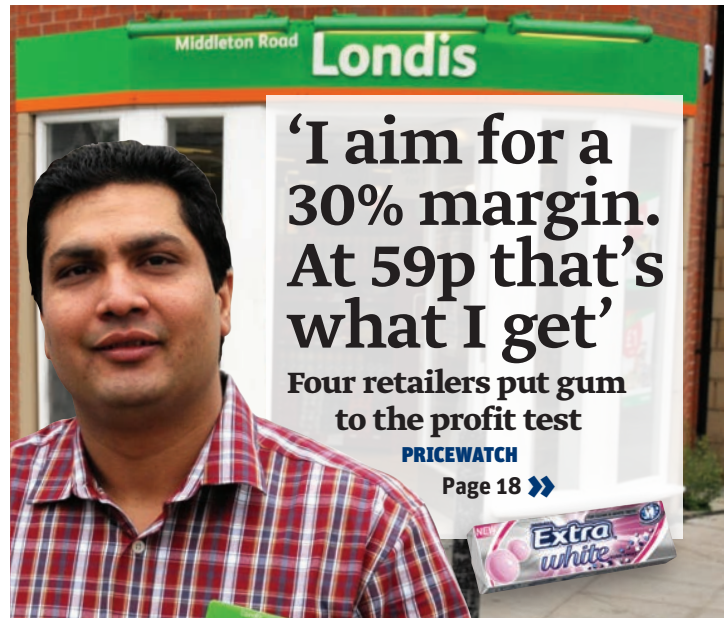


# RN

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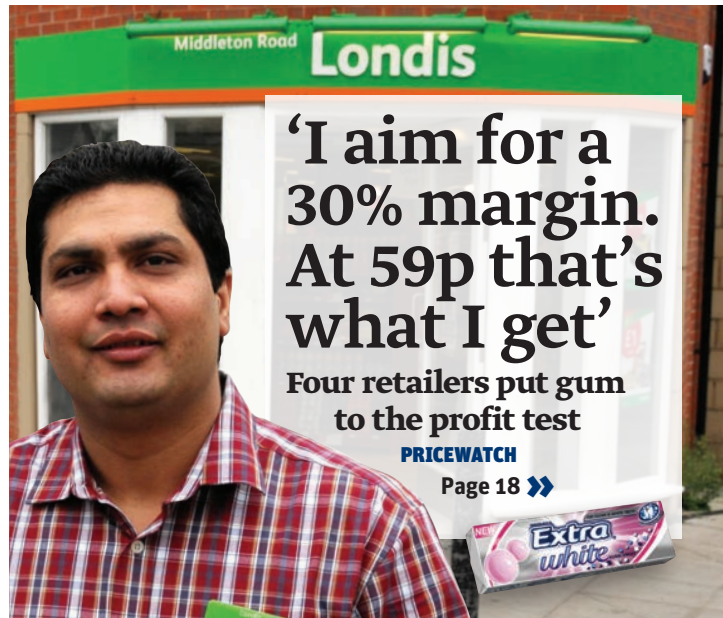
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# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 27.01.2017



**'I aim for a 30% margin. At 59p that's what I get'**

Four retailers put gum to the profit test

PRICEWATCH

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## My 50% sales growth strategy

Delisting 400 lines proved less is more for Premier retailer Jimmy Patil. Plus, why symbol groups are focusing on core ranges Pages 5 & 6 >>



How Guy Warner increased his basket spend by 18% Page 10

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Shaping the future  
of independent retail  
since 1889



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“Word of mouth, especially when the news agenda drives conversations, has played a huge part in i’s success”

Paul Bacon, i sales and marketing manager  
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**Change is good for Jimmy Patel**  
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# WELCOME

**Jimmy Patel gives a great example of how he uses RN to inform his business strategy**



**Editor**

Chris Gamm

@ChrisGammRN

020 7689 3378

Every week, we ask the retailer featuring in the store Lookbook for the best idea they've got from RN in the past six months.

In this week's issue, Premier retailer Jimmy Patel gives a great example of how he uses RN to inform his business strategy.

"Reading RN has made experimental ideas seem achievable. I've been inspired by Binny Amin's Indian curries and Justin Whittaker's food to go, for example," he says in the quote at the top of page seven.

Last week, news specialist Nainesh Shah told how he learned to apply for a retailer discount on stamps after reading about it in RN.

The purpose of RN is to give you practical ideas to use in your business and make more money. Nainesh's is a great example.

Another, and perhaps my favourite ever quote, came from Craig Horner from Wentworth Village Shop, who featured in our 6 January issue. "I get a lot of benefit from RN's Brand Snapshot section. I first heard about the new flavour Exotic Boost energy drink here and it flew out," he said.

The reason I love this quote most is because Craig only became a reader a few months ago.

After he started reading RN we got in touch, loved his story and featured him in our Store Lookbook. Craig is now a champion for our magazine and features in the advert on the back page.

It shows that wherever you are on your retail journey, just starting out or looking to refine your business strategy, there is always plenty to learn. And RN will always be there with some fresh ideas to help you along the way.

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# STORE LOOKBOOK



## Change is good business

By introducing products that reflect his customers' changing demands – such as slush drinks and Polish bread – and taking a 'less is more' approach to ranging Jimmy Patel has kept his business relevant and profitable.  
**Charlie Faulkner reports**

**D**espite having owned his store for 20 years, changes made in the past 12 months that have sparked a 50% sales increase have confirmed Jimmy Patel's belief that constant new ideas are vital for a prosperous business.

Jimmy and Sheeta Patel's 600sq ft Jimmy's Store is located on a main road, a short bus ride from Northampton town centre, with Chinese and pizza takeaways as its neighbours.

"I basically grew up in a convenience shop and, when I was old enough to help mum and dad, I did," says Jimmy, who also owns a second, nearby Premier. "I was a postmaster and worked alongside my uncle, Ralph Patel, for five years in his store. When Sheeta and I bought this one, we started with £20,000 and borrowed money from friends and family and the bank. We've never looked back."

Central to the business's success has been Jimmy's understanding that a strong convenience store changes with the times.

When he saw an opportunity to cater to local Polish customers, for example, he leapt at the chance to introduce a range of dry items, Polish beer and his biggest seller in this section – Polish bread.

"We get through 20 fresh loaves a day," he says. "We could probably get a better price on our milk but it's our milkman who delivers the bread and it's worth paying that

bit extra for."

Jimmy's Store is now renowned as a hot spot for Polish customers, this category accounts for up to £300 of his weekly turnover.

Another popular addition, come rain or shine, is his slush machine.

"It's brilliant. We've had it for about 18 months. A small cup costs us 24p and we sell them for £1. In the winter, we still sell around 40 cups a week and in the summer, you're talking more like 200," he says.

Most recently, Booker analysed his EPOS data and told him he could boost sales by cutting back his range. While Jimmy admits he was sceptical at first, he agreed to work with the symbol group to adopt the latest new idea in his business: a 'less is more' approach focusing on essential groceries and delivering value to customers.

"We used to have one facing per item, but we've taken out 400 lines from around the store. We no longer have several brands of a similar product and basic bestsellers like tinned tomatoes now have three facings," he says. "We've de-cluttered the shop, it's easier to manage and it's easier for the customers to navigate their way through the products."

"We've seen an increase in Euro Shopper sales, average basket spend is same as before cutting lines and our total sales are up 50% as a result."





Reading RN has made experimental ideas seem achievable. I've been inspired by Binny Amin's Indian curries and Justin Whittaker's food to go, for example." **JIMMY PATEL**



**“We’ve now got a smaller range but it’s working for us and our customers”**

**INFORMATION**

- Location**  
Northampton
- Size**  
800sq ft
- Average basket spend**  
£5.80
- Key categories**  
Chilled grocery, Polish food, own brand products





# STORE LOOKBOOK



Getting the right pricepoint on essential products such as bacon and milk has helped boost Jimmy's sales



Another profitable decision has been to begin pricing essential items such as milk, bread, eggs, sugar and bacon at £1.

"We were only getting through two boxes of eggs a week until then. Now we get through seven or eight. That's an increase of £70 a month," says Jimmy.

Meanwhile, Jimmy says making the move from chest freezers to upright units is "the best thing we ever did" after the change prompted another sales boost.

"I was a bit pessimistic about them initially, but we've seen a 30% sales uplift," he says. "Again, we've now got a smaller range but it's working for us and our customers."

Jimmy now has other plans up his sleeve, the first being to introduce a dedicated gluten-free area.

"We can get a 30-40% margin on those products because people are willing to pay more for specialist items," he says.

He also hopes to refit Jimmy's Store and redesign its layout to bring it up to the standard of his other Premier.

"I'm really excited about what the future holds and the ideas I'm exploring to implement in my stores." ●



**b** Want to see more of Jimmy's store? Go to [betterretailing.com/jimmys-store-northampton](http://betterretailing.com/jimmys-store-northampton)





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# SYMBOL NEWS

## Location is key for shoppers

Nearly 50% of shoppers say location is more important than low prices when deciding where to shop, according to new retail data.

The research conducted by TCC, which creates programmes aimed at engaging shoppers and growing retailers' sales, highlights 48% of shoppers consider location their priority.

The research shows 40% consider range of products and services the most important, 39% say habit and familiarity is most important, and 34% say everyday low prices is the most significant factor.

Bryan Roberts, TCC global insights director, said: "Simply put, it is generally difficult to convince a shopper to travel past one retailer to get to another. For this to happen, the nearest store needs to be sufficiently bad, or the alternative store needs to be sufficiently compelling."

## Small food businesses in growth

Small food businesses saw a 13.3% year-on-year value growth throughout December, while large food businesses have seen a 2.6% increase.

The figures come from the latest Office for National Statistics report.

It highlighted December online food sales were up 17% year on year – accounting for 15% of the total online retail sales.

The report also showed food stores witnessed a 2% increase in volume of sales and a 1.8% uplift in the amount spent. While fuel stores saw a drop of 0.5% in quantity and an 8.5% increase in the average amount spent.



**Guy Warner reports 18% growth** Ubamarket to be rolled out to 500 stores

## Basket spends could soar as new app makes impact

by **Charlie Faulkner**

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

A new app which has increased average basket spend by 18% is set to be made available to hundreds of independent stores by the end of the year.

During a two-month trial of Ubamarket, Warner's Budgens in Moreton-in-Marsh had a 50% uptake of the app and saw its average basket spend increase from £14.60 to £17.90 when Ubamarket was used.

Jerry Tweney, store manager, said the uplift had been much higher

than he had imagined.

"It's been a great success – having a phone working as a checkout is a great step forward, it saves so much time for us and the customers," he said.

The self-scanning app enables people to create shopping lists, navigate their way through the store and avoid queueing. Soon shoppers will also be able to pay for their shop directly through the app.

"I thought people wanted to get in and out of the shop quickly and was dubious the app might cut down spending," said Mr

Tweney. "Actually, it saves a little bit of customers' time which they then use to browse the rest of the shop."

Warner's Budgens is currently developing a branded version of the app but Will Broome, founder of Ubamarket, plans to develop a white label of the technology to roll out across 500 stores by the end of the year. Last week, a further £500,000 was agreed in principle by Ubamarket's investors.

Mr Broome also revealed he is in talks with a national UK grocer.

He believes benefits for retailers include the automatic loyalty point accumulation and the reduced cost in comparison to self-service checkout tills. An independent retailer is looking at an annual cost of £3,500 to install the app.

"The outcome of the trial is particularly impressive as it's a store which has a footfall of no more than 100 people a day and an average age of mid-50s upwards," said Mr Broome. "It demonstrates the potential of the app in an inner-city store with a younger demographic."

## Retailers back pricemarked packs

The introduction of more pricemarked packs could help make convenience stores more sustainable businesses, retailers have told RN.

During a KP Snack Partners Convenience Summit on Friday, retailers and representatives from the company shared ideas on ways to drive sales.

Pricemarked packs

were a key topic – a strategy both Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth and Raj Aggarwal, of Spar stores in Leicestershire, are big advocates of.

Mr Aggarwal said: "We were selling Mars bars at 65p but then the 55p pricemarked ones were released.

"We started selling

them and saw a 25% uplift in sales."

Mr Sidhu believes pricemarked packs add value for his customers and, as the supermarkets do not focus on them, they give c-stores a point of difference.

"For me pricemarking has got to be the way forward for convenience," he said. "I believe one of the ways to change the

assumption that convenience stores charge more is through pricemarked packs.

"They make my business more sustainable. It's not about getting a great margin from a one-off customer.

"It's about the same customer buying a pack of crisps every week all year round."





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# NEWS & MAGS

**Saturday edition records 13.8% year-on-year growth** Publisher thanks retailers for their support and promotion of titles

## Seventh month of year-on-year growth for i despite price rise

by **Jennifer Hardwick**

jennifer.hardwick@newtrade.co.uk

The i achieved its seventh month of consecutive year-on-year sales growth on its daily and Saturday editions despite 10p price rises for both in September.

