is aiming to grow its appeal to younger red wine drinkers by adding shiraz cabernet to its portfolio of wines, with an RRP of £6.99.

Heritage Merlot

Nisa's Heritage own brand continues to go from strength to strength, and is now expanding into wine. This juicy merlot pairs perfectly with a hearty Sunday Roast. Alongside it on the shelf are Heritage bottles of shiraz, chardonnay, sauvignon blanc and rosé.

Nyetimber Rosé

Leading the English wine revolution, Nyetimber's grapes grow on the rolling green countryside of Hampshire and West Sussex. This rosé has proven one of its most popular products, mixing flavours of summer fruits with notes of anise and lavender.

Spar Prosecco Speciale

Spar's premium prosecco was launched in the run-up to the 2016 Christmas season, and makes an ideal picnic accompaniment as summer comes around. With an RRP of £9, it offers Spar shoppers a trade up from its popular Perlazza prosecco.

Casillero del Diablo

Representing Chile, Casillero del Diablo has refreshed its Reserva range with a redesign of its devil icon and label design. The new label will be used across its 12-bottle range and will also feature a Number 1 neck collar that will give bottles better standout on shelves.

Building a premium reputation

David Lewis

Spar Crescent Stores, Witney



We find it's necessary to stock a broad range of wines to meet all customer tastes. On the higher end, we've got a £16 bottle of barolo and a premium extra dry prosecco at £9. Then we've got a cheaper Prosecco at £7.50, and then Spar-recommended wines like a Spanish tempranillo and côtes du Rhône grenache. We keep all our white wine refrigerated and use some point of sale to highlight promotions or current recommendations.

Sandeep Bains

Simply Fresh, Faversham



To cater for customers prepared to spend a little more, we've developed a core range of premium wine that includes Oyster Bay, 19 Crimes and Gentleman's Collection. They're stocked by region and we'll sell up to 40 cases a week.

Oyster Bay is always £7.99 in our store, a wine that's often on sale for more than £10 in other stores. Even for our top-end wines we're competitive; we could charge up to £18 for some of our bottles of chablis but to get a better rate of sale we won't stray above £15.

Anjali Karpal

Essentials, Horsham



We have loyal customers who buy our most expensive wines because they tell me they're not prepared to drink budget wine. Red is more popular than white in our store, with Lindeman's, Oxford Landing and Yellow Tail on sale for between £9 and £10. We sell around 40 of those a week and we can get a margin of up to 40%.

Our premium wines also boost basket spend, as more often than not it will lead to purchases of snacks like Bombay Mix, Doritos and Pringles – my customers will pick them up even though they're not stocked near to each other. ●



David Lewis, pictured, gets a good trade from £16 bottles of Barolo



Our premium wines also boost basket spend



THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick

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

DILEMMAS ON THE NEWSSTAND

Two dilemmas at totally different ends of the newsstand have been thrown up by these pages in the last couple of weeks.

Cast your mind back to our top launch last week, when the arrival of *The Amorist* signalled the potential return of a mainstream erotic magazine to your store. I have spoken to a number of newsagents who say they have either always had a policy of not stocking any titles they consider pornographic, or certainly have no interest in doing so now the internet has eroded sales so significantly.

But since *The Amorist's* release I have seen it perched proudly on newsstands in a few shops in my area which wouldn't normally stock the stereotypical pornographic titles.

The front cover has deliberately been designed to make that possible because there is nothing explicit on it which could offend or contaminate young minds and, after all, its focus is not on nudity but on "erotic culture". Indeed, editor Rowan Pelling told *Press Gazette* this week the reason she believes the title will succeed in print was because people are seeking "pure escapism" these days. "People want some 'make love not war'," she added.

Speaking of young minds – and moving from the top shelf to the ones placed at their eye level – our industry column this week from Redan's commercial director Lisa Lowarch is all about covermounts. Her aim is to persuade you the headache they cause in trying to fit them neatly on your stand is all worth it for the money they put through your tills. Proving the point, Redan title *Sparkle World* is selling at a higher price this month because of the inclusion of an extra free gift.

Whether you think either of these arguments are relevant to your store or not, they go to show there is always room for some reconsideration of the look and layout of your newsstand.

Comic book anti-hero

READERS WILL MARVEL AT DARING DEADPOOL

The world-renowned anti-hero gets his own Panini comic book and, with the cinema version due for a sequel, customers will love it

RYAN REYNOLDS has undoubtedly given a new lease of life to Marvel anti-hero Deadpool. With a 2018 sequel already planned to follow last year's successful film – which took £627m at the global box office – Panini Comics has decided the man in red deserves his very own title. The comic book for teenage readers will include tales of Deadpool's adventures with other well-known characters from the world of Marvel, with the 100-page launch issue including four stories of rivalry and enemy encounters. Panini says issues of *Astonishing Spiderman* which have featured Deadpool saw a sales uplift of 46%.



