

# RN

Costcutter  
Proud to be local

## Our own label sales strategy

Three retailers share their advice

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Shaping the future of independent retail since 1889



**Editor**  
Chris Gamm  
@ChrisGammRN  
020 7689 3378



**Associate editor**  
Chris Rolfe  
@ChrisRolfeRN  
020 7689 3362



**News editor**  
Charlie Faulkner  
@CharlieFaulkRN  
020 7689 3357



**Features editor**  
Tom Gockelen-Kozlowski  
@TomGK\_RN  
020 7689 3361



**Reporter**  
Dave Songer  
@DaveSongerRN  
020 7689 3358



**Reporter**  
Jennifer Hardwick  
@JenniferH\_RN  
020 7689 3350



**Head of production**  
Darren Rackham  
@DarrenRackhamRN  
020 7689 3373



**Senior designer**  
Anne-Claire Pickard  
020 7689 3391

**Designer**  
Emma Langschieid  
020 7689 3380

**Production coordinator**  
Billy Allen  
020 7689 3368

**Director of sales**  
Mike Baillie  
020 7689 3367

**Account director**  
Will Hoad  
020 7689 3370

**Account managers**  
Marta Dziok-Kaczynska  
020 7689 3354

Erin Swanson  
020 7689 3372

**Marketing manager**  
Tom Mulready  
020 7689 3352

**Marketing executive**  
Tom Thorn  
020 7689 3384

**Marketing executive**  
Keelan Farley  
020 7689 3356

**Financial controller**  
Parin Gohil  
020 7689 3375

**Managing director**  
Nick Shanagher  
07966 530 001

If you do not receive your copy of RN please contact **Tom Thorn** on 020 7689 3384 or email tom.thorn@newtrade.co.uk

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**newtrade**  
Newtrade  
11 Angel Gate, City Road, London EC1V 2SD  
Tel 020 7689 0600  
email letters@newtrade.co.uk

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John Green, IAA Lookbook Page 6

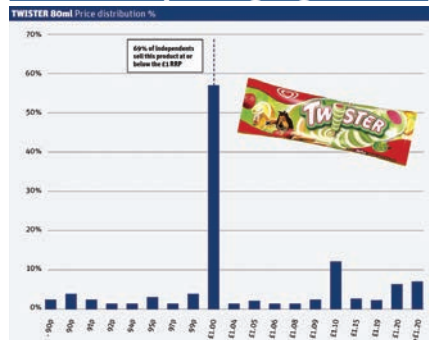
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**OUR TARGET IS £65,000 PER WEEK**

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# WELCOME

**It was inspiring to hear retailers buzzing on the bus back from the store visit**



**Editor**

Chris Gamm

@ChrisGammRN

020 7689 3378

Last Wednesday, I spent an inspiring day on the Independent Achievers Academy study tour at Siva Thievanayagan's stunning Nisa Local in Peterborough.

It was great to meet exciting new retailers, like Huddersfield Premier owner Navinder Kaur. She saw the study tour advertised in RN and came along to meet likeminded retailers and take back new ideas to her store.

It was also inspiring to hear retailers buzzing on the bus back from the store visit.

Shrewsbury retailer Bal Ghuman told me he'd known for a while he needed a new EPOS system integrated with PayPoint to safeguard his cash.

After seeing Siva's system, he committed to taking action. "It's great to see how other people's minds work and how they do things - it's what makes me tick," he said.

You can see what Navinder, Bal and the rest of us learned in this week's special four page IAA Lookbook, starting on page 6.

Speaking at the launch, 2016 Overall Best Shop recipient Amish Shingadia and 2017 IAA ambassador Bay Bashir spoke about the importance of benchmarking their stores against core retail principles.

Benchmarking pushes them to be better retailers, find new ways to keep improving and identify the basics that can often be easy to overlook. Amish also shared how he and his staff have identified 25 areas to work on in 2017 using the IAA's advice.

You can find your copy of the 2017 Retail Profit Guide free with this issue of RN. Use it to benchmark your store and create your own 2017 action plan. It's a powerful tool.

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# BREAKING NEWS

## Sticking to big brands helps fight 'Lidl effect'

C-stores must focus on big brands despite the "Aldi and Lidl effect" hitting sales of branded goods in supermarkets.

A senior FMCG executive told RN sales of big brands are declining as people realise they can buy cheap, high quality goods from discounters.

But retailers located near discounters told RN they can't compete on cheaper lines, so they offer big brands instead.

"You can't compete on pricing, so it's better to focus on what you do that they don't do," said Jayesh Parekh of Jay's Costcutter in Manchester.

"For example Aldi don't do Smirnoff vodka so people come here for the brand name."

Jimmy Patel of Jimmy's Store in Northampton agreed and said people always switch from own label to brands if there is a promotion on them.

## More PoS for People's Projects

National Lottery retailers will receive a second round of PoS material this week to flag up a nationwide retail campaign to support The People's Projects.

The People's Projects offers a chance for the public to vote on how £3m will be spent across their favourite local projects and is being run by the Big Lottery Fund, ITV, STV and the National Lottery.

Retailers are being encouraged to speak to their customers about the competition.

All stores will receive an additional Playstation wing and a window poster, with some receiving banners, window vinyls and bunting.

**Registration for wholesalers comes into force on 1 April** 'This helps honest traders'

## Retailers ready for new alcohol fraud scheme

by Helen Lock

RNreporter@newtrade.co.uk

Retailers told RN they are ready for the government's new scheme to tackle alcohol fraud, set to come into force next month.

From 1 April, retailers will be responsible for checking their wholesaler is registered with HM Revenue and Customs under the Alcohol Wholesaler Registration Scheme (AWRS). Any retailer found knowingly selling alcohol from an unregistered wholesaler could face a fine

or a prison sentence.

However, retailers told RN there has been a lot of information around AWRS and they are not concerned with the change.

"We've been aware of the scheme for a few months and it's been straightforward because we mainly use a cash and carry which has done it," said Jayesh Parekh, who owns Jay's Costcutter in Manchester.

Bob Gill, who runs a Costcutter in Sunderland, said: "There's a sign up in the cash and carry saying they are registered, so we

don't expect any issues with it because we only use them and they are a legitimate business."

Samantha Coldbeck, of Premier Wharfedale in Hull, said: "Legitimate retailers have always battled against shops who can sell three bottles of vodka for a tenner. This will help give honest traders a better footing in the market."

However, Shrewsbury Nisa retailer Rav Garcha said less competition between registered wholesalers has led to increased alcohol prices. "I've seen

my sales margins affected. Whereas a wholesaler might have sold wine for £20 down from £30 on a promotion, now it is only reduced to £25."

The reference numbers are listed in an online directory and all wholesalers selling alcohol had to register by 31 March 2016.

Martin Race, managing director of Bestway Wholesale, said: "The AWRS will clamp down on bootleg booze and provide customers with the confidence that they are operating within the legal framework."

### JTI warning: you could be next in plain packs?

Confectionery and drinks brands could be next in line to face plain packaging, JTI warned at the International Food & Drink event in London on Monday. The tobacco manufacturer hosted a stand called The Future of Brands, designed to act as a wake-up call to food and drink companies that their brands are under increasing attack of excessive regulation.



## Scots to cash in with bottle recycling plan

Scottish retailers could benefit from increased revenue if they install a recycling machine through the deposit recycling system, a Coca-Cola senior exec has said.

Speaking at the NFRN's annual Scottish conference this week, Jim Fox, associate director - public affairs at Coca-Cola European Partners, urged retailers to sup-

port the deposit system.

He said research demonstrated every convenience store in Norway, Sweden and Estonia could justify having a machine within a few months of installation.

Benefits included increased footfall and sales.

"Pressure is growing on the Scottish parliament to introduce a similar scheme," said Mr Fox. "Accor-

ding to research by Coca-Cola, 63% of the public are positive about this," said Mr Fox.

The machines cost between £20,000 and £30,000 to install. Retailers who install one would receive an income under the proposed retail handling scheme for a three-year period based on the amount of space lost to the

machine, the handling of stock and the cleanliness of the machine.

Paul Baxter, NFRN chief executive, recommended setting up a working party from the Scottish district to engage with Coca-Cola and the Scottish government to influence the decision-making process early on.

● Full Scottish conference report in next week's RN.





Bay Bashir and Stefan Appleby at an IAA study day in Peterborough last week

**IAA helped Bay Bashir identify social media as focus area** 'It provides a new level of scrutiny'

## Benchmarking essential to drive growth, says IAA

by **Charlie Faulkner**

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

Benchmarking your business – and not solely relying on your symbol group – is crucial to drive growth, urged retailers who have successfully worked with the Independent Achievers Academy (IAA).

Bay Bashir, of Belle Vue Convenience in Middlesbrough, has been a part of the IAA for five years and has seen his business grow as a result.

Speaking at an IAA study day in Peterborough

last week, he said: "It's shown me how to increase sales in areas that were under performing. It highlights the weakest part of my store but, first and foremost, it's about improving.

"It's about getting the best advice and trying to implement that in your store."

Through using the IAA's 2016 benchmarking process, Mr Bashir identified social media as an area to focus on. He admitted he finds it "hard work" but has now passed it on to his

staff. "It's key to not think you know everything and accept sometimes you need to delegate things," he said.

He believes it is vital for retailers to participate in benchmarking to improve their businesses.

"Symbols have their own objectives but the IAA is about you. There is no agenda, it's simply to improve your store and make it the best you can," said Mr Bashir.

"It's important to make sure I'm benchmarking my store and making sure it's moving forward."

Last year's Overall Best Shop recipient Amish Shingadia, of Londis Caterways in Horsham, said he found information from the IAA and his symbol group complement one another. However, he said: "The IAA provides a brand new level of scrutiny which you're unable to access through your symbol group alone."

This year he plans to "out-do" his 2016 achievements and is currently seeing his store through a refit.

● *IAA 2017 Retail Profit Guide free with this issue.*

## Menzies defends move away from news

Menzies says its diversification into other logistics operations is "good news" for retailers.

A Financial Times article published on Saturday described Menzies' delivery business as an "overnight logistics network".

A Menzies spokesman said the company has won several long-term, national logistics contracts with high street partners during the past 18 months, including WH Smith, Card Factory and Nisbets.

"We continue to diversify into adjacent markets where we can efficiently leverage the cost of our national network," he said.

"This is good news for our customers, as the more volume we can bring into our network from the wider logistics sector, the more secure, sustainable and competitive our end-to-end supply chain capability."

## Tesco cuts half of Heineken beer lines

Tesco has delisted half its Heineken products as it continues its fight against Brexit price hikes.

In response to the Dutch brewer's threat of a price increase of 6p a pint, Tesco announced it will axe half its products including Amstel, Sol, Tiger Beer and Kingfisher, as reported by the Daily Mail.

The supermarket is also now offering fewer variations of Heineken's own lager cans and bottles.

A Heineken spokesman said he would not comment on "commercial arrangements" but added: "Shoppers will continue to find a broad range of our fantastic beer and cider brands in Tesco."

## Retailers want ban on cut-off extensions

Nine out of 10 retailers believe extensions to newspapers' cut-off times should be banned, an NFRN poll shows.

The survey of 300 retailers was carried out after publishers agreed a localised extension of 45 minutes in Swansea and Newport following the Wales v Ireland Rugby Six Nations match

earlier this month, with 92% saying extensions should not be allowed.

Brian Murphy, NFRN head of news, said: "We want circulation departments to take this on board and warn their editorial colleagues the evidence shows a requirement for newspapers to be printed earlier, not later."

But publishers said extensions are important to protect the long-term sales of a title.

"It's not all about getting decent sales on that morning," said Paul Bacon, sales and marketing manager for the i. "As an industry, we must make every effort to give the consumer what they want otherwise we

can all expect long-term damage."

But Neil Jagger, Trinity Mirror's general manager and group newspaper sales director, said extensions are too frequent.

"Extensions should be for major events only, such as a General Election or sports events happening later due to time differences," he said.

IAA helped Bay Bashir identify social media as focus area 'It provides a new level of scrutiny'

# Benchmarking essential to drive growth, says IAA



Bay Bashir and Stefan Appleby at an IAA study day in Peterborough last week

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

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# IAA LOOKBOOK



## 12 great lessons from the study day



### A GREAT WAY TO DISPLAY MY FRESHEST PRODUCE

**Mukesh Patel**

Simply Local Moat Stores, Malvern



The flower stand is something that stands out for me. Normally you can only get the metal framed stands with plastic buckets which look cheap and tacky but are in reality expensive. His wooden stand looks more upmarket and versatile.

# Perfect store to tour

This year's Independent Achievers Academy launched last week at a store that optimises the retail principles that underpin the programme. **Charlie Faulkner** and **Chris Gamm** joined retailers on a study tour around the business to find out what they learned

**L**ocated on a residential street in Peterborough sits the bright and welcoming Nisa Local Fletton – the venue for the launch of this year's IAA retail study day.

Food to go and fresh are the main focus across all five of owner Siva Thievanayagan's Nisa shops, but when this 3,000sq ft store was due a major refit he decided to take things one step further, opening a bakery.