The latest figures from the Audit Bureau of Circulations reveal a 13.8% rise in year-on-year sales for the title's Saturday edition and a 1.8% rise for its daily edition, building on growth achieved each month since June.

The i's sales and marketing manager Paul Bacon said the newspaper's strong sales were "a testament to all the newsagents who have supported and promoted i since its launch".

He said: "Word of mouth from newsagents to their customers, especially when the news agenda drives conversation, has played a huge part in i's continued success."

The Times also achieved a 5.2% rise on its Saturday edition, continuing its strong run after a year-on-year rise of 0.1% last month, although the report excludes weaker-

selling issues of all titles between Christmas and New Year.

The Daily Star suffered year-on-year sales falls across all three editions for the first time since Northern & Shell ended the half-price offer it introduced in October 2015.

Sales of the daily edition fell by 1.5% year on year, the Saturday edition by 9.2% and the Sunday edition by 13.2%.

In July, the price of the daily edition rose from 20p to 30p, while the Saturday edition rose from 30p to 50p and the Sunday edition rose from 50p to 70p. An immediate drop-off in growth followed the move, followed by consecutive months of sales declines.

Paul Goddard, Northern & Shell's head of circulation, marketing and production, said the company was happy with the title's progress given the price increase.

"We find lowering prices and then rising them again is a more effective way of retaining readers than short-term promotions," he said.

### December Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	609,935	-2.5%	-12.2%	£88.4	643,935
Daily Record	149,902	-1.1%	-11.1%	£21.4	154,825
Daily Star	443,416	-2.8%	-1.5%	£32.2	443,416
The Sun	1,420,585	-2.7%	-14.1%	£158.4	1,515,945
Daily Express	369,454	-0.6%	-2.5%	£49.2	369,454
Daily Mail	1,219,992	-0.6%	-7.0%	£176.9	1,286,275
Daily Telegraph	393,850	-0.4%	-9.7%	£135.5	416,468
Financial Times	32,943	-5.6%	-10.9%	£17.8	54,597
Guardian	129,439	-2.1%	-6.7%	£57.0	129,439
i	208,425	-1.2%	1.8%	£25.0	266,402
Times	326,220	-0.1%	-1.1%	£98.2	403,139
<b>TOTAL</b>	<b>5,304,161</b>	<b>-1.6%</b>	<b>-8.6%</b>	<b>£856</b>	<b>5,683,895</b>

### December Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	787,264	-2.0%	-12.1%	£165.3	821,264
Daily Record	178,543	-1.2%	-7.9%	£35.4	183,466
Daily Star	405,952	-2.9%	-9.2%	£49.1	405,952
The Sun	1,829,802	-5.2%	-11.4%	£274.1	1,925,162
Daily Express	465,040	-1.9%	-2.9%	£79.8	465,040
Daily Mail	1,971,898	-2.0%	-8.4%	£414.1	2,038,181
Daily Telegraph	561,260	-0.8%	-6.5%	£269.4	583,878
Financial Times	69,625	-6.2%	-2.1%	£55.1	91,279
Guardian	287,703	-1.9%	-2.8%	£183.6	287,703
i	195,813	-0.4%	13.8%	£28.2	253,790
Times	496,381	0.5%	5.2%	£175.0	573,300
<b>TOTAL</b>	<b>7,249,281</b>	<b>-2.6%</b>	<b>-7.6%</b>	<b>£1,729</b>	<b>7,629,015</b>

### December Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	168,705	-0.3%	-12.9%	£60.2	172,511
Sunday Mirror	568,712	-1.4%	-15.9%	£167.2	602,712
People	220,642	-3.0%	-17.9%	£64.9	227,642
Daily Star Sun.	256,072	-2.1%	-13.2%	£50.9	256,072
The Sun	1,275,005	-1.3%	-8.9%	£267.8	1,369,399
Sunday Express	330,900	-2.3%	-5.6%	£98.1	330,900
Sunday Post	142,684	-1.4%	-13.5%	£47.9	142,684
Mail on Sunday	1,177,317	-0.7%	-6.5%	£420.3	1,241,566
Observer	182,140	-4.3%	-0.8%	£133.9	182,140
Sun. Telegraph	326,249	-1.5%	-5.1%	£148.4	351,810
Sunday Times	690,350	-0.4%	-2.2%	£362.4	771,271
<b>TOTAL</b>	<b>5,338,776</b>	<b>-1.3%</b>	<b>-8.6%</b>	<b>£1,822</b>	<b>5,648,707</b>

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

## OK!'s George Michael special boosts sales

Northern & Shell enjoyed a boost in sales for OK! Magazine with the first issue of the year after releasing a special tribute issue to George Michael.

The magazine went on sale on 3 January and sold around 20,000 more copies than a usual week.

The issue contained exclusive photos as well as celebrity tributes to the late singer, who died on Christmas Day.

"We were the only weekly which had the story – the

magazine has a lot of celebrity photos on file which meant we were able to pull together a lot of pictures quite quickly," said Paul Goddard, Northern & Shell's head of circulation, marketing & production

"It was a nice boost after Christmas to get better sales than a normal week."

The special issue was only available individually and was not included in the publisher's "bumper" bundle pack containing OK!, New and Star magazines.



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# PRODUCT TRENDS

## Waste and health are top trends

Healthier products and waste reduction top the list of key shopper trends for 2017, according to new research by Product of the Year.

The consumer-voted award for product innovation found while there will be a continued focus on healthy alternative products, shoppers are also looking for inventive responses to waste management.

Independent retailers have told RN these are areas they are already focusing on. Paul Mather, of Sherston Post Office in Malmesbury (below), said he has employed someone with the sole job of checking sell-by dates to reduce waste. Shane Woolston, of Budgens of Aylsham, said he works closely with local suppliers to stock seasonal vegetables grown within a few miles of the store. "We have a special offer page in the local paper," he said.



## Heat is on with JTI

JTI has hinted it will soon launch a heat-not-burn rival to Philip Morris's IQOS system in the UK.

Ploom Tech - originally a US start-up brand - was released in Japan last year. The company said its goal is to increase consumer choice through "both e-cigarettes and heated tobacco".

JTI's emerging products lead, Charis Chrysochoidis, said: "In heated tobacco, we successfully launched Ploom Tech in Japan earlier this year and plan further launches in the near future."

● Industry profile - p31.



## POS and secondary siting 'doubles ice cream sales'

by Dave Songer

dave.songer@newtrade.co.uk

Convenience retailers could more than double their ice cream sales through a more comprehensive PoS strategy and by secondary siting, according to Unilever.

Unveiling a new snack range, the company behind Wall's ice creams announced it is launching a £7m marketing campaign, sending out 40,000 PoS kits to retailers, and making a lightweight, wheeled freezer available.

Noel Clarke, Unilever's

executive director of ice cream marketing and sales, told RN there were big opportunities in the category and ice cream sales weren't solely driven by hot weather, but visibility.

"Ireland buys four times as much ice cream as the UK because every store in the country has a freezer. It's an impulse category and sales go up when people see them," he said.

Unilever said retailers with a secondary siting for ice cream have seen sales uplifts of up to 40%.

The company has released a lightweight, wheeled cylindrical freezer unit to house ice creams that can be moved around the store.

Meanwhile, the PoS kits being issued to retailers will include shelf wobblers, stickers and advertising boards.

Emma Mayo, category executive, said: "PoS and the location of freezers is really important. Using better PoS can increase sales by up to 75%."

The company is set to launch Wall's Solero Strawberry Smoothie,

Feast Sandwich and Wall's Duo in March, which will be supported by its Talking Ice Cream marketing campaign, and through experimental and social media activity.

All priced at 80p to tap into the under £1 on-the-go snack market - the average snacking budget in the UK is 83p - Unilever said it has identified snacking as a major trend for 2017.

It will also be expanding its Magnum Double range with the launch of raspberry and coconut varieties.

## ShelfHelp gives P&G products a boost

Procter & Gamble has recruited a group of leading retailers as part of an initiative to help stores sell more of its laundry, health and beauty, healthcare and baby products.

The company is looking to improve its category management tool, ShelfHelp, by consulting retailers, known as ShelfHelpers, to create clear, clutter-free ranges that strengthen sales.



John Drake, director of convenience at P&G UK, said the retailer group will put its research to the test, trial its advice in-store and share their experiences

with other retailers as well as provide them feedback.

"This launch signifies an important step-change in our approach to how we

communicate with and help our retailers," he said.

Spar retailer Raj Aggarwal from Leicester, who is part of the retailer group, said it could be a win-win.

"P&G get to know more about their products and, by having conversations with us, can adjust them and bring them to life," he said.

The retailers will share their successes on the ShelfHelp website.



# BRAND SNAPSHOT



## Good to share Walkers

PepsiCo has launched a resealable 175g Walkers sharing pack with a £1.50 RRP. It coincides with the launch of a UEFA Champions League promotion with prizes including final tickets.



## Granola kicks off 2017

Coco Pops Granola is Kellogg's first launch for 2017 and joins its porridge and bakes range. The company has said it will reformulate a number of its core brands this year.



## Personalised KitKat

Nestlé Confectionery will give shoppers the chance to win a personalised KitKat across its four-finger and chunky singles, multipacks and two-finger biscuit packs, from 1 February.



## Colman's feels the heat

Unilever has launched a media campaign to raise awareness of its Colman's Mustard's "superior heat". The campaign includes outdoor advertising and social media activity.



## Rachel's £1m TV deal

Rachel's has announced a 12-month sponsorship of the Good Food channel. It will be supported by in-store, digital and social media activity, as part of an £1m investment.



## Wrigley's pricemarks

Wrigley is rolling out three new pricemarked packs - £2 Extra White Bubblemint and Airwaves Menthol & Eucalyptus 46-piece bottles, and a Doublemint £1 sharing bag.



## Water link for Stella

Stella Artois limited edition bottle packs mark the brand's partnership with Water.org. Each pack will pay for six-months of clean water for a person in the developing world.



## Daily Detox from P&G

Procter & Gamble's Herbal Essences Daily Detox Collection shampoos and conditioners come in White Tea & Mint, Crimson Orange & Mint and Golden Raspberry & Mint varieties.



## Peperami Tex-Mex push

Peperami has unveiled an advertising campaign in partnership with Comedy Central featuring Peperami Animal, to increase awareness and drive sales of its Tex-Mex flavour.



# WHAT'S NEW



## Overhang

Originating from a secret Italian family recipe, Overhang is an energy drink flavoured with orange, ginger and lime and a blend of vitamins and botanicals.

**RRP** £1.39 (250ml)

**Contact** enquiries@overhangdrinks.com



## Besos de Oro

With two flavours of Spain, Besos de Oro is a blend of brandy from Jerez and concentrated Tigernut Horchata from Valencia. The liqueur is dairy, lactose, gluten and nut-free.

**RRP** £18.50

**Contact** 01833 908160 / sales@besosdeoro.co.uk



## Willy Chase's Fit Popcorn

Willy Chase's Fit Popcorn is created using air-popped, not fried, butterfly corn. Flavours have been developed from locally-sourced ingredients, including Smoky Bloody Mary.

**RRP** £1 (20g) £2 (80g)

**Contact** 01432 80 80 90 / willy@willychases.co.uk



## Gnaw

Gnaw Chocolate's Peanut Butter Mini Bar is handmade in Norfolk. Ingredients used in other flavours include spices, chewy fudge and marshmallow.

**RRP** £1.49 (50g)

**Contact** 01603 501518



## FireStar

Firestar offers slow-release caffeine. It can provide energy for up to four hours and, despite having the equivalent of two cans of energy drinks, it contains up to 90% less sugar.

**RRP** £1 (single), £1.50 (two-pack), £3.75 (multipack)

**Contact** 01865 784381 / info@firestarenergy.com



## Karma Cola

Karma Cola's three varieties are made of organic, Fairtrade ingredients and lightly-processed sugar. Gingerella is made from ginger from Sri Lanka, vanilla and lemons.

**RRP** £1.59 (bottles), £1.19 (cans)

**Contact** sales@karmacola.co.uk



➔ **Dave Songer**  
 ✉ dave.songer@newtrade.co.uk  
 ☎ 020 7689 3357



## The British Quinoa Company

British Quinoa's latest range of dried grains include plain, smoked, toasted and organic. Naturally rich in protein and fibre, it is an alternative to rice, couscous and pasta.

**RRP** £2.79-£3.49

**Contact** 01939 270777 / hello@britishquinoa.co.uk



## Dalston's Cola

Dalston's five-bottle range includes Cola, Ginger Beer, Lemonade, Fizzy Apple and Cream Soda. Last year it sold a total of 230,000 bottles.

**RRP** £1.89

**Contact** sales@karmacola.co.uk

**Focus**

## Baby food and snacks

Parents are always looking for foods that give their babies the nutrition they need. This week's focus is on baby food and snacks that include iron-rich veg, rice and organic corn



### Piccolo

Organic brand Piccolo has launched six new fruit-inspired varieties, including Mango, Pear & Kale and Sweet Potato, Beetroot, Apple & Pear.

