

# RN

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**BOOKER**  
WHOLESALE

**TESCO**  
*Every little helps*

## The Tesco and Booker merger What it means for you

Your 10 questions answered

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Shaping the future  
of independent retail  
since 1889



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## BOOKER WHOLESALE

## TESCO

Every little helps



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## WELCOME

Many of you are  
incredibly positive  
about the benefits  
the deal might bring

## Editor

Chris Gamm

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On Sunday afternoon, I stopped in at my local off-licence. Chatting to Kiri, a member of staff, he told me the store was closing for a week soon for a refit. They are doubling the store size, adding five metres of chillers for fresh food, a huge range of local beers and introducing news and magazines.

Fantastic, I replied, before asking if they are joining a symbol group. His face dropped. Premier, he said, but they'd had some worrying news over the weekend – the group was being bought by Tesco.

We chatted for 15 minutes about the topic that's dominated the national news, social media and the RN newsroom for the past week. Kiri wanted to know what it would mean for his store, and had lots of questions.

Will Tesco have a say in his store and the point of difference they have over the Tesco Express down the road? Will the deal be investigated by the Competition and Markets Authority? Would his product range and prices improve? Will he sell Tesco products?

Kiri's questions mirror those many of you have asked, so while there is still a lot of uncertainty surrounding the deal, we've answered many of these in a special four-page report in this week's issue.

We've spoken to dozens of retailers from all the major groups as well as wholesalers, suppliers and industry experts. Many of you are incredibly positive about the benefits the deal might bring, while many of you have raised real, valid concerns.

What is clear is this is an exciting time for the convenience industry.

The picture will no doubt become clearer as more details emerge over the coming weeks and months. But rest assured, RN will be there answering your questions all the way.

# MERGER

**Supply chain impact** Wholesalers and groups 'should merge to negotiate better deals'

## Time to consolidate, say industry leaders

£48.4bn

Tesco 2016 sales

£5bn

Booker 2016 sales

by Gurpreet Samrai  
and Charlie Faulkner

gurpreet.samrai@newtrade.co.uk

More symbol and buying groups must consolidate to succeed following the proposed Booker and Tesco merger, leading industry figures have warned.

Speculation has been rife about how the high-profile merger will impact the future of the supply chain, after last week's shock news. Several industry figures told RN the only way to remain competitive will be further mergers both between wholesalers, and between retail groups and wholesalers.

Dee Thaya, of Abra Wholesale, believes buying groups need to start working together to negotiate better terms for their customers.

"All the wholesale and retail buying groups should merge at least in the negotiation process," he said. "It will put us in a stronger position and it's a better way of moving things forward."

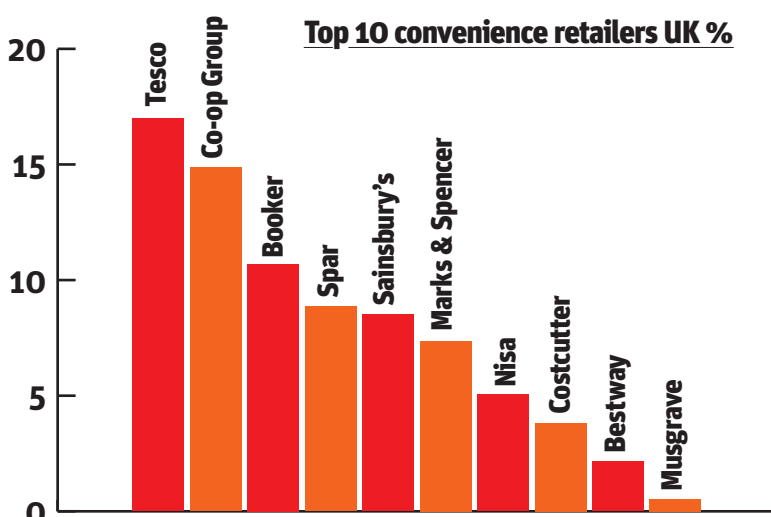
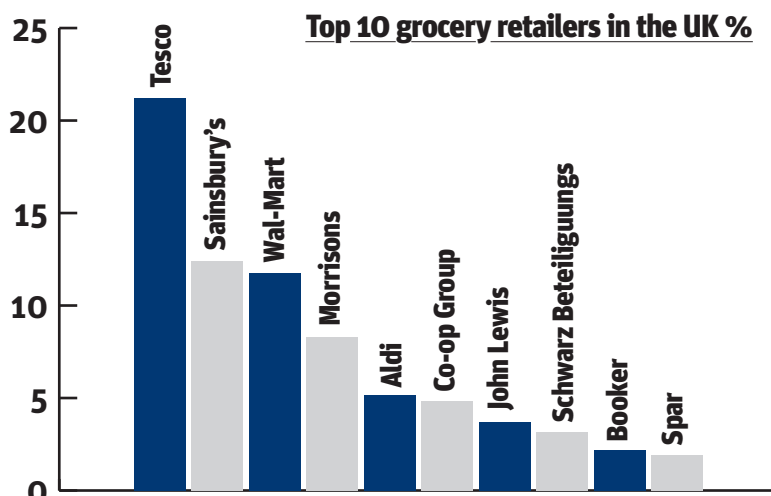
It comes only a few months after David McCorquodale, head of retail at consultancy KPMG, said in an exclusive interview with RN the route to sur-

vival in the face of increasing financial pressures across the supply chain was through mergers which would boost their numbers and ability to negotiate deals with suppliers. Blakemore Wholesale sales director Raj Krishan agreed adding mergers were a possible way towards growth in the current flat market.

Industry bosses said they believe other merger talks are already underway, while others will be seeking opportunities. A senior wholesale figure, who did not want to be named, said: "The market has consolidated and that may continue."

Meanwhile, retailers are bracing themselves for further uncertainty in the market.

Sid Sidhu, of Simply Fresh in Kenilworth, said: "I think conversations about further mergers have already taken place. This has ignited a sense of urgency. Talks between Bestway and Nisa have been rumoured for a while. I imagine they probably couldn't agree on terms. Most people are seeking to have the very same conversations again but with renewed vigour."



Source: Euromonitor

### SHORE CAPITAL Breakdown of estates

**3,358**  
Premier stores

**1,903** Londis stores

**150** Budgens stores 52 Family Shopper stores

**2,839**  
Tesco Express, Metro and One Stop stores

**730**  
Tesco Extra and Superstores

## Tesco Express 'will not be beaten'

Tesco Express store managers will not accept Booker-supplied stores beating them on price, a former supermarket manager and independent retailer has told RN.

Vince Malone, of Premier Tenby Post Office, said: "When I managed Sainsbury's Local stores I would do weekly competitor surveys of my area and talk to customers about where

they shopped and why. If a Premier had a promotion on loo rolls that was better than Sainsbury's, I would be onto my area manager saying, 'We're a big company, why can't we compete with an independent?'"

Mr Malone said Tesco managers would doubtless do the same, but added "this could be good for the market if the extra buying power

drives down costs".

Asked whether prices could align across all stores under the proposed new organisation, Booker chief executive Charles Wilson said each brand has its own strategy and Tesco price linking isn't a concern.

Meanwhile, a petition against the merger by comparethewholesaler.com boss Keith Robinson was rejected.



It's come out the blue, but I think when we look back it will have had a positive effect on the whole convenience channel – if Tesco has lined up with the largest wholesaler there has to be benefits for independents. I imagine conversations about further mergers have already taken place.

**Sid Sidhu, Kenilworth, Warwickshire**

**Bargain Booze**

Select convenience



I think it's good news – it will directly benefit the buying power of Booker members. In terms of a threat to me as a Bargain Booze, Tesco doesn't have the range we have and we offer unique products. Independents will always have the personal touch and the ability to adapt.

**Mital Patel, Brentwood**

**Premier**



There's a lot of speculation, but ultimately retailers trust Charles Wilson. He's not said anything he's not followed through on. Access to technology and the banking side are definitely positives, as is joining the wider delivery network. But what happens where Premier and Tesco Express compete?

**Dennis Williams, Edinburgh**

**SPAR**



It's shocking – none of us saw it coming. What concerns me is the level of control Tesco will have over the convenience market. But for us, it's not just about price, it's about being able to deliver a quality fresh food range, which Tesco could certainly bring to Booker.

**Paul Stone, Manchester**

**BOOKER**  
WHOLESALE

**TESCO**  
*Every little helps*

The lid has been lifted on the grocery industry's biggest deal in recent history, but what does it mean, how will it affect the supply chain, independent retailers and the future of convenience retailing? **Gurpreet Samrai, Tom Gockelen-Kozlowski, Chris Rolfe and Charlie Faulkner** investigate

# Your 10 questions answered

## 1 What are the advantages of the deal for Booker members?

Booker chief executive Charles Wilson is adamant the deal will allow the wholesaler to "further improve the choice, price, service and quality" it offers its members. Dennis Williams, of Broadway Premier in Edinburgh, says retailers need better margins. "The buying power is something I anticipate growing in strength – to go from a relatively modest buy-in of chilled to dealing with one of the biggest chilled retailers has to mean better prices." And although he admits some retailers are "uncomfortable" with Booker joining Tesco, the prospect of escaping prohibitive banking charges, by accessing Tesco banking, mobile and PayQwiq services, is proving a soothing tonic.

## 2 What are the arguments against the merger?

One anonymous industry figure labelled the merger as "very dangerous for independents," as retailers could swap cheaper prices for data that ends up being used against them. "For independents to have access to better pricing and better quality of products, there may be control over range and that ultimately is making Tesco's power greater," the source said. Martin Williams, former managing director of Landmark Wholesale, is certain suppliers will suffer, particularly those which currently offer multiples more favourable terms. Andy Read, of Milford Haven Best-one, also argues further price deflation across the industry could leave retailers with smaller margins.



# MERGER



If it makes Booker prices cheaper, it will have a knock-on for the market, which will be good for me and mean better prices for my customers. With the National Living Wage and pensions auto-enrolment you've got to look for the positives.

**Andy Read,**  
Milford Haven



We had a conference call with Charles Wilson the day the news broke and discussed concerns, like the fact we'd be getting into bed with the enemy. But every promise he's ever made us he's delivered on, and he has turned Booker around. I think we should give it a chance.

**Mo Razzaq,** Glasgow



I don't think there's anything wrong with this merger. Success is all down to retailer behaviour – you will do well if you have good standards, staff, ranges and so on. Where manufacturers have not budgeted before, we will have better access to the multiples' prices.

**Alpesh Patel,** London



I don't think it will affect us, at least not for the next few years. This is all about buying power, with Tesco increasing market share, manufacturers have more to fear than retailers because of the pressure Tesco will put on them for margins.

**Dee Sedani,** Matlock, Derbyshire



## 3 What will the deal mean for Booker and Tesco's negotiations with suppliers?

Better prices were among the benefits Booker chief executive Charles Wilson singled out. "More scale... gives better terms, fresher food – that means everybody's happier," he said. Former Tesco executive and senior analyst at European Food Retail Bruno Monteyne agrees the move will give Booker "hugely more negotiating power", but believes it will be "much less transformational" for Tesco. While some suppliers have been positive about the move, including own label manufacturer Samworth Brothers, recent controversy regarding Tesco's negotiating techniques, in terms of its stand-off with Unilever on pricing as well as its delayed payments to suppliers, means others may be concerned. Highlighting the impact on the whole market, Martin Williams says there is "no doubt" suppliers will face the biggest impact of the deal.

