

RN

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Shaping the future
of independent retail
since 1889



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WELCOME

THE VALUE OF EMPLOYING EXPERTS

Page 6

Small can often be beautiful. The key is having lots of people walking past



Editor

Chris Gamm

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Three years ago, Chris Tanco, a global vice president at c-store chain 7-Eleven, told me something that's stuck with me over the years. All the space you need for a convenience store is 500sq ft, he said. Any more and you fill it with stuff you won't sell.

While it might have been the case in the Hong Kong market he was running, in the UK, where most groups were overlooking anything less than 2,000sq ft, it seemed like wishful thinking.

But I was reminded of Mr Tanco's vision of the optimum store size this week when I saw the photos for Ferhan Ashik's Store Lookbook.

He has made a 500sq ft shop work by flipping the c-store model on its head – foodservice first, core convenience second – by employing staff with expertise in high-margin areas and by using his bigger store to hold stock for the smaller unit.

He's not alone. Jonathan James switched big Budgens forecourts for small Bargain Booze franchises, like the 500sq ft store we profiled in December. In fact, nearly 60% of RN's Store Lookbooks since December have been less than 1,000sq ft.

Steve Rodell, managing director – retail for Christie & Co, says small can often be beautiful. The key is having lots of people walking past.

As long as you're a convenient operation servicing your customers' needs – whether it's a coffee in the morning, a sandwich at lunch or something for dinner – and you are able to hold enough stock to do this between deliveries, size doesn't matter, he says. You could even do it with a van at a train station, and no property whatsoever.

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BREAKING NEWS

Promos giving c-stores the edge

Independents are maintaining their advantage through local promotions as supermarkets struggle to keep prices down in the face of rising inflation.

Retailers across the board said customers buying items on promotion remains a strong buying trend and provides a point of difference in light of market research revealing promotions run by supermarkets has hit an 11-year low.

Vic Grewal, of Budgens in Thames Ditton, said: "Our ability to do promotions put on by Budgens has helped us compete better with supermarkets – our wine deals are better than Tesco's."

Cookie Mahmood, of Go Local in Stockport, agreed promotions are still popular. He said: "We are doing three Simply Juices for £1.20 and they are flying out at the moment, and buy one get one free is also still a popular deal."

Bank of England sets fiver deadline

Retailers can stop accepting old five pound notes from 5 May, the Bank of England has confirmed.

Following that date it is down to the discretion of the store and the bank as to whether the notes are accepted.

The notes can be swapped with any bank until that time and the Bank of England has promised to give the exact value back for the notes following 5 May.

Spar man David prepares for a cracking Easter

This huge display of Easter eggs can be found at Park-foot Garage Spar in West Malling, Kent. Owner David Charman said the store was £1,500 up on sales of Easter eggs this year, compared to last year, which he attributed to the later start of Easter and the good weather. "We have a reputation for a good range of Easter eggs among customers as we have a variety," he said.



Imperial Tobacco reveals downturn But retailers say losses made up by increased margins

Indies' overpricing loses tobacco sales to mults

by Jennifer Hardwick

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Overcharging on tobacco has resulted in independent retailers losing out on 2% of sales to multiple stores, according to new Imperial Tobacco data.

The company's head of field sales for UK and Ireland Andrew Miller presented the findings at the NFRN national council meeting on Tuesday, which showed 0.5% of the share was lost to multiple convenience and 1.5% to grocery stores in the six months following the regulation changes in

August 2016.

"The share normally shifts between independents and supermarkets all the time but this is the longest length of time we've seen this kind of shift for a few years," said Mr Miller.

"There are a few reasons why that could be, but one of them is probably that following the end of pricemarked packs, a lot of independents are charging more than supermarkets.

"Supermarkets are more willing to lose out on margins on tobacco because they can make up for on it other products."

Mr Miller said retailers

should charge the RRP or less in order to avoid losing out on sales.

"You can charge what you want and that is your right, but if you are charging £10 and there's a Tesco down the road charging £9.90 and another independent nearby charging £9.90, then a tobacco consumer will not go to your store," he said.

However, retailers say what they are losing in sales value they are making up in increased margin.

Edinburgh retailer Abdul Qadar, said the end of pricemarked packs rep-

resented an opportunity for independents.

"With that and with packets of 20 being the minimum size we should actually be able to claim back a proper margin," he said.

Mr Miller also announced Imperial will take back all unsold stock that no longer meets legal requirements from independents after 20 May. He said this would be possible via Imperial reps or via wholesalers.

"We will not leave our retailers high and dry with stock. That is not in our interest or yours," he said.

Area's potential most important factor

Retailers searching for new store locations should focus on the potential of an area rather than finding the perfect site, a property expert has told RN.

David Haywood, founder of Maximise (UK) – specialists in location analysis – said understanding the catchment area in terms

of market demand, local competition, access issues such as traffic congestion, the likely footfall and the demographic lifestyle of the area, is vital before setting up a shop.

"Without a favourable catchment, you do not have a viable proposition," said Mr Haywood.

Meanwhile, Steve Rodell, managing director of retail at Christie & Co, commercial real estate agency, said store size is not important.

"It's about profitability and what you do with it," said Mr Rodell. "There are stores in London that are little more than a shoebox

doing £10,000-£15,000 a week. They don't carry much range but are packed full of fresh and higher margin food."

Mr Haywood also said sites that do not match their catchment area in this way can often present an opportunity for new buyers.

Retailers explore ways to increase staff value Training crucial to store development

Positive hiring and skills training can offset NLW rise

by **Charlie Faulkner**
and **Tom Gockelen-Kozlowski**
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Retailers who give staff more responsibility, find skilled people and automate store processes can increase their business's profitability in a climate of rising staff costs, store owners told RN.

Ferhan Ashiq, of Levenhall Village Stores in Musselburgh, East Lothian, has done just that – employing staff who have brought new skills to his business and utilising technology.

"We've employed two

local women – one of them worked in a restaurant and has all the qualifications and experience of hygiene rules," he said.

"Another was a barista in the local coffee shop and she's been able to teach my team how to make lattes, cappuccinos and coffees I haven't even heard of.

"I've installed a finger-print clocking-in system which has a task manager tool allowing me to send through a job list to the team remotely every day. And there are also timers on the fridges which saves money and time."

Business owners are

already struggling to pay the latest National Living Wage (NLW) rate – an increase to £7.50 from the start of this month – and are feeling under pressure as a result of business rate rises and pension auto-enrolment.

Meanwhile, Nick Fraser, retail director of Fraser's Retail, which runs six Budgens or Spar stores, said as wages go up retailers need to find ways to cultivate value from every member of staff.

"Staff have got to be better trained, have departments to order on, stock-checking, price-checking,

rather than it being all the responsibility of the person paid £1 an hour more," he said.

However, an increase in training would be a struggle for many retailers according to Bolt, an online training resource, which revealed 77% of symbol retailers said a lack of available time directly limits the amount of staff training they are able to implement.

Ian Martin, trading and marketing director at Nisa, said training is "really crucial". "The people who are succeeding have the right team in place," he said.

Accounts face axe if stamps over RRP

Retailers selling Royal Mail-supplied stamps priced above RRP could have their accounts closed, the postal service has warned.

"Any retailer who buys their stamps from us for resale must sell them at face value or lower. We reserve the right to close accounts of retailers who do not abide by our terms," a Royal Mail spokeswoman said.

She added retailers who have bought them from a different outlet are free to charge what they like. Other stamp retailers include the wholesalers Bestway and Costco.

Manjit Singh sells individual stamps in his Staffordshire store at RRP and is aware of the restrictions. "We charge RRP because that is what customers expect to pay," said Mr Singh.

Store doubling sees 45% sales uplift

The Connolly Tidworth Spar in Wiltshire has seen a 45% uplift in sales in the first two weeks of opening following a seven-month refit. "We have expanded from a 1,000sq ft to 2,200sq ft store," said Susan Connolly, business development manager. The new-look store boasts an electronic cigarette gantry, tills that notify staff if the wrong change is given, and Retail Guardian software. "We've got a huge foodservice area too, it's not just traditional food to go, you can get a pasta bake or a pizza," she said.



ACS wants councils to decide on rates relief

The Association of Convenience Stores (ACS) has urged the government to ensure councils have full discretion over the business rates relief fund announced at the Budget.

It has also called for decisions about the eligibility of retailers to be made quickly to support those facing the biggest increases.

ACS chief executive James Lowman said: "We believe local authorities are best placed to decide which businesses in their area are most in need of support."

In the Budget, the chancellor announced a £300m discretionary fund to support the hardest hit businesses as a result of the 2017 revaluation, to be distributed over the next four years.

Fears over Menzies' national route review

Menzies has announced plans to undergo a national route review, despite widespread disruption when it altered routes from its Glasgow distribution centre earlier this year.

Speaking at the NFRN national council meeting this week Paul Jordan, Menzies newspaper channel manager, assured

retailers lessons had been learned after initial rerouting from its Linwood depot caused late deliveries to hundreds of retailers. The move was scrapped after five days.

He said the wholesaler will be asking every retailer it distributes to across the UK for details of store opening times and whether

they offer HND before any changes are made.

"The changes are to improve the efficiency and sustainability of the supply chain which will benefit everyone," said Mr Jordan.

Linwood will still be the first branch to be re-routed and 2,000 stores have already been contacted, he added.

David Woodrow, of

Woodrow's Newsagent in Bishopton, said: "I was heavily involved in the week from hell and I want to know how Menzies is going to do to protect retailers."

Mr Jordan said a step-by-step approach has been implemented and all delivery drivers will receive a feedback session after completing a new route.

STORE LOOKBOOK



Refit for the future

Two years after taking over a rundown newsagents in the East Lothian town of Musselburgh, Ferhan Ashiq opened his innovative food to go-focused convenience store. He takes **Tom Gockelen-Kozłowski** through the project

I didn't want to open a convenience store that did food to go, I wanted to create a food service operation that also did convenience."

This initial idea has underpinned retailer Ferhan Ashiq's dramatic recreation of a local shop in the East Lothian town of Musselburgh, on the outskirts of Edinburgh.

The business, a post office and newsagent, hadn't been updated for decades when Ferhan bought it in 2014 and finding an electrician who was simply happy to work with the aging wiring was a difficult task.

It meant that the store was available at "a good price" for a site that lies on a busy road that takes a quarter of East Lothian's cross-county traffic. It also made the job of getting the store fit for purpose an immense one: Ferhan closed the door for two years and raised the money for a £110,000 refit.

"It was a complete refurbishment – we knocked down the walls of the larger stock room to take our shopfloor up from 430sq ft to 550sq ft. We put in new energy-efficient chillers with glass doors, a cigarette vending machine and brand new counter top with a really good finishing," he says.

Ferhan and his family have operated convenience stores in the area for 29 years, and now uses the original store to hold stock that can't be kept at the new site.

His strong ties to the area also helped him

to devise the store's unique offer and the strategy for making it happen.

"The business operated on an owner-occupier basis before but I needed this business to be staff-run as we already have a store," he says. Serving a small but affluent community, with a large amount of passing traffic as well as a local school, he also quickly decided that food to go would be the right focus for the business.

This includes a coffee machine, which provides 70% margins, a hot food cabinet filled with pies and sausage rolls from a local butcher, and a range of freshly-made rolls, made in-store by staff. Yet it's his innovative chip vending machine that's proved the biggest hit, developing a loyal following among children from the local school.

