

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 20.01.2017



## Making magazines special

Creating a destination store for news and mags

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## RN

Shaping the future  
of independent retail  
since 1889



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**TALK TO RN**



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**WE SELL 60 FOREIGN NEWSPAPERS A DAY**  
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# WELCOME

**Checking an idea is right for your business is vital before investing your time and money**



**Editor**  
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Every week RN is full of ideas to inspire you and new opportunities to copy to develop your own business. There are lots of great examples in this issue. You tell us you love learning from other retailers, so we've gone to some very different stores for inspiration.

Budgens retailer David Knight shares how he grew his weekly turnover by £3,000 by adding new gourmet lines and a meal deal to his food to go offer. Meanwhile, news specialist Nainesh Shah shows how to make your store a destination for news and magazines and build a business around these categories.

The number of UK vegans has tripled in the past decade and veganism is being heavily touted to be the next big trend. So, this week's What's New comes from the Vegan Life show, featuring 11 new products for your store.

However, it is vital to check an idea or area of innovation is right for your business before investing your time and money in a new project. For this week's special report, RN investigates the 11 questions you should consider before adapting, innovating or expanding your business.

It includes ideas for experts to partner with and tips for getting staff, customer and local stakeholder buy-in to make your project a success. It also features four case studies for how completely different businesses - from a local newsagent to a c-store-cum-takeaway - are innovating for the future.

What are you developing in your own store? Try this model to help shape your own plans. And let us know how you get on so we can share the results with our readers.

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**'For my money, plain packs will help in the fight against the illicit trade'**  
Doug Love from Trading Standards  
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# BREAKING NEWS

## BAT takes over rival to top list

British American Tobacco (BAT) has become the biggest listed tobacco firm following its \$49.4bn (£40bn) deal to take over US rival Reynolds.

BAT will acquire the remaining 57.8% of Reynolds it does not already own, which will see the uniting of big name brands including Lucky Strike, Rothmans, Dunhill and Camel cigarettes.

Nicandro Durante, BAT's chief executive, said: "It will create a stronger, global tobacco and new generation products business with direct access for our products across the most attractive markets in the world."

## Trinity in N&S talks

Trinity Mirror has confirmed it is in talks with Northern & Shell about a potential tie-up deal.

The two companies held talks about a possible deal two years ago, which came to nothing.

In a statement, Daily Mirror publisher Trinity Mirror said it is "at an early stage of discussions towards taking a minority interest in a new company comprising certain Northern & Shell's assets".

"No offer has been made and there is no certainty that any agreement will be reached," it added.

## Agreement on plastic

Leading brands including Coca-Cola and Unilever have reportedly agreed to ensure the plastic they use is easily recyclable, reusable or compostable.

The brands aim to raise the amount of plastic packaging that is recycled from the current 14% to 70% by 2025.



**Businesses 'taken to the brink' by roadworks** Retailer's £55,000 loss since November

# NFRN campaigns to win roadworks compensation

by Gurpreet Samrai

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The NFRN has pledged to fight for compensation for retailers losing thousands of pounds in sales due to disruption caused by "never ending" roadworks.

It will launch a campaign calling for a change in policy at its parliamentary reception on 21 February, after gaining the support of 12 MPs.

The federation told RN the process for claiming compensation from utility companies can be very complicated with retailers "whose businesses can be taken to the brink" often asked to fill in hundreds of pages. NFRN chief executive Paul Baxter said the federation had recently helped two retailers whose businesses suffered losses get compensation.

"By ensuring that proper

levels of compensation are provided to those affected, utility companies and highways authorities will focus on getting any work completed more quickly. All too often roads and pavements are dug up weeks before any work actually begins," he said.

"We will be calling for a change in policy to ensure local businesses directly impacted by road or utility maintenance get a proportionate business rate refund or are adequately compensated by utilities or county councils, depending on the nature of the works."

The news comes as Spar retailer Kevin Hunt told RN ongoing roadworks blocking off a main route to one of his stores in Euxton, Lancashire, has cost the business more than £55,000 in sales since the roadworks began in November.

