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**Calculation based on average wholesale selling price and Wrigley RRP

***Nielsen data 05/11/16



RN

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Why great systems matter

How I grew sales and cut costs in seven stores

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Time to get digital right



- Six experts share their advice for setting your digital strategy
- Social media, Google Maps and security in focus in part one of RN's guide

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Nisa Local, Luton



Nicholson Boyd
Pickles of London



Haris Zafar
Best-one Hatfield

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Fresh and banking offers welcomed Page 5 >>



NFRN

Six stand for 2019 national president

Member engagement a key priority, candidates tell RN Page 12 >>

OPPORTUNITY

Don't miss out on 44% growth market

Huge demand for collectables, say retailers Page 11 >>



'Theft has got so bad we have to keep chillers chained up 24 hours a day.'

Nisa retailer Paul Cheema on drastic security measures

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Shaping the future
of independent retail
since 1889



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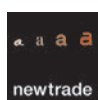
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44%
up in 2016 –
don't miss out
on collectables,
say RN readers

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**“Try to stock anything shared by a
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TALK TO RN



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HOW I'M SET FOR THE FUTURE
Page 6

WELCOME

Those embracing technology and change will be best equipped to harness its power



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Disruptive technology is changing the way we live and the mobile phone is changing the way we shop.

There were two examples of this in the Sunday papers last week. First was an Oxford University report stating 35% of jobs are now at risk of being replaced by automated robots, including an increasing number of skilled roles. Second was the news that Amazon has begun searching for central London high street locations for the launch of its checkout-free Amazon Go grocery store.

However, for all the threat disruptive technology poses to businesses, it offers opportunity in equal measure. From social media to systems to facilitate online sales, technology is helping independent retailers improve efficiencies, increase shopper loyalty and grow footfall.

The challenge is it's constantly changing, alien to most and hard to keep up with. This means, though, you call always do it better and find new ways to engage with customers.

That's why, starting this week, we are running a three-part guide to help you set your digital strategy. We've spoken to dozens of experts to find advice and tools that can make a difference to your business. This week, three retailers share their digital strategies and three experts give advice on getting social media, store security and Google Maps right.

In the Oxford University report, the occupations with the lowest risk factor are all about human interaction, like therapists, nutritionists and psychologists. The fact you're so close to your customers means you're unlikely to be replaced by a robot any time soon. But those embracing technology and change will be best equipped to harness its power.

INSIGHT

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Part one of RN's three-part guide to setting the right digital strategy

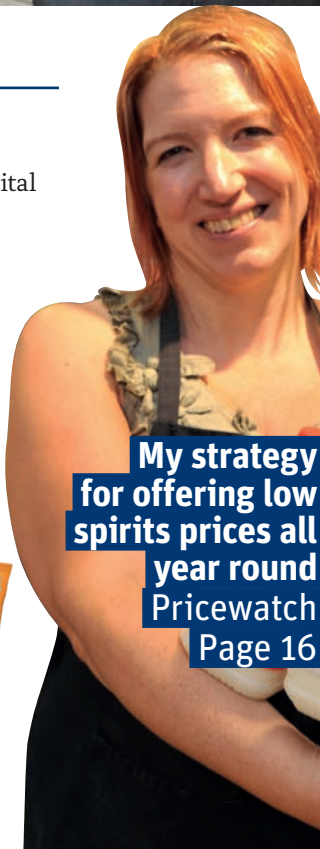
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The big trends driving your baby care sales



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BREAKING NEWS

Choc bars may slim down to cut sugar

Nestlé has confirmed it is working with Public Health England (PHE) to reduce sugar, calories and fat in its confectionery, with a reduction in bar size one option to be considered.

The KitKat producer has been looking into ways to achieve the cuts since PHE's launch of its sugar reduction programme last October, as part of the government's childhood obesity plan.

"While resizing is an effective way to reduce sugar, calories and fat from confectionery, it is certainly not the only choice," a Nestlé spokesman told RN.

Other options being explored by Nestlé are "recipe reformulation, ingredient substitution and the use of new technologies".

Meanwhile, a Mars spokesman said Mars is also working with PHE to discuss how it can "contribute to their target of reducing sugar in the diet of the British public".

Violence and abuse up by 40%

The British Retail Consortium's annual Retail Crime Survey has revealed violence and abuse against shop staff rose by 40% during the past year.

Around 56% of retailers who responded to the survey said police responses to retail crime incidents were "poor" or "very poor", up from 43% the previous year.

NFRN chief executive Paul Baxter said: "With retail crime incidents soaring, more has to be done by the police and government before even more retailers are driven out of business."



Website explains plain packaging

Philip Morris has launched a website to help retailers in the "new era of plain packaging". The MyDrive Online website features videos, clarification of EUTPD II plain packaging regulations and interactive puzzles that aim to help retailers with their tobacco sales. Leicester retailer Dee Sedani, who features in some of the videos on how stores in Australia managed the change, said: "I urge retailers to watch the videos to really understand the issues they will face before and after plain packaging hits their stores."

New research shows shoppers keen to support indies C-stores' popularity on the increase

Fresh quality and service key to shopping locally

by Gurpreet Samrai

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More than 65% of shoppers prefer to spend their money in local businesses, but they must have good quality fresh produce and great service.

New research shows a shift in customers' expectations of grocery retailers, with 54% stating good quality fresh meat, fish and produce is most important.

Great service ranked second, while having the cheapest prices came further down the list.

The 2017 Shopper Stock

Take Index, launched by independent shopper research agency Shoppercentric this week, also shows 47% of shoppers say they used a convenience store in the past month – a 4% increase on 2016 – while supermarkets saw a 3% drop.

Peter Lamb, of Lambs Larder in Bells Yew Green, East Sussex, has recently moved his fish and seafood offering into a separate freezer to encourage more sales.

"Fresh meat and fish is something which differentiates the store from the supermarkets. People like

it when their meat comes from the local butcher because it is high-quality and it's traceable," he said.

"Seafood is also one of those things that people don't really cost-save about."

The report also shows the number of shoppers doing several small shops and rarely or never a main shop increased by 5% to 16%.

Danielle Pinnington, managing director at Shoppercentric, said "added value elements" now play a critical role in differentiating between competitors, with service a core part of this.

"The big four grocers are still coming to terms with the fact that big box grocery retail is not the future, so it is important that changes in shopper behaviour are noted – and acted on," she said.

"The convenience store sector has a real opportunity to build on the 'little and often' trend.

"It's now about flexing ranges to reflect changing habits or needs, ranging by solution instead of categories and using all the shopper marketing tools available to proactively sell to shoppers."

MP wants review of wholesale 'duopoly'

An all-party parliamentary group needs to be formed to up the ante on the "iniquitous" monopoly held by news wholesalers.

That is the view of Sir Desmond Swayne, MP for New Forest West, who says he has raised the issue on behalf of his retail constituents in parliament

a number of times over the past 10 years.

"The maintenance of this monopoly, or duopoly if you like, is iniquitous. I cannot understand what possible reason there is for maintaining it and excluding competition instead of using regulation to open up the market," he said.

"Competition is the best way to deliver effective service and I have tried, with various ministers, to get them to address the issue with a lack of success.

"I would hope the formation of a new all-party group would ginger things up a bit."

The NFRN said it would

welcome working with Sir Desmond to further raise awareness of the difficulties faced by retailers.

Head of news Brian Murphy said: "We are pleased that concerns regarding the performance of news wholesalers are coming under the spotlight in parliament."

Booker chief hits the road to answer questions 'A lot of retailers are feeling more confident'

Retailers positive after Booker merger roadshow

by Jennifer Hardwick

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Retailers have told RN they are feeling more confident about the proposed Booker-Tesco merger after attending the wholesaler's first national roadshow.

Booker chief executive Charles Wilson started a tour of the country in Glasgow on Tuesday after invitations were sent out last week.

"One example of products he said could be improved was fruit and vegetables, where we could have access to a much bigger range," said Mo Razzaq,

of Premier Mo's Convenience Store and Family Shopper in Glasgow.

"But he couldn't be specific on a lot of things because of the Competition and Markets Authority (CMA) probably investigating."

Mr Razzaq said retailers "looked relieved" at the end of the event, which lasted more than two hours.

"I was looking at faces around the room at the start and at the end and I thought a lot of retailers are feeling more confident now," he added.

Another key advantage discussed was Booker

retailers gaining access to Tesco Bank for their business banking.

"That is very exciting because at the moment my banking charges can be really high," said Sandy Sarwar, owner of three Premier Pricecrackers in Dundee.

"People were able to ask questions and get answers. It made it clearer what the future holds."

Also attending the event were Booker managing director for retail Steve Fox, Londis brand director Martin Swadling and Family Shopper head Robert Butler.

Other locations on the tour, which also takes place next week, include Lancaster, Doncaster, Leicester, Newport and Newbury.

Amandeep Singh, of a Premier store and Family Shopper store in Barnsley, told RN he would be attending the Doncaster event.

"For people like me whose three-year deal with Booker is coming to an end it will be good to get all the facts before coming to a decision," he said.

● *Exclusive interview with Steve Fox in next week's RN*

UK in lead on vaping

Britons are switching from cigarettes to vaping devices faster than anyone else in Europe, according to research commissioned by BAT.

Around 2.2 million now use e-cigarettes, up 55% in just three years. In total, 4.2% of British adults vape, the highest in Europe, with France second at 3.1%.

Vapers told researchers their main reason for using the new devices was to help cut back or quit smoking.

Buy legal or lose out

The Federation of Wholesale Distributors has warned alcohol retailers they must buy stock from HMRC-approved suppliers or face fines, seizure of stock and loss of their licences under new laws coming into force on 1 April.

The government's Alcohol Wholesaler Registration Scheme is part of a plan to recoup the £1.2bn duty revenue lost every year to criminals who sell duty-evaded stock.

Retailers can check registered sources at hmrc.gov.uk.

Aldi moves into fifth

Aldi has become the UK's fifth largest grocer, new market share figures from Kantar Worldpanel have revealed.

The company achieved a sales increase of 12.4% during the 12 weeks to 29 January, the data shows.

Aldi overtook Co-op, whose chief executive Richard Penneycook announced this week he would be stepping down.

The news also comes as rumours circulate of a Sainsbury's-Morrison's merger following the death of Ken Morrison.



Romance is alive and well in Northern Ireland

Milestone Nisa Rathfriland has everything shoppers need for Valentine's gifts, with cakes, flowers and cards all available. Shauna Toner, who works in the in-store bakery – holder of Northern Ireland Bakery of the Year – said cakes and buns sell especially well. "Quite a lot of them will be pink and heart-shaped; it's something novel and it really increases sales," she said.

Robot takeover of c-stores unlikely to happen

Convenience stores will be sheltered from the effects of automation, shopper psychologist Phillip Adcock has said, as an Oxford University report predicts 47% of modern-day jobs will be taken over by robots by 2033.

"A 50,000sq ft Tesco can automate services because it is selling to the mass of people in the middle of

society," Mr Adcock said. "But convenience stores serve people on the margins and it won't be cost-effective to design machines just for them."

Elderly customers, schoolchildren and the disabled would be less well-served by the move to automation, and these frequently make up a large proportion of con-

venience store shoppers.

"Convenience stores need to fill the gaps supermarkets can't," Mr Adcock added. "They can stock one-person portions, or become a hub of the community by being a delivery point for goods ordered online."