## 4 Will the Competition and Markets Authority (CMA) investigate the deal?

The CMA never comments on mergers until a formal investigation has been opened. However, we know constant discussions between companies involved and the CMA's legal team are common ahead of an initial (Phase I) inquiry. The CMA then has 40 days to clear the merger or refer it to a Phase II investigation, for which an independently-appointed panel has six months to reach a decision. City analyst Shore Capital says the merger is "an enormous potential



challenge for the CMA" and does not envisage "anything but a Phase II investigation". It adds potential remedies could be the sale of One Stop or the unwinding of the Musgrave acquisition by Booker. However, while Mr Monteyne believes the deal should be scrutinised, he says two factors could see it passed – Booker is not a retailer and operates in a healthy wholesale market, and c-store consumers should be materially better off.

## 5 How could Tesco benefit Booker's own label?

While there are no plans to sell Tesco's own brand in Booker's stores and vice versa, Mr Wilson says the benefit will come from tapping into Tesco's supply chain. "What we know is by working with Tesco we can get an even fresher product at a better price," he says. Mr Monteyne agrees, stating the ability to take advantage of Tesco's huge sourcing operation for fresh food and private label products for

Booker products will be a huge step forward. Shore Capital adds, while it does not see Tesco brands appearing in Booker's retail stores, it is an opportunity for both parties to streamline.



**We don't mind tapping into the scale but we have to be very careful we don't turn into a holding shed for Tesco stock**



My gut reaction is it's not a good thing for small shop keepers – Tesco is getting into the market by the backdoor and will dictate prices. If other mergers happen, all the eggs will be in one basket and there'll be fewer wholesalers to compete on price.

**Adrian Thompson,** Filby, Norfolk



It certainly explains the deals Booker was offering last year – they’ve never had deals like that before and obviously wanted to up their sales. I know Tesco looked at buying Costcutter but Costcutter wasn’t prepared to give it full control. What worries me is own brand – Costcutter’s isn’t strong.

**Asmat Saleem, Fife, Scotland**



From Tesco’s point of view, £3.7bn sounds

cheap, which makes me wonder what’s going on at Booker – I understand the company turns over more than £5bn a year. Tesco’s retail prices are often cheaper than Booker’s wholesale prices, so I hope its prices will come down and range will increase.

**Peter Lamb, Bells Yew Green, East Sussex**

# TESCO

## Every little helps

### 6 Will this pave the way for more mergers?

The resounding answer seems to be yes. Mr Monteyne says every wholesaler will now be reviewed by the big retailers, while others are considering the benefits of consolidating within their own sector. Dee Thaya of Abra Wholesale says it is time for buying groups to join forces to put them in a stronger negotiating position.

### 7 Is Tesco’s click & collect rollout across independent stores achievable?

The rollout represents 35% of Tesco’s £175m post-merger cost-cutting plan. In-store collection is certainly cheaper for Tesco than home delivery, but Mr Wilson sees expanding Tesco’s click & collect network to 8,000 Booker-affiliated stores as a good opportunity to attract new customers to its fascias. While Shore Capital describes the proposals as “peripheral” to the deal, some industry figures and

retailers warn the move would take sales from independents and risk eroding their identity. “We don’t mind tapping into the scale but we have to be very careful we don’t turn into a holding shed for Tesco stock,” says Budgens retailer David Knight.

### 8 Will the move cause retailers to switch fascia?

Mr Wilson admits it is a worry retailers who see Tesco as the enemy may jump ship, but says it aims to show them how working with Tesco can help them prosper. Whether retailers leave Booker because of the merger or if others will find its fascias more attractive remains to be seen, but what is clear is many retailers, despite their concerns, have reaffirmed their trust in Mr Wilson, who they credited with “turning the business around”. Mo Razzaq said: “I think we should try it – if we don’t like it we can always switch symbol groups.”

### 9 What will happen where Tesco Express and independent stores compete?

“The concern for a number of retailers lies around things like what happens when you have a Premier and a Tesco Express near one another, or a One Stop?” says Dennis Williams, of Broadway Premier convenience store in Edinburgh. Addressing these fears, Mr Wilson says he doesn’t envisage much change in the way things currently work and says retailers shouldn’t expect to see new restrictions on space either: “Are we going to be turning Booker retailers into mini Tescos? Not a chance.” He added, Booker will remain able to make 100% autonomous decisions.

### 10 What does this mean for the future of convenience?

With so many details still to emerge from the deal it is perhaps understandable that neither Mr Wilson nor Tesco boss Dave Lewis have spent much time outlining their longer-term strategy. But elsewhere in the market there may be clues. Walmart president Doug McMillon recently outlined drivers of change the whole retail market faces including “the internet of things, drones, delivery robots, 3D-printing and self-driving cars”. This will dramatically change both the supply chain and consumer demand, he said, and though a bigger more varied business may have the resources to succeed in this market, this deal avoids none of the hurdles. ●



Nisa is very good at what it does, but at Christmas we had five fruit and veg on offer at 39p, which was market-leading. A week later, the supermarkets went down to, at the lowest, 19p for a bag of potatoes. It’s going to be even harder to be competitive.

**Peter Mann, Luton**



I feel cautious optimism – it could result in an ungraded offer if we can tap into Tesco’s own label supply base. I’m not sure about Booker’s click & collect idea, I’m not entirely comfortable with someone coming in, buying nothing from us, and collecting Tesco shopping at our expense.

**David Knight, Henfield, West Sussex**



The NFRN is cautiously positive about this move as hopefully it will result in investment in Booker and keener pricing in its wholesale depots. Tesco’s investment reinforces the NFRN’s belief about the importance of the convenience sector as customers shun weekly shops in favour of buying little and often at local stores.

**Paul Baxter, chief executive, NFRN**

# STORE LOOKBOOK



## Local equals loyal

Community-minded Mace retailer Adrian Thompson uses close links with local firms and his symbol group to entice holidaymakers and loyal locals into his thriving family store. **Tom Gockelen-Kozlowski reports**

**W**ith strawberries, potatoes and even brussels sprouts grown on his doorstep, Adrian Thompson is able to source fresh produce that, in a matter of minutes, travels from the soil to his shelves. "I know it's not possible for every retailer, but we are fortunate with the location we're in," he says.

Speaking with this passionately community-minded retailer, it is soon clear just how fortunate he feels.

The store he runs, a Mace in Filby, on the outskirts of Great Yarmouth, was built by his father in 1963, originally as a separate fish shop and post office, but has gradually morphed into a modern 1,600sq ft convenience store.

Adrian has been in the business since he left college in 1983 but, at 87, his parents are still involved, his dad still rising at 4.30am to help deliver newspapers in some of the most rural parts of their six-mile HND catchment area.

So what keeps him, and his parents, still so passionate about their business?

"It's a love of the area. My father was a local councillor here from 1964 until 2014 – 50 years. I have been on the parish council since I was 21 – that's 32 years," he says.

Adrian's work in the community goes "hand in glove" with his work for the business, he believes. "We have a playing field and village hall – I'm chairman of that

– and we also do the In Bloom campaign. We've been quite successful – every summer the village is full of flowers," Adrian says.

Filby benefits from a rush of summertime tourists and in peak season his turnover can be up 30%. Any community investment that attracts them can therefore have a positive effect on the store.

"We have an 'open gardens' weekend in July when villagers open their gardens up and we have up to 500 people come to Filby. We have a vintage bus that goes around the village and stops by the shop," he adds.

In summer, the store increases its range of gift products, including Filby-branded chocolate boxes and tea towels to cater to the tourist market.

But Adrian's civic pride is far more than a show for holidaymakers. Working with local businesses is something the business "homes in on".

A local florist supplies cut flowers – from £4.50 a bunch – and house plants selling for up to £20 each which are available on sale or return and offer margins of up to 30%. "With something that's perishable, if you can get a sale or return, that's a big plus – you can't really lose," Adrian says.

The store also stocks "superb" hams and sausages from a local butcher, and gets daily fresh sandwiches delivered from Direct Catering – another local firm.

Some of these relationships date back

**“I find the whole of RN provides a broader perspective on the industry. You can become inward looking as a retailer and RN helps keeps your finger on the pulse.”** ADRIAN THOMPSON



The business gradually introduced more convenience store products over its five decades



**“We’ve got the personal feel the bigger shops can’t create”**

#### INFORMATION

##### Location

Mace Filby Main Road,  
Filby,  
Great Yarmouth,  
NR29 3AA

##### Size

1,600sq ft

##### Turnover

£16,000 a week (average)

##### Key categories

Local produce, food to go,  
post office



# STORE LOOKBOOK

decades, but Adrian has noticed a renewed hunger for local produce recently.

"We swung away from it slightly when the big suppliers came in but if anything that's probably swinging the other way now. If you have that little bit of something different it makes all the difference," he says.

Mace Filby is built on these kinds of strong relationships – at all levels. Two of the eight women who work alongside the family have done so for well over 20 years.

But the store's ties with its symbol partner – Mace – go back to the day the store opened. "The firm has changed but we've stuck with them," he says.

It is through Mace they have embraced convenience's modern standards – whether that's being open for 16 hours a day or using the symbol's links to operate a hugely successful Cuisine de France bake-off section.

Recently, Adrian has been most impressed with the £2 bread and milk promotion he has been able to run as a Mace retailer through Costcutter.

"That's a deal that stands up to the big boys," he says.

So although he believes, thanks in part to pensions changes and the national living wage, this is the "most difficult" time the business has faced, Adrian remains confident.

"There will always be a demand for local shops, and we've got the personal feel the bigger shops can't create." ●



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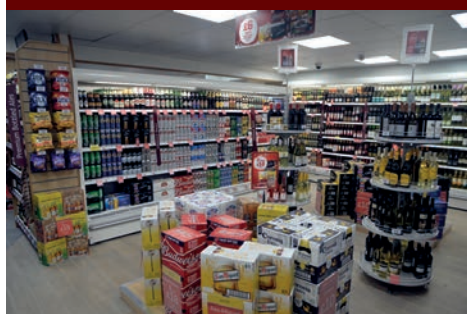
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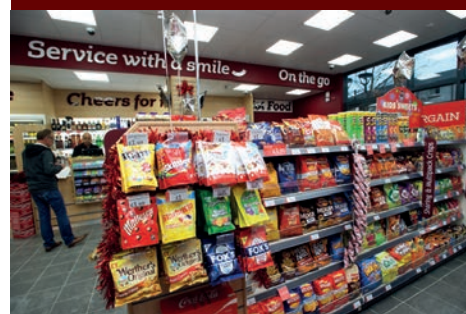
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# SYMBOL NEWS

**Retailers can use purchase history for deals** Customer loyalty boost

## Spar Go store gets click & collect app

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

A St Helen's Spar store is set to launch an app offering click & collect and delivery services for convenience and food to go.