"Our bakery has a £6,000 turnover," says Siva. "We bake fresh Cuisine de France pastries, we serve breakfasts, pizzas, homemade sandwiches and have a deli which offers the option for customers to create their own lunch," he explains.

Despite the premium feel of the store – products such as San Pellegrino Pomegranate & Orange sit next to core staples – he is committed to keeping prices low.

"I like to see something different available in shops so I want to offer my customers something unique too," he says. "But it's not an affluent area so prices need to meet the needs of my customers."

Siva has introduced many elements that would be more commonly found in stores serving a more affluent demographic, but priced them at an affordable level for his customers. Freshly-made sandwiches are priced at £2.60 each, with freshly made smoothies for £2.20.

"I make 50% margins on my sandwiches so why would I charge more?"

As the IAA's study day venue, attendees take part in a tour where they're able to see the hard work that's gone behind the shop's new look.

Varied ceiling heights around the store, for example, help open up different areas, while some creative use of coloured lighting emphasises specific products – pink-tinted lighting, attendees discover, is more flattering for raw chicken than harsh white.

Elsewhere, Siva has used bespoke display units to help his products sell: "We try to make the shelves look more interesting by using things like wicker baskets and wooden crates to display fruit and vegetables."

Finding space for specialist brands in categories such as alcohol – US beer Blue Moon has found popularity – is one way Siva engages his customers, but catering for their specific needs also helps.

"We have big Polish and Italian communities in Peterborough so it's important to cater for them," says Siva, who turns over £1,000 a week on both areas.

But as always, it's the hard numbers which tell the retailers on the tour the full story: "We've grown turnover 15% to £48,000 a week since the refit, but my ambition is to get to £65,000." ●



**“It’s so important to learn from other retailers, so I really appreciated the feedback and ideas I’ve had from everyone who visited with the IAA study tour today”** **SIVA THIEVANAYAGAN**



**HIS COFFEE OFFER GIVES US CONFIDENCE IN THE CHOICE WE’VE MADE**

**Bay Bashir**

Lifestyle Express, Middlesbrough



My new coffee machine is going sit at the front of the store in the same way, so it was good to get reassurance on the location and to be able to see just how much space I need for the area.



**A GREAT EXAMPLE OF THE BIG NIGHT IN IN ACTION**

**Vince Malone**

Premier Express Tenby Stores, Pembrokeshire



I love the big night in section, with snacks, pizza and ice cream merchandised within the alcohol section. The shop is well segmented into different shopper needs and the lack of false ceiling in the big night in zone creates theatre.

**JUICE IS A GREAT IDEA FOR OUR UPCOMING REFIT**

**David Lewis**

Crescent Stores Spar, Witney



The fresh orange juice machine is very interesting. We’re looking to refit our store this year and it’s something I’d like to look at incorporating as fresh is what customers want.



**INFORMATION**

**Size**

3,000sq ft

**Turnover**

£48,000 a week

**Target turnover**

£65,000 a week

**Average basket spend**

£8.50

**Key categories**

alcohol, food to go, fresh





# IAA LOOKBOOK

**IT SHOWS HOW A GREAT STORE IS A GREAT WORKPLACE**

**Amy Panchmatia**

Mace Hexagon Stores & Post Office, Andover



I'm a sucker for working in a good shop. It must be bright, lively, clean and well stocked, like this one. The bakery and handmade pizzas are very attractive. The displays aren't too high so it creates a feeling of space and the raised till area means you can see everywhere.



**IT'S GETTING THE BASICS RIGHT WHICH REALLY STANDS OUT**

**Kennedy Zvenyik**

Nisa Local, Paddington



The store standards were great and it was good to see the basics done so well. His precision really stood out - the lighting, cleanliness, no rubbish anywhere - it was a pleasant shop to be in.

**THE LABELS ON FRESH ARE A GREAT IDEA WELL EXECUTED**

**David Ramsey**

Best-one Byram Park Stores, Knottingley



The labelling for fresh and baked produce is brilliant. It's all done from the back office, customised with pictures and dates showing when something was made. This will give customers confidence a product's only been out for a day.



**WE COULD USE OUR ORDERING SYSTEMS TO SAVE MONEY TOO**

**Jack Patel**

Londis Westholme Stores, Reading



Siva's monitoring of wastage was impressive. He uses data to make sure they are wasting as little as possible and adjusts the orders accordingly.







**SIVA SHOWS HOW EVERY STORE CAN BE COMPETITIVE**

**Amish Shingadia**

Shingadia's Londis Caterways & Post Office, Horsham



The low pricing is impressive, particularly on the food to go. For customers to be able to buy a fresh sandwich and a drink for £3.50, that's almost as good as Subway.

**HIS FRESH DISPLAY WILL INSPIRE ME TO DO SIMILAR**

**Narinder Kaur**

Singh's Convenience Store, Huddersfield



It was great to see how Siva created theatre around his fruit and veg. I'm going to look at using interesting containers to display my fresh stock to make it stand out more.



**THE BAKERY IS A GREAT EXAMPLE FOR ME TO FOLLOW**

**John Green**

Premier Express Green End Store, Huntington



I've wanted to set up an in-store bakery, but have always been a bit nervous about doing so. Seeing Siva's successful set up has made me re-evaluate the idea.



**I'M SO IMPRESSED WITH THIS MAINTENANCE-FREE FLOORING**

**Bal Ghuman**

Premier AK Convenience, Shrewsbury



I like the floor. It is poured concrete which has been diamond polished. It looks much better than tiles and is virtually maintenance-free. If it ever needs smartening up, Siva can just get it re-polished.





# SYMBOL NEWS

## Costcutter acts on customer feedback

A Costcutter store has expanded its international cuisine offering as a result of a proactive approach to customer feedback.

The Costcutter Swansea University store, which is based on campus and run by the students' union, participates in regular surveys which has led to it adding Korean noodle brands, Nepalese dessert brands and Singapore sauces.

"We have a large proportion of international students who, not surprisingly, miss foods from their native countries," said Martin Caldwell, Students' Union commercial manager.

"Feedback from these surveys has been invaluable – as a direct result we have added a more extensive range of international cuisine and whole foods."

The store has also added a niche food area which includes Suma and Divine products.

## Customers enjoy a Snapchat

Independent retailers who don't use apps such as Snapchat could be missing out on an opportunity to engage with shoppers.

High street brands including Lush and Sainsbury's have both used the technology to connect with their customer base.

"The ability to send customers exclusive sneak peeks, one-off filters and off-the-cuff content really appealed to us," said Nicolas Copeland, Lush's marketing director.

According to parent company Snap, 72% of its 10 million daily users send a Snapchat while shopping.



**Hi Street Digital installed outward-facing screens in windows** Screens are free for retailers

## Digital advertising screen trial increases sales 15%

by Tim Murray

RNreporter@newtrade.co.uk

A digital advertising initiative aimed at independent retailers has boosted sales of featured products by an average of 15%, while also driving footfall and basket spend.

The increases are the results of an 18-month trial conducted by Hi Street Digital, which installed outward-facing screens mounted in shop windows, used to display promotions – driving sales for both retailers and manufacturers.

Raj Aggarwal, of Spar Hackenthorpe in Shef-

field, had the screens installed when the company first launched the trial. "It's very impactful because of the quality of the screen," he said. "The products they're advertising are good and it can only get bigger and better."

Revenue is generated by the company selling space to brands while retailers have to ensure they offer maximum availability to the product in focus. The company is also working with symbol groups.

Adverts can be adjusted according to the time of day and Hi Street

Digital can respond to weather changes. One in 10 of the current stores have motion capture and retina-scanning cameras enabling Hi Street Digital to see how shoppers respond to the ads.

Jonathan Daniels, Hi Street Digital managing partner, said: "It's a bit of a no-brainer for retailers – we're giving them a £5,000 screen that increases sales, basket spend and footfall."

He told RN sales of the featured products have increased by 15%, footfall has increased by more than 4% and basket spend has seen an

increase of almost 7%.

The screens are free and retailers need to have suitable window space, as well as a full convenience offering. Mr Daniels added they are looking for "premium" retailers.

Hi Street Digital's screens are in 250 retailers' windows, advertising six different products on a loop.

It aims to double its presence by the end of 2017 and further increase the number of retailers with screens to 1,000 by the end of next year, with a long-term goal of 5,000 retailers.

## Deli counters offer margins of 50%

Retailers who take the plunge and implement a deli counter could enjoy 50% margins and increased footfall.

That is the advice from other retailers who have had success with a deli counter offering installed in their stores.

David Heritage, of Barns Green Village Stores in Horsham, often sees a

50% margin. "Deli is our most profitable department by far," he said.

"For the first 16 days of March, 7% of our takings came solely from the deli counter. In the summer, when campers stock up for picnic lunches, sales go through the roof. And it's great for Christmas, of course."

Wastage can be a

concern for retailers but Mr Heritage said he has found ways to minimise it. "There are lots of creative opportunities to reduce waste: we'll turn stale bread into bread-and-butter pudding, for example."

Siva Thievanayagan, of Nisa Local Fletton, was ahead of the trend, establishing a deli coun-

ter in his Peterborough store 15 years ago. "We've expanded it several times and recently I decided to make it as big as possible, doubling the size to six metres.

"Fresh is what people are looking for – I'd say 50% of any store should be fresh these days."

● Don't miss RN's expert guide next week

# NEWS & MAGS

**FT sales rise highest** Saturday refresh unveiled

## Financial Times sales growth continues

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

The Financial Times achieved sales growth for both its weekday and Saturday editions for the second month running in February, according to the latest figures from the Audit Bureau of Circulations.

The title's weekday edition was up 2.2% month on month compared to January, while the weekend edition was up 0.5%, after sales grew the previous month by 1% and 1.5% respectively, compared to December.

The news came as the publisher unveiled a refresh of its Saturday edition, named FT Weekend, including a redesigned front page and redesigned FT Magazine, as well as the announcement of several new regular columnists.

The title's global communications director Kristina Eriksson told RN the refresh demonstrates Financial Times' commitment to print and said the recent sales growth is just one part of the overall health of the business.

"We believe strongly in print," she said.

"Our print circulation has been profitable on its own, before advertising, since 2013."

Speaking about the refresh, which is accompanied by a marketing campaign across print, digital and social media, FT chief communications and marketing officer Darcy Keller said: "With few exceptions, people are growing more and more busy during the week.

"We all look forward to that weekend feeling when our time is ours – not to tune out, but to tune in."

The Financial Times was the only newspaper to grow its month-on-month sales for both the weekday and Saturday editions, but sales of the Daily Star Sunday rose by 0.8% month on month in February after falling in the past two months.

The i continued its run of sales growth, achieving year-on-year growth of 1.2% for its weekday edition and 13.1% for its Saturday edition.

Overall, Sunday titles suffered the biggest falls, down 8.6% year on year, while weekday sales fell by 8.6%.

### February Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	604,193	-1.1%	-11.5%	£90.5	638,193
Daily Record	148,555	-0.5%	-9.6%	£21.2	148,555
Daily Star	444,076	-0.8%	-6.9%	£32.2	444,076
The Sun	1,406,545	-3.6%	-11.9%	£156.8	1,504,380
Daily Express	367,218	-0.7%	-4.9%	£48.9	367,218
Daily Mail	1,202,922	-1.3%	-7.4%	£174.4	1,266,178
Daily Telegraph	377,383	-0.9%	-11.8%	£129.8	416,879
Financial Times	33,989	2.2%	-6.5%	£18.4	54,970
Guardian	127,482	-1.4%	-4.7%	£56.1	127,482
i	210,846	-0.6%	1.2%	£25.3	267,454
Times	322,153	-0.4%	-0.7%	£97.0	402,645
<b>TOTAL</b>	<b>5,245,362</b>	<b>-1.7%</b>	<b>-8.6%</b>	<b>£851</b>	<b>5,638,030</b>

### February Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	785,500	-2.9%	-10.3%	£177.5	819,500
Daily Record	178,676	-0.9%	-8.7%	£35.4	178,676
Daily Star	409,031	-0.4%	-7.2%	£49.4	409,031
The Sun	1,857,286	-3.0%	-9.4%	£278.2	1,955,121
Daily Express	464,402	-0.5%	-9.2%	£79.7	464,402
Daily Mail	2,007,401	-1.6%	-4.5%	£421.6	2,070,657
Daily Telegraph	555,475	-1.9%	-7.3%	£266.6	594,971
Financial Times	71,011	0.5%	-3.3%	£56.2	91,992
Guardian	289,844	-1.5%	-2.7%	£184.9	289,844
i	201,010	-0.8%	13.1%	£28.9	257,618
Times	495,883	-1.4%	4.5%	£174.8	576,375
<b>TOTAL</b>	<b>7,315,519</b>	<b>-1.9%</b>	<b>-6.2%</b>	<b>£1,753</b>	<b>7,708,187</b>

### February Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	166,193	-1.2%	-10.0%	£59.3	166,193
Sunday Mirror	557,815	-2.6%	-16.4%	£164.0	591,815
People	220,540	-0.2%	-17.2%	£64.8	227,540
Daily Star Sun.	256,881	0.8%	-13.4%	£51.1	256,881
The Sun	1,259,075	-0.5%	-5.9%	£264.4	1,356,858
Sunday Express	328,801	-0.5%	-9.0%	£97.5	328,801
Sunday Post	141,690	-1.0%	-12.6%	£47.6	142,228
Mail on Sunday	1,146,536	-1.3%	-8.8%	£409.3	1,201,228
Observer	183,617	-1.1%	0.0%	£135.0	183,617
Sun. Telegraph	315,950	-1.8%	-8.2%	£143.8	349,097
Sunday Times	681,122	-0.6%	-3.4%	£357.6	765,004
<b>TOTAL</b>	<b>5,258,220</b>	<b>-1.0%</b>	<b>-8.8%</b>	<b>£1,794</b>	<b>5,569,262</b>

<sup>1</sup> Core sales are newtrade sales and pre-paid subscriptions in the UK and Ireland; <sup>2</sup> ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; <sup>3</sup> Total sales includes bulk sales

**ON SALE 30TH MARCH**

**NEW COLLECTABLES AVAILABLE FROM**

**TOPPS**

OFFICIAL LICENSED PRODUCT

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Advertisement for WWE Ultimate Collection featuring various sticker packs and collectibles. The packs shown include 'Ultimate Collection', 'Packet 50p', 'Sticker Starter Pack', and 'Sticker Collection'. The packs are displayed against a dark background with the WWE logo and promotional text.