"I was walking around the food to go section of the retail trade show in 2014, just after buying the business, and saw the oil-free Frymac machine in action. Customers get hot freshly-cooked chips within two minutes of requesting them and I decided it would be perfect for my store," Ferhan says.

Having bought the machine outright, Ferhan can produce a £1.50 portion of chips for 35p, delivering an almost 80% margin.

With his USP in place, Ferhan's next challenge was how to present his new business. Over nearly three decades in business, he and his family have developed strong ties with United Wholesale, using the



I really like the IAA Retail Profit Guide – the checklists have given me loads of good ideas. I now let my staff take part in decisions about ranges and merchandising.”

FERHAN ASHIQ



“I didn’t want to open a convenience store that did food to go, I wanted to create a food service operation that also did convenience”

INFORMATION

Location

Levenhall Village Store,
Musselburgh, East Lothian

Size

550sq ft

Key category

Food to go

Turnover growth

33% (12 month target
100%): £110,000



STORE LOOKBOOK



Passing customers are quickly discovering the benefits of choosing Ferhan's store

company's Day-Today fascia. The company helped out building the core range of key category products for the new store – its size means there is little room for more than core products.

Yet, Ferhan wanted to make a different impression with this business and employed a store fitter he had met at the NFRN's Scottish Conference two years ago to create a wholly-new image: Levenhall Village Stores was born.

For all the success, Ferhan's journey hasn't been without the occasional misstep.

"When we opened, because it's an affluent area, we decided to premium price products and avoid pricemarking," he says. It quickly became clear that keen prices were needed to boost footfall, however, and Ferhan now beats a nearby Nisa store so significantly on tobacco prices that a sizeable chunk of the store's customers now come to him.

And, as the store approaches its half-year anniversary, Ferhan feels confident that his food to go-heavy model is what his customers want.

"It takes six months, I think, for someone to become used to shopping with you, then they're a loyal customer – that's what we've got now." ●

Want to see more of Ferhan's store? Go to betterretailing.com/ferhan-musselburgh



Ferhan's high margin coffee machine, left, and chip vending machine, far right

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SYMBOL NEWS

Promotion perfection as Parfett's hits £8.4m

Parfett's seasonal showcase promotion generated a record sales week and enabled the cash and carry to showcase its new-look depots.

The spring promotion resulted in sales of £8.4m – a £500,000 increase over last winter's record-breaking promotion week.

Guy Swindell, head of customer development and marketing at Parfett's, said the company has been transforming its depots over the last year and this was a great opportunity to demonstrate what it could offer retailers.

"We are trying to create an Apple store feel; staff with tablets out on the floor," said Mr Swindell. "We want retailers to look forward to coming to us and feel we are a hub for up-to-date information."

The cash and carry also saw a 15% year-on-year sales uplift for the week before the quarterly promotion.

Bye bye to The BuyCo

Palmer & Harvey (P&H) and Costcutter have announced plans to close The BuyCo.

The independent negotiating company was established in 2013 to ensure retailers received the most competitive prices and promotions. Now both businesses say further benefits The BuyCo could bring are limited.

Martyn Ward, managing director at P&H, said: "There will be savings but it's not the key driver or the key focus. This is about becoming more efficient for our suppliers to do business with."

Two weeks ago, P&H announced a new lending deal backed by JTI and Imperial Tobacco.

Retail exhibition hears director's pledge 'We will work to deliver right quantity, on time'

Availability is top priority for Nisa new man Martin

by Tom Gockelen-Kozlowski

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Nisa's availability "isn't good enough" according to Ian Martin, the company's new trade and marketing director.

The comments came as Mr Martin addressed Nisa retailers for the first time at the group's annual retail exhibition.

Nisa retailer Harj Dhassee, of Mickleton Stores, agreed availability needed to be improved. "Some time ago we had Oyster Bay wine on promotion for £7," he said. "It sold really well for the first week, but we couldn't get it in after that – we had a really good promotion with no stock. Availability should be around 90% at least, but I don't think it is."

Another store owner, Vim Odedra, said the company's recommended core ranges too often focused on slower-selling lines where other faster-moving lines weren't considered essential to stock.

Expanding on his comments, Mr Martin said: "Our business is growing and because of that growth there is extra pressure being placed on our suppliers."

"We will work collaboratively to ensure our suppliers are delivering on



Nisa's new trade and marketing director Ian Martin addresses delegates at the group's annual retail exhibition; above the group's new Store of the Future 2 format

time to our warehouse and that they are delivering the right quantity."

Meanwhile, during the same speech, Mr Martin said he wanted to take the Heritage range "from the Championship to the

Premier League".

Following the exhibition, he told RN: "The plan for Heritage is quite straightforward – we will look at what is selling well and will do more work on those products to further

enhance them where we can."

Mr Dhassee said customer recognition of the brand has grown as loyalty to bigger brands has "disappeared". Helped by retailers such as Lidl and Aldi and general appetite for lower prices, the stigma had gone from own label, he said.

He added any further changes should develop the premium end of the Heritage range.

"At the moment, it's very price-driven, but we stock bacon from the Heritage Select range and I think there should be more products like this so people feel they're able to do a bigger shop with us."

Focus on shopper missions says Spar boss

Retailers need to identify and focus on the key shop-per missions in their store to drive footfall, Spar retail director Ian Taylor told RN.

"You've got to look at what's making you money, where your profit is and what's driving footfall," he said.

"More and more people really don't know what they want so retailers need a big range when it comes to meals for tonight."

"You can have the nicest store in the world but if you haven't got the right offering you're not going to make sales – it's about the proposition."

Mr Taylor cited Manchester retailer Paul Stone as an example.

"He purchased a Premier and it was 1,000sq ft mixed convenience," said Mr Taylor.

"He found the two main missions – eat now and dinner for tonight – and focused on them. He more

than doubled sales."

Providing an in-store butchers strengthens a store's offering, he said, and advised more retailers to connect with their local butcher to drive footfall.

Mr Taylor said store size was not important as long as the space was being utilised.



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NEWS & MAGS

News UK pledges HND subs support

News UK has pledged to resolve a lack of support for subscription requests after one HND operator was repeatedly ignored by its staff.

Kevin Passmore, of Passmore Newspapers in Yeovil, Somerset, said: "We have many customers who enquire about subscriptions and News UK told us someone would be in touch. But we never heard anything despite chasing them up."

News UK's head of retail marketing Chris Hughes told RN the problems were the result of "an unusual breakdown in the process".

He said: "We do take these instances seriously and are going to arrange for a member of our team to visit Mr Passmore to understand more about his business."

DX merger under fire

The proposed merger between Menzies and parcel delivery company DX Group has been criticised by a major shareholder.

Key DX investor Gatemore Capital Management has called the proposal "ill-conceived". In a letter to DX directors, Gatemore managing partner Liad Meidar said: "Menzies' core business of distributing newspapers and magazines is both low margin and declining. There is a limit to what extent future cost savings can be achieved."

Meanwhile, the NFRN has cautiously welcomed the proposal. Paul Baxter, chief executive, said: "This could be good news for Menzies' retail customers, particularly if it means a more cost-effective news distribution service."

Menzies declined to comment.

'Daily updates is our aspiration' Group aims to cut back orders by 90% by April 2018

Smiths: communication on partworks must improve

by Jennifer Hardwick

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Retailers should be receiving daily updates on the status of ordered partworks, Smiths News publisher and retail director Simon Gage has said.

Speaking as the chair of an industry-wide partwork group a year after it was set up, Mr Gage told RN the current communication with retailers awaiting orders is "poor".

"Weekly, and hopefully, daily updates would be our aspiration and I think the way things are now we can definitely

improve," he said.

"At the moment, retailers are only told the title is on order, but we should be able to tell them how many days it will take and then update them if that changes, so they can tell their customers."

Mr Gage said he hoped regular online updates on SNapp or i-Menzies would soon be possible.

New measures introduced in January – including a system allowing wholesalers to access returns and use them to fill back orders – have already cut the number of back orders by 75%, but Mr

Gage said a 90% reduction is achievable by this time next year.

But, he added, a 100% reduction would never be possible, saying the main focus now is on cutting the length of time customers have to wait.

The partwork group includes Smiths, Menzies, the NFRN and distributors Comag and Marketforce.

Mr Gage said the category represents a big opportunity for independents because in the last three years magazine sales have fallen by 15% but partworks sales have remained stable and in

the last year, have even grown slightly.

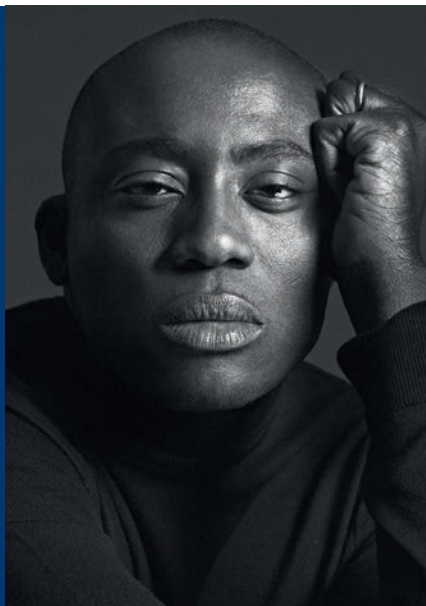
Stuart McClymont, of Mac's Newsagents in Mansfield, called for the initial creation of the industry group following discussions with Mr Gage over difficulties he faced with the category.

He said: "I am very pleased all handlers of a partwork have come together and acknowledged the system was broken and needed fixing."

Brian Murphy, the NFRN's head of news, said the improvements meant retailers could "re-engage" with partworks.

Enniful is first male editor of British Vogue

Condé Nast has announced the new editor of British Vogue will be Edward Enniful, right, currently creative and fashion director of American magazine W. Mr Enniful will be the first ever male editor of the title. Jonathan Newhouse, chairman and chief executive of Condé Nast International, described Enniful as "an influential figure in the communities of fashion, Hollywood and music".



Bella tests different regional cover prices

Bauer Media is testing different cover prices across the country for Bella magazine.

The magazine publisher says the price varies between the usual 97p up to £1.10 in some areas.

Mark Ansell, of Liskeard News in Cornwall, has

received copies with a cover price of £1.10 since last month and said he has lost several Bella customers as result.

"People might not notice straight away but by the third week they do," he said. "I don't think it's fair."

Wagar Chaudry, of Chaudry News in Glasgow, is still receiving 97p editions but predicted he would lose customers if the price went up.

"There's a psychological barrier as soon as you go above £1 which makes the customer think twice – 97p

to £1.10 is a big shift so people would definitely notice."

A spokeswoman for the publisher said: "Getting the price change right is really important for both the publisher and the retailers as we all want to maximise sales and revenues."

PRODUCT TRENDS



£363m

The value of sugar-free drinks for impulse

Britvic's Trystan Farnworth (inset) says shoppers continue to get more health-conscious when choosing drinks

No and low-sugar market is a 'major opportunity'

by Dave Songer

dave.songer@newtrade.co.uk

Convenience under-trading in no and low-sugar soft drinks is a major opportunity for independent retailers, a Britvic boss has told RN.

Trystan Farnworth, commercial director – convenience and impulse – at Britvic, said shoppers were thinking more about healthy lifestyles with a growing demand for on-the-go solutions.