Stephen Richards and partner Stephanie Gwilliam, of Spar West Park Mews, have worked with Bizzleit to develop Spar Go – due to launch this month – which will enable them to tailor promotions to their customers through the use of previous purchase history. It will also provide a more convenient way to

shop through its online ordering facilities.

Ms Gwilliam said: "A big reason behind developing the app is to build customer loyalty – we want to offer regular customers discounts on everyday items.

"We have a Subway in-store as well as fresh pizzas and pasta made on site for very competitive prices. Both of these areas will be trialled through the click & collect option as well as qualifying for our delivery service."

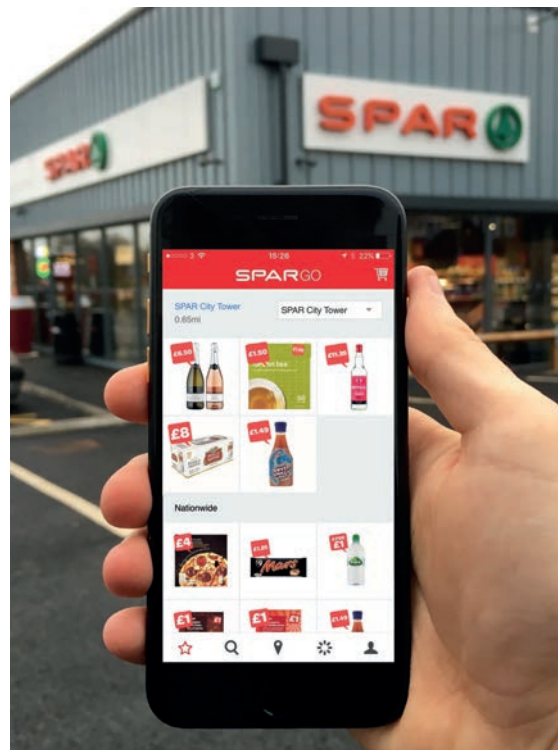
The app is set to rolled out across the store in stages, offering Spar Go members

exclusive offers.

Michael Lawes, co-founder and director of Bizzleit, said: "We are confident that with Spar Go we will increase offer and promotion awareness on a fantastic scale and drive savvy, offer-hungry shoppers in store.

"We have built the foundations of a click & collect and delivery service into the Spar Go app for Spar Go members. We hope this will really take independent stores to the head of the fight for convenience market share."

Mr Lawes hopes to roll



the app out exclusively across Spar stores as retail-

ers realise the benefits of the technology.

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## PROFIT FROM OUR TIME SAVING TECHNOLOGY

## One Stop expansion doubles turnover

A retail duo have more than doubled their turnover after embarking on an extension to grow their business size and offering.

During a £97,000 store refit, Blair and Angela Southwood, of One Stop in Louth, extended their formerly unaffiliated newsagent to offer groceries and alcohol for the first time, as part of a move to One Stop.

"Entering the convenience world was one of the best decisions we've ever made," said Mr Southwood.

The store now earns an average weekly turnover of £14,423 compared

to £6,153 previously. Its grocery sales account for 22% of the total sales, while alcohol accounts for 12.5%.

Under the refit, the store has grown from 200sq ft to 1,000sq ft and has five counters – three shop counters and two post office.

Mr Southwood said using planograms to make best use of space and adding extra shelving had also been beneficial. "We're overwhelmed, we expected sales to be better, but we didn't expect the success we've had," he said. "We're now looking at how we can extend further."

## Retail groups' revenues up

Conviviality Plc has reported a 211% increase in revenue to £782.5m for the 26 weeks to 30 October 2016.

Conviviality Retail saw a 2.5% increase in sales compared to the corresponding prior period, while the franchisee margin was up 1.8%. However, franchisee like-for-like retail sales were down 1.7%.

The Bestway Group has also announced its financial results

for the year ending June 2016. The group's turnover increased by 9% to £3.28bn.

James Hall, symbol development director, said: "Best-one retail is performing well with 11% growth over the period in question. This continued in the latter half of 2016 with calendar year sales up 16% from January to December, while foodservice is up 8%."

# NEWS & MAGS

Retailers need to be more proactive on supply issues 'We all share the same objectives'

## Tell us about problems says new PDF chairman

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

The new chairman of the Press Distribution Forum has called on retailers to be proactive about reporting service issues to resolve supply chain problems.

Frank Straetmans, managing director of Frontline, took over the role from Mike Newman on 1 January.

He told RN that while the newstrade faced challenges such as reduced resources and supply chain issues, the industry should be more open, proactive and positive about



Frank Straetmans

addressing them.

"If there's one thing I would like to do it is promote a message that we are all part of the same supply chain, we all share the same objectives, and we all want to have a well-functioning, sustainable

and efficient chain," he said.

"Every day there are about 3,000 vans delivering to 55,000 independent retailers. Do things go right 100% of the time? Definitely not. But they go right 99% of the time."

Mr Straetmans said it was important for retailers to report complaints to the PDF as soon as possible to resolve issues effectively.

"Unfortunately, the industry generates a lot of noise, but it's very difficult to substantiate the real issues if people don't provide relevant evidence of the facts," he said.

"It's very easy to say your newspapers always get delivered late. Tell us when, how frequently and how late. It's a very easy and fast process."

He added the forum has seen a "significant reduction" in claims in recent years and that many claims are now resolved at much earlier stages.

"Obviously, we recognise that sometimes things are not always going to be as perfect as planned and therefore it is important we maintain a close eye on the number and the type of complaints we receive," he said.

## Publishers look at new initiatives

Hearst and Condé Nast are considering further initiatives to boost sales in independent stores after completing a three-month scheme with Comag.

The scheme targeted 500 independent stores and resulted in sales rises for all titles included and a 4% increase in independents' share of the publishers' sales.

During the scheme, the stores received visits from a merchandising team overseen by Hearst, Condé Nast and Comag.

Comag's group sales development manager Dean Russell said: "The key objective was to support independent retailers through developing existing ranges by giving advice on range and prominent display, and exploring opportunities for new titles to be incorporated in to their ranges."

Both publishers are discussing further ways to work with independent retailers in 2017, but full details are yet to be decided.

### Topps record-breaker for Wayne Rooney

Topps sold 332 special trading cards released for just 24 hours to celebrate Wayne Rooney becoming the all-time top goal scorer for Manchester United. The card is the best-selling Topps Now card since the company launched the 24-hour concept in the UK for the first time at the start of the 2016-17 Premier League season.



## Joint Smiths/Menzies venture to close

A distribution business co-owned by Smiths News and Menzies Distribution has announced it is likely to close in the summer, pushing a higher volume of magazines onto the regular supply chain.

Worldwide Magazine Distribution (WWMD), a joint venture between the

two wholesalers which supplies magazines to non-traditional stores such as music shops and garden centres, has blamed its proposal to close on continuing decline in the market.

But Smiths and Menzies said they would offer WWMD customers a

continuation of supply where possible, meaning the titles will be switched onto their regular routes.

Paul McCourt, finance director of Menzies Distribution said: "WWMD has provided an excellent magazine service to the specialist retail market, but the sustainability

of the business is now in question, hence our proposal.

"In the event that WWMD proceeds with the proposal we are keen to maintain services where possible, and will offer WWMD's customers a seamless transfer of service if they so choose."

## NFRN puzzle mag prizes

NFRN members could win cash prizes for selling high numbers of new puzzle books from publisher Eye to Eye Puzzles.

The PuzzlePad titles will launch on 2 March with a cover price of £2.50 in four editions - Codewords, Crosswords, Wordsearch and Sudoku. Prizes will be awarded to members who sell more copies of the titles than other puzzle brands, with a total of £2,000 available throughout 2017.

"Puzzle magazines are strong sellers for independent retailers," said the NFRN's head of news Brian Murphy.

# PRODUCT TRENDS

## Thin move for biscuits

Two manufacturers are producing slimmed-down variants of their best-selling brands.

Mondelez has released Oreo Thins, a thinner and crispier version of its original biscuit, while in March, Pladis will unveil a Thins range of McVitie's Digestives in Milk Chocolate, Milk Chocolate Cappuccino and Dark Chocolate flavours in bag sizes ranging from 48g to 180g. The launches will be backed by multi-million-pound advertising campaigns.

McVitie's marketing director, Kerry Owens, said consumers were increasingly on the lookout for "a little reward to treat themselves".

In December, McVitie's released smaller versions of its Penguin brand, a multipack format that contains six bags of miniature biscuits.

## Food to go solution is 'Swedelicious'

A Swedish food to go company is rolling out a counter-top cooking unit in independent stores across the UK after successful trials last year.

Sibylla, which sells around 80 million freshly prepared meals across Europe, trialled its equipment in 10 UK independent stores and is now looking to roll the unit out and expand the product range available with it.

The machine ranges in size from 60cm to 2.1m and



is used to prepare French and Swedish-style breads, chips and sausages, which take around 30 minutes to heat. The three sausages

– kabanos, classic frankfurter and bacon-wrapped frankfurter – have an RRP of £2 and can be combined with chips to create a £3

meal deal, giving retailers a 40% margin.

Also planned are breakfast burritos, chicken burritos and burgers.

**Smaller craft beers boost sales by £350 a week** Specialist brews can sell for £7.99

## Boost your takings with craft beer and small cans

by Dave Songer

dave.songer@newtrade.co.uk

Retailers can boost turnover by up to £350 a week by taking advantage of consumer demand for smaller cans of craft ales, a retailer specialising in the category has said.

Dave Hiscutt, of Londis Westham Road in Weymouth, Dorset, told RN he sold 105 330ml cans in one week recently, all of which have margins of 30-35%.

"We have a huge variety on a full bay of five shelves," he said. "The success of the category is down to rotating stock and selling varieties with more unusual flavour combinations. Crème Brûlée was one flavour that sold well, as was an ice cream flavour, Buxton Omnipollo."

Mr Hiscutt added some cans sell for as much as £7.99, but still attract interest from customers.

Amathus, an independent drinks specialist in east London, agreed unusual flavours were popular with customers, with a chocolate stout a particularly good seller.

"It depends on the day, but we have some customers who will pick up a couple of cases. Generally, we'll sell at least a case a week," said Miguel Perez, who



works in the store.

Brewery Magic Rock Brewing, which produces beers stocked by Mr Hiscutt, told RN 330ml cans of ale were introduced as a means for the on-trade to fit more cans on shelves, but have since caught on in convenience stores.

"The branding helps, many of the new beers have very distinctive designs that look great," he said.

The popularity of ale in 330ml cans was given a boost late last year when the Campaign for Real Ale, an organisation that promotes UK real ale, granted Bristol's Moor Beer brewery official accreditation – the first canned beer in the world to receive such recognition.

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# BRAND SNAPSHOT



## Dual-flavour Doritos

PepsiCo has launched Doritos Heatburst, a dual-flavoured tortilla chip. Available in two varieties – BBQ and Chipotle Cream – they will be supported by TV and digital ads this month.



