

RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 10.03.2017



Nisa's 2020 strategy

Bosses Nick Read and Peter Hartley reveal store and own label plans

SYMBOL NEWS

Page 9 >>



Store survivors

- Our shop is back and better than ever, says Storm Desmond victim Daphne Eddington
- We'll be prepared for next flood, says Defra

Pages 4 & 6 >>



Before



After



TRAINING

Symbols told: make us better retailers

Store owners call for development advice, not just deliveries Page 5 >>



POLICING

95% rise in cost of crime to c-stores

Shock new figures as police watchdog reveals downgrading crisis Page 4 >>



INNOVATION

Food to go service delivers 25% boost

Home deliveries drive profits for Mo Razaq, as UK trend booms Page 12 >>

Vol 128 No 10
FOR TRADE USE ONLY
9 770961 520190

CONTENTS

RN

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

Gurpreet Samrai

@GurpreetS_RN

020 7689 3386



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN

020 7689 3361



Reporter

Charlie Faulkner

@CharlieFaulkRN

020 7689 3357



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

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations

July 2015 to June 2016 average net circulation per issue **13,316**

Annual Subscription

UK 1 year £150 Europe £302
2 years £237 Rest of world £354
3 years £333



When you have finished with
this magazine please recycle it.

To subscribe contact 020 7689 3384



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

RN is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied. Reproduction or transmission in part or whole of any item from RN may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

For trade use only



HEADLINES

4 BREAKING NEWS

Retail crime cost rises 95%

6 STORE LOOKBOOK

Inside Daphne Eddington's refurbished store

9 SYMBOL NEWS

Nisa bosses reveal Heritage and store upgrade plans

10 NEWS & MAGS

Young shoppers opt for premium, no-ad mags

12 YOUR NEWS

Food to go deliveries feed 25% turnover increase for Mo

13 PRODUCT TRENDS

Kepak targets £200m burger growth with retailer focus

14 BRAND SNAPSHOT

News from 12 big brands

16 WHAT'S NEW?

11 products to find at IFE 2017

18 PRICEWATCH

Benchmark your health & beauty prices and profit margins

The rise of high-end magazines

Page 10



TALK TO RN



Follow RN on Facebook
facebook.com/ThisisRN
 to have your say on the latest news



Follow RN on twitter
 @ThisisRN for expert advice to help you grow your sales



Email & phone RN
 email letters@newtrade.co.uk
 tel 020 7689 0600



Visit the website
www.betterretailing.com/RN
 extensive galleries and news



HOW I GREW TURNOVER BY 30%
 Page 6

WELCOME

Find the right product and it won't just create a point of difference, it might just prove to be your silver bullet

OPINION

20 YOUR VIEWS

Your letters, tweets and views

24 YOUR REGION

NFRN Eastern Counties, Northern and South West district reports

INSIGHT

27 PRICING STRATEGIES

Why suppliers have faith in pricemarking

30 TEST THE TOOLS

Ferrero's new Your Perfect Store website

32 BREAD

RN's guide to making your baking takings rise

34 THIS WEEK IN MAGAZINES

11 sales opportunities



Four retailers put health & beauty to the profit test
 Page 18



Editor

Chris Gamm

[@ChrisGammRN](https://twitter.com/ChrisGammRN)

020 7689 3378

We're trying to find the silver bullet for food to go that will bring more customers into the store."

This is West Midlands Nisa retailer Rav Garcha's succinct summary of the challenge facing every proactive retailer and the reason he reads RN's What's New feature. This week, we bring you an IFE show special, featuring 11 interesting products - from bamboo water to elephant gin - that you can find at this year's event.

Shows like IFE are so important because there are so many products and ideas under one roof, says Rav.

RN launched What's New in December to help retailers like Rav find that silver bullet. Our aim is to be your buyer, recommending innovative and interesting products to try that will make you stand out from your competition.

It was great to have feedback from a retailer recently who says it's working.

Llandudno Premier retailer John Parkinson says What's New is the first page he turns to each week because it shows him the products Booker doesn't stock and how to source them.

"Customers want to see different products, and I go to shows to find them. What's New is like going to a show every week," he says.

We don't expect you to stock every product or category. But we will give you insight into the exciting trends and products your customers are looking for.

Find the right product and you won't just create a point of difference from your competition, it might just prove to be your silver bullet.

BREAKING NEWS

Have your say on new tobacco sanctions

Retailers should voice their opinions on tobacco sanctions in a new government consultation, Imperial Tobacco has said.

The consultation, which launched last month, is seeking views on four potential new sanctions, including increased financial penalties for repeat offenders and a civil penalty for dealing in illicit tobacco.

The news comes as Imperial announced it has worked with the Federation of Wholesale Distributors to launch a new, wholesale-focused poster for its Suspect It? Report It! campaign, inspired by wholesaler evidence that drops in sales can indicate spikes in illegal trading. "Where wholesalers have reported increased sales performance following sustained enforcement action in an area," said Peter Nelson, anti-illicit trading manager at Imperial.

Sales of e-cigs still growing

The head of an independent body with a focus on the e-cigarettes market has reported steady growth in the category, contradicting the findings of a recent Mintel report.

Mintel reported growth in the value of the e-cigarette sector has tapered off with sales up by 8% in 2015 and 6% in 2016, compared to 300% in 2013, in its Smoking Cessation and E-Cigarettes report. But Tim Phillips, managing director of ECIGIntelligence, told RN the market is seeing "10% growth year on year".

He called Mintel "a reputable source", but questioned the report's findings. "We're still seeing growth," he said.

Scottish retailer Harris Aslam said his sales have been "very strong".



Shock findings by police watchdog NFRN urges shopkeepers to report every crime

Retail crime downgraded by cops as cost rises 95%

by Gurpreet Samrai

gurpreet.samrai@newtrade.co.uk

The cost of retail crime has soared by 95%, new figures have revealed, as an inspection by the police watchdog found some forces are "downgrading calls to reduce pressure on their teams".

Crime cost convenience retailers £4,631 per store last year and the sector £232m. This is up from £2,370 and £122m the previous year, an increase of 95% and 90% respectively, the Association of Convenience Stores' Crime Report 2017 revealed this week.

The report's launch comes only days after Her Majesty's Inspectorate of Constabulary (HMIC) warned of a national crisis in the shortage of detectives for the first time. Its inspection of police forces across the country

HMIC grading of overall performance of police forces

| | Inadequate | Requires Improvement | Good | Outstanding | Declined | Improved |
|----------------------|------------|----------------------|------|-------------|----------|----------|
| Crime prevention | 1 | 10 | 30 | 2 | 11 | 3 |
| Crime investigation | 0 | 17 | 26 | 0 | 8 | 6 |
| Overall pillar grade | 1 | 13 | 28 | 1 | 9 | 10 |

found some crimes are being shelved without proper investigation, and fewer arrests are being made, while 33% of forces were graded 'inadequate' or 'requires improvement'.

MP Martin Vickers, chairman of the All-Party Parliamentary Group on Retail Crime set up in partnership with the NFRN, told RN he raised the issue of different police responses across the country with MP Sarah Newton, parliamentary under-secretary of state at

the Home Office, this week, who said she would "take this issue forward".

"It's obviously an issue which is on the Home Office agenda," said Mr Vickers.

"Clearly, the police are under pressure. But we have got to ensure the resources they have got are focused on this particular crime as we've heard repeatedly it's too often not given high enough priority. We have got to ensure that it happens."

Retailers estimated

only 34% of shop theft was reported to the police last year, down from 52%, due to a lack of confidence in the police responding, the ACS report states.

"We believe independent retailers should not be left to pick up the tab of retail crime and a new system is needed to address lack of justice," said NFRN chief executive Paul Baxter.

"In the meantime, I urge our members to stop the trend of not reporting and report retail crime incidents to the police."

Record £2.5bn flood protection spend

A record £2.5bn is being invested in better flood protection by the government following the devastation caused by Storm Desmond.

Daphne Eddington, of The Village Shop in Braithwaite, told RN she has built a better business, with stronger flood defence helped by a government grant, after her store was

completely gutted by flooding in December 2015 (see Store Lookbook - p6).

It was the fifth time her store had been devastated by flooding since 2005.

"During the flooding the role of the village shop became clearer than ever. Since reopening, support for the shop has been even greater," she said.

"Locals understand what

they stand to lose if there was no shop."

This week, the Department for Environment Food and Rural Affairs (Defra) told RN £2.5bn is being invested to better protect 300,000 businesses and homes from flooding by 2021, with £72m being invested in Cumbrian flood defences.

A spokesman added:

"If the worst happens, we want to see businesses back open as soon as possible.

"That is why we have made available property resilience grants of up to £5,000 for businesses affected by last winter's floods, so preventative steps can be taken to limit any future flood damage."

It's Spar for Baz

Bolton retailer Baz Jethwa has opened his third store under the Spar fascia with two-thirds of the 3,000sq ft retail space dedicated to hot and fresh food. "We wanted to take our food to go offer to another level so we had to make sure we had the right wholesale partner behind us," he said. "Spar is very good at that." Mr Jethwa told RN the store model and Spar fascia will now be transferred over to his two Costcutter stores.

● Look around Baz's new store in next week's RN.



Indies are beating the market for growth

Independent stores have grown ahead of the overall grocery market for the first time since January last year, Kantar WorldPanel figures have revealed.

Symbol and independent stores have recorded a 3.5% growth in customer spend, from £507m for the 12 weeks to 28 February last year, to £525m for the same time period to 26 February this year.

The figures also reveal supermarket sales grew at their fastest rate since June 2014 – up by 2.3% compared to the same time last year.

The report highlights the proportion of groceries sold on promotion continues to decline, falling to 34.3% during the past 12 weeks – its lowest level since October 2009.

Feedback to help Smiths SNapp to it

Smiths News has said it is using customer feedback to improve its new website, SNapp Online, after retailers told RN it is missing key features.

The wholesaler's former website, Connect2U, was turned off last month.

Mark Ansell, of Liskeard News in Cornwall, said: "It has made everything more time-consuming than it was. It's like someone designed the site without even thinking about how a retailer would use it."

Stuart McClymont, of Mac's Newsagents in Nottinghamshire, said he is hoping more features from Connect2U will be added in due course.

Michael Williams, Smiths' retail controller for independents, said customer feedback is helping with the website's next phase of development.

Symbol groups and wholesalers 'need to do more' Call for greater support and training

Retailers say BDMs are key to successful stores

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Symbol groups and wholesalers must do more to equip retailers with the business skills they need to run successful shops, store owners have told RN.

Jag Aytain, of The Rural Hub & Post Office in Linton, Derbyshire, believes business development managers (BDMs) need to work harder to support retailers and identify when store owners are struggling or looking to improve.

Formerly a Spar retailer but now operating under a combined Costcutter and

Mace fascia, Mr Aytain said: "A BDM can't just be someone who calls in and provides you with promotions. They need to teach you how to add value to your business."

A retailer – who did not want to be named – agreed, adding their wholesaler sells them goods without adding value to their business.

Mr Aytain, who has independently financed a store refit, said: "If retailers are taught how to be self-sufficient, the loyalty to the group will be automatic and it leads to a stronger business, benefiting both sides.

"There's no point giving me £120,000 for a refit and then not giving me the tools to make that money back."

Nick Fraser, who runs six stores including three Budgens, said Musgrave pushed him to become a better retailer and he is challenging Booker to do the same.

"We're never arrogant enough to say we know everything – we want a wholesaler who, as well as delivering the product, adds an element of expertise," he said.

Symbol groups told RN their BDMs are supporting members in various ways.

Nisa said it operates a retail academy which provides business training and is available to all members through their development managers.

Meanwhile, Bestway said its members receive an initial six-weeks of 'hypercare', providing training on processes and budgets, then receive two visits a month from sales reps and BDMs.

Neil Mercer, Blakemore Trade Partners sales director, said BDM roles are varied depending on the retailer, but they offer sales and margin analysis, as well as commercial support packages.

Wholesaler complaints are up 43% in 2016

The Press Distribution Forum (PDF) has attributed the receipt of a record number of complaints about wholesalers in 2016 to an increased awareness of the complaints process.

The annual report from the Press Distribution Review Panel (PDRP) shows the number of complaints classified as Stage 2, mean-

ing they were not resolved with informal discussion with a wholesaler, increased by 43% year on year to 166.

Of those, 75% were made against Smiths News and 8% Menzies, with 34% relating to delivery time-lines and 22% relating to customer service.

PDRP chairman Neil Robinson said he "firmly

believes" the increase is due to increased awareness of the complaints process.

However, NFRN head of news Brian Murphy called the complaints rise "alarming" and questioned whether the PDF's role should be extended to reduce the number of complaints reaching Stage 2.

Steve Archer, who owns

three Premier stores in Cheshire and Staffordshire, said it is clear there has been a rise in retailers struggling to speak to people at wholesalers who will resolve their problems.

A Smiths spokeswoman said a new complaints procedure has been introduced which should increase resolution before Stage 2.