“With the health trend continuing to gain momentum, and convenience under-trading in no and low-

sugar soft drinks, retailers should see this as a major opportunity and the perfect time to take stock and ensure their range is fit for the future,” said Mr Farnworth.

The company's drinks review, which reported low and no-sugar drinks account for 11% and 18% of convenience stores' soft drink sales, revealed sales of its Pepsi Max brand grew by 16.2% last year.

Mr Farnworth's advice for success in the category included recommending selling soft drinks as part of a meal deal, offering price-marked packs and making

them as visible as possible.

Lorraine Lettley, of EJ Teare Newsagents in Wellington, makes her low-sugar soft drinks, which account for 50% of her total soft drink sales, most visible in her store by locating them close to the higher-sugar equivalents.

“We've stocked low and no-sugar drinks for the last two years and since putting them alongside our higher-sugar drinks Diet Coke is more popular now than ordinary Coke,” said Ms Lettley.

Vim Odedra, of Nisa Local in West Chilton, West

Sussex, said: “Because of government policy and changing attitudes to sugar we'll definitely be expanding what we offer.”

Mark Sterratt, head of market, strategy and planning at Lucozade Ribena Suntory, told RN sales of low and no-calorie soft drinks including water now account for 38% of the soft drinks category. AG Barr said 57% of shoppers are looking to reduce their sugar intake.

Coca-Cola has also announced Coke Life will be phased out from June, to allow it to concentrate on its zero-sugar options.

Unilever set to sell off its Stork and Flora brands

Unilever has announced plans to sell its spreads division as Kantar World-panel figures show margarine and spreads sales dropped 10.9% and 10.2% year on year respectively.

Paul Polman, Unilever chief executive, said the move, which will see Stork and Flora sold off, was to deliver “sustainable shareholder value over the long term”.

Trevor Millican, of S&A Superstores in Uttoxeter, said some margarine brands were not doing well in his store but ‘light’ versions were more popular.



Downsizing for Doritos

Kellogg's, PepsiCo and Unilever are the latest manufacturers to announce products set to suffer shrinkflation.

Doritos 200g sharing bags will be reduced to 180g but will still be priced at £1.99, while Peperami sticks have been reduced by 2.25g to 22.5g, retaining their 79p price.

Martin Lightfoot, of Londis Solo Convenience in Glasgow, said he understands the move. “How can you keep £1 lines going if the cost of production is creeping up?” he said. “It will also be less of an issue for pricemarked packs because customers know they're getting a good price.”

A spokesperson for PepsiCo, the manufacturer of Doritos, said it will continue to review its range to ensure great value for its customers.

Mainstream shoppers pack the protein

The growth in popularity of protein products means retailers should look for sales opportunities from health-conscious shoppers, not just traditional gym-goers.

That is the message from two protein-focused brands which have recently expanded their ranges.

Dairy company Arla has released Protein Pouches

and Protein Greens – a fruit yogurt and snack pot. Meanwhile, Boostball has launched a six-product range of protein balls made with natural ingredients, including raw chocolate and coconut.

Steph Barker, brand manager for Arla Protein, said the market had changed in recent years and was now

more popular with a wider group of people. “I think protein has always been viewed as something for the gym elite,” she said. “That has changed over the past 24 months and is now much more accessible.”

Arla will be supporting its Protein range, which includes the cottage cheese and milkshakes, with a £2m campaign.

Additionally, Steve Bessant, a founder of Boostball, said the latest range, which includes two vegan variants, was made to cater for shoppers who were more aware of ingredients.

“People today are looking at labels and making sure they know what are in the products they're consuming,” he said.

BRAND SNAPSHOT



£5m Rubicon spend

AG Barr is investing £5m in its Rubicon Spring brand. The investment will include a national TV campaign from May and in-store PoS.



Orangina for summer

Orangina has geared up for summer with swimwear-inspired packaging for its 420ml bottles. The limited-edition designs will roll out from May.



Rowntree's sugar cut

Nestlé's Rowntree's brand has changed the recipe of its two best-selling products, Fruit Pastilles and Randoms. They now contain 30% less sugar.



New from Lucozade

Lucozade Energy has launched two flavours, Blackcurrant Bliss and Pineapple Punch. The latest variants are available in £1 pricemarked bottles.



Roundie multipack

Mondelez has launched Cadbury Roundie biscuit. They are available in a multipack of five, including milk chocolate and caramel, RRP £1.99.



Oasis sour additions

Coca-Cola European Partners has launched two new sour flavours for its Oasis soft drink brand, Kiwi Apple Sour and Apple Cherry Sour.



Healthier Bottlegreen

SHS Drinks' Bottlegreen brand has released three sparkling waters infused with fruits and botanicals, each with fewer than 50 calories and no sweeteners.



Sharing Jacob's

Jacob's has added Mature Cheddar Ploughman's and Roast Chicken, Thyme & Lemon to its Cracker Crisps range in 150g sharing bags.



Shoes giveaway

For Goodness Shakes will give away pairs of Merrell shoes every week – part of the company's sponsorship of the Tough Mudder endurance event.



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WHOLESALE**

The UK's cheapest national wholesaler

**Bestway Wholesale is at least 14.9% cheaper
than Booker, P&H, Spar and Nisa***

**THE BEST WAY TO GROW YOUR
FOOD & DRINKS BUSINESS**

* Based on a Retail News price survey of major UK wholesaler operators (March 2017).



WHAT'S NEW



Miles Tea & Coffee

Miles has produced tea and coffee for more than 120 years. Its wide range of flavours and strengths include Rich and Reviving, which uses Central American Arabica beans.

RRP £3.69

Contact 01643 703993 / info@djmmiles.co.uk



Forest Feast

Forest Feast's Baked Not Fried nuts are seasoned and baked. Its flavours include Seasoned Pistachios, Slow Baked Roasted & Salted Mixed Nuts and Dulce de Leche.

RRP £1.20 (40g), £4.99 (175g)

Contact 02838 350934 / enquiries@forestfeast.com



Mighty Bee

Mighty Bee is a meat-free jerky made purely from young Thai coconuts. It is available in three flavours – Chocolate & Hazelnut, Teriyaki and Spicy BBQ.

RRP £1.80 (15g), £2.85 (30g)

Contact 07507711646 / swani@mightybee.com



Just a Splash

Just A Splash's five varieties of alcoholic condiments – Rum, Port, Sherry, Marsala and Brandy – are designed to make sauces for savoury and sweet dishes, and baking.

RRP £1.99-2.99 100ml

Contact 01242 245160



Tea Rex

Tea Rex is a fresh fruit and root infusion. It is available in Wakey Wakey and Berry Time variants and contains no added sugar or artificial flavourings.

RRP £3.99 (six)

Contact 07915379380 / andrew@tearex.co.uk



Speakeasy ice cream

Speakeasy Ice Creams uses alcoholic drinks brands to create an ice cream ideal to eat on its own or to pair with any dessert. Flavours include Bathtub Gin and Cherry Brandy.

RRP £2.75 (120ml), £5.99 (500ml)

Contact 01622 831597

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



Ollybars

Ollybars are vegan and gluten-free breakfast energy bars. They are handmade with only natural ingredients for a totally homemade experience.

RRP £1.99

Contact 07725 555955 / olly@ollybars.com



Beauty & Go

Beauty & Go is a collagen drink enriched with antioxidants extracted from orange peel. It contains a natural sweetener and fewer than 80 calories.

RRP £21 (8 x 250ml)

Contact www.mybeautyandgo.co.uk

Focus

Barbecue rubs and sauces

With so many people in the UK keen on barbecue cooking throughout the summer, stocking up on grill-friendly products for when the sun shines could really heat up your stores's takings. This week, rubs and sauces

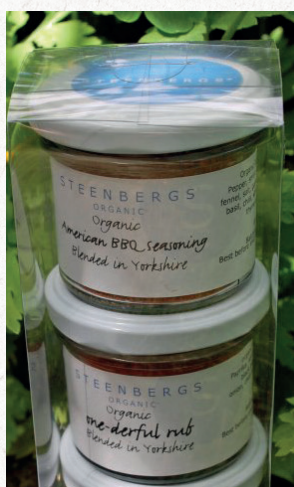


Ross & Ross

Ross & Ross Food uses locally-sourced produce. Its latest BBQ range of dry rubs includes BBQ, Cajun, Jerk, Sweet Ribs, Moroccan, Chilli, Steak and Tandoori.

RRP £10.80 (6 x 50g)

Contact 01608 645503



Steenbergs Organic

Steenbergs starter pack of organic dry rubs includes three varieties, American BBQ, One-derful Rub and organic Perfect Poultry.

RRP £8.35 (BBQ gift box)

Contact 01765 640088



Buckshot Original Barbecue

A British take on an American classic, Buckshot's three-product barbecue sauce is sweet, spicy, smokey and sticky and is designed to enhance pulled pork, ribs and wings.

RRP £3.25-£3.75 (250ml)

Contact paul@buckshotoriginal.com

Michelle Gravelle

Gravelle's Budgens of Sawbridgeworth and Sawston

For a number of years we've sold marinated meats from a local supplier. We also cross-merchandise products that go well with barbecues such as ketchups, sauces, marinades and beers. It makes a big difference to sales.

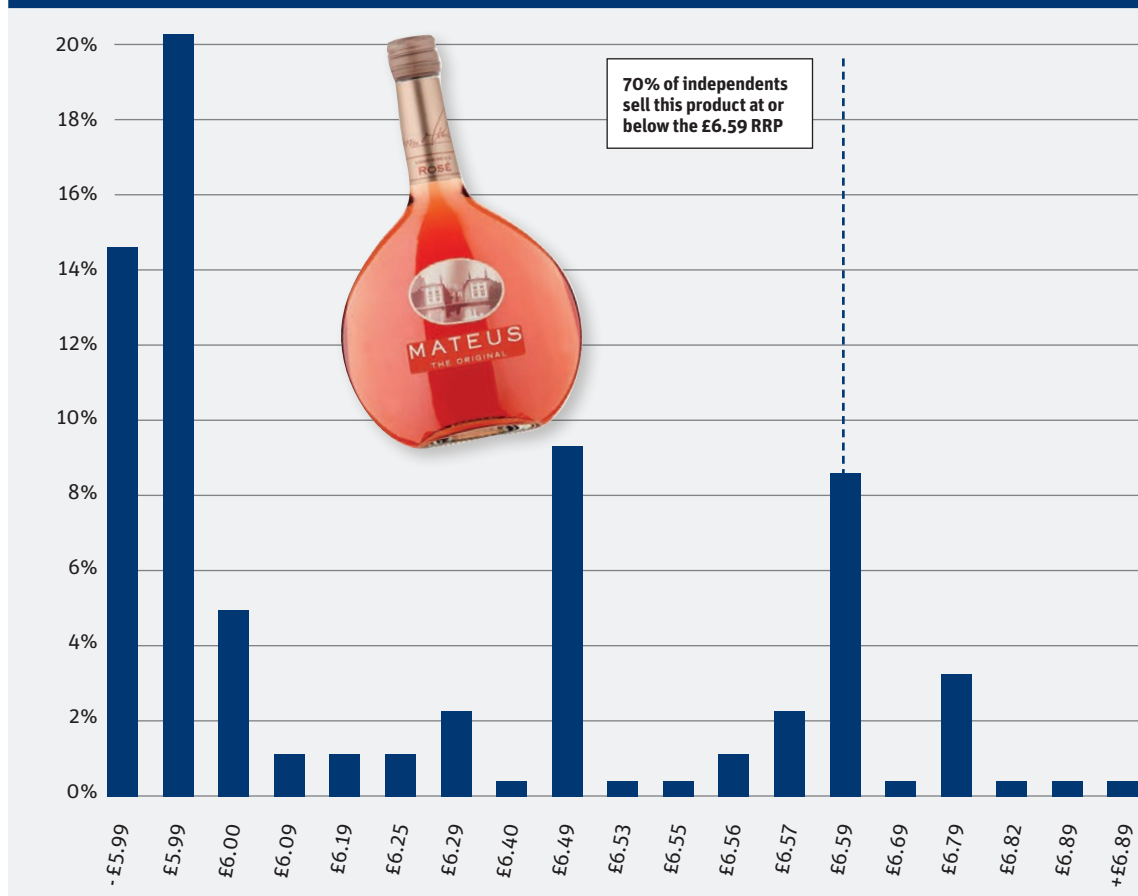


PRICEWATCH

Profit checker Rosé wine

Price checker

MATEUS ROSÉ 75cl Price distribution %



Analysis

Our retailers' experience of stocking Mateus has been mixed at best but its high place on the bestsellers list shows that, nationally, retailers are managing to find a strategy that works for this distinctive-looking