**RRP** £1.10 (fruit), £1.20 (veg), £1.60 (veg & fruit)

**Contact** 020 8050 3202 / info@piccolofoods.uk



### Kiddylicious

Kiddylicious mini rice cakes are made from wholegrain rice and lightly covered with Belgian chocolate or yoghurt. They are suitable for vegetarians.

**RRP** 70p

**Contact** 07891 053117 / emma.burgham@kiddylicious.com



### Organix

Suitable for children from seven months old, Organix Carrot Sticks are organic corn baked into sticks that are easy to pick up for little fingers.

**RRP** 60p (20g)

**Contact** consumer.care@organix.com

### Julian Taylor-Green

The Taylor-Green's Spar  
Lindford, Hampshire

"Baby food is very much a stress purchase in our store and we have quite a basic range. Despite having a more elderly local population, it's still worth having a selection as it makes up the overall offer in our store – something for everyone."



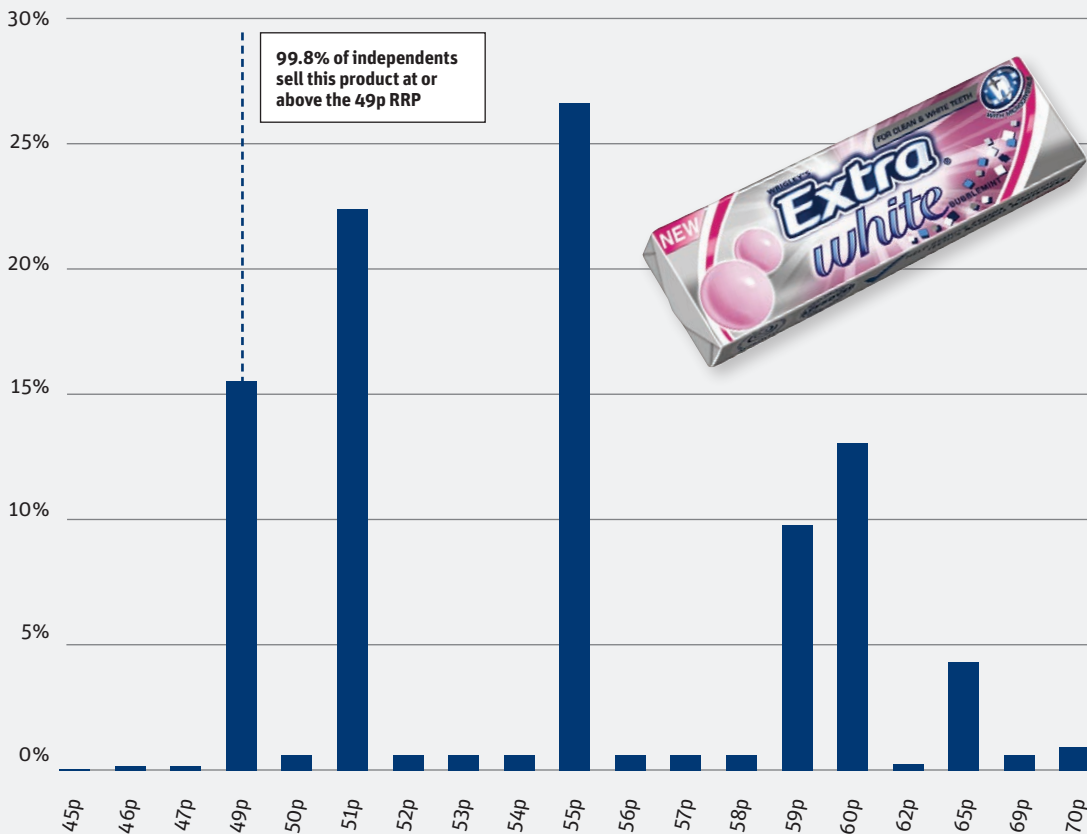


# PRICEWATCH

## Profit checker Chewing Gum

## Price checker

**WRIGLEY'S EXTRA WHITE BUBBLEMINT 10s** Price distribution %



PRODUCT
Wrigley's Extra Sugar Free Peppermint 10s
Wrigley's Extra Sugar Free Spearmint 10s
Wrigley's Extra White Bubblemint 10s
Wrigley's Extra Sugar Free Cool Breeze 10s
Wrigley's Airwaves Sugar Free Menthol & Eucalyptus 10s
Wrigley's Extra Ice Peppermint 10s
Wrigley's Extra Ice White 10s
Wrigley's Extra Strawberry Sugar Free 10s
Wrigley's Extra Ice Spearmint 10s
Wrigley's Airwaves Cherry Menthol 10s
Wrigley's Airwaves Sugar Free Black Mint 10s
Wrigley's Airwaves Sugar Free Blackcurrant & Vitamin C 10s

### Analysis

Retailers were unanimous in their attitude to pricing gum this week – cash margin is king in this category and the majority of stores price above RRP without damaging customer relations or rate of sale.

This is borne out in our chart, which shows 15.4% of stores stick to Booker's 49p RRP while a tiny 0.2% price below.

Out of the 84% who price above, 27.4% choose the most popular price

– 55p – while 9.9% opt for 59p and 13.2% for 60p.

Our retailers cite affluent locations, high rate of sale and simply spotting an opportunity to increase margins as their reasons for pricing.

### How we drive our profit

#### Jimmy Patel

**STORE** Jimmy's Store  
**LOCATION** Northampton  
**SIZE** 800sq ft  
**TYPE** main road

**TOP TIP**  
Location makes a difference, so make sure you have your selection prominently displayed



**It's about** the cash margin for me and not everyone is price-conscious, so I price at whatever I think customers will pay across the entire confectionery category. In the case of Wrigley's Bubblemint, we've gone to 60p. We get through eight outers a week of chewing gum in my main store, and around four in the other one. Extra is the biggest-selling chewing gum, particularly the peppermint version. The counter location is a prime spot and I always believe if a product is in premium location it should be earning you good money.

#### Craig Horner

**STORE** Wentworth Village Shop  
**LOCATION** Rotherham  
**SIZE** 600sq ft  
**TYPE** main road in a village

**TOP TIP**  
We aim for 30% margins and shop between Batleys and Parfett's to get the best deal



**We used to** price Wrigley's Extra White Bubblemint at 50p but then I went into another store and saw they were charging 52p for it and it made me think we were selling our chewing gum pretty cheaply. The rest of my Wrigley's packs including Airwaves are 50p – it just makes it easier for us. Our most popular is Wrigley's Peppermint – we get through a case of that a week. We don't have promotions on chewing gum, but it's displayed in a spot that's visible as soon as you walk in the store, which helps sales.



➔ **Charlie Faulkner**  
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 ☎ 020 7689 3357

Data supplied by



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BOOKER RRP	AVERAGE RETAIL PRICE*	RETAILER 1 C-STORE IN WEST YORKSHIRE VILLAGE	RETAILER 2 VILLAGE STORE ON SCOTTISH HIGH STREET	RETAILER 3 C-STORE ON CORNISH VILLAGE HIGH STREET	RETAILER 4 NEWSAGENT & POST OFFICE ON LONDON HIGH STREET	RETAILER 5 RAILWAY STATION SHOP IN CAMBRIDGESHIRE	RETAILER 6 C-STORE IN SUBURBAN BIRMINGHAM
40p	52p	50p	55p	55p	59p	70p	65p
40p	52p	50p	55p	60p	59p	70p	65p
49p	55p	50p	55p	60p	59p	75p	65p
40p	52p	50p	55p	55p	59p	-	65p
40p	54p	50p	55p	60p	59p	75p	65p
49p	55p	50p	55p	60p	59p	75p	65p
49p	55p	50p	-	60p	59p	75p	65p
40p	51p	50p	55p	55p	59p	-	65p
49p	55p	50p	55p	60p	59p	75p	65p
45p	54p	50p	55p	-	59p	-	-
45p	54p	50p	-	60p	59p	75p	-
45p	53p	50p	55p	-	-	-	-

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Colin Rimmer

Londis Penny Lane, Liverpool



Mad Hatter beers  
£3-£4.50



#### Where did you discover them?

Mad Hatter is run by a local guy and he's done very well. Currently, he supplies not only Liverpool, but also Manchester, Leeds and Milan too. I think he's still yet to hit London but there are a lot of people doing craft beer down there. He produces a beer called Penny Lane which we stock, of course. The bottles from the Mad Hatter range from £3 for a 330ml bottle up to £4.50 for a beer with an ABV around 11%.

#### Who buys them?

Working class people. Generally, it tends to be customers in their 30s and upwards, mainly men, although we do get women buying them, and some of the younger crowd too.

#### Why are they so successful?

I like to think of it as men getting their own back on their partners; just as women try on a lot of different outfits during a shopping trip, women wait for their partners to peruse the 300 beers we have here before they make a decision on what they want to drink. It's a good market, good labelling, good availability and of course good beer - these things are key aspects to drive a product forward.

## Eugene Diamond

**STORE** Diamond's Newsagents  
**LOCATION** Ballymena, County Antrim  
**SIZE** 600sq ft  
**TYPE** main road to town centre

#### TOP TIP

Offer a good range to remain competitive. Despite a Co-op opening nearby I'm holding my own because I offer better choice



**We sell a lot of** Wrigley's gum and although I try to be competitive with my pricing, I also think if you can maximise your price on a certain product you need to go for it. We sell Bubblemint at 55p so I don't fall into a bad space in terms of charging a lot more than the RRP. My biggest problem with confectionery is with Cadbury - it introduced £1 packs and now can't put its prices up. I've found it's far more difficult to put a price up once you've put it down, so I try to aim a bit higher with mine.

## Raj Singh

**STORE** Londis Middleton Road  
**LOCATION** Banbury, Oxfordshire  
**SIZE** 3,000sq ft  
**TYPE** main road

#### TOP TIP

Availability is absolutely key to this category being a success because gum is an impulse purchase



**Charging** 59p for Bubblemint works for me because I'm in a more affluent area. I aim for 30% margins and at 59p, that's what I'm getting. Our most popular gums are Wrigley's Extra Spearmint, Peppermint and Cool Breeze. Airwaves menthol is also popular. I get through up to six cases a week of Wrigley's and chewing gum is important because it adds to basket spend - our average basket spend is £6. Location makes a difference - we have display stands on top of both counters. We're going to try selling Trebor Mints by the counter. ●



# YOUR NEWS

## Five could enter race for NFRN DVP role

As many as five candidates could be vying to become the NFRN's national deputy vice president at its annual conference in June.

Two members – Stuart Reddish and Kate Brown – put themselves forward and made their cases at a Yorkshire district council meeting last week. The district will decide which candidate to support at its AGM in March.

Meanwhile, RN understands three other members – John Parkinson, Muntazir Dipoti and Martin Mulligan – could join the line-up.

When contacted by RN, all three said they are still considering their positions.

Nominations for the post close on Tuesday 31 January.

● Yorkshire district council  
– p24.



## Healthy lesson for schoolkids

A Fife retailer welcomed 300 children from a nearby primary school for a healthy eating education day. During the event at Greens of Markinch Primary School pupils sampled soup and fruits and took part in a treasure hunt. "All the kids really enjoyed it and the teachers were very complimentary," said Dougie Anderson, business development manager for Eros Retail, which owns the store.

**Johnston decision sparks worries over charges increase** 'They're too high already'

# N Ireland carriage fears after distribution move

by Jennifer Hardwick

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

Retailers in Northern Ireland fear Johnston Press' decision to move the distribution of its titles from Newsprint to EM News could result in another carriage charge increase.

The switch came into force on Monday and EM News told RN it does not yet know whether the new distribution arrangements will affect charges.

A spokesman said: "No decision has been made with regards to any changes

to CSC and this will be communicated in our normal manner in advance as part of the annual review in April."

Retailers said the transition had run smoothly so far, but warned carriage charges in the region are already at a "ridiculous" level.

"I'm just wondering what's going to happen because a lot of titles have switched from Newsprint but their charges haven't gone down, so now we have to see whether EM News will go up," said Gwen Pat-

erson, of Spar Clondeboye in County Down.

"If it does go up we will have to make a decision about newspapers because to be honest, if the rest of the store departments ran like the newspaper department runs it wouldn't be worth me having a shop." Eugene Diamond, of Diamond's Newsagents in County Antrim, said: "We will have to see whether the times and charges fall into line with one another. The charges are far too high here already."

The NFRN has called

on the Press Distribution Forum to demand an assurance from EM News that charges will not rise.

"We have repeatedly warned that carriage charges are too high, putting immense pressure on the profitability of those retailers who continue to support the news category," said chief executive Paul Baxter.

"Already we are hearing that some have now taken the momentous decision to close their news accounts as they can no longer afford these dual charges."



## Specialist box sets delivered

A magazine store in London is set to launch a regular delivery service of specialist titles to businesses.

