

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 21.04.2017



**'If you can't beat them, join them'**

Booker boss Charles Wilson on making the merger work

NATIONAL COUNCIL

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**EXCLUSIVE**

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### How tobacco is changing



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Shaping the future  
of independent retail  
since 1889



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# 50%

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**HOW WE'RE CELEBRATING MAGAZINES**  
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# WELCOME

**Going into business with the world's third largest retailer really matters**



**Editor**  
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Last week, a senior industry figure stood up in front of national council and offered independent retailers some tempting benefits. These included better banking rates, superior fresh and frozen offers, high quality ready meals, mobile payment technology, 5,000 more delivery vans and access to 16 million UK shoppers' buying data.

Their reaction? "But I really hate Tesco," Eastbourne retailer Mike Garner told Booker boss Charles Wilson. He received applause.

This shows that as well being business people, retailers are living, breathing parts of their communities. They've seen Tesco put their friends out of business and had their own trade affected. Going into business with the world's third largest retailer really matters.

Charles Wilson gets this. He said he's spent a lot of his life either selling to or competing with Tesco. Yet, unlike Aldi and Lidl, Tesco has already moved into convenience with Express and One Stop. His counter argument was provocative, but certainly got my attention: If you can't beat them, join them.

Mr Wilson has guaranteed the merger will deliver immediate and significant benefits to every Booker customer. You can read more in this week's lead story.

Something we can all be certain of is that Booker's competitors will be raising their games to remain competitive and capitalise on the disruption the merger will continue to cause.

If you're still not happy, or not seeing the benefit of Mr Wilson's guarantee, you will have options, something he's certainly up front about: "We earn your business. If we don't do a better job for you, you are free to take that business elsewhere."

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# BREAKING NEWS

## News UK 20p price rises for Times editions

News UK is increasing the cover price of both editions of The Times by 20p from tomorrow.

The price of the Saturday edition will rise from £1.50 to £1.70, while the Monday to Friday edition will rise from £1.40 to £1.60.

The retailer margin on the Monday to Friday edition will remain at 21.5%, although the margin on the Saturday edition will fall from 23.5% to 21.5%.

The publisher said the increases will create an estimated further £21.9m in retail sales value for newspaper sellers.

Chris Duncan, Times Newspapers managing director, said: "We are committed to ensuring the longevity of our titles and this price rise reflects the quality of the newspaper and the huge investment we make in our products, services to retail and marketing."

## Food sales healthy

Food sales continue to outperform non-food sales as shoppers focus their spending on essential items, according to a report by market researcher KPMG.

Food sales were down 0.2% on a like-for-like basis over the three months to March, but up 1.2% in total.

Meanwhile, rising prices for food, alcohol and tobacco have contributed to increases in the Consumer Price Index (CPI), the Office for National Statistics said last week.

The CPI inflation rate was 2.3% in March, the same as February, although it is steadily increasing.

## A newsagents for the 22nd Century

A Scottish retailer has transformed a traditional newsagents, opened 100 years ago, into a modern store with a food-to-go kitchen and specialist gifts, cards, jewellery sections, along with core magazines, tobacco, drinks and snacks. David Robertson, owner of JP Pozzi in Buckie and pictured here with his parents Lynda and James, said: "If traditional stores don't change, they won't be there in a few years' time. We haven't given up being a newsagent, but we want to be a newsagent ready for the 22nd Century."



**Politicians urged to 'completely rethink policies'** Put your case to candidates says NFRN chief

# Election a chance to help support small business

by **Charlie Faulkner**

[charlie.faulkner@newtrade.co.uk](mailto:charlie.faulkner@newtrade.co.uk)

Independent retailers have called on the government to use the snap General Election as an opportunity to rectify business rates and better support small business owners.

In the wake of Theresa May's shock announcement on Tuesday, which revealed an election will take place on 8 June – three years ahead of schedule – retailers said it gave politicians across the parties a chance to completely reformulate policies which hit small businesses the

hardest.

Amit Odedra, of One Stop in Peterborough, said he wants to see a system where independent businesses don't unfairly bear the brunt of wage and rates hikes.

"I'd like to see a little bit more compassion for small business, not just the big guys," said Mr Odedra.

"We pay our taxes and rates just like the big guys – in many cases more than they do – but they get all the relief.

"It needs to be a fairer system and a level playing field for everybody, not just making the small guys

suffer with the National Living Wage and business rates."

Linda Sood, of Falcon News, Portsmouth, said: "Retail crime, business rates, support for the high street, minimum wage – it's getting harder and harder for all independent retailers. Politicians really need to think hard about how they're going to help the ones that are left."

Danny Wilson, of eight One Stops in and near Scarborough, said an early election provides politicians with a chance to "completely rethink policies".

Paul Turner-Mitchell,

from rates specialist CVS, said: "The issue of business rates has caused a lot of widespread resentment and anger.

"Now is the time to sort this out – small businesses are struggling with the burden of rates and other things and they want to see a system of business rates and taxation which is fair and fit for purpose."

Paul Baxter, NFRN chief executive, said: "Over the coming weeks we will be urging members to contact their local candidates and put the case forward for independent retailers."

## Aussie expert eyes up free UK workshops

An Australian retailer is looking to hold free workshops in the UK to help traditional newsagents diversify with new categories.

Mark Fletcher, who owns three shops in Melbourne, is chief executive of the 238-store group NewsXpress and runs his own EPOS company, already

carries out workshops for NewsXpress retailers in his home country.

Mr Fletcher told RN he wants to run sessions in three parts to demonstrate the alternative categories which retailers could consider. He would focus on worldwide retail trends that apply to newsagents, examples of transforma-

tions of Australian stores and open sessions on good options for UK businesses.

Retailers said the workshops would be welcomed.

Amit Patel, of Belvedere News Food & Wine in Kent, said: "Any ideas that can be shared or any products that can be suggested would be very useful, especially in the current

economic climate."

Gail Winfield, of Lybster Post Office in northern Scotland, said she has grown sales by introducing new categories including locally-made jewellery, car supplies, board games and clothing.

Mr Fletcher is considering suitable locations and dates for workshops.

**Deal will give c-stores an 'edge'** Charles Wilson suggests Aldi and Lidl c-stores are coming

# Tesco merger will protect indies, says Booker boss

**Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

"If you can't beat them, join them," Booker chief executive Charles Wilson told retailers when questioned on his motive behind merging with Tesco.

Speaking about the proposed merger at the NFRN national council meeting last week, Mr Wilson said he has spent his working life either supplying or competing with Tesco. But working with the retail giant would put Booker in a stronger position within

the industry, giving its retailers the edge over the other multiples, he said.

"They have already made their big move into the convenience market but for some of the other multiples that change is still to come - like Aldi and Lidl," he said. "What I see here is an opportunity to harness some of what Tesco has."

Acknowledging retailers face "some of the most challenging conditions they have done for an incredibly long time" - in reference to increasing costs, tobacco regulation

changes, business rates rises and sugar taxation - he said the merger can give retailers the chance to provide better service, quality and choice.

Advantages Mr Wilson pointed to included better banking rates, mobile payment technology and a wider chilled, frozen and fruit and vegetable offer, as well as access to 16 million Clubcard members.

"Your business is yours but if you can get some of that Clubcard footfall into your shop then that will make your business more

sustainable," he said.

When questioned on its focus shifting away from its retailers in the lead-up to the merger - which is subject to approval from the Competition and Markets Authority - Mr Wilson denied attention had been pulled from wholesale developments.

He said: "We only have three people working on Tesco at the moment and we have said we don't want anyone getting distracted. No-one will be allowed to say they're unable to deliver innovations."

## PMI: Get ready for e-cig law change

Philip Morris International (PMI) reminded retailers of new e-cigarette regulations at the NFRN's national council meeting.

From 20 May health warnings will cover a third of e-cigarette packaging, tanks' capacities must not exceed 2ml, e-liquids can only be sold in 10ml units and all e-cigarettes and e-liquids will need to be registered with the Medicines and Healthcare products Regulatory Agency (MHRA).

Retailers will be responsible for checking that notification details for new products they stock are published on the MHRA website, which is set to go live in the coming weeks.

Retailers can sell products they currently stock until 19 May. However, all new products must comply with requirements of the Tobacco Products Directive.

## HMRC gives brewery warning

Retailers are responsible for checking their alcohol wholesaler is operating legally - including micro-breweries, HMRC has said.

A HMRC spokesperson said: "There are some circumstances where sales are outside the scope of AWRS and these are listed in Notice 2002. There is an exemption for small cider producers but not for microbrewers.

"To date, HMRC has protected more than £155 million of unpaid alcohol duty thanks to the introduction of the AWRS. We are working to help honest businesses by ending the competition from illegal traders of illicit alcohol."

### From c-store to c-store-café-pub

A huge refit undertaken at Premier Whitstone Village Stores, that includes a new bar and dining area, has been lauded by its customers. The new store, renamed Premier Village Stores PO & Café Lounge Bar, now offers freshly-cooked breakfasts, Sunday carveries and is fully licenced. It was created after 10 years of research by owner Dan Cock, who project managed the extensive rebuilding work himself. The upgrade cost Mr Cock an estimated £200,000.



## Issues continue with tobacco law change

Retailers are prepared for incoming regulations on tobacco and e-cigarettes but still face severe challenges, an RN investigation has revealed.

But the 11 retailers approached by RN for this week's special report (p32), were all satisfied with the support they have received.

"There's been a lot of support both from suppliers and my symbol group,"

said Vim Odedra, who owns Nisa stores around the south coast.

Guidance on merchandising, agreements to buy back stock and gantry modifications were among the assistance sales reps had provided.

This is good news for manufacturers which are reliant on strong retailer relationships.

"JTI launched its Your

Guide Through Change initiative last February, aiming to provide a go-to source of industry-leading advice," said Jeremy Blackburn, head of communications at JTI. "Since then, thousands of retailers have used it to become prepared for the changes."

However, RN's investigation also highlighted a number of challenges faced by retailers.

Soban Shanmuganathan, of Burgess Stores in Goudhurst, Kent, said he had picked up incorrect unbranded tobacco stock from wholesalers and had it delivered. Depots had become a "nightmare" because of the changes, he said.

Harj Dhasee, of Mickleton Village Stores in Gloucestershire, said his main challenge was speed of service.

# STORE LOOKBOOK



## Print at its best

Building on a model from Tokyo, publisher Monocle has opened its own newsagents. Manager Maverick Pettit-Taylor says it's inspired as much by cafes and bookshops as the traditional CTN. **Jennifer Hardwick** meets him

**W**hen Kioskafé was opened in October 2015, its owner, the publisher Monocle, had one goal. Editor-in-chief Tyler Brulé said the business would aim to be “a celebration of print – putting the written word, fine images and crisp paper centre stage”, and the publisher has created a magazine store in the heart of London which is far from ordinary.

Kioskafé is inspired by book and magazine stores in Japan, where the culture of combining a café with that kind of retail is well-established.

Kioskafé has a food counter which offers high-quality pastries and sandwiches, the most popular item being a Swedish bun with cinnamon and cardoon from nearby Fabrique Bakery. The menu also includes coffee priced between £2.50 and £3, a glass of prosecco for £6 or wine from £5 and beer from £3.

But the main attraction for customers is Kioskafé's huge range of magazines which extends with a regularly constant stream of new titles.

Manager Maverick Pettit-Taylor, who has been in charge since it opened, has added 50 new magazines in the last six months.

“As our traffic has increased we've been able to add more magazines,” he says. “We are selective when we try new titles because we only have limited shelf space. But we like

to think we have a good idea of what will work because we know our customers.”

Like the store itself, the magazines on sale are far from the average and from the usual top 100 bestsellers. The core customer base is international travellers who visit to stock up on reading material ahead of a trip. Prices vary from £5 to £25, and the most popular sectors are design, business and lifestyle.

“We find content-heavy magazines and long-form journalism titles sell the best,” says Maverick.

“People appreciate a well-designed, high-quality magazine. Our customers will come in every couple of months and buy a big stack for their next trip.”

Best-selling titles vary month by month but include “slow journalism” title *Delayed Gratification*, academic fashion magazine *Vestoj* and lifestyle and culture biannual *Kennedy*.

Maverick says customers tend to linger longest at a table placed at the front of the shop containing new titles and staff favourites. Maverick and his team use that time to speak to them about the magazines and draw their attention to titles they think customers should try.

“We really know the magazines, who writes them and who designs them. That compels people to buy them. They know they can trust us,” he says.

“I keep some back copies of popular titles

“It’s worth trying different things. People will come in for one title then you can capture them and they’ll come back.”

MAVERICK PETTIT-TAYLOR



The store's magazines range is expanding all the time



“We really know the magazines, who writes them and who designs them. That compels people to buy them”

**INFORMATION**

**Location**  
Paddington, London

**Size**  
860sq ft

**Basket spend**  
£12

**Best-selling magazines**  
The Gentlewoman, B Magazine, Courier, Kennedy, Meter, Popeye, Happy Reader, Delayed Gratification, Monocle, Vestoj



# STORE LOOKBOOK

The store serves top quality coffee and snacks



and it's so satisfying when somebody asks for something they've been looking for everywhere and we've got it."

The final flourish and key attraction for international customers is a machine which prints a choice of 2,848 foreign newspapers on demand. The process earns around £10 and costs £3 per newspaper, and Maverick says customers enjoy the concept, with its main users being people who have moved to the UK from abroad.

Customers' differing reasons for visiting amount to different peak hours for the store. Its popularity with office workers means the store is busier in the week than at weekends.

"In the morning customers are in and out for coffee, but around lunchtime people stay and browse or sit down and chat or have meetings and that's when more magazines are bought," says Maverick.

"The peak magazine buying time is mid-morning to mid-afternoon."