product. So what is it? Well, 70% of retailers price it at or below RRP, with the most popular price – £5.99 – a significant 60p under Booker's suggested price. Deeper discounts are common, with nearly 5% of stores pricing Ma-

teus at £4.99 – 28p under the current non-promotional cost price. Meten Lakhani points to the additional purchases this encourages – presumably this and the higher rate of sale is enough to make £4.99 sustainable.

PRODUCT

Echo Falls Rosé 75cl
Echo Falls Fruit Fusion with Summer Berries 75cl
Hardys Bin 161 Rosé 75cl
The Straw Hat Rosé 75cl
Mateus Rosé 75cl
Blossom Hill Crisp & Fruity Rosé 75cl
Jacobs Creek Shiraz Rosé 75cl
Black Tower Rosé 75cl
Kumula Rosé 75cl
Isla Negra Seahorse Rosé 75cl
I Heart Rosé 75cl
Three Mills Rosé 75cl

How we drive our profit

Harj Gill

STORE The Windmill, Select & Save
LOCATION Birmingham
SIZE 2,700sq ft
TYPE residential

TOP TIP

Don't be afraid to try new lines. Sparkling might cost more but it might also sell



Rosé does really well – we have about 35 lines and make margins of 20 to 25%. I think it helps that we have a big chiller and are able to keep almost all our rosé chilled. You do see retailers keeping some of it out of the fridge to save space, but customers tend to pick it up if it's cold. We sell Mateus – it does well and we sell it for £6. It's more of a premium brand that a few customers really like. We are pretty competitive on wine prices and we do deals that include rosé such as two for £8 or two for £10. Our bestsellers are Gallo, Blossom Hill and Echo Falls.

Yasmine Mohammed

STORE One Stop
LOCATION Stoneyburn, Scotland
SIZE 2,100sq ft
TYPE residential

TOP TIP

Change your stock frequently. We display wines with a 'We're new' sign if we haven't had it before



We get new wines every month so we might sell Mateus again. Wines sell really well and rosé is becoming more popular. I've noticed men are buying more wine nowadays. We make good margins of 30%, but if we have an offer the margin goes down and One Stop gives us the money back. Two popular rosés at the moment are a sparkling Ogio rosé reduced to £6.99 from £9.99 and a Blossom Hill down to £5 from £6.99. Mateus is in a round bottle and didn't sell well for the space it took up, so when we became a One Stop we cut it from our range.

Helen Lock
 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 OFF-LICENCE AND SHOP IN STOKE SUBURB	RETAILER 2 CENTRAL SOUTHAMPTON HIGH STREET SHOP	RETAILER 3 LARGE STORE IN WOLVERHAMPTON SUBURB	RETAILER 4 NEIGHBOURHOOD STORE IN SUBURB OF LARGE SOUTH WALES TOWN	RETAILER 5 C-STORE IN CORNISH COASTAL TOWN	RETAILER 6 BUSY SHOP IN STUDENT AREA OF MANCHESTER
£4.97	£5.99	£4.79	–	–	£5.00	£5.99	–
£5.06	£5.19	£5.19	£4.99	£5.00	£5.19	£5.19	£5.99
£5.03	£5.00	–	–	–	£5.00	£5.00	–
£4.25	£3.89**	–	£3.99	–	–	–	£4.29
£6.32	£6.59	£6.29	–	–	–	£6.57	–
£5.29	£6.59	£4.99	£4.99	£5.59	–	–	–
£7.38	£8.39	–	–	£6.49	–	–	–
£6.06	£6.49	–	–	–	£6.89	£6.49	–
£6.25	£6.49	£5.99	–	–	–	–	–
£5.59	£5.00	–	–	£5.00	–	–	–
£5.86	£6.49	–	£5.99	–	–	£6.49	£5.99
£3.60	£2.89**	–	–	–	–	–	£3.89

* from a sample of 3,500 stores

** Bestway RRP

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Helen Thorpe

Henllan Village Store, Henllan, Denbighshire



Daphne's Original Welsh Lamb, £6 to £9



Where did you discover it?

My husband Andrew and I took over the business in October, and we were keen to establish strong relationships with all local suppliers, so we got in touch with Daphne Tilley and started working together. There are so many good regional suppliers – we have 70 to 80 lines. Daphne's Original Welsh Lamb is from a local butchers about 30 yards away. I go past and talk to them when I'm walking my dog.

Who buys it?

Due to lack of space we only stock a low volume. We sell two joints a week and four-packs of four chops, but we have regular customers. It brings people to the shop. They buy them because they know good quality.

Why is it they so successful?

It's just such good quality and is known around the country. The lamb comes with a well-earned Protected Geographical Indication certificate and Daphne, who founded the company, has earned an MBE for services to the food industry. They sell the lamb to restaurants in London but we sell it for between £6 to £9 depending on the size of the cut. It would cost more elsewhere, and so our customers know it's a good deal.

Meten Lakhani

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

TOP TIP

Make sure your prices are very clear. Keep the cheaper ones on the bottom shelf and move up offers on different brands



Rosé has got more popular in the last few years. The mid-price range sells best – people don't want it too cheap. It is worth bringing the price down a bit from RRP, however, as customers usually buy snacks or cigarettes too if they come for wine. We have different offers on our £4, £5, and £6 ranges each week and sometimes we do two for £9 on Blossom Hill or Echo Falls. We get a margin as high as 25% or as low as 10% on rosé – it's an average of 15% but it's okay because of the high rate of sale. We don't sell Mateus anymore because it didn't sell well.

Suresh Patel

STORE Upholland Convenience Store,
LOCATION Skelmersdale, Lancashire
SIZE 1,000sq ft
TYPE rural

TOP TIP

Make sure you keep rosé in the chiller. People choose it more in the summer and it needs to be chilled



Rosé doesn't sell brilliantly compared to other wines, but it's definitely more popular in the summer. The cheapest we sell is £5 and prices go up to £6.99 as we get different offers that come through from Premier. The margin for rosé is around 15%. We stick with well-known brands such as Gallo, Hardy's Bin 161 and Echo Falls. I tried more specialist rosés, but they took a long time to sell. I sell Mateus, but didn't stock it for a while because it wasn't selling very well. We brought it back recently and it seems to be doing better. We sell it at £6.49. ●

YOUR VIEWS

YOUR LETTERS

■ Menzies' 'dire service' has gone on for six weeks

I have experienced an ongoing dire service from John Menzies going back nearly six weeks now, when they changed their driver. Since then, nearly 60% of deliveries have been late with catastrophic knock-on effects on our small business. It is the worst service I have experienced in over 30 years in the business.

We are finding problems not only at local level but at head office level too, with the so-called 'customer service manager' clearly not getting a grip on the issue, which is why we have asked the NFRN to escalate it beyond them. It has been so time-consuming to get them to just deliver the papers on time at 5am. The delivery times have been all over the place, from 5.40am to 7am.

In emails, back and forth to the head of customer service, I explained this problem is causing us ongoing operational issues. I explained to her our staff are here from 5am to receive the papers – as they have been for last 20 years – and are waiting around for your driver to turn up having all the



Customers have started to tell me they are more likely to make sure they bring cigarettes back from holiday

Vicky Onions

knock-on issues late delivery involves.

They responded by saying the RDT is 6am which hasn't been the case for six years. It took a lot of time and energy going through old archives to prove it is to be delivered at 5.30am.

They said they are investigating the matter but the problem is still an ongoing issue and I'm just going around and around in circles.

David Patient

Company director, Nearbuys

A Menzies spokesman said: "It's disappointing to read Mr Patient's letter. We would like to offer reassurance that this matter is being investigated and we are looking into everything possible in order to improve the situation. A member of our local management team will be in touch to discuss this matter following further investigation."

■ Legislation change is a major concern

I am very concerned the changes to the tobacco legislation will push people towards the black market.

The cost, particularly of tobacco, is high, and I've had people come in who just can't believe they won't be able to buy 10-packs anymore. They seem to be in denial about it so I've got some cards now explaining the law and I have started to give them out.

I'm located in an affluent area so I've only ever had one person come

up to me and try to offer black market cigarettes, but I think that will start to happen a lot more. Customers have started to tell me they are more likely to make sure they bring cigarettes back from holiday, so I might lose sales as a result of that too.

Vicky Onions

Vicky's Convenience Store, Bromsgrove, Worcestershire

■ Positive session 'not reflected upon'

With regard to the article "EM News Reps face criticisms", which appeared in RN, 7 April, both the local NFRN delegates and EM News Distribution representatives who attended the meeting are disappointed that this account does not reflect the positive session that actually transpired.

The focus of this meeting was on the recent smooth transition of Johnston Press distribution to EM News Distribution and discussion about upcoming initiatives which will further improve our business relationship.

These include future opportunities to work together on the training pack for Northern Ireland retailers and opportunities to improve in-store processes, like the returns procedure.

John Cairns

EM News distribution commercial manager and
Gwen Patterson,

NFRN NI president, Nisa Local Bangor

YOUR SAY Should retailers refit their whole store at once or focus on the categories they want to improve?



Hitesh Pandya

Toni's News, Ramsgate, Kent

It would totally depend on the store and the budget you have. You can make part of your shop look much better by just painting the shelves as they'll look much fresher. Having said that, there's no point only looking at one section if the rest of it looks terrible because you still won't achieve high sales from that section. The main thing is to concentrate on merchandising and the flow of the store.

Ian Handley

Handley's News & Convenience Store, Northwich, Cheshire

It depends on the timing. I gave the store a complete refresh seven years ago, but it remained

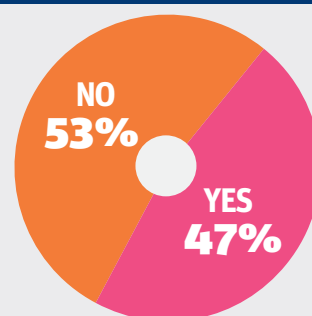
as a CTN. Then we changed it all again and doubled the size of it to become a convenience store three years later. I'm in the process of changing symbol groups from Premier to Go Local and we are just going to change the signage outside and some of it inside, but not really change the layout.