STORE LOOKBOOK



Shoppers enjoy a rest and a snack on the store's new enhanced seating

Back and better

By turning adversity into opportunity Daphne Eddington has overcome her village store being flooded five times in 12 years. The revamped store offers greater freezer, fridge and shelf space. Gurpreet Samrai reports

The old saying 'lightning never strikes the same place twice' may often be true, but for Braithwaite retailer Daphne Eddington it certainly isn't - for her store has been devastated by flooding not once, not twice, but five times since 2005.

When the store was completely gutted after the latest incident, Storm Desmond in December 2015, Daphne decided to evaluate every section of the 590sq ft shop to build a "bigger and better" business, bringing in new features and products with the end result boosting her turnover by 30%.

"I decided to use this opportunity to bring in new ideas. This was an opportunity to make radical changes to the layout to ensure this village shop doesn't go into oblivion in the same way as so many others across the UK have," says Daphne.

"Innovation, even at such a small scale, is not easy. To make everything bigger and better, I had to squeeze in more shelving. Every fitting from the fridges to shelves were sourced to save space, but allow more products to be brought in. The result was I created more shelf and fridge and freezer space than I had before, meaning more space for more product lines, but the shop actually appeared more spacious and airy."

At the centre of Daphne's plan was catering for the needs of her varied customer base. "We have everything from builders

coming in for bacon butties and cups of tea, to tourists who range from people in tents and caravans who want the basic convenience items plus lager, wine and freshly-made pies, bread, and sandwiches to higher-end people who buy more fancy food such as local cheeses from the nearby Appleby Creamery and Cow and Co, local ales, the Cottage Delight range of jams and chutneys and Delverde pastas. We needed to cover a massive range," she says.

Local suppliers played a big part in making the store "bigger and better". This included expanding the off-licence to feature more local breweries, the patisserie to accommodate more locally-made cakes, and bringing in locally-made ready meals and a larger range of products from a local butcher.

Other additions included a range of 'finer' foods, a gluten-free range, Alex Clark cards and gifts, a bean to cup coffee machine and an extra chiller for sandwiches and food to go "for those who don't want to wait to have them freshly-made".

"A lot of decisions were made on the basis of 'everything was working very well before the floods, so let's look at each area and see how we can make it bigger and better'. Local suppliers have played a big part in that," says Daphne.

"We have four ceiling-to-floor shelf units which are about a metre wide each and are



Identify your strengths and build on them so you're different to every other store, we did this after the flood to make the store bigger and better” **DAPHNE EDDINGTON**



30%
rise in turnover at
Daphne Eddington's
refurbished
store



“This was an opportunity to make radical changes to the layout to ensure this village shop doesn't go into oblivion in the same way as so many others across the UK have”

INFORMATION

- Location**
The Village Shop, Main Street, Braithwaite, Cumbria CA12 5ST
- Size**
590sq ft
- Average basket spend**
£4.05 during peak season
- Key categories**
Local produce, freshly-made food, gifts, traditional CTN categories



STORE LOOKBOOK



Daphne has tailored her business to her customers' diverse needs



full of what we call fancy foods, so Cottage Delight jams and chutneys and products from Taste Traders we couldn't get before. We have made an upmarket part of the shop. We have finer foods on one end and the usual cash and carry items - where we tend to have pricemarked well-known brands for just about everything and the cheaper own brand fitted inbetween - on the other end, with a cake cabinet inbetween."

Daphne has also extended the store's opening hours from 8am to 5.30pm before the flooding to 8am to 7pm seven days a week, with the closing time extended to 9pm during peak season from May to September.

"We have worked hard at promoting the shop and have taken on extra staff. Sales have increased and average basket spend is much higher. We're up about 30% overall."

For Daphne, the local community remained a key focus throughout the project. With that in mind, the store has tables and chairs for customers to sit outside and offers a delivery service for everything from groceries and hot food to logs for the fire and prescriptions from a surgery three miles away.

"During the floods the role of the store became ever more clear. Since reopening, support for the shop has been even greater than before," says Daphne. "Locals understand what they stand to lose if there was no shop". ●



Want to see more of Daphne's store? Go to betterretailing.com/village-store-braithwaite

SYMBOL NEWS

500 of 2,900 stores revamped by 2020 'We're developing a modular approach to upgrades'

Nisa plans to upgrade stores and Heritage label

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Nisa is committed to being the 'retailer and wholesaler of choice', the group's bosses told RN, as it revealed plans to invest in stores and its own label as the group celebrates its 40th anniversary.

Speaking to RN, Nick Read, chief executive, and Peter Hartley, newly-appointed chairman, outlined plans to develop 500 of its 2,900 stores by 2020, but with a new approach.

"Currently, retailers can only really undergo a full refit, which means a complete overhaul of their store. However, we're developing a modular approach which will allow retailers to upgrade specific areas in their stores, such as the beers, wines and spirits area, or chillers, rather than the entire shop," said Mr Read.

"We've formed a development team to focus on achieving the concept of 'store of the future'."

Nisa also plans to invest in its Heritage own label, including the launch of its own label wine, set to be unveiled

at its conference next month.

"We think own label is a very powerful tool in the independent market," said Mr Read. "It's about making sure we get that right, which is really important."

Both Mr Read and Mr Hartley have been out on the road with delivery drivers visiting stores to gain a better understanding of the challenges drivers and retailers face.

Umat Yeter, owner of Hornsey Road Nisa, which received a visit from Mr Hartley last week, said: "It's quite surprising for someone to step out of the office and it shows he's got a hands-on approach and wants to make Nisa one for the members."

Mr Read, who has been visiting rural stores, said: "It's important we're out there understanding what the job entails and how we can make improvements."

"Our job is to be the retailer and wholesaler of choice. We will be bigger than the business has ever been by the end of next year and we continue to grow year on year."



Nisa chairman Peter Hartley and Hornsey Road store owner Umat Yeter

Spar wine festivals aim to raise sales

Spar has launched a series of wine festivals aimed at showcasing leading brands and its own label range to drive sales.

Spar set up the first festival at the end of last month and it will continue until 5 April. Leading brands including Hardys, Casillero del Diablo and Mud House are on promotion, as well as the Speciale Prosecco, Fern Hills Sauvignon Blanc and Rios de los Andes Malbec wines from Spar's own label range.

The wine promotions will be supported by lead deals on Spar Brie, dips and continental meats.

The second Spar Wine Festival is set to run from 27 July until 6 September.

Postmasters get in-store and online support

The National Federation of SubPostmasters has launched in-store and online support to help subpostmasters maximise their sales.

Through the new six-strong retail team, the federation is offering a range of support for subpostmasters such as in-store 'health checks' and support to improve their retail offer, including a series of networking and training opportunities.

Clare Brierley, of Tooting Post Office, who has had tailored support, said: "I have gone from thinking I needed to sell the whole business because I couldn't sustain it to being excited and inspired to develop the post office services and my retail offering."

Set prices by understanding your customers

Retailers must understand the reasons behind purchases to deliver the best prices for their customers.

That is the message from store owners, including Vince Malone, of Tenby Stores & Post Office in Pembrokeshire, who believes pricing strategy is not just about margin or RRP. He said it

is about understanding a store has several different types of customer who are willing to pay different prices.

"We've got milk at £1 a bottle because that's what drives footfall in terms of local customers," he said.

"But we know we can add an extra bit on to other items bought by

holidaymakers. We don't have one customer that buys everything."

Manjinder Singh, of Dunston Convenience Store in Gateshead, said: "You've got to look at the product and understand the reasons behind the purchase."

Sales of Grey Goose vodka have overtaken Smirnoff in his store, an

example he said shows people are willing to spend a bit more on premium goods.

"My prices are determined based on the competition in the area and by understanding whether my customers are either in work or on benefits," he said.

● For more, see *Why Price-marking?* - p27.

NEWS & MAGS

Magazine prices rise 31% in 10 years

The average price of magazines in the UK increased by almost a third in the decade up to 2016, new figures show.

Figures from Frontline collected by the Professional Publishers Association reveal the average selling price rose by 31%, from £1.51 in 2006 to £1.98 in 2016.

Distributors told RN the increase is in line with price increases for other products and is partly due to a rise in the cost of paper, but also reflects a rise in higher-priced specialist titles and a shift in market shares.

Susan Hefferon, senior sales development manager for Frontline, said: "Children's magazines now represent 12% of the independent channel RSV. These are a higher cover price so would have an impression on the average."

Grazia increases to £2.20

Bauer Media has increased the price of women's weekly Grazia from £2 to £2.20.

The move comes after Condé Nast halved the price of rival monthly title Glamour to £1 at the start of this year.

Hearst slashed Cosmopolitan's price from £3.80 to £1 in 2015.

The change has been made on a pro-rata basis, according to the The Association of Newspaper and Magazine Wholesalers, meaning retailers will get more pence per issue. Bauer Media declined to comment on the change.

Young customers pay £15 for premium titles 'Consumers don't just want to be paying for ads'

New generation opts for premium, no-ad mags

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

A "new generation" of magazine readers is willing to pay higher prices for premium titles which contain minimal or no advertising, retailers and publishers have said.

Raj Patel, of Wardour News in London, told RN he has noticed more young customers coming into the store who will pay up to £10 or £15 or even higher for premium art, design or fashion titles.

"There is a new generation of young people who appreciate being able to come into the store and see and feel the magazines. They are then happy to pay the higher price for them," he said.

Jai Patel, of Regent News in London, agreed. He



added: "I have noticed a lot of people will pay more for titles that are high-quality and don't contain any adverts."

Printed Pages, a biannual art and design magazine published by It's Nice That, launched in 2013 and sold out of its past two issues for the first time, with 42% of its UK sales occurring outside



London. It costs £10 and contains a maximum of 10% advertising.

Producer Manda Wilks said: "Consumers are looking for something interesting and creative when they are buying a magazine like ours and they don't just want to be paying for advertising."

"We send out surveys and our customers say

they want to see less adverts, although we don't have many, so it's definitely a consumer trend."

Meanwhile, GMC Publications launched an ad-free bimonthly wellbeing magazine called Breathe last year.

"Feedback we receive regularly highlights not only the quality of the title, but the fact that it is pure and unspoilt by distracting advertising," said marketing and circulation executive Anne Guillot.

Rob Humphrey, group circulation manager for Marketforce, said customers are willing to pay higher prices for quality content across a broad range of sectors, provided the products "physically feel" high value.

Partwork display adds 25% sales



A Dublin retailer has increased his partwork sales by 25% after displaying them more prominently in his store.

Joe Sweeney, of Newscentre, said: "There have been some good launches and I have given them a

lot of space. I'm delighted with how they're selling. I think driving partwork sales is a good way to get more money in."

His most successful titles include Assassin's Creed: The official collection and My Animal Farm.

Minimum card charges cut trade

Charging customers for card payments could negatively impact magazine sales, retailers are being warned.

Dean Russell, Comag's independent retail and sales development manager, said he is concerned retailers charging for payments under £5 could be losing out.

"If people come in just for a magazine and they haven't got cash they are likely to walk away," he said. "But we know it's very difficult for retailers because they get charged."

David Woodrow, of Woodrow's Newsagent in Bishopston, charges 20p for any card transac-

tion under £5. He said he doesn't lose sales because he is able to offer customers the option of withdrawing cash from the post office in his store, but thinks he would if that wasn't available.

"You can imagine magazines would be one of the areas where you could lose sales, especially in more urban areas," he said.

"It would be helpful if the magazine distributors could lobby the card providers in order to cut their fees."

Ketan Patel, of Purley Bon Bon in Surrey, said he does not charge for card payments and believes doing so could put customers off buying magazines.

New
from the **No.1 Candy Bag***



For great category advice go to deliciousdisplay.co.uk

Mondelez
International

*Source Nielsen MAT 24.12.16.

^ Retailers are free to set their own prices. Non price mark packs available

YOUR NEWS

Video blogs put store in YouTube spotlight

A London newsagent is set to feature in a YouTube vlog for the third time, with his last appearance on a channel that has more than one million followers.

Wardour News first featured in a vlog named The Hyman Archive three years ago and owner Raj Patel is expecting a third vlogger this weekend. He said the online appearances have helped raise the store's profile.

"People come in and say they have seen the video blogs," he said. "Everything that gets the name out there helps."

The second and most recent video featuring Wardour News has been viewed almost 190,000 times.

The film by vlogger Estée Lalonde, named Magazine Shopping and Haul, also features a visit to nearby store Charlotte Street News.

Waitrose's 'difficult' indie move

Waitrose has said it made its "best efforts" to continue using an independent roundsman to deliver newspapers to one of its Guernsey stores.

It comes after RN reported last week the Rohais branch of the supermarket will now be taking its supply directly from the island's distributor, H Le Gallez & Son.

A company spokesman said: "Like any business, we have to make decisions which we believe are right for our future and our partners, however difficult they may be."

He added the supermarket's other branch at Admiral Park would continue to be supplied by a roundsman.



Ansell celebrates 15 years of success

Ansell Village Stores celebrated 15 years of business with a party and birthday cake for staff. Owner Stephen Ansell now runs four shops in Bedfordshire and Hertfordshire, after first opening in Meppershall in 2002 with a convenience store and post office. He has 32 members of staff and splits his time between the shops. "It's nice to celebrate our survival against all odds," he said. "How people view convenience stores has changed completely in that time."

