

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 07.04.2017



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Shaping the future
of independent retail
since 1889



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WELCOME

This week we show
traditional newsagents
can be just as
progressive as any
convenience store

ADAPTING
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Editor

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For the past two weeks, RN's cover has featured innovative c-stores introducing profitable new additions like hot food counters. This week, however, we show traditional newsagents can be just as progressive.

Sitting boldly on the side of Cleveland retailer Martin Ward's van is the slogan "we are more than a newsagent". While news and magazines are performing well for him, in this week's Lookbook Martin says he's always on the hunt for opportunities to complement his core offer.

However, an RN investigation this week shows 500 retailers a year are switching from newsagent to convenience store. Cambridgeshire retailer John Green shares a great example this week. News and mags remain important, but he's seen huge chilled growth following a refit and through working with the Independent Achievers Academy.

In his guest column, NFRN chief executive Paul Baxter shares how the federation is helping members like Martin and John stay at the cutting edge of retail trends. Booker boss Charles Wilson will be speaking at next week's national council meeting about what the Tesco merger means for them. You can find out more next week.

Yet there are also some who choose to remain news specialists and the NFRN estimates 5,000 retailers have more than five metres of magazine shelving. Whether you're a news specialist, newsagent-plus or a c-store invested in news and mags, RN will give you the tools to make the categories profitable – and the ideas to grow your business around them.

BREAKING NEWS

Menzies deal 'no impact' on service

Menzies has told retailers a proposed merger with parcel delivery company DX Group would have "no impact" on its service to them.

The deal, which is expected to be completed in the summer, would see the distribution arm of Menzies split from the aviation arm.

John Geddes, group company secretary and corporate affairs director, told RN: "Our strategy is to use our assets more during daylight hours because newspaper and magazine delivery is traditionally an overnight operation, so we are trying to enter the UK logistics market and we think this is a combination which makes sense."

Tony Rook of Buckleys Newsagents in Lossiemouth, said: "As long as it doesn't interfere with the newspaper delivery side I'm quite happy with it."

NLW forces hours cut for 70%

More than 70% of convenience stores have had to reduce the number of staff hours in their business as a result of the National Living Wage (NLW).

Research conducted by the Association of Convenience Stores showed 74% of convenience stores of all ownership types have reduced staff hours.

Of those that have laid off staff in the last 12 months, 76% reported this was as a result of increased employment costs.

Vip Panchmatia, of the Hexagon Store in Hampshire, said: "If you have 400 staff hours per week, then the extra 30p adds up to £120."

More than 100 attend NFRN trade show

More than 100 retailers attended a trade show organised by the NFRN and Prime cash and carry in Gillingham, Kent. The event on 30 March was also attended by representatives from companies including Camelot, Ritmeester, Coca Cola and PepsiCo. As well as trade stands there were seminars organised by the NFRN on the National Lottery, news and magazines, EPoS and Retail Mutual.



Nisa chief says group will 'embrace the disruption' 'There's going to be a lot of pain'

Symbols to capitalise on Tesco merger uncertainty

by Charlie Faulkner and Tom Gockelen-Kozlowski

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Symbol groups should enjoy the "painful" uncertainty caused by the Tesco-Booker merger and capitalise on the opportunity to sign up new members, an industry boss has told RN.

Nick Reid, chief executive of Nisa, said over the next 18 months Booker retailers are set to suffer an "enormous disruption" – a situation he intends to take advantage of.

"It would be churlish of me to say that in three

years' time, if the deal goes ahead, it won't be a threat – we've all heard Charles Wilson talk about range, service, price and choice," said Mr Reid.

"But I think if you're sitting there as a Budgens or a Londis business, you've gone through the pain of being acquired by Booker and everything that goes with that. And now you've got the uncertainty of another 18 months where you don't know what the upside will look like.

"You can argue that could be quite an exciting proposition, but there's

going to be an enormous amount of pain and, as a result, quite a lot of fall out," he said. "Our job is to enjoy and embrace the disruption but also present opportunities for our members to grow their businesses."

The comments come days after it was revealed several of Booker's biggest shareholders have reduced their stakes.

City analyst Clive Black said this is a result of Booker's "vulnerability" should the deal be blocked. Tesco shareholders, meanwhile, have gone public with their

concerns over the £3.7bn deal.

Mr Black also said Tesco signing a new three-year distribution deal with Palmer & Harvey last week is significant because it reduces the pressure the merger has on Booker's competition.

Writing in RN this week Paul Baxter, NFRN chief executive, said members who are Booker customers will have the opportunity to quiz Booker's chief executive Charles Wilson when he attends the NFRN spring national council next week.

Thumbs down for new alcohol rulings

Restrictions on alcohol promotions and an increase of licensing fees across England and Wales has been heavily criticised.

The House of Lords Committee Review has recommended further restrictions on alcohol promotions – which are already in place in Scotland – while also allocating

power to local authorities to increase licensing fees in their area. The moves would mean additional costs for local shops, pubs, and restaurants.

The committee has also said the minimum alcohol pricing scheme should be rolled out nationwide if successful in Scotland.

James McCormick, of

Bargain Booze in Skelmersdale, Lancashire, said he does a lot of multi-buy deals on spirits and beer and is concerned it would negatively impact his business.

"I don't think this will stop people drinking who are addicted," he said. "I stopped doing deals on strong lager a while ago, and

people still buy it."

James Lowman, ACS chief executive, said: "While we broadly welcome the committee's report, calls for restrictions on alcohol promotions and citing in-store are a blunt instrument that will harm all consumers, instead of targeting the minority that consume alcohol irresponsibly."

Australian retailer boosts sales with toys, gifts and collectables NFRN: know your area needs

Think beyond traditional categories to find growth

by Jennifer Hardwick

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Traditional retailers must “think outside the prism of being a newsagent” to be successful with new and unconventional product lines.

Australian retailer Mark Fletcher told RN retailers need to “break out of their comfort zone”, and find inspiration from competitors who are successful with other products in their area.

Mr Fletcher, who owns three shops in Melbourne as well as being chief executive of 238-store group NewsXpress, said

Australian newsagents have diversified further than their UK counterparts with categories including homeware items, toys, gifts and collectables.

“NewsXpress stores are very successful with high-end collectable teddy bears and some of them are now selling \$300 to \$400-worth of teddies a day. If you’d have said to them three or four years ago they would never have believed it,” he said, adding jigsaw sales are currently up 16% year-on-year across the portfolio.

“The real growth is coming from hobby products but not necessarily the ones

you would expect,” he said. “A lot of retailers tend to think within the prism of being a newsagent and in today’s world they can’t do that.”

Data from the Association of Newspaper and Magazine Wholesalers shows around 500 stores a year in the UK are switching from identifying as newsagents to identifying as convenience stores.

But the NFRN’s head of news Brian Murphy said news “has the widest breadth and depth of any consumer interest category”. Retailers choosing to add to it must know what

will work in their area, he said.

Kishan Patel, a retail analyst for property agency Christie & Co, said buyers purchasing traditional newsagents are finding ways to incorporate extra elements such as food to go or an off-licence area.

“Traditional newsagents used to have one side of the wall covered in newspapers and magazines. But people buying those stores are splitting the wall in half and use half of it for alcohol or other high-profit products,” he said.

● *Why Martin Ward is “more than a newsagent” – p6*

Tobacco changes hit store sales

Rising tobacco prices and poor availability of the smallest pack sizes are adversely affecting business, with one retailer’s cigarette sales cut by nearly a third.

Following the Spring Budget, the price of 20 cigarettes rose by 2% above inflation, raising the price by 35p, while stocks of 10-packs and 9g and 12.5g packs of hand rolling tobacco are diminishing in preparation for EUTPD II regulations.

Justin Whittaker, of MJ’s Premier in Oldham, told RN: “It’s having a massive effect. We’ve had a 30% downturn in sales.”

Jayesh Parekh, of Cost-cutter in Manchester, said he is selling fewer non-tobacco items as a result of the changes.

“My customers are buying bigger packs so they’re coming to my store less often,” he said.

Soaring bank fees are worry

A Welsh retailer has raised concerns over business banking charges which are set to treble.

Peter Robinson, of Robinson Retail in Pembroke, was informed by Co-op bank his deposit charge will increase from 15p to 40p, per £100 banked over £3,000.

“I deposit around £20,000 weekly so this charge will cost me an additional £80 per week,” he said.

From June, all deposits made to business accounts will cost 40p per £100 no matter how large the deposit or how it is deposited.

A spokesperson for the Co-op said it had reviewed its tariffs to standardise them across its range of business products.

News UK seeks out more loyalty

News UK has launched a loyalty scheme offering readers £5 a month if they buy The Sun every day for the entire month. The scheme is being trialled with The Scottish Sun with plans to roll it out nationally later this year. Stefanie Roberts, News UK trade marketing manager, said more than 700 Scottish stores were visited this week.



Retailers halt promos to protect margins

Wholesale price rises of up to 25% have forced retailers to halt in-store promotions to protect their margins, with wine and premium spirits hit the hardest.

Mina Patel, owner of Coborn Food & Wines in east London, told RN she is absorbing the costs of some products rather than

passing them on to her customers.

“We’ve noticed more of a rise on higher-strength alcohol in the last couple of months, with a 10-25% change across all alcohol,” said Mrs Patel. “We’re using RRP and taking the hit but it’s not sustainable.”

Kay Patel, owner of

Global Food & Wine in London, has also seen a rise in wholesale price. He has been forced to remove all spirits promotions, including Grey Goose and Stolichnaya vodkas – an area which had created a point of difference for his store.

Andrew Taylor, from

Taylor’s Convenience Store in Hull, has removed promotions on one of his most popular wines, forcing an effective bottle price rise of 43%.

“Echo Falls was three for £10.50 last year but now the absolute minimum we can sell a bottle for is £4.99,” he said.

STORE LOOKBOOK



Ready for the future

With a successful HND operation and stable news bill, Martin Ward is already a successful newsagent.

It's his thirst for finding new ways to attract customers and turn a profit that makes his business fit for the future, however.

Chris Rolfe reports

In the 11 years Martin Ward has owned Cowpen Lane News in Cleveland, he has faced a challenge: how to appeal to regular and new customers of all ages with just 441sq ft of floor space to work with.

To meet it, he has focused on a regularly-updated range of products and services tailored to local council estate residents and industrial estate workers.

Doing so, he says, has resulted in sales growth in several core categories, but also the maintenance of a steady newsbill and HND business for the past decade.

Martin's first opportunity to develop his in-store services came two years after he bought the business, when his post office counter was removed.

"I thought that would be the end of my business, but the shop has gone from strength to strength because we made sure we didn't lose out when the post office went," Martin says.

The day the counter was removed, he arranged for PayPoint and an ATM to be installed and began selling stamps. He also made helping elderly people, who most relied on his post office adapt to the change a priority.

"We taught pensioners who had never used an ATM before how to do this so they could still draw their pensions here. They trust us, and continue to shop here," he says.

Since then, Martin has added other

services such as parcel collection with UPS and, last month, a full National Lottery terminal.

The loss of the post office also gave Martin the chance to expand into convenience and attract lunchtime sales from workers on the nearby industrial estate. With space for a larger chiller, he trebled his chilled range, adding soft drinks, sandwiches and pies.