Robin Coles, product and technology lead at HSO Enterprise Solutions,

suggested retailers consider using digital tools to help fill these gaps.

"With the Cloud and subscription services, lots of digital technologies are available to smaller retailers that the costs of the hardware used to make prohibitive," he said.

● *Digital strategy part one* – p24.

STORE LOOKBOOK



Using new systems has helped Danny, left, and his brother Craig find efficiencies and spend more time in store



Eyes on the future

With seven refits, effective store management systems and new products in place, Scarborough retailer Danny Wilson is confident his One Stop stores are fit for a bright future. **Chris Rolfe and Tom Gockelen-Kozłowski** report

Danny Wilson finally feels in control. For a man who has made the journey from single-store owner 11 years ago to owning and running seven convenience stores in and around the Scarborough area today, this is some feat.

“Previously, we always felt like we were on the brink of a crisis,” says Danny. “If a system went down or one of us was ill there wasn’t any slack.”

So what’s changed? Over the past two years Danny has moved his estate of stores, which range in size from 900sq ft to 2,400sq ft, over to One Stop and has undertaken refits and introduced new systems in each one.

Last year, Danny and his brother Craig were overseeing almost one full refit per month, while also getting to grips with the standards and systems One Stop uses. Six months since completion, however, Danny credits these changes for reducing pressure on the stores. They have also created more time for the important things – spending time in the stores and looking for new opportunities to drive sales.

“With One Stop, a lot of our ordering is generated for us. It’s not perfect but it’s good and, compared with three hours’ work, we now spend just half an hour checking the order that’s been generated,” Danny says.

This is just one of the efficiencies Danny has introduced over recent months. “One

Stop prepare management accounts, including VAT, sales and purchasing, which I can then check,” he says. And with changes to his deliveries, each of the stores have each managed to cut staff hours by at least 10 to 15 hours and reduce the four to six hours spent checking promotions by hand too. The business is therefore in a strong position despite the growing burden of the National Living Wage and pensions auto-enrolment.

The stores have also been able to access One Stop’s mission-based promotions. “They’ve helped us put more emphasis on things like three big beers for £5 or a sandwich meal deal – with a drink and snack or crisps – for £3. It really benefits us,” he says.

Scarborough – and the nearby town of Bridlington where one of Danny’s best-performing sites lies – are popular seaside locations, meaning categories such as beer have long been important. Here too, the business has felt the benefit of a fresh pair of eyes.

“One Stop is good at picking ales. They’ve changed them recently and added, for example, six packs of Birra Moretti. When we first joined, they brought in Brew Dog and we’ve now got Piston Head lager in small cans – it’s where the market is going,” Danny says.

Yet some big sellers remain resolutely

“I read RN to get ideas on what other stores are doing. I do pinch ideas from other people – it helps to keep my store up to date.” **DANNY WILSON**



“Previously, we always felt like we were on the brink of a crisis”



INFORMATION

Location

In and around Scarborough

Size

900sq ft-2,400sq ft

Estate size

Seven stores

Key categories

Alcohol, essential groceries, lunchtime meal deals

STORE LOOKBOOK



Staff are more free to spend time maintaining high standards



the same – buckets and spades are still top sellers in the seaside stores. It's one reason why in one of these sites, sales rise by up to £30,000 per week during the summer. "It can get massively busy," says Danny who adds that, despite this, he emphasises to his store managers that high standards must always be maintained and essential products like bread and milk are always in stock. These are standards he sees as complementary to the system-heavy model One Stop operates.

And looking at the numbers, it seems the cumulative effect of the recent changes has been dramatic. Over the past six months, sales in the stores together have risen by £110,000 compared to the same period in 2014 with his previous symbol group. Weekly sales in the Bridlington store are up £1,500 per week, and in the Newborough store by £5,000 week on week. Most of the stores saw week-on-week growth, even during the colder winter months after tourist trade had largely disappeared.

Danny says the recent changes have helped give him a "really nice lifestyle for the first time in a while" – a valuable benefit but not one which has sated his appetite for pushing his business forward. ●



Working with One Stop has simplified processes for ordering stock

 **Want to see more of Danny's store? Go to betterretailing.com/one-stop-wilson-scarborough**

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*Nielson total value sales/total coverage/10.09.16
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SYMBOL NEWS

New bigDL wholesale reward scheme

Marketing app bigDL is looking to expand its offer in the wholesale sector after seeing a more than 100% increase in user engagement for retail in the last quarter of 2016.

Chief executive Matt Norbury told RN the company will be announcing the first wholesaler to use its new e-points reward scheme in its depots in the coming weeks. This follows the success of its partnership with Today's Group on its Plan for Profit app.

The consumer-facing app grew through the fourth quarter of 2016, with app downloads up by 76% and user engagement by 119% from Q3.

"The product is very effective, but it needs a big advertising push so more people know about it," said Asif Sharif, owner of a participating store in Glasgow.

Parfett's Go Local expansion

Parfett's is using its 24-hour delivery service to expand into new areas including Leicester, Stoke and Coventry.

The latest Go Local store opened on Thursday in Grimsby, with six opened in the last couple of months and an aim to reach 150 by the end of the year.

"Previously, as a cash & carry, it was difficult for many retailers in these areas to reach one of our six depots. But now with our logistics capability we can target these areas with our delivery option," said Guy Swindell, head of customer development at Parfett's.



Store re-opens after £200,000 refurbishment

Guy Warner's Broadway Budgens store has reopened after a £200,000 revamp. The store is based on the look of Mr Warner's Winchcombe store with new features including a larger fresh food range and off-licence, and the addition of an artisan bread table, Costa Express and hot food to go area, as well as grind your own coffee and Cook range. A post office will be added to the store in the spring.

Retailers advised on savings to help cope with crippling rises Stores face 8.5% increase

We'll help with massive rates hikes say symbols

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

Symbol groups have pledged to support retailers facing crippling business rates increases in April, as new figures reveal shops in two out of every three areas in England and Wales will see property value rises.

According to the research from business rent and rates specialists CVS, rateable values for shops will rise by an average of 8.51%.

"The government made all the right noises back in 2015 and the high street

thought that the review was aimed at levelling the playing field with their online counterparts, but nothing materialised," said CVS chief executive Mark Rigby.

Key reforms were widely expected following former chancellor George Osborne's review of the system, including a move to more frequent revaluations and for the tax to be shifted in line with the consumer price index (CPI), rather than the retail price index (RPI) - but none were implemented.

Simply Fresh finance director Sukhjit Khara told RN: "We are working with partners who are able to advise our stores to look at potential savings, along with how the changes affect each store as it can vary geographically."

Spar UK managing director Debbie Robinson said the group's More Together strategy would help retailers deliver the extra profit needed to mitigate the additional costs.

The British Chamber of Commerce (BCC) has this week called on the govern-

ment to make big reforms including the shift to RPI, as well as the abandonment of the fiscal neutrality principle which means the total raised by rates must remain the same every year.

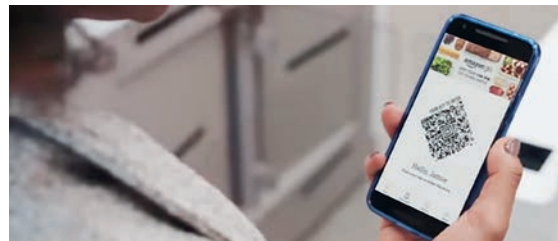
"The current system means we get winners and losers across the country depending what happens to property values," said Suren Thiru, BCC's head of economics and business finance.

"The neutrality principle is preventing fundamental reform from taking place."

Amazon challenge 'can be beaten'

Analysts have warned competition in the convenience sector could be intensified as Amazon scours London for sites, but say the sector has seen off bigger challenges.

It has been rumoured Amazon has identified a number of prospective sites to bring its 'Just Walk Out Shopping' experience being trialled in Seattle to the UK. It involves customers using the Amazon Go app to choose the products they want, and



shop without queues and checkouts.

However, Neil Saunders, managing director at Columino, told RN: "Convenience stores have already seen the big supermarkets

and discounters muscle in on their market, so in a sense it's not as big a challenge as many have already faced.

"But, arguably, there's already an over-supply of

grocery, particularly in busy urban locations, so it will further crowd a very competitive field."

Steve Rodell, managing director at Christie & Co, added Amazon's success will depend heavily on choosing the right locations.

"Morrisons tried and failed to get into the convenience sector, so success isn't guaranteed," he said. "And independent stores will maintain their usual advantages over Amazon."

NEWS & MAGS

Year-on-year increase reflects fast-growing sector 'They are very big sellers for us'

Collectables sales up 44% as savvy retailers cash in

by Jennifer Hardwick

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Retailers who do not stock collectables could be missing out on sales in a market that grew by 44% in the UK in 2016.

Figures from market research company The NPD Group revealed the year-on-year sales increase and show collectables, including trading cards, stickers and plastic figures, represented one out of every four toys sold in the year.

Joe Sweeney, of Newscentre in Dublin, said his sales of trading cards grew by at least 20% last year. "They are very big sellers for us and last year was very good for them," he said.

Tom Edmondson, UK marketing manager for Eaglemoss, said the collectable section of the partwork market is a "key area" for the company. "There is continued demand for high-quality collectables and figurines," he added.

DeAgostini, which sells collectables under the Magiki and "& Co" brands, first launched in the UK two years ago. UK circulation manager John Read



said the company has invested heavily in building its market share and it is seeking to increase its independent retailer stockists.

"Availability through kiosks in Europe – the equivalent of our independent retailers – is

widespread," he said.

"These retailers display all collectables very prominently on their stands, and this wide-ranging display and availability helps create awareness and drives sales. The key to the UK market is to get a similar level of retailer

participation."

The NFRN's head of news, Brian Murphy, said collectables are a "massive opportunity" for independent retailers.

"They are clear football drivers and often result in repeat business," he said.

Smiths to maintain WWMD supplies

Smiths News has revealed it will use a subsidiary company to continue delivering to Worldwide Magazine Distribution (WWMD) customers when the distributor closes in the summer.

The reassurance comes after retailers raised concerns the distributor's closure would disrupt their deliveries.

WWMD is a joint venture between Smiths and Menzies Distribution which distributes to non-traditional stores such as garden centres and music stores. A Smiths spokeswoman said: "Martin Lavell Ltd (MLL) provides specialist distribution services to the corporate sector and has the skills to provide distribution to the specialist retail sector."

A Menzies spokesman said the closure of WWMD is still in the proposal stage, but additional volume added to its regular supply chain will be monitored to mitigate service impact.

Rugby title price rise

The cover price of The Rugby Paper rose from £1.50 to £1.80 on Sunday.

The margin remains the same at 25%, meaning retailers will receive 45p per copy sold, up from 37.5p.

David Emery, managing director of publisher Greenways Publishing, said: "This is the first price rise since the paper was launched eight years ago. In that time newsprint has risen by 46% and transport costs have also gone up."

The title sold 775,000 copies in 2016, amounting to RSV of £1.16m.

Publishers ask how PoS can be improved

Publishers are asking retailers what in-store PoS support they would find most useful.

It comes after retailers told RN they believe newspaper and magazine publishers could offer a broader range.

Neil Jagger, Mirror Group Newspapers general manager and group

newspaper sales director, said because the company doesn't have a field team it has to deliver PoS through wholesalers and admitted there are a lot of "potential sink-holes in the process".