With the store now well established, Maverick says the next step is more evening events. Monocle already uses the space for its own events, and a natural extension could be sessions for Kioskafé customers, including presentations from independent publishers. ●

Shoppers are encouraged to browse at their own pace



 **Want to see more of Tyler's store?**  
Go to [betterretailing.com/tyler-brule-kioskafé](http://betterretailing.com/tyler-brule-kioskafé)

# SYMBOL NEWS

Group sets 50% fresh sales growth target by 2019 'Health and wellbeing is becoming stronger'

## Henderson boss Doody's 'famous for fresh' mission

by Charlie Faulkner

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Henderson Group is aiming to guide customers through a change in the way they shop to boost the company's fresh sales to 50% by 2019.

Speaking exclusively to RN, Patrick Doody, sales and marketing director at Henderson Group – owner of Spar, Eurospar, Vivo, Vivo Xtra and Vivo Essentials franchises in Northern Ireland – said the company aimed to be “famous for fresh” with the category already accounting for 42% of its overall sales.

“Shoppers decide whether or not you have a good store depending on what your fresh category looks like – whether the correct range is stocked, if the pricing is right and if the retailer is providing good meal solutions,” said Mr Doody.

“Our target of 50% fresh sales is tough because it requires significant investment in range, pricing, marketing and linking up with local suppliers but our sales have grown every year over the last five years – by 8% in the last year alone.

“A way of achieving this is by encouraging custom-



Patrick Doody (left) says shoppers decide if a store is good or not based on its fresh category

ers to cook from scratch which means laying stores out in a way that provides meal inspiration and easy meal assembly options.

“Health and wellbeing is becoming stronger and stronger and we want to help our shoppers along that journey.”

Henderson Group has implemented an auto store-replenishment system in

company-owned stores in a bid to combat availability issues, with plans to roll it out to independent stores by the end of the year.

The company is also investing £12.5m on a new warehouse in Belfast, with plans to refurbish the existing one by 2019.

“The business has grown dramatically in the last five years as a result of the

strength of the Spar brand,” said Mr Doody.

He said the group hopes to create more efficient warehouse space and plans to lay the warehouses out in the same way as the store planogram.

The group announced a record financial year last week with a 6% increase in turnover and profit up by 11%.

## New Slush Puppie a month for One Stop

One Stop is introducing further Slush Puppie variants to help retailers grow their sales throughout the summer months.

Slush Puppie Flavour Treats are a new range of flavours and One Stop will make them available to its retailers from April to September with a different flavour hitting stores every month, starting with Fruit Salad.

Galen Levi, head of product for One Stop Franchise, said: “Our franchisees who signed up for Slush Puppie have seen some phenomenal summer sales, so we were keen to work even closer with Slush Puppie to seek further opportunities throughout the year.

“The Flavour Treats launch is another way to keep customers engaged in the brand.”

Rakhee Patel, of One Stop in Fleetgate, Barton on Humber, said: “We’re looking at a second stand because it’s doing so well. We’ve got a school next door and the adult market seems to be growing.”

Alan Fincham, of One Stop in Attleborough, Norfolk, said he is confident the new flavours will drive sales.

## Pro-retail's star line-up

Carb Killa protein bars, produced by specialist manufacturer Grenade, and milk from family dairy Pentworth Farms will be exhibited alongside products from Ferrero, Ribena Lucozade Suntory and more than 200 other major suppliers at this year's Pro-retail.

Organised by delivered wholesaler Palmer & Harvey, the event takes place at the Telford International Centre in Shropshire on 16 and 17 May.

## First two weeks see 20% uplift for Bmorelocal

The first Bmorelocal store to open in North Wales saw a 20% uplift in turnover in its first two weeks.

Formerly a Lifestyle Express, the convenience store, which is located in the seaside town of Llandudno, has undergone a complete refit – more than doubling the store size to 1,600sq ft.

“Turnover is definitely

starting to increase, you can already see it on a daily basis,” said retailer Beverley Williams.

“Everyone is really pleased with the way the store is looking. It has a really striking look.”

The store also offers a post office, free-to-use cash machine, PayPoint, Lottery and stocks local products.



# NEWS & MAGS

## News mags get a Brexit sales boost

Sales of current affairs titles have doubled since the prime minister triggered Article 50, retailers have reported.

Nainesh Shah, of Mayhew News in London, said: "We've had especially strong sales of The New Statesman and Prospect. The appetite for current affairs titles has never been greater."

David Woodrow, of Woodrow's in Bishopton, Renfrewshire, reported a big increase in sales of The Economist and Private Eye.

"There's been a real upward trend in political magazine sales since the start of April," he said. "So far this month I've already sold eight copies of The Economist - more than I sold in March. Sales of Private Eye have also doubled."

Private Eye announced its highest ever circulation in February.

The Economist reported its print sales are up 2.1%.

## Price jump complaints

Retailers have called on Menzies to improve communication after the wholesaler failed to inform them about a price hike across major regional newspapers.

Johnston Press raised the price of several titles by 5p from 10 April, but retailers in Portsmouth said they received no notice of the change on The News.

Linda Sood, of Falcon News, said: "I received a note telling me about the price hike at such late notice it was no use to me at all."

Some retailers in Yorkshire said they were not informed of a rise of the Yorkshire Post.

A Menzies spokesperson said the announcement was communicated via publisher's letters and a post on i-Menzies.

'Sub-retailing is a win-win' Independents are turning to distribution hubs for extra income

## Menzies expresses support for sub-retailing initiatives

by Jennifer Hardwick and Nikki Ansell

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Independent store owners should cash in on the opportunities sub-retailing offers, retailers and wholesalers have said.

Paul Jordan, Menzies' head of newspaper sales, described sub-retailing as a "pressure relief valve" available to retailers with small news bills, when speaking at the NFRN's national council meeting in Bristol last week.

David Woodrow, of Woodrow's in Bishopton,

Renfrewshire, urged smaller outlets to seriously consider sourcing news and magazines from stores with larger supplies, in light of ongoing carriage charge hikes and weakening print margins.

"By setting up a sub-retail agreement, smaller outlets can drive profits from newspapers and magazines while reducing their carriage charge," he said.

"Sub-retailing is a win-win for me, and the outlets I supply to. I supply two stores, a hospital, a factory and a garden centre and

they bring me profits of up to £600 per week."

However, Mr Woodrow added the benefits of sub-retailing extend beyond profits. "Sub-retailing serves the community and gives me flexibility on returns," he said. "If people can pick up newspapers at more outlets they'll be less likely to go online, which helps to sustain print news and magazine sales."

Brian Murphy, head of news at the NFRN, said: "We have seen an increase in members asking about their options and will support all to be more

profitable in what remains a significant market."

Meanwhile, a Northampton retailer told RN he is considering setting up his own distribution service in the town after suffering repeated late deliveries following Smiths' closure of its branch there last month.

Vinesh Patel, of Happy Times, who used to work in distribution for Morrisons, said: "I already have drivers and staff who are ready to work for me. I'm sure retailers will support me. This is causing all of us stress."

## Problems with partworks

Partwork issues arriving damaged are detrimental to customer relations, a retailer has said. The latest issue of the Beatles Vinyl Collection partwork, featuring the White Album priced at £24.99, arrived damaged, according to a number of retailers. Eugene Diamond, of Diamond's in Ballymena, Northern Ireland, said: "[Customers] expect them to be in pristine condition." John Read, head of UK circulation at Deagostini, said the firm is investigating the issue.



## Women's glossies harming weeklies' sales

Price cuts on women's monthly titles have accelerated the decline in sales of women's weekly magazines, retailers and wholesalers have said.

New figures from Menzies Distribution revealed sales of women's weeklies were down 8.5% year on year to the end of March.

Retailers and industry figures said cover price cuts to £1 by Cosmopolitan and Glamour, in September 2015 and January 2017 respectively, were fueling the long-term decline.

James Brundle, owner of three Spar stores in London and Whitstable, said: "We've seen a slowdown in

sales of OK! and Hello! I'd put it at about a 20% decline.

"At the same time, sales of Glamour and Cosmopolitan have gone up by 50%. The cuts on these glossies have had a knock-on effect, as the weeklies seem so expensive in comparison."

Steve Dobbie, Menzies general manager of magazines,

said at the NFRN's national council meeting last week: "We believe the drop is partly down to the price drops of Cosmopolitan and Glamour."

"Customers are questioning why they would buy a weekly magazine for £1.70 when they can buy a big glossy for £1."

# PRODUCT TRENDS



## Cash in with good coffee

Retailers who offer quality coffee below £3 have an edge over the more premium high street coffee shops, a leading manufacturer has told RN.

Melissa Littler, chief marketing officer at Cru Kafe, said Mintel figures showing a 37% growth in coffee shop sales over the last five years identify a trend independent retailers can capitalise on if they set the right prices. She said rising prices on the high street gave independent retailers an opportunity.

"As the price rises over £3 it is playing into retailers' hands," said Ms Littler.

Adam Phillips, of Bos-

combe East Post Office in Bournemouth, installed a Jack's Beans machine two years ago to offer a higher standard coffee. He now sells more than 90 cups a week – twice as many as his previous machine. "Quality is very important but it has to be affordable," said Mr Phillips. "We charge £2 a cup which gives us a 40% margin."

Meena Bains, of One Stop in Brownhills, Walsall, has invested in high quality coffee which has resulted in repeat purchases in her store. "We also use PoS outside the store, which really helps boost sales," said Ms Bains.

**Planograms needed to drive sales** 'We don't have a perfect solution'

## Healthy drinks need wholesalers' help

by **Dave Songer**

dave.songer@newtrade.co.uk

A drinks manufacturer has called on wholesalers to do more to help retailers capitalise on the shift towards healthy soft drinks.

Speaking to RN, Trystan Farnworth, Britvic's commercial director – convenience and impulse, said wholesalers need to facilitate standardised planograms across the entire category to prevent saturation and drive sales.

"Retailers generally get their preferred advice from their wholesalers and symbol group BDMs because ultimately they're the guys they would see as the best

people to go to for an unbiased view," he said.

He said it is understandably difficult for retailers to work out the best solution with planograms from different manufacturers.

"We've done quite a bit of work with wholesalers on some quite aggressive range reduction. With Bestway we ended up taking out around 20% of their SKUs altogether," said Mr Farnworth.

He also called for an end to wholesalers offering deals on slow-selling products leaving retailers with lines they struggle to shift. "The end result is you're hogging space in the chiller that won't sell," he said.

"There's a collective

responsibility for the wholesaler and the brand manager here but at the end of the day, no single outlet is the same – a forecourt in one street can have a very different demographic to another street so no matter what we do we won't have a perfect solution."

Britvic also revealed plans to carry out its biggest-ever field sales campaign, which will involve 30,000 calls to retailers over the next six weeks and 100,000 by the end of summer.

The idea is to inform retailers about the sugar levy, set to come into force next year, and offer promotions on Britvic's low and no-sugar soft drinks.

TPD2  
COMING SOON  
TO YOUR STORE

LESS THAN

0

1

MONTH TO GO



# TRENDS

## Spar prosecco in sparkling form

Spar has launched two more proseccos to help retailers capitalise on the bubble trend, following a 38% increase in sales in the last year.

Spar's Extra Dry DOC and Valdobbiadene D.O.C.G. join the group's existing two-bottle range of proseccos, Perlezza and Speciale, ranging from £9 to £12.

Speaking to RN, Matthew Fowkes, Spar UK trading manager, said: "Sparkling wine as a whole is in double-digit growth and this is being driven by prosecco. Prosecco sales for Spar are performing strongly."

Tony Wilkinson, of Spar Lochcarron, sells two cases a week of prosecco



–surpassing champagne sales. "The popularity of prosecco is definitely on the rise and we'd be interested in trying the new bottles," said Mr Wilkinson.

# NEW DESIGN

## EVEN MORE RIBENARY



## STOCK UP NOW

#1 juice drink brand\*

84% would buy\*\*

£4M media spend  
this summer



## Easter winners

Retailers have capitalised on the Easter sales opportunity with egg hunts and Easter-themed packs.

Raaj Chandarana (pictured), of Premier Tara's News in High Wycombe, organised an Easter egg hunt in partnership with Kinder and Ferrero, which offered customers a chance to win £100 Virgin voucher.

Mintel research revealed confectionery continued to drive UK Easter purchases

in 2016 with 49% of Easter shoppers buying chocolate gifts. While spending on confectionery accounted for approximately 68% of all Easter purchases last year.

Coraline Routledge, of J&S News in Hull, which offered Cadbury Easter egg hunt packs, saw an uplift in sales this year. Guylian chocolates, Harry Hopalot Easter bunny and the Ferrero Rocher Easter chocolates were the most popular.



**DOWNLOAD THE RIBENA APP**



# BRAND SNAPSHOT



## Lions roar with Sharp's

Cornwall-based Sharp's Brewery's premium cask beer, Doom Bar, has been announced as official sponsor for the Lions 2017 rugby tour to New Zealand.



## Chilled out Quaker Oats

Quaker Oats has unveiled chilled Overnight Oats pots. They are available in Blueberry & Cranberry and Red Apple flavours, priced at 99p each.



## Refresh for Ribena

Ribena Suntory is redesigning its Ribena range's packaging. The new designs will be on 500ml, ready-to-drink, carton and squash formats.



## £2.5m spend for HiPP

HiPP Organic is investing £2.5m in its jar range this year. This includes 19 new recipes in a 60-strong range of jars, 'pure' vegetable jars and a new look.



## New KitKat recipe

Nestlé is introducing a new recipe across its KitKat range in a bid to reduce sugar content. Each bar will have 20% more milk and 13% more cocoa.



## Healthy margin on LSV

Landmark Wholesale is launching vitamin-enriched flavoured waters to its LSV energy and sports drinks range, price-marked at 40p and giving 30% margins.



## Old Jamaica prize time

Cott Beverage's Old Jamaica receives a multi-channel campaign and on-pack promotion to win a holiday to Jamaica and one of 600 prizes.



## Pricemarked relaunch

Diageo has relaunched its ready-to-drink range with six £1.50 price-marked packs, replacing the original '2 for £3.00' promotion.



## Baking made easy

Unilever's Stork has released Ready to Bake cake mixes available in Chocolate, Lemon and Classic. The liquid mix requires no added ingredients.