The initiative, called the MagCulture Boxset, is aimed at creative studios, salons or cafés which require a broad selection of titles.

MagCulture owner Jeremy Leslie (above) said: "The idea is we can handpick the right selection of titles for them and then they can bulk buy for a flat fee."

The service will be launched in the next few weeks and is likely to be delivered on a quarterly basis.



Ray Monelle addresses the committee

Retailers are calling on the government to scrap plans for a tobacco register in Wales.

Last week the NFRN and Association of Convenience Stores gave evidence to the Health, Social Care and Sport Committee on the Public Health Wales Bill, with both stating the introduction of a register would make little or no

impact on the illicit tobacco trade.

NFRN national president Ray Monelle said: "In places that have introduced a tobacco retailer register, such as Scotland, there has been no evidence to show that it has reduced the level of illicit tobacco in that area, but instead it has added even more administrative burdens on responsible,

honest retailers."

Gerald Thomas, of Arcade News in Ammanford, dubbed the plans "a load of nonsense".

"It's just more bureaucracy and it's not going to stop the illegal sellers doing it – they don't care," he said.

Marc Jones, of Hoffnant Stores in Ceredigion, said: "It's really hard with all the bureaucracy already."



**Pilot sees 21% fall in youth drink-related incidents** Police praise retailers' involvement

# SGF wants full rollout for proxy purchase scheme

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

The Scottish Grocer Federation (SGF) is calling on the government to roll out a pilot proxy purchasing campaign which has resulted in a 21% drop in alcohol-related youth disorder.

During the campaign, which ran from April until October last year, Police Scotland recorded 84 separate licensing offences, including 49 adults being reported for purchasing

alcohol on behalf of young people.

Retailers contributed to the undercover operation by displaying campaign materials and identifying hotspots for proxy sales to police.

John Lee, head of policy and public affairs, said the result of the campaign was fantastic and the SGF is now hoping to meet with Annabelle Ewing, Scottish minister for community safety and legal affairs, to push for a wider rollout.

"Retailers are part of the

solution for a range of issues in the community," he said. "They've worked with police on this, allowing officers to monitor their stores, and the result has been a really big impact.

"During the pilot scheme, violence across the locality dropped by 30%, anti-social behaviour was down by 13% and alcohol-related youth disorder was reduced by 21%," said Mr Lee.

"Furthermore, by limiting the amount of alcohol in the community, street

drinking offences reported by the public fell by over 53%."

Mr Lee said the findings were presented during the third Scottish Parliament Cross Party Group on Independent Convenience Stores meeting last week.

Saleem Sadiq, a Glasgow-based Spar retailer, believes the scheme is a positive initiative. "It's an excellent idea," he said. "Retailers are always trying to work with police and if people know there is police action like this it's a good deterrent."

## Roadworks info 'needs to improve'

An award-winning retailer has called for "improved communications" from local authorities and utility companies about future roadworks.

Sam Coldbeck, of Premier Wharfedale in Hull, told RN her business has been impacted by two major works in recent years - eight-week repairs to a nearby railway bridge and the abandonment of 1,000 council-owned homes during a two-year redevelopment.

"Councils have got to learn that they've got to talk to businesses and that we rely on local residents as much as they rely on us," said Mrs Coldbeck.

She added it should be a priority that any work is done as quickly and efficiently as possible.

It comes a week after the NFRN pledged to campaign for compensation for affected retailers.

● *Strategies for surviving roadworks - p28.*

## Warning on health and safety

Retailers have been dealt a stark warning to ensure their businesses have adequate health and safety measures in place, after a Poundland store in Birmingham was ordered to pay £152,000 for a rodent infestation.

Rav Garcha, owner of six Nisa Stores in the West Midlands, said a fine like this could "cripple" convenience businesses and retailers need to sit up and pay attention.

"There's more to running a successful business than opening a store and standing behind the counter - fire extinguishers, pest control, food safety, temperature checks - someone needs to be taking responsibility for these things," he said.



(left to right) Mark Lyons, Costcutter chairman, cricket legend Dickie Bird OBE, Ron and Yvonne Ford and Darcy Willson-Rymer, Costcutter chief executive

## Cheers as first rebranded Costcutter opens

Costcutter Supermarkets Group has launched its first rebranded store bringing together a new logo, store design and retailer initiatives in a bid to drive sales.

Long-standing Costcutter retailers Ron and Yvonne Ford, owners of four Costcutter stores in the Barnsley

area, unveiled their 2,800sq ft newly-built store in Darfield last week as part of the group's Shopper First programme.

It is the first store to feature the new Costcutter branding and strapline 'Shop the way You Live' with further pilot stores set to

open by the end of March.

Mr Ford said: "The new Costcutter brand is a really attractive and exciting proposition that will transform our ability to connect with shoppers and drive footfall into our store."

As part of the Shopper First programme all Cost-

cutter, Mace and Simply Fresh retailers have been provided with detailed shopper profile information for their stores, while having access to more than 9,000 products, 300 direct-to-store and local specialist suppliers and the Independent own brand.



# Thank you for your





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# YOUR REGION



## YORKSHIRE NFRN DISTRICT COUNCIL REPORT 17.01.2017

John Dean reports from the NFRN Yorkshire district council meeting

### Yorkshire DVP candidates set out their stalls

Two Yorkshire candidates standing for the post of national deputy vice president gave presentations in which they outlined their credentials for the post.



**Stuart Reddish**

Chesterfield member Stuart Reddish said he felt the federation should do more to challenge companies such as Menzies, and national council needed to speak up more on key issues.

He said a more proactive national council was crucial to properly represent members, adding: "Our members are suffering with Menzies, with running their own businesses, and we are losing members left, right and centre."

To illustrate his point about support for members, he said there were not enough RDMs and the federation should do more to tackle such concerns.

Fellow candidate Leeds member Kate Brown pointed to her strong business experience to support her suitability for the post.



**Kate Brown**

She said she felt she had the skills to take the NFRN forward into its 'next era'.

She said there were major challenges lying ahead for businesses, including the impact of Brexit, and added: "I have the passion and commitment to change the federation for the better."

Members will vote on which candidate the district will support at its AGM in March.



MPs are being lobbied by the NFRN on the importance of the independent newstrade

### Communication is key says president

The federation needs to embrace change in the way it communicates with members, national president Ray Monelle, who was visiting the district, said.

He said his visits to districts had confirmed a widespread recognition of the need for change.



**Ray Monelle**

Mr Monelle said districts had to address new ways of liaising with members and at-



**We have to design a federation that will suit the new generation of retailers**

**Ray Monelle**

NFRN national president

tracting new blood, including branch restructuring where necessary, the use of social functions, telephone calls to support RDM visits and a more effective way of using district bulletins to make them more relevant to members.

"We have to generate interest. It is selling ourselves and we have to design a federation that will suit the needs of the new generation of retailers," he said.

He said it was also important to acknowledge the federation's achievements.

Mr Monelle said the NFRN was increasingly getting the message over to decision makers, including MPs, about the importance of the independent news trade.

### Menzies to hear retailers' concerns

Delegates will raise a number of concerns about the service from Menzies when they meet the company in Wakefield in March.

Several members described problems

including inadequate documentation on tote boxes and late and erratic deliveries.

Among those raising issues was Grimsby member John Grice who said he recently had to go to local shops and spend £15 on newspapers to fulfil his orders



**John Grice**

after 84 Daily Mails were delivered instead of 42, and 42 copies of The Sun.

York member James Wilkinson said late deliveries to wholesalers from the publishers was causing the problem.

He said: "The publishers need to get the papers to the wholesalers half an hour earlier than they are at the moment. It is the publishers who are causing the problem and it has to stop because they are destroying the delivery side of our businesses."

Ray Monelle said the issue had been taken to publishers and wholesalers at a national level.

He added: "Deliveries that are 15 minutes earlier would end 70% of the problems with late deliveries."

### Your say

How have one shot magazines been selling in your shop and which ones have been most successful?



It really depends on the subject. The Brexit one did not sell but the one marking the death of Prince did, and anything relating to the Queen always sells well.

**Kate Brown**  
News2You, Leeds



We have a lot of young people who come into the store and they don't tend to buy one shots. The ones that do work are the ones aimed at smaller children.

**Mahendra Mistry**  
Mistry Store, Leeds



Anything featuring the royal family is always a good seller. The problem is that on such occasions a number of newspapers run pull-outs and they are free. Magazines that sell well tend to be the well-produced ones people wish to keep.

**Muir Baxter**  
Baxters Retail Store, Sheffield

### 'Sad day' as branch disbands

Grimsby branch president Neil Hirst said a meeting would be held on 9 March to disband the branch.

Announcing the development, which he attributed to low attendances, he said: "It will be a sad day."

District president Andrew Taylor said: "I think we will end up in Yorkshire with just four branches, north, south, east and west, but that will be better than no branches."



# YOUR REGION



## SCOTLAND NFRN DISTRICT COUNCIL REPORT 18.01.2017

Fiona Davidson reports from the NFRN Scotland district council meeting

### Retail worries on Holyrood agenda

Scottish NFRN members will meet MSPs at a reception at the Scottish parliament in May to discuss retail concerns including business crime and compensation for obstructive roadworks.

The meeting, which will take place in Holyrood on 16 May, will be hosted by Graeme Dey, MSP for Angus North.

Renfrewshire retailer David Woodrow said a list of issues to be raised at the meeting had been compiled, which also included town centre planning issues where retail premises are taken over and converted to pubs.

Restrictive practices where post office operators are required to use only Royal Mail services and are prohibited from using other carriers and vice versa, minimum alcohol pricing, and bank charges, including delays in payments and anomalies arising from different Scottish and English bank holidays will also be discussed.

Mr Woodrow appealed for members to come forward with case studies of these issues and to suggest other concerns that could be raised.

Vice president Gail Winfield said: "It is important to highlight to politicians the impact retail crime has on us and our businesses. It is vital members report any incidences of crime to police immediately, rather than waiting until after the event."

Mr Woodrow also ap-



Scotland NFRN members are meeting MSPs at Holyrood in May to discuss concerns

pealed for information about police response times. The NFRN had already gathered information from Freedom of Information requests made to most police forces in the rest of the UK, he said, but Police Scotland has refused to respond.

"If we can get that information from England, why not Scotland? Some of the responses go into huge detail. We can take that information to politicians too, comparing the position in Scotland to the rest of the UK,"

## Local newspapers play a vital role in our communities

David Woodrow

Retailer, Renfrewshire

he said. He also urged them to contact their MSPs to gain support in advance of the reception and to encourage them to attend.

### Minimum alcohol pricing support

District members voiced their support for the Scottish government's introduction of minimum alcohol pricing.

David Woodrow said: "It is national policy to support this as part of us being responsible retailers."

Edinburgh retailer Abdul Qadar said an audit of alcohol products sold

by his business revealed the majority would not be affected by a minimum alcohol price.

"I am pleased the federation is supporting this. Around 90% of the alcohol products we sell would not be affected. This includes wines, spirits and smaller packs of lager and cider. But bottles of cider are going to be hit really hard. The price of these is going to double or triple."

Minimum alcohol pricing would have a bigger effect on larger supermarkets, members said, but this could impact retailers who buy supplies from supermarkets because of the lower prices they charge.

### Local News Week

The NFRN is supporting Local News Week, a campaign being run by the National Union of Journalists, commencing on 24 March, to show that local news matters to everyone.

David Woodrow said: "Local newspapers play a vital role in our communities and it is important every area has its own paper to keep locals fully informed about what is happening. I stock several local papers from my area, but also from other parts of Scotland including the Oban Times, the West Highland Free Press and the Orcadian."

Gail Winfield, who runs 727, a post office and newsagents in Lybster, 30 miles from John O'Groats, the most northerly point of mainland Scotland, said her business was a vital part of the community and newspapers were like many other local services.



Graeme Dey



Gail Winfield



David Woodrow

### Your say

What will you do in-store for Valentine's Day this year?



I have ordered a selection of cards, some long-stemmed red roses, musical mugs, teddy bears and furry key rings. I bought them from a supplier in quantities I can shift. Most of my sales are impulse buys. It's usually younger customers or occasionally a shy fisherman.

Gail Winfield  
727 Newsagent, Lybster



We're running a Valentine's Day competition for customers. I've asked them to tell me their most unusual stories about Valentine's Day and if they enter they'll be in with a chance to win a meal for two.

Annette Hammerton  
LAR News, Dennyloanhead



We are offering helium filled balloons this year and customers have the chance to have their own personal messages written on them. We also have a display of cards, single roses and can make special balloon displays to order. We are hoping they will be popular with our customers.

Irene Baillie  
Baillies, Kinross



# YOUR VIEWS

## Will depot move end late paper arrivals?

Like many newsagents, I received a letter on 9 January stating that from 13 March we will be getting our newspapers from Smiths News's Milton Keynes depot.

I am sure this has been done with the blessing of the newspaper publishers, but as it is, weekend papers are coming late.

