

RN

How to get the best out of local suppliers

Working with big, medium and small distributors

FEATURE

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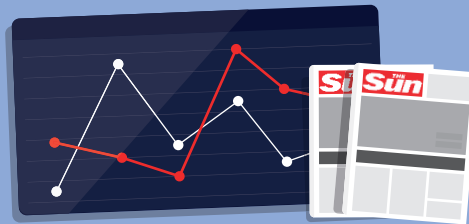
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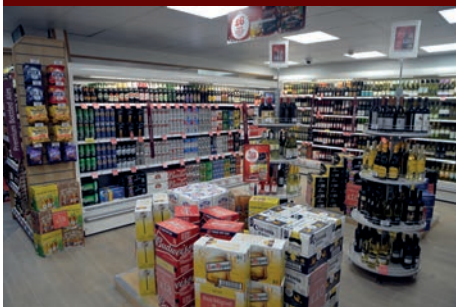
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Shaping the future
of independent retail
since 1889



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“We’ve spent a lot of time using data to understand how people shop”

David Knight, Knights Budgens Page 32

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WELCOME

What I found most fascinating was the store's strategy for growing profits without growing sales



Editor
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020 7689 3378

Every year, everyone at Newtrade works for a shift in one of your stores. It's a great way to experience first hand the things we write about, the challenges you face and how you overcome them. We also always aim to bring back great ideas to share.

Three members of the RN team completed our work experience in the past few weeks.

Last week, RN's product trends reporter Dave Songer spent a day with David Worsfold at Farrants in Cobham. Dave learned how David is encouraging customers to spend more time in store by delivering a great shopping experience and creating a point of difference with interesting new products.

The week before, RN's associate editor Chris Rolfe spent a day at Billy Kinder's Today's Extra in Northampton. She was impressed by Billy's strict store processes, standards and attention to detail, particularly how he optimises the rate of sale of each line he stocks.

I spent my day working with Nick Fraser at Spar Lower Earley in Reading. What I found most fascinating was the store's strategy for growing profits without growing sales, through focusing on efficiency over increasing footfall or basket spend.

Many others will be in the same position as Nick, with high competition limiting growth. He showed that getting more value from staff and managing stock efficiently means it's possible to improve the bottom line from the same level of sales.

You can learn more about Nick's strategy in this week's Store Lookbook, plus plenty of other things we learned from our days working in your stores over the coming weeks.

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Matthew Walwyn sells £120 of local ready meals a week
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BREAKING NEWS

MP hits out at carriage charge hike

Carriage charge rises make the independent sector “less sustainable”, an MP has said, as Menzies announced another hike.

MP Nigel Evans voiced his opposition to the rise as retailers found out they face an average 1.7% increase from 2 April, with the company stating in letters that the rise is “necessary” because of the National Living Wage increase to £7.50 from 1 April.

It comes after Menzies blamed an additional rise in 2016 within six months of its previous rise on increasing wage costs.

Martin Lightfoot, of Londis Solo Convenience in Glasgow, said his charge will rise by 2.15%. “There’s no way we can make that percentage back,” he said.

Linda Sood, of Falcon Convenience Store in Portsmouth, said she will stop selling newspapers if the rises continue.

NFRN chief executive Paul Baxter said: “News wholesalers have to recognise that year-in, year-out increases in carriage charges with no consultation have to stop.”

Menzies said no further review is scheduled until 2018.

CCEP to trial bottle return

Coca-Cola European Partners (CCEP) is to trial a deposit return scheme for drinks containers in Scotland in an attempt to increase recycling and reduce litter.

Research from the drinks manufacturer shows 63% of consumers support the introduction of such a scheme, with 51% more likely to recycle if one were in place. “We expect to publish the results of the review and our new sustainable packaging strategy in the summer,” a CCEP spokesman said.

Business models under scrutiny as competition bites ‘We need staff to do more than before’

Staff taking on more in retailers’ efficiency drive

by Dave Songer

dave.songer@newtrade.co.uk

Retailers are increasing staff responsibilities and store efficiency as part of a review of their business models to combat flat sales.

Nick Fraser, whose family runs six forecourts in Berkshire and Oxfordshire, has been forced to rethink the business model of one store after competition reduced sales by 50%.

“When the shop’s sales are very high you can flood it with staff, get the standard up, try different things,” he said. “Our Lower

Earley store is quite mature and the sales are very consistent. We’ve got to look at ways of operating it at a cost to us that is still giving us a good return.”

This has included giving staff extra responsibilities and reviewing his fresh range. He added when the National Living Wage hourly rate reaches £9, his staff’s skills need to extend beyond the till.

“So we ask could we do less but keep the same sales? The more range you have, the more products you have, the more labour intensive it

is to put out,” he said.

“Everyone who works for us has got to give us more. They’ve got to be better trained, have departments to order on, stock-checking or price-checking.”

Vip Panchmatia told RN he started to give staff more responsibility three months ago at his Hexagon Mace store in Andover, as well as making changes to his food to go offer to increase profitability.

“We need staff to do more than before and have started training for things like taking deliveries and

checking stock. We’re also looking at revamping food to go to see what we can do better to increase margins,” said Mr Panchmatia.

Clive Black, head of research at independent investment group Shore Capital, said the ongoing wage and rate rises made business challenging for smaller businesses, but said they were in a better position than multiple retailers to react. “Many smaller companies are much fitter and more agile,” he said.

● *Store Lookbook* – p6.

Costcutter rolls out second new store



A second Costcutter pilot store has been launched as part of the symbol group’s brand redevelopment to drive sales growth.

Simon Shaw, group director of company-owned stores, said: “This new Leeds store follows the same blueprint as the first store in Darfield, South Yorkshire, however we have used the shopper profile information for this area to adapt the offer to meet

local needs. This store gives us another opportunity to test the Shopper First programme in a slightly different environment.”

Costcutter will collate shopper reaction to the new brand and range initiatives.

A community party was organised to mark the store opening, with members of the Leeds United Ladies football team putting on a skills display and the local vicar cutting the ribbon.





Eat 17 on the expansion trail

Bishop's Stortford is one of a number of places that could become home to an Eat 17 store as the company explores expansion. "I can confirm we are looking at expanding and Bishop's Stortford is one of the sites we're looking at," James Brundle, co-owner of Eat 17, told RN. "Until we gain planning permission I'm unable to say anything else." Eat 17 opened a new Spar store in the Kent seaside town of Whitstable in July last year.

MP wants transitional relief over rates rises

Labour MP Bill Esterson is calling on the government to provide transitional relief to prevent "thousands of businesses falling off a cliff edge". He described the rates revaluation pressures on small businesses as "very wrong".

"Hard working small businesses owners who pay their taxes on time are being clobbered by this," said the shadow minister for business, energy and industrial strategy.

Elfed Roberts, owner of two Spar stores in Wales, is appealing his rates which are set to double from £15,000 to £30,000 in both stores.

"I might be able to cut hours rather than people but £30,000 is two full-time members of staff," he said.

"My businesses won't be able to survive if I have to make that kind of sacrifice."

Smiths aims for 1,000 more Pass My Parcels

Smiths News is aiming to sign up 1,000 more retailers to its Pass My Parcel delivery service this year, bringing the total to 4,500.

Michael Williams, Smiths' retail channel controller for independents, told the NFRN's national council meeting last week 750,000 parcels were delivered through the service last year, but that figure would be "smashed" this year.

He said several new brands would be starting to use the service in the next three months, with Amazon returns recently becoming available.

● Full NFRN national council report - p22.

Manufacturers' reassurance to wholesale as EUTPD II nears 'They will come in and replace it'

Wholesalers: suppliers will take branded stock

by Gurpreet Samrai

gurpreet.samrai@newtrade.co.uk

Tobacco manufacturers will step in to ensure retailers are not left with non-compliant stock as EUTPD II takes effect, according to wholesalers.

RN spoke to a number of wholesalers this week who said they still have supplies of pricemarked packs, 10s, 17s, 18s, 19s and branded packs, all of which will be banned from sale from 20 May. They said they expect them to be available "until very close to the cut-off period".

Some wholesalers added,

while they will not take any stock back, they have been told tobacco suppliers will do so after the May deadline.

"The tobacco suppliers will themselves take back any branded packs after the May cut-off," Naem Khaliq, Day-Today symbol group controller at United Wholesale Scotland, told RN. "They have teams of people calling on retailers and they are notifying them as to the process. They are saying if they have any branded stock left to call their local rep and they will come in and replace it."

Richard Booth, director of trading, tobacco and category management at Bestway Wholesale, added: "Tobacco manufacturers tell us they are taking back stock directly from retailers."

Rotherham retailer Maqsood Akhtar said he is keen to keep selling non-EUTPD II-compliant stock until the deadline and has been assured by two manufacturers they will change any unsold stock. He added while some lines are disappearing, he has started to see multipacks at cash and carries which JTI has said retailers can sell

individually.

"I have seen them on sale in supermarkets before, but not at my cash and carry. My JTI rep gave us an official letter and says they can be sold separately, but you always get the odd customer who says 'you can't do that'," he said.

Meanwhile, JTI and Imperial Tobacco both told RN they are continuing to focus on the management of stock.

"We anticipate that with accurate stock management, the issue of branded stock post 20 May should be alleviated," a JTI spokesman said.

Camelot to launch indies charm offensive

Camelot has confirmed it is working on new plans to engage with independent retailers.

"We're currently working on a number of different plans to engage with our retailers - forging closer links with the NFRN and also developing various initiatives for independents more widely,"

a spokeswoman for the company said.

The National Lottery provider's pledge comes after Margaret McCloskey, NFRN head of operations, said field staff will be trained by Camelot to help retailers deal with issues they encounter, at the federation's national council meeting last week.

"In the last quarter we have developed a much more positive dialogue with Camelot following its admission that perhaps it went too far in terms of changes," said Mrs McCloskey.

It comes after Camelot national sales manager Henry Chambers told RN in October the company need-

ed to "do more and quickly" for retailers, following months of complaints over issues including scratch-card shortages and difficulties accessing the customer service helpline, as well as the high costs involved.

NFRN staff will be receiving training from the company at the end of April.

STORE LOOKBOOK



Nick Fraser is changing his trends offer after analysing sales data

It pays to be efficient

What do you do when you know a store's footfall isn't going to go up? Double down on improving efficiency and staff productivity, says forecourt owner Nick Fraser.

Chris Gamm reports

How do you make “yesterday's forecourt” work for today, when intense competition means there's little chance of increasing either basket spend or footfall?

This is the challenge faced by Nick Fraser, whose family run six forecourts – three Budgens and three Spars – around Berkshire and Oxfordshire.

Five of them are what he calls “today's forecourts” – shops with pumps, a dozen parking spaces and the dominant store in a large catchment area.

The sixth, this store – Spar Lower Earley on the outskirts of Reading – is the group's “challenging store”.

“It's down to competition,” says retail director Nick, who has worked in the business for 17 years. “My family have owned this site for 21 years. When we opened it was just competing with Asda.

“Now there's an M&S Simply Food, a Sainsbury's Local and an Iceland and we're 50% less busy. We can't compete with M&S's offer or Asda's pricing, so it's a more difficult scenario.”

The store turns over £25,000 a week excluding fuel and Subway, with an average basket spend of £4, significantly lower than the group's other stores. However, instead of innovation and growing footfall, the Frasers are focused on efficiencies at Spar Lower Earley.

“It is quite a mature store now and the sales are very consistent. You can do well with good fuel sales and medium shop sales. You just have to run it with a different model. We've just got to look at ways of operating it at a cost where it is still giving us a good return.

“So we ask could we do less but keep the same sales? The more range you have, the more products you have, the more labour intensive it is to put out.”

Nick is reevaluating the fresh offer that's been in place for two years.

“For the sales and fresh mix, there's too much shelf space. It means wastage is high and you end up giving customers short dates, so we're going to change the offer.”

With the National Living Wage driving up staff costs, Nick is also looking to get maximum value from staff.

“When people are earning £9 an hour, they can't just be on the till. Everyone who works for us has got to give us more. They've got to be better trained, have departments to order on, stock-checking or price-checking. It can't be all the responsibility of the person paid £1 an hour more.”

Nick's grandfather Bob started the business in 1954 with a Shell site in Rowstock, outside Didcot. His sons Robert and Hugh joined him in the business and were Shell licensees for 20 years, before buying their first site in the mid-1970s.