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**On TV and social media**



**With 42 million people seeing the campaign 9 times**

**Also available in price marked packs**

# WHAT'S NEW



## Noveltea

A mix of tea and gin, Noveltea uses a combination of cold brewing, infusion and blending processes to produce an 11% ABV drink flavoured with earl grey tea.

**RRP** £9.95 (250ml)

**Contact** 0748 651 3520 / lukas.passia@tea-venture.com



## Jaw Brew

Jaw Brew is made with leftover bread in a bid to reduce food waste in Glasgow. The blonde beer is 2.2% ABV and can be purchased on Jaw Brew's website.

**RRP** £1.60 (330ml)

**Contact** www.jawbrew.co.uk/shop



## Water Works

Water Works' range is made up of watermelon and cactus waters that are 100% natural, are not made from concentrate and contain no added sugar.

**RRP** £1.99

**Contact** info@drinkwaterworks.com



## Barracudos

This drink has a balance of vitamins and protein to support active lifestyles. One bottle contains 20% of the daily recommended protein amount without affecting its taste.

**RRP** £2.40 500ml

**Contact** 07947 459479 / fahad@barracudos.com



## Cottage Delight

Cottage Delight has a range of 22 products including preserves, snacks, salsas and fudge. Its latest product is Lemon Curd with Gin, a twist on the popular drink.

**RRP** £3.75 (310g)

**Contact** 01538 382020 / info@cottagedelight.co.uk



## Urban Cordial Company

The Urban Cordial Company's five-product core range includes Blackberry and Lavender and is made using misshapen fruit that supermarkets don't want, reducing wastage.

**RRP** £5.50 (500ml)

**Contact** hello@theurbancordialcompany.co.uk

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



## Drunken Dairy

Dark Destroyer is a dark chocolate and orange liqueur with a 3.15% ABV. Other flavours available from Drunken Dairy include Pished Pavlova and Raspberry Tippler.

**RRP** £3 - £3.95 (125ml)

**Contact** [www.drunkendairy.co.uk/get-in-touch](http://www.drunkendairy.co.uk/get-in-touch)



## Chief Chocolate Officer

Designed to be matched with wine, Chief Chocolate Officer's six-bar range includes Pear & Elderflower and Liquorice & Rose which are recommended with Sauvignon Blanc and Syrah.

**RRP** £2.75 (50g), £3.99 (100g), £12.99 (gift box)

**Contact** 0207 2489535

## Focus

## Free-from

Whether gluten, nuts or dairy, a growing number of shoppers are looking to either reduce or cut these ingredients from their diets entirely. This week's products include all free-from bars to pasta



## N'eat

N'eat Bars five-flavour range includes Cacao and Coconuts, Red Berries & Quinoa and Apricots, Chia Seeds & Pumpkin Seeds, all of which are nut free.

**RRP** £1

**Contact** [www.neathealthy.co.uk](http://www.neathealthy.co.uk)



## Dove's Farm

Maize and Rice Tortiglioni and Brown Rice Tortiglioni are ideal for people who still want to enjoy pasta. Both are gluten-free and are free from milk and egg.

**RRP** £2.49 (500g)

**Contact** 01488 684880



## Mindful Bites

Mindful Bites is a range of four nut butters designed to target a specific wellbeing; Vitality, Defence, Purification and Pleasure. All pots are gluten and dairy-free.

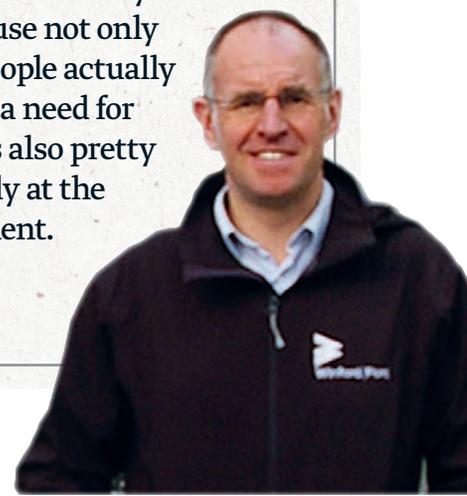
**RRP** £7.99

**Contact** [sales@mindfulbites.co.uk](mailto:sales@mindfulbites.co.uk)

## Justin Taylor

Spar Windford Ford, Bristol

Our bestsellers are Mrs Crimble's gluten-free biscuits. We have a whole free-from section with a range of gluten-free biscuits, flour and bread rolls. Free-from does really well because not only do people actually have a need for it, it's also pretty trendy at the moment.

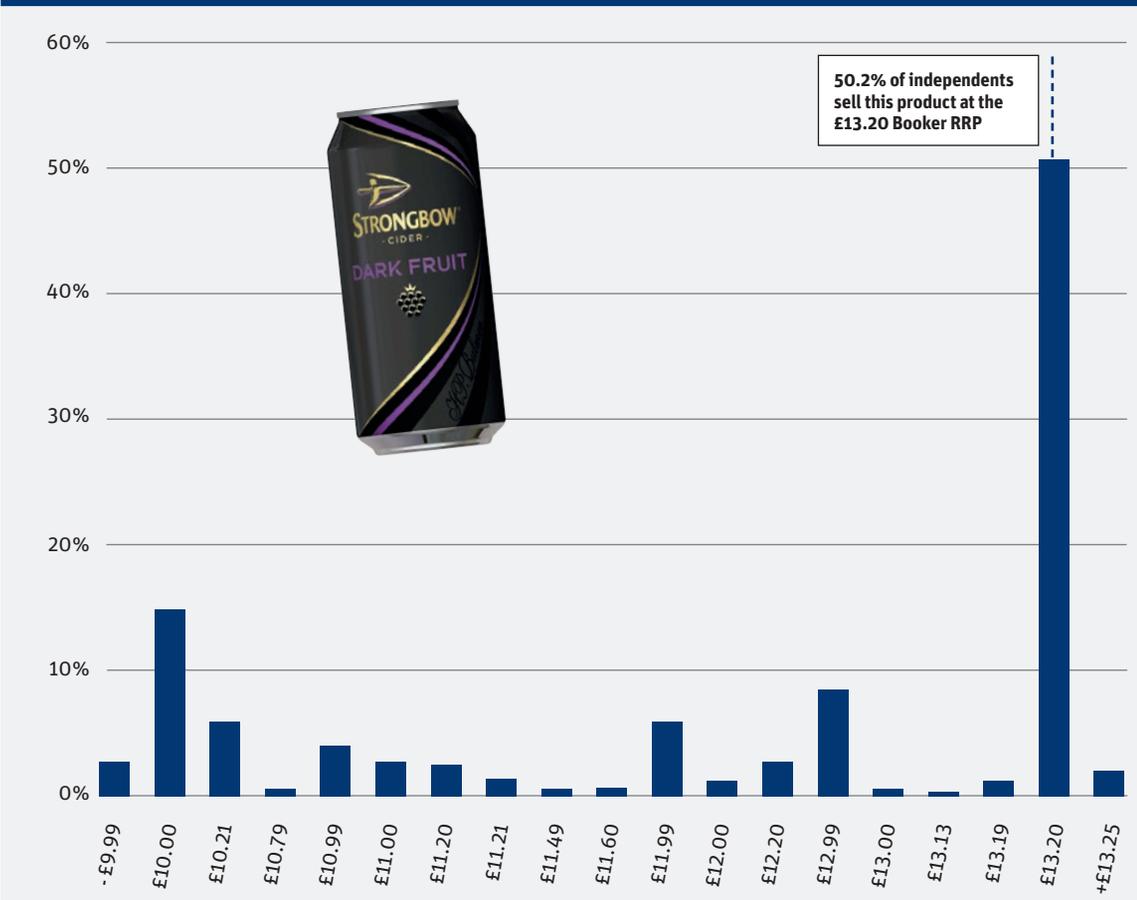


# PRICEWATCH

## Profit checker Cider

## Price checker

**STRONGBOW DARK FRUIT CIDER 10-pack 440ml** Price distribution %



PRODUCT
Frosty Jack's 3l
Strongbow 2l
Strongbow Dark Fruit 10-pack 440ml
Lambrini 1.5l
Strongbow 12-pack 440ml
Strongbow 4-pack 568ml
Strongbow Dark Fruit 4-pack 500ml
Strongbow 4-pack 500ml
K Cider 500ml
Symonds Scrumpy Jack 500ml
Omega White Cider 3l
Crompton Oaks Farmhouse Dry Cider 2.5l

## Analysis

That cider is a category generally sold at or under RRP is best demonstrated by the fact that just two of the 72 retailer prices on this week's Price Checker table are above Booker's recommended price.

And our Profit Checker graph backs up this point. More than half of retailers sell Strongbow Dark Fruit 10-packs at their £13.20 RRP, and 47% below, which store owners attribute to the proliferation of offers, multibuy

and pricemarking.

However, while retailers rely on volume sales to make up for lower margins on mainstream brands, local craft ciders' help retailers such as Nicholson Boyd reap 30% from each bottle he sells.

## How we drive our profit

### Julie Atkinson

**STORE** Hollins Green Community Shop  
**LOCATION** Warrington, Cheshire  
**SIZE** 1,000sq ft  
**TYPE** rural

**TOP TIP**  
 In summer, we display cider on one of our promotional wooden crates with props to prompt a few more sales



**We've got a** small shop so don't stock many ciders because they're not very popular, although they do start to sell in summer. We stock four-packs of original Strongbow at £4.29 and Old Mout in bottles. We also bring in a Kopparberg in the summer, as they do a mixed fruit flavour which is quite popular. This is the kind of shop people stop at as they pass by to pick things up in an emergency, so we don't need to drop prices or do deals on cider or beer to compete. This means we make a good margin of 32% on bottles of cider.

### Nicholson Boyd

**STORE** Pickles of London  
**LOCATION** Dalston, London  
**SIZE** 2,500sq ft  
**TYPE** city main road

**TOP TIP**  
 Keep cider at eye-level and all the brands together – it means customers can choose from the whole range



**We do well** with ciders, especially in the summer, and have quite a large range. We sell them at a variety of prices, so pear ciders like Kopparberg are £2.45, one Spar own brand cider is £1 per bottle, and there's a premium Spar one which sells for £1.59. We've also got craft ciders from places like Crate Brewery who do their own products for £2.50, and Hogan's for £2.40. We get a high margin of around 30% for Crate Brewery and Hogan's cider. For the cheaper Spar ones it's more like 22%, but we go through a couple of cases a week of on that in the summer.

**Helen Lock**  
 RNreporter@newtrade.co.uk  
 020 7689 3357

Data supplied by



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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 OFF-LICENCE IN MANCHESTER	RETAILER 2 GLOUCESTER-SHIRE VILLAGE STORE	RETAILER 3 C-STORE IN BIRMINGHAM SUBURB	RETAILER 4 LARGE HIGH STREET STORE IN GLASGOW SUBURB	RETAILER 5 OFF-LICENCE ON TYNESIDE HIGH STREET	RETAILER 6 VILLAGE C-STORE IN NORTH WALES
£4.22	£4.49	£4.19	£4.49	-	£4.00	£4.40	£4.59
£3.46	£3.49	£3.49	£3.49	£2.99	£3.00	-	£3.49
£12.02	£13.20	-	£13.20	£12.99	£10.00	-	-
£3.47	£3.49	£3.49	£3.49	£3.49	£3.25	£3.49	£3.49
£11.43	£11.99	-	-	£11.99	£9.00	-	£9.99
£4.93	£5.00	£5.00	£5.00	£5.00	£5.00	-	£5.00
£5.51	£5.79	£5.79	-	-	£5.50	£5.79	£5.79
£4.28	£4.50	£4.50	-	-	£4.00	£4.50	£4.50
£1.47	£1.59	£1.45	£1.50	£1.35	-	£1.59	£1.49
£1.41	£1.59	£1.29	-	-	£1.10	£1.60	-
£3.99	£3.99	-	£3.99	£3.99	-	£3.99	£3.99
£3.64	£3.89	-	-	£3.49	-	£3.49	-

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### John Wade

Gravelles Budgens,  
North Chingford,  
London



Sausages and  
bacon by Priors  
Hall Farm



#### How did you discover them?

We were an independent Budgens at first and the owners sourced them. Now we're a corporate store, but we've kept these products on because they sell well. We do a variety of different flavours, and the sausages we stock are their traditional sausages – pork and leek, spicy and a farmhouse one, and we do chipolatas and pigs in blankets too.

#### Who buys them?

Older customers, particularly with the bacon, know the flavours, and they will go for it. Younger people just think: 'bacon is bacon' but the older customers know the quality and care more about the different types.

#### Why do you think they're so successful?

They offer something different to the mass-produced sausages you get from brands. In front of the display where we keep them, the sign says they are "85% pork, bred locally to the highest welfare standards" so that's attractive. In terms of price they are individually priced by weight. The packages might be £2.29, £1.92 or £4. My margins are roughly 25% across the products and they are really popular.

## Pigush Sanghani

**STORE** Talbot Express, Nisa  
**LOCATION** Chorley, Lancashire  
**SIZE** 1,800sq ft  
**TYPE** rural

#### TOP TIP

Bring in different premium lines as customers like to try them and it helps you differentiate from the supermarkets



**We do well** on cider, particularly on multibuys, and probably match the supermarkets and Bargain Booze on price. We do an occasional three for £5 deal on brands including Kopperberg, Old Mout and Stella Artois Cidre, which accounts for about 80% of sales. We get a 25% margin on individual bottles but it's more like 15% to 20% when they're on a deal. We also do premium ciders which are on a permanent three for £5 offer. The new Smirnoff cider for £1.99 in Passion & Lime and Raspberry & Pomegranate flavours is doing well too, and we sell Strongbow Dark Fruit Cider in a 10-pack for £10.