"We'd be interested to know what PoS retailers want as this may give us a better idea of producing

something that is wanted and desirable," he said.

Marketforce group circulation manager Rob Humphrey said some larger magazine brands such as Hello! and Porter offer bespoke PoS units for independent agents.

"It would be interesting to find out what PoS independent retailers really

want from us – it could be shelftalkers and posters, but maybe it's units," he said.

Comag's independent retail and sales development manager Dean Russell added a number of publishers are always looking for new opportunities to promote in independent stores.

PRODUCT TRENDS

Cigar firm spreading the word

Ritmeester has announced it will be widening its retailer engagement programme to promote the benefits of selling its products.

The cigar manufacturer has been meeting with retailers to explain the category and help demystify it, allowing retailers to cut open the product. It now plans to continue the drive on a one-to-one basis.

RN attended a meeting this week in the Midlands, where Ritmeester field development manager, Tony Lyles, explained smaller cigarillos are a viable choice for cigarette smokers, with margins of up to 25% available for its cigarillo product, Mini Moods.

"Every seven out of 10 packs of cigars are mini cigars and are an alternative option for cigarette smokers," said Mr Lyles.



Peroni goes gluten-free

Asahi is set to launch a gluten-free beer certified and endorsed by the Italian Coeliac Association.

Italian-brewed lager Peroni Nastro Azzurro is due to be available to retailers from April in four-pack bottles which will have red caps to make them distinguishable from its white-capped range that contains gluten.

The news comes after Booker's announcement it will be trialling a gluten-free pilsner, Goa Premium Beer, at 10 of its depots in the South East before deciding whether to roll it out nationwide or not.



More than
40%
Fall in lettuce supplied to the UK from Spain

Indies making a healthy profit from veg shortage

by **Dave Songer**

dave.songer@newtrade.co.uk

Independent retailers are benefiting from the rising price and limited availability of vegetables, as the multiples put restrictions on the number of items shoppers can buy.

Due to sustained poor weather in Spain, fresh food supplier G's told RN that supplies of its salad items – the bulk of which come from the country at this time of year – had been badly hit.

"We're receiving 40-60%

of the standard availability we would currently expect," said Anthony Gardiner, the company's marketing director.

It has forced some multiples to ration the number they sell to prevent customers from stockpiling.

However, independent retailers told RN the move is driving more shoppers into their stores.

Karen Lewis, who works at Crescent Stores in Witney, Oxfordshire, said: "One customer came in to get an iceberg lettuce because he couldn't find any in the su-

permarket in town, where there is Tesco Express, Waitrose, Co-op and a Lidl. It's definitely benefiting me as long as my stock keeps coming through."

The cost price of lettuce has stayed the same in Ms Lewis's store, but she said they have been warned by their supplier that a rise is likely. Meanwhile, the store has increased the price of cauliflower by 40% to £1.40 in recent weeks after its supplier increased its price.

Marc Jones, of Hoffnant Stores in Brynhoffnant, Llandysul, agreed independent

retailers could benefit. "It could have a positive impact as people find it difficult to get hold of in the supermarket," said Mr Jones.

Broccoli, another of the products to be affected by the adverse weather conditions in Spain, has risen in price in his store by 19p to £1, a 26% increase.

Satminder Deo, of Costcutter in Doncaster, said: "The price of lettuce has gone up by 15p to £1. If wholesale prices continue to go up, so will mine, because we've got to protect our margins."

Sweet taste of success for no-sugar drinks

Recent launches of no-sugar soft drink variants have proved popular with shoppers, according to retailers who have seen an increase in sales for the category.

Vip Panchmatia, of Hexagon Stores in Andover, told RN he has had to update what he sells to keep up with the trend.

"We're selling more low-sugar drinks and I have amended our range

to cope. Diet Coke is more popular but Coke Zero is taking over," he said.

Martin Ward, of Cowpen Lane News in Billingham, County Durham, said sugar-free energy drinks have been particularly successful in his store.

"I started selling big cans of Euro Shopper energy drink this morning and I had sold out of them by early afternoon.

"We got 12 in to give it a

try and I will definitely be restocking them," he said.

Meanwhile, Coca-Cola European Partners has said the reformulation of its Coca-Cola Zero Sugar has attracted new customers to the cola sector, while figures from Kantar show since the launch of Coke Zero, 60% of the product's volume growth has been incremental to the segment.



BRAND SNAPSHOT



Maltesers' £1m target

Mars has launched #bakeamillion for Maltesers, as part of a drive to raise £1m for Comic Relief. Its 2015 campaign raised £1.3m for the charity.



Tic Tacs get emoticons

Ferrero is branding selected Tic Tacs with emoticons. The Express Yourself campaign is part of a wider £2m media investment.



Kerry Foods are GoGo

Kerry Foods has released a cheese snack range, GoGo's, that includes Oat-Tastic, reduced fat cheese bites and fruity and seeded flapjacks.



Oreo expansion

Mondelez has expanded its range of Cadbury Dairy Milk Oreo tablet bars with two new variants - Mint and Peanut Butter.



Pricemarked Orangina

Orangina has launched its first pricemarked pack. Bottles bear a £1 flash and shelf barkers and strips will be available for retailers.



Babybel charity aid

Mini Babybel limited edition Comic Relief donation packs will launch on 13 February. A 10p donation to the cause will be made for each pack sold.



TV ad for Mr Peanut

Mr Peanut has launched its first-ever UK media campaign. The £2.5m investment will include a 30-second TV advert.



New look for Boost

Boost Drinks' updated packaging has a new logo and colour scheme in a bid to increase its share of the energy drinks market.



L'OR's £8m launch

Jacobs Douwe Egberts has launched L'OR coffee with an £8m marketing campaign. It comes in Roast & Ground, instant and Tassimo capsules.

WHAT'S NEW



Vivid Matcha

Matcha is green tea that has been ground to a powder. Vivid's matcha contains natural caffeine, for a lift, and L-theanine, to support a calm, relaxed mind.

RRP £5.99 (seven sachets)

Contact sales@vividdrinks.com



Urban Fruit

Urban Fruit's coconut chips come in Straight Up - with a sprinkle of sea salt and coconut nectar - and Sriracha Chilli. Vegan-friendly, they contain no more than 122 calories.

RRP £1 (25g)

Contact Contact 0203 7279000 / hello@urbanfruit.co.uk



Sidekick

A range of hot sauces with a kick and no added artificial additives, Sidekick's range has heat levels to suit all tastes - one for mild tastes and three for hot heads.

RRP £4.50 (150ml)

Contact hello@sidekicksauce.com



Flower & White Merangz

Flower & White's meringue bases are available in Vanilla, Strawberry and Chocolate variants. Merangz are made to a traditional Swiss recipe.

RRP £3.95 (box of five)

Contact 01952 684 626 / sales@flowerandwhite.co.uk



Sauce Shop

These sauces contain no starches, gums, powdered vegetables or added water. Sauce Shop's range includes 12 flavours inspired by recipes from around the world.

RRP £4-4.50

Contact 0115 9413263 / info@sauce-shop.co.uk



Just Bee

Just Bee's Bitter Lemon & Green Tea is balanced with honey. It's also available in Blueberry and Apple & Ginger flavours, which contain 49 calories per carton.

RRP £1.69 (330ml)

Contact sales@justbeedrinks.co.uk

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

FOCUS

Chocolate

Chocolate will always be a reliable seller for convenience stores, but adding margin-friendly, artisanal-style varieties can also work wonders



Squirrel Sisters

Squirrel Sisters raw energy bars are available in Cacao Orange, Raspberry Ripple, Cacao Brownie and Coconut Cashew. They are grain and gluten-free.

RRP £1.99 (40g)

Contact hello@squirrelsisters.com



Tigg's

Designed to complement meat, fish and vegetarian dishes, Tigg's sauces are vegetarian and come in Original, Beetroot, Pepper & Mustard and Basil & Pea flavours.

RRP £3.99

Contact 07855 347313 / info@tiggitup.co.uk



Forever Cacao

Forever Cacao's bean-to-bar chocolate is handmade in micro-batches using single estate cacao beans sourced direct from indigenous communities of the Peruvian Amazon.

RRP £4-£7

Contact www.forevercacao.co.uk



Cocoa Mountain

Cocoa Mountain's Dark Chocolate with Ginger and Cocoa contains 74% cocoa solids and is handmade in the Scottish Highlands. Other bars include White Toffee and Espresso Coffee.

RRP £3.25

Contact info@cocoamountain.co.uk / 01971 511233



Wickedly Welsh

Wickedly Welsh has released a two-product beer and chocolate range - Honey Ale with milk and Chocolate Stout.

RRP £3.99

Contact 01437 557122 / mmm@wickedlywelsh.co.uk

Adam Hogwood

Budgens of Broadstairs
Kent

We stock a locally-made premium chocolate range that's really popular. Retailers are often wary about stocking premium due to wastage but it's possible to negotiate deals that give good margins.



PRICEWATCH

Profit checker Spirits

Price checker

CHEKOV VODKA 70cl Price distribution %



PRODUCT
Glen's Vodka 35ml
Glen's Vodka 1l
Chekov Vodka 70cl
Jack Daniel's 70cl
Russian Standard Vodka 70cl
Chekov Vodka 35cl
Bell's 70cl
Glen's Vodka 20cl
Glen's Vodka 70cl
Smirnoff Red Label Vodka 1l
The Famous Grouse 70cl
Gordon's Gin 70cl

Analysis

A recurring theme this week has been the struggle to maintain good margins while remaining competitive on spirits – and our graph highlights which pressure is winning out. On Chekov, RN's data shows 23%

of retailers stick to the RRP of £12.29, while the next two popular price points are both substantially above this figure, at £12.49 (16%) and £12.99 (15%) respectively. Additionally, margin seems to be gained by retail-

ers stocking up when wholesalers and cash & carries have promotions. In a market of deep supermarket discounts, setting yourself up as a destination for frequently low prices is key.

How we drive our profit

Ranjit Singh

STORE Parans Minimarket
LOCATION Leeds
SIZE 2,000sq ft
TYPE main road

TOP TIP

Our most popular items are 35cl bottles of Smirnoff and Glen's so I'd say make sure you offer the smaller formats



We don't stock Chekov but our cheapest is Glen's Vodka – price-marked at £11.99. Our weekly turnover is £25,000 of which 30% is alcohol. I try to get most of our spirits in price-marked bottles through Premier. Customers want to know you're not overcharging them, especially on things like alcohol. Selling predominantly price-marked bottles means I'm earning my customers' trust – even if I'm sacrificing margin. We've got a deal on 20cl bottles at £4.49, instead of ranging from £4.99 to £5.29. It's a good deal and I've seen a 20% uplift in sales.