“The managers of all the stores get a copy of RN in their office. I encourage them to learn about the trade.” **NICK FRASER**



The Fraser Group's Platinum Loyalty Club has more than 10,000 members



“When people are earning £9 an hour, they can't just be on the till”

INFORMATION

Location

Spar Lower Earley, Reading, RG6 5HJ

Size

1,800sq ft

Turnover

£25,000 on retail plus £4,000 on Subway a week

Average basket spend

£4

Key categories

Subway, Costa coffee, snacks, CTN



STORE LOOKBOOK

Today, Nick's father Robert and uncle Hugh are joint managing directors and cousin Jonathan is shop development manager.

"My grandfather was a bit of a pioneer. He used to be on the old A34 and had a café with fruit and veg out the front. He tried to be an entrepreneur with the shops."

The next generation is keeping up the family entrepreneurial spirit and was the UK's first forecourt to operate a Subway 10 years ago.

The group also runs its own Platinum loyalty card, which it uses to share offers and free products to its 10,550 members. These include 20p off a cup of Costa coffee, a half-price car wash and a 2p per litre saving on fuel on Sundays.

Despite having 63 years of family experience and store processes and 220 staff members, Nick is still keen to learn from his wholesalers Booker and Blakemore. "We're never arrogant to say we know everything. As well as delivering the product, we want a wholesaler to add an element of expertise."

"Musgrave were good at compliance. It sounds a bit controlling, but it made you better retailers. They push you more. There is compliance audits on range and their RSMs come to us and challenge us more. Booker is trying to simplify it, but we've said don't move too far away. It's almost like an extra layer of management, which is important for ensuring a strong future for the store." ●



The Frasers' business was the first in the UK to have an in-store Subway franchise

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RN INTERVIEW

Best-one's strategy for staying top

Best-one is Britain's favourite independent convenience retail group, according to Which? Gurpreet Samrai speaks to two of the men behind this success to learn how it was achieved and what's next for the symbol group



James Hall, group director of symbol

Martin Race, Bestway managing director

When RN sits down to speak to Martin Race, Bestway managing director, and James Hall, group director of symbol, about the secret to their success in the Which? consumer satisfaction survey, there is an air of accomplishment and pride.

"We're getting recognised for the work we're doing. Whether that's chilled, food to go or on best-selling core products, it's great. It's given us an amazing amount of responsibility, and obviously we want to improve on what we're doing. We're constantly looking at our formats, our ranges, our pricing but this has galvanised us that bit more," says Mr Hall.

The symbol group was only pipped to the top spot by M&S Simply Food and Little Waitrose with a score of 64%, just 2% short of second place. So, RN asks, will it be aiming for the top spot next year?

"I'd like to think so, but it's a bit ambitious - they're doing some great stuff. I was in a Waitrose in Farringdon and it's a great little store. You've got everything we're talking about in there in terms of shopper missions - food to go, coffee, a small restaurant," says Mr Hall.

So what is next for Best-one? Like a number of its competitors' food to go and meals for tonight are key focuses for the symbol going forward. The bosses reveal the group is developing its freshly-made food offer with the launch of a new food to go-focused trial store in Clapham this week, as well as adding dedicated sections in around 30 existing stores with the aim of rolling it out to as many stores as possible.

"We're working on the basis if you keep people in-store they're going to spend 40% more. It follows our theme of the 'Store of the future 2020', which is basically our convenience format store, but we're putting in more food to go and seating so consumers stay in-store for longer," says Mr Hall.

While, in the past, it may have been a numbers game for many of the symbols, Mr Hall verifies what recent figures have shown, stating its focus is firmly on driving forward its retailers and delivering a higher standard.

"We currently have 1,337 stores. Are we looking for more numbers? Not necessarily. Are we looking for better retailers? Yes," he says.

Meanwhile, Mr Race revealed the company is also working on its digital proposition, developing its website and app. While not ready

Interview by **Gurpreet Samrai**
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Best-one's new food to go-focused store in Clapham shows where Bestway sees its future

to give away too much, he says new features are set to be launched in the summer, which will lead it "further away from the competition", while also hinting at the possibility of a consumer-facing website.

But these aren't the only areas Bestway is investing in. With challenges from the National Living Wage and increasing prices to plain packaging and mandatory hygiene ratings coming into force, retailers are looking for more support from their symbol groups and wholesalers. These are challenges the bosses say they are looking at from both a retail and wholesale perspective. One way it is doing this, Mr Hall says, is through having "heavily invested" in its field force.

"We now have business development executives and sales reps, so each Best-one store gets two visits a month. One visit is from sales, which involves talking about promotions, category management, compliance, then the business development executive is talking about how we move your business forward in terms of development, things like shopping needs and putting in food to go," Mr Hall says.

On the wholesale side, meanwhile, the group is extending this support through offering single picks on

“We’re working on the basis if you keep people in-store they’re going to spend 40% more

chilled, its rewards and investment schemes, he says.

"The National Living Wage rises significantly again in April. We don't know what the results of the business rates debate will be, some will win and some will lose out. So, it's really about trying to be smarter, working for less and making sure their productivity is efficient and that's one of the complications when you are introducing higher managed areas like food to go and fresh, although they will be getting higher margins on them. We understand retailers are under pressure and we are doing all we can to make sure they get that return so we want compliance back from them," he says.

However, these aren't the only challenges afoot, with the grocery industry in a state of limbo as the sector's biggest deal in recent history – the Booker-Tesco merger – plays out. In agreement with other senior industry figures RN has spoken to since the news broke, Mr Race says it's "highly likely" there will be further consolidation in the sector. However, he refuses to comment on rumoured talks between Bestway and Nisa last year.

Talking about the Booker-Tesco merger, he says: "The issue at the minute is nobody knows what's

going to happen. Everybody's talking about it, suppliers, wholesalers, but until we actually see some details it's very difficult. What I would say, though, is independent stores have treated Tesco as the nemesis for many years so we'll just have to wait and see how that goes."

With the multiples making a play for a larger share of the convenience market, while symbols fight back by upping their game, Bestway remains confident it can grow and develop Best-one to retain its position in the UK's top three convenience store groups.

"There's some good work going on out there and I think you've got to take the best of what's happening. Spar is great on food to go and it's good on chilled. We've got to emulate that, we've got to be as good as that. If you take Budgens – it's good on range, so you've got to take the best out of all of them and say that's the consumer offering that we're going to be putting in front of our retailers," says Mr Hall.

"We still have a lot more work to do, particularly in the value format, but what the Which? report said to me is whatever we're doing, it is getting noticed and being enjoyed by consumers. That's just given us a shot in the arm to move it on." ●

SYMBOL NEWS

Margin up for McColl's

McColl's has reported double-digit like-for-like growth with 30 new food to go sections rolled out across its portfolio and an increase in margin driven by a growing convenience mix.

Twelve-month trading results for the period ending 27 November show, it completed 59 food and wine conversions from former newsagents, 20 of the 298 acquired Co-op stores are now trading as McColl's and 58 new convenience stores were opened. McColl's now has a total of 1,001 c-stores.

Fresh and food to go saw a 0.7% uplift in margin and a further 12 Subway franchises have been introduced.

Despite like-for-like sales being down 1.9%, the retail group has reported its total revenue is up 1.9%.

Zapper app trial adds 35% to basket spend

Stores trialling the Zapper app have seen a 35% increase in average basket spend with the technology now set to be rolled out across 3,000 c-stores this year.

A further 14 Nisa stores across the country have signed up for the customer-facing app, which boasts more than 1,000 unique users, since it launched in a Peterborough-based Nisa store at the end of Novem-

ber last year.

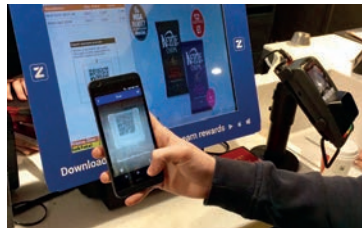
Jonathan Rons, founder of the app, said: "It was

very evident early on through key measurable the app was a success.

Over a six-week period we saw an increase in the average

basket spend and footfall to store."

The app works by offering a mobile payment service, a voucher and reward system and offers the ability for both retailers and brands to communi-



cate directly with shoppers by way of rewards.

"So far we have Booker, P&H, Spar and Bestway all on board, and we're working with the NFRN to get unaffiliated stores involved," said Mr Rons. "It's exciting stuff."

Zapper has recently signed a deal with Coca-Cola which will mean shoppers will be able to access promotions on its soft drinks.

Bidding war over closed sites as interest intensifies 'These locations are ready to go'

Retailers lead the drive to snap up ex-forecourts

by **Charlie Faulkner**

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A bidding war over closed forecourt sites demonstrates the whole industry is beginning to recognise the opportunity these sites offer, a business property specialist has told RN.

The strength of offers put forward for four forecourt sites, formerly owned by High Noon Stores, despite the businesses no longer trading, is a sign of a "real appetite for forecourts", according to Dave Morris, senior agent at Christie & Co's, which facilitated the completion.

"There's been a huge amount of interest," said Mr Morris. "There were strong offers brought forward by some of the largest companies in the country, we're talking the top five, to a one man band just after a single site - it was a real range of interested parties."

Euro Garages, which was successful in acquiring four former High Noon Stores sites in January just before the convenience retailer went into administration, was the winning bidder of the latest four Wales-based leasehold petrol forecourt

sites. "For the past five or six years convenience retailing has really taken off," said Mr Morris.

"If you go to a convenience store it doesn't matter if you spend an extra 20p because you're paying for the convenience."

"This is magnified when you go to a forecourt store because you're able to buy fuel as well and there's parking facilities."

He believes private equity firms and banks are also acknowledging the opportunities and are more prepared to invest money in forecourt business ventures.

"It's very difficult to get a new-build petrol station out of the ground," said Mr Morris. "People are seeing these forecourt sites as dots on the map - they're ready to go."

Euro Garages acquired all eight sites for an undisclosed sum and intends to re-open the sites within the next few weeks after refurbishment and re-imaging.

Zuber Issa, chief executive of Euro Garages, said: "These acquisitions follow a carefully planned growth strategy and supplement our existing international portfolio well."

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NEWS & MAGS

Borehamwood, Slough and Reading centres to shut 'Closures always mean service will suffer'

Further Smiths depot closures worry retailers

by **Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

Retailers fear the service they receive from Smiths News will suffer as the wholesaler further consolidates its distribution centres.

The wholesaler will close its Borehamwood depot in April, followed by its Slough centre shortly afterwards and its Reading centre later in the year, with all routes being taken on by its Hemel Hempstead branch.

Jay Gandecha, of Londis Queens Road Newsagents

in Watford, said: "We are very concerned because they're already not that great. I don't know how we're going to manage if things go wrong because it will be so far away, and there are already so many problems with deliveries. I'm particularly worried about re-runs."

Kamal Thakar, of Stop Shop News in Edgware, added: "I am not happy. Closures always mean the service will suffer. With deliveries coming from Hemel Hempstead, a lot of the drivers will have to come a long way and that

will cause delays. Let's see how it goes, but I think we will see a lot of problems."

The NFRN's head of news Brian Murphy said the federation would be keeping a "watchful eye" on the closures.

"Smiths have been very diligent in their recent consolidations, but they're only ever as good as their last one and the size of the area affected can't be underestimated," he said.

Michael Williams, Smiths' retail channel controller for independents, called the changes a "big move", but said the

wholesaler was committed to maintaining service levels for retailers.

"We're working hard to make sure service does not degrade in any way, shape or form," he said.

"We've got quite a lot of practice in terms of consolidation but they work much better where we've got engagement with our customers and we understand what their requirements are."

He added Smiths News staff would be visiting affected retailers to answer questions ahead of the changes.

Partworks recycling saves 80%

A new system for recycling returned partworks has reduced the number of back orders nationally by about 80%.

A working group set up by the NFRN including distributors, wholesalers and publishers introduced the system in January, in which wholesalers do not send returned issues back to publishers straightaway, but first use them to fill back orders.

Jason Birks, of Mosci's Convenience Store in Peterlee, said: "Partworks are never going to be perfect, but hopefully this should make things easier."

"When the system was introduced I had a few back orders come in, but the problem was people had already cancelled them, so unfortunately I had to send them straight back again."

Distributors pay £1 for display photos

Smiths News is launching a new initiative which will enable magazine distributors to see retailers' displays via text message.

Through the scheme, named What's In Store, distributors will be able to request images through Smiths, which will text the request to retailers and provide payment for it on their next invoice.

Michael Williams, Smiths' retail channel controller for independents, told the NFRN national council meeting last week: "This is a simple way that we can push a bit of money back into your stores. We can text and say 'please can

we have a picture of your Premier League stickers or children's offer'. For sending that picture back, you get £1.

"Distributors are really keen to see into the independent market, but to send a merchandiser in store costs £14 or £15."