## Have a Haribo Easter

Haribo has launched an Easter-themed range, including the Chick 'n' Mix gift box, Springtime Friends, Jelly Bunnies and Fizzy Farm Animals sharing bags, as well as Easter Hunt multipacks.



## New Monster arrives

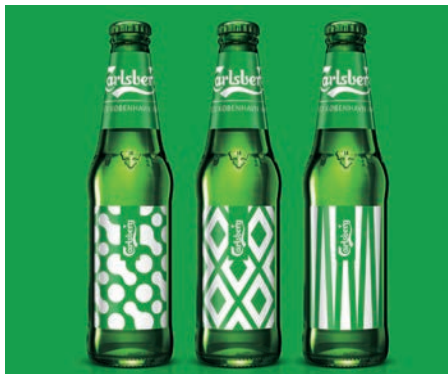
Coca-Cola European Partners has launched Monster Energy Ultra Citron, joining White, Red and Sunrise. Sales of low-calorie drinks have grown by 32% over the past year, according to Nielsen.

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### Carlsberg's new look

Carlsberg is launching limited edition packaging for its flagship brand as part of a £15m campaign. Cans, bottles and a new premium 330ml-sized bottle will be available in the off-trade until September.



### New recipe for Heinz

This month, Kraft Heinz is introducing a new recipe across its Heinz Beanz range to meet consumer demand for reduced and no-sugar alternatives. A digital campaign launches on 1 March.



### Kids' campaign kicks off

Cadbury has announced it is teaming up with the Premier League for a three-year partnership that will use schools initiatives to promote healthy living to children.



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\*Limited availability whilst stocks last

Source: 1. Nielsen sales 52WE 10.12.16 YOY across the Total Market, Savoury Snacks.  
2. Nielsen sales 52WE 10.12.16 YOY across Impulse

# WHAT'S NEW



## Liberty Fields Apple Aperitif

Made with apples grown in Liberty Field's orchards, its Apple Aperitif should be served chilled and can be mixed with spirits.

**RRP** £12.00 (345ml)

**Contact** 01935 892430 / libertyorchards@gmail.com



## Carabao

Afavourite in Thailand, Carabao takes inspiration from Asian water-buffalo of the same name. It is available in Original, Sugar Free and Green Apple varieties.

**RRP** £1.19 (325ml)

**Contact** enquiries@intercarabao.com



## Mallow and Marsh

Mallow and Marsh are 100% natural marshmallow bars. They're free from gluten and egg and contain less than 150 calories. Varieties include Vanilla & Milk Chocolate.

**RRP** £1.49

**Contact** 0203 745 5023 / info@mallowandmarsh.com



## Taking The Pea

Taking The Pea is available in Wacky Wasabi, Cheesy Peasy & Onion, Sweet Chilli Salsa and Smoked Ham flavours. All contain less than 145 calories and are high in fibre.

**RRP** £1.50

**Contact** 07914 053159 / hello@tppsnacks.com



## Soda Folk

Soda Folk's Root Beer and Cream Soda flavours are free from preservatives and made with ingredients including Madagascar bourbon vanilla, organic maple syrup and cane sugar.

**RRP** £1.49 (330ml)

**Contact** ken@sodafolk.com / www.sodafolk.com



## Joosed! Junior

Created for children, Bensons Joosed! Junior is made with spring water and contains one of their five-a-day. It is available in Apple, Apple & Blackcurrant and Apple & Orange flavours.

**RRP** £1.40 (250ml sports cap)

**Contact** 01451 844134 / info@bensontotallyfruity.co.uk

➡ **Dave Songer**  
 📧 dave.songer@newtrade.co.uk  
 ☎ 020 7689 3357



## The Snaffling Pig

The Snaffling Pig's pork crackling is double-cooked at high temperature. The five-flavour range includes Salt & Vinegar and Habanero Chilli.

**RRP** £1.20-£1.50 (50g)

**Contact** 020 3096 5200 / hungry@snafflingpig.co.uk



## Ten Acre

A version of the New York deli classic, Ten Acre combines the smoky taste of Pastrami in a vegan crisp. All Ten Acre products are also halal and kosher certified.

**RRP** 99p (40g)

**Contact** 0161 9747525 / villagestore@tenacrecrisps.co.uk

**Focus**

## Sauces and condiments

All three of this week's sauces are of the spicy variety, with one inspired by the food of Africa, which has been highlighted as one of the cuisine trends for 2017



### Lovepickle

Lovepickle is chilli tomato pickle based on an Indian family recipe. It can be eaten with a range of meals and used as a dip or a marinade and is available in five strengths.

**RRP** £3.50 to £4.25

**Contact** 07748 839619 / sales@love-pickle.co.uk



### Tubby Tom's

Tubby Tom's handmade Death Dust seasoning contains the world's hottest chilli. Tubby Tom's spicy range is available in a mix and match gift set.

**RRP** £7.95 (Death Dust), £4-5.50 (150g sauces)

**Contact** info@tubbytoms.com



### Bim's Kitchen

African Tomato & Tigernut Relish is spicy and handmade from crunchy African tigernuts, tomatoes, herbs and spices. It is suitable with cheese, in sandwiches and stir-frying.

**RRP** £4.50 (210g)

**Contact** 07412 619013 / sales@bimskitchen.com

### Julie Atkinson

Hollins Green Community Shop  
Warrington

I always stock well-known chutneys like ploughman's pickle, but I think it's always worth selling new products too – such as the spicy tomato and sticky onion that I took on recently. They sell well.

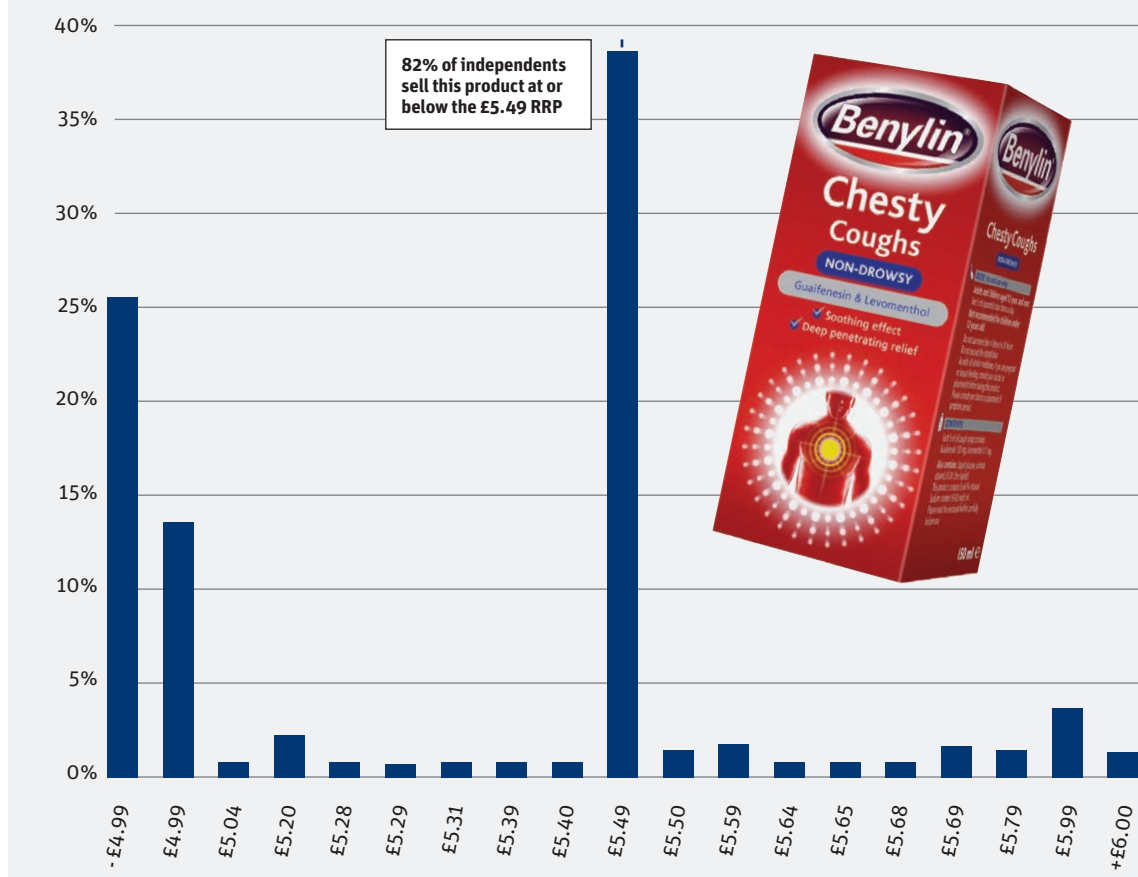


# PRICEWATCH

## Profit checker OTC medicines

## Price checker

### BENYLIN CHESTY COUGH ADULT 150ml Price distribution %



## Analysis

More than 43% of retailers sell Benylin Chesty Cough 150ml below its £5.49 RRP, and 38.9% price bang on RRP. It's a high figure considering the OTC medicines market is responsible for a huge number of

emergency purchases, affording the opportunity to increase margins by pricing higher. Instead, Joey Duhra and Anish Parekh say it is with own brands that higher margins can be earned. With our table showing

average prices for Happy Shopper paracetamol and ibuprofen soaring well above their 59p RRP (78p and 86p, respectively), this looks to be common practice among other retailers too.

### PRODUCT

**Lemsip Max Cold & Flu Sachets**

5s

**Calpol Sugar Free Suspension Liquid**

100ml

**Lemon Cold & Flu Original Hot Lemon Powders**

5s

**Happy Shopper Ibuprofen Tablets**

16s

**Benylin Chesty Adult**

150ml

**Covonia Cough Mixture**

150ml

**Happy Shopper Paracetamol Tablets**

16s

**Lemsip Max Cold & Flu Blackcurrant**

5s

**Strepsils Honey & Lemon**

16s

**Nurofen Tablets**

12s

**Nurofen Express Liquid Capsules**

10s

**Lemsip Max Capsules**

8s

## How we drive our profit

### Joey Duhra

**STORE** Jule's Premier Convenience Store  
**LOCATION** Telford, Shropshire  
**SIZE** 1,500sq ft  
**TYPE** shop on parade

#### TOP TIP

Stock children's ranges – no one wants a screaming child and it's a real distress purchase



**We stock** a full range of medicines and remedies behind the counter. Painkillers are year-round sellers but, if people have a cold or cough at this time of year, they'll often buy a pack plus a cold remedy. We stock Nurofen for £3, but Booker does Euro Shopper ibuprofen with an RRP of £1. We sell it for £1.50 and this gives us a margin of 80%. We sell Veno, Covonia, Buttercup and Beechams winter remedies. These customers also buy tissues, cough sweets, lemons and honey and even brandy and whiskey for their own remedies.

### Anish Parekh

**STORE** Londis Broadoak & Post Office  
**LOCATION** Ashton-under-Lyne, Greater Manchester  
**SIZE** 1,000sq ft  
**TYPE** main road

#### TOP TIP

Visit several cash and carries to get a good deal – it's an opportunity to make a good margin



**We stock** 34 types of medicines and occasionally price above RRP. People see medicine as a necessity, so a slightly higher price – we generally only go a few pence above RRP – doesn't deter them too much. With medicines like paracetamol, I stock Happy Shopper, which are quite cheap at wholesale so it's a good opportunity to get a decent margin. I aim for 30% to 40%, but sometimes we can get 50% to 55%. At this time of year, wholesalers generally have offers on medicine, so I shop around and visit three or four to get the best prices.