Customers have growing appetite for meals on wheels "You need to be fully committed"

Food to go delivery gives retailer 25% sales rise

by **Charlie Faulkner**
charlie.faulkner@newtrade.co.uk

Retailers are cashing in on the growth of home delivery with some adding 25% to their food to go sales since investing in the service.

Home delivery grew 10 times faster than the eating-out foodservice market in Britain last year, according to figures from global information company the NPD Group. While eat-out visits increased by just 1% year on year to 11.3 billion, the delivery sector jumped nearly 10% to 599 million visits.

Mo Razzaq introduced a

Subway delivery service at his Family Shopper store in Glasgow three months ago. He has seen his food to go sales increase by 25% and delivery now accounts for 20% of the business.

"It was tough initially because we'd never done anything like it before but we are now starting to see the benefits," said Mr Razzaq. "We've invested in staff and a van."

Mr Razzaq plans to offer grocery delivery at the store and is forecasting a 10% increase in turnover.

Zahid Ula, of Day-Today in Keltly, launched GrocerOn-

line.co.uk, "the independent retailers' version of Just Eat", last month. He has already seen an 8% increase in turnover and is aiming for a 30% uplift by October.

From April, retailers across the UK will also be able to sign up.

Cyril Lavenant, food-service director at the NPD Group, believes the trend is a result of more online shopping with companies like JustEat and Deliveroo aggregators in the success of delivery.

However, he sees independent retailers benefiting the most from offering a

click and collect service.

"By offering that service it makes popping in for lunch or top-up snacks much more streamlined," he said.

"Food to go is about quick and efficient transactions. It would transform the lunch time trade if office workers, for example, could place their orders before leaving their desks."

It comes as Repsol announced a deal with Amazon that will allow shoppers to pick up parcels at its filling stations, while MacDonald's announced it will expand its delivery service to the UK.

Glasgow retailer moves on to set up new site

A well-known Glasgow retailer has announced he is giving up the lease of one of his stores as he seeks a site for a "new challenge".

Mo Razzaq told RN the lease of Premier Mo's Convenience will be transferred to his brother from February next year, but he will continue to run his Family Shopper store, which he owns.

"It's sad but I'm excited for a new challenge," he said. "I just need to know my new location and then I can get to work."

He has expressed interest in three stores, which are all in the Glasgow area, and is waiting to hear which one he will be able to buy.

He said he will stay with Booker, but believes one of the stores would

work well as a Family Shopper, while the other two would better fit a Premier or Londis fascia.

"We've been at Premier Mo's for quite a while now and I think we need a challenge," he said.

"That was my first store and I've learned so much but I can't make all the changes I want to in an existing store."



Mo Razzaq

PRODUCT TRENDS



3,000
The number of retailers Kepak will contact a month

Kepak pushes for extra £200m sales by 2020

by Dave Songer

dave.songer@newtrade.co.uk

Convenience food manufacturer Kepak is contacting 3,000 retailers a month and launching an advertising campaign as part of its plan to grow sales by up to £200m by 2020.

Kepak, which produces Rustlers food to go products including burgers, chicken sandwiches and hot subs, aims to contact 50,000 retailers by 2018.

The initiative is part of the company's 2020 growth plans, the year by

which it aims to have increased its sales by £150m to £200m. The company said it experienced 18% growth in the 12 months to January 2017.

The plans were announced at the launch of its latest range, a quarter pounder burger and a gourmet burger available with a £2 and £3 price-mark.

The burgers, which contain meat fully traceable back to the farm of origin, were created following Kepak's research that showed 80% of

people want to have a premium takeaway burger at home.

Coventry retailer Paul Cheema, who sells the whole range in his Nisa store, said he believes the company's retailer initiative will work well. "Kepak is a good company to work with; it's all about partnerships. I look forward to getting the new products in," he said.

The company also revealed its plans for an advertising campaign focus in the north of England during April and

May including cinema and outdoor ads.

It will follow a similar move by the company in Scotland last year, and will be backed by national social media and new PoS - part of a £2.5m brand investment for 2017.

Rav Garcha, who sells Kepak's Rustlers products, said updated PoS proved vital for his sales when he ran a promotion during Euro 2016. "When we used the PoS and posters supplied they absolutely flew off the shelves," said Mr Garcha.

Ferrero's online help



Ferrero has launched a new retailer website that aims to "drive sales, grow categories and evolve businesses".

The Your Perfect Store digital platform includes a PoS catalogue, ideal stock list and planograms.

The manufacturer said its research showed 79% of retailers want more help with category advice and new product news.

Levi Boorer, customer development director at Ferrero, said: "By working together, we can make Your Perfect Store the tool that we know it can be and continue to listen to our valued customers' needs."

Reacting to the new website, Darren Goldney from Palmer & Harvey, said the system is "interactive, interesting and intuitive".

● Test the tools - p30.

Link coffee and water

Retailers were reminded of the importance of linking sales, as Nestlé revealed the popularity of water among coffee drinkers.

Julia Holbrook, category development lead, out of home, at Nestlé Water, said bottles of water should be positioned close to coffee facilities to "drive incremental sales".

The company also revealed bottles of water sell well with energy drinks and advised retailers to have a secondary siting for water to take advantage of the trend.

STG offers lowest-priced cigar

Cigar manufacturer Scandinavian Tobacco Group has announced plans to launch a panatella next month with an RRP that will make it the "lowest-priced small cigar in the market".

Moments Panatella will be priced at £4.20 for a pack of five, a price the company said would attract existing smokers and still offer a "competitive margin" for retailers.

According to STG UK, the new price will make the small cigar up to £1.40 cheaper than its immediate competitor.

Jens Christiansen, head of marketing and public affairs at STG UK, said it expected the value-for-money trend to gain further momentum.

"The Moments brand has already seen significant success in the Miniatures segment. In

fact, since its launch only five years ago, the brand has grown to become the fastest-growing cigar brand in the UK," he said.

Harshal Kshatri, of Connoisseur in Wallington, Surrey, who has recently expanded his cigar range, said it would work well for his customers, many of whom are price-conscious. "I think they'll definitely try it, the price will appeal," he said.



BRAND SNAPSHOT



Coca-Cola vanilla launch

Coca-Cola European Partners launches a vanilla variant of its Zero brand in April. It will be supported with PoS and digital and social media campaigns.



Bigger Bear range

Bear Nibbles, the children's dried fruit snack, has extended its range of Yoyo with three sour flavours, including Strawberry & Apple and Mango & Apple.



Lower sugar Monster

Honey Monster Puffs has been re-launched with a lower sugar content and new packaging. The cereal has half the sugar level of the original.



Whole Earth on the Ball

Wessanen UK's Whole Earth brand has launched a new protein snack. Power Balls are available in four flavours and are gluten-free.



Pioneering Bulmers

Heineken has expanded its cider range under its Bulmers brand. Bulmers Orchard Pioneers will be available in Red Apple and Cloudy varieties.



Free-from for Vitalite

Dairy Crest is to release a coconut-based spread - Vitalite Dairy Free - that aims to appeal to consumers adopting a free-from diet.



Crisp & Thin pricemark

Ritz Crisp & Thin has launched a 39p, 30g pricemarked pack for independent retailers. Available until the end of May, it comes in two flavours.



Boost from Tropicana

PepsiCo's Tropicana brand has a new Morning Boost smoothie that combines fruit juice, fruit purée and cereals, in 750ml bottles with an RRP of £2.99.



Schweppes' 50 calorie can

Coca-Cola European Partners is to launch a 250ml can for its Schweppes Sparkling Juice Drinks. Available from the end of March, each can contains 50 calories.



Hula Hoops Jump to it

KP Snacks has revealed an advertising campaign for Hula Hoops, a £3.5m investment including a takeover of Channel 4's programme, The Jump, and promotions in convenience stores.



F1 star Lewis's drinks drive

Triple F1 World Champion Lewis Hamilton has joined forces with Coca-Cola's Monster Energy brand to release a black grape-flavoured energy drink.



Doritos goes bold on TV ads

PepsiCo is supporting the recent launch of its Doritos Heatburst tortilla crisps with a two-month TV campaign - For the Bold. The crisps are available in BBQ and Chipotle Cream.

CHAMPION OF BOOST THE INDEPENDENTS

TASTE ENERGY PRICE

NEW LOOK, SAME GREAT BOOST!

GIVE YOUR BUSINESS A BOOST STOCK UP NOW!

• Your Number 2 Energy Brand* has a new look for 2017.
 • Category-leading POR & great sales volumes.
 • More brand support than ever before!

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

f t i

WHAT'S NEW

Products to find at the IFE show



Candia Croissance Groei

Candia Croissance Toddler Milk is for infants aged from 10 months to three years. The 25cl container can be turned into a baby bottle by breaking the seal on the lid.

RRP Unconfirmed

Contact 0203 8652372



Elephant Gin

Inspired by Sundowner, a gin and tonic drink popular in the African bush, Elephant Gin is made with botanicals from the continent such as Lion's Tail, Buchu and Baobab.

RRP £25 (500ml)

Contact info@elephant-gin.com



Honeybuns

Honeybuns Oaty Coconut Bar is a moist flapjack that uses date syrup and light muscavado sugar, giving it a caramel flavour. It contains virgin coconut oil and is certified by the Vegan Society.

RRP £1.90

Contact 01963 23597



Liberation Up & At 'Em

Liberation Foods is championing nuts' healthy credentials with its 'smart snacking' mixes. Up & At 'Em pocket-sized snacks contain nuts, dried fruits and pumpkin seeds.

RRP £1.20

Contact 0207 3757603 / info@chooseliberation.com



Radnor Hills

Radnor Hills Fruella Hydrate range is made with spring water and fruit juice and comes in Tetra-Paks. The drink is school-compliant in England, Ireland, Scotland and Wales.

RRP 35p (125ml), 65p (200ml), 70p (250ml)

Contact 01547 530220 / sales@radnorhills.co.uk



Sygenix

Sygenix is a health drink designed to boost metabolism and give a sustained source of natural energy. It has no preservatives, taurine, synthetic caffeine or artificial sweeteners.

RRP £1.50-£1.85

Contact clientcare@sygenix.com

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



Uncle Joe's Mints

A confectionery manufacturer since 1898, Uncle Joe's has always used the same method of production. Its most recent launch is Sugar Free Mint Balls, which are hand-cooked on open fires.
RRP £1
Contact 01942 243464



Sibberi

Sibberi's waters contain up to four times less sugar than coconut water. Birch supports kidney and liver function, maple aids muscle recovery, and bamboo helps hair look healthy.
RRP 250ml
Contact hello@sibberi.com



Food Connections

With each pack containing a chocolate sauce sachet, Food Connection's waffles can be eaten hot or cold, on the go or as a dessert. They have a 16-week shelf-life.
RRP 89p
Contact sales@foodconnections.co.uk



Forest Feast Baked Not Fried

This snack range is seasoned and roasted, giving it a rich roasted and salted taste. One new variety is Slow Baked Sweet & Salty Fruit & Nuts with twice baked apple.
RRP £1.20 (40g), £4.99 (175g)
Contact 02838 350934 / enquiries@forestfeast.com



Rebel Kitchen Dairy Free Organic Coconut Mylks

Rebel Kitchen's Organic Coconut Mylk is made from a single source of organic green coconuts. It contains no refined sugar, additives or preservatives.
RRP £1.19 (250ml), £1.89 (330ml)
Contact 0203 8021919 / sales@rebel-kitchen.com

Rav Garcha

Nisa Local, Shrewsbury

"We're trying to find the silver bullet for food to go in the convenience store with a solution that will bring more customers into the store. Shows like IFE are absolutely ideal for retailers because there are so many ideas and products under one roof."