More recently, he has built on this by introducing an off-licence. With space at a premium, and acting on customer requests for a simple range to shop from after work, he has focused on a basic selection backed by strong promotions.

"They want basic wines and beers, so we stick to a tight range of Foster's, Carling, John Smith's and Stella, along with white, red and rosé wine," says Martin. "Booker's Shop Locally deals are brilliant, so we base some of the range on them. Bottles of Echo Falls for £5.50 are really popular at the moment."

These promotions have spurred Martin to modernise core ranges too.

"We had small packets of crisps before, but we ran a deal on larger packs of Doritos for £1. They went so well we now have a full £1 range of things like Quavers, Walkers Cheese & Onion and Salt & Vinegar. Our crisps sales are up around 30%," he says.

Key to the success of new ranges like these and their ability to attract younger



I like to see which new products retailers in RN are trying. I want to be one of the first to stock them so I look for them at the cash and carry.” MARTIN WARD



“What we’re doing is working, but we’re always looking for new ideas”

INFORMATION

Size

441 sq ft

Turnover

£10,000 a week minus PayPoint and Lottery

Average basket

£6.80



STORE LOOKBOOK



Martin has been on the hunt for more ways to attract customers

customers is Martin's Facebook page, which he uses to flag up new additions in-store.

"When loom bands were huge a couple of years ago, we advertised them on Facebook. We had a delivery of 100 starter kits one Friday night, posted about it and had sold out by 10am on the Saturday morning," he says. "It's about getting the message out that we're more than a traditional newsagent."

That said, while Martin has expanded his offering, newspapers and magazines remain core to his business. Here, while he has reduced magazine sales space from 3.5 metres to one metre and a spinner, his shop-save service attracts regular weekly sales.

"I save a high proportion of the magazines I sell – around 35 titles a week. Some of these are specialist titles like *Ships Monthly*, which costs £4.20, so it's worth it."

Home news delivery is another lucrative area, not least because Martin added 60 new customers when a nearby retailer closed five years ago, taking his base to 130.

"I've worked hard to maintain newspaper and magazine sales and doing so means my Menzies bill has stayed constant over the past 10 years. What we're doing is working, but we're always looking for new ideas," he says. ●



Want to see more of Martin's store? Go to betterretailing.com/martin-cowpen-lane-cleveland

SYMBOL NEWS

Ambitious retailers driving symbols

Entrepreneurial retailers are driving forward symbol group expansion, according to Nisa chief executive Nick Reid.

According to the group, 30% of new store openings last year were undertaken by existing Nisa members.

"When we look at the new stores we've opened this year, a very large proportion of them are from existing members," said Mr Reid. "We have ambitious entrepreneurial members and making sure we put them in front of these opportunities is really important."

While he announced the company has invested in its recruitment team, Mr Reid has also been involved directly. "I get messages from agencies on a weekly basis, trying to sell me stores. I know who's trying to grow their business and can push these opportunities off to them," he said.

Amazon's checkout-free delay

The roll out of Amazon's checkout-free convenience store Amazon Go is expected to be delayed after reports its Seattle pilot store is facing problems.

The system is reported to be struggling to cope with more than 20 customers at one time.

However, the online giant is now trialling drive-through grocery stores called AmazonFresh Pickup in the US.

Shoppers visiting the two new sites, also in Seattle, never have to leave their car but order products online in advance and their order is hand-delivered by an Amazon employee when they arrive.

Targeted investment key part of new store format Wheeled units for meal-specific displays

Modular development is the future says Nisa boss

by Tom Gockelen-Kozlowski

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Modular store developments will allow retailers to develop their businesses in an era where high costs make large investments prohibitive, a symbol group boss has said.

Speaking at the launch of Nisa's new Store of the Future 2 format, chief executive Nick Reid said expecting large numbers of members to take on big-scale refits in an era of rising wages, business rates hikes and higher inflation, was unrealistic.

"We're clear we can't impose Store of the Future 2 as a job lot on members now – the pressures are too intense," he said.

"If you're going to invest in new refrigeration units, a new service area, floors, and fixtures and fittings you're looking at a big spend – up to six figures."

Instead, Mr Reid said the company's new strategy was about targeting investment in areas where businesses could find specific success.

"There are retailers who will be beers, wines and spirits focused, there will be retailers who are fresh and chilled focused and there are retailers who will be food to go focused.



The point is we allow you to develop the part of your business that is critical and let you make that step change," he said.

Developing the new concept, Nisa's head of format and development Darren May said he had also reduced the recommended space given to ambient

grocery products by 30% to make space for higher margin growth categories such as fresh and food to go.

"Whereas we previously made room for five or six pasta sauces, for example, we've reduced this down to two," said Mr May.

The new format, which

has provided an average of 6% increase in sales where trialled, features a number of units on wheels – from counters for hot food to promotional islands – that allow retailers to bring in meal-specific ranges and displays for certain parts of the day.

'Magic pound' driving sales for c-stores

The £1 price point is still king for independent retailers, but they hope wholesalers will follow Poundland with the introduction of £2 and £5 price points.

Northampton Premier retailer Jimmy Patel, relies heavily on the £1 price point, describing it as "the

magic pound".

"It's a psychological thing – items will always sell at that price because it's easy to understand, even if it's something that's only really worth 80p," he said.

However, he is worried Poundland's new pricing strategy could mean fur-

ther competition for independents.

Khuram Pervez, of Family Shopper in Newcastle, said he expects higher round points to become more popular.

"Booker is planning to introduce round price points of £2 and £5 on some lines but that hasn't been

implemented yet," he said.

Raj Aggarwal, of Wigs-ton Londis in Leicester, hopes higher round price points will be introduced by symbol groups.

"It's hard to keep the cost that low due to inflation, I would like to see in future it going up to £1.50 or £2."

NEWS & MAGS

Haymarket gives £50m boost to its car titles

Haymarket is investing £50m into its automotive magazines including What Car? and Autocar to develop its titles and increase sales.

Darren Pitt, Haymarket business director, told RN while the investment will be split into both online and print products, the publisher is committed to growing its titles and wants to provide more support to independents.

Editorial changes already made this year in Autocar were supported with 500 Autocar shelf talkers provided to independent retailers.

Mr Pitt said: "The improvements have already led to sales growth. We are working on other initiatives with independents. The value we place on independents is incredible and we know how important they are to our readers."

Local titles fighting on

Regional newspapers continue to offer sales opportunities for retailers in areas where publishers invest in their titles.

Research by the National Union of Journalists shows 22 local newspapers closed between November 2015 and March 2017, of which eight were paid-for, but in the same time period three new paid-for titles opened.

Publisher Taylor Newspapers launched paid-for title The Oxford Paper a year ago. Julian Richings, associate director, said the title has been profitable since day one and expects a long future. "We couldn't have done it without the independents' help," he said.

Local titles account for 15% of Kamran Hafeez, of Best-one Wiggleys in Cowley, Oxford, newspaper sales.

Growth strategy to boost sales for indies and HND Titles' popularity strong despite price rises

First TV tie-in as i joins Dave to drive HND sales

by Jennifer Hardwick

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The i has launched its first TV partnership deal with entertainment channel Dave with the aim of attracting more sales and HND customers.

The Johnston Press title has sponsored a series of short clips which run before the channel's most popular programmes – with the tagline "i sponsors characters on Dave".

The i's sales and marketing manager Paul Bacon said: "This is a great way

for us to access an audience which is also right for us. And in this era where there's a lot of awareness about 'fake news' it's a way to remind readers who might have lapsed of the merits of trustworthy content.

"We have had a great year with sales but this is a part of our growth strategy and working more with independent stores and getting on to more HND rounds is also a big part of that strategy."

TV advertising campaigns have become

rarer in recent years as publishers cut back on their marketing budgets, but the deal with the channel means Dave also receives advertising in the newspaper.

Graham Doubleday, of Newsmarket in Ashton under Lyne, said his sales of the i have been "very steady" since its launch in 2010, with ten daily sales including two HND copies.

"One HND customer switched from the Guardian to the i because of the price," he added.

Peter Wagg, of News on the Wharf, in London said: "The i hasn't seen the decline which most papers have had. It seems to be more stable and it's obviously not just to do with price because we didn't see a loss when the prices went up."

The i achieved its ninth month of consecutive year on year sales growth on its daily and Saturday editions in the latest Audit Bureau of Circulations figures, despite 10p price rises for both last September.

News UK team targets high football stores

News UK has recruited a field team to boost sales of the Times Literary Supplement, Wall Street Journal and Sunday Times Travel Magazine in London. The publisher has identified stores located in high football locations or near major travel points and is asking them to trial the products, as well as supplying PoS including branded bags and pens. 250 new retailers have signed up since the initiative began last month.



Bauer defends online-only 3D Mojo

Bauer Media has defended its decision to produce a 3D-cover special edition of Mojo available to buy online only.

The cover, celebrating 50 years of Pink Floyd,

depicts the band's inflatable pig Algie flying across it. An edition featuring the same content but with a regular 2D cover is available to retailers.

Phil Alexander, editor-

in-chief of Mojo, defended the decision over production and packaging costs.

"However, special editions help create a much wider awareness for the main issue and we always see an

uplift on the newsstand sale as a result," he said.

But Mark Ansell, of Liskeard News in Cornwall, called the move "disappointing" saying it was "double standards".

PRODUCT TRENDS



Add flavour to your cider range to stay on trend

by Dave Songer

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Retailers need to ensure flavoured ciders account for a third of their cider range to capitalise on the rising trend, according to Westons Cider, as latest figures reveal they account for three of the top four selling ciders.

Darryl Hinksman, head of customer marketing and insight at Westons Cider, producer of rhubarb-flavoured cider Rosie's Pig Flat Tyre, told RN fruit-flavoured varieties make the category more accessible.

"The evidence shows it's attracting more people to what is a gender-neutral category," said Mr Hinksman, who advised retailers to get the right mix between apple and other fruit and popular formats.

"Rough guidelines state that two-thirds should be apple and one-third fruit. Smaller and take-home packs are good sellers and more space should be allocated in the fridge for them as the weather improves," he said.

Flavoured cider recorded a 10.2% year-on-year rise,

according to IRI and Kantar Worldpanel data. For the second year in a row Strongbow Dark Fruit and Kopparberg's Mixed Fruit and Strawberry & Lime flavours were second, third and fourth to Strongbow Original.

Justin Whittaker, owner of MJ's Premier in Royston, told RN Strongbow's Dark Fruits variety is a must-stock product for him.

"It's been massive for us. We easily sell 30 cases of multipack cans a week and two cases each of 500ml and pint-sized cans," he said. "And that will only increase

as the weather improves."

Berry-flavoured ciders have overtaken alcopops in Linda Williams' Edinburgh Premier store. "Rekorderlig, Kopparberg and Old Moat are popular with younger people and women," she said.

Jack Daniel's has launched Tennessee Cider, available exclusively to Londis retailers, with plans to roll it out across the industry.

Peter Herring, assistant manager of Londis Shipway in Torquay, began stocking it last week and is optimistic about sales.

Pladis helps stores to 39% biscuit sales rise

Retailers who have worked with Pladis to improve their biscuit sales have seen a 39% sales uplift.