➡ **Charlie Faulkner**

✉ charlie.faulkner@newtrade.co.uk

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Data supplied by



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AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE IN RESIDENTIAL NEWCASTLE SUBURB	RETAILER 2 SMALL C-STORE NEAR STATION IN ESSEX COASTAL TOWN	RETAILER 3 VILLAGE STORE IN NORTH LANCASHIRE	RETAILER 4 C-STORE IN SUBURB OF LARGE WARWICKSHIRE TOWN	RETAILER 5 POST OFFICE ON HIGH STREET IN LARGE SOUTH WALES TOWN	RETAILER 6 NEWSAGENT ON BUSY HIGH STREET IN EAST LONDON
£3.96	£3.99	£3.99	£3.99	£3.99	–	–	£3.49
£3.70	£3.59	£3.99	–	£3.59	£3.99	£3.89	£3.49
£2.75	£2.49	£2.49	–	£2.69	–	£2.89	–
86p	59p	99p	99p	75p	£1.19	99p	–
£5.12	£5.49	–	–	£4.99	–	£5.49	£5.69
£3.89	£3.79	£3.99	£3.49	–	–	–	–
78p	59p	–	89p	75p	£1.09	99p	–
£3.99	£3.99	£3.99	£3.49	–	£3.99	£4.19	–
£2.91	£2.99	–	–	£2.69	–	–	£2.69
£2.62	£2.69	–	£2.59	£2.69	–	£2.59	£1.99
£3.56	£3.49	£3.49	–	£3.39	£3.39	£3.59	£3.49
£3.09	£3.99	£2.99	£2.99	£2.89	£2.99	–	£3.49

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Paul Matthews

Bradley's Supermarkets,  
Loughborough



Zip wood logs and kindling, £3.99, £3.69



#### Where did you discover them?

We'd been looking for a good log supplier for a while because we've always just sold kindling through Nisa – it was never a big deal for us. I found a farm selling them down the road and asked who their supplier was. The firewood and kindling is going really well, it's the first year we've sold them. I thought we could put a better-looking product out and I saw these and just thought looked like they were higher quality and more rustic.

#### Who buys them?

Everyone buys them – people doing a bigger shop or people who come in specifically for logs. We've had people take a bag to try and then come back for a few bags at a time.

#### Why are they so successful?

They look great and they burn well. In fact people say we sell them very cheaply. When we first got them in, we advertised them on Facebook to raise awareness that they were a new product. We've been selling them since the end of October and we're averaging around 25 bags a week at a 50% margin. We also deliver them to anyone who lives in the village.

## Julie Atkinson

**STORE** Hollins Green Community Shop

**LOCATION** Warrington, Cheshire

**SIZE** 600sq ft

**TYPE** residential

#### TOP TIP

Make sure you know your competition to remain competitive



**We have** a chemist not far away, so when customers buy medicine here it's normally just for an emergency. We have the essentials including Calpol for kids, which we sell a lot of. We stick to the big brands apart from paracetamol where we offer a cheaper 50p brand, Galpharm, which people prefer to Anadin because that costs £1.50. We're a relatively new shop, so we tend to stick to Palmer & Harvey's RRP's because we don't want to get a reputation for overpricing. We have a Tesco three miles away so our policy is to offer a fair price to entice people.

## Rocky Leach

**STORE** Chellow Heights Service Station & Spar

**LOCATION** Queensbury, Bradford

**SIZE** 3,000sq ft

**TYPE** commuter road

#### TOP TIP

Move medicines from behind the counter if you have room so people can browse



**We have** nearly a one metre bay of medicine and mainly stock the big brands, except a Spar own brand paracetamol which we do quite well with. We don't have them behind the counter anymore, but moved them onto the shop floor, in view of the cashier, so people can pick them up, read the label and see what's in them. It's made a difference to sales. We stick to RRP's because the margins are reasonably good – generally around 30%. We sell Spar's own brand paracetamol for 60p and get a 60% margin. ●

# YOUR NEWS

## Shoppers warm to contactless payments

Contactless technology is helping increase transaction numbers, retailers have said.

Trish Lettley, of EJ Teare Newsagents in Somerset, said 50% of card payments in her store are now made using the technology after she introduced it a year ago. "Contactless is really taking off and impulse purchases have definitely increased," she said.

One Stop retailer Vip Measuria agreed contactless technology has boosted business at both his stores since he introduced it in 2015.

"It definitely makes a difference; customers like that it's much quicker. There's also been a big rise in Apple Pay – we have up to six customers using it a day," he said.

## Store is closed to put focus on HND

A retailer in Newport has decided to close his store to focus on his HND business.

Jon Powell, of The Newsagent, suffered an 80% drop in store sales after changes in local bus routes meant 52 fewer buses stopped outside the shop per hour.

But Mr Powell said his HND business, which was launched in 2015, has grown by 500% recently.

He originally considered halving the store size, but instead decided to close the doors for the final time on Saturday.

"It's sad because I've been there for 19 years, but we were in the store all but earning all our money by 8am. The HND business is getting better every week," he said.



## New-look beer cave revealed

Heineken has completed a refit of Justin Whittaker's beer cave at his MJ's Premier store in Oldham. As part of its Star Retailer initiative, the company rebranded the area and made more of a feature of premium bottled ales and lager which have a better cash profit than cans. "It's been in two weeks and it's a big improvement. We're definitely selling more premium lager and beer," said Mr Whittaker.

**Retailer puts community first in revamped shop** 'You've got to look to the future'

# Local produce to make up 50% in village store refit

by Jennifer Hardwick

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

A Newcastle retailer is making local produce the focal point of his business in a refit to transform it from a newsagent to village convenience store.

Graeme Pentland is planning a full refit of his Ashburton News & Convenience store. Local products will rise from 5-10% of his range to 50% as part of the move, and the business will be renamed Ashburton

Village Store.

Mr Pentland was inspired to make the switch to local produce after introducing beer from local company Wylam Brewery a year ago, and then from Tyne Bank Brewery a few months later.

"Local beers are a trend at the moment and we've seen strong sales there, so we're hoping it will be the same for other lines," he said.

"The hope is we will get lots of new people into the store."

He is in the process of

contacting other local suppliers for products including fish, ham, eggs, pease pudding, tea and coffee.

Mr Pentland added the name change would help modernise the business.

"When people see 'newsagent' now it gives them the impression you only sell newspapers and magazines.

"We will still sell them because we do well on home delivery, but in the 23 years I've been here I've seen huge changes and I am lucky to

sell a newspaper to anyone under 50 now. You've got to look to the future."

A large amount of his store is taken up by three large greeting card stands which Mr Pentland will reduce to one, to hold around 50% of his current stock. He will also reduce his magazine stock by around 50%.

A new design for the business has not been fully agreed as yet, but Mr Pentland hopes the new-look store will be open around Easter.

# Trump's inauguration boosts paper sales

Newspaper sales were boosted by President Donald Trump's inauguration as readers sought coverage of the event.

Sales of the Mirror increased by 15,000 copies week on week on 20 January, the day of the ceremony, while the i achieved a 4% rise week

on week. "When there is a need for in-depth analysis people still turn to newspapers," said Neil Jagger, Trinity Mirror's group newspaper sales director.

"It's good to see strong newspaper sales across different publications despite the multi-media coverage," said Paul Ba-

con, sales and marketing manager for the i. "There's certainly an appetite for Trump news which bodes well for the year ahead."

The Guardian achieved a week-on-week sales increase of 2% on 21 January, while the Daily Mail reported increases on both 21 and 22 January,

but did not give specific figures.

"Mail Newspapers continues to believe and invest in high-quality journalism, so it's no surprise that readers seek out our coverage in increased numbers during major news events," said spokesman Alex Moorhouse.

## Call for more rate relief for c-stores in Wales

The Association of Convenience Stores (ACS) is calling for more business rate relief for small shops in Wales after revealing 89% of stores in the country are small businesses.

The organisation's 2017 Welsh Local Shop Report shows convenience stores generate £309m in sales a year and employ 25,000 people.

"Convenience stores in Wales are the cornerstones of their communities, providing vital services such as Post Office services and other staples such as mobile phone top-up and lottery," said ACS chief executive James Lowman.

"We call on the Welsh Assembly Government to support small shops in Wales, particularly through giving more shops full or partial business rate relief."

Vince Malone, of Tenby Post Office in Pembrokeshire, said he agrees more rate relief should be offered.

"Our ratable value has just been reassigned and we have been put above the £12,000 mark so we now aren't getting any rate relief," he said. "It's a double whammy for us. It's a big strain on our resources."



### JTI store visit sheds light on new legislation

A Hull convenience store received a visit from a JTI representative to speak to customers about the tobacco legislation changes. The visit to Wharfedale Premier lasted four hours. Owner Sam Coldbeck said: "It's a really good idea because a lot of people don't realise how quickly the packet changes are coming in. It's helpful for JTI to explain them all to my customers."

## Scotsman's celebration sales boost

The Scotsman boosted sales by a fifth with a special 200th anniversary edition.

Publisher Johnston Press reported a week-on-week increase of 21% for the souvenir edition on 25 January, which included the publication's original front page and a letter of congratulations from The Queen.

The newspaper will publish a series of special editions throughout its bi-centenary year, following its coverage of momentous events over its history.

Editor Ian Stewart said: "Marking the occasion with this special supplement is the perfect way to kick off celebrations, as we look forward to showcasing the best of The Scotsman's past editions."



## Johnston's Mail scoop

Johnston Press will now print The Daily Mail in the south west.

The company's Portsmouth Web facility in Hampshire will print the Monday to Saturday issues of the title, following Associated Newspapers' decision to close its print site at Didcot.

"We are delighted to win this new business and this further confirms our printing services division as one of the best in the country," said Ashley Highfield, chief executive officer of Johnston Press.

**Public Health Wales says sweet flavours attract youngsters** 'Another constraint on business'

## Fears e-liquid ban would devastate vaping market

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Retailers have raised concerns about the impact a ban on sweet-flavoured e-liquids would have on their businesses after Public Health Wales called for the move last week.

The health body said "confectionery-like flavours of e-liquid should not be permitted, to reduce the appeal of vaping to children and young people".

The statement highlights a concern that vaping can be seen as 'safe'. It states: "But this is not the case, while the health

risks of e-cigarettes are significantly lower than cigarettes they are not without risk."

Neil Fitzgerald, of Booker Corner in Llandudno, sells around 20 bottles of e-liquids a week with an annual turnover of £2,000 for his vaping section.

"Retailers are already up against it with the restrictions on cigarettes. It's just another constraint on our businesses if this goes ahead," he said.

Meryl Williams, of Pike's Newsagent in Porthmadog, sells a range of fruit-flavoured e-cigarettes, with blueberry

being the most popular flavour.