**DEADPOOL
UNLEASHED**

On sale out now

Price £3.99

Frequency monthly

Distributor

Marketforce

Display with

Astonishing

Spiderman, Mighty

World of Marvel

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THIS WEEK IN MAGAZINES



Bestsellers Food

Title	On sale date	In stock
1 BBC Good Food	01/06	<input type="checkbox"/>
2 Delicious	01/06	<input type="checkbox"/>
3 TAB's My Favourite Recipes	01/06	<input type="checkbox"/>
4 Eat In	n/a	<input type="checkbox"/>
5 Easy Cook	11/05	<input type="checkbox"/>
6 Olive	19/05	<input type="checkbox"/>
7 Food to Love	01/06	<input type="checkbox"/>
8 BBC Home Cooking Series	n/a	<input type="checkbox"/>
9 Food & Travel	09/06	<input type="checkbox"/>
10 Vegan Living	25/05	<input type="checkbox"/>
11 Decanter	07/06	<input type="checkbox"/>
12 Vegan	18/05	<input type="checkbox"/>
13 Jamie Magazine	01/06	<input type="checkbox"/>
14 Cake & Sugarcraft	18/05	<input type="checkbox"/>
15 Healthy Food Guide	18/05	<input type="checkbox"/>
16 Superfood	28/06	<input type="checkbox"/>
17 Cake Decorating	n/a	<input type="checkbox"/>
18 Food Heaven	01/06	<input type="checkbox"/>
19 Vegetarian Living	01/06	<input type="checkbox"/>
20 Free-From Heaven	25/05	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



TV CHOICE PUZZLE PICK

This launch is from the team behind TV Choice and offers a unique proposition in the UK market, according to publisher Bauer Media. It combines the brand strength of TV Choice with the expertise of the team behind puzzle titles such as Take a Crossword and Take a Puzzle. Content is a mix of TV-themed puzzles along with a selection of puzzle "favourites" including variants from each of the puzzle sub-categories. Each issue gives readers a chance of winning £500 cash.



On sale out now
Price £1.80
Frequency monthly
Distributor Frontline
Display with TV Choice, Take a Crossword, Take a Puzzle



WOMEN'S WEEKLY LIVING SERIES

The latest issue from the Woman's Weekly Living Series is dedicated to gardening and is packed with ideas and images to help readers create their perfect gardens. Features include advice on colour planting tricks, 12 perfect pot ideas and tips on how to add a touch of pink with clematis. Plus, there are 15 pages of inspirational images and four simple solutions to beat slugs.



On sale out now
Price £1.99
Frequency monthly
Distributor Marketforce
Display with BBC Gardeners' World, Amateur Gardening



STUFF

The June issue of Stuff includes a grand total of 152 gadget reviews, including the first full test of Samsung's Galaxy S8 and LG's G6 phones. Meanwhile, the team test TVs to help readers find the one of their dreams and there is a group test of portable Bluetooth speakers, wifi security cameras and a face-off between two high-definition cameras.



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



DISNEY PRESENTS

Season 2 of The Lodge is about to start on the Disney Channel making this edition the perfect time for young fans to catch up with the show. Readers can get the lowdown on the new series and discover which girl they are most like, which boy they would choose and design some outfits. There are also quizzes, crafts and two competitions to win Fingerling Monkeys and a Kidtech Selfie Cam. This issue comes with a free stationery kit.



On sale out now
Price £3.99
Frequency monthly
Distributor Marketforce
Display with Disney & Me, Disney Animal World



SHOWCASE

This month's issue of Showcase is unicorn themed. Inside are lots of unicorn facts such as which celebrities are fans of the popular mythical beasts, as well as a quiz for readers to find out which kind of unicorn they are most like and instructions on how to draw the perfect unicorn. Free gifts include a unicorn eraser, notebook and six posters.



On sale out now
Price £3.99
Frequency monthly
Distributor Seymour
Display with My Little Pony, Doc McStuffins

Puzzle
SELECTION

COLOURFUL PUZZLES
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THIS WEEK IN MAGAZINES



SPARKLE WORLD

There is a one-off price increase on Sparkle World for this month's issue – from £2.99 to £3.75 – because it has an extra covermount. A new Magiki Fairy collectable from Deagostini is available in addition to a rainbow magic nail set. Content includes activities and stories from popular characters including Shopkins, My Little Pony and Barbie. There's also a Winx Club pull-out workpad, Moana prizes to win and stickers throughout.



On sale out now
Price £3.75
Frequency monthly
Distributor Comag
Display with Barbie, My Little Pony, Shopkins



DOCTOR WHO MAGAZINE

In this issue of Doctor Who Magazine four episodes of the new series are previewed; Knock Knock, Oxygen, Extremis and The Pyramid at the End of the World, while guest star David Suchet is interviewed. Elsewhere there is an interview with the director of the first two episodes of the new series, Lawrence Gough. Meanwhile, writers Frank Cottrell-Boyce and Sarah Dollard reveal the stories behind their scripts.