He says the works were



**Kevin Hunt (inset) has lost £55,000 in takings since roadworks near his store started in November**

due to finish on 23 December but have overrun, with the road now expected to remain closed until the end of the month.

"We've lost £5,000 a week in sales. If it ends up going on for another three weeks we will be £70,000

down," he said.

"If the contractors were made to compensate, they probably would have done the entire works in three weeks, but because there's no penalties, there's no incentive to open any quicker."

## PM's Brexit plans don't calm retailer nerves

Retailers are set for further uncertainty and likely price hikes after Theresa May's announcement that Britain will leave the single market on Tuesday.

Ibrahim Yucesoy, from Dimark Garden Foods, which imports products from Europe, told RN this is a worrying time for the industry. He believes it is

unlikely the prime minister will secure a deal with terms as strong or as good as the UK currently enjoys.

"Our retailers are already in panic mode. It's likely they're going to see their sales drop because none of us can absorb the extra costs," he said.

Meanwhile, Chuka Umma, shadow business

secretary, said: "With 28% of goods on high street shelves coming from the EU it is vital, for both small retailers and consumers, the UK avoids tariffs or trade barriers which would lead to price increases."

The prime minister said the government will "pursue a bold and ambi-

tious Free Trade Agreement" which will undergo a parliamentary vote on terms.

"I want Britain to be able to negotiate its own trade agreements," said Mrs May.

"But I also want tariff-free trade with Europe and cross-border trade to be as frictionless as possible."

Continuing to absorb Brexit costs would be 'financial suicide' Retailers express concerns

# Indies say 20% price hikes needed to meet Brexit cost

by Dave Songer

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Independent retailers have warned that stores absorbing price rises is no longer an option, with hikes of up to 20% set to be passed on to shoppers.

After months of taking the hit on dozens of price increases in the wake of the Brexit vote, retailers told RN it would be "financial suicide" to continue to absorb the extra cost.

It comes as the Office of National Statistics an-

nounced this week inflation rose by 0.4% to 1.6% in the six months leading to December, its highest in two years.

Abdul Arain, of Al-Amin Stores in Cambridge, told RN he would be forced to raise prices by 18% to maintain margins.

"It's real-time inflation on food prices," he said. "Shoppers understand why we have to do it, but I think the extent of the price rises is shocking."

Eugene Diamond, of Diamond Newsagents

in Ballymena, Northern Ireland, said he had been absorbing higher prices, especially in the case of soft drinks, to compete with larger stores.

"I'm selling drinks with RRP of £1.19 for £1," he said.

He added chocolate bar prices will rise to an 80p-high soon, due to wholesale prices going up by 9p.

Manjit Samra, of Samra Supermarket in Smethwick, which specialises in fresh groceries, said the most pronounced increase

was for fruit. "After Brexit, prices of soft fruit leapt up almost overnight by 15% to 20%," he said.

He added he is trying "to cushion the price", but some increases will now have to be passed on.

Meanwhile, James Wilkinson, of Pybus Newsagents in Boroughbridge, said he was worried about what will happen over the next few months. "Wholesalers are still using stock from Christmas, so prices are likely to rise before Easter," he said.

## Imperial joins NFRN for illicit trade fight

Imperial Tobacco has joined forces with the NFRN as it intensifies its crackdown on the illicit tobacco market.

Fifty thousand 'Suspect it? Report it!' campaign packs are set to be distributed to retailers across the UK this month.

Since its launch in 2015, Imperial's anti-illicit trade team has assisted in approximately 1,500 seizures across 239 towns and cities in the UK, and has logged close to 1,000 intelligence leads to share with police.

Peter Nelson, anti-illicit manager at Imperial Tobacco, said: "With the transition to standardised packaging in May fast approaching, it is likely that tobacco manufacturers, enforcement bodies and retailers alike will have to contend with an increased threat so the information packs come at a crucial time."

## Petrol station sales up

Sales of petrol stations hit a post-recession record in 2016 which was mainly driven by independent retailers, according to commercial agent Christie & Co.

The company's retail managing director Steve Rodell said: "The oil companies are now turning to the independent dealer sector for growth in their supply arrangements."