Speaking to RN, James Thomas, Pladis UK head of category development, said retailers needed to follow five key principles to boost sales – stocking top selling products, ensuring second sighting, positioning them in high footfall areas, using PoS to grab customers' attention and making pricing clear.

He said: "Stocking the best selling products has already resulted in up to a 39% sales uplift for some stores".

As part of its better biscuits initiative, Pladis has reviewed all category SKUs and picked out the top-performing 50 products that should be among retailers' biscuit ranges.

Kay Patel, a retailer in east London, experienced a 19% rise in six months by following Pladis' planogram and changing his stock.

"We introduced multipacks – they make a big difference," he said. "McVities Gold and Coco Pops bars were the stand-out products."

Low sugar KitKat on the way

Nestlé has revealed plans to launch a low-sugar variant of its KitKat, following Public Health England's (PHE) call on retailers to encourage shoppers to buy lower-calorie products.

PHE has challenged all sectors of the food and drink industry to reduce sugar by 20% by 2020.

Nestlé is due to release the bar in the coming weeks.

Cash in on gum and coffee opportunity

Retailers can boost sales of chewing gum by up to 20% by positioning packs next to coffee machines.

Manny Patel, of Manny's Convenience Store in Surbiton, told RN he increased sales of chewing gum by positioning packs by his coffee machine and also at his two tills.

"It works – coffee drinkers like to chew gum to prevent stains and also deal with the

odour," he said. "Since we made those changes our sales have seen a 20% uplift."

Gum manufacturer Wrigley backs Mr Patel, highlighting the opportunity to encourage additional impulse purchases.

"Retailers have a real opportunity to drive basket spend by offering cross category promotion with coffee and gum," said a spokesperson from the company.



BRAND SNAPSHOT



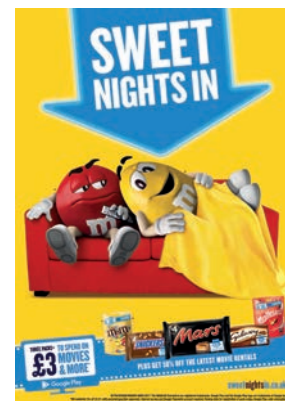
Festival fun with Boost

Energy drink Boost has released a limited edition flavour aimed at the festival season. Pomberri Blast is available in a 250ml can priced at 49p.



Munch Bunch

Nestlé's Munch Bunch has widened its range of kids' yogurt-style snacks with a banana and raspberry flavour, joining Squashums Huge Tubes.



Entertaining Mars

Mars has partnered with Google Play to offer 50% off home entertainment deals, including the latest movie rentals, TV shows and apps.



Low calorie Kopparberg

Swedish cider producer Kopparberg has added to its low-calorie range of ciders with Raspberry Light, which has 85 calories.



JD's cocktail time

Jack Daniel's has added a cocktail variant to its premix range of drinks. Lynchburg Lemonade contains Jack Daniel's, Triple Sec and lemonade.



Fat-free Müller

Dairy company Müller has introduced Müllerlight Kremas to the market. The Greek-style yogurt is fat-free and backed by a TV campaign.



Cracking crackling

Unilever brand Colman's has teamed up with snack producer Snaffling Pig for its latest pork crackling snack, Ham and Mustard flavour.



Bountiful Bounty

Mars has extended its range of protein products with Bounty Protein Bar. The coconut chocolate bar contains 200 calories and 19g of protein.



Walkers' winning ways

Walkers is giving shoppers the chance to win cash prizes including an annual salary payment and in-pack cash prizes of £5 notes.



Organic Tyrell's

Tyrell's has released a range of organic hand-cooked crisps and will be available in four varieties including Alpine Rock Salt and Emmental & Onion.



Healthier Crisp Apple

Merrydown owner SHS Drinks has launched a lower-calorie Crisp Apple Cider variant. The glass-bottled 5.5% ABV drink has 30% fewer calories.



Flavoured ketchups

Hellman's has launched ketchup flavours Honey and Red & Green. The two varieties will be backed by a £9m advertising campaign across TV and PoS.

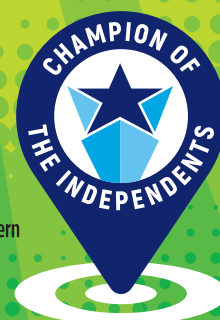
PUT A SPRING IN YOUR SALES!

YOUR
NO.2
ENERGY BRAND*



DON'T MISS OUT ON THIS GREAT PROMOTIONAL OFFER**

GIVE YOUR BUSINESS A BOOST STOCK UP NOW!



*IRI Marketplace Data: Symbol & Independents Channel and Northern Ireland Convenience, 52 Weeks Until Sales/Week to 11.09.16.

**From March while stocks last.

WHAT'S NEW



Abakus Foods

Jujube is a variety of dates from South-East Asia. It contains 20 times more vitamin C than citrus and is recommended as a natural sweetener in cooking, baking and smoothies.

RRP £1.79 (40g)

Contact www.abakusfoods.com



Tigg's

Tigg's has released a Smokin' Tomato dressing containing smoked paprika, red chilli and apple cider vinegar. It can be used as a sauce, marinade, dip or relish.

RRP £3.99 (250g)

Contact 07855 347313



Jake's Boost

Jake's Boost nut and seed butter range of products includes TigerBoost, a blend of cashews, brazils, sunflower seeds, tiger nut and coconut. It is sugar and dairy-free.

RRP £6.29 (190g)

Contact info@jakesboost.com



Beanies

Beanies Flavour Coffee is enriched with vitamin D and is available in three varieties – Vanilla Bean, Sherry Chocolate and Apple Cinnamon – and contains two calories a cup.

RRP £3.49

Contact 0800 8620235 / help@beaniesflavourco.com



Sea Herbs

The Pembrokeshire Beach Food Company's Sea Herbs are a range of individually packed seaweed varieties which have been picked in the wild, washed, dried and flaked.

RRP £3.50 (30g)

Contact 01646 278101 / fran@beachfood.co.uk



Köld Cocktails

Köld Cocktails are designed to be frozen at home and are available in four variants – Mojito, Cosmopolitan, Elderflower Martini and Lychee Martini, all of which are 8% ABV.

RRP £3.00-£3.50 (250ml)

Contact 0207 3521180 / tori@koldcocktails.com

☎ Dave Songer

✉ dave.songer@newtrade.co.uk

☎ 020 7689 3358



Yumpa

An energy bar made with high-protein cricket flour, Yumpa is available in three flavours; Cocoa-a-go-go, Tangy Thai and Peanut Salt Crunch, with more due later in the year.

RRP £2.29

Contact 07909 331316 / info@nextstepfoods.com



Kefir

Kefir is a digestive aid and an alternative to probiotic drinks. It is flavoured and can be consumed as a drink, dessert, or added to smoothies and poured over fruit and cereal.

RRP £1.59-£1.85 (250ml), £2.59-£2.95 (500ml)

Contact amelia@biotifuldairy.com

Focus

Alternative hydration

There are a huge number of soft drinks on the market containing increasingly diverse ingredients and stocking them could give your store a real point of difference. This week focuses on baobab, green tea and coconut varieties



Chosan

Chosan is an organic soft drink using African-inspired flavours. Its baobab flavour contains 48 calories and is made from a traditional recipe from The Gambia.

RRP £1.99

Contact 0208 899 6699



Love Kombucha

Kombucha is an organic soft drink made by fermenting tea. The natural fermentation process leaves it packed with organic enzymes, antioxidants and beneficial bacteria.

RRP £2.25 (250ml)

Contact 07429 336856



Coldpress

Coldpress fruit-flavoured coconut waters are available in flavours including Blood Orange Mandarin and Lime & Mint. Each bottle contains 76 calories.

RRP £1.90-£2.00 (250ml)

Contact shop@coldpress.co.uk

Peter Mann

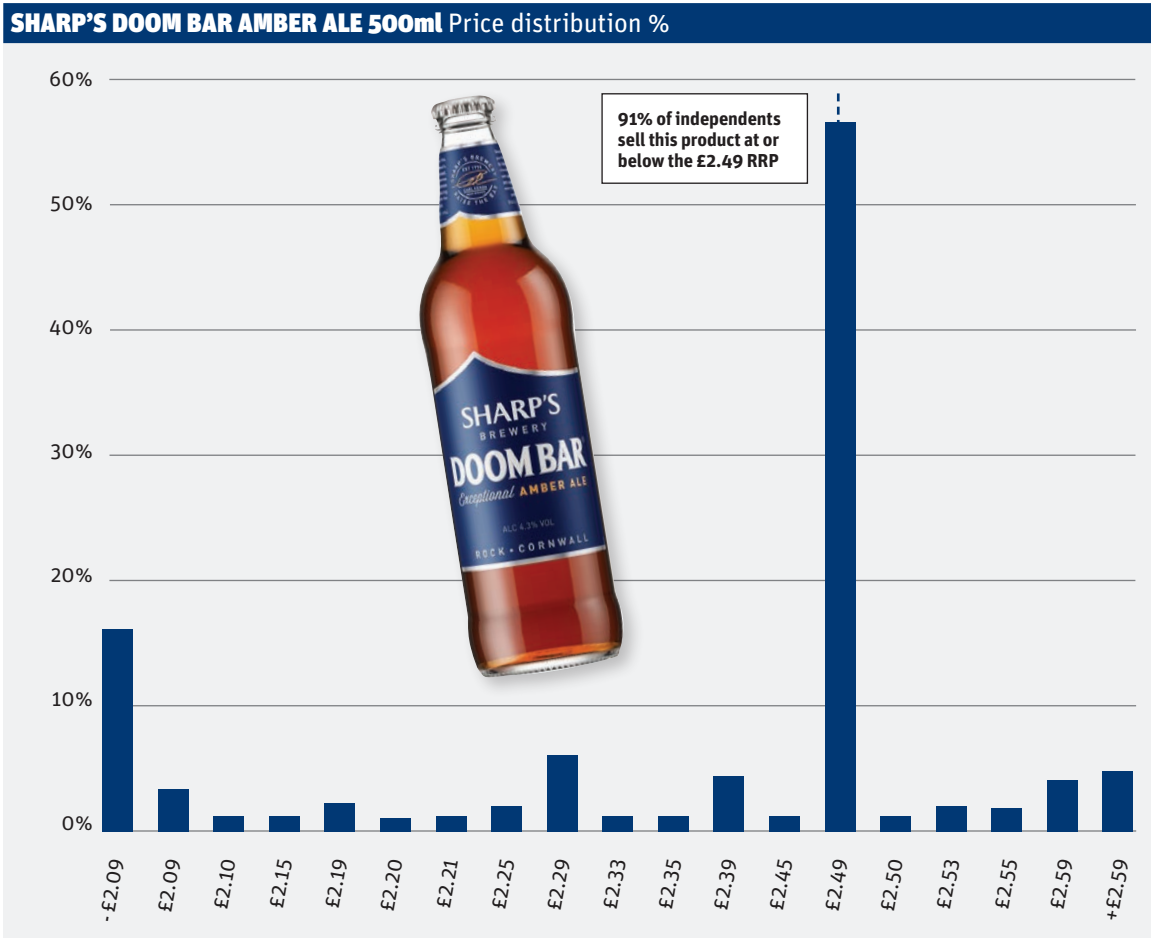
Nisa Local, Luton

We have a couple of Irish soft drinks that are popular – Cidona and Club Orange. Cidona is a sparkling apple drink and the other is flavoured with orange and lemon flavours. I think the reason people buy them is because they are something a little bit different.