# PRODUCT TRENDS



## Lucozade Energy's two new flavours

Lucozade Ribena Suntory is launching two further Lucozade Energy flavours this summer, in a bid to drive sales during the warm weather.

The variants, Blackcurrant Bliss and Pineapple Punch, will be available in 380ml £1 priced packs, exclusively to the independent market from 27 March.

"We know how important our brand is for the wholesale route to market, which is why we're offering these flavours exclusively," said Mark Steratt, head of market, strategy and planning at Lucozade Ribena Suntory. "They give a real point of difference from the multiples."

Retailers will also have access to a range of PoS material including barkers, wobblers and counter-top units. "The demand for impulsive chilled drink purchases at its highest between April and August," added Mr Steratt.

## Lifestyle trends add popularity

Lifestyle trends such as veganism are driving sales of previously less popular products, data from the Office of National Statistics has revealed.

Non-dairy milk, such as soya, rice and oat milk, are being added to the ONS's inflation basket for the first time, reflecting the increase in the popularity of dairy-free diets, with the rise of campaigns such as "Veganuary".

Terry Caton, of a Londis in Chesterfield, said: "We make sure free-from items are visible in the store and let customers know they can order in gluten-free bread."

## Stay on trend to get best baby and toddler sales

by Chris Rolfe

chris.rolfe@newtrade.co.uk

Independent stores are missing out on sales of baby and toddler products by failing to stock modern formats, snacks and health-focused products, manufacturer Organix has warned.

The maker of infant products, including rice cakes, carrot sticks, gingerbread men and herb puffs, told RN the latest 12 weeks' data show a 15% increase in value sales of snacks, mak-

ing this the fastest-growing area within the baby and toddler food market.

However, convenience retailers' ranges are still heavily concentrated on jarred baby food, sales of which are declining by 10% year on year.

"Demand from parents is increasing for on-the-go and out-of-home snacks, which work particularly well within convenience as their formats make them ideal impulse purchases, with wide age-range appeal and versatility," said Chris

Braich, customer marketing controller at Organix.

"Space should be reduced for jars in favour of faster-selling lines such as pouches, snacks and fruit pots. Retailers also need to back the right pack formats in baby food, focusing on pouches and meal tray formats."

Mr Braich said Organix had been working with symbol groups such as Nisa, Palmer & Harvey, Costcutter, Spar and Budegens to improve ranges and help retailers capitalise on

growth opportunities in the category.

"We've seen demand for snacks and on-the-go baby food increase. Parents are looking for these kinds of products, from brands like Ella's Kitchen and Organix, and we now order them twice a week," said Budegens of Mortimer manager Jason Bushnell. "We're planning to dual-site them with other on-the-go snacks for adults to encourage parents to pick up more of them."

● Industry Profile – p21

## Strong interest in no-alcohol Heineken

Retailers have been advised to offer more choice to tap into the alcohol-free market as Heineken launches its first non-alcoholic beer.

Backed by a £2.5m marketing campaign, Heineken 0.0 is available in packs of four 330ml bottles at £3.25, or as six 330ml cans selling at

£4.50 each.

Steve Walters, an area manager of five Nisa stores in Peterborough, said non-alcoholic beer is a product requested by customers.

"We sell Becks Blue beer and get through about one case a week.

"It's not flying off the shelf, but it is giving

people an option," said Mr Walters. "There's probably not much brand loyalty so Heineken's success will depend on how they market it. We would be interested in trialling Heineken 0.0."

According to research conducted by market researcher Davis McKerr, while 50% of people now

say they moderate their alcohol consumption – a figure that is growing every year – only 47% of shoppers are satisfied with the existing beer offering in the UK market.

Terry Caton, who runs a Londis in Chesterfield, said he offers alcohol-free options to give his customers more choice.



PLAYER'S  
SMOKERS  
PAY LESS!\*



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



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

For Tobacco Traders Only



# BRAND SNAPSHOT



## Irn Bru national rollout

AG Barr has rolled out Irn Bru Xtra nationwide – a new flavour variant containing no sugar – following its initial launch in Scotland last August.



## Refresh for 9BAR

9BAR is unveiling a new logo and packaging for its new bars. 9NINE is available in variants including Carob, and Apricot & Strawberry.



## Mel back with Boddies

Boddingtons will rekindle its partnership with Melanie Sykes, who will appear in a new summer campaign – 20 years since the original adverts.



## Grace and flavour

Grace Foods UK is celebrating its 10th anniversary with marketing activity and a drive to promote its latest product – Carolina Reaper Chilli Sauce.



## Ready-to-drink Jameson

Jameson Irish whiskey has launched a ready-to-drink can, designed for the premium market, in Classic Cola and Ginger & Lime variants.



## Rebel Kitchen expands

Rebel Kitchen has extended its Organic Coconut Water range with a 750ml pack, joining its 250ml and 473ml formats.



## Trek gets chunky

Natural Balance Foods has launched Trek Chunks, a protein-rich snack range. The 60g packs contain 12g of protein, no added sugar or syrups.



## PET for Britvic Drench

Britvic will launch a single-serve 500ml PET bottle for sparkling variants of its juice drink brand, Drench, later this month.



## Smurfs join Haribo

Haribo has unveiled packs to celebrate the release of the latest Smurfs film, The Lost Village, with a sweet and sour cherry flavour sharing bag.





£

# MONEY BACK GUARANTEE

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\*\* Source: IRI data, 52 weeks to 28.1.17



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**drinkaware.co.uk**  
for the facts



# WHAT'S NEW



## Coconut Company

The Coconut Company's organic amino sauces are available in three flavours. With a blend of coconut sugar, garlic and ginger they can be used as a glaze, for grilling or stir-fry sauces.

**RRP** £4.99

**Contact** 0203 5823222



## Algy's Norfolk Popcorn

Algy's Norfolk Popcorn is available in Hot & Salty, Hot Chilli and Lightly Salted flavours. Each is made using home-grown rapeseed oil, available in snack and sharing-sized bags.

**RRP** 70p-90p (20-25g), £1.65-£1.85 (70-90g)

**Contact** 01362 683893 / info@algysfarmshop.co.uk



## Just Bake Happy

Just Bake Happy's Little Prints Biscuit Kit is designed for children and can make eight biscuits with edible decorations. This kit includes dolly mixture and hundreds and thousands.

**RRP** £3.99

**Contact** 01765 689274



## Real Good Ketchup

Shortlisted for the Free From Food Awards 2017, Real Good's no added sugar tomato ketchup is vegan-friendly and made with Mediterranean tomatoes and all natural ingredients.

**RRP** £2.39 (315g)

**Contact** 07753 278872 / hello@realgoodketchup.com



## Salcombe Brew

Offering three products - decaf, Union Street and Sunny Cover - Salcombe Brew's coffees are available as beans, ground coffee, infusible coffee bags and Nespresso-compatible pods.

**RRP** £5 (10 bags), £5.75 (200g ground), £9.60 (32 pods)

**Contact** 07738 569779



## Yarty Cordials

Yarty Cordials doesn't use concentrate in any of its products. They are handmade and each bottle of its cordials takes a week to infuse, while its fruit vinegars take up to six months.

**RRP** £4 (250ml cordial), £7 (250ml fruit vinegar)

**Contact** info@yartycordials.co.uk



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



## The Smokey Carter

The Smokey Carter is a BBQ rub, sauce, chutney and chilli jam producer. Its Chipotle & Bourbon BBQ Sauce has won a gold star at the Great Taste awards and is ideal for burgers and pulled pork.

**RRP** £3.80

**Contact** 07736 033118 / info@thesmokeycarter.com



## Ace Tea London

Ace Tea London's products can be drunk hot, iced or used in cocktails. Its blends include Hot Ginger Green Tea, Royal Mint and Lady Rose and all contain either black or green tea.

**RRP** £4.99.

**Contact** www.acetealondon.com

**FOCUS**

## Snacks

Snacks are this week's focus, including a skin-on crisp and a spicy Indian-inspired lentil snack that pairs up nicely with beer



## Yorkshire Crisps

These hand-cooked crisps use potatoes grown on the Yorkshire Wolds. Available in 10 flavours, each is seasoned with 100% natural ingredients and are gluten-free.

**RRP** £2.35 (100g drum)

**Contact** headfryer@yorkshirecrisps.co.uk



## Savoursmiths

Made with potatoes harvested from its own British farm, Savoursmiths skin-on potato crisps are available in four flavours including Truffle & Rosemary and Parmesan & Port.

**RRP** £1.50 (40g)

**Contact** 07901 990228 / colette@savoursmiths.com



## Karkli

Made with lentils, Karkli are gluten-free and vegan and are available in Classic, Coriander and Fiery Ghost Naga varieties.

**RRP** £1.69

**Contact** 01909 511248 / hello@chomponkarkli.com

## Johnny Padam

Raynville Superstore,  
Leeds

It's a process of trial and error with this kind of product. I see them and I try them, speak to customers about them and see what happens. Sometimes they don't work, but Karkli are really good.



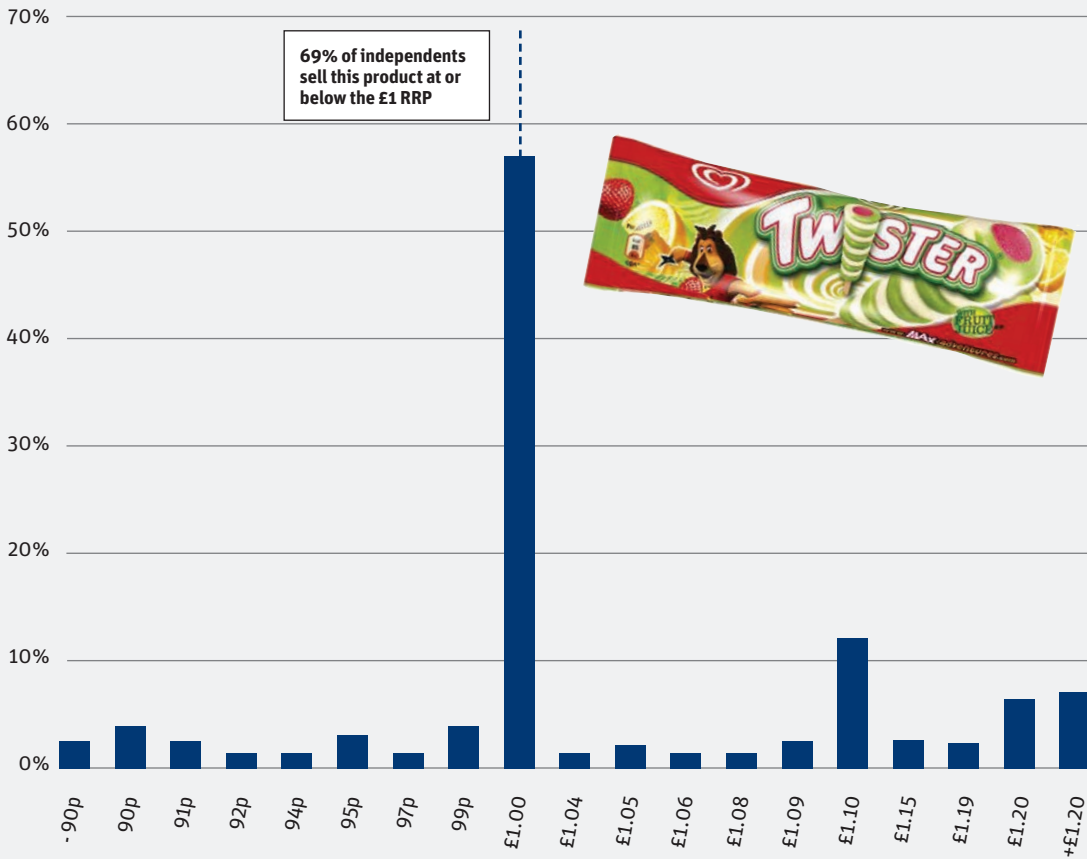


# PRICEWATCH

## Profit checker Ice cream

## Price checker

**TWISTER 80ml** Price distribution %



69% of independents sell this product at or below the £1 RRP



PRODUCT
<b>Magnum Classic</b> 110ml
<b>Magnum White</b> 110ml
<b>Magnum Double Chocolate</b> 88ml
<b>Calippo Orange</b> 105ml
<b>Twister</b> 80ml
<b>Feast</b> 90ml
<b>Euro Shopper Classic Choc Ice Cream</b> 80g
<b>Cadbury Flake 99</b> 125ml
<b>Magnum Mint</b> 100ml
<b>Euro Shopper Classic White Ice Cream</b> 80g
<b>Solero Exotic</b> 90ml
<b>Orange Pop-Up</b> 110ml

## Analysis

As our graph shows, almost 60% of retailers stick to the RRP when pricing Twister, one of the best-selling products in the ice cream category.