Mr Williams told RN the service, which Smiths aims to sign 750 stores up to, would be complementary to existing merchandising schemes but could direct field work in the future. It could also be extended outside news and magazines to other suppliers.

● *National Council* - p22.



Mail on Sunday Pooh book errors

Retailers who ordered extra copies of The Mail on Sunday when it came with a free Winnie the Pooh booklet were left disappointed after their allocations fell short. The booklet was poly-wrapped with the 19 February edition. Ranjan Patel, of Marsh Hill News in east London, said she ordered an extra five copies but instead received three fewer than normal. "I ordered more in case new customers came in but in the end three of my regular customers missed out," she said. The Daily Mail declined RN's request for comment.

NFRN's N3 network at 35 stores

The NFRN's National Newsagent Network (N3) now has 35 member stores, who have seen a 7% rise in retail sales value.

Brian Murphy, NFRN head of news, told last week's national council meeting the increase was in the year to November 2016 - while the network is expected to reach 40 member stores by mid-March.

N3 was launched in March 2015. It aims to develop sales of and profits from newspapers and magazines by providing central category management and billing, a regular schedule of promotions and using shared data to improve allocation and reduce waste.



PRODUCT TRENDS

New cans boost sales

Stock beers in the latest formats to boost sales, is the advice from a retailer who specialises in the category.

Ilhan Doldur, who owns Best Food Centre in east London, sells a 330ml "360°" can that can be drunk from like a cup when opened, which has proved popular with his customers.

"Even though it's £2.99 people still buy it because it looks so different. Beers such as Red Stripe now don't sell as well," said Mr Doldur.

The London Beer Factory was the first brewery to use the can in July. Neil Pickford, who works in marketing at the brewery said: "It works well for retailers looking for a point of difference and for the customers - they enjoy drinking out of them."

75%
of beer drinkers have yet to explore the craft sub-category



Heineken joins 'untapped' craft beer marketplace

by Dave Songer

dave.songer@newtrade.co.uk

Retailers can boost their sales by expanding their beer range to include craft varieties, Heineken said as it revealed its plan to capitalise on the "huge untapped market".

The brewer said Kantar Worldpanel figures show 75% of beer drinkers have yet to explore the craft sub-category, which consumers pay nearly twice as much for as traditional ales.

In a bid to take advantage of this trend, Heineken announced it is launching two beers under the name MaltSmiths - a Bavarian-style Pilsner and an American-style IPA by late-March.

At the launch, the com-

pany said the average pence per litre spent on craft-style ale was 180% higher than that spent on more traditional varieties.

"People are talking, debating, experimenting and getting excited about new beers. But 75% of beer drinking consumers have never tried what is commonly referred to as 'craft beer'. We can have a positive impact on this sector of the market," said Sam Fielding, who heads up the new beer team at Heineken.

The two beers were unveiled before London's Craft Beer Rising (CBR17).

Meanwhile, East London Brewing Company launched its ELB Pale Ale and American Pale Cowcatcher beers in 330ml cans.

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Bud Light in UK launch

AB InBev has launched the US's most popular beer - Bud Light - in the UK.

The beer will be available in 440ml and 500ml formats and will be supported by a multimillion-pound marketing campaign including a



major focus on sampling to encourage initial and repeat purchasing.

Bud Light was the official sponsor of this year's Super Bowl in the US, and according to AB InBev has 68% recognition in the UK market.

YOUR NEWS

Paisley retailer's one-man protest at Menzies' Linwood Menzies has reverted to original routes

Protest after days of late deliveries from Menzies

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

A Paisley retailer staged a one-man protest at Menzies' Linwood distribution centre after receiving late deliveries three days in a row - despite being only minutes from the depot.

Hassan Lal, of Park Licensed Grocer, normally gets his newspapers at 6.30am, but instead received them at 10.30am on the first day and 12.20pm on the second day after Menzies introduced new routes from the centre - despite his store being a

five-minute drive away.

Mr Lal then decided to pick up his papers himself when they hadn't arrived by 7.30am on the third day of the new routes.

"When I spoke to Menzies on the first and second day they said my papers were dispatched at 4.10am but my shop is 1.7 miles away," he said.

"By 9.30am on the second day they had stopped taking any retailers' calls and were just disconnecting them. My wife and I did not sleep for two nights because we lost £100 each of those

days and were also losing customers.

"By the third day I had had enough and when I got in the van I saw a cardboard A3 sign and wrote on it. When I got there, I got out and I held up the sign and started shouting 'Down with Menzies'."

Mr Lal wrote a series of statements about the poor service on the sign. After being asked to leave by staff he ended up blocking the path of a lorry entering the site. Eventually he spoke to depot manager Grant Keogh who he said told him he hadn't realised how bad

the situation had got.

Menzies reverted back to the original routes on 4 February - only days after the protest - and has said it will be reviewing changes before attempting them again.

A spokesman for the company said: "A number of our customers contacted us following the implementation of route changes and their feedback played a part in our decision to review and change our plans. Customer satisfaction is of central importance to Menzies Distribution."

One Stop fascia adds £4k turnover

A retailer has seen a £4,000 uplift in turnover since converting to a One Stop fascia and has recently launched a second One Stop store as a result.

Chrishun Patel has run his family's Temple View store in Leeds for the past four years, taking over while it was still a Londis fascia. The store was converted to One Stop 12 months later, and he opened the second store in South Cave near Hull at the end of September last year.

"We've seen a big jump in sales in our Leeds store," said Mr Patel. "I think it's down to the competitive pricing and promotions we can offer through One Stop. For example, we sell 1.75l of Coke at two for £2 and we get through around 250 bottles a week."

London Simply Fresh expansion

A Simply Fresh retailer has taken over a neighbouring shop with plans to revamp his store and add a new food to go offering.

Mehmet Guzel, of Simply Fresh in Bethnal Green, has gained an extra 900sq ft by acquiring a neighbouring shop at the end of last year.

"We're considering what would add the most value to the business and we're considering housing a Pret," said Mr Guzel.

He is also looking to address issues such as congested aisles and an off-site stock room.

Pokémon craze cash-in

Retailers are cashing in on the latest Pokémon craze to sweep across the country, with one store's sales hitting £600 a week. Andrew Howell, owner of Loch Lomond News in Balloch, decided to move his gantry to make way for a Pokémon display (pictured) including collectable cards and other related merchandise. The move led to his toy sales outstripping tobacco for the first time last week. Mr Howell told RN in January and February, a slow time of year in the store, he sold around £600 a week of Pokémon items. "A box used to last three months but now it's more like a week. At Christmas, we did in excess of £1,000," he said. The cards are also big sellers for David Worsfold, of Farrants in Cobham. He has been selling them for three months, with the latest variety - Fire and Ice - popular with bulk buyers as well as those buying one pack at a time. "Two weeks ago, one customer spent more than £100 on an outer of cards," he said.



NFRN Mutual renamed Retail Mutual

A company that offers independent retailers an alternative to conventional insurance has rebranded to reflect the "evolving retail landscape".

The NFRN Mutual has become The Retail Mutual

as part of its growth plan to extend its membership to a wider range of independent retailers.

The Mutual has just under 5,000 members and has said it remains committed to its core member-

ship of newsagents and convenience store owners.

Manager Rikul Patel told RN: "We have got members who have opened up hardware stores within their shops or some who have become community-

operated. As retailers have evolved, we've realised that, to support them as well as we have been for the past 17 years, we had to really evolve the brand, product and support we offer them."

BRAND SNAPSHOT



Fudge sharing time

Mondelez has released its Cadbury Fudge brand in a new sharing bag format. Cadbury Fudge Minis follow Cadbury Dairy Milk Buttons and will be available in 120g bags at £1.99 RRP.



Smaller Appletiser

Coca-Cola European Partners has launched Appletiser in a 250ml can with a 69p RRP, replacing the 330ml format. It will be available in original and Apple & Pomegranate flavours.



Pricemarked drinks

Mars has launched pricemarked packs for its chocolate 350ml drinks range, including Galaxy and Maltesers. Mars Milk's larger 702ml bottle is available in pricemarked packs.

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Red Nose Unilever

Unilever is an official Red Nose Day partner, using its PG Tips brand to promote the charity by encouraging the public to share jokes across social media using #1MillionLaughs.



Here comes Capri-Sun

Coca-Cola European Partners will launch a no added sugar variant of its Capri-Sun brand in April. The Orange-Lemon flavour drink will be available in a 330ml pouch.



New look Hovis

Hovis Soft White 800g loaf has received new packaging to highlight the product's 2017 Product of the Year win, after the company improved its recipe across the range.



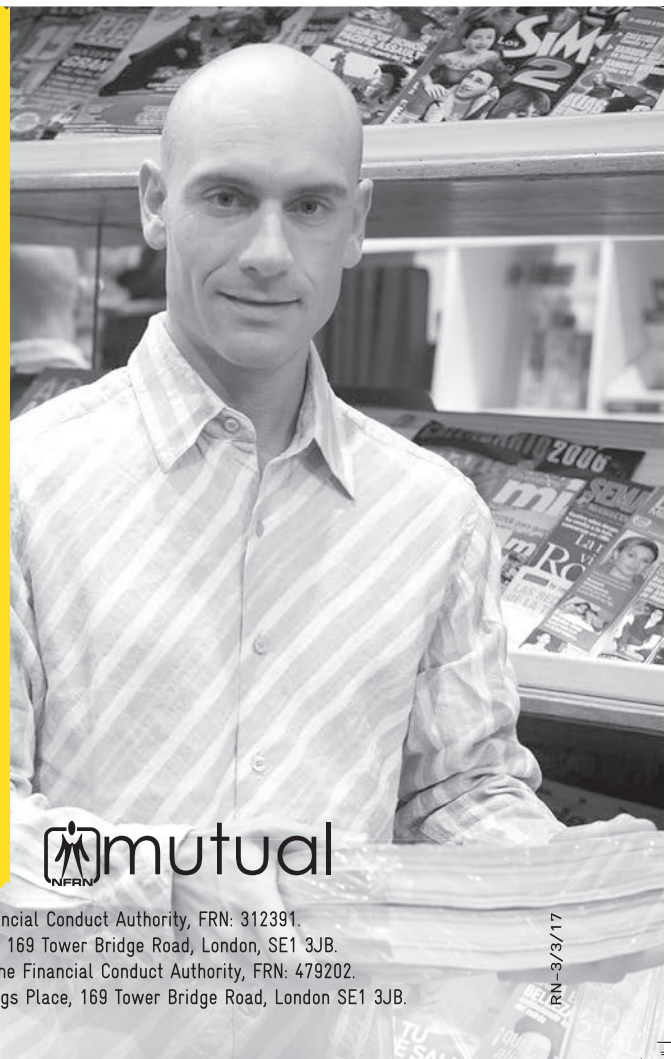
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RN-3/3/17

WHAT'S NEW



ArtPress

ArtPress has a new range of spring season cards, which feature the work of its most popular illustrators. Each card is individually cello-wrapped with a matching envelope.

RRP £2.52

Contact 0207 231 2923 / info@art-press.co.uk

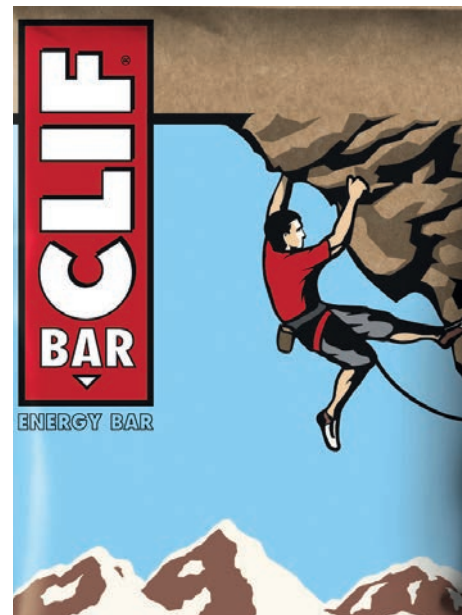


Biddenden

Red Love is the juice from the apple of the same name, and has received two gold stars in the Great Taste awards. It is suited for use with cocktails and non-alcoholic drinks.

RRP £1.90 (250ml), £3.50 (1l)

Contact info@biddendenvineyards.co.uk



Clif Bar

Clif Bar's latest Coconut Chocolate Chip Energy Bar is made with organic rolled oats and dates, combining slow-burn carbohydrate, protein, fibre and 11 vitamins and minerals.