Can Smiths' management and the publishers give assurances there will be no problems?

I do not wish to spend too much of my time on late newspaper arrivals. And, no doubt, by closing its Northampton depot, Smiths will be saving money, but my charges are unlikely to go down.

Vijay Patel

Higham News, Higham Ferrers

**A spokesman for Smiths News said:** "We will contact Mr Patel directly to discuss his concerns regarding the

## A CROSS STITCH IN TIME...

We sold out our entire supply of 69 copies of the first part of The Art of Cross Stitch and could not order any more. We were sent 17 copies of the second part which we have already sold out of and I have been told we are only getting 10 copies of the third part. This is not good enough and we have had to disappoint many of our customers.

Mark Ansell

Liskeard News, Cornwall

**Rob Humphrey, Marketforce group circulation manager, said:** "Mr Ansell will receive 20 more copies of the second part. Copies of the first part are now very limited, but we will endeavour to get him as many as possible. I have not had any other complaints about this title but now our mission is to keep up with Mr Ansell's performance."



movement of his distribution.

## Camelot: we are very sorry for the mix-up

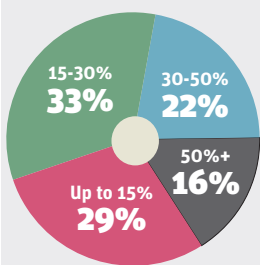
**A spokesman for Camelot in response to Steve**

**Archer's letter 'No help from Camelot after burglary' (RN, 20 January), said:** "When Mr Archer reported the scratchcard dispenser theft on 20 September, all the scratchcards in the dispenser itself were marked as 'stolen' - meaning

no one would have been able to claim a prize on them. The rest of the scratchcards in the store remained active and ready to sell. An engineer visit took place on 3 October, but was unsuccessful because the replacement dispenser was the wrong size. Unfortunately,

this was logged incorrectly in our system, so a follow-up visit was not booked in. The issue didn't show up on Mr Archer's account because he still had active scratchcards in his store - so the system did not detect any problem. We're very sorry for this mix-up on

### RN READER POLL



**When roadworks have taken place near your store, how much have weekly sales fallen by?**

### NEXT WEEK'S QUESTION

Have you increased sales by focusing on core ranges?

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

## YOUR SAY Have you had to pass on price increases to customers following the Brexit vote?

### Kate Mills

Heath Stores, Paddock Wood  
We have had to because our local producers have put theirs up. For example, in January our producer of artisan breads had to put their prices up because of the National Living Wage, the rise in the cost of diesel and the higher cost of ingredients due to the fall in the pound. I have to keep my margins now because of the wage rise and the pension changes so unfortunately, I have to put up prices.

### Kamal Sisodia

Belvoir News Loco, Leicestershire  
So far, the only product we've had go up on is Walkers crisps, which went up by 10%, and we had to put that up because they're

priced. We haven't seen any impact on sales on those so far, but it was a big jump from 50p to 55p. I know more may come though depending on the suppliers, so we will have to see what the future holds.

### Linda Williams

Premier Broadway, Edinburgh  
We haven't had to raise many prices yet because all of our products are priced. We did have to increase the price of milk recently. As far as I know,

this has just come from the dairy industry, but there's been a lot of rises. We are at the mercy of our suppliers, though, so when the priced products go up we will have to put our prices up.



Mr Archer's account. We have been in touch directly and have booked in an engineer visit for 27 January to replace the damaged scratchcard dispenser. We'd like to apologise for any inconvenience caused – rest-assured that as soon as we became aware of the problem, we did everything we could to resolve it as soon as possible and we'd like to thank Mr Archer for his patience during this time."

We have resolved the situation and the lack of communication and I am happy he has also arranged for someone from customer services to ring me, so that in future I will be able to have some contact. Thank you, RN, for your intervention.

**Lynda Jones**  
CR News, Hereford

## ■ Thanks for your help, RN

I have now had a long conversation with Robin Larkham from Smiths News about the problem with the delivery on Saturday 7 January, and the fact that nobody had contacted me.

**100 YEARS AGO**

27 January 1917

The Western Front is to be published, with illustrations depicting the Somme battlefield. Works of note include "Watching German Prisoners coming down from the Front" and "Watching our Artillery Fire on Trones Wood from Montauban".

## VIEW FROM THE COUNTER with Mike Brown



After more than 20 years and 150 editions the nostalgia magazine Remember When from Trinity Mirror published its final edition in January. I received 14 copies, but in its heyday, I sold well over 50 copies every issue. Nostalgia was, and to some extent still is, a good seller.

We – the NFRN – had our regular quarterly meeting with John Menzies, Stockton, on 12 January. Menzies' management is keen to continue these local meetings because we are a useful barometer of service levels and issues can be resolved quickly before relationships sour.

For example, one member was having his supplies left outside the shop instead of the designated secure area. It was discovered the driver had lost the key.

We informed the retailer who had another key cut – job done and everyone was happy.

Having missed her international football debut against Norway back in November due to a stress fracture of the foot, my youngest daughter Emma has spent nine weeks on the sidelines.

Mercifully, she passed a fitness test on 5 January and returns to play for England Women's U16 in a UEFA cup tournament in Loughborough in February.

One of her year 10 teachers ran a competition recently and asked the students what they would like as a prize. Unanimously they declared – a Browns £1 mix-up. I asked the teacher if she would be reimbursed for her outlay of £10.

Sadly no, she said. If it had been fruit or something healthy then the answer would have been yes, but not for sweets. What a travesty.

## Your social comments this week

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



**Edward Woodall @woodbines**

**@ACS\_LocalShops** evidence to Welsh Health Cttee calls for robust sanctions to stop rogue retailers instead of a new tobacco register



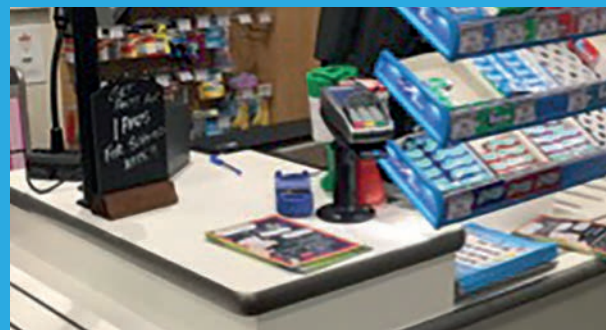
**Spar Parkfoot @SPAR\_Parkfoot**

Celebrate Burns Night with our award-winning and hand-made Edinburgh MacSween Haggis. ONLY £7.50!



**Mark Matier @Mark\_NewsUK**

Supervalu Fintona, the 1st Supervalu in NI to install the FREE BigDL beacon to alert customers to their deals [@bigdealslocal](https://twitter.com/bigdealslocal) [@NewsUK\\_Retail](https://twitter.com/NewsUK_Retail)



**Tom, Trudy & Josh @tywardreathshop**

New products – top restaurant quality & you won't find them supermarkets – delicious fish to cook from frozen!



**NEWS on the WHARF @NEWSontheWHARF**

Just in case you aren't aware of the changing regulations concerning cigarettes and tobacco #TPD2017. All shops must comply!



# SURVIVAL GUIDE



## No need to stop for roadworks

Roadworks can blight businesses, and last week RN reported on the latest efforts being made to support affected retailers.

But what if it happens to you? **Tom Gockelen-Kozłowski** has gone in search of some strategies for survival

**T**he plight of Kevin Hunt – whose store is losing £5,000 turnover per week due to delayed roadworks outside his store – will be one familiar to many retailers.

The NFRN has launched a campaign calling for a change in compensation policy from utility companies, but with private developers, councils and transport companies all contributing to disruption for stores, the prospect of businesses escaping the negative impact of such work remains low.

In the past week RN has caught up with three retailers who have first-hand experience of the damage this causes. Sam and Mark Coldbeck saw their footfall plummet after Network Rail began bridge repairs that cut off the busy road their business is on. They are now facing life without the trade from 1,000 nearby council homes which are undergoing substantial redevelopment. Kay Patel, of Best-one Global Food & Wine in Stratford, saw his business change

markedly when a school was closed and rebuilt near his store, taking away a large customer base of schoolchildren. Meanwhile, Nainesh Shah is facing major changes from a development creating a pede-strianised area at the rear of his store.

Each of these stores found strategies to limit the damage of upheaval and even found long-term advantages from the challenges they faced. Could they help you survive when workmen arrive in your area?







## THE STRATEGY Kay Patel



### Bring forward planned improvements

Knowing his footfall was going to be disrupted, Kay Patel relaid his store and took a ruthless, critical look at his ranges – delisting slower selling lines and making sure bestsellers were in place in key categories. “We had to up our game, it takes a lot to keep the footfall coming in. This was when we started stocking more fresh and chilled and products like freshly-made sandwiches.”

### Adapt quickly to your new customer base

Kay was used to 200 schoolchildren using his store every morning, lunchtime and afternoon, but he soon realised that their disappearance provided better opportunities. “Some customers were put off by the crowds of children around the store. Suddenly office workers were coming into the shop, replacing the sales of cheaper crisps and sweets for sales of sandwiches for £2 or more,” he says.

## THE STRATEGY Sam & Mark Coldbeck



### Serve those causing the disruption

Sam and Mark Coldbeck’s response to the sudden disappearance of a large chunk of their customer base was to turn those causing the disruption into loyal customers. “We asked the workmen if they would like anything in particular and they really appreciated it. It got to the point where they would come to us before going home for the weekend to buy their beer and cigarettes, or sweets for their children,” Sam says. Though not replacing the lost trade, this new customer base provided a vital new revenue stream for the business.

### Prepare your staff

“Our staff weren’t very happy with the workmen coming in with their muddy boots, creating mess, but we told them it was short-term and that these customers were important,” says Sam. Providing a welcoming atmosphere helped cement their loyalty and Sam and Mark’s team were vital in securing this. “After they’d left our staff could then subtly clean the floor to keep the store looking tidy,” she adds.

### Cast your net wider

Sam and Mark Coldbeck usually limit any leafleting to the area one mile around their store but when the railway bridge was closed they increased this to two miles, taking their reach right down to the docks in the heart of Hull. “We provided menus for our fresh sandwiches and food to go and made it clear that if customers couldn’t come to us we would deliver to them,” she says.

### Ask your council for better communication

While Nainesh Shah had the benefit of developers contacting him ahead of work beginning around his store, this is by no means the norm. In both of Sam Coldbeck’s experiences with road disruption, she only discovered what was happening when workmen arrived. “There needs to be improved communication,” she says. ●

## THE STRATEGY Nainesh Shah



### Look for opportunities to get involved

There are major redevelopment plans for the area around Mayhew News in London’s Belgravia and owner Nainesh Shah has spotted an opportunity. “They want to pedestrianise the street outside – create a nice ambience to attract visitors,” he says. This will be focused to the rear of his business meaning Nainesh will need to open the back of the store with a new exit – something he has convinced the developers to fund for him. “It could bring a lot of business,” he says.

### Think positive

This can be hard to do when a store’s footfall nosedives but many developments are about setting a community up for the future. Nainesh, for example, has seen the number of long-term residents around his business fall dramatically over recent years, affecting his turnover. “Now we have people who buy properties but only stay for four weeks. We’ve lost around 20% of trade in the last four or five years because of that,” he says. The new investment could therefore turn around his store’s fortunes.



**If customers couldn’t come to us we would deliver to them**





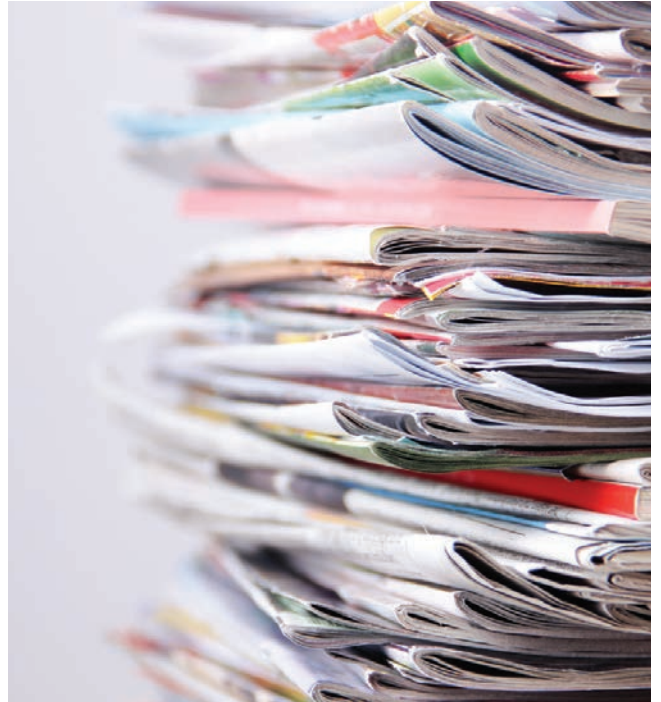
# COLUMNIST



**Neville Rhodes**

## Address supply chain issues

**Retailer gross profit from newspapers has dropped £130m in 10 years. Surely it's time for the industry to make the newstrade supply chain work**



**T**en years after the launch of the last competition inquiry into news distribution by the now defunct Office of Fair Trading (OFT), Paul Baxter, the NFRN chief executive, has suggested it may be time for another one.