Ash Patel

STORE Gerhold Fine Food & News
LOCATION Putney
SIZE 900sq ft
TYPE residential

TOP TIP

If you've got a lot of competition you need to be selling price-marked bottles



Our cheapest bottle of vodka is Smirnoff at £14.99. We also offer Stoli, Russian Standard and Wyborowa vodka but there's no point in selling the cheaper vodkas anymore. They're only £1 cheaper than Smirnoff in some cases, so people are happy to pay that little bit more to get a better quality product. I make sure I buy in bulk when the cash and carry has offers on and that way I can ensure I'm still getting a 20% margin. Half and quarter bottle formats are more popular, particularly with the Polish customers and tradesmen.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SUBURBAN MANCHESTER OFF-LICENCE	RETAILER 2 NORTH LONDON HIGH STREET C-STORE	RETAILER 3 MAIN ROAD SHOP IN GLASGOW SUBURB	RETAILER 4 C-STORE IN BIRMINGHAM SUBURB	RETAILER 5 C-STORE IN PORTSMOUTH SUBURB	RETAILER 6 DORSET VILLAGE HIGH STREET STORE
£6.95	£7.19	£6.99	£6.99	£6.99	£6.99	£6.99	-
£16.62	£19.29	-	-	£14.99	£15.99	£15.99	-
£12.32	£12.29	-	-	-	-	£10.49	£11.99
£19.96	£26.59	-	£19.99	£18.99	£19.99	-	-
£14.04	£16.49	-	-	-	£13.99	-	-
£6.44	£6.59	-	£6.49	-	-	£6.49	-
£14.83	£18.75	-	-	-	£14.99	-	£14.99
£4.27	£4.39	£4.29	£4.29	-	£4.29	£4.29	-
£12.48	£13.99	£11.99	£12.99	-	-	-	-
£21.07	£16.25	-	-	£17.99	£19.99	-	£20.99
£15.68	£17.89	-	£12.99	-	£12.99	£15.99	-
£14.32	£18.29	£14.49	£14.49	-	£14.49	-	£14.49

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Claire Cook

Manager, Twyford Village Stores



Terry's Frozen Foods pies, £1.50



How did you discover them?

We used to have our own in-store bakery, but it wasn't viable. Terry's is a local company that is happy to take a minimum order of three boxes and we get deliveries twice a week. As well as bread, they supply chicken and mushroom, steak and onion and beef and vegetable pies, as well as other things in the range like sausage rolls. We sell about 130 pies a week.

Who buys them?

We get a lot of tradespeople coming in for them on their lunch breaks and we can heat them up for them. It's always quite nice to have a few people waiting for them when they've just come out of the oven. We also have local businesses that come in for them, like a stables as well as local farmers. As they pass they'll pick a few up for their staff.

Why are they so successful?

Because they taste good. We have a little café in the store as well, so we sell them across both areas and they're freshly baked here every day.

Naresh Gajri

STORE Cranhill Convenience Store
LOCATION Glasgow
SIZE 2,900sq ft
TYPE residential

TOP TIP

You need to offer low price points to pull in customers but once they're in they're more likely to buy more premium products



Our cheapest bottle is Glen's Vodka which we are selling for £10 at the moment, rather than the usual pricemarked price of £11.99. We buy our spirits from Booker and when there's an offer we make sure we stock up so we can put offers on like this. I'll have that promotion on for a couple of weeks and it will mean we get through about 12 cases instead of six. I try to achieve 15% to 20% margins on my spirits. We see customers of all ages purchasing our spirits but generally they have a low average basket spend.

Kate Mills

STORE Heath Store, Tonbridge
LOCATION Tonbridge
SIZE 1,800sq ft
TYPE rural village

TOP TIP

Spirit purchases are less impulse driven. If you've always got low prices, regular customers will keep coming back



We sell Chekov at Booker's RRP of £12.29 and the whole Chekov range is our most popular. We sell a couple of cases a week of the 35cl bottle. In general, I buy my stock when it's on offer and then price it above the promotion price but lower than the RRP. It means I'm hanging on to stock for six or seven weeks but it enables me to offer low prices all year round. The same people tend to buy spirits and although 20% margin doesn't sound massive, it is if I'm getting repeat purchases. By buying that way I'm also able to offer branded bottles for £15. ●

YOUR NEWS

Menzies in u-turn over new routes

Menzies Distribution has had to do a u-turn on new routes introduced from its Linwood distribution centre in Glasgow.

Hundreds of retailers suffered disruption from late or missed deliveries after the new routes came into force on 31 January, leading the company to return to its usual routes on Saturday.

In a letter to retailers, centre manager Grant Keogh said: "Unfortunately the changes we put in place did not perform as expected, and we recognise that distribution has been significantly disrupted. I apologise for the inconvenience and frustration you have faced."

He said the proposed changes will now be reviewed and a new plan will be designed, but future changes will be "managed" to avoid a repeat of similar problems.



Jempson's work gets under way

Jempson's has begun a multi-million-pound refurbishment of its supermarket in Rye, to create a new-look store with 50% more retail space.

The store will be completely remerchandised, with new fridges, freezers, shelving and fixtures. There will be a Market Hall featuring fresh fruit and veg, an expansion of the bakery, and further food to go choices.

The town's Post Office will also be incorporated in the store, and its opening hours extended. Works are scheduled for completion in mid-June.



Cheque out Mo's charity donation

Former Scottish NFRN president Mo Razzaq has presented a £1,020 cheque to his nominated charity the Scottish Association for Mental Health, which he raised during his time in the role. Mr Razzaq held a raffle in his Family Shopper store as well as collecting donations at NFRN meetings. "There are a lot of people in serious trouble mentally," he said. "This charity does a lot of work to help people so I wanted to support them."

Election will take place at annual conference in June Six candidates in the running for post

Deputy VP hopefuls make re-engagement a priority

by Toby Hill

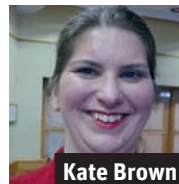
RNreporter@newtrade.co.uk

The six candidates vying to become the NFRN's next deputy vice president have highlighted a range of key concerns, with a common focus on re-engaging with the organisation's membership.

The election will take place at the federation's annual conference in June, with the selected candidate to become national president in 2019.

Muntazir Dipoti, of Todmorden News near Manchester, promised to continue to support retailers to manage traditional categories.

"The core of the NFRN remains news and magazines and we need to raise awareness of the challenges retailers face there on a day-to-day basis," he said.



Kate Brown



Stuart Reddish



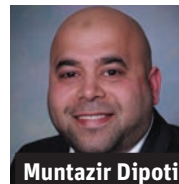
John Parkinson



Kamal Thaker



Martin Mulligan



Muntazir Dipoti

Martin Mulligan, standing from the Republic of Ireland district, said he would "provide strong representation" for members "through the difficult process of change that Brexit will create for Ireland".

Kamal Thaker, of Stop Shop News in Middlesex, said he would like to see the NFRN lobbying the government "even more vocifer-

ously". "Retail crime is at an unprecedented level, rates are a huge issue, but the government has done very little for small businesses," he said.

Meanwhile, John Parkinson, of Broadway Premier in north Wales, focused on wider changes in the industry. "I think there are a lot of shops, including my own, that were originally

traditional CTNs and now need to make the transition to being more of a convenience store," he said. "The NFRN needs to help them through that process."

Stuart Reddish, of Baxter's in Crooke, who is standing from the Yorkshire district, said: "We've lost a lot of our field force in recent years. I'd aim to bulk it up by expanding the number of retail development managers who can visit members' stores."

Kate Brown, also from the Yorkshire district, struck a similar note. "I want to bring fresh ideas for engaging with our membership," she said.

Portsmouth retailer Linda Sood is set to become national president this summer, and Cumbria retailer Mike Mitchelson national vice president.

Retailer adds some sparkle to special days

A Surrey retailer is trialling an unusual product in the run-up to Valentine's and Mother's Days - a range of jewellery all priced below £20.

The jewellery is the latest in a series of unusual or different products David Worsfold has trialled in his store, Farrants

in Cobham. "We picked them up at the Hallmark Christmas show and have brought in 96 items, which we aim to sell before Mother's Day," he said.

"The margin is 50% so we have to sell 48 to break even. We introduced them a week ago and have

sold 10 so far."

Last June, Mr Worsfold began stocking novelty books - Ladybird and Enid Blyton parodies - and has subsequently turned over more than £10,000. At a tobacco show in October, he picked up zippo reading glasses, and has since sold 70 at £8 a pair.

"We're constantly looking for new products that can excite our customers and keep our store fresh," he said. "The main challenge is sourcing the products, so I go to lots of trade shows. Next, I'll go to the international Spring Fair in Birmingham."

Debt collection agency gives store owner three days to pay Card firm asked to review case

MP joins retailer's battle over £9k ATM rates bill

by **Toby Hill**

RNreporter@newtrade.co.uk

A Merseyside retailer has gained the support of his local MP after being hit with a £9,300 bill for business rates accrued on an ATM machine located outside his store.

Paul Edwards, who installed the machine at his Family Shopper in Bebington in 2012, told RN he received a bill last month from a London-based debt collection agency which had bought the debt from ATM firm Cardtronics. He added the

bill demanded payment within three days.

"Cardtronics had made no contact to say I owed this money," said Mr Edwards. "If I've been indebted for five years, then why hasn't it told me and why has it been paying me commission? I think Cardtronics kept very quiet as it makes a fortune from it."

After receiving the bill, Mr Edwards said he tried to cancel his contract with Cardtronics, but was told it was too late to do so.

"It wasn't until after the

notification period had run out that Cardtronics sold the debt so I have no choice but to keep the machine and keep making the company profit," he said.

In 2015, the Valuation Office Agency (VOA) ruled that any ATM situated on the front wall of a store should incur a separate rates bill. The VOA also backdated this charge to 2010, leaving many shop owners facing hefty bills.

At the time, Cardtronics commercial director Tim Halford voiced support for retailers affected by the

change. "Many retailers who rely on their ATM to help drive footfall and in-store spend are faced with the possibility that the machines might no longer be cost-effective to run," he told RN.

On this occasion, Cardtronics declined to respond to RN's requests for comment.

Mr Edwards has contacted his MP, Frank Field, for support. His office told RN he has written to the ATM operator to raise Mr Edwards' concerns and asked them to review his case.

PayPoint petition proving popular

A petition launched by a Bolton retailer to raise awareness of the level of commission paid for processing utility services bills has had more than 500 signatures.

Mav Halai, of Candy & Cards, said retailers are getting as little as 7p per transaction, irrespective of the bill amount. He said it was forcing many retailers to stop providing services such as PayPoint. "It's affecting customers as they can't find stores to top up," he said.

Harj Dhasee, of Village Stores in Mickleton, Gloucestershire, said: "Commission needs to be at least 10%. "At 7p per transaction, retailers are making a loss because bank charges are often around 15p."

A spokesman for PayPoint said: "We continually look to support the growth of our retailers' businesses."

Click and collect veg growing organically

A click-and-collect organic veg box service has brought new customers to Shipway Post Office in Torquay, according to owner Chris Herring. "We get the boxes from a local supplier in Totness," he said. "People can put in an order directly from the supplier or through us. We take £1 per box and have sold about 15 in the last month. It's a good way to compete with the supermarkets, as the quality of their fruit and veg is actually quite poor." Mr Herring added customers will often ask for a few more items, which he adds to the box.



Gantry out after illegal tobacco sales

Imperial Tobacco has removed its gantry from a store in Wembley after a staff member was convicted of selling illegal tobacco.

Girirathan Cyrilratnara, owner of Mala Mini Mart, had his gantry removed on Monday 16 January.

Peter Nelson, anti-illicit trade manager at Imperial Tobacco, said: "Imperial Tobacco has also withdrawn all sales support and revoked membership of our Ignite retailer reward scheme."

Fridges chained up after spate of thefts

A retailer has been forced to chain up his fridges after shoplifters continued to target his petrol station, making off with nearly £200 of stock each time.