PRICEWATCH

Profit checker Ales



Analysis

That more than half of retailers (58%) stick to the Booker RRP for Sharp's Doombar suggests uncertainty from many retailers as to how to approach a fast-growing, but nonetheless often specialist category. Yet the overall average price for this top seller is a full 10p less, helped down by deep discounting (the second most popular price is £1.99). Keen prices certainly seem to be effective according to this week's retailers, but so do multibuy promotions, with retailers accepting tighter margins to boost rate of sale. The range of pricing decisions made across store types on the table, right, also suggests this is a sector where the industry is yet to decide upon a set approach.

Price checker

PRODUCT
Guinness Draught 4-pack 440ml
John Smith's Extra Smooth 4-pack 440ml
Newcastle Brown Ale bottle 550ml
Guinness Draught 440ml
Sharp's Doom Bar Amber Ale 500ml
Old Speckled Hen bottle 500ml
Guinness Foreign Extra Stout 330ml
McEwan's Export 500ml
Fuller's London Pride Bitter 500ml
Hobgoblin Strong Dark Ale 5.5% 500ml
Bishop's Finger Ale bottle 500ml
Tetley Original 4-pack 500ml

How we drive our profit

Marija Lewis

STORE Bargain Booze
LOCATION Bridgend
SIZE 700sq ft
TYPE small seafront store

TOP TIP
I'd recommend using multibuy offers. People won't buy single bottles and it helps sales



Ales aren't big sellers like beer and wine. I find elderly customers go for ales, the established brands such as Marston's or Sharp's Doom Bar, and some younger drinkers try newer brands. We also have some popular Welsh ales such as Reverend James. Bargain Booze sends PoS material but I'm short of space. We sell them at the national price set by Bargain Booze and they do three for £5 offers so our margins are mixed. On single bottles it hovers around the 30% mark, but not many people buy single bottles because of the offer, so it's more like 20% margin.

Sandeep Bains

STORE Simply Fresh
LOCATION Kent
SIZE 1,700sq ft
TYPE high street

TOP TIP
Start with a basic range, your five to 10 best-sellers, and be competitive on price, then start to add more niche options



Margins on ales are mixed because we have a three for £6 offer, so it tends to be between 17% and 25% overall. But we get the odd product that goes up to 30%, and we had one we picked up on clearance that was 60%. We're less than half a mile away from the Shepherd Neame brewery, so we've got Spitfire, Whitstable Bay Pale and Double Stout and they all sell well. We try to mix it up. If we bring one in and it doesn't sell too quickly we'll swap it with another one. Ale drinkers are more willing to try new products compared to your average lager drinker.

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 HIGH STREET C-STORE IN SOUTH GLASGOW SUBURB	RETAILER 2 SMALL C-STORE AND POST OFFICE NEAR LARGE ANCASHIRE TOWN	RETAILER 3 DORSET VILLAGE NEIGHBOURHOOD STORE	RETAILER 4 NORTH CORNISH VILLAGE SHOP	RETAILER 5 LARGE C-STORE IN RESIDENTIAL BIRMINGHAM SUBURB	RETAILER 6 WORCESTER VILLAGE C-STORE AND POST OFFICE
£4.82	£4.89	£4.89	£4.89	£4.89	–	£4.89	£4.89
£4.37	£4.49**	–	£4.49	–	–	£4.00	–
£2.20	£2.49	£1.99	£2.49	–	£1.79	–	£2.49
£1.44	£1.59	–	–	£1.79	–	–	–
£2.39	£2.49	£2.49	–	£2.39	£1.99	–	£2.49
£2.43	£2.49	–	£2.49	£2.39	£1.89	–	£2.49
£1.60	£1.95	–	–	–	–	£1.89	–
£1.37	£1.59	£1.49	–	–	–	–	–
£2.55	£2.49	–	–	£2.39	£1.79	–	£2.49
£2.16	£2.19	£2.09	£2.09	–	£1.79	£2.09	£2.09
£2.23	£2.39	–	–	£2.39	£1.79	£2.29	£2.29
£3.89	£4.00	–	£4.00	–	–	£4.00	£4.00

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

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Paul Guppy

Holybourne Shop and Post Office, Hampshire



Tunworth cheese by Hampshire Cheeses



How did you discover them?

Hampshire has got so many brilliant producers it's hard to choose between them – we've got 13 lines of local suppliers for cheese and we discovered this company at a local farmer's market. We tried it out and decided to stock it.

Who is buying them?

A whole range of people buy it, it's just very good quality. Raymond Blanc called it "the best Camembert in the world" – a French chef endorsing a British Camembert is a pretty good sign. It's clean, chalky tasting, very powerful, so it's really popular with cheese lovers but everyone else too, really. It has won many international awards.

Why do you think it's so successful?

As well as its reputation we are able to undercut supermarkets and we might be the cheapest stockist for them in the country. It is £6.49 in our store but £7.99 at Waitrose, and I've seen it go up to £10 at some stockists online. We can sell it at a lower price because the company is just down the road. We sell around 12 wheels per week and make a margin of around 34%, which is pretty decent.

Narendra Singh Jadeja

STORE Londis,
LOCATION Waltham Forest, London
SIZE 1,000sq ft
TYPE residential

TOP TIP

Ale is a growing market because more people are drinking at home than in the pub, I reckon. I'd recommend it



I sell all

our bottled ales for £1.99. I get a margin of 20% with that and they sell quite well, and I bring in different types so there's always something new for customers to look at. With beer it's the same all the time. With ale, whether it's good or not, if customers are seeing it for the first time they become interested. I could sell them as a three for £5 deal and then put them up to £2.45 another week, but I sell them at £1.99 all year as it's easier. Sometimes you accept a lower margin at that price and sometimes you benefit.

Paul Keys

STORE Key News & Stores
LOCATION Sheffield
SIZE 500sq ft
TYPE residential

TOP TIP

Remember to keep ales that need to be chilled in the fridge and the ones that don't need to be cold are ambient



Locally-sourced

craft ales do really well. We do sell mainstream brands but they don't go quite as well. Sharp's Doom Bar sells at £1.87 a bottle and gets a 25.5% margin. We get a 20% to 30% margin on most bottles. We do Spitfire, Bishop's Finger and Whitstable Bay, all on promotion at two for £2.80 – they normally sell for £1.89 a bottle. The trend is definitely moving towards craft ales – there are breweries in Sheffield and the Bradford Brewery which we have 17 varieties of. It's important to keep an eye on trends – 330ml cans are now really selling compared to before. ●

YOUR NEWS

Retailer's sales soar following expansion

A Cornish retailer has grown sales by a further 7% above his expectations as a result of expanding his product range.

Chris Keeble took over Constantine Bay Stores in Padstow with his wife, Amelia, 13 months ago and has since added a 215sq ft extension, taking it up to 1,400sq ft. It has enabled him to broaden his offering.

"We increased our range of gifts by 100% and our wines by 10%, including homeware like cushions and local souvenirs. They're popular across the board, whether customers are campers or our affluent, local shoppers," he said.

Mr Keeble, who has been nominated for the Association of Convenience Store's Battle of the Best, plans to increase sales growth by a further 10% over the next year.

A question of loyalty

A village shop's survey revealed a third of its customers have been shopping at the store for more than 50 years, while also providing an opportunity to showcase its offering.

Meryl Pike, owner of Pike's Newsagents in Porthmadog, Wales, gave out 200 printed surveys to customers to find out more about them and how they use the shop.

"Out of the 87 forms returned so far, 30 have been customers for 50 years and some said 75," she said.

"We've had useful feedback on what we stock, we're now considering a loyalty scheme and we were able to highlight our coffee machine and products we stock which are out of sight."



Flower displays by Paul Stone and Kevin Hunt (inset)

Retailer's florist deal sees flower sales leap by 114% Other retailers report similar uplifts

'Partner a specialist and unlock additional sales'

by Helen Lock
RNreporter@newtrade.co.uk

Retailers need to partner with specialists for areas of their store they lack knowledge on, say store owners who have seen an uplift in flower sales of more than 100% after joining forces with local florists.

Kevin Hunt, managing director of Lawrence Hunt & Co - which owns 28 Spar stores in the north west - said he saw a 114% uplift in flower sales this Mother's Day by stocking arrange-

ments from a local florist in 14 shops.

"We started selling them in three stores in September after seeing how good they looked at a Spar in Marple," he said. "They did well at Christmas and Valentine's so for Mother's Day we sold them in 14 stores and they blew it out of the water."

"We took £18,500 on flowers compared to £8,600 last year. One shop alone took £2,200."

Paul Stone, of Marple Spar, said the store man-

ager had recommended trialling Flourish flowers in-store. "They gave us a sale-or-return deal at first so we could test them out, and they did well," said Mr Stone.

"We chose Marple initially because we've got space there and it's quite an affluent area," said Mr Stone. "The flowers encouraged wealthy shoppers to call in more."

The flower ranges are now in three more of his seven stores and are sold for between £10 and £15.

Rocky Leach, of Chellow Heights Service Station and Spar in Bradford, also keeps a regular display from local florist Lily Knight.

"We've seen a high rate of sale even though they are priced at £20 to £30 and we make a 25% margin on them," he said.

"It means we are offering strong competition to places like Waitrose and M&S who sell £10 bouquets. People don't want cheap petrol station flowers anymore."

IAA advice boosts store's sales by 35%

A retailer has seen a 35% sales boost across a range of areas in his store after receiving merchandising advice from the Independent Achievers Academy (IAA) and Mars.

John Green, of JR Green News Shop in Sawtry, Cambridgeshire, was visited last month as part of a twelve-week Academy

in Action tour.

"We have re-laid the stock in the fridge so the first thing people see are cheeses and meats instead of milk," said Mr Green.

"Customers were tending to pick up milk without browsing the rest of the food."

The change led to a 35%

increase in refrigerated product sales in March.

"We've also gained space to increase our range of Ginsters sandwiches and snacks on the go," said Mr Green.

He has seen an uplift in footfall as word spreads about the new lines he is now able to stock.

Mr Green added attend-

ing an IAA study day had inspired him to focus on setting up an in-store bakery next.

"My advice to retailers is try to stand back and look at your shop from a customer's point of view," he said.

● Academy in Action - p26, plus John Green's store visit next week.

COLUMNIST



Paul Baxter

Together we are stronger

By working together we can address the difficult issues independent retailers face. The NFRN seeks to demonstrate clear evidence of this at next week's meeting

Booker's merger with Tesco came back into the spotlight recently when one of the supermarket's biggest shareholders suggested the £3.7bn bid is too generous. So the attendance of the wholesaler's chief executive Charles Wilson at our spring national council next week is timely. For national councillors who are Booker customers, this offers a chance to quiz Mr Wilson about the benefits of the Tesco deal and what Booker hopes to deliver for them.

For many, this merger to create the UK's leading food business should be viewed as a great opportunity. It will result in further investment in Booker, keener pricing and improvements to choice and service. It will enable retailers to offer better value and quality and have greater access to Tesco's banking and payment service and its mobile phone network.

Roadshows have already taken place so Booker could reassure its members about the merger. Now, our spring national council meeting will offer NFRN members the opportunity to hear how all of Booker's 120,000 retail customers can benefit.