Barely 15% go above RRP – and just over 10% of them stick to the simi-

larly round price point of £1.10.

This suggests that even small price changes can have a noticeable impact on customer purchasing decisions.

The reasons for this are outlined

by Kent retailer Liz Entwistle.

“You’ve only got limited freezer space so you stick to well-known brands that you can be sure will sell. This makes it easy for customers to compare prices between shops.”

## How we drive our profit

### Darren Craig

**STORE** Today’s Extra Spencer Road  
**LOCATION** Derry  
**SIZE** 1,000sq ft  
**TYPE** parade of shops in residential area

**TOP TIP**

Keep prices reasonable on single ice creams as it is easy to compare prices between stores



**We’ve just** moved our ice cream freezer to the front of the store as the spring sun has started to shine. A lot of the ice cream we sell is in multipacks, because our customers like the value they offer. We also sell a lot of a local brand, Morelli’s, which comes in tubs. Large formats are more likely to sell in the winter too, which helps. As we make a good margin in those areas, we can afford to offer good prices on our impulse ice cream, sticking to RRP or even going below – we sell Twister for 80p, for example.

### Natalie Lightfoot

**STORE** Solo Convenience Londis  
**LOCATION** Glasgow  
**SIZE** 900sq ft  
**TYPE** main road

**TOP TIP**

Stick to RRP – manufacturers have chosen that price for a reason – unless there’s a specific reason to price differently



**We’ve started** to see sales creep up, and though in Scotland spring always starts a little later than in the rest of the UK. We generally go by RRP unless it’s something we know is in demand. All our Magnums are priced at RRP, for example, but we charge 5p extra for ice pops – Mr Freezers and so on – as kids aren’t as price-sensitive. We also charge £1.25 for Twister, a little over the RRP. There is a bit of competition on our street but there aren’t that many places and people don’t tend to go shopping around for ice cream – if they want one, they’ll just pick it up.

**Charlie Faulkner**  
 charlie.faulkner@newtrade.co.uk  
 020 7689 3357

Data supplied by



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

BOOKER RRP	AVERAGE UK RETAIL PRICE*	RETAILER 1 LEEDS SUBURBAN POST OFFICE AND STORE	RETAILER 2 NEWSAGENT AND C-STORE IN LAKE DISTRICT VILLAGE	RETAILER 3 LOCAL C-STORE IN MODERN GLASGOW SUBURB	RETAILER 4 BUSY STORE CLOSE TO STATION IN LARGE NORTH EAST TOWN	RETAILER 5 HIGH STREET C-STORE IN ESSEX COASTAL TOWN	RETAILER 6 C-STORE IN RESIDENTIAL AREA OF CAMBRIDGE
£1.80	£1.83	£1.80	£1.80	£1.80	£1.70	£1.85	£1.85
£1.80	£1.84	£1.80	£1.80	£1.80	£1.70	£1.89	£1.85
£1.90	£1.88	£1.90	£1.90	£1.90	-	£1.99	£2.00
£1.00	£1.05	£1.00	-	-	£1.00	£1.19	£1.10
£1.00	£1.06	£1.00	£1.00	£1.10	£1.10	£1.20	£1.20
£1.00	£1.06	£1.00	-	-	£1.00	£1.10	£1.00
60p	60p	-	-	-	-	-	-
£1.69	£1.70	-	£1.60	£1.69	£1.60	£1.69	£1.95
£1.80	£1.86	-	£1.80	-	£1.70	-	£1.80
60p	60p	-	-	-	-	-	-
£1.25	£1.32	-	£1.25	-	£1.30	-	-
60p	50p	-	-	50p	-	-	-

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Matt Carson

Williams Supermarket, Somerton



Beerd Beers  
 Islay Whisky-cask aged  
 Imperial Stout



#### Where did you discover it?

Local ales and ciders are a big part of our store - we've got nearly 100 local ales in stock at the moment. We've worked with a brewery called Bath Ales for several years, and through them have established a relationship with their sister brewery Beerd, which is producing some interesting stuff. Recently we spotted these ales which are stored and brewed in Islay whisky casks for up to two years, giving them some of the whisky flavour, and decided to give them a go.

#### Who buys it?

For this kind of non-traditional beer, it tends to be younger drinkers with a passion for beer. Craft beer is a big thing in this area. A lot of modern craft beer drinkers are like mature wine drinkers - they have a passion for beer and like to learn about it, about hops and yeasts and so on. So it's these customers who spot something like whisky-cask-aged ale and want to try it.

#### Why is it so successful?

It's a premium, higher-end product and we've only sold a handful of bottles so far. But then it usually takes a few weeks for word to get around about something new.

## John Parkinson

**STORE** Broadway Premier News  
**LOCATION** Penrhyn Bay, Llandudno, Wales  
**SIZE** 800sq ft  
**TYPE** residential

#### TOP TIP

Keep it tidy and keep it full - they're the two basic tenets. Your ice cream has to look good and it can't look empty



**About this** time of year, we put the freezer out and start keeping it stocked. During the winter months we sell tubs, and it's mainly Happy Shopper rather than the expensive ones. It's a better price for customers and they're happy to have this rather than luxury ice cream. It's the same with lollies, we tend to go for Euro Shopper and Happy Shopper rather than big brand names. Kids have no real price sense at all, apart from ice creams. A Magnum is about £1.80, but it's 75p to 90p for the Euro Shopper version, it's the same sort of weight and it's really good quality.

## Liz Entwistle

**STORE** St Michael's Post Office & Stores  
**LOCATION** Kent  
**SIZE** 1,500sq ft  
**TYPE** residential

#### TOP TIP

Locally-sourced ice cream is always popular and makes an excellent premium option



**Normally** with ice cream we stick to RRP, with margins of 28% to 33%. We sell Twister at the RRP of £1, for example, but sometimes we can go a little above - we sell Magnum White at £1.89 which gives us a slightly higher margin of 33.4%. We have another convenience store just a few yards away from us on the same road so we can't be silly with pricing. We sell a lot of Magnums to teenagers and a lot of Mini Milks, Calippos and Fabs to the kids. We've got a local ice cream made in Ashford and sell lots of tubs of that to the adults.



# YOUR NEWS

## Mother's Day stand is a hit

A retailer in Wiltshire has achieved strong sales thanks to a special Mother's Day display, ahead of this Sunday's celebrations.

Rose Jinks, manager of Budgens Marlborough, said she had seen a 10% uplift in sales of Isla Negra wines after including them in the display.

"So far sales have gone really well," she said. "We sold out of 24 copies of the Bridget Jones DVD really quickly and also ordered in more teddies at the start of this week."



## Partworks sales up 50% with new display

A Dublin retailer has grown his partworks sales a further 25% year on year, after reporting an initial 25% increase in January.

Joe Sweeney, of News Centre, said his sales are now running 50% up year on year after he switched them to a more prominent display in his store.

"The new display seems to be encouraging people to continue collecting," he said.

"It's when products go full price you see the real benefit and if customers are sticking with the collection this is what generates bigger figures."



## Mirror goes for gold at Cheltenham races

The Daily Mirror boosted sales last week with extra coverage for the Cheltenham Festival. Figures show the title is on track to have sold more than 100,000 more than an average week, after promoting to London racegoers at Paddington Station and offering incentives to retailers in Cheltenham for the best window displays. Debbie Sartoris, who heads up the Mirror's racing team, said: "It's good to go 'old school' at Paddington and in the Cheltenham area itself – it's all about the sales numbers." The coverage included a free £5 bet every day with StanJames.com, as well as a 32-page pullout on Tuesday containing top tips and 12-page pullouts on Wednesday and Thursday. Friday's edition included a sweepstake kit for the Cheltenham Gold Cup.

**544 retailers transferred to different depots** 'It has been very frustrating'

# Closure of Smiths' depot results in late deliveries

by Jennifer Hardwick

[jennifer.hardwick@newtrade.co.uk](mailto:jennifer.hardwick@newtrade.co.uk)

Retailers suffered late newspaper deliveries last week following the closure of Smiths News' Northampton distribution centre.

The closure, which was implemented from last Monday, meant 144 retailers were transferred to the wholesaler's Peterborough distribution centre and 400 to its Milton Keynes centre.

"It has been a very frustrating week," said Matthew Croft, of Crofts Stores

in Silverstone, Northamptonshire.

"On Monday I also had a new driver on my route who did not know the area, which is crazy to have at the same time as moving my distribution centre. He did the entire route in reverse because he followed the instructions of his sat-nav – my papers were more than an hour and a half late.

"When I called the helpline they said they couldn't get anyone to answer in Milton Keynes. I think for there to be prob-

lems and no-one available to speak to about it is poor."

Vijay Patel, of Higham News in Higham Ferrers, Northamptonshire, said his copies of The Times, The Sun, Daily Mail and Daily Telegraph were "extremely late" on Saturday.

"I hope wholesalers will be good enough to refund delivery charges and compensate for lost sales. But I am not holding my breath that any circulation manager or Smiths senior manager would bother to reply," he said.

Brian Murphy, the NFRN's head of news, said: "We will do what we can to protect members in the area and of course we have been in frequent communication with Smiths to ensure they minimise disruption."

A Smiths' spokeswoman said there were some "unexpected difficulties" in the first week after the Northampton centre closure.

"Our operational teams are focused on improving this performance quickly," she added.

## Own-use bags see thefts increase by 5%

A retailer has seen a 5% increase in theft since the 5p plastic bag charge was implemented six months ago, with more people using their own plastic bags to sneak items out of his store.

Kamlesh Patel, of Londis Manor Park, said it was always normal for his

older customers to bring in their own plastic bags but, since the charge was implemented in October, his younger customers are bringing in their own bags for the first time.

"You're in two minds about whether they will come to the counter," said Mr Patel. "They fill up the

bags and walk out.

"We've seen a 5% increase in theft since the charge was brought in. We now have extra staff on, there's always somebody on the shop floor and I keep an eye on the CCTV for anything suspicious."

Mr Patel plans to bring in wheeled shopping bas-

kets which will be available all around the store.

"We always try and offer something a bit different, and it's a talking point," he said. "We want to encourage customers to use the baskets and I'm considering bringing in children's mini trolleys as well."

# INDUSTRY PROFILE

## Organix Brands

**Formats such as pouches, trays, finger foods and snacks are key growth areas for the baby and toddler market, but does your range reflect this? Organix's customer marketing controller Chris Braitch explains how independent stores can meet the needs of today's parents**

**RN What are the main sales opportunities for independent retailers in the baby and toddler snacks market?**

**CB** Snacking is the fastest-growing area within baby food. The latest 12 weeks' sales data shows value sales were up 15%, driven by increased awareness of the benefits of healthier snacking for kids and adults. Demand from parents is therefore increasing for on-the-go and out-of-home snacks. Snacks work well within convenience because their formats make them ideal impulse purchases, with wide age-range appeal and versatility. Outside of snacking, retailers also need to stock the right formats in baby food, focusing on pouches and meal trays rather than traditional jars and boxed cereals.

**RN What does an ideal range in a convenience store look like?**

**CB** Jar baby food continues to decline – by 10% year on year – but is still the most over-represented area within convenience. Space for jars should be reduced in favour of faster-selling lines such as pouches and snacks. Fruit pots are also a great value option because they meet a range of needs, from baby weaning to desserts and snacks for toddlers. It's critical to make the fixture easy to shop, so group by major food group (wet food, cereals, snacks). Within those, parents are then looking for the right product age/stage for their child. The most expandable and impulsive food group is snacks, so it's important to display these at eye-level.

**RN Which products in your range should retailers consider stocking?**

**CB** Organix is growing 27% year on

year within convenience and eight out of the top 10 finger foods and snacks are from us. C-stores can build an efficient range of baby and toddler snacks easily from the UK top 20 baby food rankings. Organix Apple Rice Cakes and Organix Carrot Sticks meet most baby snacking needs. Goodies Raspberry and Apple Soft Oaty bars, Goodies Mini Gingerbread Men and Goodies Cheese & Herb Puffs are all great additions to a toddler snack range.