RRP £1.60

Contact 01403 786460 / info@healthysales.co.uk



POW

POW is a sparkling energy water designed to be healthier than other energy drinks. It is free from artificial ingredients and flavours include Cranberry & Apple and Citrus & Zest.

RRP £1.49

Contact info@powenergywater.com



The Dukkah Company

Dukkah is a traditional North African dish of blended nuts, seeds and spices. It can be used as a seasoning for salads and grilled fish and also works well as a rub for meats.

RRP £3.85-£4.50 (65g)

Contact www.thedukkahcompany.com



Harry Brand

Harry Brand harissa contains red chilli peppers, fresh garlic, water and salt, but no artificial additives or colouring. It is gluten-free and kosher- and vegan-friendly.

RRP £3.49 (210g jar/harissa squeezy bottle)

Contact 07972 699824 / info@harrybrand.co.uk

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



Cornish Sea Salt

Cornish Sea Salt crystals are lower in sodium and contain more than 60 trace minerals, and chefs can use up to 30% less than other salts for the same intensity of flavour.

RRP £1.30 (50g), £2.35 (150g)

Contact info@cornishseasalt.co.uk



Candi's Chutney

Candi's Chutney is made with regional produce from East Anglia and comes in eight flavours including Parsnip & Chilli, Spice Carrot, Norfolk Knobbly and Hot Pow Wow.

RRP £3.95

Contact 07867 398517

Focus

Craft Beer Rising 2017

The CBR17 beer, cider and street food show takes place from 23-25 March, when some of the UK's best producers will be giving away free samples and revealing the trends for 2017.



Orbit Beers

Orbit is a small-batch craft beer producer that brews classic European styles. Its beers are unfiltered, unfinned and unpasteurised.

RRP £2.70

Contact hello@orbitbeers.com

360 Degree Brewery

360 Degree Brewery uses New World and British hops. It is inspired by the traditional style involving a heavy use of hops in the latter brewing stages.

RRP £2.50-£3.00 (330ml can)

Contact info@360degreebrewing.com



The East London Brewing Company

The East London Brewing Company is promoting its two best-selling ales, ELB Pale Ale and Cowcatcher American Pale Ale, which is available in a 330ml can for the first time.

RRP £2.75

Contact hello@eastlondonbrewing.com

Ilhan Doldur

Best Food Centre
London

"CBR17 is really, really important for retailers like me who stock craft-style beers because it helps us find out about new beers local to our stores. The local angle works particularly well because people like to celebrate and support their community."

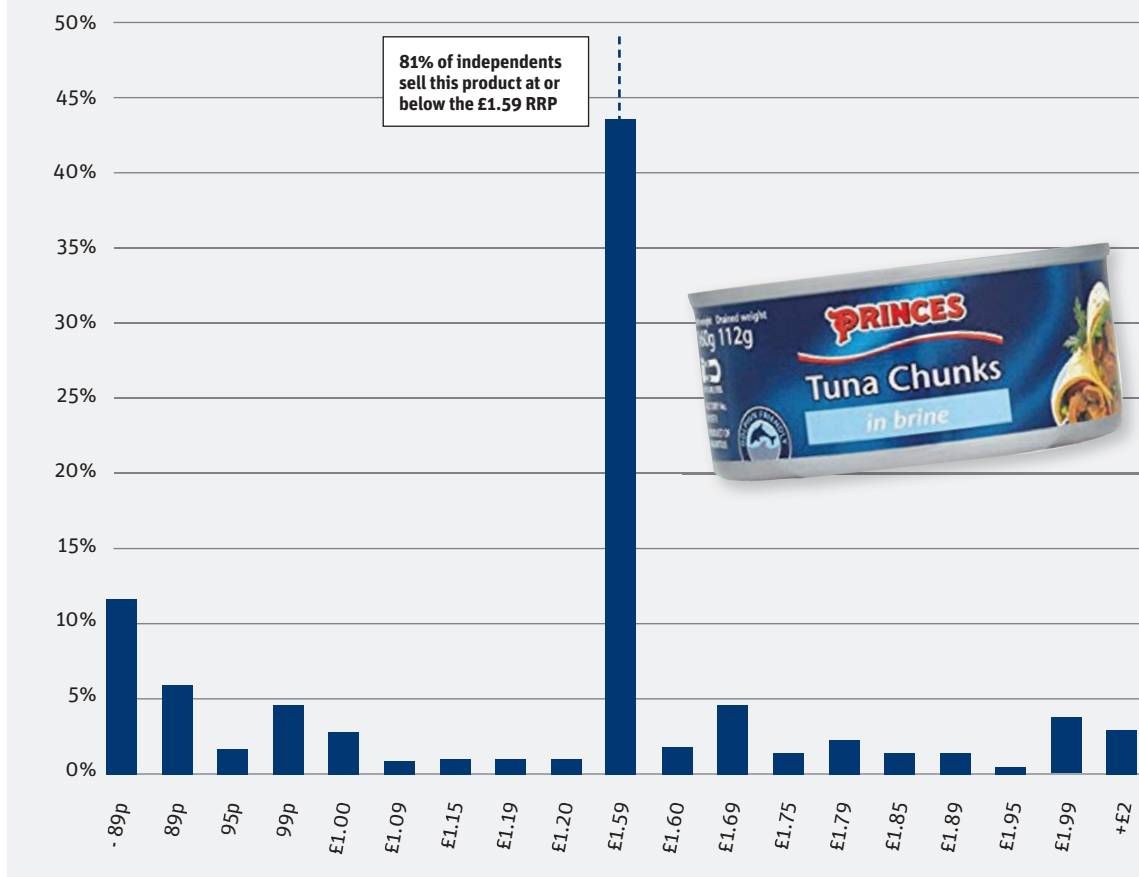


PRICEWATCH

Profit checker Canned food

Price checker

PRINCES TUNA CHUNKS IN BRINE 160g Price distribution %



Analysis

Nearly 50% of retailers choose to stick to the RRP of £1.59 when setting their price on Princes Tuna Chunks in Brine, while 35% set the price below and 20% price above; a wide split that our table shows is a

pattern reflected across the sector. Many retailers base their decisions on margin - a retailer who buys this product at Booker for a cost price of 83.3p and sells it at £1.75 earns a margin of 52.5%, for example.

Selling it at £1.99 increases that to 58%. Others rely on the guidance given by their symbol group, with three of this week's stores trusting Londis, Costcutter and Spar's pricing advice.

PRODUCT
Princes Corned Beef 340g
Euro Shopper Tuna Flakes in Brine 185g
Princes Tuna Flakes in Brine 160g
Shippams Corned Beef 340g
Princes Tuna Chunks in Brine 4-pack 75cl
Kingsfood 8 Hot Dogs in Brine 400g
Princes Tuna Chunks in Oil 160g
Princes Tuna Chunks in Sunflower Oil 4-pack 160g
Happy Shopper Corned Beef 125g
Princes Corned Beef 200g
Princes Hot Dogs 400g
Princes Ham Round 200g

How we drive our profit

Marc Jones

STORE Hoffnant Stores
LOCATION Ceredigion, Wales
SIZE 2,995sq ft
TYPE main road

TOP TIP

To offset rising costs, make sure you get at least 25% margins because hidden expenditure will always eat away at your overall margin



We tend to follow Londis's RRP but also keep an eye on our margins and adjust prices accordingly - whether that's bumping them up to keep the margin around 25% or knocking them down to bring them under 30%. At the moment, we've got an offer on four tins of tuna for £3.99 instead of £5.99, which does alright. But we see around a 35% sales uplift when holidaymakers and people in caravans start popping in over the summer time. The market is changing now, with a bigger focus on fresh, so we offer fresh corned beef too and that does well.

Liz Entwistle

STORE St Michael's Post Office & Stores
LOCATION Kent
SIZE 400sq ft
TYPE main road village

TOP TIP

Gear your pricing towards obtaining the margins you have decided to aim for



We sell Princess tuna in brine at £1.75 and because we only have a small tinned meat and fish range we follow Costcutter's RRP's, as long as they give us a decent margin. We aim for 30% where we can, although it's not always possible. Because we have a lot of elderly people in the area, the sector is most popular with them. Princes tinned pies are particularly popular with older customers, because the small servings are ideal for them. We sell Spam, corned beef and tinned hotdogs - they are popular with mums looking for something easy for their kids.

Charlie Faulkner
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020 7689 3357

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 HIGH STREET STORE IN SOUTH EAST LONDON	RETAILER 2 C-STORE IN RESIDENTIAL AREA OF ESSEX TOWN	RETAILER 3 MAIN ROAD C-STORE IN YORKSHIRE COASTAL TOWN	RETAILER 4 C-STORE IN MODERN SHEFFIELD SUBURB	RETAILER 5 HAMPSHIRE VILLAGE C-STORE	RETAILER 6 POST OFFICE AND LOCAL STORE IN CORNISH VILLAGE
£2.74	£2.69	£2.69	-	£2.69	-	-	£2.79
75p	75p	75p	-	75p	75p	75p	75p
£1.62	£1.59	£1.59	£1.59	-	-	£1.59	-
£2.34	£2.69	-	-	-	£2.29	£2.29	-
£5.13	£5.99	-	£5.99	£5.99	£5.99	-	£5.99
79p	75p	79p	75p	75p	75p	75p	89p
£1.62	£1.59	-	£1.59	£1.59	£1.59	-	-
£5.15	£5.99	-	-	£5.99	£3.00	-	£5.99
£1.95	£2.00	£2.00	£2.00	-	-	£2.00	-
£2.25	£2.29	-	£2.45	-	-	-	£2.39
£1.13	£1.15	£1.09	-	-	-	-	-
£1.42	£1.39	-	-	£1.39	-	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Matthew Walwyn

Dale Stores, Harrogate



Wot's Cookin' ready meals



Where did you discover them?

The owner was a restaurateur who sold his restaurant, then launched his own ready meals. He came into the shop one day; we have an open-door policy here as long as it's good and we like the product. We said we'd take his four best-selling lines, which are Cottage Pie, Beef Lasagne, Fisherman's Pie and Boeuf Bourignon.

Who buys them?

We have a couple of schools nearby so we get parents calling in looking for meals on their way home, but they're also destination products. Generally, it's people in their 30s or 40s.

Why are they so successful?

We've stocked them for nine months and they're popular because of the quality and because we've had them in for a bit now. We can't keep up with them, they're flying out. We buy £120 worth of Wot's Cookin' meals a week and sell 40 ready meals. They've got their own impetus so people keep coming back. Wot's Cookin' has its own Facebook page and we're quite active on Twitter and Facebook as well to make sure people know what we're offering.

Sam Coldbeck

STORE Wharfedale Premier
LOCATION Hull
SIZE 1,600sq ft
TYPE residential main road

TOP TIP

Take advantage of opportunities like bad weather when people want to buy something easy close to home



We sell Princes tuna in brine at the RRP of £1.59. We tend to stick to RRP on all groceries but go above on things like tobacco, soft drinks and confectionery. That way, it's a lot easier for the staff who check our prices to keep up-to-date with changes. We only really go above RRP to cover shrinkage, which we don't have on tinned meat and fish. Princes tuna chunks in brine and mackerel in tomato sauce are our most popular and we get through a case a week of each. We see an uplift in sales of hotdogs around bonfire night and Halloween.

David Lewis

STORE Spar Crescent Stores
LOCATION Oxon
SIZE 1,800sq ft
TYPE village

TOP TIP

Keep the section looking good with all tins forward-facing to invite customers to that area



Tinned meat and tuna aren't big sellers for us. We sell Princes tuna at £1.99 although we had it on a three-week promotion at £1 and sales remained the same. We stick to the prices Spar set and don't work by margin because we trust them to give us a fair margin. Spar tuna chunks are our most popular line because they're always on sale for £1. We get through around a case a month of the brine variant and half a case a month of the oil variant. We have a turnover of regular customers who do small shops and know what they like.

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 21-22.02.2017

Chris Gamm and Jennifer Hardwick report from the NFRN national council meeting

Benefits from talking to MPs

Personal contact with MPs works, retailers were told, following the launch of the 2017 Independent Retail Report at parliament.

Earlier in the day, delegates had presented the report and spoken to more than 30 MPs about the issues affecting their businesses.

Speaking at the parliamentary reception, national president Ray Monelle said: "Independent retailers have never needed the NFRN more and the many and varied challenges facing us - and the steps to alleviate them - are documented in this report."

South west member Roy Crawford said he discussed business rates, crime and the problems affecting north Devon with his MP Geoffrey Cox.

"That 20-minute chat made the two-day visit worthwhile," he said.

Yorkshire member James Wilkinson stressed the importance of engaging with MPs all year, not just at parliamentary receptions.