## Bob Sykes

**STORE** Denmore Premier Food & Wine Store,  
**LOCATION** Rhyl, Wales  
**SIZE** 1,000sq ft  
**TYPE** residential

#### TOP TIP

Group ciders and offers on them together so customers can compare prices



**We sell a** few ciders, including Bulmers, Magners, Old Rosie and Thatchers, and they are all quite popular, especially when the weather's better. We sell Strongbow Dark Fruit too, which is on offer for £10 per 10-pack. You'd be hard pushed to sell it for more than that. We don't sell single cans of ciders or lagers, to stop the wrong type of people coming in, so we sell cans in four-packs or more and our margins, when they are on offer or pricemarked, are around 22%. That goes up to 30% if they are full price and not pricemarked. ●

# YOUR NEWS

## Retailers call for regular low prices

Retailers have told symbol groups to focus on everyday low pricing to ensure strong margins.

During a retail panel organised by Him! last week, retailers met with suppliers including Nestlé, Procter & Gamble and Crediton Dairy, and visited an M&S forecourt, a Costcutter at Warwick University, Malcolm's Stores in Coventry and one of Rav Garcha's Nisa stores in Birmingham.

Mr Garcha said one of the main issues discussed was pricing restrictions placed on the retailers.

"Symbol groups are using high-low pricing strategies where the price changes all the time, but you need to be able to sell it when it's priced high and isn't on offer," said Mr Garcha. "Often a product doesn't sell which is why we need to move towards everyday low pricing."

## Stop proxy teen sales

Shop owners are being asked to help tackle alcohol sales to children.

St Helens Council in Merseyside has launched a campaign targeting adults who buy alcohol for under-18s.

"Off-licences have a duty to ensure they are doing all they can to prevent underage sales," said councillor Lisa Preston.

Jackie Hunt, of Londis in St Helens, said she welcomed the campaign.

"We ID everyone who looks under 21-years-old and if someone older comes in immediately after we have said no to someone asking for the same product we go outside and check," she said.

**Some own-branded stores are keeping relationships with symbols** 'I'll be a good customer'

## Own-brand fascia shops forge new opportunities

by **Charlie Faulkner and Helen Lock**

charlie.faulkner@newtrade.co.ukk

Retailers with independently-branded stores supplied by symbol groups have the ability to tap into a new area of their market, shop owners told RN.

Pav Sahota is about to relaunch his own-fascia store – Raw Store, in London – which was formerly branded as Nisa. The store, which will specialise in organic groceries, will still be supplied by Nisa, as it has been since 2009.

"Considering the store is located in the heart of

Shoreditch, it holds a massive amount of potential and opening it as an independently-branded shop will hopefully mean we can attract a wider customer base," said Mr Sahota, who has owned the store since last year.

"We want to concentrate on high-end, organic groceries and good quality coffee, but we'll still keep staples like Heinz beans. Nisa will remain our main supplier for things like cigarettes and wines."

Mr Sahota, who aims to increase the turnover by more than 65% in the first 12 months, said he has had



Raw Store is to be stocked by Nisa

a lot of support from Nisa.

"I think they see the opportunity presented by the new look of the store and expect I'll be a good customer for them," he said.

Jag Aytain, of The Rural Hub in Linton, Swadlincote, has also

been successful as an independently-branded store, which is supplied by Costcutter. He believes it gives retailers the freedom to tailor their offerings for their communities.

"The symbol groups know you're working with them and you can do what's best for the community you're in – I get to pick the promotions we do, for example," he said.

He also warned symbol group fascias can hold some businesses back.

"People think convenience stores are expensive, that's the perception," he said.

## Costa del Sol to costing stock

Laura Hamilton, presenter of Channel 4's *A Place in the Sun*, has re-opened a village store in Purley with her husband. Lord Roberts on the Green will be a c-store and post office, providing artisan products and a coffee shop. "We've been really passionate about bringing Lord Roberts on The Green back, and we hope it becomes a huge asset to the community," said Mrs Hamilton.



## Brexit concerns for NI border shops

Retailers in Northern Ireland's border towns have raised concerns they may lose customers who travel from the Republic of Ireland (ROI) if a hard border is reinstated as a result of Brexit.

European leaders again signalled this month they would make it hard for

the UK to negotiate or buy access to the single market in upcoming Brexit talks.

This could lead to the reinstatement of a hard border between the Republic and Northern Ireland, stopping shoppers from easily travelling to find goods with lower VAT or taking advantage of

currency value fluctuations between Ireland and the UK.

Seamus McFadden, of McFadden's in Strabane, County Tyrone, said he expects to lose customers.

"There's VAT on newspapers and magazines in the ROI, and I'm a specialist news and magazines

trader so I benefit from that," he said. "If there is hard border that trade will just stop."

Damien Wardman, of Spar McBride's Scaffold store in Enniskillen, is also concerned he will lose sales from passing trade if a hard border is implemented.

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\*EXT IRI MarketPlace, Orangina value % change, GB, latest 52 week data ending 19.02.17. ORANGINA and the Orangina logo are registered trade marks of Schweppes International Ltd.

# YOUR VIEWS

## YOUR LETTERS

### ■ Poor packaging will hurt our sales

The Beatles Vinyl Collection is a very expensive item – the latest retails at £24.99 – and while it's great for us as retailers at that price, I don't think the wholesalers appreciate how much it costs our customers.

At that price, people are expecting it to be in pristine condition, but we've had several arrive damaged.

The problem seems to be the fact they're slightly too large to fit in the grey boxes. The wholesalers need to think about how they send them out, rather than just with the strips around them.

One was sent in another box and that was fine. The second one had a few marks on it, but customers were prepared to put up with that. The latest one is the worst so far.

These products are about building relationships with our customers, getting them to come back into the store, and keep coming back, so it doesn't help when they come like this.

I know they're hard to deliver, but a little bit more thought would help.

**Eugene Diamond,**

Diamond's, Ballymena, Northern Ireland



**These products are about building relationships with our customers, getting them to come back into the store, and keep coming back**

**Eugene Diamond**



**John Read, UK circulation manager, DeAgostini, said:**

*"We are aware there have been a few problems with copies of the Beatles Vinyl Collection being damaged in transit between wholesalers and retailers. This looks to be a small problem considering the volume of copies that have been distributed, however we always take retailers' concerns very seriously and want to ensure copies arrive with them in pristine condition. I got in touch with our distributor, Comag, last week and they have been speaking with the wholesalers. They have asked them to look into alternative ways of attaching the required paperwork to try and avoid strapping and minimise the risk of damage in transit."*

**Dave Shedden, head of communications at Menzies, said:**

*"The Beatles Vinyl Collection is an outsized product, which we cannot fit into standard totes without causing substantial damage to the copies. As a result, they have been packed via a separate process and secured with strapping – an approach which we have*

*taken with many large or unusually-sized products in the past.*

*However, we recognise these legitimate concerns on the part of our customers about damage to such a valuable and popular product and have taken steps to prevent damage to future issues. Our operational teams have now placed orders for protective material which will be used when packing future issues of the collection.*

### ■ We can't afford to pay for staff

A staff member left a couple of weeks ago and I haven't replaced them, and someone else is leaving soon, but I'm not sure I'll replace them either, as I can't afford it because of wage rises. They deserve it, as they work hard, but we aren't making enough money.

It's particularly tough as my husband is in hospital, so I'm working hard, running the shop without him.

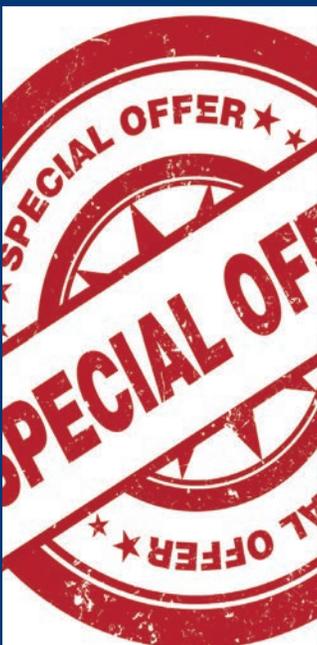
The post office is losing money because they haven't provided any training, so that's another issue.

The £10 per hour idea from Corbyn is a lot – I don't even pay myself that kind of wage. It would only be OK if they give something back to small businesses, only large firms can do that kind of thing.

**Baljit Banning,**

Premier Parans Mini Market, Rothwell, Leeds

## YOUR SAY What were your most popular recent promotions?



**Vim Odedra**

Nisa Local West  
Chiltington, Pulborough  
We recently put two products on sale that have been our bestsellers – Kellogg's Crunchy Nuts 500g cereal packs, half price from £2.99 to £1.49 and the Kellogg's Variety Pack, also down to £1.49. The Crunchy Nuts have been on sale since 27 March and will be for another three weeks. We have sold seven cases of those and about five cases of the Variety Packs.

**Jimmy Patel**

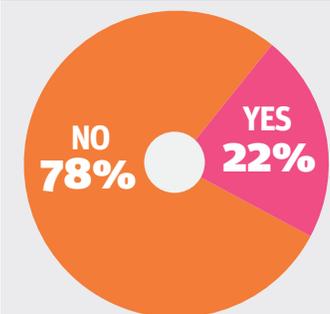
Jimmy's Store (Premier), Northampton  
Andrex toilet rolls have just gone on promotion. They were £3.99 for a nine-pack, now they are just £3. Lollies and chocolates tend to do

well – even toilet rolls. But it's Skittles and Starburst lollies that are doing really well. The promotion has ended but it was buy one get one free for just £1. We easily sold 10 boxes – it was a massive uplift, more than 200% because of the deal.

**Yasmine Mohammed and Narmeen Sarwar**

One Stop Stoneyburn, Bathgate  
We have Butterkist Popcorn – which we usually sell for £1 – down to 50p. We have sold 30 cases in six weeks. We have had amazing feedback on that and the Oreo Thins in vanilla and chocolate flavours, also down to 50p. We have got them right at the front of the till. Tesco had them on sale a couple of months ago but not at our prices.

## RN READER POLL



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

### NEXT WEEK'S QUESTION

Are you confident you are fully aware of the new e-cigs legislation coming into force next month?



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



## AN OFFER TO HELP A NEIGHBOUR

**I have read your article on Martin Ward of Cowpen Lane News.**

I have a similar store which deals in similar products. I will try to make time to visit Cowpen Lane News, it is about 30 miles away. Perhaps we could exchange some ideas on how to keeping moving forward without having to expand the premises.

Like Martin, our magazine display was too large, too many titles.

It was reduced by more than 60% but is still much bigger than Martin's. The sizes of the stores are about the same, the main difference is that our home delivery business is larger, with more than 1,000 customers on account and we cover a much more rural area.

The last count was 35 villages and hamlets, so any tips I can pick up

may be of benefit to my little operation are great, and perhaps I can help Martin.

**Eric Jordan**  
Evenwood News, West Auckland,  
County Durham



The Board of Trade decides not to make an order officially abolishing returns. This meant the trade could fight it out among themselves, allowing publishers to act as a law unto themselves.

## VIEW FROM THE COUNTER with Mike Brown



When a regular customer came into the shop I already had his favourite magazine, Classic Tractor, ready to give to him. He declined, saying he was now getting it on subscription.

After 26 years, I should be more stoical but inside I was quite upset. You nurture customers over many years to retain them, only to find they have been lured away by a subscription offer with more value than I can match. Every magazine I receive now seems to carry one.

My brother was in the shop at the time and said 'never mind, when one door closes another will open'. Sure enough, a couple of days later a chap came into the shop who has a café in a nearby village where the village shop has recently closed and asked me to supply his papers.

At the moment, it is only a weekend order but I envisage growth as word gets around customers can order a paper to

collect. With a carriage charge of £60 and dwindling newspaper sales, sub-retailing presents an opportunity, albeit six miles away. And sub-retailing to non-traditional outlets that do not open until 10am does not impact on my early morning delivery service.

Parking in Stokesley has suddenly become a nightmare. The council made the free car park pay and display. What little free space is left is hotly contested. Businesses have reported a downturn in trade with fewer visitor numbers. After a great deal of protest, it seems likely a three-hour limit will be imposed with permits for residents.

The fields surrounding Stokesley are a sea of yellow, and it looks fabulous. A couple of weeks ago the oil seed rape was barely visible, now it is as tall as I am. The lovely weather has been great for dog walking and slush sales.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Shopping service for passing riders – stop outside and we will take your order & bring it to you! #Equestrian drive-thru

**Tom, Trudy & Josh**  
@tywardreathshop



One a penny, two a penny hot cross buns! Freshly baked by @ChalkHillsBaker #holborns #earlswood #southnutfield

**Dean Holborn**  
@DeanHolborn

Really enjoyable Easter Sunday in store! Easter Bunny awarding prizes for colouring in competition and giving out eggs to all participants

**One Stop Mount Nod**  
@OneStopMountNod

Egg hunt going well. Kids having a fantastic time. It's gone 'Kinder' mad.

**One Stop Woodhouse**  
@jeeta999



Good work @NewportCouncil trading standards as #illegaltobacco criminal ring premises could have licence revoked

**Suspect it Report it**  
@suspect\_report



Thank you @HiStreetDigital multimedia screen looks amazing #helpinggrowsales

**Bay Bashir**  
@liesebashir

# ACADEMY IN ACTION



Follow @IAAcademy for ideas and inspiration

## Shop Layout

The IAA's Louise Banham and Pladis' Hena Chandarana, joined Rishi Patel at his Bognor Regis shop to help him improve his customers' journey.



**Name:** Rishi Patel  
**Shop:** Premier Newsbox  
**Location:** Bognor Regis, West Sussex  
**Size:** 700sq ft  
**Staff:** Three full-time, two 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



**R**ishi Patel took over Premier Newsbox in Bognor Regis four years ago.

Despite the shop being a difficult shape, he knew it had the potential for more sales as it is in a great location with both local residential customers and a strong passing trade.

The shop has good accessibility initially, with a ramp outside to give wheelchair and pushchairs easy access into the main area, but due to space being tight towards the back of the shop, store manager Sue Ryder and the rest of the staff assist any customers that can't get to the back shelves by picking up their shopping for them.