She said: "They have been encouraging people to switch from tobacco cigarettes to e-cigarettes and now they're trying to move people away from e-cigarettes."

"It seems as if they keep targeting cigarettes at the moment rather than alcohol or anything else."

JTI said it agreed e-cigarettes should not be made available to buy or be used by under-18s, and should not be used by non-smokers.

A spokeswoman said: "The anti-smoking charity

ASH said, in its 2016 report on vaping, that 'regular use of electronic cigarettes amongst children and young people is rare and is confined almost entirely to those who currently or have previously smoked.'

"Taste is an important reason why smokers choose to try electronic cigarettes. Unnecessary, non-scientific-based and arbitrary restrictions on the use of flavour ingredients would limit the ability of manufacturers to innovate and market a wide range of competitive products that meet consumer preferences."

# YOUR VIEWS

## ■ Come on Camelot, we need better support here

Two weeks ago, we wrote in about Camelot's lack of response following the theft of our scratchcard unit during a burglary in September (RN, 20 January). A week later, Camelot responded, saying an engineer was booked to replace the damaged dispenser (RN, 27 January). So, was that the end of the story? Unfortunately not.

I received a phone call from Jackie at Camelot to tell me an engineer would call with a new scratchcard stand. This call lasted less than one minute, contained no apology, and Jackie clearly knew nothing about the background to the issue. When I asked about scratchcards, I was again referred to the (costly) helpline.

The engineer arrived and fixed the dispenser, but it didn't have a screen,

## PLEASE GET IT RIGHT, MENZIES

Yet again, Menzies has failed to deliver my papers and magazines at the agreed time of 5.30am and the situation is not getting any better.

For over three months now they have been delivering my papers late. It's actually happening once or twice a week, and when I call the call centre I'm given the same narrative "the run is late, but it doesn't show why".

Yet Menzies still has the audacity to charge a delivery fee for a sub-standard service.

Today I have been informed that my RDT is 7am, not 5.30am, but we open at 5.30am so I'm not sure who gave them permission to change this and when.

Can someone senior at Menzies please look into this and reply to



me by email so that I have an audit trail and can hold someone to account in future?

Please also credit our account the sum of £100 for loss of sales during this period (we have lost three counter sales) and my time and effort.

We are seriously considering closing our account if the situation

does not improve.

**Amit Patel**  
South east London

**A spokesman for Menzies said:** "Our aim is always to deliver supplies, logistics permitting, at a time which supports our customers' business needs. A member of Mr Patel's local management team will be in touch shortly to discuss his service concerns and seek a constructive resolution."

and we have no indication as to when/whether we will get one.

We had some scratchcards still in date and had activated six of these on 11 January when we received our original damaged dispenser back from the

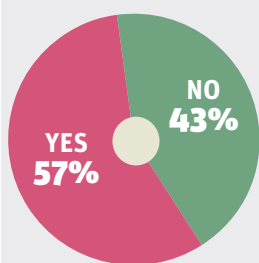
police. Apparently, all six of these have already become "settled packs" and have therefore already been invoiced.

So we are still short of scratchcards, but if we ring the (costly) helpline, we will not get any help.

Instead, we will get the usual response about how the system will identify when we need scratchcards and will send them automatically. As we haven't been able to sell scratchcards since September, it is like

starting again. We know from past experience the system takes months to catch up on how many scratchcards we are selling. In the meantime, we will lose sales, have empty dispenser windows and it will take far longer to get

### RN READER POLL



**Have you increased sales by focusing on core ranges?**

### NEXT WEEK'S QUESTION

Is the Booker/Tesco merger good news for independent retailers?



**Vote now**

Go to [betterretailing.com](http://betterretailing.com)

## YOUR SAY Have you had enough support and information from tobacco manufacturers on EUTPD II?

### Mike Mitchelson

Brampton Post Office, Brampton, Cumbria  
I have an Imperial gantry and we do get a regular call from an Imperial rep who keeps us up to date. Imperial has kept us informed on the changes and on everything that's happened with the packaging. Retailers across the country are worried about what will happen in May and what will happen to all the old-style packets. We want to know who is going to help with any stock issues then.

### Maria Lewis

Bargain Booze, Portcawl, Bridgend  
Imperial has sent us plenty of information and has been out this week to visit us and advise us on merchandising. It is in alphabetical

order now so it's easier to find everything and it has put labels everywhere. Nobody seems to be talking about what's happening in May. I'm trying to manage it myself so I'm not left with a lot of old stock, but no-one will say who's going to take it.

### Avtar Sidhu

Sukhi's Simply Fresh, Kenilworth  
I haven't had much support, but I understand everything that's happening. We've gone for 20s only and put everything in alphabetical order to keep things simple. I don't think

there will be a big issue in May because a lot of the stock is starting to run out everywhere already. I'm sure manufacturers will have to take back anything left because they have the ownership of that stock. I think it's their obligation.





some categories and with far too many in others.

Camelot really needs to address this issue, and its customer service.

**Steve Archer,**  
Archer's Premier Store,  
Congleton

**Camelot is investigating the complaint and will respond in next week's RN**

back to the levels of sales we were making before the theft.

I am sure many retailers are still of the same opinion as us – the system worked far better for retailers when we could ring and order the scratch-cards we needed. The automated system does not work, leaving us without scratchcards in

**100 YEARS AGO**  
3 February 2017

A book called "The Land and the Empire" is to be published, putting forward a new theory for agricultural practice in Britain in light of the war. We can no longer be as reliant on sea-borne food supplies as we were before the outbreak of the war if we hope to be a prosperous nation.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



Oh, what a joy on 16 January when I went up the path to Dr Fair's front door and there were some snowdrops in flower. It gave a grey wet dismal morning a huge lift. I always think January is a very down-and-out month, but this year with the weather being as it is has been a real drag, so little flowers were a very welcome sight. My goodness, these last few days have been so damp and foggy that if you didn't know better you could be forgiven for thinking it was November.

My bank account is having its annual nervous breakdown. I've had my tax bill, car tax bill, public liability insurance bill and an electricity bill, which all needed to be paid in January. My cheque book is now lying down in a darkened room to recover.

I would like to thank both Mike Brown and Steve Parfett for their lovely letters about my invitation to the Palace Garden Party, but it is something I just can't go to. I have spoken to people who nominated me in the first instance and they now fully understand that not only could I miss my round for a couple of days, but also I am not a person who could get all dressed up and go to London feeling like a fish out of water. I do my job because I want to help provide a service in a community that has lost a lot, not for recognition or being in the spotlight, so I'm sorry guys...

Friday 20 January was a bit of a sad day for me. I had to say goodbye to Nigel and Mary Holroyd, who are relocating to the Market Drayton area, way out of my patch. They are a lovely couple and I shall miss them. Mary is a very good cook and frequently there would be a slice of cake or pie in a container on the doorstep, so I will certainly miss my treats too.

## Your social comments this week

contact us [facebook.com/ThisisRN](https://www.facebook.com/ThisisRN) and [@ThisisRN](https://twitter.com/ThisisRN)

### Booker/Tesco – your instant reactions



**Dan@WhitstoneStores @whitstonestores**

It's reassuring Dave L & Charles W can see the polarisation in our industry - we need step change like #tescobooker to survive as indies



**Susan Connolly @RetailSusan**

Surely Tesco deal is against indie our interests. They will be dictating prices in the indies market. We need @ACS\_LocalShops on the case



**Paul Baxter @PaulBaxterNFRN**

Good chat with Steve Fox, Booker/Tesco merger is great news for independents, better access to banking/payment services/products and prices



**Thornton's Budgens @BelsizeBudgens**

Shocked by news that Tesco buying our wholesaler Booker. Will fight to for all we stand for and to retain our independence



**TRDP @RetailDataP**

Tesco-Booker "merger." - wonder how other wholesalers to the c-store sector are feeling right now?

### And other talking points...



**Paul Stone @stonespar**

Beardo and Mojo 330ml lovely new ales from @robbiesbrewery in store @SPAR\_PrincessSt and Spar Oxford Road



**julie orritt @rottweilers2009**

Don't forget your loved ones this Valentine's day. Call into Spar Broadfield for some cracking deals @lawrencehunts



# DATE NIGHT IN

## Where the magic happens

At an otherwise slow time of year for many retailers, Valentine's Day shines out as a major opportunity for seasonal sales. Four retailers tell **Charlie Faulkner** where the profit opportunities lie in their businesses

### Sid Sidhu

Simply Fresh,  
Kenilworth



#### The main location:

##### Our gondola end

As Valentine's Day approaches, we'll run offers on two different price points and promote them through a gondola at the front of the store. It's all about making customers spend that bit more and to do that you need to create in-store theatre and offer a simple solution. One offer will be a fizz and boxed chocolates or flowers linked deal with a selection of proseccos and boxed chocolates to choose from, at two items for £10. We'll also provide a total meal solution, including champagne, boxed chocolates and dinner – all of that for £30.

#### And two other important places...

##### Outside our store

A range of flowers will be outside which is the first indicator for customers that we're a destination for Valentine's items. It will also be the first place they're made aware of the offers we've got.

##### On our aisles

Although we have the promotion at the front of the store we'll ensure all items included in the offers are clearly labelled which will help navigate customers through the store to find the other items. With offerings like that we tend get a 20% margin and last year we saw a 32% uplift.

### Suresh Patel

Premier Upholland,  
Lancashire



#### The main location:

##### My promotional display

We have a display at the front of the store dedicated to Valentine's Day and we've just started providing hampers of Valentine's Day-themed items, like Lindt chocolates, prosecco and teddy bears. We tried it out last Mother's Day and it went really well. We price them at around £45 and that gives us a 25% margin. I first saw them in raffles and they looked really good so I thought I'd give them a go.

#### And two other important places...

##### Alcohol aisle

We have a few restaurants and a florist near us so we try to focus on offering what they can't. We drop the price of prosecco down by a couple of pounds, for example, as well as stocking £1 boxes of chocolates. Around Valentine's Day we see sales increase three-fold.

##### A second promotional bay

On top of what we do at the front of the store, we convert another promotional shelf into Valentine's Day offers. We do very well on Love Heart sweets. We tend to get through up to five cases in February.



Link-selling alcohol with gifts works well for Suresh Patel

THERE'S NEVER BEEN A BETTER  
TIME TO BRING OUT THE GENTLEMAN



A GIFT FOR HIM THIS  
VALENTINE'S  
DAY

BRING OUT THE  
**GENTLEMAN**

for the facts  
[drinkaware.co.uk](http://drinkaware.co.uk)



FINE WINES SINCE 1843

# DATE NIGHT IN

## Shahid Razzaq

Premier Mo's  
Convenience Store,  
Glasgow



### The main location:

#### Our alcohol section

Our alcohol area is fairly near the front of the shop and as soon as customers enter it there's a promotional stand. This year we'll be offering prosecco at £7.99 – £1 off – but we're also hoping to have a tie-in deal with Edinburgh Gin because the Rhubarb variant goes really well with fizz. We're still confirming that at the moment but, if it goes ahead, the prosecco and the gin will be displayed on the promotional shelving area in the alcohol section.