Nicola Ransome

Welton's, Great Bowden, Leicestershire

If I could just focus on the specific categories that I wanted to improve I would prefer to do it a section at a time. We are a seven-days-a-week operation so I wouldn't want to close the shop for long. If I could do a whole refit overnight or in just one day then I might try and do it all at once.

RN READER POLL



Has the value of your tobacco sales increased since you ran out of smaller pack sizes?

NEXT WEEK'S QUESTION

Would you employ specialist staff such as baristas to boost your sales?



Vote now at
betterRetailing.com



WAGE RISES HITS MY STAFF NUMBERS

A staff member left a couple of weeks ago and I haven't replaced them, and someone else is leaving soon but I'm not sure I'll replace them either as I can't afford it because of the wage rises.

They deserve the rise because they work hard, but we aren't making enough money.

It's particularly tough as my husband is unwell at the moment. He's in

hospital, so I'm working hard running the shop without him.

The Post Office is losing money because they haven't provided any training, so that's another issue.

The £10 per hour idea from Corbyn is a lot - I don't even pay myself that kind of wage.

It would only be OK if they give something back

to small businesses. Only large firms can do that kind of thing.

Baljit Banning
Premier Parans Mini Market,
Rothwell,
Leeds

100 YEARS AGO
14 April 1917

Newsagents were among retailers hardest hit by the war. They were suffering with fixed prices, falling sales, missing customers and increased costs.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I am writing this on April Fool's Day. It's good to know there are still some people with a sense of humour; there is a couple who live at Woodseaves who, 11 years ago, went on a first date on the same day.

Nine years later, they got engaged on April Fool's Day, so they decided to round things off by getting married today. One thing's for sure, he will never forget his wedding anniversary.

I read Vijay Patel's letter in RN regarding the Smiths News transfer from Northampton to Milton Keynes and his reservations about delivery times taking longer. I suggest Vijay gets in touch with Mr Bunting, managing director of Smiths News, and highlights the problems he's having. I did, after which times did improve slightly, but it

will never be the same as it was before they made the changes.

My local paper The Newport Advertiser has been conspicuous by its absence this week. Usually arriving with us on Fridays, it didn't turn up. Apparently, it wasn't delivered to the depot and we received no explanation as to why. I had to tell 80 regular customers who buy the paper, 'Sorry, but I can't supply it this week'.

Each and every day now I am checking on the birds perched on the telephone wires. I am, of course, waiting eagerly for a sighting of the first swallows to arrive.

They are fantastic little birds and when I see them I know the warm summer days aren't far away, thank goodness.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



New **#Indie #Nisa** nearly ready to open **#OldStreet** in London! Symbol store or your own brand? Your choice:))

Nisa London
@NisaEast



When all the big supermarkets are closed this coming Easter Sunday we will be there for you open as usual.

Gilletts Callington
@gillettspar



Thank you to the Spar in Elton who kindly donated Easter eggs for the children to receive after they attended the school disco

Friends Of Elton
@FriendsElton

In response to RN's story 'Think beyond traditional categories to find growth' which appeared last week.

We do continually but any form of diversification is damaged because Menzies errors, lateness, hassles occupies too much time & detracts

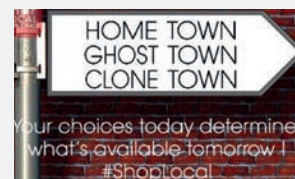
@marketplaceneeds

Name above door misleading and legacy. Most have turned 2 other products beyond CTN 2 broaden offering and be more relevant

@gregdeacon

Doing your Easter shopping don't forget your local businesses. They make your town special enjoy Easter **#shoplocal**

Eugene Diamond
@EDiamond136



The **@Simply-FreshUK** wedding of the year our Mehmet Guzel finally ties the knot with AJ What a day. Gna be a L8 N8 **@JuniperAgency**
@SimplyFreshE2

ACADEMY IN ACTION



Merchandising

The IAA's Stefan Appleby, Helen Tagliarini of Mars Chocolate and Steve Stafford of Wrigley joined John Green to explore how to improve merchandising



Name: John Green
Shop: Premier Green End News
Location: Sawtry, Huntingdon
Size: 540sq ft
Staff: 5 part-time

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



John Green's shop lies to the south of the village of Sawtry, a stone's throw from the A1(M). Over the past nine months, John has converted his shop from a newsagent and post office to a Premier convenience shop, expanding the grocery offering and adding in products including fruit and veg and a wider range of chilled food including local meats and pies. John's customer base is varied, with peak times in the mornings and evenings and on Saturday morning. With parking outside, many customers drive up to quickly nip in or use the free ATM outside. This makes brilliant merchandising crucial, to ensure shoppers can quickly find what they want and know they are paying the prices they want to pay.

John's Challenge

Having been under the Premier fascia for three months, John wants to maximise his sales potential through merchandising.



JOHN SAYS

I've been a Premier shop since January. I'm now stocking some great new products and ranges, as well as a wider range of impulse lines like soft drinks and crisps. I hope the visit can help me understand how to look at which products work well together, how I should promote them and what simple changes I can make to grow my sales across the store.

IAA ADVICE

1 Cross-merchandise categories to gain linked sales

John has grown his sandwich and chilled snack sales and introduced pricemarked crisps, as well as doubling his soft drinks range. The key now, says Helen, is to link these purchases. "Meal deals are a brilliant way to increase basket spend and cater for your shoppers' needs," she says.

John is keen to introduce meal deals and cater for customers driving through who want to pick up a quick lunch. The challenge is how to communicate the message well in a small shop. Steve recommends using stickers in relevant sections, all in one colour, so people can see how sections link together. Some PoS material may be available from suppliers.



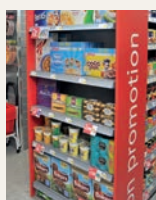
Action:
Introduce a meal deal offer to increase basket spend and cater for your shoppers needs

2 Introduce adjacencies, check they are working and make adjustments

The key to increasing basket spend is understanding which products sell well together. John's new fruit and veg range, coupled with local sausages and chicken, is an opportunity, says Steve. "Think about what your customers might want in the evening." Steve recommends making sure similar products are put together to give time-pressed commuters the opportunity to easily pick up ingredients they need.

John can use his EPoS data, which he is already monitoring, to see which products sell well together.

"Adjacencies are crucial," agrees Helen. "Take your five biggest sellers, look at what they're bought with, and put them closer together to drive linked sales."



Action: Place best-selling products near each other to give time-pressed shoppers easy options

3 Group products so shoppers can make quick decisions on what to buy

John believes strongly in pricemarking, and uses Booker PoS to communicate multibuy sales offers. It's crucial, says Helen, not to confuse shoppers and lose some great value messages being offered. "John's shoppers love value but being creative with how they're promoted will help them see that easier."

Helen also says secondary siting would help interrupt shoppers' journeys. "Using clip-on confectionery display units is a simple way of doing this." Steve agrees impulsive categories can benefit hugely from secondary siting. "You also need to ensure that primary displays deliver, use PoS to stand products up. How you display what you're selling is crucial."



Action:
Introduce
secondary
siting to
interrupt
shoppers'
journeys

PARTNER ADVICE

“It’s great that John used the refit as a chance to look at potential for real growth. It looks great – neat, tidy and welcoming. The key now is to allocate the right space to the right products. Looking at EPoS data to analyse what works when changes are made is crucial. John needs to link products together, and block by offer or brand to create great stand out.

Steve Stafford & Helen Tagliarini
Field Sales Representative &
Territory Development Manager
Wrigley & Mars Chocolate



BENCHMARK YOUR SHOP

& save your progress at betterRetailing.com/IAA

Tick all that you see evidence of

Arranging products on the shelf to guide purchases

- ☐ Do you group products so shoppers can make quick decisions on what to buy?
- ☐ Do you use planograms or guidelines to ensure you have the right products in the right places?
- ☐ Do you put high margin items at eye level to maximise profit?

Ensuring everything is priced in a consistent way

- ☐ Does every product in your shop have an easy-to-read price or shelf edge label?
- ☐ Are price tags up-to-date, professional and tailored to your customer base?
- ☐ Do you have a strategy to ensure every price makes sense to shoppers?

Promotions to encourage additional purchases

- ☐ Do you use supplier promotional materials to highlight offers?
- ☐ Do you have secondary sitings for items on promotion?
- ☐ Do you cross-merchandise categories to gain linked sales?

Having appropriate checks in place to ensure excellence

- ☐ Do your staff face up products and check sell-by dates at least once a day?
- ☐ Do you have merchandising guidelines for staff to follow?
- ☐ Do you or a supervisor conduct checks so you know standards are being upheld?

Research, review, and improvement

- ☐ Do you watch what shoppers do in-store and adapt displays to grow sales?
- ☐ Do you adapt the number of facings you allow products based on sales reports?
- ☐ Do you check which adjacencies are working and make adjustments?

What's working and things to fix

[illegible]

Your action plan

- ☐ Review this week's benchmarks in your shop, then save your answers at betterretailing.com/IAA
- ☐ Go to betterretailing.com/Academy-in-Action to see more of John'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

Ice cream machine whips up interest

A Hampshire retailer is capitalising on passing trade with the introduction of an ice cream machine.

Roy Bird, of Londis Westleigh in Hampshire, told RN he sells 600 cups of coffee and 400 hot dogs a week thanks to a healthy flow of tradesmen and taxi drivers.

"A month ago we got a My Whippy-style machine – it was my son-in-law's idea – and to date we have sold £1,000-worth," said Mr Bird. "The prices range from £1 to £1.50 and we see a margin of around 50%."

"It's been really popular with our customers and we definitely feel the gamble we took getting the machine in has paid off."

He has also recently switched to Booker's classic range of ice creams and is selling two and a half times more than before.

"We made £320 last week, which represents 1% of our turnover," said Mr Bird.

Ian drums up extra trade

A retailer in Chester has upgraded from a two-drum slush machine to a three-drum model, to offer more choice.

Ian Handley, of Handley's News and Convenience Store, bought the two-drum model three years ago but upgraded at the end of March. He already sells a monthly average of 470 slushes from April to October and is hoping for an uplift of up to 15% with the new machine.

"Now we can try new ones alongside the already-popular raspberry and strawberry flavours, and keep those going if they're popular," he said.



Justin Whittaker's Facebook Lottery promotion reached 22,000 people in one week

Giveaways and offers generate increased footfall and margins 'It pulls people into the store'

Social media gives boost to tech-savvy retailers

by Dave Songer

dave.songer@newtrade.co.uk

Using social media to promote in-store products and special offers can be an effective way to drive footfall and turnover, retailers have told RN.

Emma Bergland, of Abergavenny Simply Fresh, has seen her turnover grow by 5% since she started using Facebook in February to highlight the shop's diverse range of products. She has also seen an uplift in footfall and has introduced digital shopper incentives.

"We've done a like and share post with a freebie giveaway, like a meal for two and a bottle of wine," said Ms Bergland. "It pulls people into the store and it definitely gets them picking up things they wouldn't have before. It also shows you're willing to reward their loyalty."