Customers at Malcolm's Nisa Tile Hill Service Station now have to ask staff to open the chillers, which also have alarms fitted on the doors, to purchase fresh food inside. It comes after a series of incidents in Janu-

ary. "We call the police but they don't always come out because they haven't got enough officers, so we have had to resort to installing extra security measures," said part-owner Paul Cheema.

"The government needs to put more resources into the police."

Mr Cheema said they have also had to move household goods in front of

the counter after they were targeted, and last week he had to bring in extra staff, which added 15% to his weekly wage bill.

He has teamed up with neighbouring stores which have also been targeted to share information on suspects.

"It's not just a problem for one independent retailer so working together on this makes sense," he said.



YOUR VIEWS

YOUR LETTERS

■ Come on News UK, you can do better than the service you are providing me

I'm writing in regards to the disgraceful service I am currently receiving from News UK.

The service levels are poor in all departments - deliveries, credits, and the customer service you receive when you contact News UK by phone.

Delivery-wise, there have been many occasions recently where my newspapers have been delivered to the wrong shop and returns have not been collected, as well as incorrect quantities of newspapers supplied.

Credit-wise, there are frequent errors. What I have noticed recently which has absolutely disgusted me is that when returning the Sunday Times Travel Magazine the quantity returnable is always written lower on the credit sheet provided than the quantity that is charged on my invoices.

News UK still owe me credit for eight Sunday Times Travel



There have been many occasions recently where my newspapers have been delivered to the wrong shop and returns have not been collected

Jai Patel



Magazines for January.

Whenever I have to call them I always find myself waiting a minimum of 30 minutes for them to answer my calls.

Jai Patel
Regents News,
London

A spokesman for News UK said:

"We place great importance on our relationships with retailers and constantly monitor our response times to ensure we deal with queries in a timely manner and maintain a high level of service. We continue to work closely with Regents News to resolve the issues they have been experiencing, and believe that expectations are now being met."

■ Camelot moves to resolve issues after RN helps highlight ongoing troubles

A Camelot spokesman in response to Steve Archer's letter 'Come on Camelot, we need better support here' (RN 3 February) said:

"We're sorry to hear the Archers have continued to experience some problems following the burglary last year.

"One of our senior sales managers has since visited the store and we believe any outstanding issues are now in the process of being resolved.

"As part of this meeting, the lack of a media screen was discussed and an engineer visit will take place soon to install a new screen.

"A scratchcard order is also on its way to the store and Mr and Mrs Archer can continue to sell through the scratchcards they have in-store in the meantime, as they are all still valid and current.

"Our 46,000 National Lottery retailers are very important to us and are vital in helping fulfil our purpose of raising as much money as possible for good causes through the sale of National Lottery tickets - so we appreciate you bringing this to our attention and hope Mr and Mrs Archer feel reassured about their National Lottery service after speaking to our sales manager in person."

YOUR SAY Which digital initiative has been most successful in your store?



Natalie Lightfoot

Londis Solo Convenience, Baillieston, Glasgow
The most successful thing has been Facebook competitions. We won a £50,000 store refit last year to become a Londis and when we launched we ran a couple of big competitions and tripled the "likes" on the page. I also found we got a lot of new customers coming into the store. It's really about letting people know you're here and telling them your story, letting them know that we're a family and it's not just a business.

Justin Taylor

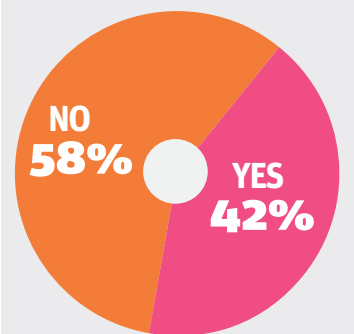
Spar Winford, Bristol
What's worked best for us is Facebook posts that link to our local fruit and vegetable supplier so when we do a post for them

we get a lot of hits. We are always trying to think about marketing and the old-fashioned methods like an advert in the local paper obviously still have a place but it can be harder to get to the younger generation that way, so Facebook is great for that.

Peter Mann

Nisa Local, Luton
I use three apps - Wine Wise, an app which links to my security cameras, and the Team Viewer app. Team Viewer means I can access all my back office info at all times and my till - I can even open my till drawer remotely. Wine Wise has made the biggest difference to sales in the shop itself because it gives me and my staff knowledge to pass on to customers which we didn't have before.

RN READER POLL



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

NEXT WEEK'S QUESTION

Have you put your store details on Google Maps?

Vote now at betterRetailing.com



MERGER RAISES CONCERN AND INTEREST IN EQUAL MEASURE

As a long-time customer of Booker – my family began trading with Booker’s predecessors (Nurdin & Peacock) in 1963 – and as a local person, I saw the construction of the present Booker Warehouse in Gorleston Road, Oulton, Lowestoft, 40-odd years ago.

So, yes this story is of some interest and concern in equal measure. I wonder how the phrase: “Every Little Helps” will go down

across the traditional CTN trade.

But all this hangs on whether Tesco will get the ‘clearance’ by the monopolies and mergers commission – and for competition reasons – this can’t be taken for granted.

The reality of Tesco Express is key to the story.

Profit is the driver for Tesco – at some variance to Booker’s current trading

philosophy with their retailers at Premier, Londis and Budgens.

This story still has many twists and turns to come.

Jim Mitchell
Carlton Colville News & Cards
Carlton Colville, Lowestoft,
Suffolk

100 YEARS AGO
10 February 1917
A motion encouraging war-wounded soldiers to enter the news agency trade was quashed this week, amid concerns these new businesses would steal custom from businesses whose proprietors were still overseas on duty.

VIEW FROM THE COUNTER with Mike Brown



Perhaps newspaper publishers should take a leaf out of the book of wholesaler Simply Heavenly (RN 20 January), which produces fantastic PoS to promote its products.

The company recognises that impactful PoS helps to grow sales. So far this year, only the Observer has produced posters to support its content. Unfortunately, during the first week of the campaign, despite notification, no posters turned up. In the second week, we got one for Sunday 22 January but it was very small (A4) and produced on poor quality paper so very difficult to display prominently as suggested. With sales plummeting, surely great PoS could help stem the tide.

Publishers should also stop the practice of the wraparound. Trinity Mirror titles were guilty of this over Christmas with headlines saying ‘Your Paper Inside’. The trouble is customers cannot recognise their paper and unless you intervene (not

always possible when the shop is busy), they think you have sold out and leave the shop. The Telegraph did this twice before Christmas and on both occasions my unsolds were higher than normal. The revenue from advertising must be offset with a drop in sales.

There are banners all over town at the moment appealing for volunteers to help run the library which is threatened with closure. We received a letter asking if households would be prepared to pay an increase in the parish precept of roughly £10.40 per year to fund the position of a full-time librarian to help the volunteers.

It’s ironic that the council was recently fined £50,000 by the company which has taken over our recycling since the small recycling centres around the district were removed. Apparently, things are finding their way into the blue bin that should not be there – £50,000 would certainly help to keep the library open.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Amazon are a far bigger threat to indie retailers than Tesco-Booker, yet the indie lobby never seems to be concerned by them as much...

Just Selling Beans
[@BeansJust](#)

A dozen red roses for Valentine’s Day orders now being taken delivered free within a 2 mile radius of our stores. £34.99

Dean Holborn
[@ Dean Holborn](#)

Just to whet the appetite ... some sneaky previews of what to expect at [@MyLocalPremier](#) Whitstone Stores thanks to [@NineDesignUK...](#)

Dan@WhitstoneStores
[@whitstonestores](#)



The business #rates system is archaic & we need to be helping the high street not hindering it!

Theo Paphitis
[@TheoPaphitis](#)

Don’t forget a card for your loved one! Team it up with a Valentine’s balloon or a single rose!

Steph
[@stephlatham_21](#)



YOUR REGION



WALES NFRN DISTRICT COUNCIL REPORT 30.01.2017

Jenny Sims reports from the NFRN Wales district council meeting

First meeting of merged DC

President of the former South Wales district Mark Dudden welcomed Mersey Dee members to the first meeting of the newly-formed Wales district council.

Mr Dudden was voted acting president of the new council until its annual general meeting in March. It was agreed in future to hold four Wales council meetings a year – three in the south and one in the north, and to have two branches – one covering north Wales, and the other south Wales.

“We have many challenges ahead,” said Mr Dudden. These included wholesaler and publisher issues, declining newspaper sales, decreasing margins and retention and recruitment of NFRN membership.

He added he was sad to see the recent closure of Media Wales’ printing works in Cardiff, and warned the printing of the Western Mail and other Welsh titles in Oxford and Birmingham, would lead to further late delivery problems with wholesalers. “The 4pm cut-off times will be a big problem as Media Wales papers will be sharing vans with other publications including the tabloids. It’s not a healthy situation,” he said.

Meanwhile, membership services manager Chris Appleton revealed total membership for the new Wales district was 803 on 5 January.

Parkinson’s NFRN support pledge

Penrhyn Bay member



Mark Dudden



The cross-party group on small shops will meet in March at the Senedd

John Parkinson was nominated to stand as national deputy vice president and Dee Goberdhan as national trustee at the NFRN’s annual conference in June.



John Parkinson

After the meeting, Mr Parkinson, who has been a newsagent for more than 44 years, told RN: “I’ve seen a lot of small shops close and have helped take their stock.



Retailers need strong leadership in these difficult times

John Parkinson

Newsagent, Penrhyn Bay

“There are going to be more closures as retailers face reduced margins, declining sales and a period of more change.

“Retailers need strong leadership and support from the NFRN in these difficult times. I’m on the national executive committee but would like to fight for members in dealing with these issues at the highest level, which is why I’ve agreed to stand. I believe I have the skills and experience for the job.”

Frustration over Media Wales titles

Cardiff member Matt Clark expressed frustration at the loss of Media Wales newspaper sales and customers because of the falling quality of content.



Matt Clark

It was agreed a senior representative from the company would be invited to the next Wales meeting to discuss various issues – including decreasing sales, price rises and lowered margins.

Cross-party group March meeting

Delegates were told the next meeting of the cross-party group on small shops will be on 22 March at the Senedd, while a Welsh Parliamentary Reception will be held on 4 April, and a special open day event featuring trade stands is planned for Smiths News Newport around that time.

Top NFRN awards for the district

Delegates learned Wales had scooped several top NFRN awards. The Daily Post won Regional Newspaper of the Year; Kevin Martin, of GA Jones & Son, won Community Retailer of the Year; Jon Healings, of Mumbles Post Office, won WH Smith Local Franchise of the Year, while Paul Latham, of Smiths News Newport, won News Wholesaler of the Year.

Praise for Jon

Mark Dudden paid tribute to South Wales member Jon Powell, who has closed his shop in Newport market after 19 years of trading.

Your say

What do you think about Public Health Wales calling for a ban on sweet-flavoured e-liquids to reduce the appeal of vaping to children?



I’m against a ban, it wouldn’t be a good move. E-liquids appeal to smokers and I find people use them to wean themselves off cigarettes. I haven’t had a problem with children trying to buy e-liquids – but I’m not saying it doesn’t happen.

John Parkinson
Broadway Premier News,
Penrhyn Bay, Llandudno



Fruit-flavoured e-cigs helped my mother-in-law give up smoking. They may have horrible things in them, but they’re a lot better than cigarettes. A ban’s not a good idea, sales would drop. There’s not a problem with kids around here anyway.