Two of the grounds for an inquiry cited by Mr Baxter – carriage charges increases that are disproportionate and service levels that are damaging retailers' businesses – were among the issues considered in the OFT's 2006 inquiry, which decided after nearly three years that a further investigation couldn't be justified – a decision reaffirmed two years later and subsequently upheld by the Competition Appeals Tribunal.

So I'm not holding my breath.

The competition authorities have repeatedly shied away from tackling the distribution system's abuses, instead urging the industry to resolve its differences

through self-regulation. It hasn't worked, and the outcome has been disastrous.

UK sales of national newspapers have almost halved since 2006, down from around 76 million copies a week to 38.5 million, based on the November figures from the Audit Bureau of Circulations.

The publishers have ignored the financial impact this decline has had on retailers and have continued to cut trade terms, reducing the average margin earned on national newspapers from 23.3% 10 years ago to 21.9% today.

As a result, retailer gross profit from the category has slumped from around £530m in 2006 to less than £400m currently.

Making the financial situation even worse, carriage charges have increased by more than a third for some retailers, with the average rise probably around 25%, even though total retail sales value for both newspaper and magazine



**Carriage charges have increased by more than a third for some retailers, with the average rise probably around 25%**

categories has fallen.

Not surprisingly, thousands of retailers have either stopped selling newspapers or have gone out of business, with the number of outlets for national titles down from 54,000 at the time of the OFT inquiry, to 50,700 reported by the News Media Association late last year.

These changes have resulted in average national newspaper sales per outlet falling from just over 200 copies a day 10 years ago to 108 copies today.

Retailers with about half the average sales – say 50 copies a day mainly made up of red-top and

mid-market titles – will see from their news bill that the weekly carriage charge wipes out around 60% of their national newspaper profits.

And that's before they count the cost of the service failures: the late deliveries, missing titles, reduced and inadequate allocations, delays to credits, lost vouchers and all the other quirky practices that make life as a captive customer of their news wholesalers so challenging.

Do the industry's leaders believe the sales performance of their titles would not have been quite as bad if they had used their power, and the self-regulatory machinery they set up, to make the newstrade more retailer-friendly? If not, they are deceiving themselves: happy retailers sell more.

What is urgently needed is firm commitment by the national newspaper publishers to engage positively with retailers and their trade associations, agree on the reforms that are necessary, stick to them, and use their power to ensure the rest of the newstrade does so too.

A first step would be for the retail trade associations to join the publishers and wholesalers in the Press Distribution Forum. It may not be what retailers wanted when it was set up, but it is surely better than just hoping that the competition authorities will come to their rescue.

### \* Wet tote washout

**+** Friday the 13th was an unlucky day for our village store owner this month. Water in his tote box damaged all the contents including a copy of Farmers Weekly, which was as soggy as a sheep in a downpour. He claimed it and although he was re-charged, no replacement copy arrived. The following day The Grocer (for me) was charged for but failed to arrive. Again, his claim resulted in a re-charge but no magazine. Four days later our store owner has two charges for each of the two specialist weeklies his customers are still waiting for. Re-charges for claims are dubious: re-charging and not sending the item is disgraceful.

*Neville Rhodes is a freelance journalist and former retailer*



# INDUSTRY PROFILE

# JTI

Open tank systems are becoming increasingly popular according to JTI's emerging products lead Charis Chrysochoidis. But how is the company capitalising on the trend? And how can retailers make the most of the opportunity?

Tom Gockelen-Kozlowski reports

**RN What does the addition of an open tank system mean for the Logic brand and its value to independent retailers?**

**CC** JTI is always looking to develop new products that match market trends so that we can provide retailers with a profit-driving product range. The launch of our open tank e-cigarette, Logic LQD, does exactly that, enabling retailers to tap into the biggest segment within the category.

**RN What sets open tank systems apart from closed tanks and traditional cigalike products?**

**CC** Open tank systems are becoming increasingly popular because they offer customers the opportunity to use their own preferred choice of e-liquid and strength. They are also the newest and most technologically-advanced products on the market. The Logic LQD bottle, for example, features an innovative dual coil and variable voltage control which offers a customisable vaping experience.

**RN Is there a concern that this is a market which may become as tightly regulated as traditional tobacco?**

**CC** More and more people are using e-cigarettes and it is crucial to make sure they are properly regulated. However, excessive legislation could potentially diminish the availability and awareness of the product and damage a new category by limiting consumer choice.

**RN Philip Morris is bringing heat-not-burn technology to the UK – will this be the next step for JTI too?**

**CC** Our goal in emerging products is to provide consumer choice through a variety of innovative and potentially reduced-risk products, and

this includes both e-cigarettes and heated tobacco. In heated tobacco, we successfully launched Ploom Tech in Japan last year and plan further launches in the near future.

**RN Category knowledge is key for retailers who are selling products worth well over £10 in many cases – how is JTI educating retailers?**

**CC** Providing category training has been a real focus for us since entering the e-cigarette market, and as part of this commitment we have trained our JTI sales force to deliver expert advice to retailers. We have also created e-cigarette category guides to equip retailers with the knowledge they need to sell e-cigarettes confidently to customers. Downloadable e-cigarette training modules are also available on our website, JTI Advance, or our app.

**RN How confident is JTI that independent retailers will be ready for the end of the EUTPD II sell through period in May 2017?**

**CC** The results of the JTI Advance



“  
Providing category training has been a real focus for us

online training modules have improved by as much as 41.8% since the initial launch, so we're confident retailers are prepared and taking the necessary steps to be compliant for May 2017.

**RN What can concerned retailers do to make sure they are ready?**

**CC** Most important is exercising effective stock rotation to ensure non-EUTPD II-compliant stock is sold through by May 2017. In terms of the Logic e-cigarette portfolio, retailers should make sure they are selling through E-Lites product and then restocking with the EUTPD II-compliant 'Logic Curv'.

**RN Finally, what does 2017 have in store for the Logic brand?**

**CC** Now that the JTI e-cigarette portfolio is united under the global Logic brand, it is an exciting year ahead for us in which we'll continue to support retailers on the e-cigarette category while monitoring market trends for future product launches. Right now we have the second wave of our Logic LQD campaign running across cinema screens and billboards.

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

**Company** JTI

**Emerging products lead** Charis Chrysochoidis

**Profile** JTI has become a leading manufacturer of e-cigarette and vaping products in recent years, using its knowledge from the tobacco market to establish both the E-Lites and subsequently the Logic brand in the UK.

**Latest news** JTI has launched an open tank system, Logic LQD, which means the brand now has a product available for each of the major segments of the e-cigarette market.

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# EXPERT BRIEFING



**Mike Nickson**

## Alcohol licensing: how to get it right

Last week RN looked at the ways retailers are adapting their businesses for the future. For many this means taking the step into convenience and applying for an alcohol licence. Former police officer **Mike Nickson** now heads licensing consultancy **Inn Confidence** and outlines what you need to know about alcohol licences



To be recognised as a true convenience store or one-stop shop, customers these days will expect a small general store to sell alcohol alongside their usual everyday items.

Since the Licensing Act 2003 was passed there has been a legal presumption in favour of granting licences, so we are seeing many more shops being licensed, which is good for retailers and customers.

Yet, while being licensed for alcohol sales is easier than it once was, and can bring customers to a small shop, there are risks which are recognised under the legislation. Here are some of the processes and obstacles you need to think about before opting to apply for an alcohol licence:

### The risk assessment

This is conducted by you, the applicant, for a premises licence. It will need to consider the effects of a licence against a local authority's 'licencing objectives'. For instance, this will include the prevention of crime and disorder, the security of the premises, the stock, the staff, the customers and the community. If, once granted, a premises licence holder ignores their social responsibilities, the licence can be revoked under a review procedure.

### The local authority

A premises licence is granted by the relevant licensing authority (part of

a local district council) following a consultation period of 28 days during which the responsible authorities – including police, trading standards, environmental health officers and planning officials – are invited to consider the application. They will scrutinise the application from their own perspective and make suggestions as to appropriate conditions to be added to a licence.

### The conditions

Typical conditions might be about security arrangements, CCTV, appropriate display of high-value items, staffing levels, etc. Public safety is common sense, as is ensuring there are no hazards within the shop before it is opened and throughout

“  
**Customers these days will expect a small general store to sell alcohol**

its operating hours. Other conditions will include things like operating a Challenge 25 policy, till prompts for age-restricted products, keeping refusals records and, always, staff training.

### The public

Your community is also invited to make representations against the application. If, on the 29th day after submission, there are no outstanding representations, the premises licence will be granted. If there is still relevant opposition, the licensing authority will hold a hearing in front of a licensing sub-committee of councillors.

### The licence holder

As well as requiring a premises licence, there must be someone with a personal licence. The holder can make sales of alcohol or authorise others to do so. The personal licence is issued by the licensing authority where the applicant resides but it applies throughout England and Wales and lasts for life, with a separate process applying to Scottish store owners. Applicants must be at least 18, have not had a previous personal licence forfeited in the last five years, must pass the exam for the Award for Personal Licence Holders (APLH) qualification and ought not to have relevant criminal convictions.

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

### Company Inn Confidence

#### Managing director Mike Nickson

**What it does** Inn Confidence provides a national network of classes for training for the APLH qualification. It conducts risk assessments, advises applicants about the suitability of their premises and business model, prepares and submits the premises licence and personal licence applications, negotiates with responsible authorities, but also handles tricky situations for existing licence holders who have run into difficulty with their legal and social responsibilities.

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**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.**

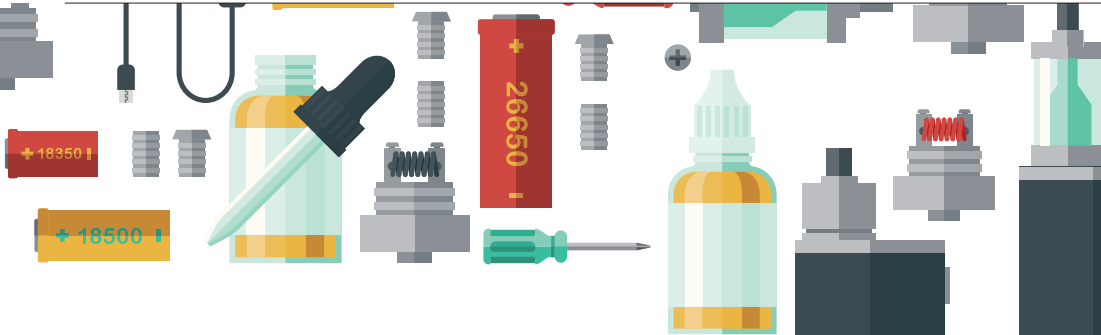
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# E-CIGARETTES



With eye-catching new products and research showing 71% of retailers now consider it an important part of their business, this is a great time to focus on the e-cigarette market – if you can get it right.

Charlie Faulkner reports

## Secure your share

**Asmat Saleem**  
Costcutter, Fife



**Vaping is an important category for Asmat. He focuses on being able to deliver in-depth advice and offers a money-back guarantee if customers experience any problems – in the hope of building a loyal customer base.**

### Why do you stock e-cigarettes?

At 5% of my business these products have a small turnover compared to cigarettes, but it's a market that's growing and the margins are a lot better. It's also about delivering another service for our customers – a lot of people are trying to stop smoking and see e-cigarettes as the best alternative.

Customer satisfaction is our focus and it means they then trust you. Sometimes we even give items away and if it means they're going to come back regularly for their e-liquids it's worth it.

### Who are your e-cigarette customers?

Most of my vaping customers are people who were previously tobacco smokers. Our typical vaping customer is aged between 25 and 50, both

men and women. Those aged above 55 aren't interested – they know what they like and they're not interested in changing.

Our biggest selling point is knowing the products so we can tell customers about them. If they feel they can ask us about something they're more likely to buy it.

### What's your bestseller?

Tobacco-flavoured products tends to be the entry for most people, but fruit flavours are now very popular. I think customers like the fact they can switch tastes as they please.

### What's next for the category?

We're currently looking to expand and get in the bigger tanks which hold more liquid. It's £30 for the device and the liquid, which will last for about a week, and then we sell e-liquids at three for £10 which will last couple of weeks or longer. In the long run it's cheaper to vape rather than smoke real tobacco.

### Julie Duhra

Julie's Premier  
Convenience Store,  
Telford



**Julie's customers are, like many, still getting used to the category. While they only represent 5% of her overall turnover, margins of 50% on e-liquids mean they're increasingly an area of focus.**

### Why do you stock e-cigarettes?

It's a category in growth. We started selling e-cigarettes to keep up with other stores in our area and to make sure we're offering at least as much as they are.