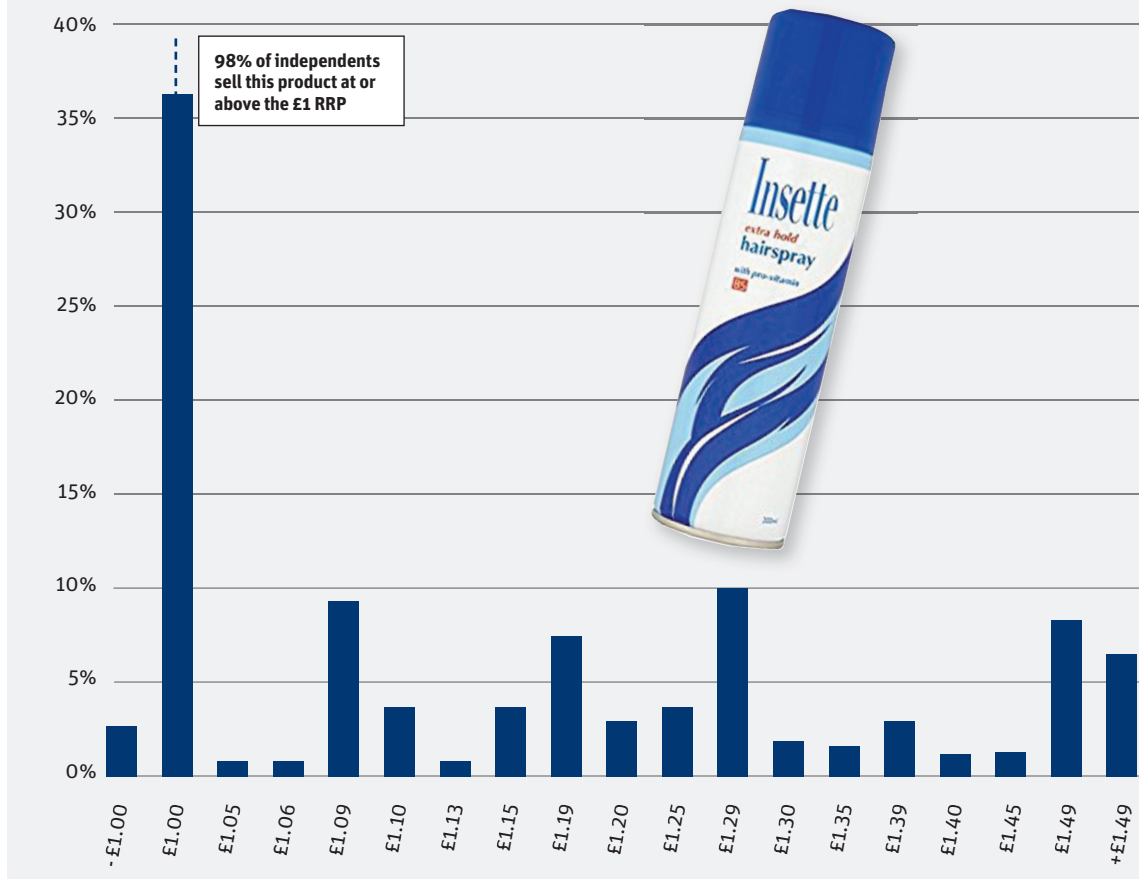


PRICEWATCH

Profit checker Personal care

Price checker

INSETTE EXTRA HOLD HAIRSPRAY 200ml Price distribution %



Analysis

Retailers told RN hairspray is a product which is unlikely to result in high volume sales and it's vital to know your customer base to know how to price it. The data shows more than 36% of retailers stick to Insette

Extra Hold hairspray's RRP of £1, which, according to Booker's margin calculation of 28% means these retailers make 40p a sale. As Vince Malone points out, customers have their preferred brand so rather than trying to

meet each one's demand, stock a core range of the essential personal care items with brands people know. Chaz Chahal, however, said he relies on pricemarking to reassure customers they are getting the best price.

PRODUCT

Colgate Advanced Whitening
50ml

Always Ultra Night Pad
10s

Lynx Bodyspray Africa
150ml

Insette Extra Hold Hairspray
200ml

Oral B Toothpaste
75ml

Silvikrin Maximum Hold Hairspray
250ml

Carex Handwash Original
250ml

Dove Cream Bar
2 x 100g

Vaseline Petroleum Jelly
50g

Wisdom Toothbrush Medium

Gillette Shave Foam Regular
200ml

Tusk Bodyspray Hunter
150ml

How we drive our profit

Chaz Chahal

STORE Simply Fresh
LOCATION Worcestershire
SIZE 900sq ft
TYPE rural

TOP TIP

Either price high on a slow-selling category or try and drive repeat purchases with pricemarking



We aim for a margin of 25% upwards, but it's not a particularly fast-selling category and we just have a core range. Products sell better when they're pricemarked but we don't see much of that. Handwash and toothpaste tend to be the most popular items and we sell an outer a week of handwash, I think they do well because they're branded and pricemarked at £1. What you can offer depends on your wholesaler or cash & carry. It would be good to see more pricemarked items from Costcutter in this area because it reinforces value for money.

Kam Nijjar

STORE Spar Meriden
LOCATION Coventry
SIZE 1,000sq ft
TYPE village

TOP TIP

Shop around. People get comfortable with their wholesaler and don't realise they could be saving money



We sell hairspray from £1.49 to £3.69 although we don't sell high volumes of it. We aim for a 22% margin across our toiletries and I make a point of shopping around to get the best deal from wholesalers and cash & carries. We do well with handwash because it's pricemarked at £1, but we also do well with things like deodorant and toothbrushes because we're near a few hotels. Deodorants are now located behind the counter too so they are immediately in customers' line of sight. We're able to add a bit extra on the price because people will still pay it.

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

| AVERAGE UK RETAIL PRICE* | BOOKER RRP | RETAILER 1 C STORE IN SUBURB OF LARGE CHESHIRE TOWN | RETAILER 2 HIGH STREET NEWSAGENT IN NORTHUMBERLAND VILLAGE | RETAILER 3 SOUTH WALES VILLAGE HIGH STREET SHOP | RETAILER 4 SUBURBAN PORTSMOUTH HIGH STREET C-STORE | RETAILER 5 SMALL C-STORE IN NORTH WEST COASTAL VILLAGE | RETAILER 6 HIGH STREET C-STORE IN GLOUCESTERSHIRE TOWN |
|--------------------------|------------|--|---|--|---|---|---|
| £1.00 | £1.00 | - | £1.00 | £1.00 | £1.00 | £1.00 | £1.00 |
| £2.28 | £2.29 | £2.29 | - | £2.29 | £2.29 | - | - |
| £3.21 | £3.29 | £3.29 | £3.29 | £3.29 | - | £3.29 | £3.29 |
| £1.15 | £1.00 | - | £1.19 | - | - | - | £1.00 |
| £1.00 | £1.00 | £1.00 | £1.00 | £1.00 | £1.00 | - | £1.00 |
| £2.42 | £2.25 | - | £2.49 | - | - | £2.25 | - |
| £1.00 | £1.00 | £1.00 | - | - | £1.00 | £1.00 | £1.00 |
| £1.01 | £1.15 | - | 89p | - | - | - | - |
| £1.76 | £1.75 | £1.99 | - | - | £1.75 | - | - |
| £1.21 | £1.00 | - | £1.50 | - | 99p | £1.00 | - |
| £1.51 | £1.00 | £1.99 | - | £1.45 | - | - | - |
| £1.01 | £1.00 | - | £1.00 | - | - | - | £1.00 |

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Harris Aslam

Greens of Markinch

Fisher and Donaldson bakers' fudge donut, £1.49



How did you discover them?

Fisher and Donaldson bakers are quite well known in Fife and the local area. We were looking at what was available locally and we managed to get them to supply us. We now offer a number of their products but their fudge donut is the most popular.

Who buys them?

Everyone buys them - a whole range of customers, whether it's parents buying a few to take back for the family or workmen popping in on their lunch to pick one up with a juice.

Why are they so successful?

Since we've had the donuts in they've become one of the top 10 selling products, and that's taking into account newspapers and cigarettes. We offer a range of donuts from Fisher and Donaldson but we sell around 175 fudge ones a week at a 35% margin. The bakery is only about 10 miles away from the store, so it is local, but if someone wants a donut they'll go to their convenience store. Stephen's bakery is the most common bakery in the area and I think people were pretty bored because they're so used to it so they come into our a store for a more unique choice.

Joe Williams

STORE The Village Shop
LOCATION Banbury
SIZE 1,250sq ft
TYPE rural

TOP TIP
 Offer a core range and keep prices up to combat the low volume sales



We do particularly well on bars of soap - it's something we get asked about regularly. We get through about 12 bars a week. I think perhaps other places are delisting them but the older generation still likes to buy them. We aim for a 35% to 40% margin on our toiletries because people only buy items when they need them urgently or if they've come away for the weekend, so dropping prices wouldn't make a difference. We only sell Wella Maximum Hold hairspray and that's at £3.39. We sell one or two bottles a week.

Vince Malone

SHOP Tenby Post Office
LOCATION Pembrokeshire
SIZE 900sq ft
TYPE residential and tourist

TOP TIP
 Know your customer base for each area of the shop and know what they will spend



We sell Wella Hairspray at the RRP of £2.25 and get through a case a week. We also sell Happy Shopper hairspray for £1 but it doesn't sell well. A lot of these purchases are men buying items on behalf of women and they don't feel comfortable buying anything other than known brands. We aim to get around 31% margin on those items. There are a lot of hotels near us as we're 100 yards from the beach, so we get tourists who will pay for the convenience or we get toiletry purchases in the evenings and on a Sunday when other shops are closed. ●

YOUR VIEWS

YOUR LETTERS

■ Positive change in the partworks sector long overdue

In response to the story 'Partworks recycling saves 80%' (RN, 3 March) I would like to make the following points.

Over the years, many members have been vocal about the myriad problems associated with handling partworks, from missing numbers to poor allocation and direct-to-consumer offers which undercut retailers and send collectors down the subscription route.

Because of this, the NFRN has campaigned long and hard on this issue, lobbying all sectors of the news industry for change. We are extremely grateful for the input we have received from NFRN members like Stuart McClymont, which has enabled us to do this.

Armed with retailers' concerns, both managing directors of the news wholesalers were challenged and we are pleased that through the creation of a pan-industry partworks group, chaired by Simon Gage of Smiths News, progress is now being made in a number of key areas, most



I feel we have been treated very shabbily by Next who we helped to make its online returns service a success

Michael Brown

notably the use of early returns to satisfy allocation issues. NFRN member Stuart McClymont played a key role in helping establish this group.

We want to see positive change in the partworks sector and are pleased to see that by working together, independent retailers can bring about a difference.

We look forward to even greater progress being achieved at the next meeting of the partworks group this month.

Paul Baxter
NFRN chief executive

■ Next has treated us very shabbily

One of our most successful ventures recently has been in the area of parcel services. We are a UPS Access Point, but by far our best earner was Next returns processed through the Payzone terminal.

On 14 October 2016, we were advised that the Next parcel service would be discontinued and we were to remove all PoS material.

A few weeks later, a member of staff accidentally processed a parcel through the terminal, and it worked.

We then received a letter to say that the removal of the service had been delayed due to operational issues and would now be discon-



tinued on Friday 13 January 2017. If we had known, we could have enjoyed revenue from the busy Christmas period. Then after 13 January, Next would collect all outstanding returns within two weeks.

It is now March and I am still waiting. I feel we have been treated very shabbily by Next who we helped to make its online returns service a success.

Michael Brown
Browns Newsagents, Stokesley,
North Yorkshire

A spokesman for Next said:

"A communication was sent by Payzone to all of its store network in mid-October 2016, to advise that Next parcels would cease via Payzone on 31 October 2016. This decision was then reversed because of a technical delay. I understand this reversal communication was sent via the Payzone terminal. I suspect Mr Brown missed this 'reversal' communication on his terminal. The Payzone terminal comms was then followed up by a letter - reiterating the continuance of the Next parcel service until Friday 13 January."

YOUR SAY How are you making your store more efficient?



Lorriane Lettley

E J Teare Newsagents, Wellington, Somerset

Staff training is the thing that makes a difference. You have got to make sure it is up-to-date and we find it works better if you keep the training ongoing and don't just teach them the basics and leave it. We've got a staff reward system so they can be awarded stars for going above and beyond. The person with the most stars gets "Employee of the Month". They all vie to gain the stars.

Kath Hitchin

Lifestyle Express, Caenarfon

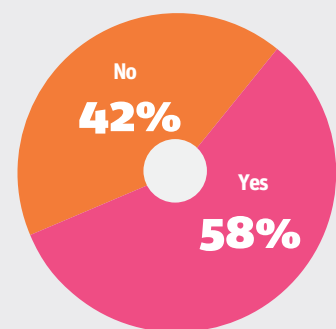
I have rearranged the store recently because I wasn't happy with it, so now I have a new design and it's a lot clearer. The customers prefer it more

open and it also means I can focus on the items which I know sell well - for example I wasn't selling much ice cream so I have saved space by taking out the freezer. By focusing on what does well for me I can stop wastage.

Vim Odedra

Nisa Local West Chilmington, Sussex
We've started online training for staff which is a different model. It covers health and safety, and customer service as well and we update them every quarter. I also started a monthly staff meeting in the middle of last year, which allows staff to ask any questions and for me to talk to them about interactions with customers. I find that is good for morale, which in turn is good for profits too.

RN READER POLL



Do you expect to have sold all your branded tobacco stock by 20 May?

NEXT WEEK'S QUESTION

Has your wholesaler helped you develop your business?



Vote now at
betterRetailing.com

I'M FEELING SNAPP UNHAPPY

SNapp Online has made everything more time-consuming than it was.

You can't search by barcode anymore which is a complete pain. You can only search by genre or topic now, so you can't even search for a certain title.

It's like someone designed the site without even thinking about how a retailer would use it. Who did Smiths News actually speak to for feedback?

It's so upsetting that they've brought out a new site which does less than the old site. I just feel so disillusioned.

Mark Ansell
Liskeard News, Cornwall

Michael Williams, Smiths News retail controller for independents, said:

"We worked hard to ensure that all the functionality in Connect2U was replicated or replaced within SNapp or SNapp Online. Searching for titles is available on both systems, you can even scan a barcode on the app, but

Mark Ansell: disillusioned



the search option wasn't replicated in exactly the same way on the new website.