Mark Dudden
Albany News,
Cardiff



We have just moved into this shop and do not sell e-liquids at the moment. However, I think anything which is an attraction to children should be banned, but as long as retailers adhere to the law on these things there shouldn’t be any problem.

Sam Whiteside
St Margaret’s Drive Post Office
& Convenience Store, Rhyl



“

RN helps me keep up-to-date with new stock changes across retail and provides great tips for product placement. It also inspires my staff to try new ideas.

JASDEV JATANA, FAMILY SHOPPER SUBWAY, CAMBRIDGESHIRE

Develop your business with actionable product advice for just £2.40 a week

RN

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DIGITAL **PART ONE**

MY DIGITAL STRATEGY



Haris Zafar

Best-one Hatfield

What I Use: Google and PayPoint One

How they benefit me

Maximising margins: Our sales decreased £10,000 per quarter from 2015 to 2016 after three pound shops opened up in the local vicinity. Despite this our profit has risen by £100 per quarter. Why? PayPoint One has helped us draw more information about our sales data. This has helped us get to know our demographic and set our prices at the right level. Additionally, the system has introduced contactless payment to my store. It makes a huge difference: card sales have increased phenomenally and we are serving a lot more customers.

Informing customers:

I make sure our business info is updated on Google, with accurate opening hours and location details. I also check the comments to see if people are highlighting any issues I haven't noticed. I also use Google to make price comparisons between my store and the bigger stores, and see if there's any room for movement in my pricing of certain products.

Tip for success: Bringing in contactless payment helps to process customers much more quickly and also makes our store look modern and professional.

PayPoint's new system enables contactless payments



Time to get digital

The RN team has been hunting out fantastic advice and great real life examples of the industry using digital tools successfully. In the first part of our three-week guide, Jennifer Hardwick, Toby Hill, and Tom Gockelen-Kozłowski outline three different ways to use digital from three experts and three great retailers

A digital strategy to... win at social media



Pete Doyle, founder of SocialRetail Group and online retailing expert who launched waitrose.com and established the e-commerce wing of Toys 'R' Us, brings his expertise to the convenience sector.

Twitter: a message board where posts must contain no more than 140 characters

First of all, put a hashtag in front of your town or village name, and search for all the influential accounts in the local area. You can follow these accounts, and – as Twitter is an open book – follow whoever is following them too. Then retweet the local sports team, the local school and so on. Get involved in the conversations unfolding in your area.

Facebook: a platform where people and businesses can create profiles with information, pictures and videos

Facebook is good for posting offers, including time-sensitive ones – for example, when people are coming home from work and are hungry. Then try experimenting with a little ad spend – £20 or £30 spent on Facebook can spread the word, and you can adjust by town, demographic etc.

Instagram: a photo and video sharing tool for people and businesses

Instagram is all about photos and so is great for promoting products. It needs to stand out: sharing photos of soft drinks or sweets probably

isn't worth it, but if you've got a new range coming out, or fresh bakery products just in, that's great. Humanising your business with pictures of staff can also create a sense of personal connection.

Snapchat: a tool for sharing short-lived messages and pictures

Snapchat, where messages disappear shortly after being read, offers opportunities for innovative customer engagement. For example, a retailer in Sheffield did an offer where customers had to screenshot his Snapchat message, bring it in and claim a special promotion.

A word of advice... Try all the platforms, and see what works best. Also, avoid delegating – while it's tempting to get a younger member of staff to do it all, it works best if it's married with the business acumen a store owner can bring – knowledge of their products, how sales fluctuate through the day, and so on.





Smartphones are helping retailers boost their profiles in the local community

MY DIGITAL STRATEGY



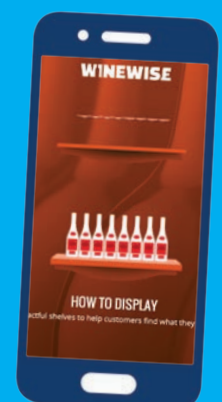
Peter Mann
Nisa Local, Luton

What I use: WineWise app, Facebook

Building our reputation for wine: Concha y Toro's WineWise app has helped a lot with staff training and it's helped me because I'm not a wine drinker myself. Customers used to come in and ask about the wines and I would have a vague idea, but now we have that knowledge about food pairings, we can really help them make decisions. I've been using it since June and in the last three or four months I've definitely seen more sales on higher-priced wines – a lot more above the £10 mark, of which we have about 20 to 30 different types.

Keeping our customers updated: I have a staff member who runs my Facebook page and it's most helpful for telling people things like our opening hours or if we're open on a day like Boxing Day, as well as promoting new products. It's mainly the seasonal promotions or products that people get excited about.

My tip for success: Give one or two of supplier apps a go, they don't cost you anything but can make a huge difference to your sales.



A digital strategy to... fight crime



While many of the benefits of digital come from marketing, communication and boosting sales, Simon Gordon, founder of Facewatch, explains why tools that utilise technology can also keep your business safe.

Digital tools are proactive

The problem with police work now is that it is reactive. Someone steals something, the retailer reports it to the police – and nothing ever happens. That is the reality for most crime, but digital platforms can let retailers upload evidence and images relating to a crime directly to the police, and get a crime reference number straight away.

Digital helps with prosecutions

Retailers and police can build and share "watchlists" of known shoplifters using images from digital CCTV systems and so on – they days of footage being stuck on old tapes that get rewritten is gone. Police can spot patterns, building a case with a weight of evidence from different sources.

Digital stops problems starting

It's often the case that a retailer is seeing a lot of crime, then one prolific offender is taken out, and the problem almost disappears. A well-communicated watchlist, shared between police and local businesses, helps the

police match different crimes to the same person. A digital case file for that subject of interest can mean prosecuting them for 20 crimes not just one.

Digital can protect staff

We are currently working to launch facial recognition cameras: if someone entering a store is on a watchlist, the camera can immediately notify the business. Staff can then say hello, ask if they can help, make it obvious they are alert. That averts the aggression staff can suffer if they only apprehend a shoplifter in action.

Digital saves everyone time and money

The great thing about digital tools is that retailers can put evidence and information pertaining to a crime online and, rather than having to come out and pick up hours of footage to work through, the police can get started on the case right away. It's great for retailers but for police too – a study showed that Westminster police have saved £800,000 since introducing the system.



If someone entering a store is on a watchlist, the camera can immediately notify the business



DIGITAL

MY DIGITAL STRATEGY



Nicholson Boyd
Pickles of London,
Dalston

What I use: Twitter,
Facebook and Instagram

Talking to my community: Facebook is good because you can pay to boost your posts, so that's a good way of reaching people in your local area. Instagram is best for showing off new products because you can get really nice pictures of them and use good filters. We use Twitter less but it's still a good way of getting out information. My strategy is to talk about the new products we've got in and remind customers about what we already have.

Sharing knowledge with my team: All the managers are on a WhatsApp group so we can share pictures of new products and make sure they're taken in the right light and we're using them at the right time. So you put up breakfast products in the morning and alcohol on a Friday night, not early in the morning when people might be suffering.

My tip for success: Try to stock anything shared by a food blogger or anyone who writes about something specialist like vegan food or fitness, for example.



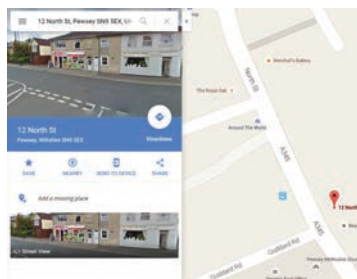
My strategy is to talk about the new products we've got in and remind customers about what we already have

A digital strategy to... get your store on the map



In our digital world, Google Maps is the place to discover where stores are and to see their shop fronts on Street View. BetterRetailing.com's associate editor Steve Denham gives a simple step-by-step guide to managing your store's digital presence on Google Maps.

1 Download the Google Maps app on your phone or search for it on your browser. Type your store address in the search field and see if your business is revealed, like Dan Cock's Whitstone Village Stores & Post Office.

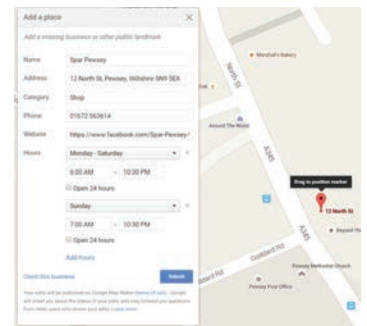


2 If your store is visible well done, you have discovered you have the first part of your digital footprint. For those retailers whose store has not been revealed, Google Maps allows you to edit the map so you can gain your rightful place. Last summer I helped Connolly Spar at Pewsey in Wiltshire do just that.

3 Where your store is located their will currently only be an address - 12 North St, in the case of Spar Pewsey. Frustratingly, if you're not on Google Maps the map indicates the location of other nearby businesses in Pewsey - not yours.

4 How do you change this? You need to be signed into your Google account before you can suggest an addition or amendment to the map.

5 If your business is invisible, as Spar Pewsey was, click left on the 'Add a missing place' line. This will take you to the 'Add a place' box.



6 This allows you to add your store name, the category of business, phone number, website and trading hours.

7 They have used their store Facebook page as their website while I know from experience other stores use their symbol group site. Trading hours can be set for each day; this store has the same hours Monday to Saturday and an hour less on Sunday.

8 Once you are happy the details are correct, press submit. When you have done this you will get an on-screen acknowledgement and a thank you email. The new place you have added is likely to take a few days to appear as Google moderates amendments to Google Maps. It took seven days for Spar Pewsey to complete this process and then another few days for the Street View image to appear. ●

PART TWO

Find out how major companies such as PayPoint and Ferrero are using digital tools to grow your profits. Only in next week's issue.

Plant the right lines on your shelves and watch your sales grow with P&G's **shelfhelp.co.uk**



ShelfHelp – **the free online sales tool** with expert category advice, the latest planograms, top tips, shopper insights and **now full of advice from some of the UK's most successful retailers.**

Visit P&G's shelfhelp.co.uk today



BABY CARE

You might think you know little about the baby care category but scratch the surface, as **Dave Songer** has, and it is apparent that the trends driving it aren't so different from the adult sector

Trust in your instincts



Innovation

From the arrival of Ariel 3in1 Pods to the drinkable high-protein Weetabix On The Go, independent retailers are used to the regular arrival of "innovations" to the sector – witness the arrival of RN's What's New pages. Baby care is no different – just look at the nappy sector.

Procter & Gamble's latest products Pampers, Active Fit nappies and Easy Up pants, are an upgrade of its Premium Protection range. They are fitted with Micro Pearls that absorb up to 30 times their weight, and stretchy sides that help them stay on.

Paolo Haeuserman, Pampers brand manager, recommends retailers focus on one nappy size in particular: "on average, babies spend the most time (12 months) in size 4/4+ nappies, and says it is important to ensure 100% availability of key size 4/4+ and/or include bigger sizes, such as size five."



Milks, foods, nappies, wipes, and essential medicines and toiletries are all important

Breakfast on the go

For adults looking after children, a broad range of products exist to fill the gap for the most important meal of the day, with options such as Belvita and Weetabix On The Go, two of the bestsellers on the market.

Yet picking up an on-the-go early

morning snack for a youngster isn't so easy. That's why Heinz Kraft launched Heinz for Baby Tub and Scoop infant breakfast range – suitable for babies aged four to 10 months. The company says its tub and scoop range has performed well since its launch boosting its stake in the baby breakfast market by 14%.