JTI hands out Logic leaflets to keep us and our customers informed – it's an important benefit of this category.

### Who are your e-cigarette customers?

We predominantly sell these products to men over the age of 30, since we started selling them 12 months ago. Generally the people who buy them tend to be more affluent customers. If they know we stock what they're after they just come in for that. As cigarette prices go up customers are either moving over to rolling tobacco or e-cigarettes which in both cases offer higher margins.

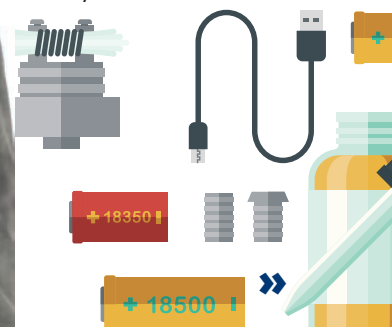
### What's your bestseller?

Blu menthol sells particularly well for us. I think the benefit of the Blu brand is that they offer a full starter pack in four flavours and that makes it simpler for customers.

### What's next for the category?

I bought Blu refills through Booker this week and it gives us about a 50% margin, which is unbelievable. With customers saying they're going to try and quit smoking and tobacco prices going up I might have a few friendly conversations about them moving over. I think

the new legislation is going to mean there are fewer brands in the category by the end of the year.





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# E-CIGARETTES

## EXPERT ANALYSIS: IT'S GOOD TO TALK

**Jeremy Blackburn**  
head of  
communications  
at JTI



We strongly believe in the value of face-to-face conversations, particularly when it comes to the e-cigarette category. As an evolving market, customers are keen to physically see and understand the product and have reassurance, and therefore convenience retailers should take advantage of this opportunity.

This is an important sales opportunity for retailers, with almost two million vapers in the UK and a retail sales value of almost £158m. By training staff to have informed conversations with vapers, retailers can maximise their share of these sales.

It is too early to tell what the effects of the legislation will be but the e-cigarettes category clearly represents a significant sales opportunity for retailers as the market continues to grow year on year. JTI has already had great success in the convenience channel with Logic Pro, which holds a 3.1% share of the e-cigarette market, a 32.8% share of the closed tank sector and is the fastest growing closed tank product.

That said, tobacco remains the number one footfall driver in the FMCG category, worth £15bn and those retailers who prepare will see the least effect on their sales post-EUTPD II. In the future we see e-cigarettes and tobacco co-existing alongside each other.



**Customers are keen to physically see and understand the product**



**Major brands such as Logic are becoming vital in this market**



**The pace of change in this market means retailers must have up-to-date category knowledge**

### Darren Craig

Today's Extra,  
Londonderry



Although the store earns a profit margin of 35%, Darren has started to struggle as nearby competitors muscle in on his market. He hopes support from suppliers will result in better display and ranging in the year ahead.

#### Why do you stock e-cigarettes?

We started doing so at the request of our customers, but have gradually expanded our range. We stock liquids and e-cigarettes including Totally Wicked, Apache Vape and Nicofresh.

#### Who are your e-cigarette customers?

Generally these products are most popular with men aged in their 20s up to 40s. They come in to buy the same thing which is usually just

the vaping liquids. They know what they're coming in for so they don't spend time browsing the shop but just come straight to the till.

#### What's your bestseller?

Menthol flavours were the most popular when we first started stocking vapes three years ago, but now the fruity liquids tend to be the most popular.

#### What's next for the category?

At the moment we can't compete with the range the other two stores nearby have - we don't have space in the cabinets. Since the stores opened we now only sell about £100-worth a week. We've been onto our suppliers for more support with display and being able to offer a bigger range. ●



**This product contains nicotine which is a highly addictive substance**

**This product contains nicotine which is a highly addictive substance**

**This product contains nicotine which is a highly addictive substance**

**This product contains nicotine which is a highly addictive substance**



## INDEPENDENT LOCAL SHOPS IN THE CONVENIENCE CHANNEL HAVE A GREAT FUTURE

Convenience retailers face tough trading, with obstacles ranging from compulsory wage increases and food deflation, to competition for shoppers from internet start-ups flogging anything and everything. Newtrade managing director Nick Shanagher says, "The evidence from Newtrade's State of the Nation benchmarking research shows that when the going gets tough the local shopkeeper gets going. Every independent retailer needs to pay attention to four key trends in 2017." To help take advantage of these trends by benchmarking your business, please email [iaa@newtrade.co.uk](mailto:iaa@newtrade.co.uk).



INDEPENDENT  
Achievers Academy

The #IAA16 Gala Dinner recognised and celebrated the retailers who are setting the benchmark for the independent channel, and was where Nick Shanagher, Newtrade managing director, shared four trends to develop the businesses of independent retailers in his State of the Nation address.



### YOUR PERSONALISED SERVICE DRIVES SHOPPER LOYALTY

Changes in customer shopping preferences and the desire for personalised service has benefited the independent sector. Newtrade's research discovered that **52%** of convenience stores drive loyalty by welcoming product suggestions and requests from their shoppers.

### LOCAL KNOWLEDGE + YOUR AGILITY = GREATER SHOPPER SATISFACTION

Capitalising on your knowledge of your area and local shoppers, and being agile enough to take risks by adjusting your product range is unique to your business. Using the IAA benchmarks to identify future opportunities helps you understand how to deliver greater shopper satisfaction and sales.

### BEING THE HEART OF YOUR COMMUNITY BEATS THE COMPETITION

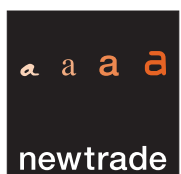
Your business is the beating heart of your community, and can offer services and do things that big supermarkets never could. Newtrade's research shows that **81%** of convenience stores are actively involved in their local community with local shopper knowledge that puts them ahead of their competition.

### A DIGITAL FUTURE FOR THE TAKING

Newtrade's research shows that only **43%** of convenience stores use social media, with many of those admitting they are not as active, or do not understand it, as much as they'd like to. Consumers spend on average three hours every day online, which presents a huge opportunity to share your story with more shoppers.

# Benchmark your business in 2017

Email: [iaa@newtrade.co.uk](mailto:iaa@newtrade.co.uk)



# SOFT DRINKS

A host of new names and cool-looking labels are joining a few established names in the niche and premium soft drinks market, making this a sub-sector to watch. **Dave Songer** brings you five ways to cash in

## Take the advantage

### Learn to spot a winner

Shailesh Patel knows how to identify a soft drink that customers at his Chelsea Food Fayre store, on London's King's Road, will want to pick up. "The look of it is really important and then, if it has any particular ingredients or health benefits, that works well too," he says.

Marcus Carter from Artisan Food Club, a wholesaler specialising in niche and craft-style products, says clear messages and no-fuss products are what the industry is now looking for.

"There can be a tendency for new manufacturers to go overboard, adding things just to make a point of difference, but there are many shoppers craving simplicity with drinks.

Free Spirit fruit juices, with their simple design that promotes their all-natural ingredients, are a great example of that."

Shailesh says he looks for similar attributes in a new product. "Customers are so used to seeing healthy slogans and advertising that anything that mentions a health benefit tends to sell," he says.



### Work out how much space you have

The message from companies that supply premium soft drinks is clear: "this isn't a category that suffers from having a wide range," says Marcus Carter. "It's okay to have three apple juices and five energy drinks. More convenience stores are taking that approach and literally stocking whole walls of choice."

Retailers experience is more varied. Shailesh Patel embraces new drinks and sees real enthusiasm for new products, even if success is short-lived. "Customers love to try the new thing - they tend to last a

couple of months and then tail off, but if a product tastes really good it will last longer," he says.

Other retailers, such as Atul Sodha of Peverells Londis, Uxbridge, need to be more discerning. "We've only got a 2.5m chiller so we concentrate on core ranges. We have energy drinks, then carbonated drinks, still soft drinks, waters and shakes," he says.

This doesn't mean, however, that Atul is unable to stock on-trend products. Instead, but he must fit them carefully within this tightly merchandised fixture. "Coconut water goes with our waters and protein drinks go with shakes," he says.



The right product can inspire customers to trade up

“**Customers love to try the new thing**

### Non-drinkers are vital

We might be in the midst of Dry January but the numbers suggest that rates of alcohol consumption are steadily declining without its help. Around 21% of UK adults choose not to drink, so it's vital to offer drinks to cater to them.

Coca-Cola European Partners (CCEP) is using one well-established brand, Appletiser, to focus on this opportunity and is creating a marketing campaign around cocktails - both with and without alcohol - that can be made using the drink.

The experience of Ramesh Shingadia, of Londis Southwater in West Sussex, seems to back up CCEP's insight. "Customers like to have something sparkling like Shloer or Appletiser. They work for celebrations, but they're all year round sellers - a part of the market," he says.

While carbonated drinks sell well for Ramesh, premium cordials, such as Bottlegreen, have a similarly secure place in his range. "They have a good margin and really target that market," he says.

The overall strength of this market can be ascertained by the 10.1% growth Appletiser saw in 2016.





**New brand Dalston Cola has moved sites to meet demand**

## ...but those who do drink matter too

If non-drinkers provide one key area of growth in this market then those who drink, and specifically those who enjoy premium and craft spirits, are also important.

Tonic waters surged in popularity in 2016, with one of the leading premium varieties, Fever Tree, registering a 77% rise in sales. Other brands to find a place in the market include Fentimans, Folkington's and Franklin & Sons, all of which are available through Cotswold Fayre.

For retailers who sell premium spirits, the opportunity to add sales with premium mixers is large. Shailesh Patel stocks the full range of Fever Tree and encourages customers to trade up.

"We sell Tanqueray, Pickering's 1947, Hendrick's gins and these premium mixers go hand in hand. They do make drinks taste better and we will suggest this to customers at the till and let them know we stock Fever Tree," he says.



**We block merchandise brands and tend to double face where we can – it really works in terms of driving sales**



## Be bold with your displays

Karma Cola, tipped by wholesaler Simply Heavenly to be a big seller in 2017, is one of a number of niche premium brands concerned with helping retailers get their display right. "The branding is cool and the PoS is really good," says James Blogg, managing director at Simply Heavenly.

While PoS can bring new products to life, retailers are also adept at using display to boost sales in other ways. For Shailesh Patel this a simple matter of allocating his facings: "We block merchandise brands and tend to double face where we can – it really works in terms of driving sales," he says.

Atul Sodha also double sites products which will work within a meal deal to encourage purchases. "We double site some products and our breakfast drinks, two flavours of Week-abix On the Go, are in our chiller with breakfast products and sandwiches. It's about understanding shopper missions and that's where these products go best," he says.



## PRODUCTS TO WATCH

• Dalston Cola was set up off the back of a £5,000 government grant and has just upgraded its premises to meet demand. Flavours include cola, ginger beer, lemonade, fizzy apple and cream soda (RRP: £1.89 for a 330ml bottle).



• Appletiser achieved 10.1% growth last year, thriving as more and more Britons turn their back on alcohol. To mark its 50th anniversary, Coca-Cola European Partners (CCEP) is investing in a cocktail-inspired media campaign.

• Schweppes Sparkling juice drinks contain just 20 calories per 100ml, helping it meet the needs of health-conscious consumers and slide well below the sugar tax threshold. It is available in Grapefruit & Blood Orange, Orange & Cranberry and Lemon & Elderflower flavours.



• Fentimans' eight-flavour range is brewed for seven days and includes Ginger Beer and Rose Lemonade; the latter made with rose water and fresh lemon juice.

An outer of eight 500ml Rose Lemonade bottles is available through Cotswold Fayre for £10.60.

• Botanical brand Overhang is inspired by an Italian recipe passed down from generation to generation. It is flavoured with orange, ginger and lime, and a 250ml bottle has an RRP of £1.39.



• Britvic J20 launched a new variety of its popular fruit drink in November 2016 called Spritz – with Pear & Raspberry, Apple & Watermelon and Peach & Apricot flavours.



• CCEP added a lightly sparkling variant to its Glacéau Smartwater range this month.

Aimed at the youth market, it is backed by a two-year, £10m campaign and is marketed as a water with a "distinctive clean taste". ●



**The amount of chiller space you have may determine the size of range you opt to stock**

# THIS WEEK IN MAGAZINES



## Round up



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

## CASHING IN ON POLITICAL DRAMA

Months of anticipation came to an end last week as Donald Trump was sworn in as president of the United States.

Hopefully, you've seen another boost to your sales of current affairs titles in the wake of the inauguration because whatever else Trump is, he is a satirical writer's dream and never a man to shy away from making headlines. Publishers told me this week that sales in the sector have remained strong since last year's political dramas began in the lead up and subsequent fallout to the Brexit vote, but the question on everyone's mind now is whether those sales can continue into 2017.