### And two other important places...

#### Our card display

We have a seasonal card section which will be taken over with Valentine's cards. We're also attaching the cards to 500g Dairy Box boxed chocolates and flat-packed Valentine's Day-themed wrapping paper all for £6. We did it two years ago and we sold 48 boxes while getting a 20% margin.

#### Our store-front

At the front of the store we'll have hampers with chocolates, a teddy bear, prosecco and love heart chocolates that we scatter inside before wrapping it in cellophane. We sold 38 last year but this year we hope to sell nearer to 60.

Shahid Razzaq hopes to  
sell 60 Valentine's hampers

## Shelley Goel

One Stop Gospel Lane,  
Birmingham



### The main location:

#### Our store radio

Our store atmosphere is different which is why I think we manage to remain competitive. We have the radio playing, we welcome our customers and we chat to them. At the till, as we chat to them and make them smile, we subtly suggest other items they may want to consider, and suggest things they should try out – we tell them about the lovely boxed chocolates we have.

### And two other important places...

#### Our store front

We will look like a flower shop from the outside of our store. We have lots of bouquets of flowers, ranging from £5 up to £20. We tried selling flowers for the first time last year and we sold out in two hours.

#### Our card section

We have a card section in the store and we've found people are prepared to spend more money on cards for Valentine's Day. We have cards on sale priced at 99p up to £7 and our margin is about 25%.

A welcoming atmosphere  
helps Shelley Goel attract sales



We tried  
selling  
flowers for  
the first time  
last year and  
we sold out  
in two hours



## FIVE PRODUCTS TO GET YOUR VALENTINE'S DAY SALES GOING

### Cadbury Milk Tray

As part of a £3m advertising campaign Mondelez has rejuvenated the classic box of chocolates this winter – launching it back on to television screens across the country.



### Walkers Sensations

A cosy evening in front of a good film is not complete without the obligatory snacks so make sure sharing snack bags and dips are highlighted in store.

### Tropicana

Or how about offering a romantic breakfast in bed deal, which wouldn't be complete without a refreshing glass of orange juice to go with those perfectly poached eggs.



### Love Hearts

Swizzels added new products to its Love Hearts range at the end of last year. It now offers charming Swizzels 'Love-Letter' which contains a bag of Mini Love Hearts and Love Hearts Tins.



### Wine

Treasury Wine Estates can offer shoppers a bit of sparkle to their evenings with Blossom Hill Spritz, available in Cherry, Lemon and Raspberry & Blackcurrant flavours



Cadbury  
Dairy Milk,  
Free the Joy.

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nation's  
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brand\*

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For category advice go to  
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Source: Nielsen Total Coverage 52 weeks MAT Value and Unit Sales. Data to w/e 29.10.16

# COFFEE TO GO

## Profit in a cup

UK shoppers have grown to expect excellent coffee whenever they want, thanks to fierce high street competition. Markus Hofmann tells **Dave Songer** what independent stores can do to compete

### Maintain a clean and clutter-free environment

"As with anything that customers intend to eat or drink immediately, they'll only buy from a clean environment. The standards have been raised by the high street chains that are typically very clean," says **Markus Hofmann**.

"It's vital to make sure areas in the shop don't look scruffy – that doesn't entice shoppers back. Brightly lit, clean environments will."

For Stuart Cunningham and Manny Patel, whose machines have a built-in cleaning function, the process is straightforward. However, for Emma Cooper, who works at Hockey's Village Shop in Hampshire, the process is a little more involving.

"We have four baristas trained to use and maintain our manual coffee machine, which requires the pipes to be cleaned and descaled," says Emma.

In a competitive market high cleanliness standards are essential

### Talk about your offer with customers

Making sure customers are aware of the machine in the store can often be overlooked, says Markus Hofmann, who made a discovery while working on Shell's food service, Deli2go. "Unless retailers were actively selling the coffee, whereby the staff actually told customers at the till, many customers didn't know it was there. They were blind to it; even if it was right by the till."

Manny Patel has a good relationship with his customers at his Surbiton store, Manny's Convenience Store, and his coffee has become a hit with commuters in the morning. "It's a Tchibo that makes an excellent quality coffee," says Manny.

"It increases sales of products like pasties and crisps and each cup gives us a margin of 40%. We only need to sell 10 cups a day."



**We have four baristas trained to use and maintain our manual coffee machine**

**Linked meal-based purchases can drive extra profits**



### Promote additional purchases

It's also about offering what people need, says Mr Hofmann, such as in the morning when customers don't just want a coffee but also a croissant or baked product.

Hot drinks such as coffee pair up well as a meal deal, particularly in the case of pastries and baked goods and sandwiches; Gurdeep Dhillon has recognised this and makes the most of it during the morning in his Leamington Spa Simply Fresh store. He offers hot drinks with his Delice de France breakfast muffins as part of a £3.79 meal deal.

"It brings in a broad range of people," says Gurdeep. "There's a factory down the road, as well as a building site, and it's a good way of bringing them in through the door. I hope they'll then come back for their lunch or on their way home."



UNLOCK SALES  
WITH THE  
NO.1 SELLING  
COFFEE BRAND\*



THE NATION'S  
FAVOURITE COFFEE\*

\*Source: GLOBAL Data, IRI & KWP, Volume Sales, December 31<sup>st</sup> 2016

# COFFEE TO GO

## Reward your customers' loyalty

Giving customers a reason to come back to buy a coffee can be achieved with loyalty cards that give a free drink after a set number have been bought. They have long been a familiar site and Mr Hofmann thinks that a more innovative approach can work better.

"They're a good way to change customers' habits but stamp cards are overused and a lot of customers just collect them. Coffee is a low-cost item, so try doing what Pret a Manger do and give out a free coffee to selected customers. For independent retailers it means they can reward

their best customers."

Jai Singh does just that in his Go Local Extra store in Sheffield. "We own the machine so it gives us a lot of flexibility, meaning we can give away free drinks or use it as part of a meal deal," he says.

## Draw inspiration from the multiples

Mr Hofmann recommends retailers should adopt Waitrose's model and have cups on the till that customers go and fill up themselves. The advantage of this approach, he says, is that it can encourage the purchase of other items while shoppers wait – such as baked goods – as well as keeping the machines out of a busy till areas.

Jai Singh also likes the idea of customers helping themselves to cups and chose a Rijo 42 machine that does just that.



**Try doing what Pret a Manger do and give out a free coffee to selected customers**

## Offer free-from alternatives

As with including a wide selection of drinks, the success of alternative milks such as soya or almond depends very much on the area, says Mr Hofmann, as they don't have universal appeal. "The trend is definitely heading the way of it being seen everywhere but we're not there yet – make sure that there are enough customers who want it before offering it."

Jai Singh doesn't currently offer speciality milks with his coffee but says it is something he "wants to explore" in the future. "We stock soya milk and more and more people are buying it," he said.

**Ornamental coffee froth designs are one innovation by chains that indies are catching up on**



## Provide alternatives to coffee

Opportunities exist to sell drinks other than coffee, including specialist teas and hot chocolate, says Mr Hofmann, but he warns retailers to think of their audience. "It may be worthwhile to explore having a range wider than just coffee. But for those without a user-operated machine, it can be a complex task – only do it if there's a big demand," he says. "Research I've carried out shows that only 10-15% of coffee sellers sell tea, for example."

Offering a wider range works for Stuart Cunningham, who installed a Nescafé & Go machine in his One Stop on Burnthouse Lane in Exeter. "The machine's become really popular with kids in the area, who like to have hot chocolate on their way to school," says Stuart. "It's a great footfall driver that ups the basket spend."



**A well-known brand can give you credibility**

## Meet your customers' ethical standards

There is a growing trend among shoppers to know the provenance of their coffee, says Mr Hofmann, and it can be a good way to earn a customers' trust. "Bean origin can be a good way of raising customer interest, and sourcing beans that are fairtrade can be a good option. For retailers not using user-operated machines it's a great way to gain credibility."

Retailers also may want to look at how the independent coffee shop sector compares with the same high street giants. For Earthy Canonmills, a coffee-shop-cum-bistro in the centre of Edinburgh, provenance is certainly a big consideration. "We use a very good quality bean that's low in bitterness while also fairtrade, organic and rainforest certified," says store manager, Kevin Mcinaily. "Those sustainable qualities are definitely appreciated." ●



# THIS WEEK IN MAGAZINES



## Fun learning

# A BLAZE OF GLORY FOR NEW KIDS' TV SPIN-OFF

With a free gift and stickers included in every issue, this monthly, targeted at pre-school children, is revving up for hot sales

A NEW CHILDREN'S TV spin-off is rolling into town with a magazine based on computer-animated series *Blaze and the Monster Machines*. The action centres around Blaze the monster truck and his driver, an eight-year-old boy named AJ, and their adventures together in Axle City, which is full of big-wheeled Monster Machines. The target audience for this new 36-page magazine is pre-school boys aged between three and six. It features stories, puzzles, crafts and learning activities, with a focus on problem-solving and technology. There will also be a free gift and sheet of stickers every month, with the first month's including a race car set.



**BLAZE**  
On sale 9 February  
Frequency monthly  
Price £3.99  
Distributor  
Marketforce  
Display with Thomas  
& Friends, Cars, Lego  
Star Wars

## Round up



**Jennifer Hardwick**

Magazines reporter  
jennifer.hardwick@newtrade.co.uk

# COLD FRONT IS NOT SUCH A BAD THING

Winter has well and truly arrived in the last couple of weeks, but one retailer I spoke to in the depths of the cold spell told me he sees an unexpected upside to the plummeting temperatures.

Commenting on recent trade, he said he had previously expected to see fewer people coming into the store in really cold periods, because many like to batten down the hatches and stay in the warm.

But in the last couple of years he has noticed he sells a lot of magazines to elderly customers who tell him they want extra reading material because they don't want to venture out too much, so need something to keep them entertained indoors.

A lot of retailers and publishers have been talking about the problem of people impulse-buying less in January because of tighter budgets, so it's good to hear of opportunities coming to light.

A couple of weeks ago, I wrote about the rise of the one shot in reaction to momentous events.

But as you may have read in last week's RN, Northern & Shell surprised even itself with a sales rise of 20,000 copies on its specially created George Michael tribute issue of *OK!* – proving opportunity can also come from titles you have steady figures on.

It may sound obvious, but just noticing if certain kinds of customers are visiting in higher numbers than usual could give you a great idea for a new display, or at least which titles are worth displaying more prominently.

The good news is, once you've made a connection you might not have made before – such as with a group of people who buy more magazines in the winter – you'll be ready to increase your sales to them in future.