**RN What are consumers looking for from this category in convenience?**

**CB** Health is a big focus. We're seeing increasing awareness among parents of healthy eating and the ingredients in the food they buy. It's never been more important for c-store owners to stock an accessible and balanced range on the baby fixture, but also to treat infant snacks as an impulse category and use secondary locations such as queues and checkouts. Another key factor is flavour. It's important to have



**Organix is growing 27% year on year within convenience**

a food range that balances both sweet and savoury variants.

**RN How are you working in the independent market to help retailers get this ideal range in place?**

**CB** We've done a lot of work with symbol groups such as Nisa, Palmer & Harvey, Costcutter, Spar and Budgens to improve their ranges and help them capitalise on the growth opportunity in baby food, where infant finger foods and toddler snacks attract more shoppers and are the faster-selling lines.

**RN You launched an online trade portal in December. Tell us about that.**

**CB** We're excited about this launch. It means independents can now buy directly from Organix, making us accessible to everyone. The portal stocks our full range, plus there is free UK delivery for orders over £50.

**RN What can retailers expect to see from Organix this year?**

**CB** Our main focus is healthier snacking for kids. All our product innovation and communication will concentrate on getting this healthier message out and ensuring we have the right pack formats and flavours in place for changing shopper missions and trends.

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

**Company** Organix Brands

**Customer marketing controller** Chris Braitch

**Profile** Organix is the UK's leading brand of finger foods and toddler snacks and provides a wide range of foods. As reassurance to parents, the range comes with the Organix No Junk Promise – which means they are made with the best organic ingredients and contain nothing unnecessary.

**Latest news** Organix launched a trade portal in December to provide retailers and independents direct access to its wide range of finger foods and toddler snacks.

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# YOUR VIEWS

## YOUR LETTERS

### Wholesalers need to take a tougher approach to late deliveries

At present my morning delivery of newspapers is way beyond a joke due to the lateness in supplying my wholesaler, or bunched deliveries still resulting in lateness.

I start receiving customers into my shop from 4.30am. These customers are all factory workers or opencast miners. When there are no newspapers for them to buy they leave very disgruntled. They do not buy a paper throughout the day, so this is lost sales for everyone. These are the types of people you should be looking after, not the people who might just buy a paper to read about sport once in a while.

As for extensions to cut-off times, this is a disgrace. I start my HND as soon as the papers come in. This takes me three hours to complete – that is, if the papers are in at a reasonable time. If not, I start catching all the traffic and then by 8am I'll catch schoolchildren being dropped off, again more time added



**I urge all wholesalers to refuse to accept any paper if it is past their cut off time. No more reruns, no late deliveries and no more extensions**

**Gerald Thomas**

to my day. You might not think it's a problem but to me, a small newsagent, it's a massive problem.

For example, tomorrow I have one member of staff who starts at 4.30am and finishes at 9am. I work the rest of the day by myself. He will still have to start at 4.30am to sort out all the inserts which are received on a pre-run, but now he can't finish until I get back to the shop.

Who is going to pay for his overtime? If I had more notice I could have given him time off earlier in the week, but no, I found out this morning.

What I urge all the wholesalers to do is to refuse to accept any paper if it is past their cut-off time. No more re-runs, no late deliveries and no more extensions. If you are true to your words – that you care about retail – then you will do something about it. Or is it true that you do not care about retail and we are only here to support your advertisers?

**Gerald Thomas**  
Arcade News  
Ammanford

### Christmas Radio Times' £6.4m RSV

I was surprised to read Time Inc's claim that What's On TV was the biggest-selling weekly TV listing magazine during the Christmas

period "in terms of RSV for the 10th year running" (RN, 17 March), as Radio Times' Christmas issue once again dominated the Christmas TV listings sector, generating a retail sales value of £6.4m, over £4m more than the next biggest title and £2m more than Times Inc's TV titles combined.

Radio Times would like to thank retailers for their continued support in delivering this fantastic RSV performance.

**Richard Campbell**  
Publisher, Radio Times

### A spokesperson for Time Inc said:

*"What's On TV sustained the top spot in the weekly TV value sector which comprises of What's On TV and TV Choice and not the market as a whole. Radio Times sits with the premium sector."*

### I learned so much at IAA study tour

I would like to take this opportunity to say it was a pleasure meeting the RN team at the IAA Event in Peterborough. I took so much away with me and I would definitely attend future events. I am also looking forward to working with the team to make improvements on my store and using bench mark effectively.

**Narinder Kaur**  
Premier Singh's Convenience Store,  
Huddersfield

## YOUR SAY Do you stock any own label products which sell better than the branded version?



### Bob Sykes

Denmore Premier Food Store, Rhyl, North Wales  
Euro Shopper products sell brilliantly. The shop isn't in a very affluent area so people look for value. Having said that, a lot of people who are better off still buy them because they are mostly very good products. The Euro Shopper sports drinks sell better than Lucozade and things like toilet roll sell better too. But there are certain things, like baked beans, where people just want to buy Heinz.

### Ben Dyer

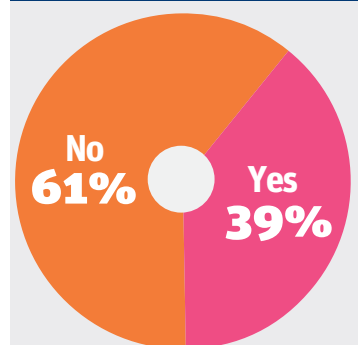
Debbens News, Waterlooville, Hampshire  
For us it just seems to totally depend on what the customer wants – sometimes that's price and sometimes it's the

product. Some people are more cost-conscious but with ketchup, for example, if they want to buy Heinz they will make a cost sacrifice elsewhere. Despite difficult times, it's not something I've noticed change too much because I think for some people they want the brand and that's it.

### Vic Grewal

Simply Fresh, Thames Ditton, Surrey  
We don't stock any own brand products because our customers don't want them. When we opened we realised the locals are only interested in the big brands so we've just never stocked own brand. If our customers want to see the big names in the shop then we have to go with that, so that's all we have available.

## RN READER POLL



### Would a second Scottish referendum be bad for business?

#### NEXT WEEK'S QUESTION

Has the growth in popularity of the discounters benefited your own label sales?



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

## I'M DETERMINED TO SOLVE THE MYSTERY OF THE MISSING MAILS

**I receive 14 copies of the Daily Mail every day, but one morning last week I noticed every copy was missing.**

It was far too early to have sold out, so I asked my staff and they said they'd only sold a few copies.

So I checked my CCTV and got a surprise. I see a man pick up a copy, pay for it, then return to the newspaper display and hover suspiciously. When no other customers were looking, he picked up the remaining nine copies and ran out.

I suspect it may have been another retailer who either hadn't got enough copies from his wholesaler or who wanted to sell newspapers without having an account with



a wholesaler.

My wife had to go out and buy nine copies from another store as I didn't want to let down my regular customers.

I have a good relationship with my local police force, so I will send the CCTV footage to them and hopefully they recognise the man.

I'm good with faces so I will

look out for him. But I thought others should be aware, too, as people will steal anything nowadays.

**Bhadrash Patel**  
Londis Plummers News  
Barking

**100 YEARS AGO**  
24 March 1917  
The Sheffield Telegraph poked fun at Neville Chamberlain this week for suggesting an economy in labour could be to print rival newspapers on one, rather than two, print presses.

## VIEW FROM THE COUNTER with Mike Brown



When I was in London for the district vice president's seminar a couple of weeks ago I bumped into Wayne Harrand, sales director of NFRN Commercial.

I was interested in purchasing a slush machine and Wayne processed the deal the next day. That was on a Thursday and by Monday the Snowshock machine was delivered. How's that for speedy service?

It has been brilliant - we've sold nearly 200 slushes of various sizes in four days - and it was still officially winter. The staff are complaining I have created another monster but the shop is noticeably busier with a real buzz.

Another idea working well, gleaned from the pages of RN, is making bespoke gifts for special occasions such as Mother's Day. After a recent meeting at the NFRN office in Durham

I went to Hancocks, the confectionery wholesaler, and bought a selection of Victorian jars which we have filled with traditional sweets. Today, Saturday, I have sold one with millions in, but four others where customers have chosen their own sweets - an option which is proving the most popular.

I am writing this piece on International Women's Day, waiting for my youngest daughter who, at 15-years old, is giving an interview about women's football on BBC Radio Tees. Her team, Teesside, are through to the semi-final of the FA Elite U16 Girls Youth Cup away against Millwall. On the way they have beaten Sheffield, Durham Wildcats and Sunderland. If they win, the final will either be Arsenal or Liverpool at St George's Park in May. Come on girls.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



**Amish Shingadia:** People are lining up to work for my business after recognition as Overall Best Shop! People are core to success #IAA17

**Tom Mulready**  
@TomMulready



**Bay Bashir:** Your shop will be changing everyday. Make sure you benchmark so it's moving forward & not standing still #IAA17 @IAAcademy

**betterRetailing**  
@betterRetailing

I went on to a website which said I could be paying less in rates. Got the quote through - paying more.

**James Wilkinson**  
@pybjamar

The pressure is on with 11 days till opening! We are incredibly lucky to have such an amazing team working on the redevelopment

**Connolly Spar**  
@connollyspars

Our cheese counter at Peasmarsh is all topped up for the weekend and looks amazing. I'll fetch the crackers and grapes....

**Jempson's**  
@jempsonsstores





# RN INTERVIEW

While retailers adjust to plain packaging and gear up for pack size restrictions to come into force on 20 May, the tobacco industry is bracing itself for a rise in illicit trading as a result. According to Imperial Tobacco's anti-illicit trade manager Peter Nelson, there is now an even greater need for collaboration between retailers, manufacturers and law enforcement agencies to tackle it. **Chris Rolfe** reports

## Peter Nelson



**I**llicit trading is big business in the UK. Figures from the Tobacco Manufacturers Association show one in three smokers purchase illegal tobacco from 'non-shop sources' such as pubs, car boot sales and market stalls, while illicit tobacco purchases cost UK shops around £3.4bn in lost revenue in 2014-2015.

Peter Nelson, anti-illicit trade manager at Imperial Tobacco, says illicit traders are becoming ever more prevalent and sophisticated.

"The professionals are moving in. We've seen systems where hydraulics are built into floors or stairs. Then there are metal doors that look like fire doors which have illicit tobacco stored in the middle," he says. "In

one shop in Cheltenham, the retailer had a numbered chequerboard on his counter (pictured right). The counter was monitored by camera in a separate flat above, and when the retailer wanted illicit stock, he threw dice on a certain number on the board to indicate how many of which brand was being bought. The products were delivered down a chute to the back of the gantry."

The list goes on. Mr Nelson adds that recently-discovered tactics include counterfeited Fed Ex vans used to disguise illegal deliveries, while hiding places include illicit stock in margarine boxes at the back of chillers, in sewers, children's play houses and boxes of champagne flutes.

"These are not just people taking a chance and making £20 a day. The quality of the villains is going up. Look at the profits involved – a container load alone is worth £1.1m."

Evidence from Australia has convinced him that more is yet to come under the new UK laws.

"Illicit trading has gone through the roof in Australia since plain packaging was introduced – we've seen a 20% increase since 2012," he says. "Australia has taught me to expect the unexpected; Jin Ling is an illicit white, for example, but now Australia has plain packaging it is being packaged to look like any other plain pack. And while we haven't seen any counterfeit plain packs in the UK yet, I wouldn't be surprised if the machines are

# “

**These are not just people taking a chance and making £20 a day. Look at the profits involved – a container load alone is worth £1.1m**

**The Suspect It? Report It! campaign educated retailers about illicit trading**

already rigged up and ready to go."

All this makes the work being done to educate retailers about the problem and supply law enforcement agencies with intelligence about illicit trading all the more vital.

Mr Nelson says Imperial's three-year-old Suspect It? Report It! campaign is one such initiative designed to create a situation where retailers are confident to share information so law enforcement can take appropriate action. Posters and a website have been created to provide education on illicit trading and Imperial recently joined forces with the NFRN to distribute packs to around 50,000 stores.

"Intelligence is the key to successful enforcement," he says. "Retailers have an intimate know-ledge of what's going on in their communities and high streets."