Given Trump's character he is unlikely to stop making political headlines any time soon, and another comment made to me was that sales uplifts are expected with each new Brexit development - so the triggering of Article 50 is an event to look out for. Don't forget other new opportunities the worldwide stage of politics could bring your way, with France and Germany both preparing for elections this year. Last week I spoke to retailers who benefit from stocking foreign newspapers and that is a tactic which could work for you depending on the customers in your area - specialist distributor Quickmarsh is predicting big sales uplifts in French and German titles around the votes.

Back on home shores, though, there are certainly some long-established titles being enjoyed by a newly politically-aware audience. One of the challenges the industry faces is to reel in the next generation of magazine readers and if new customers become hooked on a title now they could become life-long fans regardless of the political landscape.

Whatever the twists and turns we have ahead, their reading habits might just have changed forever and you could have some new best customers on your hands.

## Nautical newcomer

# ALL ABOARD FOR A TRIP ON THE WORLD'S SHIPS

The traditions and history of the greatest seagoing vessels are the subject matter for this lavish quarterly, each one a collector's item

**THIS NEW QUARTERLY** from the publisher of Ships Monthly will explore a different nautical theme or significant historic ship in detail in each issue. Articles are accompanied by archive photography as well as artwork, with the publisher billing the magazine as a collectors' item. The first issue focuses on the evolution of the cargo ship, with forthcoming topics including tall ships and World War Two aircraft carriers. The title has been designed to appeal to both readers from a shipping background and those with a general interest in the topic, exploring both modern and older vessels as well as shipping artistry.



**WORLD OF SHIPS**  
On sale out now  
Price £6.95  
Frequency quarterly  
Distributor Seymour  
Display with Ships Monthly, Shipping Today & Yesterday, Warships International



## The top-selling Su-doku magazine in newsagents

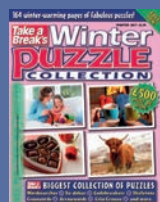
- ★ EXTRA PAGES
- ★ FREE MECHANICAL PENCIL

**ISSUE 2 ON SALE 2 FEBRUARY**



# THIS WEEK IN MAGAZINES

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## TAKE A BREAK SEASONAL PUZZLE COLL'N

Take a Break's Seasonal Puzzle Collection is a bumper issue with 164 pages of conundrums. Figures show it is one of the best-selling puzzle magazines in independent stores, according to its publisher. It is the biggest collection published by Take a Break and includes sudokus, crosswords, word searches, criss-crosses, codebreakers and arrowwords. This issue also comes with a free pen.



On sale out now  
**Frequency** every six weeks  
**Price** £3.39  
**Distributor** Frontline  
**Display with** Take a Break's Take a Crossword, Puzzle Selection



## STUFF

The team at Stuff reckon they're settling tech's biggest battle this month, as they pitch Apple and Google against each other. The publisher is predicting a 10% increase in sales for the issue, with other products tested including smart speakers and smart TV boxes, sports headphones and soundbar speakers. A guide on how to master Netflix and tips for the security-conscious on becoming "invisible" online also feature in this issue.



**One sale** 2 February  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Gadget, T3



## ZOMLINGS SERIES 5

It's time for the arrival of Series 5 of the collectable toys, featuring more than 100 of the colourful characters. Magic Box is promising one of the biggest toy TV advertising campaigns in the first quarter of the year to support the launch, and says sales have grown with each new series. The Zomlings Big Town Play Mat is included in the starter pack, allowing collectors to create an immersive town to play with their new characters.



**On sale** 1 February  
**Frequency** yearly  
**Price** £4  
**Distributor** Seymour  
**Display with** Shopkins, Disney Tsum Tsum, Star Monsters



## FOURFOURTWO

This month's issue of FourFourTwo features an exclusive interview with Brazilian footballing legend Ronaldinho, with publisher Haymarket predicting a 10% increase in sales from the famous cover star. Other exclusives inside include chats with Chilean midfielder Arturo Vidal and West Brom striker Salomon Rondon, alongside the usual mix of tactical insights and expert columnists.



**On sale** 1 February  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Match of the Day, World Soccer



## YOURS RETRO

This is the fourth issue of this new title from the team behind Yours magazine, which promises to take its readers on a nostalgic trip down memory lane. This issue features Audrey Hepburn and reveals secrets from the set of Gone with the Wind, as well as delving into the golden age of chat shows. It also offers a chance to win an Elvis biography.



On sale out now  
**Frequency** quarterly  
**Price** £3.99  
**Distributor** Frontline  
**Display with** Yours, Best of British



## Bestsellers Leisure

Title	On sale date	In stock
1 Horse & Hound	02.02	<input type="checkbox"/>
2 Tractor & Machinery	17.02	<input type="checkbox"/>
3 Dog World	27.01	<input type="checkbox"/>
4 Cage & Aviary Birds	01.02	<input type="checkbox"/>
5 Classic Tractor	27.01	<input type="checkbox"/>
6 Railway Modeller	09.02	<input type="checkbox"/>
7 Rail	01.02	<input type="checkbox"/>
8 Steam Railway	27.01	<input type="checkbox"/>
9 Railway Magazine	01.02	<input type="checkbox"/>
10 Hornby	09.02	<input type="checkbox"/>
11 Flypast	01.02	<input type="checkbox"/>
12 Navy News	01.02	<input type="checkbox"/>
13 Amateur Photographer	28.01	<input type="checkbox"/>
14 Steam World	17.02	<input type="checkbox"/>
15 Old Glory	16.02	<input type="checkbox"/>
16 Heritage Railway	10.02	<input type="checkbox"/>
17 Our Dogs	27.01	<input type="checkbox"/>
18 Model Rail	09.02	<input type="checkbox"/>
19 Tractor & Farm Heritage	03.02	<input type="checkbox"/>
20 Earthmovers	03.02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

**BRAND NEW**

**PANINI**

**2017 STARTER PACK**

**STARTER PACK £2.99**

**STICKER PACKET 50P**

**FOOTBALL STICKER COLLECTION**

**ON SALE SOON**

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# THIS WEEK IN MAGAZINES

## Industry viewpoint

### Jeremy Leslie

Magculture, London



**W**e started the new year with a display around the theme “How to survive the year”, which included everything from practical advice like keeping fit through to magazines helping people hold on to their liberal sensibilities in the face of opposition.

I think we will see more launches of that kind of title as people get more vocal with their views. A title called Hard Ears, which is quite a bookish magazine, has been selling well for us and it’s all about celebrating a multicultural approach in a very positive way.

It’s been a busy start to the year. It’s our first proper trading January and we didn’t know what to expect with people trying to spend less after Christmas and New Year, but it’s been brilliant. We think people are a bit bored of the new year theme now so we’ve

changed our display to one on sports titles. The way

our shop is laid out means most of the stock is displayed quite randomly so we like to pull out one sector every so often.

There’s a lot of good football titles out at the moment

which have been selling

well for us. It’s a topic which people love reading about, but it’s covered extensively elsewhere so magazines have to think of different ways to cover it.

For example, there’s one called Season which is aimed specifically at female supporters, both in terms of playing football and watching both men’s and women’s matches.

We’ve been planning our programmes for the year because every month we have a talk from an editor about a new magazine they’re launching. Our first one is the editor of a magazine called One of My Kind.

### Top tip

It is all about constantly changing your presentation and drawing different parallels and comparisons between products



## MARVEL PLAY TIME

This issue of Marvel Play Time includes a free play scene for readers to cut out including standing action figures. Elsewhere in the magazine, Spider-Man and his friends meet the Howling Commandos crew and team up against Dracula. Meanwhile, the Avengers have got their work cut out for them too – they are on a mission to protect the world from the evil Squadron Supreme. The issue comes with a free Avengers stunt car toy.



**On sale 2 February**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Beano, Ultimate Spider-man, Teenage Mutant Ninja Turtles**



## DOC McSTUFFINS

The medical-themed Doc McStuffins magazine features a doctor who tends to stuffed toys and animals. In this issue there are two new stories to read, with one featuring the doctor preparing for the arrival of her new adopted sister. Also included is a special eight-page section dedicated to Doc’s brand new Toy Hospital, complete with a reward chart, read-along story and fun puzzles, as well as a free Doctor-On-Call Kit and interactive stickers.



**On sale 2 February**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Lego Friends Magazine, Go Girl Magazine, Barbie**



## AVENGERS ASSEMBLE

It’s a transatlantic team-up for this issue of Avengers Assemble, as Captain America unites with Captain Britain to take down the evil android Assassin-8. Readers are challenged to help the heroes infiltrate the Secret Empire, gather intel on the most terrifying android adversaries and build their own cyborg combatant. This issue comes with a battle blaster.



**On sale 2 February**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Teenage Mutant Ninja Turtles, Marvel Legends**



## TEENAGE MUTANT NINJA TURTLES

This issue is the 50th edition of Teenage Mutant Ninja Turtles magazine. The spin-off title has been running since May 2013. To celebrate, there’s an exclusive colourful 12-page comic strip story inside, following the team’s adventures in outer space. Also inside are plenty of posters and puzzles for Mutant Ninja fans and a “freaky” fact file on the galaxy’s most fearsome bounty hunter, Armaggon.



**On sale 2 February**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Marvel Play Time, Ultimate Spider-man**



## LOOK

Look magazine is just £1 this week. The content of the issue is aimed at thrifty shoppers with features on bargain fashion and beauty buys from as low as 50p. Alongside these is the usual mix of celebrity news, real life stories and beauty tips. The title had a redesign in September, with the publisher describing its look as more premium.



**On sale out now**  
**Frequency weekly**  
**Price £1**  
**Distributor Marketforce**  
**Display with Closer, OK!, InStyle**

## NEW COLLECTABLES AVAILABLE FROM



TM & © Topps Europe Limited 2007



**STARTER PACK**  
**£4.99**



**PACKET**  
**£1.00**



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## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	9	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	55	100	8.99
Build your own R2-D2	4	100	8.99
Enhancing your mind, body, spirit	4	120	1.90
Jazz at 33 and third RPM	28	70	14.99
Simply Stylish Knitting	57	90	3.99
Star Wars Helmet Coll'n	28	60	9.99
Zippo Collection	37	60	19.99
<b>Eagle Moss</b>			
3D Create & Print	107	110	6.99
Build A Solar System	76	104	7.99
DC Comics Graphic Novel	38	60	9.99
Doctor Who Figurines	90	120	8.99
Marvel Fact Files	202	200	3.99
Military Watches	77	80	9.99
Star Trek Ships	90	95	10.99
<b>Kelsey Partworks</b>			
Rulers of Britain	26	50	5.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	75	120	2.99
Art of Knitting	106	90	2.99
Art of Quilting	57	90	3.99
Art Therapy	98	120	2.99
Art Therapy 50 Mindful Patterns	9	80	4.99
Build the Mallard	127	130	7.99
Build the U96	127	150	5.99
Dr Who Complete History	37	80	9.99
Draw The Marvel Way	29	100	4.99
Judge Dredd Mega Collection	54	80	9.99
Marvel's Mightiest Heroes	81	100	9.99
Warhammer	11	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	23	60	0.99
<b>Panini</b>			
F1 Collection	22	60	9.99

## Collectables

Title	Starter	Cards
<b>Panini</b>		
Disney Princess Sticker Collection	2.99	0.50
Doctor Strange Trading Card Collection	4.99	1.00
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Sticker Collection	4.99	1.00
FIFA 365 Trading Cards	4.99	1.00
Frozen Northern Lights Sticker Collection	2.99	0.50
Frozen Sticker Collection	2.99	0.50
Ice Age	2.99	0.50
Moana sticker collection	3.99	0.50
Paw Patrol Stickers	2.99	0.50
Disney Tsum Tsum Stickers	2.99	0.50
My Little Pony	2.99	0.50
Peppa Pig Around the World	2.99	0.50

Title	Starter	Cards
<b>Topps</b>		
Shopkins Sparkle Sticker Collection	2.99	0.50
UEFA Champions League Official Sticker Collection 2016/17 Premier League	2.99	0.50
Star Wars Rogue One Sticker Collection	4.99	1.00
Trolls Trading Card Game	4.99	1.00
WWE Slam Attax Takeover Match Attax 2016/17	4.99	1.00
<b>DeAgostini</b>		
Magiki Mermaids		2.50
Frogs & Co		1.99
<b>Magic Box</b>		
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 21-22 January					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,380g	795g	325g	9	85g
Sunday Times	975g	670g	30g	3	20g
Guardian	855g	415g	30g	1	30g
Times	825g	475g	100g	2	65g
Mail on Sunday	730g	310g	45g	1	45g
Mail	710g	230g	145g	5	60g
Observer	575g	95g	45g	2	35g
Sunday Telegraph	550g	315g	0g	0	0g

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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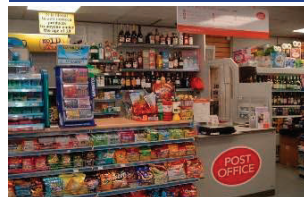
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**News & Sandwiches** NW London  
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L/H £135,000 Ref: ST32186Q

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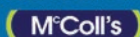
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