"Go to their surgery and give them a copy of the report," he said.



Roy Crawford (right) with his MP, Geoffrey Cox



Ray and Andrea Monelle with their MP, John Penrose at the launch of the Independent Retail Report

Head of public affairs Adrian Roper called on national councillors to encourage retailers from their districts to attend the parliamentary receptions being held in Scotland, Northern Ireland and Wales later this year.

"Retailers on the ground are the people politicians want to talk to, not head office staff," he said. "We'll give you the tools and evidence to support you."

Raising the NFRN's profile in parliament is a continuous process, he said.

"The more you do, the more you get noticed. Paul Baxter appearing on The Big Questions and Ralph Patel appearing on BBC News both helped. As opportunities arise, we do take them."

Scottish retailer Abdul Qadar also encouraged



Abdul Qadar

Retailers on the ground are the people politicians want to talk to, not head office staff

Adrian Roper

NFRN head of public affairs

members to use social media to raise their profile with MPs.

"A lot of members have Twitter accounts," he said. "They need to share pictures of themselves with MPs on social media. Retweeting the NFRN's tweets is the minimum they should do."

Roundsman face cuts in Guernsey

Delegates heard independent roundsmen could be cut out of the newspaper supply chain in Guernsey after Waitrose announced it will be going directly to the island's distributor, H Le Gallez & Son.

There are only two Waitrose stores on the island, but Southern member Nigel Swan warned other supermarkets could follow suit.



Nigel Swan

"I can't see any of the supermarkets missing out on the increase on their margins because that is what Waitrose is getting," he said.

"There are a lot of NFRN members out there who serve the other supermarkets and it will be a massive issue if it goes further afield. I really think we need to be on our toes."

Delegates also heard H Le Gallez & Son is currently for sale.

Payment Card Industry warning

Retailers were warned they could be being charged every month for not carrying out their Payment Card Industry (PCI) compliance.

Wales member Peter Robinson said: "It is effectively a scam.

I think it's something we should definitely be informing members about.

"The processes that some of the card companies are making us go through now are so repetitive and I have to do mine every quarter which is a complete nuisance."

National president Ray Monelle said he is being charged £20 a month because he hasn't had time to go through the compliance process required.

Yorkshire member Stuart Reddish said: "I am absolutely convinced that there will be members out there who are compliant but are still being charged every month and haven't noticed.

"I think on every communication we send out we should remind members to check their statements."



Stuart Reddish



Field staff to help with Camelot

The NFRN will train its field staff to help retailers tackle issues with Camelot now the organisation has established a “more positive” partnership with the company, council was told.

The federation’s head of operations Margaret



Margaret McCloskey

McCloskey said a new strategy had been agreed on with Camelot which

would mean NFRN field staff would be able to tell members about new campaigns, as well as helping struggling retailers.

“Over the past 18 months we have fought our way through a myriad of retailer issues,” she said.

“But in the last quarter we have developed a much more positive dialogue with Camelot following their admission that perhaps they went too far in terms of changes.”

NFRN staff will receive training from the company at the end of April.

“Where there is a complex issue which is escalated to us or where there is a negative outcome we will be able to understand it better than we have in the past,” she added.

West Midlands member Julia Bywater was among members who questioned whether the move meant the NFRN was allowing Camelot to avoid providing its own support to retailers.

“We are not doing Camelot’s job, we are just knowing exactly what happens and being able to talk about it confidently,” Mrs



MP engagement, news supply, Camelot and parcel deliveries were some of the key topics discussed at last week’s national council meeting

McCloskey said, adding Camelot will also attend trade shows organised by the NFRN this year.

Smiths closes Borehamwood

Smiths News is closing its Borehamwood distribution centre in April and its Slough and Reading centres later this year, council was told.

All the centres’ routes will be taken on by the Hemel Hempstead branch.

“It is a big move and Borehamwood is an extremely well-established facility with some long-established relationships with retailers,” said Michael Williams, Smiths News’ retail channel controller for independents.

“We’re working very hard to make sure service does not degrade in any way, shape or form. We’ve got quite a lot of practice in terms of consolidation, as I’m sure you’ll all know, and we’ve become quite good at them in general, but



We have developed a much more positive dialogue with Camelot following their admission that perhaps they went too far in terms of changes

Margaret McCloskey

NFRN head of operations

they work much better where we’ve got engagement with our customers and we understand what their requirements are.”

He added that Smiths News staff would be visiting affected retailers in the area to answer questions and ensure they have information ahead of the changes.

PayPoint refuses contract transfers

Retailers were warned to check their contracts when selling their businesses, after members had been unable to transfer lottery and bill payment contracts onto other retailers.

Chief executive Paul Baxter said he had raised the issue of members passing on existing contracts with PayPoint.

“Countless members have asked for help,” he

said. “But PayPoint has refused to allow it.”

“It makes the process of selling a business much harder,” said Welsh member Peter Robinson. Yorkshire delegate James Wilkinson said he understood Camelot had a

similar policy for lottery contracts, but Peter Robinson praised the company for its pragmatic approach.

“They normally review your sales if you have a scratchcard-only terminal, but if you can justify the full service, they will upgrade you,” he said. “But it also works the other way if your sales don’t justify a blue terminal.”

Kent retailer Hitesh Pandya raised concerns about the deteriorating relationship retailers have with the lottery operator, but said he hoped it would return to strength in the future.



Peter Robinson



Paul Baxter



Hitesh Pandya

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 21-22.02.2017

Chris Gamm and Jennifer Hardwick report from the NFRN national council meeting

Smiths pushes parcel service

Smiths News is seeking to sign up 1,000 more retailers to its Pass My Parcel delivery service this year, bringing the total to 4,500, the meeting was told.

Michael Williams, Smiths' retail channel controller for independents, told delegates 750,000 parcels were delivered through the service last year but that figure would be "smashed" this year.

"Consumers really love it," he said, adding several new brands would start to use the service in the next three months.

"The only reason we can make Pass My Parcel work at all is because of our relationship with you retailers and because we are coming to you really early in the morning with newspapers and magazines. That is the USP that people have really got on board with."

Asked by national president Ray Monelle

whether retailers' delivery charges could be reduced if their deliveries were also being used for Pass My

Parcel, Mr Williams said he had never been asked that question but would bear it in mind.

But he said retailers who choose to offer the service would be gaining revenue in other areas from the increased footfall to their store.

Mr Williams said shops with post offices could not offer Pass My Parcel because of contractual issues.

Newtrade offers digital future

Newtrade is investing



Michael Williams, Smiths' retail channel controller for independents

in digital tools to help tomorrow's retailers run successful busi-



Mike Mitchelson

nesses, chairman Mike Mitchelson told national council.

This includes launching an online version of RN in May and developing betterRetailing.com.

Replying to a question from Yorkshire retailer Stuart Reddish about plans for making money from digital, Newtrade managing director Nick Shanagher said: "A challenge is suppliers investing in apps, but how many retailers have 400 apps on their phone?"

Mr Mitchelson also told council that RN's "brighter, bolder" new look had received positive feedback from retailers.

"Circulation is holding up well as retailers are making business decisions to invest their time and money reading RN," said Mr Shanagher. "We are also proud to have the biggest reach in the convenience market with Retail Express."

West Midlands member Julia Bywater asked



Could retailers' delivery charges be reduced if their deliveries were also being used for Pass My Parcel?

Ray Monelle

NFRN national president

how Newtrade will keep retailers informed of market changes like the Booker-Tesco merger.

"The industry has changed a lot in the last 10 years and it is going to change even more," said Mr Shanagher.

"The supply chain is going to be disrupted by digital companies like Uber, Just Eat and Google. We hope that retailers will want to stay well informed about this by taking our titles. It's also a reason to be part of the NFRN because it will be able to make your voice heard."

Delegates were also told that Booker chief Charles Wilson will attend the spring national council meeting in April.

Match Attax first at supermarkets?

The issue of supermarkets receiving Match Attax stock before independent stores was raised at national council.

Chief executive Paul Baxter said he had challenged Topps after receiving complaints from a number of members, but had

been told it was an isolated incident.

London member BV Patel said: "I get hassle from my customers as there is competition in the playground. Everyone wants things first and we shouldn't get stock after the supermarkets."

Julia Bywater, a delegate for the West Midlands district, suggested NFRN Shoplinc do a deal with Topps to buy stock in bulk to get to members before supermarkets.

Brian Murphy, NFRN head of news, said the message from a meeting with Topps was the company wants a level playing field.



Julia Bywater

Smiths News' order update

Members were updated on Smiths News' order management systems.

Delegates were reminded that Smiths News' Connect2U retailer website was shut down last week, now all its features are available on SNapp Online, the accompaniment to the SNapp app. The wholesaler also confirmed SNapp is designed for use on both iPhones and iPads after one retailer said he had been told by a member of the app's support team that it was only for phones.

NFRN Awards at Lancaster Gate

Members were told this year's NFRN Awards will take place at the

Lancaster Gate Hotel near Hyde Park in London on 22 November. Accommodation will be provided at the nearby Thistle Hyde Park Hotel.



BV Patel

YOUR REGION



LONDON NFRN DISTRICT COUNCIL REPORT 20.02.2017

Tim Murray reports from the NFRN London district council meeting

London DVP candidate agenda

Kamal Thaker outlined his credentials for the post of deputy vice president ahead of the forthcoming elections in June.

The welfare and profitability of members, supplier relationships, retail crime and MP engagement all ranked among his priorities.



Kamal Thaker

“My first responsibility is to members

– anything which benefits them and adds to their bottom lines or puts money in their tills,” he said.

“I also want to work with suppliers, especially publishers, because we are a newsagent-based federation. As an HND retailer, newspapers are close to my heart.

“I’d also like to tackle crime, by working with MPs and helping to take strong steps to catch perpetrators.”

Mr Thaker added that, with his business facing a 25% rise in business rates, he would also fight to repeal or change the current system.

“Changes to tobacco regulations, alcohol and sugar tax all this adds to the burden for retailers. But the federation has never been stronger, and I look forward to working with everyone if I am elected,” he said.

Mail’s Pooh book offer criticised

The Mail on Sunday came under fire for allocation of copies for the issue in which it offered a free Winnie the Pooh book.

Retailers had been urged to order extra copies to meet anticipated



London NFRN members heard that Vaporize has hardware specifically for its members

with a good cover and think it will sell, I’ll order extras on the day I get it.”

There is ongoing consumer demand for HND services, he added. “The future of the print industry is strong.”

Mini e-cig stores within stores

Retailers should consider having mini e-cigarette stores within their businesses, manufacturer Vaporized told the meeting.

In a presentation, Peter Martin from the company outlined Vaporized’s in-store and franchise offers for independent retailers.

The manufacturer, which operates 27 stores and 33 franchises around the UK, has hardware specifically for NFRN members and also offers franchise opportunities.

“We are looking at producing a gantry for the dead category space behind the counter,” said Mr Martin.

Business rates expansion woes

While the increase in rates is affecting retailers in London harder than elsewhere, NFRN members should be concerned about what might happen in other parts of the UK, council was told.

Omkar Patel, from Surrey, said: “It’s London now, next it will be other areas. It’s one of our biggest costs and it must be prioritised.”

Kamal Thaker added: “Rates are a huge problem for micro-businesses, they can make or break a business.”

The NFRN is taking the matter up with the government.

demand for the gift, but several London delegates said they had not received the number they ordered, and in some

cases had received less than their usual allocation.

“They kept saying ‘order extra copies’, but they cut me from

the quantity I normally get,” said east London retailer Ranjan Patel.

Ray’s newspaper sales see growth

Recruiting new HND customers with four weeks’ free delivery and



I want to work with publishers, because we are a newsagent-based federation

Kamal Thaker

Retailer, Middlesex

regularly reviewing his newsstand are two ways NFRN president Ray Monelle has achieved annual growth for newspapers and magazines.

Urging retailers to invest time in the two categories, Mr Monelle said he had grown sales for the past three years.

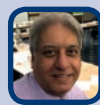
In answer to a question from West Chiltonington retailer Vim Odedra on how he had achieved this, Mr Monelle said: “I review my magazines on a weekly or even daily basis. If I see something



Vim Odedra

Your say

Is the Booker-Tesco merger good or bad news for independent retailers?



I went to the roadshow at Newbury and what we

heard there was positive. Since Booker took over Londis, the brand has been very good. There are still many questions, but the plan for the next few years sounds good.

Bhadresh Patel

Londis, Barking



It will depend how it works. If, as an

independent, I can get the same kind of deals that One Stop and Londis get then great. But if there’s no offers on the wholesale side for us, independents will suffer.