Justin Whittaker, of MJ's Premier in Royton, Greater Manchester, has introduced a weekly Facebook advertising budget of up to £20. He ran a Lottery promotion in March in which he gave away four tickets for a cost of £10.

"The Lottery freebie we did reached 22,000 people and we only have 300 followers," said Mr Whittaker. "Our latest Smirnoff promotion got 100 shares and reached 2,300 people in one hour."

"It's about product placement, so even with a Smirnoff deal we'll have a mega deal in the background like our Easter eggs – giving people another reason to visit the store."

He plans to give away products, such as bottles of water, in return for customers following MJ Premier's Facebook page,

and aims to reach 10,000 followers in six months.

Sam Coldbeck has 526 followers of her Wharfedale Convenience Premier's Facebook page, and uses it for competitions to reward those who help promote the store by sharing and liking it. "People love something for free; the feedback has been massive," she said.

Michelle Qassim, of Cross Stores in Hampshire, uses Facebook to advertise local events and information to build up the store's profile within the community.

Combined effort needed to fight crime

It is essential the government works with the NFRN and police to tackle retail crime a Welsh Assembly member has said.

Speaking at the Assembly last week Nick Ramsey, member for Monmouthshire, said the NFRN's Independent Retailer Report had highlighted a number of issues he would

raise with the cabinet secretary for economy and infrastructure.

"This report reveals only 34% of shop theft is actually reported to the police," he said.

"This is a really important statistic because incident rates may well be considerably higher than those being reported."

NFRN national president Ray Monelle said he had experienced six armed robberies and suffered burglaries in his shop in Weston-super-Mare.

"Crime for small shops that have one person in the store is getting more and more difficult for us to manage," he said.

"Never before have

independent retailers needed the NFRN more and never before have independent retailers needed the support of assembly members than they do today."

Other areas highlighted at the meeting included business rates, the decline of high streets, NLW and digital tax.

WRIGLEY'S **Extra**

FOR A CLEAN &
FRESH MOUTH



TOP 2 GUM BRANDS IN THE UK**
STOCK UP NOW!
9 OUT OF 10 SHOPPERS WHO
INTERACT WITH GUM BUY IT***



*Extra® sugarfree gum is beneficial for dental health as it helps neutralise plaque acids
 Nielsen data 05/11/16 *TNS Retail and Shopper 2012



MINTS AND GUM

Mints and gums may be reliable sellers but a little push on these impulse-heavy products can pay dividends.

Dave Songer looks up and down the supply chain for the advice and activity the industry is undertaking to grow sales further

Chewing over a fresh approach

SUPPLIERS (GUMS) THE ACTIVITY

Promoting oral health

Wrigley has long tried to associate its sugar-free portfolio with wider concerns about Britons' oral health in an effort to make chewing gum a part of our regular habits – the 'Eat Drink, Chew' campaign is a classic example of this. The company's latest move is a £250,000 series of oral health workshops supported by its Extra brand.

Getting us smiling

Bad oral health makes smiling an awkward experience but Wrigley's other major media activity for Extra – last year's 'Time to Shine' TV and print campaign – tells Britons that the whitening and fresh breath benefits of a regular chew or two can help them feel confident – leading to a range of wonderful, if improbable, consequences.

Keeping control of prices

Price remains a key factor for this impulse-heavy category (see Wrigley's advice, right). The company has expanded its range of pricemarked products with the launch of a £2 pot that contains 46 pellets for its best-selling flavours, Peppermint and Spearmint.



THE ADVICE

- A typical counter-top unit can hold 608 individual packs, using one helps to keep your display clear and clutter-free and makes a good impression.

- As 62% of single gum purchases are unplanned, increase the chance of them in your store by second siting gum, perhaps in your dental section.

- Stock new products that fit shopper behaviour and meet new trends – capitalise on the growth of in-car consumption by selling in-car tub holders.



Julio Guijarro
Marketing director
at Wrigley



Getting the correct range is vital to drive footfall



New formats are being developed as shopper behaviour changes



SUPPLIERS (MINTS) THE ACTIVITY

A bestseller rebrands

Polo – one of the UK's top-selling mint brands – has undergone a major rebrand and launched a gum-style pot format to accompany the change. Available in Original, Sugar Free and Extra Strong varieties, its RRP of £1.49 positions it as a cheaper alternative to equivalent gum pots.

Strong competition

Mondelez is launching an in-store competition for its Trebor brand, The 'Get Minted' competition will be exclusive to convenience retailers to drive sales of Trebor Extra Strong Mints, Trebor Soft Mints and new Trebor Mighties, offering shoppers a chance to win one of 102 prizes ranging from £50 up to £5,000.

Online advice arrives

Enabling retailers to make the most of their mint sales, Ferrero has developed a trade-only website that includes planograms, category advice, news and insights. Among the company's advice is to use counter-top Tic Tac units, a step that can see sales increases of 200%.



THE ADVICE

- Multibuy deals encourage customers to make purchases, so place them in line of sight in a central position on the fixture so they're not missed.

- To grab shoppers' attention, use Perfetti's range of eye-catching PoS and display materials. Where possible, in-store theatre should also be used.

- Shopper habits are changing, so getting the correct range is vital to drive footfall – offer a mixture of products that gives the widest choice possible.



Mark Roberts
Trade marketing
manager at Perfetti
Van Melle



who says no to mentos gum?



- Mentos Gum outperforming gum market, growing +5%*
- Mentos Gum bottles +21% and growing share*
- **New flip-top** ideal for your pocket and on the go refreshment



STOCK UP NOW!

*Source: IRI data w/e 25th February 2017

MINTS AND GUM

RETAILERS THE ACTIVITY

Building the right range

As part of Today's Plan for Profit bestsellers guide, the wholesaler has developed ranging advice and planograms for the mints and medicated confectionery sector as well as gums. Products include Halls, Locketts and Polo Spearmint plus full ranges of Extra and Air-waves gums.

Backing a winner

Wrigley's "Eat, Drink, Chew" slogan highlights how the industry is tying mints and gums sales to the growing food to go trend. It looks like a good bet: at the launch of Nisa's new 'Store of the Future 2' format last week, the company's chief executive Nick Reid confirmed that food to go was central to the company's future plans.

Side step the risks

While mints and gums can be integrated easily into a food to go strategy, wholesalers are emphasising the lack of equivalent risks for products that don't attract high wastage levels. "These products' 18-month use-by dates mean fewer worries about over ordering," says David Gilroy, former Bestway director and managing director at Store Excel.



THE ADVICE

● Upselling is a great way to drive sales and I'd really recommend talking to customers when they're at the till.

● Take advantage of your store's location. City centre stores and those in high footfall areas can get away with pushing the price a bit.

● On gum, Wrigley rules the roost, but I would still advise trying new products. Trident has some interesting flavours such as Splashing Fruit and Cinnamon.



David Gilroy
Managing director,
Store Excel



Take advantage of your store's location



**Pots' higher prices
provide a turnover
boost for sales**

WHOLESALE THE ACTIVITY

Perceived value

For mints and gums, as with any product, creating a strong perception of value is a great way to build trust with shoppers. Meryl Williams from Pikes Newsagent achieves this in her store by selling multipacks. "Four-packs of Trebor Softmints and Tic Tacs are £1 and they sell quickly," says Meryl.

Getting credit for your efforts

Retailers are benefiting twice from boosting their mints and gums sales. As well as taking extra sales, Julie Tate, owner of Addison News in Stockton-on-Tees, is involved in a Mars incentive system that grows the more she sells. "I get a voucher to buy other Mars products, which I can then sell to customers," says Julie.

Pots of interest

Ranjan Patel makes sure she has the latest formats in her London store, Marsh Hill News, as she says they are a big draw for customers. "Extra pots do well because they are a little different, it looks like good value and it's convenient to carry. There have been some adverts on the TV for it, which I think helps too," says Ranjan.

THE ADVICE

● The fixture has to be full, on the counter and close to hand. If it is not like that it will harm sales. We moved mints out of reach a few months ago and sales have dropped quite dramatically since.

● Massive margins are available with mints, so don't be afraid to go over RRP. We add an extra 10% onto the 35% margin but we haven't seen a decline; people don't worry about paying a premium price.

● There are so many products available, so don't be tempted to stock them all. We have around 20 products but I could reduce that by four without my customers having an issue – keep it simple and straightforward. ●



Jimmy Patel
Jimmy's Store
(Premier),
Northampton



**Have you tried widening
the brands you stock?**

CHOOSE YOUR
TREBOR

MASTERS OF
MINTYNESS

AND

GET MINTED
WIN £5,000

STORE WINS WHEN SHOPPER WINS



★ UK'S BEST-SELLING MINT BRAND!★ ★ EXCLUSIVE PROMOTION FOR CONVENIENCE ONLY ★ ★ £4.9M MEDIA CAMPAIGN INCLUDING TV!

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FOR FREE POS** GO TO WWW.DELICIOUSDISPLAY.CO.UK

* Source: Nielsen MAT Value Sales w.e. 24.12.2016.
**T&C's apply, see www.deliciousdisplay.co.uk for details.
Full T&C's on www.promoterms.com/getminted

NEWSPAPERS

Home news delivery (HND) is one area of the newstrade that's showing real strength. Jennifer Hardwick, RN's news and magazines reporter, visited top operator John Vine to see a winning service in action

Best practice, delivered

Since starting to work on RN in January, one thing I have repeatedly heard about are the benefits of HND to retailers, guaranteeing daily sales and building customer loyalty to their store.

To get the best tips for anyone hoping to start offering HND or grow their HND business, I spent the morning with Shropshire retailer John Vine, owner of Newsworld in Church Stretton. He and his wife Ma-

rie's 1,000sq ft store generates turnover of up to £400,000 a year on newspapers, with news and magazines being their most profitable category.

He delivers to 600 homes during the week and around 800 at week-ends, as well as offering magazines on HND. Now he wants to attract 100 more customers by the end of the year, with plans to also add groceries such as bread and milk to his rounds. Here he shares his eight top tips for other retailers.



Get the right staff

It's really important to get good staff. Two of the lads who work in the shops now, started off on the paper round and when they turned 16 we offered them the shop jobs because

we trust them. At the moment we have a team of 20 making paper deliveries and whenever one says they're leaving I ask them to recommend someone else for the job. We would always rather have people we know.



If any of my papers aren't here by 5am I drive up to Shrewsbury and get them

Building the right team can avoid mis-steps and bad service

Take advantage of bill paying visits

I send my bills out on the last Saturday of every month and in the next couple of days we get a flood of people through the door, so we always make sure we put out more promotions and new magazines then. If you think about it, that is when you will have the most footfall in your shop, so it's important to make the most of the opportunity.

Don't let late deliveries ruin your day

You have got to make sure your customers get their papers on time every day. If any of my papers aren't here by 5am I drive up to Shrewsbury and get them. It's a 40 mile round trip but for the amount of hassle it saves it's worth it. I call Smiths first and tell them I'm coming and they are happy to give them to me. Building up a good relationship with your wholesaler is crucial if you can.



Understand how important you are

You have got to really care and have a passion for it. To a lot of my customers, if their paper doesn't come, it is like it's the end of the world – it's often their only contact with the outside world. If you understand how important it is to them then you will be willing to go the extra mile yourself to always be in on time and keep your staff motivated.