Feedback, such as that from Mark, is helping us with the next phases of development for SNapp Online and we have already had lots of ideas for improving existing, and adding new, functionality."

100 YEARS AGO

10 March 1917
Newspapers were divided on how best to adhere to the economy of paper laws as part of the war effort. The Daily Mail increased prices in an attempt to reduce circulation, but The Daily News said the most logical way to reduce paper use is to cut pages.

VIEW FROM THE COUNTER with Mike Brown



I travelled to London for the district's vice president's seminar last month. The highlight of the three days was a visit to the Houses of Parliament for a reception hosted by Martin Vickers MP to launch the NFRN's 2017 agenda. More than 30 MPs turned up to listen to our concerns with the main theme being retail crime.

I have never been inside the Palace of Westminster so it was a very exciting experience. It constantly amazes me how my involvement with the NFRN takes me to places and gives me opportunities I would never have normally had.

There was a bit of a coup recently at our monthly local comedy club, held in the Town Hall, when Geordie comic

Chris Ramsey performed new material for his forthcoming national tour. He bragged about his various television appearances including I'm a Celebrity Get Me Out of Here with Ant & Dec Down Under. Anyway, we seem to be firmly on the map as a venue for artists to try out new routines before exposure to a larger audience.

Meanwhile, the England women's U16 football team won the UEFA cup tournament beating Spain 3-0 in the final. My daughter was given her No.15 shirt to keep and it is now framed and hanging on her bedroom wall surrounded by gifts from the other competing nations - Finland and Italy. It's a good job she has got the biggest bedroom to fit all these trophies in.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisIsRN and @ThisIsRN



@CocaCola unveils its latest @MonsterEnergy variety. Flavoured by black grape, powered by @LewisHamilton

Dave Songer
@DaveSongerRN



#DyddGwylDewi hapus i bawb gan Pikes Porthmadog. Happy #StDavidsDay from all at Pikes!

Meryl Pike Williams
@meryl_pike

@ThisIsRN i made it. great store [Peter Robinson's new Londis store in Pembroke]. friendly staff and fantastic product range. Miles above other stores in the area

Susan Connolly
@RetailSusan

@martinvickersmp highlights the rise in violence & abused experienced by retailers & their staff at biz questions

Edward Woodall
@woodbines

#HND A delivered copy is a sold copy! Promote your home news delivery service in store and secure more newspaper sales!



Richard Wright
@RichardW_NewsUK

E J Teare Newsagents

We had great fun inflating this huge airwalker balloon for a lucky young man's birthday. We have a selection of these balloons in stock including Stormtrooper, Frozen's Elsa, Iron Man and My Little Pony at only £19.99 fully inflated.



Your *Guides* Through Change



Your guide
through change

Profiling the JTI sales force

With just months to go until May 2017, JTI continues to support retailers with its 'Your Guide Through Change' initiative.

JTI's clear and practical steps aim to ensure retailers are prepared for the TPD2 and plain packaging legislative changes, providing online training modules, educational videos and information packs.

JTI also recognises the importance of working face to face with retailers and listening to their feedback, so our salesforce is on hand to support the trade with personal visits and tailored advice to address any questions in the lead up to 20th May 2017.

From 20th May 2017 tobacco and e-cigarette products must comply with new legislation.

What are the changes?



Minimum 20 cigarettes



Minimum 30g rolling tobacco



No branded packaging for cigarettes and rolling tobacco



Increased health warnings

What should I be doing now?

- **Maintaining availability at all times** is of vital importance to ensure that retailers become a destination store of choice for existing adult smokers

- **Price is one of the key factors** for existing adult smokers when choosing where to shop for tobacco² so retailers should look to remain competitive by selling at RRP or below, as PMPs are phased out³

£2,000 LOST SALES

Tobacco shoppers can be worth £2,000 a year¹



Fact!

54%

of shoppers regularly check the price of tobacco²

1. JTI Estimates. 2. JTI/IPSOS Shopper Missions Research 2016. 3. Retailers are of course free to sell JTI products at whatever price they choose.

Retailer insight

Here, tobacco retailer, **Jazz Goraya**, talks about how Your Guide Through Change and how his **JTI sales rep, James Honey**, has supported him through this transition period:

Jazz Goraya, Tobacco Retailer Nisa Local

“When the TPD2 legislation was announced, it left many questions for retailers and also for customers. I’ve worked closely with my JTI rep James Honey, who has supported me throughout the changes and ensured that I am prepared for when they come into effect.

“Having James around to answer any questions or concerns that I might have or that my customers might ask me has been invaluable and I’m now confident that my store and my staff are ready for TPD2. I’d encourage other retailers to take advantage of the valuable, free advice from their local JTI rep.”



James Honey, JTI sales representative, talks about how he has supported retailers, including Jazz Goraya ahead of TPD2:

“JTI has been supporting retailers throughout the build up to TPD2 in a number of ways, including online resources, POS materials but perhaps most importantly by ensuring we, the reps, are fully equipped to support retailers when we visit them in store.

“When Jazz told me that his customers were asking him the same questions about pack sizes, I was able to provide him with a poster explaining the changes, and suggest that he point them towards the packchanges.co.uk website for more information.”



Where do I find more information?



JTI Advance | 
Leading Tobacco Together
www.jtiadvance.co.uk

JTI has created training modules and a number of informative videos containing everything retailers need to know about TPD2. To access these free resources, visit the legislation hub of JTI Advance (<https://www.jtiadvance.co.uk/article/tobacco-products-directive>) or ask your sales representative.

If you haven't signed up yet, speak to your sales rep or contact JTI's Customer Care Line on **0800 163 503**.

JTI's UK trading company is Gallaher Limited.



YOUR REGION



EASTERN COUNTIES NFRN DISTRICT COUNCIL 20.02.2017

Richard Goss reports from the NFRN Eastern Counties district council meeting

Talks to begin district merger

The planned merger of the Eastern Counties and East Midlands districts will begin with informal talks, members of the East Anglia group have agreed.

There is no doubt a merger will take place, members were told, but Eastern Counties members had expressed concerns about the differences between the regions at a recent meeting.

Great Yarmouth retailer Owen Church said: "We are so different as districts and we have little in common."



Owen Church

Discussions took place about where the line denoting the new district boundary would be drawn on the map. One view was the M1 would mark it, but others felt the A1 would be a better border for the new area.

Paperboy's 999 call rewarded

A teenage paperboy in Ipswich has been rewarded for his quick-thinking which may have saved a man's life, following a Facebook search to find him.

Ollie Parker, 15, was on his early morning round when he found a man lying unconscious on the



Jim Page – pictured with wife Christine – was presented with gifts on his retirement after 26 years' service as a district councillor

pavement with a head injury and called 999 for help.

The man, Dean Harvey, had been on his way to work when he tripped and fell.

He was allowed home after treatment for a head injury, but realised he did not know the identity of his rescuer so launched an appeal on Facebook to find him.

Mr Parker contacted the Ipswich Star after spotting the appeal and said: "I was just doing what anyone would have done – I saw the man on the floor and knew I had to do something about it."

His actions have now been recognised by the NFRN. Local members



The danger is the news industry is losing touch with the people they are supplying

Josie Dixon

Retailer, Lowestoft

decided to award him with an Xbox as a token of their appreciation.

Ipswich member Alwyn Basford said: "What he did was terrific – and he was so modest he didn't even tell his parents what he had done when he got home."

Paper publishers hard to contact

Changes in local print journalism are making it harder than ever to contact publishers, members told the meeting.

Archant, publisher of the region's two biggest-selling daily newspapers, was highlighted as one firm in particular that retailers were struggling

to make contact with.

"I am worried about what is going on – we can't get details of people we are trying to contact. Personnel have changed but we have not been told, so we have lost the personal touch with the titles," said

Lowestoft retailer Josie Dixon.



Josie Dixon

"The danger is the news industry is losing touch with the people they are supplying. A newspaper is a service, not a tin of baked beans."

Great Yarmouth retailer Ralph Childs added:

"We have to react to our customers on a day-to-day basis, but things like fly-sheets for specific local areas are no longer a regular feature in the business. We just get general fly-sheets of news that is not relevant to my customers."



Ralph Childs

New president, VP are elected

The new officers for the Eastern Counties district were elected, with two women in the top posts. Josie Dixon takes over as president and the new vice president is Debbie Turner. Ralph Childs will continue as treasurer.

Councillor retires after 26 years

Veteran Eastern Counties district councillor Jim Page was presented with gifts to mark the end of his 26 years' service to the NFRN.

Mr Page's retirement coincides with the dissolving of his role as secretary of the Norwich branch under changes where the Yarmouth, Lowestoft and Norwich branches have merged.

Your say

What food hygiene processes do you have in place at your shop?



We have a hand-wipe system for everyone

who works in the shop, even though we don't sell food, and the sweets are always served with a scoop. But we do keep an air-freshener in case anyone coming in is less than fragrant.

Josie Dixon

Dixon's Newsagents, Lowestoft



We use antiseptic wipes and have a wall-mounted soap dispenser for our staff but much of what people buy – including our fruit and vegetables – is self-service.

Owen Church

Post Office Stores, Great Yarmouth



Everything we sell is wrapped, but we still

advise staff to keep their hands clean with regular washing. We have notices up in the washrooms reminding them to do it.

David Starling

Starlings, Holt



From left to right, Ollie Parker, members Alwyn Basford and Ron Kendall

YOUR REGION



NORTHERN NFRN DISTRICT COUNCIL REPORT 28.02.2017

John Dean reports from the NFRN Northern district council meeting

Council hears of challenges ahead

Outgoing district president Mike Mitchelson outlined the wide variety of challenges being faced by independent retailers, in his opening address to council.

He cited a number of factors impacting on store finances including living wage rises, auto-enrolment, increases

in business rates, retail crime, signs that customers were 'tightening their belts', erratic publication deliveries and carriage charge rises.

Warning that many shops were closing down or had ceased the sale of news, Mr Mitchelson urged members to lobby their MPs about 'the burden' facing newsagents so that politicians understood independent traders need support.

He also urged members to check how the new business rates alterations would affect their shops because a number would be under the £12,000 rateable value level, which could benefit their businesses.

Mr Mitchelson said it was important for traders to appeal if they disagreed with the new valuations.

Mike Brown takes up the presidency

Teesside member Mike Brown was elected district president.

He was nominated by outgoing president Mike Mitchelson, who said Mr Brown was an experienced NFRN officer and had been a pleasure to work with during the year he had served as vice president.



Mike Mitchelson



Mike Mitchelson with MPs Matthew Offord and Martin Vickers at the NFRN Parliamentary reception

Newcastle member Graeme Pentland was elected district vice president.

Praise flows for Dorothy

Mike Mitchelson made a presentation in honour of veteran member Dorothy Scott, who has stepped down from the committee.

Check how the new business rates will affect your shops

Mike Mitchelson

Outgoing Northern DC president

Praising the Northumberland member's long-standing commitment to the NFRN, Mr Mitchelson said: "Dorothy is one of the characters of the federation and it is sad that we are losing our characters."

Among those paying tribute to Ms Scott's support of the federation over her 38 years as a

member were fellow Northumberland member John Gardiner and Durham members Glyn and Barrie Taylor.

Ms Scott thanked members for the 'comradeship' that they had shown over her years on the committee and said it was important that the NFRN continued to support its members.

Hard copy support

Delegates backed a suggestion from national councillor Martin Ward that the NFRN should further explore the idea of sending out hard-copy district bulletins to members if requested by individual districts.

Reacting to a national decision that the newsletter in future be distributed by digital means only, members agreed that some people would still appreciate a hard copy instead. They also argued that not all emails were opened.

District officials will now draw up costings for a motion to conference

Three go national

Delegates selected three national councillors without an election.

Durham member Jason Birks, Colin Reed from Cumbria and Martin Ward, of Teesside, were the only candidates and were appointed unopposed.

Fund cup retained

The District President's Charity Cup for fundraising was retained by the Darlington branch. The trophy was received by Darlington member Sue Abbott.



Martin Ward



Colin Reed

Your say

Which beers sell best in your store?



I have limited space in the shop so I stock the bestselling brands because I know I can sell a lot of them, rather than niche brands like craft beers, of which I will only sell a few.

Martin Ward
Cowpen Lane News,
Billingham



We stock the bestselling brands. We do not stock craft beers and we have not really seen much demand for them from our customers.

Anne Mitchelson
Mitchelsons Newsagents,
Brampton



We stock the big brands with Carling and Fosters outselling everyone else. We do not really sell craft beers, and we have found that special promotions on craft beers do not sell.

Jason Birks
Mosci's Convenience Store,
Horden

YOUR REGION



SOUTH WEST NFRN DISTRICT COUNCIL REPORT 28.02.2017

Nick Constable reports from the NFRN South West district council meeting

Car workers miss out on the papers

Retailers are losing vital early-morning newspaper sales to car factory workers due to avoidable late drops, council was told.

District president Derek Cook said shops in Swindon, which open to catch the 6am shift change at the Honda works, are losing out.