On sale out now
Price £5.99
Frequency monthly
Distributor Marketforce
Display with Deadpool Unleashed, Incredible Hulks



WHAT HI-FI?

June's What Hi-Fi issue is focused on how to make multi-room sound systems simple. Concentrating on the Sonos brand, the team go into detail on how to set up a system for both music and home cinema – while also giving the reader options if Sonos is not for them. Publisher Haymarket says the title delivered more than £730,000 in RSV between March and February.



On sale out now
Price £4.99
Frequency monthly
Distributor Frontline
Display with Stuff, Music Tech



MARVEL LEGENDS

This title, which features Marvel's 'Big 3' characters – Iron Man, Captain America and Thor – is exploring the truth behind Captain America this edition, as it is revealed whether or not he is really an agent of Hydra. Elsewhere, Tony Stark is undercover and realises he is in over his head, and S.H.I.E.L.D. are trying to find out who is the new Thor.



On sale out now
Price £3.99
Frequency monthly
Distributor Marketforce
Display with Ultimate Spider-Man, Marvel Heroes



FOOD TO LOVE

The May issue of Food To Love is bursting with fresh ideas for food to try, providing 81 recipes taking less than 30 minutes to prepare. As the UK moves into summer more ingredients are coming into season. In this issue readers can find out about grapes and asparagus and give some fresh fruit desserts a go. The usual Meat-Free Monday is featured, as well as a selection of Japanese dishes to try.



On sale out now
Price £4
Frequency monthly
Distributor Frontline
Display with Delicious, BBC Good Food

Industry viewpoint

Lisa Lowarch

Commercial manager,
Redan Publishing



Love them or hate them, covermount gifts are here to stay. With magazine sales on the decline, the children's sector is still holding its own and it's no coincidence that nearly every children's title sold at newsstand comes with an eye-catching free gift attached to the front cover.

Wreaking havoc with display units (which require far more policing and restocking) there's no doubt covermounts are a mixed blessing. However, their allure to small customers cannot be denied and they are the most powerful marketing tool publishers of children's magazines possess – and one of the main reasons that the children's market continues to flourish in this age of digital media.

Covermounting on children's magazines is also a great way for collectables such as stickers, cards and mini-figures, to get into the hands of their target market. We love adding value to our titles by partnering with companies like Deagostini and Topps to give our readers something new.

As commercial manager I am responsible for ordering all of our covermount gifts for titles including Peppa Pig, Fun To Learn Friends and Sparkle World magazine. We print more than 15 million magazines yearly and each one comes with a gift. It can take up to a year from concept to delivery for our covermounts and our gifts have to be bigger and better, yet be a manageable size for the newsstand.

So while retailers may curse our covermounts for increasing the work required in keeping newsstands looking tidy, they mustn't forget it's those enticing gifts that bring young customers in and persuade parents to hand over their cash.

Top tip

Try to ensure children's magazines are grouped together by age and interest and keep an eye on stock levels, especially if the covermount is quite large

COMING UP IN NEXT WEEK'S RN




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

Plus, the UK's biggest fascia groups pitch RN their plans for real-life store refits in our exclusive guide, and how getting your breakfast offer right can deliver success in food to go

RN

THIS WEEK
IN MAGAZINES

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Partworks				Collectables			
Title	No	Pts	£	Title	No	Pts	£
Amercom UK				Hachette			
Ships of War	16	40	11.99	Art of Crochet	89	120	2.99
DeAgostini				Art of Cross Stitch	19	90	2.99
Build the Ford Mustang	70	100	8.99	Art of Knitting	120	90	2.99
Build your own R2-D2	18	100	8.99	Art of Quilting	71	90	3.99
Enhancing your mind, body, spirit	18	120	3.99	Art Therapy	112	120	2.99
My Animal Farm	13	60	5.99	Art Therapy 50 Mindful Patterns	16	80	4.99
Jazz at 33 and third RPM	35	70	14.99	Assassins Creed: the official collection	6	80	9.99
Simply Stylish Knitting	71	90	3.99	Build the U96	141	150	5.99
Star Wars Helmet Coll'n	35	60	9.99	Dr Who Complete History	44	80	9.99
The Beatles Vinyl Collection	6	23	9.99	Draw The Marvel Way	36	100	4.99
Zippo Collection	44	60	19.99	Judge Dredd Mega Collection	61	80	9.99
Eaglemoss				Marvel's Mightiest Heroes	88	100	9.99
Build A Solar System	90	104	7.99	Transformers GN Collection	10	80	9.99
DC Comics Graphic Novel	45	60	9.99	Warhammer	18	80	9.99
Doctor Who Figurines	98	120	8.99	RBA Collectables			
Marvel Fact Files	216	200	3.99	Real Life Bugs & Insects	37	60	0.99
Military Watches	84	80	9.99	Panini			
Star Trek Ships	97	95	10.99	F1 Collection	29	60	9.99

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