Never say no to a customer

I haven't lost any customers in ten years. As well as shop saves we do magazines on our HND rounds, with Radio Times being the most popular one. We send out 60 of those on the deliveries every Tuesday. Also service is key – any scruffy newspapers that arrive won't be sent out for delivery, they'll be left at the bottom of the pile in the shop.



To a lot of my customers, if their paper doesn't come, it is like it's the end of the world

When the going gets tough, don't get going

If you want to start an HND round, perseverance is key. You can't give up and need to make the most of every opportunity to sign people up. If you see someone coming in regularly to buy a newspaper from you, make sure you tell them you could be delivering it to them every day instead. Never give up on growing your business.



Scruffy papers don't make it on to John's HND rounds

Get out and meet your new customers

The best way of getting new customers is to go and knock on people's doors. They need to have a relationship with you and trust you. The best time to ask is in winter because that's when people like the idea of not leaving their homes in the morning – when it's cold and dark – so I am planning my next big push in October.

Adding magazines is great – if you're on top of it

There's a great benefit to having magazines on HND but if you have any problems you have got to be on the phone to the wholesaler by 7am, otherwise you'll forget and you won't do it. Not doing returns can really stop businesses doing well, in my opinion. Smiths opens at 5.30am but I tend to wait until 5.45am so they're not bombarded straight away.

INDUSTRY INSIGHT

Darren Powell

Retail channel manager at Trinity Mirror



HND is still crucial to the newstrade because those customers tend to be the most loyal to their respective retailers, generating significant repeat business and regular basket spend, and will supply continuing business for potentially years to come. HND customers are also brand loyal to their chosen publication and therefore tend to be the core readership.

For retailers, doing the groundwork in their area is a must. Ask yourself is there enough potential customers in the area? Could you offer any additional services? Are your delivery charges competitive? Some regional newspaper publishers offer enhanced terms for HND copy – make sure you contact them to establish how they may be able to help. Also make sure you have a clear debt policy and stick to it. Ensure bills are paid by all customers in a timely manner.

Most importantly – don't wait for things to go wrong. Don't be afraid to ask for help or advice – there are many ways in which publishers, wholesalers and the newstrade can help. Following the extremely successful launch of the Plus Loyalty scheme during 2016 in trial areas we are expanding the offer to our full UK network of 19 local newspapers during 2017. Search for Leicester Mercury Plus online for an example. ●



INDUSTRY PROFILE

Lucozade Ribena Suntory

With the launch of two independent-exclusive new variants, Lucozade Ribena Suntory hopes to cement a reputation for commitment to the convenience channel. Head of marketing, strategy and planning Mark Sterratt tells RN more

RN What are the big opportunities for retailers – particularly in the soft drinks market – as summer approaches?

MS In a typical year, impulse soft drinks benefit from a retail sales value uplift of an average of 17% from June to August, but the boost in summer sales for soft drinks actually begins in May and lasts until October.

This means there's a massive incentive for retailers to get their impulse soft drinks range right, right now.

RN How will you be helping retailers to take advantage of this?

MS Summer is a key time for soft drinks, so we're investing heavily to make sure that our brands – especially Lucozade Energy with its Find Your Flow marketing creative – are in the minds of consumers.

We're also continuing to work closely with our retailers to develop innovative drinks in line with the consumer trends they're seeing in store.

We're confident the launch of our most recent variants, Blackcurrant Bliss and Pineapple Punch flavours, will drive growth in a category already worth £1.5bn.

A full range of PoS materials has also been created to support the launch, including barkers, wobblers and colourful counter-top units.

RN What benefits do new flavours provide retailers?

MS Flavour extensions provide something new – drawing adventurous consumers into the category and providing a fresh, new option to existing fans.

Crucially, for independent retailers, this is something consumers can't buy in grocery and these extensions have fared exceptionally well in consumer taste-tests, so fans of the flavours will keep returning to their local store – provided they're stocked.

RN So this an independent exclusive?

MS Yes. By launching only in independents it demonstrates that we are listening to retailers and supporting them in establishing a point of difference versus multiples.

As the UK's number one energy brand, we know Lucozade Energy is a great asset for independent and symbol retailers so we will continue to invest in the brand and develop additional products to ensure we can further drive sales for our retailer partners.

RN Soft drinks is a category where lots of new products are launched regularly – how should retailers



The boost in summer sales for soft drinks begins in May

decide whether a new product is worth making space for or not?

MS It's vital that retailers stock new products as they create excitement and encourage new consumers into the category.

This led to £29.9m in impulse soft drinks sales in independent and symbol stores over the last 12 months.

By focusing on innovations from well-known brands, retailers can ensure that they are offering a recognised and trusted option that their customers will feel comfortable trying.

In the last year, Lucozade Ribena Suntory was the largest single contributor to the value sales of new soft drinks last year – responsible for 30.1% share of the this growth.

It highlights just how much our portfolio of great drinks supports impulse sales.

RN What lies behind the decision to launch with a £1 pricemark?

MS One of the benefits of pricemarking is it helps products stand out on shelf, grabbing the attention of consumers and encouraging sales.

The "£1" price point has been found to be popular for both consumers and retailers. In fact, 63% of retailers would rather have a "£1" pricemarks than a "two for £1.50" price-mark, according to our research.

** Company CV **

Company Lucozade Ribena Suntory
Head of market, strategy and planning
Mark Sterratt

Profile Manufacturing Ribena and Lucozade, Lucozade Ribena Suntory took over two of Britain's best-selling soft drinks brand from GlaxoSmithKline in January 2014.

Latest news Two independent-only new flavours have been launched – Blackcurrant Bliss and Pineapple Punch – ahead of the start of the seasonal soft drinks sales spike, usually beginning in May.



**

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THIS WEEK IN MAGAZINES



Best of British

WONDERFUL WILDLIFE IN THE SPOTLIGHT

As the seasons change the animal world comes out of hibernation, leading to some surprise sightings, featured in this first issue

SPRING HAS sprung and the great outdoors is firmly on publishers' minds, with The Chelsea Magazine Company releasing one shot *A Year In The English Garden* on Wednesday, allowing gardeners to plan their horticulture 12 months ahead. Now Kelsey Media is launching another new title, following the release of pottery-focused magazine *Claycraft* in February. *Illustrated Wildlife of Britain* is described as a pictorial guide to the natural wildlife of the British Isles and will focus on a different habitat with each issue. Issue 1 looks at garden visitors, including wandering mammals, amphibians and reptiles.



**ILLUSTRATED
WILDLIFE OF BRITAIN**
On sale 21 April
Frequency bimonthly
Price £4.20
Distributor Seymour
Display with BBC
Wildlife and National
Geographic

Round up



Jennifer Hardwick

Magazines reporter
jennifer.hardwick@newtrade.co.uk

WHAT MAKES YOU A SPECIALIST?

It's not a question with a straightforward answer, but there are ways to try and measure it.

One suggestion made by the NFRN when I asked for its take, was to consider the amount of space a store gives to the category – giving an approximate of five metres of shelving as the amount needed by a specialist.

Beyond that it's an in-depth knowledge of the best titles available, as well as the ones which appeal most to your customers.

Even within a number of dedicated magazine stores I've visited in London, there's a surprising amount of disparity between their most popular title lists. West End customers tend to be predominantly interested in fashion titles, while those at my most recent visit, publisher Monocle's Kioskafé in Paddington, have a preference for lifestyle-focused magazines.

This week, I spoke to Susan Hefferon – Frontline's senior sales development manager – about making the most of your best-selling titles. Frontline distributes 10 of the top 20 magazines for independents – Radio Times, TV Choice, Take a Break, That's Life, Closer, Motorcycle News, Total TV Guide, Yours, Heat and Bella.

Susan said these 10 deliver £41m a year in RSV to independents. She said for titles as successful as these the front cover "acts as a sales tool", and recommends putting them front of fixture and fully faced to maximise the opportunity.

"My other recommendation for you to drive impulse sales is to stock the brand extensions," she said.

"By stocking Take a Break Series and displaying next to the parent title, for example, it would boost your revenue by making it easy for your customers to multi-purchase."

Becoming a specialist in your own area and trying new titles on the front of your stands whenever possible are both good steps to take to grow your sales.

MARVEL
GUARDIANS OF THE GALAXY
VOL. 2
STICKER COLLECTION

BRAND NEW!
STARTER PACK
£2.99
STICKER PACKETS
50P

ON SALE NOW!

IN ALL GOOD NEWSAGENTS

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THIS WEEK IN MAGAZINES



Bestsellers Primary boys

Title	On sale date	In stock
1 Beano	22/04	<input type="checkbox"/>
2 Lego Ninjago	26/04	<input type="checkbox"/>
3 Lego Star Wars	03/05	<input type="checkbox"/>
4 Transformers: Robots in Disguise	28/04	<input type="checkbox"/>
5 Star Wars Adventures	26/04	<input type="checkbox"/>
6 Lego Nexo Knights	03/05	<input type="checkbox"/>
7 Ultimate Spider-Man	20/04	<input type="checkbox"/>
8 Mega	26/04	<input type="checkbox"/>
9 Cars	26/04	<input type="checkbox"/>
10 Dinosaur Action	05/05	<input type="checkbox"/>
11 Marvel Heroes	27/04	<input type="checkbox"/>
12 Star Wars Rebels	n/a	<input type="checkbox"/>
13 WWE Kids	26/04	<input type="checkbox"/>
14 Teenage Mutant Ninja Turtles	27/04	<input type="checkbox"/>
15 Horrible Histories	03/05	<input type="checkbox"/>
16 Scooby Doo	04/05	<input type="checkbox"/>
17 Get Busy	31/05	<input type="checkbox"/>
18 Wild Wheels	19/05	<input type="checkbox"/>
19 Strike It	11/05	<input type="checkbox"/>
20 Danger Mouse	10/05	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



STRIKE-IT

This issue includes 10 free posters as well as this season's top transfers, a revelation of the most expensive football squads in the world and a feature on Europe's hottest goal scorers. Elsewhere is celebration of Leo Messi's 500th competitive goal for Barcelona and a selection of puzzles. Free gifts include an official Panini sticker packet and a Panini Superstars figurine.



On sale out now
Frequency 4-weekly
Price £3.99
Distributor Marketforce
Display with Match of the Day, FourFourTwo



HISTORY TODAY

History Today is relaunching with a bold new masthead on its May issue, designed to make the title stand out on shelves and give instant identity. The redesign will see 40 extra pages in each issue and the magazine printed on premium-quality paper - which, publisher MDL says, will enhance the magazine's illustrations - while new fonts and page layouts will increase its readability. It is the title's most significant change since 1980.



On sale 20 April
Frequency monthly
Price £5.20
Distributor Marketforce
Display with BBC History, History of War, All About History



SHOWCASE: PLAY-DOH

This month Egmont's Showcase magazine features classic brand Play-Doh. The issue comes with a giant poster, stickers and four tubs of Play-Doh. The double-sided poster includes an alphabet chart and a colour-in garden scene. Inside the magazine is a range of creative activities including animal masks to make, pictures to colour, models to build and puzzles to complete.



On sale out now
Frequency monthly
Price £3.99
Distributor Seymour
Display with Thomas & Friends, Bob the Builder



ASTONISHING SPIDER-MAN

Crisis faces Spider-Man and Silk in this issue, as they go back in time and accidentally stop their own creation from happening. Meanwhile, Doctor Octopus has been trapped in the body of The Living Brain for months and hiding in the heroes' plain sight, but now is the time he chooses to take action. Elsewhere, Spidey and Deadpool just want some R&R but Itsy Bitsy has other ideas.