Mr Wilson will not be the only key figure to address national councillors on major industry issues though. Steve Dobie, Menzies Distribution's business manager, will discuss topics such as service levels and carriage charges. He will also give an update on the news and magazine market and how NFRN members are performing.

Earlier this year, we teamed up with Imperial Tobacco to educate

retailers on the growing dangers posed by the illicit market. So, we will also welcome a representative from the company to give an update on its Suspect It? Report It! campaign and to explain why NFRN members should get behind it.

Illicit tobacco sales cause irreparable damage to the independent retail sector and the communities they serve, reducing the sales of legitimate traders and giving people access to tobacco products with significant additional health risks.

Imperial will remind members this campaign shows how retailers, manufacturers and the public can work together to fight the criminal gangs who damage local businesses and communities by their trade in illicit tobacco products.

By working together, we can raise the awareness of all the dangers associated with illicit tobacco, discourage the public from buying these products and encourage them to report suspicious activity to the police or trading standards.

With the way that certain tobacco products can be sold changing next month it is opportune that PMI will be attending our spring national council. Retailers will be reminded what they can and can't sell from May 20 and that failure to comply could result in fines and imprisonment.

Another priority for the NFRN in 2017 is raising standards in our members' stores. So next week we will also share our latest tools to help retailers succeed, including the launch of new training modules for news operations and news



Booker boss Charles Wilson will speak to members at national council



Our spring national council meeting will offer NFRN members the opportunity to hear how all of Booker's 120,000 retail customers can benefit

development to support and educate members at all levels.

Finally, we will share details of our parliamentary reception in Cardiff Bay on 4 April to launch our 2017 Independent Retail Report for Wales, and national councillors will be updated on plans for our Holyrood reception and the publication of our Scottish report next month.

These are the latest stages in our parliamentary agenda for the year. Last September, key politicians attended national council in Dublin. From this, our Irish members, accompanied by national president Ray Monelle and I, had a positive meeting with Kevin Moran, Teachta Dála. We raised concerns about higher rates, rising service charges and predatory pricing, which are causing store closures.

Through this whistle-stop tour of Westminster and local parliaments, we aim to make our elected representatives aware of the ever-growing challenges facing retailers. We also want to highlight the solutions that can make a difference to their lives, provide a fairer opportunity to trade and allow them to contribute to their communities.

Next week's meeting will demonstrate clear progress with our strategy to improve support for independent retailers, increase communication with key parliamentary supporters, engage in customer issues and keep NFRN members in mind by interaction with key suppliers.

Paul Baxter is the chief executive of the NFRN

YOUR VIEWS

YOUR LETTERS

■ Why is the Daily Mail trying to stop customers buying newspapers?

I am disappointed, to say the least, that the Daily Mail is continuing in its efforts to migrate loyal print readers into digital-only readers.

Although the Daily Mail itself doesn't seem at all perturbed about this happening, it is having a detrimental effect on my sales. As a direct result I have lost HND orders and, I would imagine, a number of casual sales as well.

As a news retailer of 40-plus years, I understand the need for changing with the times and being one step ahead, but, unfortunately, the Mail's approach seems to imply the days of the printed page are numbered. I believe print still has a future, albeit diminished.

For all my years in the business I have always believed that the Mail backed the retail trade 100%. I had reciprocated by not only giving the papers prime position but also double-facing on my external news rack.

That has now changed. I have



I have relegated Mail papers to a demeaning single lower slot (the position I used to reserve for the Daily Sport)

John Parkinson

relegated Mail papers to a demeaning single lower slot (the position I used to reserve for the Daily Sport) and, instead, promote those papers which I feel support my business instead.

I would like the Mail to tell me that it is now having second thoughts and it sees a future for the printed paper.

I await the publisher's reply with interest.

John Parkinson

Broadway Premier News,
Penrhyn Bay, Wales

A Daily Mail spokesman said: "Mail Plus is a paid digital subscription service launched in 2012 in response to feedback from our readers.

"We know that customers often enjoy Mail Plus while continuing to purchase print editions of the Daily Mail and The Mail on Sunday and the service also offers an alternative option for readers who are unable to easily leave their homes or receive a regular home news delivery.

"We continue to invest in the quality journalism, features and supplements that loyal Daily Mail and The Mail on Sunday readers love, with the Daily Mail named Newspaper of the Year at last month's press awards."

■ Is a higher cover price better than a percentage increase?

As the old saying goes, you can't



bank percentages but you can bank cash (RN 17 March).

The Daily Mirror pays the highest cash margin per copy of any of the national tabloids, better than The Sun, Daily Mail or any other.

The Daily Mirror sets the pace on cover price increases that others then follow. Had we not increased cover prices, the whole tabloid market would unquestionably be providing less turnover and profit to newsagents.

I would ask retailers if they would prefer 25% of a 30p cover price or 21.4% of a 70p cover price.

To be clear, the latter provides twice the cash turnover and profit as the former. To repeat, you can't bank percentages.

Neil Jagger

Mirror Group Newspaper general manager and
group newspaper sales director

YOUR SAY What is your most popular food to go product?



Marc Jones

Hoffnant Stores, North Wales
Our most popular item is the three-filling baguette, which is a breakfast baguette we sell all day. It contains two slices of bacon, two eggs and two sausages. It is particularly popular with tradesman and farmers. In the last six months, we have started doing salad bowls and they're becoming more popular with the tradesmen as well so I think there is a shift towards being more health conscious.

Adam Hogwood

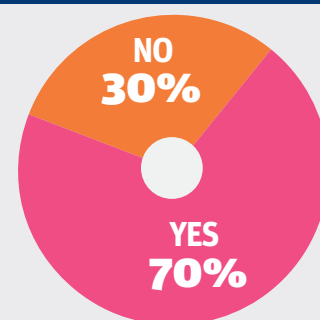
Budgens of Broadstairs, Kent
We found bakery food to go items didn't work well here and we got rid of our counter eight months ago, but our Subway franchise has become really

popular in the last year. We have seen year-on-year sales uplift of about 16% which is brilliant. It's very popular with university and college students but we also receive a lot of orders from offices for platters. The Subway salad bowls have also been doing well recently.

Liz Wylie

Cali Stores, Ayrshire, Scotland
Our most popular item is the Cali Special. It's a secret recipe so I can't reveal too much but it's a filled toasted roll and it sells really well with all our customers. It also sells well throughout the day. We've been selling it for about four years and it's always done really well for us. We do a wide selection of food to go but all the rolls do well.

RN READER POLL



Do you want more promotions on healthier products from your wholesaler?

NEXT WEEK'S QUESTION

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



**Vote now at
betterRetailing.com**

MY BUNDLE OF MAIL ON SUDAYS WERE A BIT WORSE FOR WEAR



I'm a newsagent with more than 2,000 HND customers and last weekend Smiths delivered 13 or 14 Mail on Sundays in the bundle that were badly spoiled.

For some reason Mail titles are the most adversely affected. On a daily basis I will receive three or four of them crumpled, though I am usually able to smooth them down with my hand.

I wonder if it's something to do with the

paper it's printed on?

We were fortunate last weekend because a number of my customers had cancelled because they were away on holiday, so I wasn't short of copies, but had they not been I would have had to buy them from elsewhere.

We don't want to ruffle any feathers, as we have a good relationship with Smiths, but it may be a good idea to have some protective paper around them to save

them from spoiling.

Raj Wadher
Upton News
Slough

A spokesperson from Smiths said: "We acknowledge the issue that has been raised and are contacting Mr Wadher directly to discuss and resolve."

100 YEARS AGO
7 April 1917

Retailers were prepared to do a few hours a day to help the war effort, as long as they weren't being asked to turn their backs on businesses they've invested time and money in.

VIEW FROM THE COUNTER with Mike Brown



A presentation was made to Dorothy Scott at our recent district AGM, for her many years of service to North Northumberland branch and the Northern district. A poignant moment in her goodbye speech was when she urged us – the federation members – to look after one another.

The sentiment epitomised Dorothy's devotion to her members and reminded me of a time I became very ill at a national council meeting – too unwell to travel home really. However, Dorothy and I boarded the train and for three hours she kept my spirits up with her life story.

It was a fascinating account of a very hard life full of adversity. But she'd channelled those life experiences into becoming a champion of the ordinary member – the "little man" as she called them. She was a great federation

stalwart and her wise council will be sorely missed.

I have just completed my first engagement as Northern district president, awarding trophies at our top shop ten-pin bowling competition in Sunderland. More than 12 teams enjoyed an afternoon of bowling, provided as a thank you for our news deliverers' hard work.

After three strikes in a row I was heading for the accolade of best male score but, much to the relief of our social committee, I crumbled under pressure and the honour went to Chris from Chainson's News in Benton, Newcastle.

Unfortunately, Teesside girls U16's lost 1-0 to Millwall in the semi-final of the FA Youth Cup which I mentioned last time, so it's back to business in the league next week against Derby County.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisIsRN and @ThisIsRN



@ThisIsRN @jenniferh_rn You need to make sure every RN reader stocks @110Gaming this month because of Albie's appearance **@theraygun**

Buying alcohol from registered wholesalers? HMRC have now given the link to check your wholesaler: <https://www.gov.uk/check-alcohol-wholesaler-registration>

@NFRN_Operations

Is it time you gave your store a proper butchers? The concept of full service counters in any food category works. Its about trust, people buy from people and great stores know this **#retail**

@shelfstock

What's your best tip or piece of advice for growing mints and gums sales? No idea. Clueless would welcome advice when you have gathered info.

@Drivenmiles

Multipacks of mints go well in Pikes – 4 packs Trebor softmints or 4 packs Tic Tacs for £1 – we place them by the till.

@meryl_pike

@NisaRetail brilliant heritage food demonstrations ... yummy **#nisaexpo**

@LisaMwills35



YOUR REGION



REPUBLIC OF IRELAND NFRN DISTRICT COUNCIL 27-28.03.17

Kathryn Gaw reports from the NFRN Republic of Ireland district council meeting

Small business tsar is needed

NFRN representatives from across the UK and Ireland are calling for a dedicated ombudsman for micro retailers.

The need for a small business champion to support Ireland's smallest retailers – potentially helping them negotiate carriage charges while also bringing more attention to small, rural businesses – was highlighted during the NFRN Republic of Ireland AGM.

Martin Mulligan, Peter Steemers, Patrick Doherty, national president Ray Monelle and chief executive Paul Baxter met with TDs (Teachta Dála)



Martin Mulligan

Kevin Moran, Pat Breen and John Halligan at Dail Eireann, following the district council meeting.

As well as the suggestion of an ombudsman, legislation which could mean all wines and spirits are placed behind a curtain was also discussed. "We have made two submissions - one requesting a regulator for micro retailers, one on the sale of alcohol on retail premises," said Mr Mulligan. "Due to the Independent Alliance that legislation has been shelved at the moment, but we're very worried it will come back and it needs to be put away permanently."

"Our margins are shrinking. The Competitions Authority isn't anywhere near a Competitions Authority because it doesn't look at the real issues."

Mr Monelle added he has scheduled meetings at the Welsh Parliament and Westminster, and suggested all Irish members should contact their



Newspaper deliveries to bookmakers' shops have angered nearby newsagents

TDs and continue to lobby the government.