Instead of delivering to them first, two Smiths News vans had prioritised supermarkets and other late-opening stores.

"The drivers insist that this is how their rounds must be done," said Mr Cook. "I accept Swindon is a big area for them. It takes in Wiltshire, Gloucestershire and parts of Oxfordshire.

"But when Smiths News operations move to

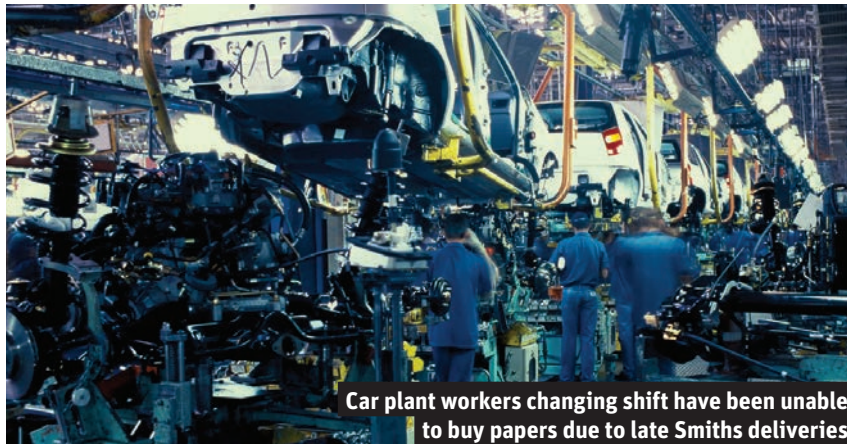
Hemel Hempstead from Reading this problem will become even more worrying."

Fight unfair rates says ex-president

One of the NFRN's past national presidents has urged the federation to "come out fighting" against unfair business rates.

Peter Seaman said supermarkets would be "laughing their pants off" at the extra financial burden looming over vulnerable independent retailers. He told the meeting: "The federation has to show leadership. We need to fight and challenge some of these valuations."

National president Ray Monelle assured him there was "a lot of lobbying" going on - particularly in the London area where some



Car plant workers changing shift have been unable to buy papers due to late Smiths deliveries

members were facing 30% to 40% increases.

"It's fair to say that some areas are also seeing rate decreases," he said. "But we're very aware of the problem. The clarity is atrocious and it's a nightmare for some members."

Trade show debut a great success

The district's debut at a major trade show was hailed an outstanding success by delegates.

The Youngs Wholesale event at Sandy Park - home of Premiership rugby's Exeter Chiefs - generated huge interest

Some re-runs are clearly caused by drivers not knowing where they're going

Derek Cook

South West district president

in the NFRN, according to district vice president Duncan Finlayson.

"Around a third of those attending stopped at our stand," he said. "It generated some good membership leads.

It was our first event here and we can learn a lot from it."

Gloucestershire roundsman Martin Ballinger praised Youngs use of seminars and workshops. He added: "Retailers are drawn to events like this because they know problems can be dealt with."

Driver couldn't find the A30

Training for Smiths delivery drivers needs attention if recent bizarre incidents are to be avoided, council heard.

District president Derek Cook said a driver, travelling from Broxbourne in Hertfordshire, was unable to find Bodmin on the A30 in Cornwall. Mr Cook said: "We experience a lot of re-runs and some are clearly caused by drivers simply not knowing where they're going."

Meanwhile, Devizes retailer Russell Haynes revealed how a new driver told him "it's not my job" when asked why he hadn't collected news returns.

Mr Haynes added: "They were taken after two days. But it's concerning if these things aren't explained to drivers in advance."

Left on the shelf...

A newsagent trying to buy new shop fittings through Smiths News has waited four months without success, the council heard.

Devizes retailer Russell Haynes said he accepted a £600 quote from Smiths. But months later he was told the estimate was wrong because it failed to include a labour charge. Since then he has heard nothing.

"It seems unusually difficult to buy a simple thing," said Mr Haynes.

National president Ray Monelle advised him to purchase through the NFRN's Shoplink team, which deals direct with a wide range of manufacturers.



Derek Cook



Duncan Finlayson

Your say

How do you maintain a good HND relationship with customers in the face of delivery delays or short supplies?



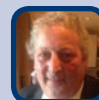
I print flyers with my mobile number and urge customers to call if papers haven't arrived. Where there's a re-run, I'll drive an extra 40 miles if necessary. And if I know that copies will be late - during the Olympics or a World Cup, for example - I'll tell everyone in advance.

Andrew White
East Devon roundsman



My dad started the round 50 years ago and I've carried on. So customers all know my name and that they can call 365 days a year. My dog Ruby is the star of the show, though. She comes with me in the van and customers love her.

Jeff Savage
Somerset roundsman



My advice to new HND retailers keen to serve customers well is simple: get to know the night team at your local house and build a rapport. That way you'll minimise problems. And if customers know your name and friendly face it's the best PR you'll ever get.

Martin Ballinger
Gloucestershire



Russell Haynes

PRICING STRATEGIES

Why pricemarking?

It is still controversial with some retailers, but pricemarking is a pricing strategy suppliers have every faith in. **Charlie Faulkner** speaks to the industry to find out why

In the years since the financial crash, the industry has seen the rise of many trends - from food to go to pound zone. Yet one trend - pricemarking - has become so ubiquitous it would be hard to find a store that doesn't stock a product with a ready-marked price on its packaging. Yet relinquishing control of pricing and accepting - often, but not always - lower margins still irritates some retailers. Here, RN gives the industry a platform to argue its case: why pricemarking?



'It helps stores compete'

Dawood Pervez

Trading director,
Bestway



At Bestway we offer retailers pricemarked alternatives on most products to help them compete. However, these pricemarks have to be relative and relevant: relative in terms of what is happening in the multiples and other convenience stores and relevant to the needs of retailers and their shoppers. Through Best-one and Xtra Local, our members can offer shoppers significant reductions on the pricemarked items and still make attractive margins.



'It out performs the alternative'

Matt Collins

Sales director for
convenience,
wholesale, discounters
& foodservice, KP Snacks



Crisps and snacks remains a vital category within the convenience sector with 82% of shoppers buying a snack on impulse. Our £1 price-marked ranges of sharing bags are growing at 11% - that compares to 7.2% for the non-pricemarked version of the same products. Our 39p pricemarked singles range including Discos, Wheat Crunchies, Frisps and Skips, is also growing ahead of the overall format at 16%.



Pricemarking is a great way to catch consumers' eyes



Own brand products also benefit from pricemarking

'It brings people back'

Cath Mcilwham

head of brand, Spar UK



We have completed a very attractive redesign and an excellent £1 pricemark on everyday frozen vegetables to ensure customers come back again and again. Pricemarking is a great way to catch consumers' eyes and it's a useful tool for communicating value for money to shoppers, which is a key role for own brand. We also know it helps our retailers boost sales of Spar-branded products. With this in mind, we introduced price-marked packs to our ready meals, evening meals and meal accompaniment ranges.



Pricemarking is used on new and bestselling brands



HOW I USE PRICEMARKING



Manjinder Singh
Dunston Convenience Store, Gateshead

Around 80% to 90% of my store is pricemarked. Customers are happy if they know the product they are buying is priced at the rate set by the manufacturer and if they trust you, and the price you're charging, you'll get repeat purchases. More generally, prices are determined by the competition around us and by understanding whether my customers are in work or on benefits. A lot of it is just trial and error. You've got to look at the product and understand the reasons behind the purchase. So, on luxury goods, such as premium biscuits, wine and spirits are things we can put a bit extra on. Smirnoff used to be the premium vodka, but these days people will spend a bit more for Grey Goose. On these items we're not looking for pricemarked products. But everyday items like toilet roll, crisps, fizzy pop and sweets are the things that need to remain low.



'It encourages shoppers to try new products'

James Cragg
Head of category development at Diageo



Having a range of pricemarks available in your store creates a perception of value, particularly with new products – we know that 53% of consumers are more likely to try a new product if it's pricemarked. Gordon's and Captain Morgan Spiced pricemarked bottles both saw great success when they launched in 2014, and now Johnnie Walker Red Label is joining the Diageo pricemarked range in 70cl and 35cl formats. Pricemarked packs are a growing trend and consumers are increasingly looking out for them in convenience stores.

'It improves a store's image'

Rich Fisher
Category development manager, Red Bull UK



Research shows more than three quarters of shoppers say pricemarks help a convenience store improve its overall price image, with 38% of shoppers saying pricemarks reassure them they are not being overcharged. We know 44% of shoppers are more likely to buy a product if its pricemark is visible, yet only 80% of retailers stock them. Many stores have placed increased importance on value-tier brands, providing them more space on shelf and resulting in a negative impact on the value of the category. Brands like Red Bull actually drive a higher spend per shopper.

There are few categories where pricemarking has yet to make its mark



'They give generous margins'

Stuart Graham
Convenience and impulse director at Pladis



We recently announced an exclusive launch for the convenience channel – an 89p pricemarked everyday biscuit range. This launch has received fantastic and welcoming feedback from retailers and wholesalers as they offer great value with an improved cash and percentage margin opportunity for both. We have more than 40 brands available in pricemarked packs. They are and will remain an important part of our growth strategy in convenience, making prices visible to shoppers plays a huge role in driving sales in a convenience store. ●

'It leads to additional sales'

Graham Breed
Marketing director, Princes

Many of our pricemarked products can lead to sales in other areas through sales of products for occasional and top-up missions – for breakfast, for example, a canned fruit pricemarked tin may be bought with yogurt or a pricemarked can of beans may be bought with eggs and bread. Opportunities like this can drive sales for retailers, so complementary products should be displayed together off-shelf to stimulate sales. Pricemarking helps to encourage trial and, when customers believe in the product, ultimately this results in brand loyalty.



Making prices visible to shoppers plays a huge role in driving sales in a c-store

Nestlé®



*Helping you on your way
to cereal success*

**£2.50 VOUCHER
OFF A CASE OF
SHREDDED WHEAT**



£2.50 off your next purchase

of Shredded Wheat PMP (5 x 16 biscuit) or Shredded Wheat (8 x 16 biscuit)

Consumer terms and conditions: This coupon is worth £2.50 towards your next purchase of Shredded Wheat PMP (5 x 16 biscuit) or Shredded Wheat (8 x 16 biscuit). It may not be used against the purchase of any other product as this would constitute a breach of the terms of this offer. It cannot be used online or in conjunction with any other offer. Only 1 coupon per purchase. Subject to availability. Offer applies in UK only. Acceptance is at the discretion of the retailer. Void if reproduced, altered or expired.

Retailer terms & conditions: This coupon will be redeemed at its face value only if received by the Cereal Partners Redemption Centre, PO Box 55, Uckfield, East Sussex, TN22 1PJ provided that a) it has been accepted against a normal retail sale to the consumer for Shredded Wheat PMP (5 x 16 biscuit) or Shredded Wheat (8 x 16 biscuit) b) the consumer terms & conditions have been enforced and c) you have reasonable proof of your purchase, which may be called for by Cereal Partners UK.

VALID UNTIL 16/06/2017

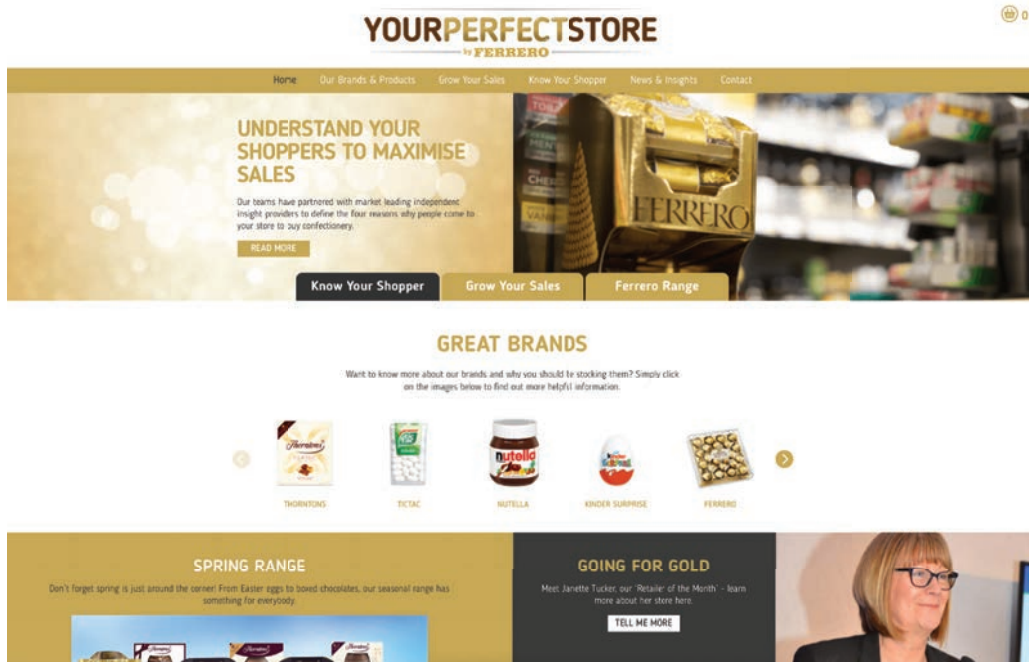


**BOOK YOUR FREE CATEGORY RELAY ONLINE
NOW AT WWW.CEREALSUCCESS.CO.UK**



© Reg. Trademark of Société des Produits Nestlé S.A. Reducing consumption of saturated fat contributes to the maintenance of normal blood cholesterol levels. Shredded Wheat is low in saturated fat. Enjoy as part of a balanced diet and healthy lifestyle.