Ashvin Patel

Prajco, Watford



I think it will damage our business; they will

dictate what price we buy stock for, buy their stock at cost and sell it for cost plus profit. They might say they don’t have an agenda, but Tesco have come after us before.

Alpesh Patel

Wheathampstead Post Office, Wheathampstead, Herts



Omkar Patel

The NFRN is taking the matter up with the government.

YOUR VIEWS

YOUR LETTERS

More proactive? Well, we're trying...

So the Press Distribution Forum believes retailers should be more proactive when it comes to reporting service issues (*Tell us about problems, RN, 3 February*). It goes on to claim that getting restitution is a very easy and fast process.

In response, the NFRN would like to point out the following:

- Proactive. We would love to be proactive but has anyone from the PDF ever tried to get through to a wholesaler and does he know the true levels of their service?
- Open. We have asked for transparency on carriage charges yet the powerless PDF has still not instructed wholesalers to provide this and it conveniently remains a taboo subject.
- Sharing. Does this mean an equal share in the category profits? If so yes please.
- 99% correct. Not according to the NDM, which shows that between 30 January and 5 February 2017, 2,863 retailers received their delivery after their RDT/SDT time. Alarming, and often commonplace, 296 received supplies over an hour after RDT.



We would love to be proactive but has anyone from the PDF ever tried to get through to a wholesaler and does it know the true levels of their service?

NFRN

- Reporting problems. Wholesalers regularly fail to acknowledge the PDF complaint process and often we hear of instances where the process is not put in place and the wrong paperwork is sent out.

- Substantiate noise. Wholesalers receive thousands of calls each day, with the vast majority to report a service failing. How much more noise do you want, PDF?

- It's a fast process. Even though most failings should fall into a no quibble resolution (as happens in every other industry), from start to finish it can take months for common sense to prevail.

- Reduction in claims. Late last year the PDRP itself reported a sharp increase in complaints, along with concerns about the attitudes of suppliers.

NFRN news operations committee

A PDF spokeswoman said:

"The PDF is very surprised and indeed slightly disappointed that the NFRN has chosen to respond in this manner. In our objective to achieve full transparency, The NFRN has for the last two years received an open, non-conditional invitation to join the PDF board, however they have opted to decline this offer. Therefore we have engaged with the NFRN through regular meetings. In fact one of these meetings is scheduled for next week (08/03). We look forward to this meeting and will use the content and out-put of that meeting to respond in full to the issues raised."

Smiths has not answered my query

Smith's answer to my question (*RN, 17 February*) does not address the issue of the direct debit. Our question and letter has not been answered adequately. With direct debit, once it has access to our funds it has a tendency to send out unwanted goods and magazines.

Since its core business is at a downturn now it is sending out extra copies which are not even required. It doesn't offer choices to customers and insists on direct debit. When we specify BACS payment it declines or doesn't even answer.

We have specified we have paid for the service charges every week, but now all of sudden it is demanding cheque payments. Further to this, I have minimised my exposure to the papers and magazines to cut down the standing order. Why should I pay more money when I can utilise that same amount of space for other goods which generate better margins and returns?

Jack Bhatt

Universal Newsagent, London

A Smiths News spokeswoman said:

"We are contacting Mr Bhatt directly regarding his query. We do offer our customers a choice on how they wish to make payments either by direct debit or cheque. We do not offer payment by bank transfer as we currently have no facility to administer this method."

YOUR SAY Has a local politician ever helped you with an issue you approached them about?



Val Chung

Broomes, Essex

I spoke to my MP when Waitrose started its free newspaper deal. In the end, there wasn't anything she could do but she did speak about it in a debate in parliament and she was responsive to me. I was pleased she came to the launch of the NFRN's Independent Retail Report last week because she is deputy speaker so I was sure she wouldn't be able to. That was a pleasant surprise.

Nilesh Patel

PJ & VP Patel Convenience Store, Ilford

I never have much contact with my MP. I was annoyed he didn't come to the launch of the Independent Retail Report. My local councillor has also never come to speak to me. I don't have time

to chase them so if they don't respond to me that's that. I don't even see my Police and Crime Commissioner because I am right on the border of two and when I speak to one they tell me to speak to the other one.

Ben Dyer

Debbens News, Waterlooville

I'm sure everyone will feel differently about it, but to be honest I've never really thought to find out who my local MP or councillors are. There is one local Conservative councillor who comes in and chats to us, but that's because he's a customer and he sometimes talks about what the council's doing - he's not really there in an official capacity. I've never tried to get in touch so I don't know how helpful they'd be.

RN READER POLL



Which issues have the biggest impact on your business?

NEXT WEEK'S QUESTION

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



Vote now at
betterRetailing.com

THANKS FOR A FANTASTIC NIGHT



I would like to thank everyone who came to the NFRN London district's annual dinner and dance last week. Thank you, everyone, for making the event so great.

It's really important for members to get together and also to talk with our trade partners

at a social occasion. We raised £1,700 for the two charities, which were the Blossom Trust and the NFRN Charity.

I would also like to ask everyone who came to continue to support the London district. In return we will make sure

that they get support from us.

Ravi Raveendran
NFRN London district president

100 YEARS AGO
3 March 1917
Retailers struck back at the spasmodic way price increases are levied on papers. One retailer said: "We are now receiving announcements daily, and newsagents are inundated with complaints."

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



The folks from Norbury, the surrounding area, and also further afield are all bitterly disappointed because this year's annual Canal Festival, which usually takes place over the May bank holiday weekend, has been cancelled due to the lack of car parking space.

The field they usually have is being used by the farmer who owns it for cattle and because a replacement car park could not be found the event cannot take place.

Normally, over those three days hundreds of people would have attended, which in turn would have meant a lot of extra trade for the Junction Inn and also for Norbury Wharf shop and café, so this cancellation has had a knock-on effect for a few people, including me. I would have sold quite a number of newspapers to the visiting boat dwellers, but, hey ho, there is always next year, as they are now trying to negotiate with another farmer.

There is a lady in Woodseaves who walks her dog early in the morning before the traffic starts to build up - she does this to pick litter from the roadside. She takes a bag out with her and then deposits its contents into her bin when she gets home. She says she feels she has done something very useful for the community and of course she has, but the question then arises - what has happened to the council workers who used to this job on a regular basis? Is this something else that has disappeared due to spending cuts?

I had to be at the crematorium on Tuesday by 11am for a family funeral, so to get the round finished in time to get there, I had a mini army of ladies doing their own little bit where they live. All I had to do was make sure I gave the right papers to the right person - otherwise, oops!

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisIsRN and @ThisIsRN



Is your cat or dog fed up with the same food? We have just re-set our Pet Food range. Why don't you pop in and have a look.

OneStop Barlaston
@stepheng1970



Thanks @IAAcademy for winners packs! Customers really appreciating the travel coffee mugs with a nice reminder of their local shop #IAA16

One Stop Mount Nod
@OneStopMountNod

Our store manageress Jacky giving out our IAA WINNING gifts #happycustomers #happystore

Bay Bashir
@liesebashir



Great news article by @ThisIsRN about me & @catchathiefuk get suspects identified and deter crimes to your business #crimeprevention #retail

Farrah McNutt
@catchathiefLtd

TEST THE TOOLS



Register | Log In

"Since implementing Mondelez International's merchandising principles I have seen my sales grow, maintaining a 10% increase in sales value. I'm really happy with my confectionery layout and display and the results it's producing."

Jules
Convenience Store Telford

[Find out how](#)

Welcome to Delicious Display

The best place to find advice and tips to maximise your snack sales in...



Mondelez International has a deep understanding of shopper needs, which informs product innovation, marketing and category advice.

This guidance is available at www.deliciousdisplay.co.uk with dedicated category pages to help retailers drive sales



RETAILER Q&A



Andy Malik

Gawsworth Store
Didsbury, Greater Manchester

How easy was the website to use?

The site was colourful and easy to navigate. It had a clear toolbar to direct you to the different categories and large buttons to shortcut through to different areas of the site like the profit calculator and planograms. The site was full of information and I spent about an hour reviewing the content.



What did you learn from it?

As an established retailer, it confirmed the approach I take in my store. The bestsellers section was particularly useful and the news banners were good for highlighting new products and advertising. I think this site would be a useful tool for newcomers or retailers who want to improve their in-store offering and sales and refer back to top tips, category advice and planograms.

What will you do next to implement what you learned?

I'll share this with my staff, especially new employees, as it will help educate them on key advice for increasing sales, including what our customers are looking for, new products and ideas for displays.

Delicious Display

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

Susan Nash

Trade communications manager, Mondelez



Category by category advice on confectionery, biscuits, snacks, cheese, hot drinks.



Display advice including downloads, printable PoS and shopping lists to drive sales.



Brand and product news, consumer marketing activity, promotions and TV campaigns.



Market data on category bestsellers to help retailers stock the right products in store.



Bespoke planograms for all sectors in different sizes to suit all store spaces.



Cadbury
Dairy Milk,
OREO


Introducing
2 NEW
FLAVOURS



Mint FLAVOUR



Peanut Butter FLAVOUR

-  In tests **89%** of consumers said that they would try one of the 3 flavours*
-  Launch supported by Outdoor and Digital Marketing

STOCK UP NOW!

For great category advice go to www.deliciousdisplay.co.uk

delicious
display

LOCAL PRODUCE



Stocking a range of locally-sourced products is a great way to offer a point of difference, but how can you work most effectively with the firms that deliver your range? **Dave Songer** and **Tom Gockelen-Kozlowski** find out

Supply and demand

THE MAINSTREAM WHOLESALER

A simple way to get involved in local produce is to work with your main wholesaler. **Simon Harris**, business development controller at **Palmer & Harvey**, explains how to get the most out of the relationship.

STEP 1 Ask for help

If retailers want to try local products in their store the financial risk can be off-putting – but larger wholesalers have the resources to offer support. “If a retailer asks us for help we’ll give them two weeks’ credit. They might not want to take the cash out of their till and the supplier benefits because they get their products in another stockist,” says Mr Harris.

STEP 2 Choose your range

Once you know stocking local produce is feasible the next challenge is which products to stock first. “The local aspect of our business is increasingly important,” says Mr Harris. “So we will have our local village area at Pro-Retail again in 2017”. The company also produces a

brochure with a directory of available products.

STEP 3 Organise your deliveries

One of the benefits of working with a large wholesaler is their scale allows individual retailers to benefit from flexibility with the size of orders.

“Minimum orders vary from supplier to supplier but retailers can order a range of products through us and their wider P&H account – letting them benefit from our rebate benefits,” Mr Harris says.

Why work with a mainstream wholesaler?

Simon Harris says: At **Palmer & Harvey** we’re able to offer promotions and actively seek out suppliers with the right products. We do the hard work for retailers and our scale means we’re able to negotiate the best possible prices on products.



THE SPECIALIST WHOLESALER

Many of the retailers specialist wholesalers work with stock 50% or even 60% local produce. **Marcus Carter**, owner of **Artisan Food Club**, explains how to supercharge your local offer by working with firms like his

STEP 1 Work out how to stand out

Local produce can help you be distinctive, so what do businesses in your area offer and what can you do differently? “You see a deli open in one area and often see another store copy them. That fascinates me – you’ve got to differentiate yourself, you’ve got to draw people in,” says Mr Carter.

STEP 2 Spread your risk

“The first order for a business is tough and for a small shop to pay £150 in that first order is often impossible,” says Mr Carter. “My suggestion is to put in as many small orders in as possible.” This, he believes, gives stores the best chance to find a product or category that works best for them.

STEP 3 Be up-to-date with trends

You may have got a good base of sales from local produce, but working with specialist wholesalers means your store can take advantage of new trends immediately. “Customers only buy certain products for a certain period of time – you really should put the work in and find things customers won’t have seen before,” says Mr Carter.

Why work with a specialist wholesaler?

Marcus Carter says: If a retailer goes to a big wholesaler they will have a smaller range, but if you go direct to the producer there may well be a minimum order. What we do is allow retailers to bring together as many small orders as they would like.



The local aspect of our business is increasingly important





THE LOCAL SUPPLIER

Joe Williams focuses on working with producers such as Warwickshire-based Taste of the Country



Local and niche products help stores become 'destinations' for customers

Getting "hyperlocal" products from producers on your doorstep can mean having to work with suppliers direct. Iain Burke-Hamilton, founder of east London's Soulful Food, details how to get the most from a supplier by going direct

STEP 1 Introduce your business to the supplier

Working direct allows retailers to get a close relationship with those creating and manufacturing the produce on their store's shelves. "First we'd try and get an understanding of the business, their target market – for example if a store has a large lunch-time range our stews can work really well," says Mr Iain Burke-Hamilton.