Another meeting has been scheduled for 29 May, where NFRN members will meet with politicians in Dail Eireann to discuss their concerns, and further events have been planned for later in the year.

Steemers is re-elected president

Irish president Peter Steemers was unanimously re-elected to serve in post for another year, while Martin Mulligan was re-elected to the post of vice president.

Both were also elected to serve as the branch's national councillors for



We have to keep on pushing the industry to explore different ways of operating

Paul Baxter

NFRN chief executive

the year ahead.

During the NFRN Republic of Ireland AGM, members also voted to maintain the existing structure of the executive committee, with Vincent Bannon, Patrick Doherty, Michael McDermott, Tom McDermott, Bob Murphy, Aidan Roche and Joe Sweeney all voted in for another year.

Patrick Doherty, Michael McDermott and Martin Mulligan were again voted in as district trustees, while Tom McDermott and Martin Mulligan were appointed to be the national lottery agents for the district.

Charges threat to businesses

Concerns were raised that rising carriage charges are making many businesses "unsustainable" in the Republic of Ireland.

Tom McDermott said he was paying €110 per week to have his papers and magazines delivered to his store, while Peter Steemers said he is being charged



Michael McDermott

€8 per week for returns on top of the usual carriage charges.

Also addressing the issue, Paul Baxter said: "They are not sustainable the way they're going. We know that and we're looking at alternatives."

"We have to keep on pushing the industry to explore different ways of operating," he said, suggesting Irish stores start looking at sub-retailing.

"If we're serious about sub-retailing we have to get on and do it," he added.

Mr Baxter added the pricing of some UK-based magazines in the Republic of Ireland was "ridiculous", with some magazines costing twice as much in euros as they do in pounds.

Anger at supply to non-newsagents

Newspaper deliveries to non-newsagent stores are causing frustration and the NFRN is considering legal action to tackle the issue.

Aidan Roche told the district council a nearby Ladbrokes store has been having its papers delivered to his shop because it is not open when the deliveries take place.

"Newsprint are sending in bundles to us for Ladbrokes and expect us to hold them for them free of charge," Mr Roche said. "They are using us as a carrier."

Other members shared stories of local dental practices collecting their magazines from newsagents and queried whether or not they would be liable for the same carriage charges.

Mr Baxter said the federation was considering a legal challenge against the problem.



Tom McDermott

Your say

Do the promotions you get from your wholesaler or symbol group promote healthy eating?



They could do more but I'm not sure if

it's possible. I find the healthier items very expensive and they don't sell because of that. I have to cut them into about half the price to get rid of them.

Peter Steemers

Day to Day News Shop, Bunclody, Co. Wexford



I think because of the present talk about

healthy eating and sugar tax my wholesaler JR Byrnes is conscious of that. It's promoting more low-sugar drinks and healthier confectionery products such as energy bars.

Joe Sweeney

News Centre, Donaghmede, Co. Dublin



We've loads and loads of promotions for healthy

eating at the moment. Should we be doing more? I don't think so. They're forever promoting bars and low-sugar drinks and that sort of thing.

Tom McDermott

Western Road Londis, Clonmel, Co. Tipperary

YOUR REGION



NORTHERN IRELAND NFRN DISTRICT COUNCIL 30.03.17

Kathryn Gaw reports from the NFRN Northern Ireland district council meeting

EM News reps face criticisms

Representatives from EM News faced a barrage of criticism over its poor customer service, at the NFRN Northern Ireland annual meeting.

"I get boxes that are almost empty while the magazines are strapped together," said Raymond Farrell. "It's an issue because if the magazines are damaged you have to send them back and then you have to wait for the new ones to be returned. And sometimes they're strapping together lots of packs so you can hardly lift them."

Ken Chapman said he has had ongoing problems with claims being received without credit – a point backed by Gunther Schiefer. "I have to call two or three times before it's sorted," said Mr Schiefer. "I have to beg for my credits."

EM News' Ivan Mitchell and John Cairns promised to investigate the concerns, but added they had also been having issues with some newsagents sending over Newsprint items in error. "I want to reiterate the returns processes in stores is key and you need to make sure that it gets back to all staff," said Mr Cairns.

Paul Baxter, NFRN chief executive, suggested EM News and NFRN members set up a joint training session and a visit to the Northern Ireland depot.

Second year in office for Gwen

Gwen Patterson has been elected NFRN NI president for the second year running, following a unanimous vote.

"It's going to be an exciting time to be president in



the year ahead with Brexit and with the Northern Ireland government being dissolved," said Ms Patterson.

Judith Mercer, who served as president before Gwen, was voted in as vice president. Both will serve as Northern Irish representatives on the national council.

During the annual executive council elections, John McDowell was named treasurer for the NI branch, Ken Chapman was elected as district delegate, while Raymond Farrell, Ray Hamilton and Pauline Scheifer were again named voluntary fund trustees.



It's going to be an exciting time with Brexit and the Assembly dissolved

Gwen Patterson

President,
NFRN Northern Ireland

Card company must 'up its game'

Cardtronics has been told to "up its game" following its acquisition of DC Payments, after an NFRN member suffered a four-month delay for the repair of a broken ATM.

Seamus McFadden criticised DC Payments for taking four months to repair his cash machine and sending out five separate engineers with the wrong parts. He has estimated the delay cost him approximately £500 in lost transaction fees.

"Cardtronics aren't meeting the standards of the service agreement," said Mr McFadden.

"It needs to up its game."

Meeting off after Assembly crisis

The breakdown of the Northern Ireland Assembly has led to the cancellation of a planned NFRN event in Stormont.

Members had been set to meet with Members of the Legislative Assembly (MLAs) in June



Seamus McFadden

at the Northern Ireland Parliament buildings to discuss the issues affecting local newsagents.

However, the meeting is not likely to take place until October or November.

"We still need to work at a local level so we've been encouraging everyone to work with their MLAs - keep them updated so when Stormont becomes live again we're ready to go," said Gwen Patterson, NFRN NI president.

Sub-retailing to save business

Sub-retailing has been suggested as a possible solution for the difficulties faced by Northern Irish retailers.

Paul Baxter, urged retailers to trial sub-retailing to prevent carriage charges from destroying businesses.

He suggested local distribution sites run by newsagents could be a way of combatting rising carriage charges, to either resolve the issue or by shocking the distributors into freezing their rates.

"We would pick a spot where we take the news accounts, we take away the carriage charges and we get vans to distribute locally," said Mr Baxter. "We find somewhere to base ourselves and see how far we can push it."

Mr Baxter said the NFRN will supply members with compensation forms for failed deliveries, encouraging them to start sending invoices to EM News and Newsprint.

He said: "We need to get the invoices flying in. They aren't going to think about £20 or £40 but they might pay attention when it reaches £20,000 or £40,000."

Your say

What are the most popular food to go products in your shop?



We've found that our customers tend to buy things such as hot dogs and sausage rolls from the store, either at lunchtime or as snacks. They seem to like them because they're cheap and convenient.

Frank McAllister

Costco Woodvale Road,
Belfast



In the winter it would be soups, but at the moment its sandwiches. John West Light Lunch also sells well. I place them beside the sandwiches and quite a lot of people will take them for their lunch.

Seamus McFadden

McFaddens Convenience Store,
Strabane



Coffee would be the number one followed by sausage rolls, breakfast to go items, full breakfasts and croissants. Looking at the lunchtime trade we do well with snacks such as jambons.

Gwen Patterson

Nisa Local,
Bangor

INDUSTRY PROFILE

HS Wholesale Sweets

Launched just seven months ago, HS Wholesale Sweets is targeting the independent market with its mix of bulk sweets, big brands and great service. Joint managing director David Hancock explains what his company has to offer

RN You launched HS Wholesale Sweets in October – tell us about it.

DH We're an online wholesale sweets supplier. Our family background in the industry has resulted in strong relationships with suppliers such as Haribo, Swizzels, Dobsons, Maxons and Hannah's.

We specialise in bulk sweets – pick and mix plus a growing range of kid's favourites. It's a bustling sector of the confectionery market, with higher margins easily attainable.

RN You're operating in a crowded market – what's your USP?

DH There's only a handful of online operators who actually stock the range they sell – we manage orders through our own warehouses and are meticulous about our stock levels, allowing for swift despatch and delivery.

Deliveries are by courier and we offer no minimum order and free delivery over £150 to most of mainland UK. Retailers can stock up when they actually need to, which benefits their cash flow.

We also focus on great service, coupled with knowledge and advice. Being smaller, we're immensely flexible and this has paid dividends with customers who prefer click and collect, for example.

RN How are you growing your business?

DH We're serving a growing number of independent retailers and other businesses. Some just need £100 worth of stock from us while others spend over £1,000.

We're still at the awareness-building stage so we're focusing on marketing – on social media, digital, PR and email too. We'd say to any retailer, please try us. We're

confident we'll give you great service coupled with very decent prices.

RN How have you developed your range this year?

DH Recent additions include the full range of Maxons traditional sweets, more from the Yorkshire brand Joseph Dobsons, and some modern flavours of a couple of great fudge brands.

RN What confectionery trends should retailers take advantage of?

DH The never-ending growth of bulk confectionery such as pick and mix and loose sweets is a trend to pay attention to. Their flexibility ensures any retailer can make them work.

We've seen some stores package assortments of retro sweets for adults. Others might create a mix-ture of kid's sweets ready to pick up for a treat.

This might take more effort but it's hugely profitable and can give even the smallest store an edge. Bulk fudge is up-and-coming and we've recently



Too many believe only the big brands will sell

developed our range with fudge blocks and bitesize bulk bags to cater for this.

We're seeing modern and quirky flavours capture shoppers' imagination, whether it's fudge containing Baileys liqueur, chocolate brownie or pieces of Oreo.

RN Confectionery pack sizes are shrinking while RRP's remain the same – how can retailers offer good value?

DH Branded single bars are having a tough time and many retailers are seeing better results with sharing bags and large chocolate tablet bars, which can create a higher cash sale. But the value and margin potential in bulk confectionery still exists and is a great opportunity for retailers.

RN What are the most common mistakes retailers make with confectionery?

DH Too many believe only the big brands will sell. We have customers very successfully creating bespoke treat or gifting ranges from high-quality branded bulk sweets.

Also, many retailers are too habitual in where they buy their confectionery. New ideas pop up constantly and prices vary markedly by supplier, so if you stick to one company you could miss something that could make a notable difference to your store.

** Company CV **

Company HS Wholesale Sweets

Joint managing director David Hancock

Profile Online confectionery firm HS Wholesale launched in October and is run by David and Michael Hancock, the third generation of the Hancocks family. The company specialises in bulk sweets.

Latest news The fledgling company is working to build awareness of its range and offer among retailers, using marketing and new additions to its stock list to attract new business. It is also focusing on offering the best possible service as part of its USP.