TEST THE TOOLS **FERRERO**



RETAILER Q&A

Pardip Kumar

Kings Ride Supermarket, Penn

How easy was the site to use?

I found it incredibly stress-free to use and it was really well laid out. I could reach key information such as shopper missions, display options, product and category information really quickly. You can immediately sense the site has been created with real consideration for busy retailers who want digestible information quickly. It helps that it works on mobile phones too.



What did you learn from it?

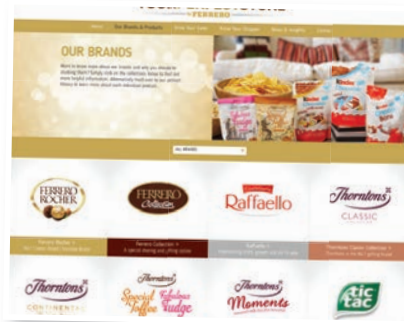
What I especially like is its impartiality. It really helped me to look at the effectiveness of my entire confectionery fixture. There is lots of information on optimising pricing and how to make the most of products in-store.

What will you do next to implement what you have learned?

It was interesting to see what else Ferrero is doing with the latest news stories and I will check back on these regularly. Retailers can definitely benefit from going onto the site regularly to ensure their store is reaching its true potential within the confectionery category.



Ferrero's new website, **yourperfectstore.co.uk**, promises to provide whole-category guidance for retailers – tailored to their store type and location. With downloadable and requestable information, it aims to be a hub for category insight



Your Perfect Store

Five reasons yourperfectstore.co.uk will help you grow your sales

Levi Boorer
customer development director, Ferrero



It has been built with retailer research and insight at its heart to provide category advice and news



The site has been mobile-optimised to allow retailers to access it anywhere while they are on-the-go



It will be regularly updated with industry and brand news, blogs and calendar events for retailers



Interactive planograms and ideal stock lists to help retailers grow sales are key features of the site



Retailers can request free display options from our catalogue and get advice on shopper missions

visit **yourperfectstore.co.uk**



GROW YOUR SALES



download planograms & request free display

KNOW YOUR SHOPPER



built with retailer insight at its heart

KEEP UP TO DATE



regular industry news, insights & calendar events

For all your confectionery needs
and much more visit...

YOURPERFECTSTORE
by **FERRERO**

FOLLOW US @FerreroYPS

BREAD

Make baking takings rise

Bread is at the core of so many Britons' diets that the opportunities for retailers to grow their profits is huge. Toby Hill speaks to great retailers and major suppliers to find out how it's done

Whatever trends come and go, whichever legislation or additional tax is cutting into your margin, there is one category which will always be fundamental to a convenience store's range: bread.

"Bread is a vital ingredient in the shop and the first thing people see on the shelf," says Marc Jones, owner of Hoffnant Stores in south-west Wales. "People like choice, so getting the range right is fundamental - wholegrain and white, small and large, protein loaves,

gluten-free, weight-watchers, everyone has their preference."

But even here, changes are afoot. "As a society, we are experiencing an increase in smaller households," says Edward Milner, head of category development at Hovis Limited. "Shoppers are looking for loaves that meet the amount of bread they need without compromising on taste and quality." Here, RN speaks to retailers and suppliers about the latest best practice and developments in this quintessential category.



Retailers like Baz Jethwa, pictured, know the importance of good management of breads

Get your range right

Croissants and breakfast bits

Jacqui Bailey
Spar London Road,
Boston



Mornings are a peak time of day for us, so we make sure we have a good range to cater to that. When it comes to our breakfast range this includes plain, almond and chocolate croissants.

International breads

Jimmy Patel
Jimmy's Store,
Northampton



Stocking Polish bread brings in lots of new customers and gives us a point of difference from the multiples. From day one we've kept the price reasonable: we knew it was more about driving footfall and overall basket spend than making a big margin.

Premium products

David Hiscutt
Westham Road Londis,
Weymouth



We've expanded into premium branded products, such as Warburtons' 400g Honey Wheat and a range of premium white loaves. It doesn't sell in vast volumes, but it helps us push up turnover and cater to more customers.

Gluten-free

Dave Hiscutt
Westham Road
Londis



We stock some of Warburtons' gluten-free range. White bread is usually the bestseller, but with gluten-free I sell three loaves of brown and three loaves of seeded to one loaf of white. It's a different type of customer: for many people, going gluten-free is a health choice, so they go for brown or seeded.

New lines

Bob Sykes
Denmore Stores,
Rhyl



There's always new stuff coming out and Warburtons' toasted pockets are very popular right now. New products often die a quick death, so we keep an eye on sales and discontinue lines when they fall off. Warburtons' Giant Crumpets remain popular.

Taking risks

Jacqui Bailey
Spar London Road,
Boston



Wastage can put people off trying new lines, but you have to see it as an investment. It can be demoralising to launch a new product and find yourself throwing it in the bin at the end of the day. But people are creatures of habit, and you have to give them a chance to try something new.



Major brands are focusing on innovation to grow sales

Get your pricing right

Promoting standard lines

Dave Hiscutt
Westham Road
Londis



Bread is a very competitive item so you have to be careful with price. We always buy pricemarked Warburtons, and we run the standard Kingsmill on a long-term £1 promotion. It helps the bread sell and creates the right impression for the rest of the store.

Promoting new lines

Jacqui Bailey
Spar London Road,
Boston



Promotions are particularly important if you're trying something new. We'll often use tastings to entice people. Placement works too - putting a product under people's noses on the counter, well-priced, tends to make it sell.

Meeting local needs

Bob Sykes
Denmore Stores,
Rhyl



We've noticed small loaves are very important here, as we have a lot of pensioners who live on their own. So we now have 12 different varieties of small loaves, and sell them on a two-for-£1 promotion, which is very popular.

Bread is an important area where customers make a judgement of the whole store



Get your merchandising right

Point of Sale

David Lewis
Spar Crescent Stores,
Witney



Bread is an important area where customers make a judgement of the whole store. We use PoS material to highlight the category, some of which we get from Spar and some we make on our own, promoting low prices, new lines and local products, such as our 10-in-a-bag rolls from a local baker.

Timed displays

Jacqui Bailey
Spar London Road,
Boston



We have a display stand by our counter that we change according to the time of day. In the morning, we fill it with breakfast-related items, such as our range of croissants. Later on this becomes filled with general snacks or lunch-time items.

Tackling competition

Julie Duhra
Premier Jules
Convenience Store,
Telford



Our bread sales have been squeezed as both Greggs and Lidl have opened nearby. We're currently working on strategies to fight back: we're bringing in a coffee machine and will tie in price promotions on croissants when it arrives, while Booker is coming in to provide advice on merchandising bread. ●

SUPPLIER TOP TIPS FOR BOOSTING SALES

David Tittensor
Category and insights director,
Warburtons

Maintain freshness

To maintain the freshness of bread and bakery products, retailers should keep them away from cold or chilly areas and instead display them in a place where the temperature is around 22°C/72°F.

Use special displays for seasonal sales opportunities

Use PoS and in-store theatre to maximise seasonal opportunities where wrapped bakery products play a key role, such as Easter for hot cross bun loaf and rolls for picnics and BBQs.

Edward Milne
Head of category development,
Hovis

Create natural-looking fixtures

Using alternative materials such as chalk blackboards and wooden edging to shelves creates a fresh and natural appearance for your bread display, making it more appealing to shoppers.

Merchandise different loaves on different levels

Merchandise white loaves on the lower shelves, wholemeal loaves in the middle, and bread with bits at eye-level. This demonstrates choice and range and directs shopper attention to the highest value products.

THIS WEEK IN MAGAZINES



Va Va Voom!

AUTOSPORT TITLE HAS A WINNING FORMULA

It's all change in the glamorous, fast-paced world of Formula 1, and this relaunch is in pole position to achieve maximum sales for you

AUTOSPORT Media UK has relaunched F1 Racing magazine on thicker, higher quality paper, with a fresh design and new content. The new-look issue offers a preview to the new season of F1, which itself is facing the dawning of a new era following its takeover by the Liberty Media Group. Cover stars are Red Bull teammates Max Verstappen and Daniel Ricciardo, and an interview with Lewis Hamilton is also included as well as an in-depth guide to the 2017 teams. Autosport Media says sales at least double for the season preview and predicts sales could be more than 250% higher than average with the relaunch.



F1 RACING
On sale 16 March
Price £4.99
Frequency monthly
Distributor Seymour
Display with
Autosport, Motorsport
News, Motor Sport

Round up



Jennifer Hardwick

Magazines reporter

jennifer.hardwick@newtrade.co.uk

THE DONALD CAN'T TRUMP THE MEDIA

Over on the other side of the Atlantic, the media is continuing to benefit from the country's new outspoken president.

Mr Trump is ploughing on with his war on the media and recently banned the New York Times and the Washington Post from a regular briefing.

But as the New York Times' editor said in a subsequent CNN interview, sales of the title are on the rise and the newsroom is recruiting.

By demonising the press, Trump has actually made its role clearer to the public. While politicians here are not waging such a war on the mainstream media, there is a growing awareness of the importance of the free press and its role in scrutinising our leaders.

At the moment, the UK industry is slightly holding its breath to see whether the strong gains made by current affairs titles like Private Eye, The Week and New Statesman can continue as headlines on Brexit become less frequent.

The question is whether the titles have attracted new readers for life or whether they are only going to be called on in times of political turmoil.

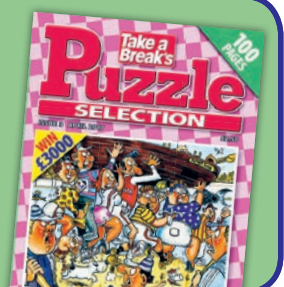
However, as one distributor mentioned to me this week, we might not have long to wait for more of that if a second referendum on Scottish independence goes ahead. He recalled that the last one in 2014 triggered big boosts in sales across Scotland and the rest of the UK, as readers sought to gain a full understanding of all the debates and implications involved. He conceded that people are more well-versed in referendums these days, but still predicted another uplift if a vote goes ahead.

What is certain is any reminder of the importance of quality journalism can only be a good thing for magazine sales, so let's hope interest in Trump's antics remain high on this side of the pond.

Puzzle
SELECTION

Issue 3 on sale
16 March

A TOP-SELLING
SELECTION OF
ALL-COLOUR PUZZLES





BELLA

This week's issue of Bella comes with a free Revlon mascara worth £9.99. There are also cook book recipes from WeightWatchers, plus a feature on actress Lisa Riley's post-op body. Publisher Bauer Media says this issue is expected to drive a 15% uplift in sales and has advised front-of-fixturing to maximise interest.



On sale out now
Price 95p
Frequency weekly
Distributor Frontline
Display with Best, Woman, Woman's Own



FUN TO LEARN FRIENDS

Aimed at girls and boys aged between three and seven, this title includes stories and activities based around popular children's characters including Paw Patrol, Peppa Pig, PJ Masks and The Gruffalo. This issue includes a Ben and Holly sticker activity, the opportunity to win toys from Thomas and PJ Masks and an Elmer the Elephant bedtime story. The issue comes covermounted with a pirate set.



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



JAMIE MAGAZINE

This is the relaunch issue of Jamie Magazine, with plenty of new recipes featured that can't be found elsewhere. Jamie Oliver will also be personally promoting the relaunch issue with a Facebook live post showing off the edition and encouraging his six million followers to buy it. Content includes features on must-have homeware and food trends, as well as easy everyday meals and citrus desserts.



On sale out now
Price £3.99
Frequency monthly
Distributor Comag
Display with BBC Good Food, Delicious



COUNTRY LIVING

According to publisher Hearst, the April issue is one of Country Living's biggest editions of the year. This one comes with a free craft supplement. Other features include ideas for readers on how to keep their own hens and grow their own vegetables at home, as well as paint projects to transform rooms, colourful planting plans and seasonal ideas for bulbs and blossoms.



On sale out now
Price £4.30
Frequency monthly
Distributor Comag
Display with Good Housekeeping, House & Garden



SHOWCASE: HOT WHEELS

Showcase magazine features a different brand each month and this month is Hot Wheels' turn. The issue features activities, puzzles, car tech specs, mini-posters and a Hot Wheels comic strip. The issue comes with a die-cast Hot Wheels vehicle collectable.