Since taking over the shop, Rishi has invested in new flooring and lighting and customers have responded well, saying it is much brighter and welcoming.

Now Rishi wants to turn his attention to how he can change the customer journey to bring in more sales.

### Rishi's Challenge

Rishi wants to find out how he can better organise the shop to create a clear journey for his customers.



### RISHI SAYS

“ I'm looking forward to getting some ideas from the IAA today on how we can improve our shop layout. The shop is an awkward shape – we have more space that we aren't using, but if we incorporated it into the shop it would mean there would be quite a few blind spots. If we could get our shop layout right, I think we could double our sales.



# NATIONAL COUNCIL



## NFRN NATIONAL COUNCIL REPORT 11-12.04.2017

Jennifer Hardwick reports from the NFRN national council meeting

### PMI commits to smoke-free future

Philip Morris International (PMI) is committed to phasing out cigarettes, delegates heard at the NFRN's national council meeting in Bristol last week.

Ruth Digby, the company's UK government affairs manager, said: "We are committed to a smoke-free future.

"Obviously it won't happen overnight and at the moment 90% of our business is still tobacco."

Ms Digby said the company is investing heavily in developing smoke-free products, including IQOS heated tobacco sticks and new Mesh products, which would remove the need for e-liquid capsules.

Both are not widely available in the UK yet but will be rolled out following trial periods.

Responding to the news, members called for more support to help them explain newer products to customers.



**Kamal Thaker**

London member Kamal Thaker said: "I think a lot of retailers are missing a trick because of a lack of understanding, but once customers do understand something they are very loyal and they do come back regularly.

"The reps are less bothered about them because they see them as an add-on, but to me they are highly profitable."



**Linda Sood**

National vice president Linda Sood asked if it would be possible to receive written instructions for staff to read out



Philip Morris International's UK government affairs manager, Ruth Digby, addresses council

to customers.

"It's confusing because there are so many products on the market," she said.

Ms Digby said she would pass on retailers' requests for more information on new products. "We are conscious we need to provide more," she said.

"Because we are such big, clunky international companies we have kept ourselves separate from the entrepreneurship of the start-up e-cigarette companies we have acquired, but we have now realised we need to provide better information, so we need to become more joined-up."

### Non-compliant stock swap

Retailers will be able to exchange non-compliant tobacco products for equivalent compliant stock after the 20 May deadline, Imperial Tobacco and PMI told councillors.

Both companies said retailers should speak to their local reps about the process.



**We will not leave our retailers high and dry with stock**

**Andrew Miller**

Head of field sales for UK & Ireland, Imperial Tobacco

Imperial's head of field sales for UK & Ireland Andrew Miller said: "We will not leave our retailers high and dry with stock. That is not in our interest or yours."

Mr Miller said reps would be speaking to retailers from this week.

PMI's UK government affairs manager Ruth Digby said retailers would be able to swap stock from June onwards.

### Smokers looking for best price

The increasing importance of cheaper cigarette packs was discussed at national council.

Welsh member Peter Robinson said: "When people come in now their first question is 'what's your cheapest pack?'"

"It is important we can at least match the price of the cheapest product our competition has."

During his presentation to national council, Booker chief executive Charles Wilson agreed the succession of recent price rises on tobacco had led to an increase in customers seeking value.

"We want to be able to offer a good margin on the cheapest product on

display," he said.

PMI's UK government affairs manager Ruth Digby said when plain packaging was introduced in Australia in 2012, smokers questioned the price they were paying for products.

"People's perception changes because they are not seeing the packaging they recognise," she said.

"People don't think they should be spending the same amount if they don't see it as the same product."

### Rates appeal rip-off warning

Members seeking to appeal business rates should be careful they are not over-charged, warned Peter Wagg.

The London retailer said: "I am using a company called Montagu Evans to appeal mine and their rate is just 15% of anything it saves you over five years.

"That is the kind of rate you should be going for. Go to a major company and don't pay more.

"A lot of members are getting fleeced."



**Peter Wagg**

### Ensure right work eligibility checks

The Home Office is the only department able to provide information on employees' eligibility to work in the UK, members were reminded.

The NFRN's head of operations Margaret McCloskey said the federation has heard from members who thought they had carried out extensive checks but had still been caught out.



**Margaret McCloskey**



Retailers won't be left with non-compliant tobacco stock, Imperial Tobacco's Andrew Miller said

# NATIONAL COUNCIL



## NFRN NATIONAL COUNCIL REPORT 11-12.04.2017

Jennifer Hardwick reports from the NFRN national council meeting

### Three collections dominate sales

Three collections currently account for almost a third of sales in the collectables market, according to Menzies.

Presenting to national council, the company's general manager for magazines Steve Dobie said Topps' Match Attax, Match Attax UEFA Champions League and Magic Box's Zomlings 5 accounted for 31% of all sales in February.

"There is a lot of innovation in this area and it's important that these collections are given prominence in stores," he said.

He also predicted further sales growth in the category with the release of Panini's Road to 2018 FIFA World Cup Russia Trading Card Collection on 27 April.

The only magazines category in growth is partworks, according to Menzies data, which showed 26.8% year-on-year growth in March.

The figures also revealed sales of weekly magazines were down 7.6% year on year in the same month.

Mr Dobie said: "We believe that is partly down to the price drops of Cosmopolitan and Glamour, because customers are questioning why they would buy a weekly magazine for £1.70 when they can buy a big glossy for £1."

Meanwhile, head of newspaper sales Paul Jordan warned of further price increases for national and regional titles following a 5p rise across a number of Johnston Press titles earlier this month.

Speaking about sales of national titles this year, he said: "The middle market is now slightly behind the quality mar-



Menzies told council it is important to give collectables prominence in stores

ket. We expect the political turmoil to improve the quality market for the next two years."

As well as sales spikes around the Brexit vote and related events, he pointed to increases for tabloid titles around the Cheltenham Festival.

"It's well worth looking at the sporting calendar just to pick up on these unique events," he said.

He added the Daily Mail achieved two further boosts with recent giveaways, gaining an 8% rise on 19 March with a 5:2 diet plan and a 3% rise on 25 March with a free space poster.

### Compensation in real-time plan

The NFRN is hoping to implement a fast, online system to allow retailers to gain compensation for late or missed newspaper and magazine deliveries.

"We believe you should be able to have these issues dealt with in real time and gain compensation," said head of news Brian Murphy.

"We are working to support members where there are issues and to get some proper restitution for



Brian Murphy



**Customers are questioning why they would buy a weekly magazine for £1.70 when they can buy a big glossy for £1**

**Steve Dobie**

General manager for magazines, Menzies

suppliers' failings. The whole area of compensation is very complex for even us to understand, let alone a member who might not have read up on everything."

He said the NFRN is considering options for the best way to stop retailers having to wait for long periods and fill out complex forms before receiving any pay-out.

National president Ray Monelle added: "Make no mistake, the current restitution process is totally unfit for purpose."

### Carriage charge rise 'due to NLW'

Menzies confirmed it implemented an average carriage charge increase across its customers of 1.7% from 1 April, with an average rise of 1.55% for NFRN members.

The increase was blamed on the rise of the National Living Wage to £7.50 at the start of April.

Head of newspaper sales Paul Jordan said: "We believe our cost-per-parcel rate is still good value. We do not recover our full costs from the charge. We know the National Living Wage impacts stores as much as it impacts us."

The rise for any store was capped at £2.99 per week.

### Kids' mags price rises debated

Menzies general manager Steve Dobie said the wholesaler is working with publishers to determine whether they can increase cover prices of children's magazines and improve covermounts.

But West Midlands district member Julia Bywater said: "Don't you think more rises are going to kill the market? My customers are always moaning about the £2.99 to £3.99 pricing, saying they can't afford it."

Mr Dobie said data evidence suggested price rises can drive sales in the sector. "The children's sector is the least likely to be affected by a price change," he said.



Julia Bywater

### Late deliveries template

Yorkshire district member Stuart Reddish called on the NFRN to offer more practical advice to HND retailers facing repeated late deliveries of newspapers.

He said: "It would be helpful to put a template together saying 'if your paper is late, these are your top two alternatives' because at the moment, if a paper is late the retailer has to go out and sometimes close the shop to get it to customers."

NFRN head of news Brian Murphy said there is a template available on the federation's website.

He added: "I know publishers see that as a real negative so it is the right thing to do. I will look at getting it sent out to members."



Stuart Reddish

# NATIONAL COUNCIL



## NFRN NATIONAL COUNCIL REPORT 11-12.04.2017

Jennifer Hardwick reports from the NFRN national council meeting

### Parliamentary visits reviewed

The NFRN is considering cutting the number of parliamentary receptions it hosts in favour of other local activity and events.

Councillors heard the annual visits could be cut to biannual events following a review of their value to the federation.

Chairman of the public affairs committee Mike Mitchelson said: "We are reviewing whether they should be held every other year. We have to make sure we have the most cost-effective way of getting our message across.

"That may be going to local surgeries with MPs, or organising more targeted events and inviting MPs who we know are sympathetic to our cause. What is certain is we cannot let up in getting our messages to MPs about the hardships our members face."

West Midlands member Narinder Randhawa said: "I know it's good to talk about our campaigns but we have got to find a more cost-effective way."

Wales district member Peter Robinson said: "I was embarrassed by the lack of Welsh members who attended but I understand why.

"I don't think we engaged enough with the Welsh members before our reception. It would have been useful to have someone from the NFRN head office visiting."

But fellow Wales member John Parkinson said contact with MPs is effective in building their recognition of the NFRN's expertise, pointing to the federation's recent oppor-



John Parkinson



The NFRN is reviewing the number of networking events it runs involving MPs

tunity to give evidence on the new Public Health Bill at the National Assembly of Wales.

Wales member Dee Goberdhan said organising a follow-up meeting with her MP helped the reception have a greater impact.

South East district member Hitesh Pandya said the NFRN should send out reminders to retailers ahead of receptions to tell them to invite their MPs.

"It's a two-way thing. The way we are going to get more members to go is if more MPs go," he said.

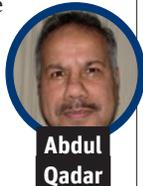
### Camera phone is key to fight crime

A camera phone is the "most valuable weapon" a retailer has to fight crime, councillors heard.

Scotland member Abdul Qadar, who made the comment, said taking a quick picture of a perpetrator can make a real difference to police.

"They use it to build up a library which they then use to catch criminals in the area," he said.

Hussan Lal, a fellow Scotland member, said:



Abdul Qadar

**We cannot let up in getting our messages to MPs about the hardships our members face**

### Mike Mitchelson

NFRN public affairs committee chairman

"In my area in the last fortnight we have had five verbal assaults and one physical assault, but only one was reported to the police and that was because it was more serious. Retailers do not have the time and resources to report crime.

"I recently had an incident where the police asked for the CCTV footage within 24 hours and it was a massive effort for me to do it, but then they didn't pick it up for a fortnight."

But the NFRN's head of public affairs and communications Adrian Roper urged retailers to report every incident. He said: "If you are not reporting crimes it is hard for us to get the statistics to make our point."

He added the federation is compiling a report on police response times across the country, based on Freedom of Information requests. Responses had varied, he said, with reasons for response time given by different forces including that the information was not readily available or would cost too much to access.

### RN 'provides real value to retailers'

Newtrade sales went up 1.2% in 2016 to £3.97m,

with a £424,000 contribution made to the NFRN group, members were told.

In a presentation to council, deputy vice president and Newtrade chairman Mike Mitchelson reported the rise in sales, while also highlighting the success of the refresh of RN in December.



Mike Mitchelson

"The RN refresh has been very successful and circulation has increased," he said.

"Some of the features which give real value to retailers are the Store Lookbook, the What's New product showcase and Pricewatch.

"Newtrade continues to have close ties with the NFRN.

"Looking ahead it is a challenging environment, however we are continuing to make sure we are investing in inspiring independent retailers."

### Council heads to Liverpool next

Venues have been confirmed for the next two national council meetings.

The September meeting will take place on Monday 4 and Tuesday 5 September at the Marriott Hotel in Liverpool.

November national council will be held at the Lancaster Gate Hotel in London on Tuesday 21 and Wednesday 22 November, with the NFRN Awards taking place on the Tuesday evening at the same venue.

Meanwhile, Mike Mitchelson called on those retailers planning to go to annual conference in Torquay on 12 and 13 June to return their paperwork and register their attendance.

# INDUSTRY PROFILE

# JTI

**As a wave of new tobacco regulation becomes law a member of JTI's sales force updates RN on how the manufacturer is supporting retailers**

**RN This is a difficult and worrying time for many retailers selling tobacco. What support has JTI been offering as the final deadlines approach?**

**JH** JTI launched its 'Your Guide Through Change' (YGTC) initiative in February last year, aiming to provide retailers with a go-to source of industry-leading advice. It offers reassurance and clear, practical steps to ensure retailers are compliant and continue to profit from the tobacco category in the run up to EUTPD II and beyond.

The platform includes downloadable guides, videos and training modules which are available 24/7 through the JTI Advance website and mobile app.

JTI's nationwide sales force, the largest in the country, has also been busy supporting retailers offering face-to-face advice to ensure they are prepared for the changing marketplace.

**RN Have any early customer trends or sales patterns begun to emerge?**

**JH** Research indicates that the majority of smokers will stay loyal to their brand – almost 30% say they will choose to buy elsewhere if their brand is unavailable.

Otherwise, it is too early to tell whether the new legislation will bring with it additional, unexpected challenges. However what we do know is retailers who prepare well and ensure their staff are well informed will experience the fewest challenges and will continue to profit from tobacco.

**RN What advice would you give retailers who wish to benchmark themselves against the best stores**

**in the industry?**

**JH** With the deadline less than one month away, the key thing for retailers to focus on is stock rotation and management. Having the correct range available at a competitive price is crucial. In addition, having pricemarked stock on shelves before the deadline when others do not will present a competitive advantage.

Staff training is also important, as well as ensuring that customers are informed about the changes ahead. JTI has made posters and leaflets available for use in store to help retailers communicate the information to their customers.