Snacking

Snacking is a huge market for adults – Mintel figures show that 95% of adults do it. And as can be seen Mod-elez's Oreo Thins, Pladis's McVitie's Digestives Thins and Burton's Maryland Cookie Bites, suppliers are happy to cater to the trend. For babies, "the turnaround in the foods category continues to be led by snacking," Tony Lorman, commercial director at Danone Nutricia Early Life Nutrition says.

One specific sub-sector within baby snacking that's growing by 23.7% year-on-year is infant finger food, and Heinz's baby Biscotti is the best-selling infant biscuit range in the category. The company says the biscuit, which has no artificial colours or preservatives, offers parents a range of snacks when time is of the essence and homemade options aren't available.



Core ranges

It's only a fortnight since retailers and symbol chiefs joined forces to tell RN readers of the huge

benefits that a focus on core ranges provides. For instance, Alkesh Gadhur of Best-one in Isleworth, London, boosted sales of his crisps and snacks by 100% by concentrating on leading products.

Danone says the same applies for baby products. "Milks, foods, nappies, wipes, and essential medicines and toiletries are all important," says Georgina Driver, lead category manager at Danone Nutricia Early Life Nutrition.

Once a retailer has built their range, the company advises grouping baby feeding products by age, as this makes the fixture easy to navigate for busy parents.

Trends in baby care mirror the rest of the market



For retailer use only



Aptamil and Cow & Gate account for over 80% of the baby and toddler milks' market share¹

- Mums are incredibly brand loyal, so make sure to stock the main baby and toddler milk brands.
- Make Shopping Easy: Baby and toddler milks should be brand blocked and then merchandised by stage.
- Make the most of the 200ml ready to use baby and toddler milks opportunity, they will help you capitalise on space on shelf!

Are you stocking the fastest selling baby milks²?



IMPORTANT NOTICE: Breastfeeding is best for babies. Infant formula is suitable from birth when babies are not breastfed. Follow-on milk is only for babies over 6 months, as part of a mixed diet and should not be used as a breastmilk substitute before 6 months. We advise that all formula milks be used on the advice of a healthcare professional.

1. IRI, Value Market Share w/e 05.11.2016, SIG HBA/OTC
2. IRI, Value Sales w/e 05.11.2016, SIG HBA/OTC

BABY CARE

World cuisine

Britons' tastes are becoming ever more diverse and there's been a big rise in the popularity of world foods. That interest has inspired baby food manufacturers, ensuring the whole family can share exciting new tastes.

Heinz's latest baby food products for those above seven months draw on influences from across the globe, and its latest varieties, Paella with Mediterranean Vegetables and Sweet & Sour Chicken, join Sweet & Sour Chicken, Thai Chicken Curry and Spaghetti Bolognese.

Available in pouches with a wider spout than standard designs, it allows the contents to contain bigger chunks of food, enabling parents to wean their children onto bigger, chunkier food. Since its launch, Heinz's baby range has helped drive a 17% year-on-year sales boost.

The rise of the vegetarian

More and more parents are eating less meat, whether for financial, health or ethical reasons, and they're also adjusting the quantity of meat their children eat too. Manufacturers have taken this trend on board, with Danone - the company behind Cow & Gate - recommending retailers bolster their range of baby food with non-meat options.

This trend is reflected in the range wholesaler Cotswold Fayre stocks, and a quick look at its website shows two products from Little Pasta Organics - Organic Red Pepper, Tomato and Beetroot Pasta ready meal (a product the manufacturer describes as a mini Pot Noodle for kids) and Spinach & Broccoli sauce, which is ideal for kids with gluten, nut or seed allergies.



PRODUCTS FOR MEAL TIMES

With a strong core range key, here are options for every meal time, including a milk product for babies new to weaning

Aptamil Follow On Milk

Iron-rich milk suitable for babies between six and 12-months old

Breakfast: Heinz Blueberry Oaty Porridge

Fully resealable, the porridge contains no artificial colours, flavours or preservatives

Lunch: Cow & Gate Veggie and Turkey Risotto

For babies over four-months old, each pot contains gentle flavours and soft textures

Dinner: Heinz Spaghetti Bolognese

One of Heinz's latest flavours, its spaghetti variety contains two of a baby's five a day



Exotic flavoured help babies learn adventurous tastes early



Distress purchases

Being the place of last resort when an essential ingredient has been forgotten has been the role of convenience stores for decades.

Stocking a range of liquid milks and a range of snacks, finger foods and pouches can help modern convenience retailers play this role for on-the-go parents today, whereas nappies, meals and toiletries can be most essential to stores in residential areas. Read our interview with mum of two Hannah Wells (below) to discover what one parent would love to find available from their local store.

The rise in niche brands

Shoppers are always on the lookout for products that stand out from the competition, as proved by the popularity of products such as the protein ball, Bounce, and True Nopal cactus water.

Offering healthy organic convenience food, Organix's niche range includes pouch and tray meals, infant finger foods and toddler snack categories: Apple Rice Cakes and Carrot Sticks, Goodies Mini Gingerbread Men, corn puffs and Soft Oaty Bars. Also available is Goodies Puffcorn, a bite-sized alternative to popcorn, with no hard kernels that comes in cinnamon and banana flavours.



THE BIG SIX

It happens to every parent: forgetting the baby bag and leaving it at home. RN asks mother of two, Hannah Wells, what six items she wants to see in a convenience store.



1. Wet wipes
Absolutely essential - they cover up a multitude of spills



2. Dummies
For kids that use them, losing them can seem like the end of the world



3. Ready-mixed milk
So much more convenient than a big box of powdered milk

4. Healthy snacks

To fill a gap between a meals, or just as a bribe. My kids' favourites are rice cakes



5. Nappies and nappy bags

Nappies are vital but, for obvious reasons, nappy bags to dispose of them are also essential

6. Head wear
Not much chance of this, but a hat on a hot day would be a god-send



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Buy
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The UK's leading brand of baby finger foods & toddler snacks*



Loved by twice as many families than any other brand**

For any queries, please email wholesale@organix.com

*IRI W/e 24th Dec 2016

**Kantar UK Total snacks 12 W/e 1st Jan 2017

Always organic ✓
Nothing unnecessary ✓
Setting standards ✓

no junk
promise

THIS WEEK IN MAGAZINES



Round up



Jennifer Hardwick

Magazines reporter
jennifer.hardwick@newtrade.co.uk

DON'T MISS OUT ON SPIN-OFFS

Film and TV spin-off titles are often big sellers in the magazine world. Last week, I wrote about the launch of *Blaze*, the latest children's title to be inspired by a TV series.

This week sees the launch of the *Lego Batman Movie Magazine*, a special series following the film opening in cinemas last week, and new pottery magazine *ClayCraft*, which is not linked to a specific programme but is banking on gaining sales off the back of the popularity of BBC series *The Great Pottery Throwdown*.

You can see where publishers are coming from following the boost *The Great British Bake Off* gave to baking titles, and pottery is another pastime where the ability of magazines to offer step-by-step guides and photographic inspiration should be appreciated by enthusiasts.

As the success of children's titles continues, publishers are now waiting and watching for the next big film or TV series to spark an instant bestseller - in other words, the next *Frozen*.

As one distributor put it to me, a title with that level of success can re-invigorate a whole sector; in *Frozen's* case grabbing the attention of children who might never have asked for a magazine before, and in turn opening parents' eyes to the wealth of other titles on offer.

Film releases this year include a new *My Little Pony* movie, which can only add a further boost to *Signature Publishing's* title after sales already grew by 95% last year. Plenty of others will follow and one could be another surprise smash-hit which reels in millions of fans.

In the meantime, it couldn't hurt to keep one eye on the TV listings in case any new shows are likely to tempt their viewers into your store to pick up some magazines on a topic they never knew they were interested in before.

Sequel time

LEGO HEROES ARE BACK IN BATMAN ADVENTURE

It's the best of both worlds for fans of *Lego* and *Batman* as their worlds merge in a new movie, which this monthly celebrates

GIVEN THE SUCCESS of 2014's *The Lego Movie*, it was only a matter of time before Warner Bros followed up with another brick-themed adventure. Targeting *Lego* fans as well as those who enjoy a good superhero yarn, *The Lego Batman Movie* looks set to be another hit. Immediate Media is releasing this special series of *Lego Batman* magazines following the film's launch earlier this month. Free posters are included in the launch issue, with the content including puzzles and comic strips featuring the vigilante hero.



LEGO BATMAN MOVIE
On sale 15 February
Price £3.99
Frequency monthly
Distributor Frontline
Display with *Lego Ninjago*, *Lego Nexo Knights*



Your readers will ♥ We ♥ Mixed Puzzles

*The perfect puzzling gift
this Valentine's day*

ON SALE 14 FEBRUARY!





PANINI FOOTBALL 2017 STICKER COLLECTION

Panini's 2017 football sticker collection is here, featuring all five international teams from the UK and Republic of Ireland. The achievements of the international stars are celebrated with facts and stats about every player from England, Northern Ireland, Republic of Ireland, Scotland and Wales. There's a total of 240 stickers to collect, including 40 shiny stickers, with starter packs including an album plus 31 stickers to get footie fans going.



On sale out now
Frequency yearly
Price £2.99
Distributor Marketforce
Display with Match Attax, Fifa 365 Trading Cards, Premier League Sticker Collection



IT'S FOR BOYS

Promising to combine everything young boys love, this month's issue of It's For Boys magazine is crammed with pirate activities, including treasure hunting games and other pirate-themed learning ideas and fun. It is also covermounted with a free pirate set which includes an eye patch and sword.

On sale out now
Frequency monthly
Price £4.25
Distributor Comag
Display with Marvel Play Time, Match of the Day



CLAYCRAFT

Pottery has been enjoying a surge in popularity recently and publisher Kelsey Media has timed the launch of this title to coincide with the second series of BBC show The Great Pottery Throwdown. Each issue covers all aspects of pottery-making including wheel throwing, hand-building, decorating and firing, as well as step-by-step projects. Issue one comes with a free potters' tool.

On sale out now
Frequency monthly
Price £4.99
Distributor Seymour
Display with Crafts Beautiful, Leisure Painter, The Artist



FRANKIE

The bumper issue of Frankie is always the best-selling of the year, according to publisher Morrison Media. Extra items featured in this bumper issue include a 2017 wall planner, a 16-page recipe section of old-school tuckshop treats, a tutorial in the calligraphy craft of brush-lettering and a cut-out mobile. Other features include grandmas doing graffiti on the streets of Portugal.

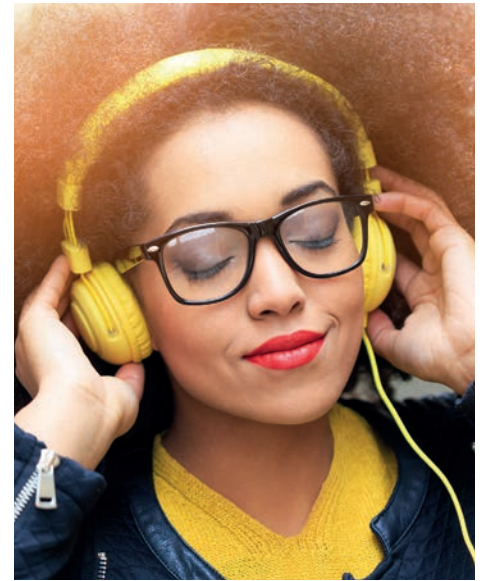
On sale out now
Frequency bimonthly
Price £8.99
Distributor Seymour
Display with Vogue, Harper's Bazaar



SMITH JOURNAL

This special edition of Smith Journal has a focus on things which can kill you, ranging from lethal plants to the 19th-century craze for deadly arsenic-laced wallpaper, and the brief medical mania for "lobotomy mobiles". There are zombie parasites, terrorist queens, venomous snakes and soldiers' musings, too. Non-lethal story topics include a Colombian tailor who makes bulletproof clothes and a bunch of modern-day Vikings attempting to prove an old Nordic legend.