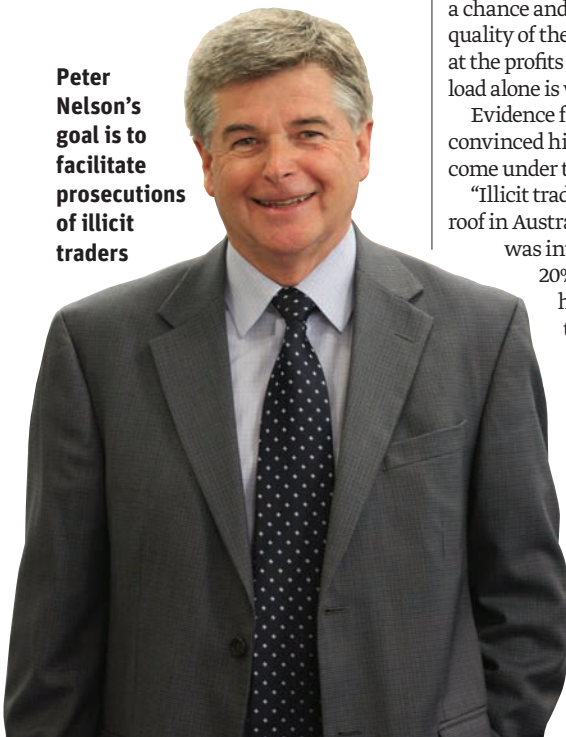
Good information that retailers can supply, he says, begins with honesty. If you only know "the shop down the road is doing something", say so, but if you know when supplies are delivered because you've seen the deliveries being made, even better.

In the latest stage of the campaign, Imperial has teamed up with the Federation of Wholesale Distributors to launch a poster highlighting the impact of illicit trade on sales.

"We had feedback from Parfett's in Manchester that GV sales had been dropping off substantially, but following some raids in the locality they saw a spike in sales. Retailers have said they've seen a massive impact too – one told us their tobacco takings had gone up by £900 a week after a raid, another by £1,500."

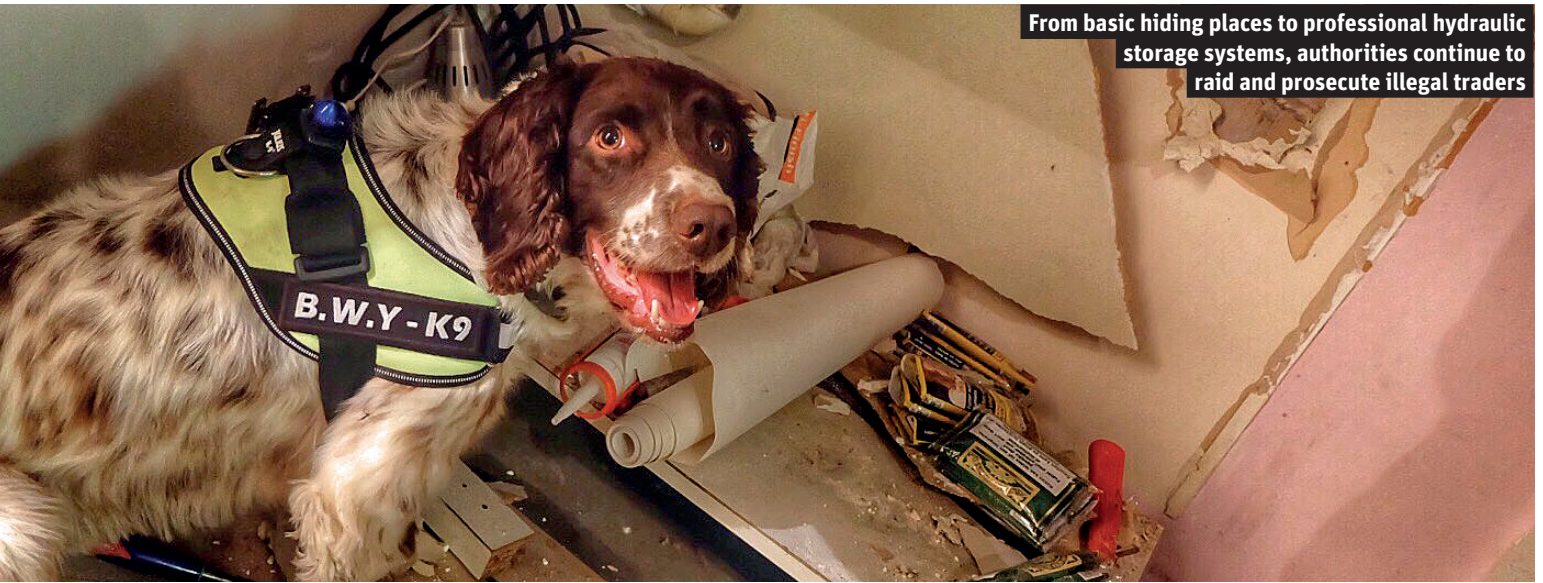
The other major part of Imperial's anti-illicit work is supplying

**Peter Nelson's goal is to facilitate prosecutions of illicit traders**





Interview by **Chris Rolfe**  
 email [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)  
 tel 020 7689 3362



From basic hiding places to professional hydraulic storage systems, authorities continue to raid and prosecute illegal traders

intelligence on illicit trading, identifying counterfeit products and providing training to trading standards and HMRC. This has never been so important, says Mr Nelson, at a time when trading standards budgets have been cut by around 45% in two years. Not every team is happy to work with a tobacco company, he admits, but results can be achieved by those that do.

Here, he addresses one of the main complaints made by retailers – that success stories are rarely shared.

“That’s the point we have to get across – there are tangible results, but people often make a report on Thursday and expect there’ll be a result by Monday. It can take years.”

An investigation that began in March 2015 has resulted in a recent prosecution of a tab house in Durham as an example, he says. Goods and a substantial amount of cash were recovered and sentencing is now imminent.

The Suspect It? Report It! website carries a stream of such stories covering successful prosecutions to prove the value of providing information.

Once a prosecution is made, further consequences for illicit traders include the removal of Imperial’s in-store support, such as its own gantries, sales reps and reward schemes. Information will also be shared with other companies such as Camelot to allow them to consider similar action.

Looking to the future, two further measures will be integral to the fight against illegal tobacco.

One is the development of the

voluntary “Codentify” code that tracks individual products and outers through every stage of the worldwide supply chain.

“It gives the industry confidence in the supply chain, and more assurance to retailers that the products they source from wholesale are genuine,” says Mr Nelson of a system that is being tested on EUTPD-compliant packs, as well as products such as watches, beer and champagne. Counterfeit codes have already been identified on five tobacco brands, and counterfeit codes on plain packaging are expected imminently.

The other is the launch of a government review into sanctions on illicit tobacco – something Mr Nelson hopes manufacturers, trade bodies and retailers will submit to.

“A couple in the Forest of Dean were running a tab house and the judge ordered them to surrender £100,000, but £70,000 cash was found in the house during the raid and they had £30,000 in a bank account. If you take that into account that represents over £1m lost tobacco revenue for retailers in the area. That’s the scale we’re talking about. If all you do is slap someone on the wrist, where’s the penalty?”

Whether it is education, reporting illicit trading, supporting enforcement authorities or submitting to the government’s consultation, the aim is the same, concludes Mr Nelson.

“This is a big shared problem for retailers, government, the industry and society alike. Let’s try to understand it and if anyone can contribute to resolving it, we have a duty to do that.”



New posters highlight the consequences of illegal trading



A gantry is removed from a store owner convicted of trading illegally





# ACADEMY IN ACTION



Follow @IAAcademy for ideas and inspiration

## Staff Development

The IAA's Chris Dillon joined P&G's Shelagh Clark to visit Sue Nithyanandan's Costcutter in Epsom to identify how to motivate her staff.



**Name:** Sue Nithyanandan  
**Shop:** Costcutter Epsom  
**Location:** Epsom, Surrey  
**Size:** 3,000sq ft  
**Staff:** Six full-time, eight 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



**S**ue Nithyanandan and her husband Nithy opened the shop in 2010. The shop has a large range that entices shoppers from the local neighbourhood and competes with the nearby multiples.

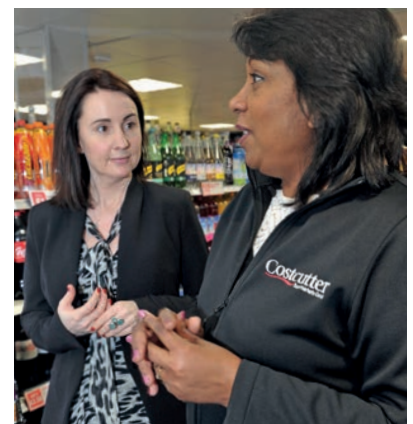
Despite being seven years old the shop still looks brand new. It is clean and orderly and benefits from new LED lights that were installed a month ago. Sue keeps things fresh by moving areas around and recently found a new place for the coffee machine, which increased sales to more than 100 cups a day.

Due to the shop's expansive selection, Sue has already empowered her staff to look after the displays of specific areas of her shop. They are tasked with making sure the fixtures are fully stocked and are encouraged to recommend new products.

Her staff receive training on age-related sales and tills when they first join and are encouraged to upsell and recommend other items.

### Sue's Challenge

We work well as a team but we struggle to find time to get everyone together to bond as a team.



### SUE SAYS

“I've found it really hard to know what we can do with our staff to help with team building given that we're a small business. I'm really optimistic about working with the IAA and taking on P&G's advice as we're always looking for something new. I've been struggling with how to motivate my staff more so hopefully I'll get a lot of great ideas to move forward.”

## IAA ADVICE

### 1 Have correct paperwork so staff know what's expected

Although Sue's staff are motivated and know what they are supposed to do, they do not have job descriptions that are written down. "It's a small business, we go with the flow," she says. Shelagh agrees that forcing staff to adhere to a set description would be the wrong move, but comes up with a way around it. "Get your staff to write their own job descriptions as then you'll learn tasks they do that you might not be aware of. When someone writes their own job description, they tend to write their favourite tasks at the top," she says. Sue says she's surprised that this approach could work for a small business and agrees to give it a try.



**Action:** Ask staff to write their own job descriptions to see things from their perspective

### 2 Regularly review staff performance and provide feedback

Sue encourages staff to upsell and take charge of specific areas but doesn't plan to make sure they meet expectations. Shelagh recommends Sue shares five priorities for her team each month so they'll understand the businesses direction. "We've read in the trade press that people don't like to wait long to be served. We always have people on the shop floor and a bell that checkout staff can ring if it gets busy but it's not seen as priority," Sue explains. Shelagh says arranging monthly one-to-ones will allow Sue to regularly engage staff. "If you praise someone for doing well, you'll find they keep getting better. Giving new responsibilities energises staff to perform better."



**Action:** Arrange monthly one-to-one meetings with staff so Sue can share her priorities

### 3 Reward and recognise staff to get the best out of them

As the shop's opening hours are 7am-10pm, there is rarely a time when all the staff are free at once. The shop closes early for a Christmas meal but Sue recognises the need to do more. "Getting your team together is important as this allows socialisation and creates a team dynamic," says Shelagh. She suggests Sue splits her workforce into two teams. "Make a competition out of scouting other shops in the area, such as challenging them to find the strangest item or giving a prize to the team that gets round the shop fastest." Sue agrees. "We find that our customers say our fresh bread is better than Waitrose's, maybe we could find more things we can be better at this way."



**Action:** Run staff competitions to help them understand your business' strengths

## BENCHMARK YOUR SHOP

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

Tick all that you see evidence of

### Having correct paperwork so staff know what's expected

- Do you have rotas to assign staff to general tasks around the shop?
- Are basic processes like temperature checks, cashing up etc. documented?
- Do all staff have up-to-date job descriptions which your staff buy into?

### Training and inductions to ensure staff can fulfil their roles

- Do you teach staff the importance of things like body language and upselling?
- Do you train staff on your range, bestselling products, and customer profiles?
- Do you have an induction plan covering H&S, age-restricted sales, and food hygiene?

### Rewarding and recognising staff to get the best out of them

- Do you watch staff so you can notice things they do well and praise them?
- Do you have a process to reward staff for great performance or customer service?
- Do you encourage staff to come up with ideas and introduce the best ones?

### Reviewing and developing staff to fulfil their potential

- Do you review staff performance and provide feedback every six months?
- Do you have development plans in place for staff so they learn new skills?
- Do you invest in professional training like NVQs so staff can progress their career?

### Day to day processes to ensure smooth operations

- Are your rotas planned with four days' notice for staff?
- Do you cross-train staff so you have cover in periods of absence?
- Do you have daily check-ins and handovers between shifts?

### What's working and things to fix

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### Your action plan

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

## PARTNER ADVICE

“It sounds like Sue has a great team and they've already taken on a lot of responsibilities. Getting them to write their job descriptions will be enlightening and will help new hires understand expectations. The one-to-one meetings will be great for people looking to take on extra challenges. Staff development is important because convenience shops are at the heart of their communities, so staff need to be happy in what they do.

**Shelagh Clark**  
Convenience Channel Strategy Manager  
Procter & Gamble





# CRAFT ALCOHOL



## TREND 2

### BEING UNIQUE CAN MEAN LOOKING FURTHER AFIELD

With craft alcohol, looking further afield and selling hard-to-find products from across the world can help turn your store into a destination. Besos de Oro, a vegan alternative to Baileys, or Robenbah and Palm, two Belgian beers have recently been added to Molson Coors' distribution list.

Yet international flavours can also be found on your doorstep. Devon distiller Cosmo Caddy began making Italian-spirit grappa four years ago. He was the first producer of the spirit in the UK. "No one else was doing it. There's a good opportunity for retailers – we're producing three times as much as when we started," he says.