**RN How many retailers is JTI supporting overall?**

**JH** JTI has the largest sales team in the UK, so our sales force has been busy working with the trade over a number of months to rotate stock and manage slow-selling lines. We continue to invest in the training and development of our sales force to ensure their knowledge is in line with the changes in the market.



**“**  
**The key thing for retailers to focus on is stock rotation and management**

Our trade website JTI Advance now has over 21,000 retailers signed up to it.

**RN What's next in terms of JTI's support?**

**JH** After 20 May we will continue to support retailers with relevant resources on JTI Advance and help from JTI sales reps.

It will be essential for retailers to utilise their relationship with their local JTI rep as a key resource for advice on category management, insight on early trends post implementation and other factors which may be affected by plain packaging and EUTPD II.

**RN In terms of e-cigarettes, what display solutions and product developments are coming up?**

**JH** In December last year, JTI launched its first open tank e-cigarette – Logic QD – enabling retailers to tap into the biggest segment within the category.

These refillable devices are the most popular format due to their value for money and the versatility they offer existing adult smokers and vapers.

With almost two million existing adult vapers currently in the UK, the Logic portfolio now caters for all with the three main device types – rechargeables, closed tanks and open tanks.

## \*\* Company CV \*\*

**Company** JTI

**Sales rep** James Honey

**Profile** JTI is one of the UK's biggest tobacco manufacturers and has the biggest team of sales reps in the industry.

**Latest news** For the past year the company has been preparing retailers for the challenges caused by EUTPD II and plain packaging legislation. Much of this has centred around the company's Your Guide Through Change initiative.

\*\*

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# Continue to Profit from Tobacco



Your guide through change

...with a matter of weeks to go until the final TPD2 deadline

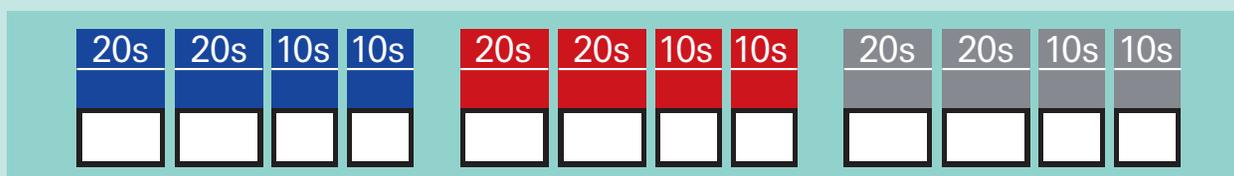
With TPD2 a matter of weeks away from coming into full effect, JTI is helping retailers through the transition with its **Your Guide Through Change** programme.

As the deadline approaches, retailers should be focusing on **stock rotation** and **good stock management**. Ensuring the right range is available for customers, at the right price, is crucial in order to continue profiting from the tobacco category in the run up to May 20th and beyond.

## Keep stocking a full range

Research has shown that the majority of existing adult **smokers are brand loyal**, with 29.7%<sup>1</sup> saying that they will choose to buy elsewhere if their brand is unavailable, and this is set to continue in a post-TPD2 market. **Stocking a full range** of TPD2 compliant products will ensure you can meet customer needs and secure repeat custom.

### YOUR GANTRY NOW



### YOUR GANTRY POST TPD2



**DOUBLE SPACE YOUR BEST SELLING SKUs TO MAINTAIN SPACE ON YOUR GANTRY**

## Stock Management

- ▶ Plain packs will be appearing on shelves with just one month to go until the deadline
- ▶ When 10s are no longer available it is likely you will sell more 20s, so keeping **range and availability 24/7 is key**
- ▶ **Multiple facings of 20s packs** on your gantry will help to make sure you can meet your customer's needs
- ▶ **Keep stock well organised** in a plain packaging environment to reduce time spent searching for individual plans

### NON BRANDED STOCK



### BRANDED STOCK

### Kieran Marsh, Customer Marketing Manager at JTI, comments:

“While it is important to sell through old stock to ensure compliance, retailers should continue to focus on selling tobacco and driving customers through the door up until May 20th and beyond. **Having the correct range, at the right price, is crucial**, and still having branded stock on shelves before the deadline when others don't can present a competitive advantage.”



### Support from JTI

#### JTI Sales Teams

JTI's leading sales force will provide updates and advice about the changes to the tobacco category.

#### JTI Advance

Available 24/7, JTI Advance has a wealth of resources containing everything retailers need to stay compliant in the new legislative landscape, as well as latest news and product information. Visit [JTIadvance.co.uk](http://JTIadvance.co.uk) or download the JTI Advance app.



If you haven't signed up yet, speak to your sales rep or contact JTI's Customer Care Line on:

**0800 163 503**

**THE FINAL DAY YOU MAY SELL  
BRANDED STOCK IS  
19TH MAY 2017**

**BE  
COMPLIANT**

**20<sup>TH</sup>  
MAY  
2017**

# TOBACCO



## Special report: How tobacco is changing

There is now less than a month to go until branded packaging of cigarettes and rolling tobacco – alongside almost all small format tobacco – disappears. RN has collected insight from top retailers from every corner of the UK to discover what's happening on the ground, what best practice is emerging and how ready the industry is for the changes. **Tom Gockelen-Kozlowski, Toby Hill and Helen Lock** report

**T**he health lobby's fight for standardised tobacco packs was already decades old when it got UK parliamentary backing in March 2015. It came one month before the last major regulatory change – a display ban for small shops – was implemented.

Since then, tobacco manufacturers have maintained a two-pronged approach – fight the law in the courts while ensuring retailers are ready for its arrival. In reality, not only has every legal battle failed but, as part of the EU's second tobacco products directive (EUTPD II) the majority of most retailers' sales – 10-packs, 17s, any rolling tobacco under 30g – will completely disappear by the same 20 May sell-through deadline.

So the readiness of retailers for undoubtedly the biggest upheaval in this category's history has become of paramount importance for all concerned.

All major suppliers have made heavy investments Companies such as Philip Morris – which spearheaded one of the major legal cases against the change – launched MyDriveOnline, a community hub for retailers that matches JTI Advance and Imperial's Partnering for Success platform. Cigar manufacturers STG and Ritmeester, meanwhile, have been using retailer events and their rep teams to emphasise the opportunities for

specialist retailers to gain a reputation for their ranges as others begin to delist or move out of this tightly-regulated market.

And with just one month to the deadline, the moment of truth is nearly here. "We are currently working with retailers across the UK through our independent sales force to prioritise the sell-through of any non-compliant stock and ensure they are able to successfully negotiate the final transition," says Rob Taylor, communications executive at Imperial.

JTI is also approaching the final part of its three-stage Your Guide Through Change initiative which highlights to retailers "the importance of speaking to their local JTI rep, reminding them to check their tobacco storage areas and stockrooms and selling through and clearing all non-compliant stock".

How effective has this preparation been? What are the lessons retailers have learned as standardised stock has begun to fill their gantries? RN has spoken to retailers across the UK to get their up-to-the-minute insights.



PLAYER'S  
SMOKERS  
PAY LESS!\*



PLAYER'S  
WELL PLAYED

\*Based on RRP. For the avoidance of doubt, retailers are free at all times to determine the selling price of their products.

ALL BRANDED PACK IMAGES  
ARE FOR ILLUSTRATIVE  
PURPOSES ONLY.

ALL BRANDED  
TRADE OUTERS  
CONTAIN  
NON-BRANDED  
STOCK



[www.imperial-trade.co.uk](http://www.imperial-trade.co.uk)

For Tobacco Traders Only

# TOBACCO

## Kamal Sisodia

Belvoir News Loco, Leicester



**My tobacco turnover: £9,000 a week**

### Getting support

We're in the process of working with Imperial on reallocating space, making sure the gantry looks as full as possible. I don't feel we have a huge amount of scope to affect how things play out, we're just responding to the circumstance we're faced with.

### Training staff

Communicating with staff and training has been vital. Making sure we are not mis-selling products through error is also really important since they all look the same, as is making sure each brand is put in one place and stays there.

### Communication

There's also some work in terms of communicating the changes to customers, although they're mainly very aware by now. I think it will affect sales overall,

in terms of volume, but maybe not so much in terms of value.

### Pricing

I feel there might be a shift away from the value brands. The higher ticket price makes it difficult to differentiate the value brands from the mid-range and premium options. The current price difference between cheapest and premium has been £5.99 to £9 or £10, now it's more like £7.50 to £9 or £9.50, which doesn't seem as big a hurdle for customers.

### Stock

There's been a massive rush for the final pricemarked packs - before they ran out, sales of them quadrupled in some cases. Yet, as pricemarked packs have disappeared, people are now less price-driven.



AVAILABLE NOW

A SIMPLE PLEASURE DESERVES A  
**SMALL PRICE**  
**£4.20RRP**

**Jayesh Parekh**

Jay's Costcutter, Manchester



**My tobacco turnover:**  
Between 25% and 30% of total turnover

**Display**

There isn't much we can do. Every time I look at the gantry now I see half of it is empty with products that are no longer available, so maybe we'll get rid of it, bring in a half-size or smaller gantry. The NFRN is currently advertising a solution that may work.

**Pricing**

The prices on cigarettes are going up, and we haven't decided if we will follow the recommended prices or not. I think the only option for retailers will be to focus on what is selling and put up the prices on those.

**Shopper behaviour**

With pricemarking almost gone, one of the advantages of these changes will be that, with

unmarked packs, people don't notice the price so much. You'll have to hunt for the margins where you can.

**Footfall**

I know that in Australia the price is so high now that retailers are finding the situation really hard. I'm worried there is going to be a big impact on footfall – people who used to come in every day to buy smaller packets of rolling tobacco now have no good reason to come in.

**Illicit trade**

The situation is worst for poorer customers – there are a lot of struggling people near here, households surviving on low incomes – they will just buy from the bloke in the pub.



Organising a display with fewer formats is a job for retailers of all kinds

**Smoking increases the risk of impotence**

Get help to stop smoking at [www.nhs.uk/quit](http://www.nhs.uk/quit)

**MOMENTS**  
PANATELLA  
5 cigars

Tobacco smoke contains over 70 substances known to cause cancer

The **best value Panatella** in the UK from the country's **fastest growing VFM brand\***

NEW PANATELLA SIZE    LOWEST PRICE IN THE UK

# TOBACCO

## Justin Whittaker

MJ's Premier, Royton, Greater Manchester



**it's not the competition that's taking the trade - it's the illicit market**

**My tobacco turnover:**  
£28,000 per week

### Social media

We started a Facebook campaign to try and compensate for the lost footfall. We've already got 500 followers and are aiming for 10,000. We did a giveaway for a bottle of vodka and reached 25,000 people in eight hours. The post got 370 shares and likes.

### Sales

We're 30% down on our cigarette sales - which translates as a couple of thousand down each week on turnover. And it's not just that - our footfall has taken a hit as well. I've spoken to others who are £6,000 or £8,000 down. And it's not the competition that's taking the trade - it's the illicit market.

### Display

My staff are having a nightmare working with the new plain packs. We're turning the products upside down to make the font clearer - which I know others are trying - but it doesn't help much.

### Stock

If we get a new starter it's going to be customers who will be telling them where their brand is because it'll be so hard to learn.

### Stock

We've always been really strong on availability but as products sold out our gantry started to look like a battlefield with so many gaps. We have now got six facings of every product but I'm working with JTI on the idea of adding more Logic.

### Footfall

It's not just about our tobacco sales - newspapers and lottery are down too and they drive a lot of footfall. To counteract this we've invested in food to go - baguettes, sandwiches and coffee for example and a slush machine. They don't make up for it but this, and the fact we're putting our tobacco margins up to 8-12%, is helping.

**Retailers are looking for new ways to store products**



**My tobacco turnover:**  
£4,500 a week

### Display

It's been difficult switching over to the plain packs - we use labels but it's still hard. Once we've completely sold out of branded stock we're going to totally remerchandise our gantry.

### Cigars

We sell a lot of cigars but these customers are different to our cigarette smokers and I don't see much opportunity for making them switch over. Even premium cigarette smokers will only smoke a cigar occasionally.

### Communication

We've been telling our customers about the legislation for months so I think they're all aware now. At the beginning they might go and try and find certain 10-packs elsewhere but now they've sold out almost everywhere.

### Pricing

We have a Waitrose across the road and they've never sold price-marked tobacco so we've developed a reputation for our prices. I'm therefore going to raise them as little as possible and rely on things like our stationery range to recover margins.

### Investment

There are plans to redevelop the area around my store and there will be investment in my business as part of this. The changes to tobacco legislation doesn't change my mind about it - people in my area will still smoke and we're not reliant on tobacco for our survival.

## Danny Wilson

One Stop Newbrough, Scarborough



**My tobacco turnover:** £7,000 per week

### Ordering

We still have quite a few 10s and 17s available in best-selling brands but I'm confident they're going to sell through. The One Stop system isn't letting us automatically order them anymore but if I go into the system I can still request them.

### Stock

RYO is now almost totally gone now, however. It was the first to go and though we initially did see people going elsewhere I think they've run out from all stores now.

### Communication

It's surprising how many customers are still asking for 10s - I think a lot of customers will be shocked when plain packaging comes fully in force. I guess there

will be more publicity before then.

### Staff training

We haven't gone through any particular staff training apart from mentioning the changes as this early on I think it would confuse some of them about whether they're able to sell these products now or not. We do ask staff to double check with a customer whether plain packs are correct, though.

### Merchandising

We've moved to an alphabetical organisation for our gantries which is helpful, but not massively - it's still really difficult for staff and servicing customers is taking a lot more time.

**Labelling can help staff identify particular products**





BRINGS YOU

MY HUB

COMING SOON

### LET'S TALK ON HOW TO BETTER OUR BUSINESSES

Philip Morris Limited is proud to announce the development of an industry first initiative! A forum where, very soon you will be able to chat, post and interact with your fellow retailers. Get ready to welcome MyHub by Philip Morris Limited. Here, your voice matters.