On sale out now
Price £3.99
Frequency monthly
Distributor Seymour
Display with Disney Cars, Lego Ninjago



Bestsellers

News & Current Affairs

| Title | On sale date | In stock |
|--------------------------------|--------------|--------------------------|
| 1 Private Eye | 22/03 | <input type="checkbox"/> |
| 2 The Economist | 11/03 | <input type="checkbox"/> |
| 3 The Week | 17/03 | <input type="checkbox"/> |
| 4 The Weekly News | 11/03 | <input type="checkbox"/> |
| 5 The Spectator | 11/03 | <input type="checkbox"/> |
| 6 New Statesman | 17/03 | <input type="checkbox"/> |
| 7 National Geographic | 31/03 | <input type="checkbox"/> |
| 8 The New Yorker | 13/03 | <input type="checkbox"/> |
| 9 Newsweek | 17/03 | <input type="checkbox"/> |
| 10 The Oldie | 30/03 | <input type="checkbox"/> |
| 11 Monocle | 23/03 | <input type="checkbox"/> |
| 12 Time | 13/03 | <input type="checkbox"/> |
| 13 Guardian Weekly | 17/03 | <input type="checkbox"/> |
| 14 Prospect | 16/03 | <input type="checkbox"/> |
| 15 The Week Junior | 17/03 | <input type="checkbox"/> |
| 16 National Geographic Special | 07/04 | <input type="checkbox"/> |
| 17 Foreign Affairs | 12/05 | <input type="checkbox"/> |
| 18 Newsweek Special | n/a | <input type="checkbox"/> |
| 19 Standpoint | 30/03 | <input type="checkbox"/> |
| 20 The New Internationalist | 23/03 | <input type="checkbox"/> |

Data from independent stores supplied by **SmithsNews**



BRAND NEW!

Disney BEAUTY AND THE BEAST

ON SALE NOW!

STICKER COLLECTION

STARTER PACK £2.99

STICKER PACKET 50P

FANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



MY LITTLE PONY COLOURING ADVENTURES

This is the second issue of Eaglemoss Collections' new magazine, with the publisher saying the title is off to a great start. Every issue comes with a new story colouring book plus free art items to build a stationery collection, with this issue including colouring pencils, patterned tape and a My Little Pony stationery box.



FREE GIFT

On sale out now
Frequency weekly
Price £3.99
Distributor Comag
Display with My Little Pony, Girl Talk



MOJO '60s

The latest quarterly spin-off version of Mojo remembering the 1960s covers The Who's iconic drummer Keith Moon and is filled with interviews, photographs and more. Billed as a must-have for all Who fans, publisher Bauer Media says the exclusive content will attract customers and is expecting the issue to make more than £35,900 RSV nationally.



SPECIAL

On sale out now
Frequency quarterly
Price £7.99
Distributor Frontline
Display with Mojo, Q, Record Collector



WOMAN & HOME FASHION

The spring/summer issue of this special edition of Woman & Home focuses on all things fashion, revealing the latest trends to suit all shapes, sizes and budgets. With a 12-week on-sale period, the issue celebrates this season's must-have pieces. It aims to cover every look from dressing for special occasions to what to wear for work and how to look good in the gym.



SPECIAL

On sale 16 March
Frequency bi-annual
Price £4.99
Distributor Marketforce
Display with Woman & Home, Good Housekeeping



DOCTOR WHO MAGAZINE

This month's issue includes a special tribute to actor and former Doctor, John Hurt, with contributions from many of the people who worked with him, including David Tennant. Elsewhere, writer Richard Curtis is interviewed about his Doctor Who work and showrunner Steven Moffat answers readers' questions. Features include a look at how Sydney Newman tried to reinvent the series in the 1980s.



SPECIAL

On sale out now
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Doctor Who Complete History, Empire



MARIE CLAIRE

This issue is covermounted with a free Elemis Pro-Collagen Marine Cream, worth £28. The issue has a focus on beauty with 67 game-changing products for the spring season. The winners of Marie Claire's prestigious annual Prix D'Excellence de la Beauté Awards are revealed and there's an interview with Homeland actress Claire Danes.



FREE GIFT

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



Industry viewpoint Jai Patel

Regents News, London

I have noticed a lot of people will pay more for titles that are high-quality and don't contain any adverts, like Cereal, which is a travel and culture magazine. People are willing to pay extra because they know it's not going to be full of adverts and will have good content on every page. If someone comes in and asks for something I haven't got I go on SNapp and try to order it. It's really hard to have all the titles because people come and ask for so many different things.

We have increased the number of magazines we have over the years, but of course you can only do what you can with the space you have.

With the high-end hardback titles, in particular, people like to come in and hold them because if you try to order them online you can't see all the pictures and you don't really know what you're going to get.

We are lucky because we still do a lot of newspaper deliveries to offices nearby in Charing Cross Road and Great Portland Street.

When we started, it was something we pushed a lot and put out fliers for, but now I wouldn't particularly want to attract more business because it can be very inconsistent with people suddenly stopping their subscriptions.

All the orders are very different, with some getting the full Monday to Sunday bundle and some just getting certain newspapers for certain days.

The PR companies tend to want every title every day, but the fashion companies, for example, tend to just want the weekend ones because they want the supplements.

Top tip
 You need to know what customers you have nearby. We do well with fashion, design and art titles because of where we are located.

Match Attax Extra
Premier League

ON SALE
16TH MARCH!

STARTER PACK
£4.99

PACKET
£1.00

NEW COLLECTABLES AVAILABLE FROM

TM & © Topps Europe Limited 2007
© 2016 The Premier League

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

Partworks

| Title | No | Pts | £ |
|-----------------------------------|-----|-----|-------|
| Amercom UK | | | |
| Ships of War | 12 | 40 | 11.99 |
| DeAgostini | | | |
| Build the Ford Mustang | 62 | 100 | 8.99 |
| Build your own R2-D2 | 10 | 100 | 8.99 |
| Enhancing your mind, body, spirit | 10 | 120 | 3.99 |
| Jazz at 33 and third RPM | 31 | 70 | 14.99 |
| Simply Stylish Knitting | 63 | 90 | 3.99 |
| Star Wars Helmet Coll'n | 31 | 60 | 9.99 |
| The Beatles Vinyl Collection | 1 | 23 | 9.99 |
| Zippo Collection | 40 | 60 | 19.99 |
| Eagleless | | | |
| Build A Solar System | 82 | 104 | 7.99 |
| DC Comics Graphic Novel | 41 | 60 | 9.99 |
| Doctor Who Figurines | 93 | 120 | 8.99 |
| Marvel Fact Files | 208 | 200 | 3.99 |
| Military Watches | 80 | 80 | 9.99 |
| Star Trek Ships | 93 | 95 | 10.99 |

Collectables

| Title | No | Pts | £ |
|--|-----|-----|------|
| Hachette | | | |
| Art of Crochet | 81 | 120 | 2.99 |
| Art of Knitting | 112 | 90 | 2.99 |
| Art of Quilting | 63 | 90 | 3.99 |
| Art Therapy | 104 | 120 | 2.99 |
| Art Therapy 50 Mindful Patterns | 12 | 80 | 4.99 |
| Assassins Creed: the official collection | 2 | 80 | 2.99 |
| Build the U96 | 133 | 150 | 5.99 |
| Dr Who Complete History | 40 | 80 | 9.99 |
| Draw The Marvel Way | 32 | 100 | 4.99 |
| Judge Dredd Mega Collection | 57 | 80 | 9.99 |
| Marvel's Mightiest Heroes | 84 | 100 | 9.99 |
| Warhammer | 14 | 80 | 9.99 |
| RBA Collectables | | | |
| Real Life Bugs & Insects | 29 | 60 | 0.99 |
| Panini | | | |
| F1 Collection | 25 | 60 | 9.99 |

| Title | Starter | Cards |
|--|---------|-------|
| Panini | | |
| 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 | 4.99 | 1.00 |
| FIFA 365 Trading Cards | 4.99 | 1.00 |
| Football 2017 collection | 2.99 | 0.50 |
| Frozen Northern Lights Sticker Collection | 2.99 | 0.50 |
| Frozen 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 | 2.99 | 0.50 |
| Beauty & the Beast Sticker Collection | 2.99 | 0.50 |
| Magic Box | | |
| Zomlings Series 5 | | 0.50 |
| Star Monsters | | 1.00 |

| Title | Starter | Cards |
|---|---------|-------|
| Topps | | |
| 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 |
| DeAgostini | | |
| Magiki Mermaids | | 2.50 |
| Frogs & Co | | 1.99 |

Newspapers

| Daily newspapers | price/margin | pence/margin % |
|--------------------|--------------|----------------|
| Sun | 50p 11.15p | 22.3% |
| Mirror | 65p 14.5p | 22.3% |
| Mirror (Scotland) | 70p 15.61p | 22.3% |
| Daily Record | 65p 14.3p | 22% |
| Daily Star | 30p 7.26p | 24.2% |
| Daily Mail | 65p 14.5p | 22.308% |
| 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 21p | 21% |
| Mirror (Scotland) | £1 21p | 21% |
| 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% |

Weight Watchers 4-5 March

| | Total weight | Supplements weight | Ad inserts weight | Number of Inserts | Heaviest ad insert |
|------------------|--------------|--------------------|-------------------|-------------------|--------------------|
| Sunday Times | 1,430g | 835g | 325g | 3 | 170g |
| Daily Telegraph | 1,085g | 740g | 70g | 3 | 40g |
| The Sun | 450g | 165g | 40g | 2 | 30g |
| The Times | 430g | 430g | 0g | 0 | - |
| Daily Mail | 415g | 245g | 170g | 6 | 55g |
| Sun on Sunday | 355g | 110g | 30g | 2 | 20g |
| Sunday Telegraph | 340g | 330g | 10g | 1 | 10g |
| Mail on Sunday | 335g | 295g | 40g | 3 | 20g |

Scale of third-party advertising insert payments

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

* By negotiation

Insertion payment guide

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

STOCKTAKING

Professional Stocktaking Services!!

Stocktakers To Independent:

- Retailers/Wholesalers
- Specialists In C.T.N.
- Grocery Stores
- Off Licence
- DIY Stores
- Forecourts



Nikhar Limited

For Competitive Rates And Professional Service Call Now On ...

020 8360 2491

Fax: 020 8360 6348

www.nikharstocktaking.co.uk Email: Nina@nikhar.freestore.co.uk
H/O: 13 Green Moor Link, London N21 2NN

RN

To advertise in the RN classified section
please contact Khi Johnson:

020 7689 3366

Khi.Johnson@newtrade.co.uk

PHOTOCOPIERS

INCREASE YOUR PROFITS

GENEROUS COMMISSION PAID EACH MONTH

EZEEO COPY PAYS FOR EVERYTHING
PHOTOCOPIER, PAPER, INK & SERVICE



**BLACK & WHITE
COPIES**

**COLOUR
COPIES**

**MOBILE
PRINTING**

**NO INTERNET
CONNECTION
REQUIRED**

RING 01744 766 957

OR EMAIL US AT ADMIN@EZEEO COPY.CO.UK

EXCLUSIVE SUPPLIER TO



AND MANY
INDEPENDENT
STORES

Subject to status. Terms & Conditions apply. VAT Registered No. 343 8633 45 Company Registration No. (England and Wales) 2038240



the international
food & drink event

19 - 22 March 2017 • ExCeL London



Register to attend at www.ife.co.uk



pro@pac

DRINKS SYSTEMS

LOW CUP COST HIGH PROFIT MARGINS



8 DRINK SELECTIONS
CONSISTENT HIGH QUALITY
EASY TO MAINTAIN
EXTREMELY USER-FRIENDLY
QUICK TO DISPENSE
IDEAL FOR SELF-SERVICE
HOT WATER FOR TEA
LARGE & STRONG OPTIONS

**FREE STARTER PACK
& MILLICANO PAVEMENT STAND
FREE DELIVERY & INSTALLATION**

WITH ALL MACHINES ORDERED BY 31ST MARCH 2017

CALL US TODAY
FOR FURTHER DETAILS

0800 44 22 99
01435 860 000



QUOTE: RETAILNEWS

FINANCE

WE WILL INVEST £1K - £100K IN YOUR BUSINESS!

MIN
2
MONTHS

Trading at least two months?

MIN MONTHLY SALES
£3,000

Gross at least £3K monthly?

Immediate access to **working capital!**

Approval within **24 hours!**

YOU QUALIFY. It's that simple.

- ✓ Free application
- ✓ Minimal documentation required
- ✓ Approval in just a few hours
- ✓ No personal guaranty or collateral required - sales based funding

CALL US

0800 368 9695

www.gotcapital.co.uk



BUSINESS FINANCING
MADE SIMPLE



Retailers - have **you** received your **free** AIT pack yet?



- The FREE pack contains:
- 1 Poster
 - 1 Sticker
 - 1 Shelf wobbler
 - 1 Infographic flyer

1 in 8* corner shops face closure as a result of **illegal tobacco.**

Together with the NFRN, we're **fighting back** to help you raise awareness among your customers about the illicit trade!

* Source: Tobacco Retailers Alliance Survey, 2015

Follow @suspect_report

suspect-it-report-it.co.uk



The illicit trade impacts:

- £ income
- 18 youth
- + quality
- communities

Customs Hotline
0800 59 5000
www.hmrc.gov.uk/customs-hotline
 Report illegal cigarette sales and smuggling



Working **together** to fight the illicit trade