On sale 13 April
Frequency fortnightly
Price £3.99
Distributor Marketforce
Display with Guardian of the Galaxy Vol 2, Marvel Heroes



SPARKLE WORLD

Sparkle goes out with a one-off price increase this month to reflect the special covermount gift of a Shopkins Party Set. Priced £3.99 as opposed to the usual £2.99, the issue also includes a 12-page Barbie Workpad with stickers, a Winx Club tall card activity and stories and puzzles from My Little Pony, Shimmer and Shine, Rainbow Magic, Care Bears and lots of other children's favourites. There is also an opportunity to win prizes from Shopkins, Shimmer and Shine and Disney.



On sale out now
Frequency monthly
Price £3.99
Distributor Comag
Display with Disney Princess, Barbie Magazine



THE BESTSELLING ARROWWORDS TITLE SINCE 1995!

PLEASE STOCK AND DISPLAY PROMINENTLY

ON SALE
20 APRIL



ANGLING TIMES

The coarse angling season has just started so keen anglers in your area may well be on the lookout for some tips. Angling Times is the number one coarse angling title in the market, according to publisher Bauer. Ranked the 34th bestseller for independents, the title covers all the latest news, tips and photography to cover all the needs of a coarse angler.



On sale 18 April
Price £1.99
Frequency weekly
Distributor Frontline
Display with Improve Your Coarse Fishing



FIRST NEWS

First News has a special glossy issue this week for a Wonders of the World Special. The childrens' current affairs title will feature its selection of the world's weirdest and most wonderful hidden destinations with the aim of opening young readers' eyes to places they might never have heard of. Previous special editions have resulted in an increase of up to 2,000 copies on the average base sale.



On sale 21 April
Price £2
Frequency weekly
Distributor Seymour
Display with New Statesman, Prospect, Private Eye



PEPPA PIG

Peppa Pig magazine has a spring feel this issue with a little explorer set including a set of binoculars, a ladybird and some shiny bugs. The magazine includes stories, activities and reward stickers all based around the popular children's character, her family and friends. This issue also has a Pop-up Frog card and a competition to win a family trip to Peppa Pig World.



On sale out now
Price £2.99
Frequency fortnightly
Distributor Comag
Display with Fun To Learn Friends, Peppa Pig Bag O' Fun



SCOOBY-DOO

This issue of Scooby-Doo comes with a free Scooby snack launcher, promising "munchies madness" to readers. Content includes the usual mix of competitions, fact files, puzzles and comic strip. Fans can also create a sticker scene in the desert and discover what Shaggy is daydreaming about this week. Meanwhile, this issue's mystery case for the gang to solve is all about a terrifying pirate.



On sale out now
Price £3.99
Frequency monthly
Distributor Marketforce
Display with Lion Guard, Essential X-Men



TAKE A BREAK'S SEASONAL PUZZLE COLLECTION

Take a Break's biggest collection is back, with 164 pages of fun puzzles. There's £500 to be won, as well as the usual free pen, and content includes a selection of wordsearches, sudokus, codebreakers, arrowwords and more.



On sale 21 April
Price £3.39
Frequency irregular
Distributor Frontline
Display with Take a Break, Take a Break's Take a Puzzle

Retailer viewpoint

Gerald Thomas
Arcade News, Ammanford, Wales



I tend to have a lot of older men coming in for the ship, rail and model magazines. They are always looking for something to read and I am one of the only stores in the area which caters to that market, so it brings them in.

They will usually buy at least two or three when they come in and they will always take the time to browse and see what's interesting in different titles.

Sometimes they see other magazines advertised in the ones they have and will come in and ask whether I can order that one in, to which I always say 'no problem'.

We also do very well with puzzle magazines. Again, it tends to be the older generation – normally elderly ladies – who come in for them.

I try to sell as many different titles as possible and I don't normally have many returns at all, which goes to show how popular they are.

When the children are on school holidays more parents come in looking for magazines and the publishers have prepared for this by putting the prices up, but they also put a better toy or gift on the front.

Children come in and see the nice toy and they want them, but you don't get much brand loyalty. It can be really hard to know what will sell next week because it's pretty much the better the gift, the better it will sell.

I think parents who come in here know the child is more interested in the toy than reading the magazine.

As well as regular customers coming into the shop I sell a lot of magazines on HND. TV titles always do well on delivery.

Top tip

Vary your range.
Try something different to what they have in the supermarket.

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NEW COLLECTABLES AVAILABLE FROM

TOPPS

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THIS WEEK IN MAGAZINES

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 020 7689 3350
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Collectables

Title	No	Pts	£	Title	No	Pts	£	Title	Starter	Cards	Title	Starter	Cards	
Amercom UK				Hachette				Panini				Topps		
Ships of War1540 11.99				Art of Crochet86120 2.99				Doctor Strange				Disney Princess		
DeAgostini				Art of Cross Stitch1690 2.99				Trading Card Collection 4.991.00				Trading Card Game 4.991.00		
				Art of Knitting11790 2.99				Fantastic Beasts and Where to				Match Attax 2016/17 4.991.00		
				Art of Quilting6890 3.99				Find Them Sticker Collection 2.990.50				Match Attax Extra 16/17 4.991.00		
				Art Therapy109120 2.99				FIFA 365 Sticker Collection 2.990.50				Num Noms sticker cll'n 2.990.50		
				Art Therapy 50 Mindful Patterns1480 4.99				FIFA 365 Trading Cards 4.991.00				Shopkins Sparkle Sticker Collection 2.990.50		
Enhancing your mind, body, spirit15120 3.99				Assassins Creed: the official collection580 9.99				Football 2017 collection 2.990.50				UEFA Champions League Official Sticker Collection 2016/17 2.990.50		
My Animal Farm1060 5.99				Build the U96138150 5.99				Frozen Northern Lights Sticker Collection 2.990.50				Premier League		
Jazz at 33 and third RPM3370 14.99				Dr Who Complete History4380 9.99				Guardians of the Galaxy volume 2 2.990.50				Sticker collection 1.990.50		
Simply Stylish Knitting6890 3.99				Draw The Marvel Way34100 4.99				Moana sticker collection 3.990.50				Star Wars Force Attax 4.991.00		
Star Wars Helmet Coll'n3460 9.99				Judge Dredd Mega Collection5980 9.99				Paw Patrol 'A Year of Adventures' Stickers 2.990.50				Star Wars Rogue One 4.991.00		
The Beatles Vinyl Collection423 9.99				Marvel's Mightiest Heroes87100 9.99				My Little Pony 2.990.50				Star Wars Rogue One Sticker Collection 2.990.50		
Zippo Collection4260 19.99				Transformers GN Collection980 9.99				Beauty & the Beast Sticker Collection 2.990.50				Trolls Trading Card Game 4.991.00		
Eaglemoss				Warhammer1780 9.99				Magic Box				Trolls Sticker Collection 2.990.50		
				RBA Collectables								WWE Slam Attax Takeover 4.991.00		
				Real Life Bugs & Insects3460 0.99								WWE Ultimate Sticker 2.990.50		
				Panini								DeAgostini		
				F1 Collection2760 9.99								Magiki Mermaids 2.50		
												Frogs & Co 1.99		

Newspapers

Daily newspapers					Saturday newspapers					Sunday newspapers				
price/margin pence/margin %														
Sun	50p	11.15p	<div></div>	22.3%	Sun	70p	14.98p	<div></div>	21.4%	Sun	£1	21p	<div></div>	21%
Mirror	70p	14.98p	<div></div>	21.4%	Mirror	£1.10	22.6p	<div></div>	20.6%	Sunday Mirror	£1.40	29.40p	<div></div>	21%
Mirror (Scotland)	75p	16.05p	<div></div>	21.4%	Mirror (Scotland)	£1.10	22.6p	<div></div>	20.6%	People	£1.40	29.40p	<div></div>	21%
Daily Record	65p	14.3p	<div></div>	22%	Daily Record	90p	19.8p	<div></div>	22%	Star Sunday	90p	19.89p	<div></div>	22.10%
Daily Star	30p	7.26p	<div></div>	24.2%	Daily Star	50p	12.085p	<div></div>	24.17%	Sunday Sport	£1	24.3p	<div></div>	24.3%
Daily Mail	65p	14.5p	<div></div>	22.31%	Daily Mail	£1	21p	<div></div>	21%	Mail on Sunday	£1.70	35.70p	<div></div>	21%
Express	55p	13.31p	<div></div>	24.2%	Express	80p	17.152p	<div></div>	21.44%	Sunday Mail	£1.70	35.70p	<div></div>	21%
Express (Scotland)	50p	12.10p	<div></div>	24.2%	Express (Scotland)	80p	18p	<div></div>	22.5%	Sunday Telegraph	£2	45.50p	<div></div>	22.75%
Telegraph	£1.60	34.4p	<div></div>	21.5%	Telegraph	£2	48p	<div></div>	24%	Sunday Times	£2.50	52.50p	<div></div>	21%
Times	£1.40	30.1p	<div></div>	21.5%	Times	£1.50	35.25p	<div></div>	23.5%	Observer	£3	73.50p	<div></div>	22%
FT	£2.70	54p	<div></div>	20%	FT	£3.50	79.1p	<div></div>	22.6%	Scotland on Sunday	£1.70	39.95p	<div></div>	23%
Guardian	£2	44p	<div></div>	22%	Guardian	£2.90	63.8p	<div></div>	22%	Racing Post	£2.60	61p	<div></div>	23.46%
i	50p	12p	<div></div>	24%	i Saturday	60p	14.4p	<div></div>	24%	Sunday Herald (Scotland)	£1.70	35.7p	<div></div>	21%
i (N. Ireland)	50p	12.5p	<div></div>	25%	i (N. Ireland)	60p	15p	<div></div>	25%	Sunday Express	£1.40	29.65p	<div></div>	21.18%
Racing Post	£2.30	54.0p	<div></div>	23.48%	Racing Post	£2.60	61p	<div></div>	23.46%	Sunday Post	£1.60	33.6p	<div></div>	21%
Herald (Scotland)	£1.30	29.90p	<div></div>	23%	Herald (Scotland)	£1.70	39.1p	<div></div>	23%					
Scotsman	£1.50	33.75p	<div></div>	22.5%	Scotsman	£1.95	43.88p	<div></div>	22.5%					

Weight Watchers 8-9 April					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,595g	1,145g	215g	8	70g
Sunday Times	975g	590g	50g	2	45g
Mail on Sunday	870g	300g	235g	8	70g
Sunday Telegraph	805g	450g	75g	4	45g
Times	800g	415g	105g	6	50g
Guardian	790g	275g	10g	1	10g
Mail	660g	225g	100g	2	85g
Observer	550g	90g	60g	2	55g

Insertion payment guide

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

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

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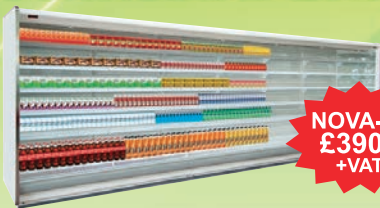


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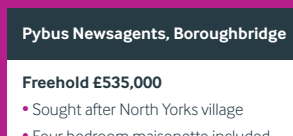


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