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This communication is for the information of tobacco traders +18 only

# Smoking kills

# TOBACCO



## Peter Robinson

Londis Pembroke Dock, South Wales



**My tobacco turnover:**  
£4,500 a week

### Margins

Part of me looks forward to it – we will see the end of pricemarking, which creates an opportunity for retailers to set their own realistic price for a given product. This is something I always try to do, but most retailers haven't been able to.

### Competition

Of course the flip side of the argument is that we have to keep the perception that prices are competitive and fair and customers are not being ripped off. So it's going to be a true balancing act, one that's different for every store – you'll have to look at your competitors around you before making a price judgement.

### Pricing

For the first time, there will be no awareness in the wider public of what a pack should cost – allowing us to increase margins. Previously, with pricemarking, everyone knew exactly what a pack of 20 L&B should cost, for example.

### Stock

The biggest challenge will come not in cigarettes but in tobacco itself, moving people from 8g or 10g or 12.5g to 30g or 50g. 10-pack smokers will, at some point, have bought a 20-pack for whatever reason. But people who have bought 10g or 8g or 12.5g, will probably not have bought 50g or 30g before.

### E-cigarettes

Quite a lot of smokers have already started to make the transition to e-cigs and this might move that process on – it's not a bad thing. The stats tell us the number of traditional smokers is declining year on year and this will probably accelerate that process.

## Soban Shanmuganathan

Burgess Stores, Goudhurst, Kent



**My tobacco turnover:** £4,000 a week

### Support

My gantry is with Imperial and we've had visits from all the reps as well as getting a leaflet through from Booker that explained the changes. I was concerned that we would be left with stock but our reps have said they will take back stock. We've still got a lot of Marlboro Gold 10s and Rothmans 10s but I'm confident both of these will sell.

### Communication

There's been a bit of moaning from customers – particularly from RYO smokers with 8g and 12.5g packs unavailable and prices now around £12. Luckily they know that it's not our decision – they just think it's a silly decision by the government.

### Pricing

We've always taken Booker's RRP and added 5p and that will still be our strategy, I think. It's a village store so competition is

limited but I wouldn't want to be one of those stores that adds 50p on to a pack, customers wouldn't accept it.

### Wholesale

I've had some nightmares in the depot picking up tobacco. Two or three times I've picked up B&H 100s rather than the standard 20-packs on the same issues happened on deliveries too. It will get better but at the moment mistakes are happening.

### Display

I'm going to try and negotiate with Imperial over my gantry. I've got a 1.5 metre gantry and its wasted space so I want to see if I can integrate e-cigarettes into this space. The only problem is my rep thinks there might be future regulation on e-cigarettes that means we can't display them either.



As pricemarking disappears some retailers are increasing prices

## Harj Dhasee

Mickleton Village Stores, Gloucestershire



**My tobacco turnover:**  
£5,000-6,000 per week

### Staff training

One of the things we realised we haven't done is be clear what our cheapest product is – people will come in and ask what the cheapest 20-pack is and so our staff really need to know that. We're going to organise our drawers by pricepoint.

### Service

If you haven't organised yourself then I think you're going to struggle, but we've had a lot of supplier support on what to do and when to do it. The main challenge for us won't be selling the wrong product – it's the speed of our service.

### Staff communication

We have a staff meeting once a quarter where we go over changes like this but we've also cre-

ated a WhatsApp group where we share information – for example on what the latest cheap product or launch is.

### Display

We haven't had a gantry for two years now – we got rid of it when the display ban came in and replaced it with drawers. We organise each draw alphabetically but are going to also organise by price with cheaper products on the top draw and premium products on the bottom.

### Stock

Product knowledge is really important now. Brands have names such as Bright Blue and Sky Blue and it's difficult to always know what the difference between them is.





### Vim Odedra

Nisa Local West Chiltoning, West Chiltoning



**My tobacco turnover: £15,000 a week**

#### Support

I've found that there's been a lot of support available throughout the past few months both from suppliers and from my symbol group. Nisa's Retail Academy provided all the information I needed and made sure that I was aware of what the different changes would mean in practice.

#### Display

In one store we have an overhead hanging gantry while in the other we have a traditional sliding-doors gantry. In the first store we've discovered restocking is really difficult and awkward but it does free up the space behind the till - we've put e-cigarettes, which are in this space, here.

#### Illicit trade

It's very hard to tell whether our declining sales are being driven by the illicit market but

I do know that dodgy tobacco is available in pubs in our area. When customers have to suddenly buy 30g of rolling tobacco I think it's going to push more this way.

#### Footfall

Tobacco's a huge footfall driver but I have been in business for 35 years and I've always had to look out for new footfall drivers - coffee, food to go, bakery, I've tried them all. Recently we tried Snow Cone slushes which give high margins as well as driving footfall.

#### Delegating

I've not had an input into the merchandising of my gantries. My store managers are working every day and know the team best so will choose whether we arrange products by price, brand, or alphabetically.

### Narmeen Sarwar

One Stop Stoneyburn, West Lothian



#### Communication

Because One Stop doesn't carry pricemarked packs we were one of the first in our area to get plain packs into our store. A few customers thought it was something that we were doing - and even today I had a customer who came in for a small pack of rolling tobacco and left with nothing when they realised 30g was the smallest option available.

#### Pricing

In terms of pricing we have kept our cheapest product - John Players Red - at £7.25 but raised the prices of other John Players variants. The Red is our bestseller and customers tend to think that the whole range is cheaply priced if one product is.

#### Display

Imperial has given us posters to educate customers and coded letters for our gantry that help

our staff know where certain products are. Where we have a member of staff just in for one shift per week we've found that our customers will help them find their pack.

#### Stock

Customers are coming in asking for whatever 10s are available so we are still buying those that are available - Carlton, JPS, Mayfair and Richmond. I'm 100% confident that these will sell through before the deadline.

#### Format

Amber Leaf and Gold Leaf are started to become available in 30g boxes as well as pouches and the boxes have everything you need inside which makes them quite popular. They're basically the same as the old 12.5g boxes but with more tobacco.



### Mark Ansell

Liskeard News, Liskeard, Cornwall



**My tobacco turnover: £4,500 a week**

#### Stock

We're almost completely compliant now with just a few bestsellers still branded and available in 10s. I'm going to try and sell these through by the end of the month so we don't get left with any stock.

#### Sales

I've noticed that sales of some brands have gone up since plain packaging has arrived - we're selling more 30g packs of Old Holborn than we ever did of the 12.5g or 25g pouches. I think it's because some of the local competition has started to delist products.

#### Margins

We've always tried to get at least a 6% margin from tobacco and more often 7% - which means going a little above RRP. But locally stores price a lot higher - 80-90p higher - and shoppers come to us and even with our 15p charge for tobacco-only transactions on card, we're still considerably cheaper.

#### Display

We've owned our gantry since the display ban and back before Christmas we took out a whole shelf from our gantry - this means that our gantry looks full and tidy.

#### Footfall

We're currently removing our toys range from the store which is a market that's not doing well - we will try and put something that drives footfall in their space. But tobacco isn't just about driving footfall, it's £4,500 of our turnover per week and gets us a good profit.



# TOBACCO

## A view from the depot:

### David Howe

Batleys Bellevue, Edinburgh



While retailers nationwide face the upheaval of this tobacco legislation, wholesale depots are also dealing with a new way of operating.

### Sales

Tobacco sales have decreased dramatically – by 10% to 12% – but we knew this was going to happen. Without pricemarking independents have lost their point of difference to the multiples.

### Tobacco room

Inside the tobacco room we've got loads of new PoS – what has really helped is that branded outlets are still allowed and I feel a lot of sympathy for retailers who have to operate without branding on the gantry – this has massively killed a lot of businesses in our area and they only coming for the drink legislation now too.

### Training

We've got two guys who specialise working in the tobacco room, Douglas and

James. Though all our staff know about the changes. JTI and Imperial came in to provide the two guys with a presentation of slides to talk through the changes.

### Communication

Suppliers also keep me up to date with weekly, and now daily, emails giving me the latest update on the changes and what we should be doing – the tobacco companies have been very good.

### Diversifying

We only make 1% margin on a 20-pack of cigarettes but with the volume we sell that adds up. Fresh and butchery has now become the most important thing in the depot with takeaways and ethnic and Chinese ranges all growing for cafes and restaurants locally. In the past two or three years we've raised sales 30% by investing in this – you can't rely on tobacco as a model now.



## SUPPLIER SUPPORT

SINCE THE LEGISLATION WAS ANNOUNCED IN 2015 MANUFACTURERS HAVE BEEN OFFERING RETAILERS A WEALTH OF SUPPORT. THE PAST FEW MONTHS HAVE BEEN NO EXCEPTION.

### JTI

Rep visits and the company's JTI Advance website have been at the forefront of the manufacturer's support for the trade. Its 'Your Guide Through Change' initiative provides free-to-watch videos and leaflets. The company recommends retailers maintain their current gantry merchandising to minimise confusion.

### Imperial

Last week Imperial was the first manufacturer to publicly commit to buy back all non-compliant stock not sold by the deadline. The company's Partnering for Success platform continues to offer advice and insight including on the importance of competitive pricing.

### Scandinavian Tobacco Group

The company has invested in its sales support teams, offering guidance and information of the legislative changes. At an RN Roundtable last year the company's head of marketing and public affairs Jens Christiansen said the changes "presented an opportunity to change perceptions that this is a niche market".

### Philip Morris

The manufacturer behind best-selling premium brand Marlboro, Philip Morris says it is realistic about the challenges the sector faces and the need for top-priced products to offer "outstanding features" to maintain sales. Its Pro-seal technology promises to provide "maximum freshness".

### Ritmeester

A series of seminars across the UK has been conducted by Ritmeester as it aims to highlight the opportunity for retailers to specialise in tobacco, increase their knowledge and maximise the opportunity that the still-branded cigars sector presents independent retailers with. ●

# EXPERT BRIEFING



**Trystan Farnworth**

## We can make the levy work for us

Soft drinks face a huge amount of change ahead of next year's sugar levy. **Trystan Farnworth**, commercial director of Britvic, speaks to Dave Songer about what the company has done and how retailers can keep up with the changes

### Keeping retailers up to speed

We've been working towards the sugar levy for a long time now and we're in a good place, but it's important retailers are too. So, in two weeks' time we'll roll out our biggest-ever field sales campaign to educate and inspire retailers about the category.

We'll be making 33,000 calls over the course of the next six weeks, following that up with an educational leaflet drop and conversations with retailers to explain what the sugar levy is, what Britvic's position has been and also to provide details on our low and no-sugar portfolio. We'll be doing three rounds of that between now and the end of the summer, reaching 100,000 staff and store owners.

### Improving wholesaler availability

The vast majority of our business is carried out by wholesalers and symbol groups, so we're also working with them to ensure that choice and availability is there. That's really important.

We want to make sure their ranges are fit for purpose, giving more importance in terms of space and planograms for low and no-sugar drinks. Regardless of what sub category it is, be it cola, fruit carbonates or flavoured waters, this is the single dominant trend out there.

### Stocking the latest products

With or without the sugar levy, consumers' demand for healthier soft

drinks means the low and no-added sugar sector is actually a really exciting part of the market. Our two latest products for the low and no-added sugar market were launched this year: Robinsons Refresh'd and Pepsi Max Ginger, and we have more to announce over the coming months in terms of pack formats and reformulation plans for 2017.

But it's not just us, there are a huge number of smaller producers out there bringing innovative products



**We're rolling out our biggest ever campaign**

like birch and watermelon waters to the market. While it can work well to stock the latest products and have a broad range, however, we also advise retailers to be careful - what will work in one store won't work in another.

### Developing a core range

New products are only part of the solution. When we visit retailers we advise them what the top 10 best-selling low and no-sugar soft drinks are and provide a standardised, unbiased planogram.

We've done a lot of work with wholesalers to reduce range sizes and focus on core products. We removed around 20% of Bestway's soft drinks altogether. It's about making it easier for retailers.

### Encouraging healthier lifestyles

While we have already removed sugar from our products, we also think we have a responsibility to encourage people to be healthier. As part of that, Britvic has introduced a strategy that encourages 20 million families to get active by 2020, and we've already involved two million people.

Our Fruit Shoot brand is running an active skills campaign that has got around 500,000 kids to be active. Hydration is a really important part of that - people generally don't drink enough water. By helping people to drink more it also presents a big opportunity for retailers as well.

### Tips to boost soft drink sales



- + Position soft drinks close to food and snacks. Doing so, even if not linked with a promotion, will put them in consumers' minds.
- + Ensure good availability of single-serve and on-the-go products like cans and small bottles, particularly in the warmer months.
- + Don't stock too many products. Too much choice and single facings increase operational costs by constantly having to replenish them.
- + Highlight new products because shoppers want to discover new things. Try using PoS materials around the store to point customers in the right direction.
- + Offer good value

by having promotions and cross-category deals. Pricemarked packs are a good way to reassure shoppers they're getting a good deal.



# THIS WEEK IN MAGAZINES



## Football fans get ready

# PREPARE FOR 2018'S SUMMER OF SOCCER

**There's no big football competitions this summer, so Panini is looking ahead to next year's big one to keep footy fans engaged**

**THIS NEW** trading card collection from Panini, under the Adrenalyn XL brand name, is set to capitalise on the early hype for next year's World Cup. Dedicated footy fans who don't have any international contests this summer can start looking ahead to summer 2018 instead. Featured on the cards are all the top players from around the world and the best national teams, including players from England, Northern Ireland, Republic of Ireland, Scotland and Wales. The starter pack includes a collector's binder, 18 trading cards and a limited edition card. There are a total of 531 trading cards to collect, with packets priced at £1.