#### Supplier tip

Craft alcohol can be a good way to link sales with other products. One of the best ways to enjoy grappa, for instance, is with coffee so we're looking at pairing up with a coffee roaster.



**Cosmo Caddy**  
Owner, Devon Distillery



The craft beer market has grown by almost a third in the past four years, and the trend has spread to other key alcohol sectors such as spirits and cider. Dave Songer speaks to the industry to find out where the market is headed

# Benefits of a great USP



Younger customers are drinking less but paying more for premium items

## TREND 1

### BIG BREWERS MOVE INTO CRAFT

The huge rise in craft ale sales is no secret to major manufacturers – Heineken announced in February that it will enter the fray with the introduction of two craft-style products. Both beers enter the market in May including, a Bavarian-style Pilsner and an American-style IPA under the MaltSmiths brand.

Sam Fielding, Heineken's new beers brand unit director, recommends introducing craft products like this in a way that welcomes those new to the category. "Retailers should start thinking about including basic beer descriptions to demystify the sector – whether there are two or 10 products on offer, it will help shoppers pick between them," he says.



**Sam Fielding**  
New beers brand unit director, Heineken

#### Supplier tip

If you want to maximise the potential you should appeal to the beer-curious as well as the savvy. Retailers' ranges should include key beer styles: IPAs, pale ales and lagers with local and imported varieties.



## TREND 3

### THE THIRST FOR UNUSUAL FLAVOURS

The rapidly changing tastes of consumers can make it difficult to keep up, but an imaginative selection of beers, ciders or spirits will draw in the diverse range of customers this category can bring, brewers and distillers suggest.

Margins are often higher too. Scottish flavoured beer producer Fallen Brewing makes coffee, chilli, salted caramel and biscuit-flavoured beers and promises "minimum returns of 35%".

This brewer also highlights a common view held by niche suppliers that working with independent retailers is preferable to supermarkets. "Multiples can't react as quickly. People want to try lots of beers, lots of flavours and independent retailers are the only outlet for those kinds of brewer-ies," says owner Paul Fallen.

Retailers should start thinking about including basic beer descriptions to demystify the sector



Unusual flavours can inspire purchases from curious beer fans



**Paul Fallen**  
Owner, Fallen Brewery

#### Supplier tip

Retailers new to the craft beer market should do their research.

Craft beer drinkers are pretty savvy now and they want to drink beer from the best breweries in the country, and that extends to flavours as well.



## TREND 4

### THE FASHION FOR CANS OVER BOTTLES

Flavour changes and brewing techniques aren't the only developments in craft ale: formats are changing too. Long a major part of the US beer market, 330ml cans are now a favoured format for a growing number of UK brewers too.

Brewery Tiny Rebel, from Newport in Wales, moved over its range after finding cans kept the beer fresher than bottles.

Founder Gazz Williams says retailers benefits from the switch too. "A big advantage for retailers of cans is they're lighter to transport and take up less space on the shelf," he says.

#### Supplier tip

Retailers should stock cans with distinctive designs that can really catch shoppers' eyes. The branding shows them off well and they look great on the shelves.



**Gazz Williams**  
Owner, Tiny Rebel brewery



**Craft ciders are slightly more expensive but that doesn't put our customers off**



## TREND 5

### THE CRAZE FOR GIN CONTINUES

Gin has become hugely popular in the UK - 40 million bottles of the spirit were sold in 2016 pushing sales above £1bn for the first time. Specialist brands such as Elephant Gin and Warner Edwards Elderflower - with exciting bottle designs, interesting flavours and interesting stories behind them make gin one of the big beneficiaries of the trend for at-home cocktail drinking.

Curio, a craft distiller from Cornwall with UK-wide distribution, says loyalty is also key to the spirit's success. "Customers are loyal to gin and will keep coming back to it," says the distillery's owner, Rubina Tyler-Street. "A strength of craft gin is its provenance and innovation."

#### Supplier tip

It's important to have a good section of gins, and to display them in a way that shows them off. Use social media to talk about your range; it's a great way to create a following.



**Rubina Tyler-Street**  
Owner, Curio



## TREND 6

### GLUTEN-FREE ALCOHOL HAS ARRIVED

Gluten-free is big business in the UK and it's not just restricted to food. Today there are more than 250 gluten-free beers available, including varieties from major manufacturers such as Peroni and Carlsberg. This figure is up from around six four years ago, according to the brewer Green's. Green's has produced gluten-free beer since 1988 and now has a range that includes an india pale ale, a pilsner and a tripel ale among others - all of which are brewed in Belgium. David Ware, the brewery's director, says gluten-free is here to stay: "Gluten-free is not a fad. Lifestyle coeliacs make up 15% of the market,"



**Gluten-free beer is now widely available**

#### Supplier tip

Keep the range tight but have a mix of beer and lager and site them with free-from food. Beer aisles are often avoided by those looking to reduce gluten, so putting them with free-from food is likely to boost sales.



**David Ware**  
Director, Green's Brewery

## Retailer viewpoint

### Richard Williams

Williams Supermarket, Somerset



We have more than 100 bottles of craft-style ales and ciders. We're in the middle of cider country so there are loads of small producers that we use - our best-selling variety is from two miles away. The local aspect is absolutely key for us because that's what customers like. Craft ciders are slightly more expensive than some of the more famous brands but that doesn't put our customers off. We're on first-name terms with producers so we can call them up if we have any questions - some of them will come in and offer tasting sessions. As for spirits, we have some from just outside of nearby Bristol, such as 6 O'Clock Gin and Black Cow vodka, which is from Dorset.

#### Retailer tip

We keep the fixture interesting by providing brewer information or tasting notes. It's also important to mix things up. So we change the display quite regularly.

## TREND 7

### ARTISANAL LEADS THE WAY FOR CIDER

One of the main attractions of craft products for consumers is their provenance and few drinks have such a rich history in the UK as cider. One such UK cider producer with provenance, and a story, that customers look for is Kentish Pip in Littlebourne near Canterbury. Its managing director, Sam Mount, a fourth-generation apple grower who has experience of organising music festivals and events, says craft cider presents a great opportunity for retailers. "You can charge a premium because some will pay it. We've seen an 80% increase in sales from last year and have had very good growth since we started five years ago."

#### Supplier tip

Set up a tasting session with the supplier you intend to use. Some of the best retailers we work with get us to come and do that, which helps them learn from the product and see why it is different.



**Sam Mount**  
Managing director, Kentish Pip





# OWN LABEL



Increasing numbers of wholesalers and symbol groups are unveiling fresh-heavy own brand ranges



## Enhance your offer

Across the industry, the days of own label being a poor relation to the rest of a store's range is well and truly over. **Chris Rolfe** and **Tom Gockelen-Kozłowski** talk to stores utilising own label in very different ways

**Y**ou only have to look at Spar's list of own label bestsellers to get a sense of how far this part of the market has come. There was a time when no-frills essentials such as sugar and baked beans would have been dominant. Now, fresh produce such as Spar's unsmoked back bacon (number one), uncooked chicken breasts (number two) and even fresh cream (number 10) make it into the company's best-selling own label list alongside the more expected toilet roll and 250ml energy drink.

Yet Spar is by no means the only group where wider market trends are helping to transform the own label market.

Nisa's Heritage range promises "everything from pantry essentials to

gourmet treats" and boasts a website that provides regularly-updated recipes and product information, cementing the Heritage brand at the heart of Nisa's offer. Landmark, meanwhile, has developed its value-focused Lifestyle brand, embracing the widespread trend for £1 pricemarks across everything from sharing bags to cleaning products. Its range includes £1 peanut butter, hot chocolate and a range of £1 jams, alongside 25p juices, £2.99 nappies and 69p cooking salt.

But if own brand ranges are now playing a broader, more sophisticated set of roles in retailers' stores, it is only because the stores they are stocked in are becoming equally as advanced. This week we speak to three retailers to learn how they are using own brand to enhance their stores' offers.



**I stock as many Lifestyle products as possible - I wish they made more**



Sweet potato chips are one of a number of healthier products the company has launched

### Bay Bashir

Lifestyle Express Belle Vue Convenience, Middlesbrough



**OWN LABEL:** Lifestyle

**MY OWN LABEL STRATEGY:** I stock as many Lifestyle products as possible - I wish they made more. We do soft drinks, coffee, tea, groceries, household goods and display them all around the shop, in promotions bays, and with double-facings for soft drinks in the chiller. The margins are at least 30% and they sell well, so they're great products for us, and I ask Lifestyle Express to put their new products on my promotions leaflets to shout about them to customers.

### MY TOP THREE OWN LABEL PRODUCTS:

- 1** Coffee £1 a jar
- 2** Toilet roll 79p 4-pack
- 3** Kitchen roll £1.19 4-pack



### MY TOP OWN LABEL TIP:

We sell sports, energy and fizzy drinks in the LSV range. I double-face them in the chiller to make them more eye-catching and put these own labels by brands like Red Bull to give customers choice.



In depot  
27 Mar-  
15 Apr 2017

# 40% POV

## Great products, great prices, great margins



### STOCK UP AT YOUR LOCAL LANDMARK WHOLESALE MEMBER DEPOT

Abra Wholesale  
Blakemore Wholesale  
East End Foods (Plc)  
EDA Quality Foods  
First Choice Wholesale Ltd

Gilsons Wholesale Cash & Carry  
JW Gray  
Hi Line  
Hyperama Cash & Carry  
Jones Food Solutions

AG Parfett & Sons Ltd  
Sutherland Bros Ltd  
Time Wholesale Services  
TRS Cash & Carry Ltd  
United Wholesale Grocers

For more details contact your local Landmark Wholesale Depot  
or to find your nearest depot, visit [www.landmarkwholesale.co.uk](http://www.landmarkwholesale.co.uk)

Check your local Landmark Wholesale Members PLOF and in depot signage for details of local member pricing

Great  
Value Own  
Brand from  
**LANDMARK  
WHOLESALE**



# OWN LABEL

**OWN LABEL UPDATE** What are four of the country's biggest wholesalers and symbol groups doing to innovate their own brand ranges?



## Landmark

Own brand soft drinks are a particular area of focus for Landmark, with the range of sports, energy and carbonated drinks falling under the LSV brand. To add to its offering, the company has now launched a range of vitamin-enriched flavoured waters too. The range provides retailers with an introductory margin of 40%.



## Spar

With annual sales of more than £300m, Spar's own label range includes frozen, chilled and ambient products as well as a large range of wines. The company has recently been focusing on removing salt and sugar from its entire range including a 10% reduction in sugar from the Spar-branded soft drinks range. The company has also launched healthy fruit and nuts ranges.



## Nisa

Offering more than 800 products, Nisa's Heritage range is growing fast and the company offers dairy and convenience products, including everything from chilled pizzas to a widening range of cheeses. The company operates a "good, better, best" system with sub-brands Heritage Pantry, Heritage and Heritage Gourmet available through the company.



## Costcutter

The company's Independent brand covers everything from everyday products such as cola and cheese to specialist and trade ranges including hand-cooked Thai sweet chilli crisps. The range is available in pricemarked and non-pricemarked formats, with pricemarked available due to the increasing use of them by mainstream brand suppliers.

## Asmat Saleem

Costcutter, Kelly, Fife



**OWN LABEL:** Independent  
**MY OWN LABEL STRATEGY:** Customers tend to go for branded products over own label, but if you can get them to try the products they'll often see that there isn't much difference. That's what has happened with a number of customers with the 950g bags of Independent frozen chips – people can't tell the difference between them and McCains. It would be great to get more support with getting customers to try own label products and it's something which I have asked for.

### MY TOP THREE OWN LABEL PRODUCTS:

- 1 Independent soft drinks 2l three for £1.20
- 2 Independent frozen chips 950g – £1
- 3 Independent ready meals (including chicken korma and rice, spaghetti bolognese and lasagne) Two for £4

**MY TOP OWN LABEL TIP:** Try a range of own label products out and see which ones work for you. Some of them offer great margins, some of them don't. Some of them are as good as the branded version and some of them aren't.



## Shane Woolston

CT Baker, Budgens of Aylsham, north Norfolk



**OWN LABEL:** Happy Shopper and Euro Shopper  
**MY OWN LABEL STRATEGY:** The aim of our store is to be an upmarket independent food hall and supermarket, but also to offer a balanced range of stock full of good, better and best options. We used to stock Budgens' own label but since Booker took Budgens on, we've got Happy Shopper and Euro Shopper instead. Not everyone wants high-end products, so while we don't focus heavily on these brands, it's important for us to stock them.