On sale out now
Frequency quarterly
Price £8.50
Distributor Seymour
Display with Candid, Esquire



Bestsellers Music

Title	On sale date	In stock
1 Kerrang!	11/02	<input type="checkbox"/>
2 Mojo	21/02	<input type="checkbox"/>
3 Q	14/02	<input type="checkbox"/>
4 Record Collector	02/03	<input type="checkbox"/>
5 Uncut	16/02	<input type="checkbox"/>
6 Classic Rock	10/02	<input type="checkbox"/>
7 BBC Music	23/02	<input type="checkbox"/>
8 Metal Hammer	10/02	<input type="checkbox"/>
9 Guitarist	10/02	<input type="checkbox"/>
10 Gramophone	01/03	<input type="checkbox"/>
11 Sound On Sound	16/02	<input type="checkbox"/>
12 Prog	15/02	<input type="checkbox"/>
13 Mixmag	16/02	<input type="checkbox"/>
14 Vive Le Rock	16/03	<input type="checkbox"/>
15 Rock Sound	01/03	<input type="checkbox"/>
16 Country Music People	02/03	<input type="checkbox"/>
17 Classic Rock Presents	n/a	<input type="checkbox"/>
18 Classic Pop Presents	n/a	<input type="checkbox"/>
19 Guitar & Bass	03/03	<input type="checkbox"/>
20 Jazz Journal	24/02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

BRAND NEW

PANINI

2017 STARTER PACK

FOOTBALL STICKER COLLECTION

STARTER PACK
£2.99
STICKER PACKET 50P

ON SALE NOW

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THIS WEEK IN MAGAZINES



PAW PATROL: A YEAR OF ADVENTURES STICKER COLL'N

Panini has introduced a new Paw Patrol sticker collection for 2017. Chase, Marshall, Rubble, Skye, Rocky, Zuma, Everest and Ryder are back and ready to show fans what they've been up to during a whole year of adventures. There are 176 stickers in total to collect, including special glitter and see-through versions, as well as fun activities and games. Starter packs include an album plus 31 stickers.



On sale 16 February
Frequency yearly
Price £2.99
Distributor Marketforce
Display with Trolls Trading Card Game, Frozen Sticker Collection



BLACK+WHITE PHOTOGRAPHY

The March issue of Black+White Photography is the 200th edition of the magazine for anyone who loves shooting in monochrome. Along with extra pages, an A2 poster featuring all 200 covers of the title is included. This month's issue features the dark romantic pictures of Isa Marcelli.

On sale 16 February
Frequency monthly
Price £4.99
Distributor Seymour
Display with Amateur Photographer, Outdoor Photography



POKÉMON SUN & MOON EXPANSION

The Pokémon Sun & Moon Series allows players to battle with stronger Pokémon that can use tougher attacks than ever. The expansion includes more than 140 cards and more than 40 never-seen-before Pokémon. The NFRN has partnered with collectables wholesaler Plus Marketing to offer free delivery to members. Cards are supplied on a firm sale basis.

On sale out now
Frequency irregular
Price £3.99
Distributor direct
Display with Pokémon Trading Card Game, Fifa 365 Trading Cards



SHOWCASE

Showcase teams up with a different brand every month and this month it's the turn of Yo-Kai Watch, a Nintendo 3DS game and toy range. Readers can learn about Nate, the boy who can see into the world of Yo-Kai, with puzzles, stories, jokes and facts, as well as a double-sided mask to cut out and keep. The issue comes with free stickers and a disc shooter.

On sale out now
Frequency monthly
Price £3.99
Distributor Seymour
Display with Frozen, Blaze, It's For Boys



PRACTICAL PHOTOGRAPHY

The April issue of the recently expanded Practical Photography includes 32 pages of the best Photoshop tutorials from Digital Photo, a complete guide to photographing British Wildlife, camera technique and field craft advice. Other features include the five wedding shots a photographer should master and the best telephoto zooms for wildlife and action shots. This issue includes 15 free Photoshop pre-sets for portraits.

On sale 16 February
Frequency 13 a year
Price £5.49
Distributor Frontline
Display with Digital Camera Magazine, Amateur Photographer

Industry viewpoint

Siobhan Galvin

Egmont commercial director



There are four key things you must remember if you want to grow your children's magazine sales. It might sound basic, but if you ensure you take these steps you will find it can make a real difference.

Firstly, the children's magazine category is highly impulsive and it is crucial to position magazines in the correct way, even more so than confectionery.

In order to capitalise on sales, ensure top brands such as Lego Star Wars, Frozen, Disney Princess and Toxic are positioned at the front of your fixture.

The children's magazine market is broken into five distinct sub-categories; pre-school, primary girls, primary boys, pre-teen and teenage magazines and it is important to position titles that belong in each sub-category together with the bestsellers at the front.

The children's category is also highly seasonal, meaning your main focus on children's magazines is around all the school holidays including half-terms.

Launches also really drive the category due to new brand trends, so ensure you request a copy of the Egmont Category Advisor. You can also speak to your local wholesaler to get your copies from day one so you know all the latest magazine news.

After the success of Egmont's Independent project last year, which resulted in sales uplifts of up to 50% during 2016, watch this space for Egmont's 2017 Summer Club which will be aimed at driving peak seasonal sales in independents stores.

Top tip
 To maximise sales, position your children's magazines below your women's weekly magazines at the bottom of your fixture

Disney PRINCESS TRADING CARD GAME

PACKET £1.00

ON SALE 16TH FEBRUARY

NEW COLLECTABLES AVAILABLE FROM

TOPPS

STARTER PACK £4.99

EXCLUSIVE Limited Edition Card Shovel

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my TOPPS

Partworks

Title	No	Pts	£
Amercom UK			
Ships of War	10	40	11.99
DeAgostini			
Build the Ford Mustang	57	100	8.99
Build your own R2-D2	5	100	8.99
Enhancing your mind, body, spirit	6	120	3.99
Jazz at 33 and third RPM	29	70	14.99
Simply Stylish Knitting	59	90	3.99
Star Wars Helmet Coll'n	29	60	9.99
Zippo Collection	38	60	19.99
Eagle Moss			
3D Create & Print	109	110	6.99
Build A Solar System	78	104	7.99
DC Comics Graphic Novel	39	60	9.99
Doctor Who Figurines	91	120	8.99
Marvel Fact Files	204	200	3.99
Military Watches	78	80	9.99
Star Trek Ships	91	95	10.99
Kelsey Partworks			
Rulers of Britain	26	50	5.99

Title	No	Pts	£
Hachette			
Art of Crochet	76	120	2.99
Art of Knitting	107	90	2.99
Art of Quilting	59	90	3.99
Art Therapy	100	120	2.99
Art Therapy 50 Mindful Patterns	10	80	4.99
Build the Mallard	129	130	7.99
Build the U96	129	150	5.99
Dr Who Complete History	38	80	9.99
Draw The Marvel Way	50	100	4.99
Judge Dredd Mega Collection	55	80	9.99
Marvel's Mightiest Heroes	82	100	9.99
Warhammer	12	80	9.99
RBA Collectables			
Real Life Bugs & Insects	25	60	0.99
Panini			
F1 Collection	23	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
Football 2017 collection	2.99	0.50
Frozen Northern Lights Sticker Collection	2.99	0.50
Frozen Sticker Collection	2.99	0.50
Moana sticker collection	3.99	0.50
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
Disney Tsum Tsum Stickers	2.99	0.50
My Little Pony	2.99	0.50
Peppa Pig Around the World	2.99	0.50

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

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1	21p 21%
Mirror (Scotland)	£1	21p 21%
Daily Record	90p	19.8p 22%
Daily Star	50p	12.085p 24.17%
Daily Mail	£1	21p 21%
Express	80p	17.152p 21.44%
Express (Scotland)	80p	18p 22.5%
Telegraph	£2	48p 24%
Times	£1.50	35.25p 23.5%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	60p	14.4p 24%
i (N. Ireland)	60p	15p 25%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

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

Weight Watchers	4-5 February				
Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert	
Sunday Times	1,150g	675g	75g	2	65g
Telegraph	1,145g	725g	145g	8	45g
Mail on Sunday	855g	410g	90g	5	50g
Times	795g	480g	15g	2	10g
Guardian	695g	235g	10g	1	10g
FT	645g	365g	0g	0	0g
Mail	620g	225g	55g	3	35g
Observer	605g	100g	95g	1	95g

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

* By negotiation

Insertion payment guide

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

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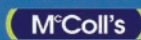
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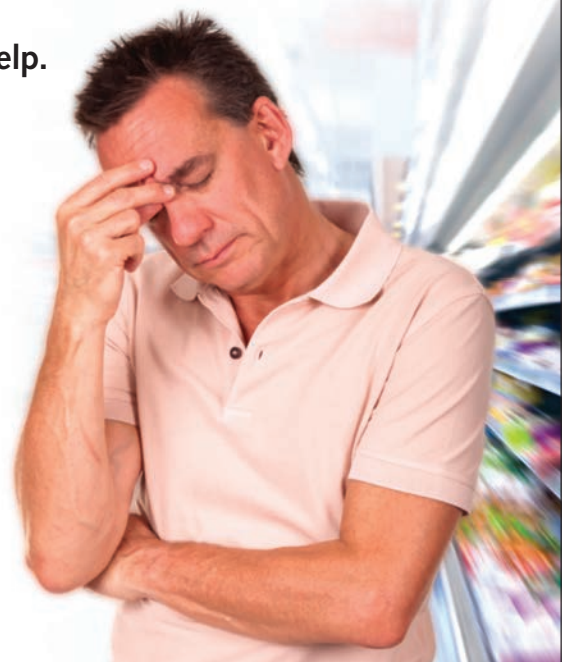
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“Nisa's Heritage
own label has been a
**KEY
FOOTFALL
DRIVER**”

“The impact of Costcutter, our old symbol partner, splitting with Nisa last year was a 12% decrease in sales due to poor availability, range, price and the quality of fresh products.

Plus, after speaking with our customers, it became clear that Heritage was also a key reason they shopped with us, and a big part of the shopping experience. When we asked them why, it wasn't just about the price, but the quality too.

Since joining Nisa, we have recouped the trade and have now become a more trusted “foodie” store. The main benefits of being with Nisa for us as a business is the stability it offers us as a trusted brand, through its sector leading distribution service, unrivalled range, award winning own label brand, and through the fantastic support that is available to us day and night through the head office and field-based teams.

The customers have also trusted the brand for many years, and are very happy that we brought back what was important to them, and not what our supply partner wanted to push to them. We are able to give the customer all the products they require and many have reported a general feel good factor when they visit the new and improved store.”

Paul Cheema
MALCOLM'S

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