STEP 2 Are they serious?

Working with small-scale business can come with risks – will they be able to meet your orders and deliver the same quality consistently? "We don't have too many problems getting to people and, in central London, are able to offer next-day deliv-

ery," says Mr Iain Burke-Hamilton.

STEP 3 Give feedback

As the trends have developed, Soulful Food has developed vegan and gluten-free recipes and has concentrated on ensuring food is ethically sourced. But if the range isn't right for your business, Mr Iain Burke-Hamilton says suppliers like his are perfectly placed to adapt quickly: "If something isn't selling, we'll help retailers find something else that will," he says.

Why work with a supplier directly?

Iain Burke-Hamilton: We can give that personal touch. We're able to get to know retailers and recommend products that will work for their business. Repeat business is really important and we're focused on providing a quality product that builds a reputation for us and a retailer.



If something isn't selling, we'll help retailers find something else that will

WHAT'S NEXT?

You've built relationships with the companies that best serve your needs to make sure your business benefits from the boom in local produce, but something is missing: your customers. Award-winning retailer Village Shop, Hook Norbury, Oxfordshire outlines five ways to get your customers excited by your local produce range.



Social Media

This is something we should do more of, but when seasonal products like English asparagus and strawberries come in we take a photo and share it.

Tastings

We've just got a new bread supplier – a local bakery – and we're planning to put on a tasting to give customers a try of their products.

Word of mouth

Customers will see things in another person's basket and say "that looks good". Word of mouth works really well in a close community like ours.

Recommendations

A local butcher makes sausages five or six miles away and sells them at a farmer's market. But that's quite far if you want them regularly so we were asked to stock them.

Advertising

Every two months a newsletter goes through every door in the village. We have a half page ad in every issue – which costs £100 for the year – and we can tell people about our local products here. ●



London-based Soulful Food is benefiting from the local produce trend



INNOVATIONS

Take back control

As the industry moves to professionalise, the back office is suddenly more important than ever. **Charlie Faulkner** takes a look at the latest technology



As the dust from the Booker-Tesco merger announcement settles, many independent retailers inside and outside of the Booker Group have begun to ask what they may be able to learn from the retail giant in terms of streamlining their businesses and finding efficiencies.

As retailers face pressures in the

form of increased rates, the national living wage (NLW), pensions auto-enrolment as well as the decline of a number of key categories, using professionalise systems and practices to find extra profit opportunities has never been more vital.

RN looks at how suppliers, manufacturers and symbol groups are working to help retailers do just that.

What you can do: Analyse sales data to understand how your customers shop

How the industry helps: Steve O'Neill, group marketing director - PayPoint



We recently launched our PayPoint One terminal which provides EPOS, card payments and traditional bill payment services all in one easy-to-use platform. PayPoint One uses cloud-based technology so retailers can access sales data and make changes anywhere from any internet-connected device. This also means the data is fully backed up in the cloud for peace of mind.

What it means to me: David Knight, of Knight's Budgens in West Sussex



We've spent a lot of time using data to understand how people shop and how they use emerging categories such as food to go. We found when you have products at the back of the store customers' shopping is very sporadic and mixed. But when you put it into a condensed area and people can buy everything they're after they're inclined to buy more. The key is to get customers engaged quickly and if you've not made it easy for them you're going to lose a potential sale.



Easy to use, advanced technology helps level the playing field

What you can do: Use online tools to ensure compliance with legislation

How the industry helps: Steve Fox, group marketing director - Booker

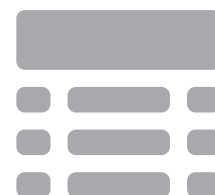


All of our Premier, Family Shopper, Londis and Budgens customers have access to the National Employment Savings Trust (NEST) to support them with auto-enrolment. They also have access to guidance which supports them with standards, basic legislation and information on how to increase sales, as well as offering advice and information on how to operate their business in a safe and legal way.

What it means for me: Mo Razzaq, Premier Mo's Convenience Store in Glasgow



We receive a lot of information and support through Booker and we receive a weekly email that keeps us updated. I've approached Booker to see if it will work with tobacco companies to provide gantries that will work better once legislation comes into force. At the moment we have to wait until the 10s run out but we're hoping to see a new gantry using drawers instead of flaps to make it easier to restock and find packs. >>





Run your whole store with one device



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local Territory Development Manager**



INNOVATIONS

What you can do: Work with reps to identify sales opportunities

How the industry helps: Jonathan Yajima, head of customer marketing at JTI. The technology teams use helps retailers run their business profitably and efficiently. It enables sales reps to support retailers and wholesalers alike by monitoring the performance of specific products, alleviating availability issues, ensuring stock levels are maintained and offering specific advice based on their data.



JTI

What it means for me: Shailesh Patel, of Chelsea Food Fayre in London



JTI keeps us up-to-date with new products and what's going on in the market which is particularly important considering the enforcement of EUTPD II and plain packs legislation is only a few months away. They utilise my data to find out which products are the bestsellers and what we really need to stock. I know B&H Blue and Sky Blue, as well as Sovereign, are fast sellers so I need to make sure I have good availability.



Relocation of the back office to the shop floor has been a significant move forward

What you can do: Access planograms and training tools tailored to your business

How the industry helps: Greg Deacon, head of retail trade marketing at News UK



By accessing newsretail.co.uk, retailers can benefit from a personalised approach to their store, with sales data for both The Sun and The Times.

The website also provides access to News UK reps who can offer support in growing sales, highlight new technology through BigDL or provide individual store advice.

As well as this, retailers can access help with issues relating to the news category - such as late delivery or missing credit.

What it means for me: Naresh Purhoit Marseans in Kent



I'm definitely going to get a lot from this website - particularly on the HND side of my business. I'm directly supplied by News UK because my store is inside the M25, and I think this website will help me communicate better with the publisher in terms of getting support to grow my sales further as well as dealing with delivery problems as they come up.



What you can do: Upskill your staff and get them involved in your store's management

How the industry helps: Andrew King - franchise director, One Stop



The relocation of the back office to the shop floor, behind the counter, has been a significant move forward for our franchise stores. One Stop operates a full cash, stock and auto ordering system, enabling franchisees to operate efficiently and profitably. This has made working more streamlined, giving opportunity to upskill the team as it had historically been inaccessible away from the shop floor - located in an office.

Danny Wilson, One Stop retailer in Scarborough



One Stop's automatic ordering generates everything for us and it's great. Using the 'suggested ordering' systems we had before, products weren't always linked up which was costly in terms of time.

Now we're only reviewing the order and it means we have much better stock control and stock flow. In terms of promotions, all we have to do is add the labels to items. It just makes running the shop a lot easier. ●

Ensuring staff are fully trained in a store's systems helps entrench best practice

THIS WEEK IN MAGAZINES



Yeah, Yeah, YEAH!!!

A VINYL SOLUTION FOR FANS OF THE BEATLES

They were just four lads from Liverpool, but they changed the music world forever. Now, collectors old and new can enjoy Beatlemania

THE FAB FOUR are back in the format they first gained worldwide success with, as DeAgostini's new partwork series will offer 23 albums and compilations on vinyl LPs in exact replicas of the original sleeves. Each album will come with an illustrated magazine containing the stories behind the group's renowned recordings, written by Beatles historian Kevin Howlett. DeAgostini said sales of vinyl records reached a 25-year high in 2016, following a year-on-year rise of 53%. Issue 1 will be £9.99 for a limited time only, with subsequent single album copies retailing at £16.99. Double and triple albums will sell for £24.99.



THE BEATLES VINYL COLLECTION
On sale out now
Price £9.99, then £16.99 or £24.99
Frequency fortnightly
Distributor Comag
Display with Jazz at 33 RPM, Gramophone

Round up



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

MAG SHOPPING IS A FAMILY OCCASION

This week I spoke to a retailer who recently found out how far one of his customers had travelled to pick up a copy of a rare magazine from him – around 50 miles.

Given the effort and cost involved, he told the intrepid traveller he would be very happy to post the issue instead in future, but the customer refused, saying it was a “great family day out”.

The retailer in question has built his business on being a specialist in magazines. Of course, not everyone will be so fortunate as to have such a dedicated customer, but the idea of getting the whole family involved in a trip is one which readers in your own area could latch on to.

Clearly, the children's sector remains hugely important to independent stores, accounting for 12% of all their magazine sales in 2016, according to figures from Frontline.

The recent ABC magazine figures confirmed one of the greatest revival stories is still Top of the Pops magazine, which increased copy sales for the second year running after relaunching in 2015 – to the tune of 15.8% year on year this time – showing there are still strong sales to be made in the teen market.

Last week, I covered the news that Top of the Pops' publisher, Immediate Media, is incorporating a brand new gaming section into one its other well-established titles, Match of the Day.

Keeping on top of teen trends and putting a new spin on traditional brands can be a great way of keeping young people engaged.

The habit of reading magazines can be instilled at a formative age and keeping customers engaged throughout their teenage years and into adulthood is both one of the greatest challenges and one of the most powerful tools for the industry.

Making a family occasion of a trip to the magazine shop is certainly a good place to start.

BRAND NEW!

Disney BEAUTY AND THE BEAST

ON SALE NOW!

STICKER COLLECTION

STARTER PACK £2.99...

STICKER PACKET 50P...

FAMINI
www.paninigroup.com

Now with

Daily Radio Listings

New

On Demand Section

The best

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Total DAILY TV & RADIO LISTINGS
PLUS ON DEMAND GUIDE ONLY £1.25
25 FEB - 3 MAR 2017

TVguide

Broadchurch
A new series
A new case

ITV

BAUER
Thank you
for all your
support

THIS WEEK IN MAGAZINES

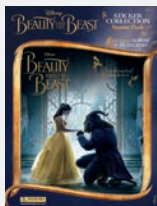


EMIGRATING TO AUSTRALIA

Now on its fourth issue, publisher Evolve says this is the only magazine dedicated to emigrating to Australia. Content includes real-life stories from people who have made the move, city guides to all the major destinations, plus advice on visa options, schools and jobs, as well as insight into property prices across the country.



On sale 7 March
Price £7.99
Frequency monthly
Distributor Marketforce
Display with Italia, Place in the Sun, Wanderlust, Lonely Planet Traveller



BEAUTY & THE BEAST STICKER COLLECTION

Panini is bringing this new collection out in advance of Disney's new live action version of the classic fairy tale, released on 17 March. The collection includes special gold glitter and foil stickers. There are 180 stickers to collect in total and starter packs include an album, plus 31 stickers. Regular packets will cost 50p.



On sale out now
Price £2.99
Frequency one shot
Distributor Marketforce
Display with Disney Princess Sticker Collection, Frozen Sticker Collection



SPARKLE WORLD

The primary girls compilation title includes stories and activities based around the most popular girls' characters, with this issue featuring a Shopkins workbook, My Little Pony colouring, a Barbie photo frame craft and more features on the Care Bears, Rainbow Magic, Littlest Petshop and others. There are activity stickers to use in the magazine as well as prizes to win from Shimmer and Shine and Baby Annabelle.



On sale out now
Price £2.99
Frequency monthly
Distributor Comag
Display with Barbie, Disney Princess and My Little Pony



DOC MCSTUFFINS

This month's issue includes a special eight-page Toy Hospital section. There are two stories for fans to enjoy as Doc and her toys make a new friend in Baby Names, before Sir Kirby and the Wicked King take a bumpy ride in Crash Course. Readers can play a pairs game and make a jigsaw, as well as having the opportunity to win one of 18 Doc McStuffins costumes. This issue also features a free doctor's check-up set and activity stickers.



On sale out now
Price £3.99
Frequency monthly
Distributor Marketforce
Display with My Little Pony, Disney Frozen, Girl Talk



DOCTOR WHO ADVENTURES

Fans of the Doctor can check out his latest adventure. There's a guide to making your own Dalek trooper helmet, and the issue comes with a free Time Traveller's Kit, with a sonic screwdriver pen.