**

**

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Key brands we stock:



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Email us: **sales@hswholesalesweets.co.uk**

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ACADEMY IN ACTION



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Digital Engagement

The IAA's Tom Gockelen-Kozlowski and PayPoint's Matt Stringer join Imran Ahmed to learn how digital tools can grow his business



Name: Imran Ahmed
Shop: Premier Poplar Stores
Location: Huddersfield, West Yorkshire
Size: 1,100sq ft
Staff: Two full-time, one 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



Situated at the heart of his community, Imran and his family have been operating their successful convenience shop for more than 30 years. The business utilises the power of pricemarking across almost every category, has an extensive range of alcohol – from craft spirits such as Edinburgh Gin to Polish lagers – and champions local meats, eggs and cakes. Tie-ins with local businesses, schools and events help make the shop part of daily life in the area while Imran's in-depth knowledge of his customers helps him to tailor his range and promotions to their unique needs. Yet, Imran feels that by better using digital tools – from sales data to social media – he will be able to more accurately pinpoint what his shoppers want as well as spreading the message of all the shop's great work. PayPoint can use its expertise in digital engagement to help.

Imran's Challenge

Imran understands the importance of social media but his strategy has been disrupted since his Facebook account was hacked and suspended.



IMRAN SAYS

“There's a lot of things I don't know much about – such as the Beacon systems. I thought only Big DL did anything with beacons. I haven't been spending enough time on social media but with summer coming up in the next few months it's going to be crucial. We're hoping to work with Deliveroo so now is the perfect time for some help and advice.”

IAA ADVICE

1 Post engaging content on social media every day

Before his account was recently hacked, Imran was using Facebook to regularly showcase new products such as craft gins and local meats. Matt believes there is also an opportunity to use social media to talk about the extensive charity work they do.

"There's a home for disabled children nearby and we raise funds so that at least twice a year they can go on holiday," Imran says. This isn't something he's previously mentioned on social media.

"There's a lot to work with," says Matt. "When you work with other organisations they help you boost your post's views and shares. Getting Facebook up again is a great first step, and regularly change your password to avoid hacking."

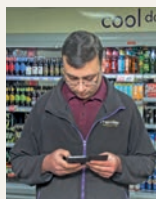


Action:
Share the shop's community work and new products on Facebook

2 Create a strategy to engage the right people on the right platforms

Discussing other social networks, Matt recommends Imran tries WhatsApp, noting it's a great way for retailers, and reps alike, to share ideas and best practice. "Retailers are often working 12 hours a day, plus time in the cash and carry, so WhatsApp will help where it's not possible to go, for example, to a trade show," says Matt.

Imran knows retailers who use WhatsApp and has heard good things: "There are forums on there and, if I think of trying something new, somebody who has tried it can give me advice." He would also like to try Twitter or Snapchat – which younger shoppers are using. "These social networks provide great ways to communicate with customers we do orders and deliveries with."



Action:
Develop a strategy to see if WhatsApp is the best platform to advance the business

3 Analyse your sales data to better understand your shoppers

Matt is impressed that Imran is using his PayPoint One device to widen the ways customers can pay. "Customers use cash, contactless, their phone or watch – you've got the latest technology and can serve customer quicker," he says

Imran explains he also uses the data to see how his shoppers shop: "We do lots of phone top ups and see that there's often sim card sales happening with them. We've moved sim cards closer to the counter to aid this purchase." Matt suggests checking on-screen payments data daily and running weekly tailored promotions, adding "Retailers see mums between 8am-10.30am, so nappies and related products can be featured at these times."



Action:
Identify sales patterns using PayPoint One and run weekly targeted promotions

PARTNER ADVICE

“Imran is a great independent retailer who's doing a lot for his community. If he can get Facebook up and running again that will be great. He's involved with the school and good causes, but he's not getting enough good press, which social media can help with. We've also shown him how to get full reports through his PayPoint One which can help Imran run tailored promotions for specific customer groups.

Matt Stringer
Regional Development Manager
PayPoint



BENCHMARK YOUR SHOP

& save your progress at betterRetailing.com/IAA

Tick all that you see evidence of

Ensuring customers can easily find out about you online

- ☐ Can your shop name, address, a brief description and your opening hours be found easily online?
- ☐ Are there positive reviews of your shop from customers on sites like Google or Trip Advisor?
- ☐ Are there recent news articles and high-quality photos of your shop online?

Connecting with customers and suppliers with social media

- ☐ Do you post on sites like Facebook, Twitter, Instagram or LinkedIn every day?
- ☐ Do you post engaging content and photos in order to start conversations?
- ☐ Do you have a strategy of who you want to engage with and how?

Offering alternative options and simpler ways to buy

- ☐ Do you have express payment facilities like contactless or Apple Pay?
- ☐ Can customers buy online or over the phone with you for collection or delivery?
- ☐ Do you have an app where customers can view and buy from your range?

Enhancing the shopping experience

- ☐ Do you offer free wifi for your customers and tell them about it?
- ☐ Do you use beacons to send targeted messages to mobile phones?
- ☐ Do you use interactive technology like screens or electronic badges to showcase offers?

Understanding your business and customers with data

- ☐ Do you collect data on your customers?
- ☐ Do you analyse the data so you can better understand them?
- ☐ Do you use this information to make decisions about the strategy of your shop?

What's working and things to fix

Your action plan

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

CAKES & BISCUITS



Tempt them to indulge

Throughout the UK retailers are reaping the rewards of using their store locations and customer bases to adapt their cakes and biscuits ranges. **Dave Songer** speaks to six store owners about their strategies and discovers how suppliers are helping them do it

GETTING MY BISCUIT SALES IN EARLY

Asmat Saleem

Costcutter, Fife

According to research, **64% of the UK skip breakfast**, a statistic that may explain the success of Asmat Saleem's range of breakfast bars.

We sell single bars and multipacks of Belvita and Nutrigrain. We position them alongside confectionery at the front of the store.

Sales are really good in our store because people like to have them on their way into work. Single Belvita bars are priced at 55p and a single Nutrigrain bar is 39p.

My customers are happy with those prices and we prefer selling singles – they give us a margin of 30-35%. Multipacks are only around 10% – we stock them with multipack biscuits.

WHAT'S ON THE MARKET

Mondelez's Belvita breakfast range led the way in the breakfast biscuit sector and has continued to show faith in the opportunity, extending its range to include Soft Baked, Bites, Sandwich and Crunchy varieties. "Convenient formats drive sales," according to the company's head of trade communications, Susan Nash, echoing Asmat's experience.



We position singles alongside confectionery at the front of the store

Lunchboxes and breakfasts are two major opportunities for the category

HELPING FILL LUNCHBOXES

Chris Shelley

Shelley's Budgens, Horsham

Multipacks of crisps have been a lunchbox staple for decades. Now biscuits suppliers are getting in on the action – and one to benefit is Budgens retailer Chris Shelley.

We've noticed an increase in the number of bags we sell and the primary reason for that is that they're good for lunchboxes. Multipacks of Clubs and Penguins are also good sellers for the same reason.

But our most popular multipack bags are Oreo – a 10-pack sells for £1.99 and it gives us a margin of around 25%. We thought they would be more popular with children but we find that adults tend to go for them more, so I'd recommend retailers think about stocking them in an adult snacking area.

WHAT'S ON THE MARKET

Burton's Biscuits has a lunchbox-friendly format in its Maryland Cookie Bites, which are available in share packs. David Costello, head of category and shopper management at the company, says they are also ideal for the evening, "meeting the consumer demand for biscuits that can be enjoyed as part of a night in".



NEW
Hobnobs
Nibbles

your
favourite biscuits
in a nibbly
nibble

**CATCH US
ON TV!**



Available in 120g pouches and £1 price marked packs.

Supported by a £4m advertising campaign and
achieved more than £14m retail sales value.*

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*Nielsen to w/e 31/12/16

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CAKES & BISCUITS

GIVING SHOPPERS AFFORDABLE TREATS

Linda Sood,

Falcon News, Portsmouth

Pricemarked packs are a big hit, giving price-conscious consumers a well-deserved affordable treat. They are so effective for Linda Sood they are all she stocks.

All our biscuits are pricemarked and much of the three-foot fixture we dedicate to them contains Booker's Euro Shopper range. Their ginger nuts and custard creams at 49p, rich teas at 50p and digestives and bourbons at 59p all sell well.

It's vital to have a broad variety so we also have branded products. McVitie's Digestives and McVitie's Rich Tea, which are both priced at £1.50, are good sellers. We have developed our range by talking to customers and, where possible, we stock what they ask for. Stocking pricemarked products means we only get a margin of around 22% but the rate of sale makes this work for us.

WHAT'S ON THE MARKET

Booker's range also now includes Euro Shopper's Jaffa Cakes, pricemarked at £1, but it is at the branded end of the market where the most activity is occurring. Crawford's Teatime selection is similarly pricemarked at £1 while market leader Pladis McVitie's launched a range of old favourites, such as custard creams and bourbons, for 89p.

LETTING THE WEIGHT WATCHERS INDULGE

Raaj Chandarana,

Tara's News, High Wycombe

There are growing numbers of shoppers who want their biscuits without the guilt. Raaj shows that stocking the right product can tempt even the health-conscious.

We were one of the first stores to have McVitie's Digestive Thins in our store, a product that's specifically designed to help portion control and appeal to healthier-minded shoppers. They're quirky, come in some really nice flavours and have been really popular with younger shoppers because they are a good snack option.

Even charging at a premium price of £1.69 they have still flown off the shelves. We've totally run out of stock now and are trying to get hold of some more. It definitely gives me the confidence to stock other healthier lines in the future.

WHAT'S ON THE MARKET

Mondelez has successfully integrated iconic US brand Oreo into the UK market and its new Thins variant offers shoppers healthier indulgence. McVitie's Digestives Thins are now also available in Milk Chocolate, Cappuccino and Dark Chocolate varieties in 180g packs for £1.79.



It's important for bigger brands to be visible for impulse sales



GIVING NEW ARRIVALS HOME COMFORTS

Ibrettin Durmaz,

Nisa Local, West Finchley

Stocking products for shoppers outside of the UK, or those who like to try different things, can be a good way of diving footfall, just as Ibrettin does in his store.

We sell Pepero and Choco Boy, which are Korean products. We have quite a large number of Korean customers in the area and we were asked for them, so brought them in as a result. The same happened with Polish products, and we have a Polish shortbread. We get both of those from a local wholesaler.

We keep most of the non-UK items on the shelf above the most popular biscuits – McVitie's Chocolate Digestives and Hobnobs – and make sure we have those in the line of sight. Most customers who are looking for international products will find them, but it's important for bigger brands to be visible for impulse sales.

WHAT'S ON THE MARKET

While wholesalers including Dhamecha and Garden Foods are among the many to import Polish and other Easter European confectionery and biscuits, premium wholesalers are also catering for Britons' international tastes. Cotwold Fayre stocks Spanish brand Ines Rosales, Belgian brands Jules Destrooper and Lotus, among many others.

TEMPTING IN PASSING SHOPPERS

Harry Goraya,

Nisa Local, Northfleet

Using coffee to boost cakes and biscuits sales works well for Harry's for passing trade. The approach is backed by Pladis, with Hena Chandarana, trade communications controller, recommending fixtures are in high footfall areas.

We're fortunate enough to be near a bus stop, which gives us a steady stream of customers – many of whom come in hungry for an on-the-go snack. Our flapjacks and small cakes are especially popular because they're easy to carry and eat on the bus.

We stock flapjacks through Nisa – they're made by a supplier called Teatime Tasties in Newcastle. We sell them for 75p, which is great for people buying a snack on impulse. We also stock a range of on-the-go Mr Kipling cakes which is a brand customers really like. Two-packs of their slices sell for 90p, as with the flapjacks, and we get around a 25% margin.