# THIS WEEK IN MAGAZINES



## Bestsellers Food

Title	On sale date	In stock
1 BBC Good Food	02/03	<input type="checkbox"/>
2 Delicious	01/03	<input type="checkbox"/>
3 Take a Break Favourite Recipes	02/03	<input type="checkbox"/>
4 Eat In	n/a	<input type="checkbox"/>
5 Easy Cook	02/03	<input type="checkbox"/>
6 Olive	04/02	<input type="checkbox"/>
7 Food to Love	01/03	<input type="checkbox"/>
8 BBC Home Cooking Series	23/02	<input type="checkbox"/>
9 Food & Travel	24/02	<input type="checkbox"/>
10 Jamie Magazine	01/03	<input type="checkbox"/>
11 Decanter	01/03	<input type="checkbox"/>
12 Superfood	22/02	<input type="checkbox"/>
13 Healthy Food Guide	01/03	<input type="checkbox"/>
14 Cake Decoration & Sugarcraft	16/02	<input type="checkbox"/>
15 Cakes & Sugarcraft	09/03	<input type="checkbox"/>
16 Vegetarian Living	09/02	<input type="checkbox"/>
17 Free-from Heaven	23/02	<input type="checkbox"/>
18 Vegan Food & Living	23/02	<input type="checkbox"/>
19 Food Heaven	02/03	<input type="checkbox"/>
20 Great British Food	02/03	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## BBC GOOD FOOD

BBC Good Food is serving up value recipes in this special budget issue. It features midweek meals that cost £1 a head and promises to help cooks transform cheap vegetables into something a little bit different. Guest contributors include Diana Henry, French chef Dominique Ansel, who shares his baking tips, and diving champion Tom Daley, who talks about his family and shares his easy dinner recipes.



SPECIAL

On sale out now  
Frequency monthly  
Distributor Frontline  
Display with Olive, BBC  
Easy Cook, Jamie



## MOJO

This month, Mojo's editor-in-chief Phil Alexander has done an in-depth interview with The Kinks' Ray Davies about his career as well as covering the shooting which incapacitated him in New Orleans in 2005. Also featured are Neil Young, Thin Lizzy, Madness, The KLF, Blondie, Magnetic Fields, Anohni, Ian Hunter and Elbow. This issue comes with a free tribute CD to The Kinks.



FREE GIFT

On sale out now  
Price £5.25  
Frequency monthly  
Distributor Frontline  
Display with NME, Q



## PEPPA PIG BAG O' FUN

A total of nine free gifts are included with this month's issue of Peppa Pig Bag O' Fun. The theme is centred on a visit to an aquarium and gifts include a fishing net set, magic slate, Peppa-shaped mould, colouring book, stickers and a magic painting book. Inside there are plenty of activities and stories for young fans following the ever-popular Peppa and her famous family and friends.



FREE GIFTS

On sale 9 February  
Price £4.99  
Frequency monthly  
Distributor Comag  
Display with Sparkle  
World, Fun to Learn  
Friends



## WATKINS' MIND BODY SPIRIT

The spring issue is traditionally Watkins' Mind Body Spirit's best-selling edition of the year. It features the annual Spiritual 100 list. Two spiritual giants, the Dalai Lama and Archbishop Desmond Tutu answer one timeless question, and Deepak Chopra explores the nature of reality.



SPECIAL

On sale 7 February  
Price £4.95  
Frequency quarterly  
Distributor Seymour  
Display with Breathe  
Magazine, Soul & Spirit



## Q

This issue includes a special 2017 preview over 43 pages, including interviews with U2, Kasabian, Haim, The Killers, Royal Blood and The Vaccines. The title also celebrates the return of The XX, with an exclusive interview with the band discussing their new album I See You. Elsewhere, there's a list of the 20 songs which defined George Michael's career. According to publisher Bauer Media, independents account for 14.2% of the magazine's sales.



SPECIAL

Price £4.50  
On sale out now  
Frequency monthly  
Distributor Frontline  
Display with Mojo, NME

# THE ORIGINAL MINI PUZZLE MAGAZINES

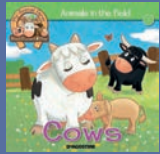


**PROVEN SELLERS. PLEASE STOCK AND DISPLAY**

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## MY ANIMAL FARM

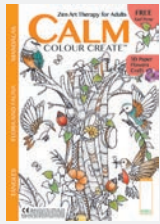


De Agostini's new partwork will feature two new illustrated adventure stories each week focusing on life on the farm, as well as fun facts and games to keep children entertained. Each issue comes with a new farm figure showing off its own personality. The partwork is published in a smaller format to be the right size for little hands. The launch will be supported by a TV advertising campaign through the on-sale period of issue 1, which is priced at £1.99, going up to £5.99 from Issue 2.

**On sale 8 February**  
**Frequency weekly**  
**Price £1.99**  
**Distributor Comag**  
**Display with Zippo Collection, Real Life Bugs & Insects**



## CALM COLOUR CREATE



This edition of the adult colouring-in magazine is themed around springtime, featuring flora and fauna illustrations and calming patterns to help brighten up colouring enthusiasts' winters. The magazine features a mix of patterns, mandalas and tangle designs for budding artists to put their mark on. This issue comes with a set of free mini gel pens.

**On sale 9 February**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Comag**  
**Display with Relax with Art, Zen Colouring, Art Therapy Collection**



## TAB'S TAKE A PUZZLE



Along with the usual wide variety of puzzles to complete, including crosswords, codebreakers and logic puzzles, there's an extra large selection of prizes to be won for top puzzlers in this month's edition. The £10,000 worth of prizes on offer include a Cuba holiday worth £3,000 and a three-night break in Paris, as well as £2,500 worth of cash prizes, Espresso makers and Segway experiences.

**On sale 9 February**  
**Frequency monthly**  
**Price £2.30**  
**Distributor Frontline**  
**Display with Take a Break's Take a Crossword, Take a Break's Seasonal Puzzle Collection**



## YOUR FITNESS



Elle MacPherson tells readers how she stays fit in her fifties in this issue, as well as sharing a leg workout. Other features include how to walk yourself slim, the best fitness kit for every body shape and a 5k running training plan. This month's edition also comes with a free copy of the first issue of new magazine Healthy Diet, which lists 33 calorie-counted recipes and an easy Mediterranean diet plan.

**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Natural Health Magazine, Women's Health, Weightwatchers**



## BBC EARTH MAGAZINE



This month BBC Earth Magazine's publisher The River Group is running a promotion for its top 500 independent retailers, offering free A3 posters and shelf talkers. Retailers can win a £100 John Lewis voucher for the best display and highest sales of the issue, by sending in a photograph and their final copy sales volume. Content in the issue includes a feature on animals who pair up for life.

**On sale out now**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Comag**  
**Display with British Wildlife Magazine, How it Works**

## Industry viewpoint

Dean Russell  
Group sales development manager, Comag



**A**lthough the way we communicate to independent retailers has dramatically improved over the past few years, there is still no better way of working with individual stores than face-to-face visits.

In recent years Comag has offered a merchandising service to all of our clients, working with a network of merchandising companies and our own in-house field team. The campaigns have varied from supporting local and national events to point of sale placement in conjunction with a launch or major promotional activity. In each case the universal response was that they proved successful, with all parties enjoying the benefits of additional sales.

In September 2016, Hearst and Condé Nast, with the support of Comag, embarked on an initiative whereby 500 stores were selected to receive a store visit as part of an independent retailer sales campaign. These visits were carried out by the in-store merchandising team and were repeated for a three-month period.

The results demonstrated incremental sales for all titles with participative stores outperforming other independents by 20%, and increasing share of the independent channel by 4%. Such was the success, discussions are ongoing for future independent retailer development in 2017 across both publishers.

Although it is unrealistic to facilitate a regular sales call to all independent retailers, a more targeted campaign with selected independent retailers has demonstrated that through education and collaboration sales growth of mass-market titles can be achieved and drives regular customer traffic back in to stores.

## Top tip

You can contact  
dean.russell@comag.co.uk  
for more information on  
the benefits of magazine  
merchandising or to discuss  
how you can get  
involved

## COMING UP IN NEXT WEEK'S RN



## HOW ONE STOP RETAILER DANNY WILSON REVITALISED HIS SEVEN YORKSHIRE STORES

Plus, whether you are a community c-store or traditional high street newsagent, what is the right digital strategy for your store? And catering to the baby care market made simple

# RN

Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	10	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	57	100	8.99
Build your own R2-D2	5	100	8.99
Enhancing your mind, body, spirit	5	120	3.99
Jazz at 33 and third RPM	28	70	14.99
Simply Stylish Knitting	57	90	3.99
Star Wars Helmet Coll'n	29	60	9.99
Zippo Collection	37	60	19.99
<b>Eagle Moss</b>			
3D Create & Print	108	110	6.99
Build A Solar System	77	104	7.99
DC Comics Graphic Novel	39	60	9.99
Doctor Who Figurines	90	120	8.99
Marvel Fact Files	203	200	3.99
Military Watches	78	80	9.99
Star Trek Ships	91	95	10.99
<b>Kelsey Partworks</b>			
Rulers of Britain	26	50	5.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	76	120	2.99
Art of Knitting	107	90	2.99
Art of Quilting	58	90	3.99
Art Therapy	99	120	2.99
Art Therapy 50 Mindful Patterns	9	80	4.99
Build the Mallard	128	130	7.99
Build the U96	128	150	5.99
Dr Who Complete History	38	80	9.99
Draw The Marvel Way	29	100	4.99
Judge Dredd Mega Collection	54	80	9.99
Marvel's Mightiest Heroes	82	100	9.99
Warhammer	12	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	24	60	0.99
<b>Panini</b>			
F1 Collection	22	60	9.99

Collectables

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	
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 Stickers	2.99	0.50	
Disney Tsum Tsum Stickers	2.99	0.50	
My Little Pony	2.99	0.50	
Peppa Pig Around the World	2.99	0.50	
Topps			
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 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	
Title	No	Pts	£
DeAgostini			
Magiki Mermaids			2.50
Frogs & Co			1.99
Magic Box			
Zomlings Series 5			0.50
Star Monsters			1.00

Newspapers

Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p	<div></div>	22.3%
Mirror	65p	14.5p	<div></div>	22.3%
Mirror (Scotland)	70p	15.61p	<div></div>	22.3%
Daily Record	65p	14.3p	<div></div>	22%
Daily Star	30p	7.26p	<div></div>	24.2%
Daily Mail	65p	14.5p	<div></div>	22.308%
Express	55p	13.31p	<div></div>	24.2%
Express (Scotland)	50p	12.10p	<div></div>	24.2%
Telegraph	£1.60	34.4p	<div></div>	21.5%
Times	£1.40	30.1p	<div></div>	21.5%
FT	£2.70	54p	<div></div>	20%
Guardian	£2	44p	<div></div>	22%
i	50p	12p	<div></div>	24%
i (N. Ireland)	50p	12.5p	<div></div>	25%
Racing Post	£2.30	54.0p	<div></div>	23.48%
Herald (Scotland)	£1.30	29.90p	<div></div>	23%
Scotsman	£1.50	33.75p	<div></div>	22.5%

Saturday newspapers			
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			
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 28-29 January					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,575g	1,115g	180g	9	45g
Sunday Times	1,025g	670g	70g	3	45g
Times	835g	535g	50g	4	25g
Sunday Telegraph	770g	355g	50g	3	35g
Guardian	750g	265g	55g	2	50g
Mail	705g	225g	145g	7	45g
Mail on Sunday	655g	280g	20g	2	10g
Observer	580g	90g	80g	3	65g

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

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
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