**Road to 2018 FIFA World Cup Russia**  
**On sale 27 April**  
**Price £4.99**  
**Frequency one shot**  
**Distributor Marketforce**  
**Display with Fifa 365 Sticker Collection, Match Attax 2016/2017**

## Round up



**Jennifer Hardwick**  
 Magazines reporter  
 jennifer.hardwick@newtrade.co.uk

# A SEASON OF CARDS AND GARDENS

I've written before about the positive feedback I've received from retailers this year about collectables, with these comments backed up by sales data showing the market grew by 44% in the UK in 2016.

According to Menzies, which presented at the NFRN's national council meeting last week, three collections account for almost a third of the market - Topps' Match Attax, Match Attax UEFA Champions League and Magic Box's Zomlings - which together amounted to 31% of all sales in February.

If you're not stocking these products it might be time to start. But this week Panini is launching a new collection which Menzies' general manager for magazines, Steve Dobie, has predicted will deliver another boost to the category. Road to 2018 FIFA World Cup Russia looks set to be a winner for collectors who don't have any international football this summer, featuring all the top players from around the world.

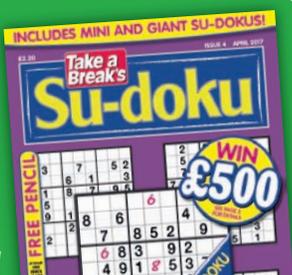
The appeal of "the beautiful game" is reassuringly universal in the UK but every area is different and perhaps in your shop another collection is selling well. The Easter holidays may have given you extra insight into children's current tastes and it's worth reviewing what did well in the last few weeks to give you some clues ahead of the longer summer break.

Elsewhere in the market, and for those with an older customer base, Menzies also pointed to opportunities in May for gardening titles, with recent investment in the category including Bauer Media's launch of Modern Gardens magazine at the end of March.

With these opportunities in mind, your ambition should be to drive magazines and collectable sales in the coming weeks. The announcement of an early summer general election should assist with this, by leading to further gains for your current affairs titles too.



**BEST PAPER**  
**BEST PUZZLES**  
**BEST SELLER**  
**BEST DISPLAY ISSUE 4**



# THIS WEEK IN MAGAZINES



## JOCKS & NERDS

Currently starring in two of the hottest box office hits in the country - the *The Fate Of The Furious* and *Beauty And The Beast* - actor Luke Evans makes a timely appearance on the cover of the latest issue of quarterly men's fashion and style bible *Jocks & Nerds*. In terms of music, there's Father John Misty as well as legendary photographer Don McCullen. The spring edition of the weighty tome also includes plenty of fashion.



**On sale out now**  
**Frequency quarterly**  
**Price £5.95**  
**Distributor Seymour**  
**Display with GQ Style, Arena Hommes Plus, Pop**



## RECORD COLLECTOR

*Record Collector* is celebrating the original Summer of Love, marking its 50th anniversary of the seismic shift in pop music of 1967. It will arrive on shelves ahead of the wave of 1967 nostalgia, inspired by the golden jubilee of the seminal and archetypal 1967 album, *The Beatles' Sgt Pepper's Lonely Hearts Club Band*. Elsewhere, a Bowie fan writes, new Michael Jackson rarities are unearthed and there's more from the magazine's excellent new raft of columnists.



**On sale 27 April**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Marketforce**  
**Display with Long Live Vinyl, Uncut, Mojo**



## LONG LIVE VINYL

After its impressive launch last year, this smart publishing idea from Anthem returns to the shelves in its unique, large 12in by 12in format - the same as a vinyl album - just in time for Record Store Day. As well as featuring the annual event for independent stores, the magazine also includes a free flexidisc.



**On sale out now**  
**Frequency bi-monthly**  
**Price £9.99**  
**Distributor Marketforce**  
**Display with Mojo, Uncut, Record Collector**



## AUTOCAR

A 20% uplift in sales is expected from the current issue of *Autocar* thanks to a major feature looking at the "100 most beautiful cars of all time", which is set to become a major talking point. Elsewhere, the magazine has two Volkswagen specials, with test drives of the new Golf R and the new SUV, the T-Roc.



**On sale out now**  
**Frequency weekly**  
**Price £3.80**  
**Distributor Frontline**  
**Display with Auto Express, BBC Top Gear, What Car**



## UNCUT

More 1967 business, as *Uncut* celebrates the anniversary of the first summer of love with a major series of features, not least in the shape of its look at the 50 best psychedelic songs from that year. As ever, it comes complete with a free cover-mounted CD, the latest compiled by the returning Fleet Foxes, who also feature. There's also a look back at the life of the recently departed Chuck Berry.



**On sale out now**  
**Frequency monthly**  
**Price £5.25**  
**Distributor Marketforce**  
**Display with Mojo, Record Collector, Q**



## Bestsellers Leisure

Title	On sale date	In stock
1 Horse & Hound	27/04	<input type="checkbox"/>
2 Cage & Aviary Birds	26/04	<input type="checkbox"/>
3 Dog World	28/04	<input type="checkbox"/>
4 Tractor Machinery	12/05	<input type="checkbox"/>
5 Classic Tractor	28/04	<input type="checkbox"/>
6 Empire Magazine	18/05	<input type="checkbox"/>
7 Railway Modeller	11/05	<input type="checkbox"/>
8 Steam Railway	19/05	<input type="checkbox"/>
9 Railway Magazine	03/05	<input type="checkbox"/>
10 Rail	26/04	<input type="checkbox"/>
11 Hornby Magazine	11/05	<input type="checkbox"/>
12 Flypast	28/04	<input type="checkbox"/>
13 Steam World	19/05	<input type="checkbox"/>
14 Amateur Photographer	25/04	<input type="checkbox"/>
15 Navy News	29/04	<input type="checkbox"/>
16 Old Glory	19/05	<input type="checkbox"/>
17 Total Film	05/05	<input type="checkbox"/>
18 Heritage Railway	05/05	<input type="checkbox"/>
19 Our Dogs	28/04	<input type="checkbox"/>
20 Tractor & Farm Heritage	29/04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



**MARVEL**  
**GUARDIANS OF THE GALAXY**  
**VOL. 2**  
**STICKER COLLECTION**



**STICKER COLLECTION**  
**STARTER PACK £2.99**  
**STICKER PACKETS 50P**

**BRAND NEW!**

**ON SALE NOW!**

IN ALL GOOD NEWSAGENTS

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# THIS WEEK IN MAGAZINES



## BBC GARDENERS' WORLD MAGAZINE

This week's issue includes Gardeners' World's free annual two-for-one Gardens to Visit Card and Guide 2018. It offers free entry to more than 100 gardens for under-16s, while 163 gardens, including Kew Garden and Eden Project, are also offering a single visitor discount. The issue includes ideas on how to plant hanging baskets and articles on herb growing and no-mow lawns.

On sale 25 April  
Frequency monthly  
Price £4.75  
Distributor Frontline  
Display with Homes & Gardens, Modern Gardens, Garden News



## MARIE CLAIRE

Marie Claire is offering readers a 20% discount on Neal's Yard Remedies products and a free hand cream available in Wild Rose, Geranium & Orange and Bee Lovely scents and valued at £10 each in this month's issue. The issue also features a 16-page @work special with career advice and tips on upskilling, and an exclusive interview and photoshoot with Scarlett Johansson who talks politics and hen parties.

On sale out now  
Frequency monthly  
Price £3.99  
Distributor Marketforce  
Display with Cosmopolitan, Glamour, Red



## FIT & WELL

The May issue of Fit & Well contains slimming tips, fitness challenges and healthy recipes for readers to enjoy. Cover star Julia Bradbury reveals her simple trick for turbo-charging her walking workout in an exclusive interview. The issue also contains a three-day belly blitz diet, an Eat Well section with 19 easy low-calorie recipes and examines seven things that aren't as healthy as you think.

On sale out now  
Frequency monthly  
Price £1.99  
Distributor Marketforce  
Display with Women's Health, Health & Fitness



## SOFIA THE FIRST

This month's issue of Sofia the First comes with a free lockable diary case, stickers and bracelet. It invites pre-school readers to join the little princess of Enchancia as she meets a new teacher and tries to help Desmond with his magical plant. The issue also contains a board-game pullout with a make-your-own dice and sticker activities. Readers can also win Frozen goodies.

On sale 20 April  
Frequency monthly  
Price £1.99  
Distributor Marketforce  
Display with Peppa Pig Bag-o-Fun, CBeebies Special, Paw Patrol



## WOMAN'S WEEKLY FICTION SERIES

Woman's Weekly Fiction Series contains a regular dose of mystery, passion and comedy. Publisher Time Inc says this latest issue features 20 stories, an interview with thriller writer Clare Mackintosh, a "quirky romance" by Vanda Inman and a Want to be a Writer? workshop programme. It also contains a coffee break puzzles section.

On sale out now  
Frequency monthly  
Price £1.99  
Distributor Marketforce  
Display with Woman's Weekly, Woman's Owen, Woman

## Industry viewpoint

### Dominic Murray

Publishing director, BBC Gardeners' World



**G**ardening is one of the nation's favourite pastimes. More than half of the UK adult population enjoy it and one in four consider it an important part of their life. This represents an attractive market of consumers for both publishers and retailers – and never more so than at this time of year.

Spring is a peak season and gardening magazine sales will increase threefold compared to winter months. This year, Gardeners' World celebrates 50 years on BBC Television and the programme now commands a weekly audience of three million viewers – it is the destination of choice for UK gardeners.

Closely connected to the programme, BBC Gardeners' World Magazine has been the category market leader since its launch more than 25 years ago. With 27% share of retail sales value and a new cover price of £4.75, it presents a high value opportunity.

The May issue, on sale from 25 April to 30 May, will again feature our free '2for1' Gardens to Visit Guide. It is always our best-selling issue of the year and this year's is the biggest ever – with 417 gardens taking part. We have increased national copy supply by 26% versus last year to ensure high levels of availability throughout the on-sale period.

We're expecting very high demand for this issue, so please ensure you have enough stock from your wholesaler and use any additional or promotional space to support your copy sales.

Newsagents are vital to the success of UK gardening magazines and should benefit from the nation's passion for gardening. Thank you for your support and I wish you all a very successful season.

**Top tip**  
Display prominent full-facings at the front of the fixture – using BBC Gardeners' World as a signpost for the gardening category

## COMING UP IN NEXT WEEK'S RN



### RN MEETS THE BOSTON FAMILY TRIALLING COSTCUTTER'S NEW SHOPPER FIRST CONCEPT

Plus, how to get the best out of your core beer and cider range ahead of the peak selling season, and how digital delivery services could herald a new generation of footfall drivers



# THIS WEEK IN MAGAZINES

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📘 facebook.com/thisisRN

## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	15	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	67	100	8.99
Build your own R2-D2	16	100	8.99
Enhancing your mind, body, spirit	156	120	3.99
My Animal Farm	11	60	5.99
Jazz at 33 and third RPM	34	70	14.99
Simply Stylish Knitting	69	90	3.99
Star Wars Helmet Coll'n	34	60	9.99
The Beatles Vinyl Collection	5	23	9.99
Zippo Collection	43	60	19.99
<b>Eagle Moss</b>			
Build A Solar System	88	104	7.99
DC Comics Graphic Novel	45	60	9.99
Doctor Who Figurines	96	120	8.99
Marvel Fact Files	214	200	3.99
Military Watches	84	80	9.99
Star Trek Ships	97	95	10.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	87	120	2.99
Art of Cross Stitch	17	90	2.99
Art of Knitting	118	90	2.99
Art of Quilting	69	90	3.99
Art Therapy	110	120	2.99
Art Therapy 50 Mindful Patterns	15	80	4.99
Assassins Creed: the official collection	5	80	9.99
Build the U96	138	150	5.99
Dr Who Complete History	43	80	9.99
Draw The Marvel Way	35	100	4.99
Judge Dredd Mega Collection	60	80	9.99
Marvel's Mightiest Heroes	87	100	9.99
Transformers GN Collection	9	80	9.99
Warhammer	17	80	9.99

### RBA Collectables

Real Life Bugs & Insects	35	60	0.99
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### Panini

F1 Collection	28	60	9.99
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## Collectables

Title	Starter	Cards
<b>Panini</b>		
Doctor Strange		
Trading Card Collection	4.99	1.00
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Frozen Northern Lights Sticker Collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Moana sticker collection	3.99	0.50
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
My Little Pony	2.99	0.50
Beauty & the Beast Sticker Collection	2.99	0.50
<b>Magic Box</b>		
Zomlings Series 5		0.50
Star Monsters		1.00

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

## Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	70p	14.98p 21.4%
Mirror (Scotland)	75p	16.05p 21.4%
Daily Record	70p	14.98p 21.4%
Daily Star	30p	7.26p 24.2%
Daily Mail	65p	14.5p 22.31%
Express	55p	13.31p 24.2%
Express (Scotland)	50p	12.10p 24.2%
Telegraph	£1.60	34.4p 21.5%
Times	£1.40	30.1p 21.5%
FT	£2.70	54p 20%
Guardian	£2	44p 22%
i	50p	12p 24%
i (N. Ireland)	50p	12.5p 25%
Racing Post	£2.30	54.0p 23.48%
Herald (Scotland)	£1.30	29.90p 23%
Scotsman	£1.50	33.75p 22.5%

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.10	22.6p 20.6%
Mirror (Scotland)	£1.10	22.6p 20.6%
Daily Record	£1	21.4p 21.4%
Daily Star	50p	12.085p 24.17%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21.44%
Express (Scotland)	80p	18p 22.5%
Telegraph	£2	48p 24%
Times	£1.50	35.25p 23.5%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	60p	14.4p 24%
i (N. Ireland)	60p	15p 25%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

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

## Weight Watchers 15-16 April

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	985g	660g	65g	5	40g
FT	860g	540g	0g	0	0g
Sunday Times	795g	355g	10g	2	5g
Guardian	730g	275g	80g	2	70g
Sunday Telegraph	720g	385g	85g	3	70g
Times	675g	395g	20g	3	10g
Mail on Sunday	625g	280g	10g	2	5g
Mail	580g	225g	40g	5	10g

## Scale of third-party advertising insert payments

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

\* By negotiation

## Insertion payment guide

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

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