WHAT'S ON THE MARKET

When Pladis took over the McVitie's portfolio, one area it said it wished to focus on was the on-the-go opportunity, with products such as Hobnob Nibbles. Premier Foods is similarly utilising the 'on the go' trend with its range of impulse format Mr Kipling and Cadbury Mini Roll products. ●



NEW

CAKE In The GO



THE UK'S
FAVOURITE
CAKE BRANDS*
ARE NOW
AVAILABLE IN
HANDY PACKS OF
TWO

Exceedingly good,
wherever you are

Cadbury
Mini ROLLS
with BIG PERSONALITY™

new
to the
range



Selected products only.

*IRI total market 52we value sales data to 26.12.15.

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NEW

OREO

THINS

From the
No.1
selling biscuit brand
in the world*

Available in SRP'S
for great display!



The great taste of Oreo,
now in a thinner and Crispier treat

For great category advice go to deliciousdisplay.co.uk

*Euro Monitor 2015

Prices are recommended only. Retailers are free to set their own prices.

THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick

Magazines reporter
jennifer.hardwick@newtrade.co.uk

MAKE THE MOST OF THE EASTER BREAK

It is certainly no coincidence two new puzzle titles are launching this week – Puzzler Popular Classics and Numberland's #Numbers – as the majority of schools around the country are currently enjoying the Easter break.

As the retailer for last week's viewpoint John Vine pointed out, the weather could have a part to play in how well those titles sell, but of course that will be dependent on how attractive your area is for outdoor activities. Now is certainly the time to put any activity or children's titles at the front of your newsstand, particularly as there are two established magazines capitalising on big TV and film releases this week.

Panini's Disney Presents is focusing on the recent live action remake of Beauty and the Beast following a successful launch. Within the first ten days of the film's release in the UK it made £39.9m after a record-breaking opening weekend, when it achieved the highest-grossing Friday to Sunday opening for a PG-certified movie ever. Meanwhile, one of the publisher's other titles, Doctor Who Magazine, contains previews of the first three episodes of the forthcoming 2017 season.

With TV and film related titles still showing strong sales for the children's sector in the most recent ABC figures – Redan's Peppa Pig Bag O'Fun recorded a 19.1% year-on-year sales increase, while Egmont's Lego Star Wars grew sales by 25.7% – it is definitely worth stocking up on any titles following that trend.

Last week I had my first experience of watching a retailer put out his new magazine stock first thing in the morning, and he showed me how placing new titles next to established and well-loved ones can help him easily explain the similarities to customers. Now is the ideal time to try a new children's title next to your best-sellers, and see whether you might just have another hot favourite for your younger readers.

Sales solutions

NEXT BIG PUZZLES TREND TO BOOST YOUR NUMBERS

Puzzle titles are among the most popular on the newsstand, so this innovative new range will have enthusiasts intrigued

A NEW PUZZLE series from publisher Numberland contains four puzzle titles, named #Numbers Concealed, #Numbers Engaged, #Numbers Squared and #Numbers United. #Numbers Concealed is dedicated to some of the most popular Japanese puzzles, while #Numbers Engaged features the best threading puzzles. #Numbers Squared offers a new approach to the design of puzzles based on the Sudoku model, while #Numbers United offers a fresh take on a puzzle similar to a crossword or an arrowword. According to the publisher, the puzzles featured are set to be the next big crazes in the sector.



#NUMBERS
On sale 10 April
Frequency monthly
Price £2.25
Distributor Seymour
Display with Puzzler
Suguru, Killer Sudoku,
Puzzler Extreme
Sudoku, Puzzler
Sudoku

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THIS WEEK IN MAGAZINES



Bestsellers Women's Lifestyle

Title	On sale date	In stock
1 Hello	10/04	<input type="checkbox"/>
2 Good Housekeeping	03/05	<input type="checkbox"/>
3 Glamour	04/05	<input type="checkbox"/>
4 Vogue	12/05	<input type="checkbox"/>
5 Marie Claire	04/05	<input type="checkbox"/>
6 Red	03/05	<input type="checkbox"/>
7 Cosmopolitan	05/05	<input type="checkbox"/>
8 Elle	13/04	<input type="checkbox"/>
9 Tatler	01/05	<input type="checkbox"/>
10 Psychologies	21/04	<input type="checkbox"/>
11 InStyle	n/a	<input type="checkbox"/>
12 Vanity Fair	28/04	<input type="checkbox"/>
13 Harper's Bazaar	03/05	<input type="checkbox"/>
14 Hello Fashion	02/05	<input type="checkbox"/>
15 Porter	02/06	<input type="checkbox"/>
16 Women's Health	11/04	<input type="checkbox"/>
17 I-D	13/04	<input type="checkbox"/>
18 Vogue USA	12/05	<input type="checkbox"/>
19 Soul & Spirit	20/04	<input type="checkbox"/>
20 Dazed & Confused	20/04	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



PUZZLER SPECIAL: POPULAR CLASSICS

Puzzler Special is increasing its frequency from eight to 12 issues per year and launching four new issues dedicated to the light-hearted puzzles of yesteryear. Popular Classics contains puzzles taken from Puzzler's historic archive dating back to the early 1970s, as well as nostalgic challenges such as Noughts and Crosses, Spot The Difference and Anagrams. The first issue comes with a free highlighter worth £2.99 and the chance to win a top-of-the-range retro food mixer.



On sale out now
Frequency irregular
Price £2.99
Distributor Marketforce
Display with Puzzler,
Puzzler Collection and
Take a Puzzle



GUARDIANS OF THE GALAXY VOLUME 2

Interstellar adventurer Peter Quill never imagined he would one day be known far and wide as Star-Lord. But that is exactly what happened after he and his unlikely team of misfits, the Guardians of the Galaxy, banded together to save the galaxy. Guardians of the Galaxy Volume 2 continues the team's adventures as they unravel the mystery of Peter Quill's true parentage.



On sale 13 April
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Premier
League Sticker Collection,
Doctor Strange Trading
Carding Card Collection



DOCTOR WHO MAGAZINE

This issue of Doctor Who Magazine is a special preview for the upcoming new television series. Contents include an exclusive interview with Pearl Mackie who plays new companion Bill Potts and previews of the first three episodes of the 2017 season with writers Steven Moffat, Frank Cottrell-Boyce and Sarah Dollard.



On sale out now
Frequency monthly
Price £5.99
Distributor Marketforce
Display with SciFi Now,
SFX



CLOSER

This week's issue includes an eight-page interiors special. Readers will discover Kourtney Kardashian's tips for designing the ultimate kids' rooms, enjoy tips on how to get designer looks on a shoestring, plus discover interior expert Linda Barker's secret to decluttering your house in a day. Readers also gain an exclusive discount at Dunelm with this issue.



On sale 11 April
Frequency weekly
Price £1.70
Distributor Frontline
Display with Heat, Look,
Glamour



AUTOCAR

In this issue, the team road tests the new Land Rover Discovery, while Autocar staff also name their dream three-car garages. A comparison test inside features the new Honda Civic, VW Golf & Ford Focus. Also included is a full guide to the F1 2017 season. Publisher Haymarket is predicting a 15% sales increase on the previous issue.



On sale 12 April
Frequency weekly
Price £3.80
Distributor Frontline
Display with BBC Top
Gear, What Car?

COLLECT AND DISPLAY TOGETHER



ISSUE 5s
ON SALE
13 APRIL



POKÉMON MAGAZINE

The first official Pokémon magazine in the UK, this title is aimed at six to ten-year-olds and features puzzles, fun things to do, posters and a comic story. Each monthly issue includes Pokémon-inspired covermounts, with Issues 1 and 2 both coming with official Pokémon Trading Cards, pull-out posters and stickers. Publisher Immediate says the title will unite boys and girls and immerse readers in the world of Ash, Pikachu and friends.



On sale out now
Price £2.99
Frequency monthly
Distributor Frontline
Display with Pokémon
Mania, Match of the Day



DISNEY PRESENTS: BEAUTY AND THE BEAST

Disney Presents follows a different theme every month and this month it is no surprise the title is focused on Beauty and the Beast. The live action version of the classic film, starring Emma Watson, achieved the highest-grossing Friday to Sunday opening for a PG-certified movie in the UK ever. The issue comes with a free rose necklace, packet of stickers and sticker album.



On sale out now
Price £3.99
Frequency monthly
Distributor Marketforce
Display with Disney
Princess, Disney Stars,
Disney Frozen



CYCLE TRAVELLER

The annual edition of Cycle Traveller, from the makers of Active Traveller, is back to inspire readers who want to discover the world by bike. Features include The Cycle Bucket List, which is an extensive list of cycling tours and listings of festivals and events that promise to broaden the horizons and imagination of even the most seasoned cycle tourist.



On sale out now
Price £4.99
Frequency annual
Distributor Marketforce
Display with Cycling
Weekly, Active Traveller



A YEAR IN THE ENGLISH GARDEN

From the editors of The English Garden, A Year in the English Garden promises to be the "must-have horticultural annual" for 2017. Intended as a companion for both the accomplished and the aspiring gardener, the planning tool has been designed as a luxurious coffee table publication. It features exclusive photography of the UK's most inspirational gardens, along with tips and month-by-month advice.



On sale 12 April
Price £6.99
Frequency one shot
Distributor Seymour
Display with The English
Garden, Gardeners' World



BLAZE AND THE MONSTER MACHINES

Issue 3 of Blaze and the Monster Machines includes an eight-page picture story, a race game to young fans to play, a guide to how to make a Blaze box car and the challenge to solve some puzzles with popular character Crusher. This issue also includes a free pit stop tool set and activity stickers.



On sale 6 April
Price £3.99
Frequency monthly
Distributor Marketforce
Display with Doctor
Who Magazine, Marvel
Playtime

Retailer viewpoint

Jo Elvin

Editor-in-chief,
Glamour



I first fell in love with magazines when I was 11 or 12 and growing up in Australia. The first magazine I really connected with was Dolly, and by the age of 13 I really loved British magazines like Smash Hits and Sky Magazine. I was living in a small suburb of Sydney and I used to walk for 40 minutes to the nearest newsagent every Saturday morning.

I loved magazines, and still love them today, because of the sense of belonging to something and feeling 'in'. As a young person, it was the only way I really felt 'in' – I wasn't the most popular or most sporty person at school, but the magazines spoke to me and let me know what I was feeling was normal and other people felt it too.

When Glamour launched, the small, innovative handbag size definitely helped to grab people's attention.

At first people thought it was insane and we heard that all the time in advertising meetings. But it made people look.

When it launched, it had been a long time since a women's magazine had launched that was just proud to be a women's magazine.

We had a really positive message and I think people connected to that. When we had to print an extra 150,000 copies of the launch issue, we knew we had a success.

Glamour celebrated its 15th anniversary with a strategic shift in recognition of our readers' evolving lives.

The magazine itself became larger in format from the February 2017 issue, recognising the print experience is now regarded as more luxurious and indulgent, most likely to be consumed at home compared to when the magazine launched in 2001.

Top tip

Create full-facing shelf displays and a counter top presence to maximise the impulse purchase opportunity that Glamour's new £1 price encourages

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