### MY TOP THREE OWN LABEL PRODUCTS:

- 1 Household produce loo roll, kitchen towels
- 2 Tinned produce beans, tomatoes, carrots, peas
- 3 Chocolate 100g blocks of Euro Shopper milk chocolate, hazelnut, fruit and nut

**MY TOP OWN LABEL TIP:** We have three shelves of Happy Shopper crisps, with 10 flavours on a two for £1 deal. This is one section we are careful not to sell out of because the rate of sale is so high. ●



## “

While we don't focus heavily on these brands, it's important for us to stock them

**High-end products are transforming the role own label plays**



**Euro Shopper is now available for Londis and Budgens retailers**

# JOIN US NOW FOR A Nisa 2017



“

**THE RELATIONSHIP WITH NISA  
IS ABSOLUTELY FANTASTIC.  
I'M REALLY PLEASED WITH THE  
ADVICE WE'VE BEEN GIVEN**

”

“On both ends of the road outside us there's a big housing estate. But there are also around 2,000 houses around that as well, so it's a big area and that's largely where our customer base comes from, as well as the lunchtime trade from the police headquarters which is behind us. They have a limited lunch offering there, so we cater for them.

We have a food to go section in store. We're currently making close to 500 rolls, baguettes and sandwiches a day, which tend to clear out by two or three in the afternoon. There's most definitely a demand for that.

The relationship with Nisa is absolutely fantastic. I'm really pleased with the advice we've been

given. It's certainly increased trade for me over the last 18 months. They also recommended a Costa Coffee machine, which we've had installed in the last four months, and I've been delighted with how well that's taken off.”

**Paul Cornell**  
**NISA LOCAL**

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

**Nisa**  
Making a Difference Locally



# THIS WEEK IN MAGAZINES



## Round up



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

## DIGITAL DETOXING WITH A GOOD READ

The Easter holidays aren't far away so your customers' thoughts may be starting to turn to trips abroad.

For a lot of people, this is the time of year when extra reading material is required for long journeys, days round the pool or that school end-of-term break.

As the availability of wifi in hotels around the world increases, the sight of holidaygoers scrolling on their phones has been more common, but for many the idea of switching off from the real world is still an important part of going away.

With awareness of the stress caused by too much screen time rising all the time, the annual break from reality should be one of the most important times for people to put their tech detox plans into practice.

One distributor mentioned to me people are less likely to pick up as many magazines as before when they're getting ready to fly, but still it is often the time when a former reader who may have lapsed is more likely to return to their favourite titles.

This week, I visited a store which relies on business travellers coming in ahead of trips away, who still like to pick up big stacks of titles for their journeys.

Staff there make the most of people who wander in looking for inspiration and use their knowledge of their titles to tell customers about others they might enjoy, and about newcomers which have arrived on the shelves since their last visit.

People who come into a store with the aim of finding as many ways as possible to pass a long period of time are always going to be some of your most profitable visitors, so if you have the chance to intercept imminent holiday-makers as they browse your shelves, it's a great time to make suggestions.

## Trending now...

# SALES SUCCESS IS SWEET FOR NEW GIRLS' MAG

**This launch, targeted at girls aged between six and 10, promises to be a big hit with its recipe of collectables and all things 'cute'**

**COLLECTABLES**, shopping and "all things cute" are the three leading topics for DC Thompson's new magazine aimed at girls aged between six and 10. The 36-page monthly magazine will cover all of the latest trends for girls and is set to be cover-mounted with different stationery and accessories in each issue. Inside, puzzles and crafts will sit alongside current play-ground crazes such as the most popular collectables on the market. The launch issue comes with an unlock tool for online game Animal Jam, free Shopkins trading cards, and a set of three fruit-flavoured lip-glosses.



**SWEET**  
**On sale 29 March**  
**Price £3.99**  
**Frequency four-weekly**  
**Distributor Marketforce**  
**Display with Shopkins, My Little Pony, Animals and You**

**FREE MECHANICAL PENCIL**



The top-selling Su-doku title through independents  
**PLEASE STOCK & DISPLAY ISSUE 4**





# THIS WEEK IN MAGAZINES



## THE COUNTRYMAN

The Countryman magazine is celebrating its 90th anniversary in April with a souvenir edition that includes a free copy of the magazine's first-ever title, published in 1927. The special edition contains articles from celebrities David Bellamy, Kate Humble and Chris Packham, as well as a congratulatory message from HM the Queen. Publisher Warners Group is expecting a sales uplift of 50%.



**On sale out now**  
**Frequency monthly**  
**Price £3.90**  
**Distributor Direct**  
**Display with Country Life, BBC Countryfile, Landscape**



## TOPPS MATCH EXTRA TRADING CARD GAME

Following the January transfer window, collectors can boost their squads ahead of the countdown to the season's grand finale and celebrate the stories of the season so far. Starter packs include a binder, game mat, collector guide and a packet of cards. Packets of nine trading cards cost £1, multipacks of five packets are £5 and tins are £5.99.



**On sale out now**  
**Frequency annual**  
**Price £4.99**  
**Distributor direct**  
**Display with Premier League sticker collection, Fifa 365 Trading Cards**



## CAKE INTERNATIONAL

Cake International is the official magazine of the cake show of the same name, dedicated entirely to the art of cake decorating. The April issue focuses on Easter treats with special designs by renowned cake artists and 13 tutorials for readers to choose from to create their own masterpieces. The issue also offers readers two for one on tickets to the Cake International show, which takes place in April.



**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Cakes & Sugarcraft Magazine, Cake Magazine**



## TES

The TES has undergone a rebrand for this week's issue, boasting a new front page design. Content remains the same, with a continued focus on equipping teachers with the tools they need to progress in their career. Features include an interview with the new leader of the head-teachers' union, Geoff Barton. The title generates annual revenue of more than £500,000, according to distributor Seymour.



**On sale out now**  
**Frequency weekly**  
**Price £3.20**  
**Distributor Seymour**  
**Display with Education Today, The Educator**



## WOMAN'S WEEKLY HEALTHY LIVING

The April issue from the Woman's Weekly Living Series is dedicated to Healthy Living. Features include solutions to beat bloating this season, the superfoods to keep readers feeling younger, and Judi Dench on her battle with failing eyesight.



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



## Bestsellers Sport

Title	On sale date	In stock
1 Angling Times	28/03	<input type="checkbox"/>
2 British Homing World	31/03	<input type="checkbox"/>
3 Angler's Mail	28/03	<input type="checkbox"/>
4 The Countryman's Weekly	29/03	<input type="checkbox"/>
5 Match of the Day	28/03	<input type="checkbox"/>
6 Shooting Times & Country	29/03	<input type="checkbox"/>
7 Boxing News	30/03	<input type="checkbox"/>
8 Match	28/03	<input type="checkbox"/>
9 Kick	12/04	<input type="checkbox"/>
10 Cycling	30/03	<input type="checkbox"/>
11 Carp Talk	28/03	<input type="checkbox"/>
12 Four Four Two	05/04	<input type="checkbox"/>
13 Sea Angler	06/04	<input type="checkbox"/>
14 Rugby Leaguer & League Express	27/03	<input type="checkbox"/>
15 Sporting Gun	04/04	<input type="checkbox"/>
16 Improve Your Coarse Fishing	11/04	<input type="checkbox"/>
17 Carpworld	07/04	<input type="checkbox"/>
18 Match Fishing	31/03	<input type="checkbox"/>
19 Advanced Pole Fishing	07/04	<input type="checkbox"/>
20 Racing Pigeon	30/03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

www.paninigroup.com

Starter Pack:  
 £2.99 RRP

Sticker Packet:  
 50P RRP

**ON SALE NOW!**

© Spin Master. © Viacom.





## NUM NOMS CUTENESS STICKER COLLECTION

This new collection of stickers from Topps is scented and features characters from the colourful Num Noms series. There are more than 200 stickers to collect, including shiny ones, and the album which comes with the starter pack also contains fun activities for fans to complete. Extra packets of cards are priced at 50p.



**On sale out now**  
**Frequency one shot**  
**Price £2.99**  
**Distributor direct**  
**Display with Disney Princess Trading Card Game, Shopkins Sparkle Sticker Collection**



## AUTOCAR

This week's Autocar has a preview of the upcoming F1 season and publisher Haymarket expects there to be 15% increase in sales as well as a 15% RSV rise. There is also a comparison between three top cars – the BMW 5 Series, Jaguar XF and Mercedes E-Class – a test-drive report of the new Audi RSV and an investigation into companies claiming to buy your car. Autocar is the number one RSV-generating title in motoring and ranks 46 in independents.



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



## TAKE A BREAK'S COLLECTIONS

Take a Break's Codebreakers, Criss Cross, Crossword, and Wordsearch collections offer readers the chance to win £3,000. These four titles cover four of the seven main puzzles sub-categories and are designed to be displayed together. Publisher Bauer Xcel Media recommends displaying them with other Take a Break to maximise sales.



**On sale out now**  
**Frequency monthly**  
**Price £2.30**  
**Distributor Frontline**  
**Display with Take a Crossword and Take a Puzzle**



## RETRO JAPANESE

Aiming to cater to the growing popularity of classic Japanese cars, Retro Japanese magazine features cars from popular brands such as Toyota, Honda and Nissan, that made their mark in the 1970s and 1980s. The title launched in June last year and 33% of its sales are through independent retailers. The spring edition will be bagged with a book about the Mazda MX-5 worth £5.99, and the magazine will be on sale for an increased price of £5.99.



**On sale out now**  
**Frequency quarterly**  
**Price £5.99**  
**Distributor Seymour**  
**Display with Classic Car Weekly, Classic Cars Magazine**



## INCREDIBLE HULK

This month's edition of Incredible Hulks contains three new stories. One sees The Hulk sent back in time by the Celestials to battle the legendary Devil Dinosaur, another follows She-Hulk as she takes a tour inside her own mind and ends up battling herself, and the third story sees The Maestro recruits some new warriors – the Evil Avengers.



**On sale out now**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Avengers Universe**

## Retailer viewpoint

### Graham Walker

Walkers News,  
Norfolk



**W**e are fairly consistent in what we sell. Recently, we haven't seen any trends up or down or a move towards a particular magazine. We sell all the standard weeklies and beyond that we try to tailor it towards the demographics of our customer base. As we are in Norfolk farming is quite big, so that means we make sure we've got all the tractor magazines, plus hunting and fishing are popular, so we cater to that.

We also advertise the fact we can order in any magazine for customers if they are looking around and can't find what they want – we do quite a healthy business with this. We don't charge customers for the service, we only ask they collect it before the

next issue comes out so we don't lose out. Anything that we can get hold of we will order in.

This has been great for building loyalty because customers come in to fetch their magazines, so they might buy something else and we do notice the difference – we're one of the few independents in the area offering this service. We'll usually have 50 to 60 magazines a week saved for customers.

In terms of visibility we just make sure anything we want to draw attention to is at eye-level or next to popular magazines, for example, if there's a new partwork out. I've noticed people don't tend to look around for what they want.

We haven't had many challenges; the only thing is it's important to efficiently manage magazines. You need to keep note of what is being bought and if something hasn't sold for two months or so, delete it. Also, if you're selling out, make sure you stock more next time – that's the key.

**Top tip**  
*I'd recommend making an effort to order in for customers, they'll appreciate it and come back, even if it's just a one-off.*

**MARVEL MISSIONS TRADING CARD GAME**

**ON SALE 30TH MARCH**

**STARTER PACK £4.99**

**TOR BIND**

**PACKET £1**

**NEW COLLECTABLES AVAILABLE FROM**

**TOPPS**

© MARVEL

# THIS WEEK IN MAGAZINES

✉ jennifer.hardwick@newtrade.co.uk  
 ☎ 020 7689 3350  
 @JenniferH\_RN  
 facebook.com/thisisRN

## Partworks Collectables

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	13	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	64	100	8.99
Build your own R2-D2	12	100	8.99
Enhancing your mind, body, spirit	12	120	3.99
My Animal Farm	7	60	5.99
Jazz at 33 and third RPM	32	70	14.99
Simply Stylish Knitting	65	90	3.99
Star Wars Helmet Coll'n	32	60	9.99
The Beatles Vinyl Collection	3	23	9.99
Zippo Collection	41	60	19.99
<b>EagleMoss</b>			
Build A Solar System	84	104	7.99
DC Comics Graphic Novel	42	60	9.99
Doctor Who Figurines	94	120	8.99
Marvel Fact Files	210	200	3.99
Military Watches	81	80	9.99
Star Trek Ships	94	95	10.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	83	120	2.99
Art of Cross Stitch	13	90	2.99
Art of Knitting	114	90	2.99
Art of Quilting	65	90	3.99
Art Therapy	106	120	2.99
Art Therapy 50 Mindful Patterns	13	80	4.99
Assassins Creed: the official collection	3	80	9.99
Build the U96	135	150	5.99
Dr Who Complete History	41	80	9.99
Draw The Marvel Way	33	100	4.99
Judge Dredd Mega Collection	58	80	9.99
Marvel's Mightiest Heroes	85	100	9.99
Transformers GN Collection	7	80	9.99
Warhammer	15	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	31	60	0.99
<b>Panini</b>			
F1 Collection	26	60	9.99

Title	Starter	Cards
<b>Panini</b>		
Disney Princess Sticker Collection	2.99	0.50
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
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
Peppa Pig Around the World 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
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
Match Attax 2016/17	4.99	1.00
<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	65p	14.3p		22%
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	90p	19.8p		22%
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%

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