On sale out now
Price £3.99
Frequency monthly
Distributor Marketforce
Display with Star Wars Lego, Ultimate Spider-man



Bestsellers Women's Weeklies

Title	On sale date	In stock
1 Take a Break	09/03	<input type="checkbox"/>
2 Woman's Weekly	07/03	<input type="checkbox"/>
3 The People's Friend	04/03	<input type="checkbox"/>
4 Chat	09/03	<input type="checkbox"/>
5 That's Life	09/03	<input type="checkbox"/>
6 Closer	11/03	<input type="checkbox"/>
7 Heat	18/03	<input type="checkbox"/>
8 Bella	07/03	<input type="checkbox"/>
9 My Weekly	11/03	<input type="checkbox"/>
10 Woman	06/03	<input type="checkbox"/>
11 Woman's Own	06/03	<input type="checkbox"/>
12 New!	07/03	<input type="checkbox"/>
13 Pick Me Up	09/03	<input type="checkbox"/>
14 Real People	09/03	<input type="checkbox"/>
15 Best	07/03	<input type="checkbox"/>
16 Grazia	09/03	<input type="checkbox"/>
17 National Enquirer	06/03	<input type="checkbox"/>
18 Reveal	07/03	<input type="checkbox"/>
19 OK!	07/03	<input type="checkbox"/>
20 Love it!	06/03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



KIDS LOVE OUR DINKY WORDSEARCH MAGAZINE

WILL & AIMEE'S WORDSEARCH IS A UNIQUELY-SIZED COLLECTION OF PUZZLES SPECIALLY COMPILED FOR KIDS





PUZZLER SOUVENIR SPECIAL – DAME VERA LYNN

Puzzler Media has produced this Official Souvenir Special to celebrate Dame Vera Lynn's centenary with the blessing of her daughter, Virginia. The magazine will be a photographic tribute to her life, career and extensive charity work. A donation from each copy sold will be made to The Dame Vera Lynn Children's Charity.



On sale 8 March
Frequency one shot
Price £7.99
Distributor Marketforce
Display with Puzzler, Take a Break, Yours

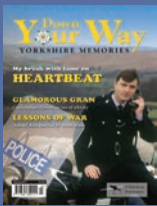


OUTDOOR PHOTOGRAPHY

The April issue includes a 16-page collection of the Outdoor Photographer Of The Year 2016 competition winning images, which will be exhibited at The Photography Show at the NEC Birmingham later this month. The magazine is dedicated to landscape, wildlife, nature and adventure photography with contributions by leading photographers, such as award-winning photographer Richard Garvey-Williams.



On sale 9 March
Frequency monthly
Price £4.75
Distributor Seymour
Display with Digital Camera Magazine, Practical Photography



DOWN YOUR WAY

Yorkshire nostalgia magazine Down Your Way has been relaunched in A5, similar to its sister publications Dalesman, Cumbria and Countryman. The magazine – which was previously a non-standard size – has also gone up from 64 to 80 pages. The inside has also been given a facelift, with publisher Country Publications aiming to appeal to a wider audience.



On sale out now
Frequency monthly
Price £2.90
Distributor direct
Display with Dalesman, Cumbria, Countryman



STAR WARS FORCE ATTAX

Topps has launched a brand new Force Attax collection to cover all seven films plus the newly released Rogue One: A Star Wars Story. Fans will be able to see how familiar heroes have evolved across the films as each film is given its own subset, with characters including Anakin Skywalker, Han Solo, Jyn Erso and Director Krennic. The total collection includes more than 270 collectable cards.



On sale out now
Frequency one shot
Price £4.99
Distributor direct
Display with Star Wars Rogue One, Match Attax 2016/17



GOOD HOUSEKEEPING

Good Housekeeping's 95th anniversary celebration issue features an interview with American talk show host Oprah Winfrey. Elsewhere, there's a special Easter food guide including recipe ideas for entertaining family and friends. In this issue there will also be £25,000 worth of luxury fashion and beauty giveaways for readers.



On sale out now
Frequency monthly
Price £4.30
Distributor Comag
Display with Woman's Weekly, Woman & Home, Prima

Industry viewpoint

Gavin Hyde

Newstrade marketing manager for H Bauer at Frontline



Now the festive season is behind us it's time to reflect on the biggest magazine campaign of the year, Christmas TV listings, and examine how we can maximise sales throughout the rest of 2017.

In a market where price sensitivity is likely to have played a large part in consumer choice, the two Bauer titles – TV Choice and Total TV Guide – excelled, with both titles posting the only year-on-year increase in sales over the campaign, driving substantial footfall to the independent sector at this key time of the year.

Results like this are only possible when we get all the fundamental aspects right collectively, such as getting copies on shelf as soon as they come in, getting the right display solutions, eye-catching PoS and making sure shelves are always full to the brim. This task was executed with great success and wouldn't have been possible without the support of independent newsgents, so a big "thank you" to you all.

TV listings magazines generated more than £150m RSV across the year in 2016, which was just -1.8% in revenue terms.

TV listings customers are habitual purchasers and more often than not will stick to one brand of magazine.

To capitalise on the TV listings selling potential, it is therefore essential to carry as many of the key six magazines as you can.

Total TV Guide also recently re-introduced daily radio listings to its weekly content which makes the title one of only two TV listing magazines to carry radio listings. Priced at only £1.25, it offers the best value for money among the premium TV titles.

Top tip
 Easter is a key seasonal selling period, so speak to your wholesaler and stock up on TV listings magazines to fully maximise sales potential.

COMING UP IN NEXT WEEK'S RN



FIVE-TIME FLOOD VICTIM DAPHNE EDDINGTON – HOW I MADE MY STORE BETTER THAN EVER

Plus, RN speaks to great retailers profiting from breads, and the personal care category is in focus in Pricewatch



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 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	61	100	8.99
Build your own R2-D2	9	100	8.99
Enhancing your mind, body, spirit	89	120	3.99
Jazz at 33 and third RPM	30	70	14.99
Simply Stylish Knitting	62	90	3.99
Star Wars Helmet Coll'n	31	60	9.99
Zippo Collection	39	60	19.99
Eagleboss			
Build A Solar System	81	104	7.99
DC Comics Graphic Novel	41	60	9.99
Doctor Who Figurines	92	120	8.99
Marvel Fact Files	207	200	3.99
Military Watches	80	80	9.99
Star Trek Ships	93	95	10.99

Collectables

Title	No	Pts	£
Hachette			
Art of Crochet	80	120	2.99
Art of Knitting	111	90	2.99
Art of Quilting	62	90	3.99
Art Therapy	103	120	2.99
Art Therapy 50 Mindful Patterns	11	80	4.99
Assassins Creed: the official collection	1	80	2.99
Build the U96	132	150	5.99
Dr Who Complete History	40	80	9.99
Draw The Marvel Way	31	100	4.99
Judge Dredd Mega Collection	56	80	9.99
Marvel's Mightiest Heroes	84	100	9.99
Warhammer	14	80	9.99
RBA Collectables			
Real Life Bugs & Insects	28	60	0.99
Panini			
F1 Collection	24	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 25-26 February

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Daily Telegraph	1,265g	880g	135g	5	45g
Sunday Times	1,060g	680g	80g	3	65g
Mail on Sunday	485g	365g	120g	3	50g
The Sun	460g	170g	35g	1	35g
Guardian	375g	290g	85g	3	70g
Sunday Telegraph	345g	290g	55g	1	55g
Sun on Sunday	335g	110g	10g	1	10g
Daily Mail	310g	230g	80g	2	50g

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	*	*	*	*	*

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

Highlight



EPOS

Why invest in a new system?

From mobile pay and cloud-based software to integrated card payments and real-time stock updates, the latest tools on modern EPOS systems are wide-ranging, as are the benefits for retailers who invest in them.

“The main benefit of using EPOS is you no longer need to stand in the shop for 12 hours,” says Ramesh Patel, of 3R Telecom, who cites staff clocking in and out, stock management,

age-restricted prompts and links to CCTV as examples of features of a good system.

“You get control so you can see what is happening and mistakes are minimised, time is saved by reducing manual tasks and profits are boosted by reducing wastage, theft and optimising sales and pricing,” adds Richard Holder of Reposs.

For Kat O’Flaherty of TLM Technologies, additional benefits include tracking and

managing margins, deliveries and promotions implementation and faster service.

Put simply, he says, EPOS can make the day-to-day running of a c-store or a forecourt a lot simpler.

If you are looking to buy your first EPOS system or upgrade your current technology, you can get in touch with these suppliers to find out more about the best option for your business.

Five top tips

- 1 Get support**
A good provider will offer training and support, so take advantage of it
- 2 Get out more**
Rely on your EPOS to help with stock control, provide live data and link to CCTV
- 3 Boost profits**
EPOS can help reduce wastage and theft and optimise sales and pricing
- 4 Link to suppliers**
Use electronic delivery notes, ordering and product file updates with EPOS
- 5 Speed up Good**
systems offer integrated card, contactless and utilities payments



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- ✓ Menzies and Smiths News daily delivery notes
- ✓ Unlimited online training
- ✓ Lifetime software licence
- ✓ 7 day software and hardware support
- ✓ Software only packages
- ✓ Electronic links to most wholesalers (Optional)
- ✓ Providing EPOS solutions for over 10 years
- ✓ Weighing scale link

Avery Berkel



Chip and PIN



TOSHIBA



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YOUR EDGE IN PAYMENT MANAGEMENT YOUR EDGE IN BUSINESS MANAGEMENT



- Durable touch screen EPoS with optional extras
- Integrated with contactless payment and mobile top-up
- Standalone debit/ credit card payment facility available
- Combined with a back office with full stock control
- Complete with in-depth financial reporting facility
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- Quick and easy to set up customer loyalty schemes
- Support for hardware/ software/ back-up available
- Free on-site installation and training can be provided
- Create immediate on the fly product promotions
- Bespoke screen customisation, the way you want it
- Comes with over 30,000 products pre-loaded
- UK based customer support, 24/7 365 days
- Finance options available (subject to credit approval)

0.7%
 Per credit card transaction*

0.4%
 Per debit card transaction*

5%
 Could earn up to on mobile top-up*

*T&Cs Apply. Rates are subject to change, with prior notice. Acceptance to the service requires successful completion of a credit check.

powered by **ces software**



Touch Screen



Quick Sales



Free Installation



Free Training



Swipe Card



Chip & Pin



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Stock Control



Staff Analysis



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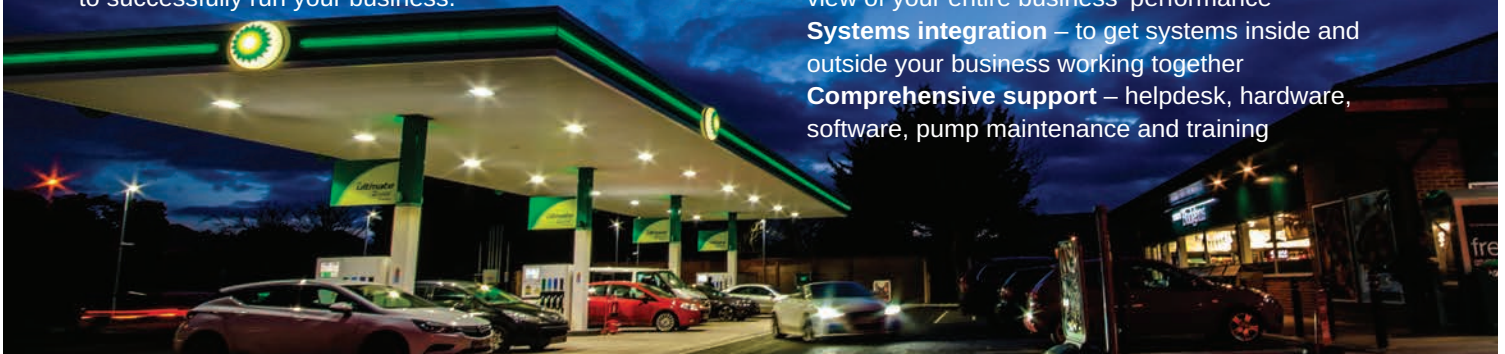
EPOS

Critical support services, EPOS & technology solutions for convenience & fuel retailers



TLM develop, deploy and integrate the technology behind smarter, more profitable decisions. We provide extraordinary customer service and the critical support services retailers rely on to keep operational. We are one partner to turn to for everything necessary to successfully run your business.

Our connected solutions cover:
EPOS – to deliver a first-class customer experience
Back office systems – to streamline store management and drive better decision making
Head office systems – to provide a consolidated view of your entire business' performance
Systems integration – to get systems inside and outside your business working together
Comprehensive support – helpdesk, hardware, software, pump maintenance and training



To find out more about how TLM can support your business visit: tlmgt.co.uk call: 0845 180 0242 email: info@tlmgroup.co.uk



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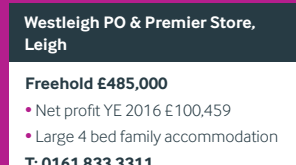


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6410889



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5613235



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2411494



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