The report states first-time business property buyers want to enter the market and existing operators are eager to acquire more sites. Banks are also keen to lend to buyers in the sector, and the high demand and a lack of quality sites mean prices are being pushed up.



## Food to go retailers' sales are soaring

A quality in-store experience can increase food to go sales by up to 50%, retailers have told RN.

Jag Aytain, of The Rural Hub (main image and bottom left) - a Post Office & Costcutter store - in South Derbyshire, who introduced indoor and outdoor seating last year said he saw food to go and coffee sales double

"almost straight away".

"We're in a rural location so we have benches outside and we profit from walkers in the warmer months, but seating would help sales for stores in town centres as well - while they're sitting in your store they're likely to see something else they want to buy," he said.

Jasdev Jatana (above, top

left), who runs a Family Shopper with a Subway in March, Peterborough, said his Subway sales account for 15% of his turnover. "It works hand-in-hand because customers spend money in the store when they come in for a Subway and vice versa," he said.

Market research group NPJ told RN it has found a

number of convenience stores are "missing out on a very strong consumer trend" by not investing more in the in-store experience. It comes as Him! research found 49% of shoppers would be more likely to purchase from a convenience store with an area to sit down and eat and drink in.

● 11 questions to ask when developing your store, p24

# STORE LOOKBOOK



Nainesh offers a range of 3,500 magazines, and works with a printer to supply international newspapers daily



## Retailer to the stars

Nainesh Shah has earned the loyalty of locals and visitors to London's exclusive Belgravia, by providing unique specialist ranges and excellent customer service. **Chris Rolfe** reports

**E**very good retailer tailors their store to their location, but what does that mean when you serve some of London's most exclusive businesses and affluent people, such as Meryl Streep, Dustin Hoffman and Sylvester Stallone.

For Nainesh Shah, whose 600sq ft Mayhew Newsagent store caters to A-list celebrities, five-star hotels, embassies, private airlines and affluent locals, it means offering a range of 3,500 magazines, international newspapers, stationery and brilliant customer service.

"There aren't many shops like mine these days, so when customers see my papers and magazines they're excited," says Nainesh, whose magazines, including bestsellers and £94 niche titles make up 68% of his business. "Meryl Streep came in the other day and stood staring at my magazines - I don't think she'd seen so many before. She spent a long time browsing and bought a handful."

Nainesh works with a company which prints more than 3,000 international newspapers the day they come out, that sell for up to £13 a copy. He has built a reputation for supplying whichever titles his customers need.

"We've got a lot of exclusive hotels nearby and know the concierges, so when people want unusual things they ring us," Nainesh explains. "We also supply special-

ist airline companies and look after Saudi and Dubai offices. We sell 50-60 titles daily and when staff collect them, they buy a huge selection of magazines too."

But print titles aren't the only items guests at Belgravia's exclusive hotels buy, and Nainesh has strong sales of stationery, based around their expensive tastes.

"We sell commercial stationery such as boxes and bubble wrap. If a guest has been shopping at Harrods and the hotel needs to ship it they buy packaging from us," says Nainesh. "That's around 28% of my business and the margins are great."

Nainesh also serves local residents and builders, and has likewise won their custom with his range, services and by keeping his tobacco, drinks and confectionery prices low. As a result, his loyal customers lobbied his landlord when his lease came up for renewal recently.

"They got behind us because they want to make sure we stay. Amazingly, Grosvenor Estates renewed the lease with no rent increase."

Still, Nainesh faces two challenges this year, but is confident this loyalty and local developments will help him.

An increasing number of properties have been bought by people who only live in them for a few months a year, and Nainesh is experiencing a 20% loss in trade. And he is facing a 90% business rates

**“I got the idea to get supplies of calling cards from 3R Telecom and to apply for a retailer discount card for stamps after reading RN.” NAINESH SHAH**



Nainesh's customers are so loyal that when his lease was near expiry they lobbied his landlord to renew it



**“Meryl Streep came in the other day and stood staring at my magazines – I don't think she'd seen so many before”**

**INFORMATION**

- Location**  
Mayhew News, 15 Motcomb Street, Belgravia, London SW1X 8LB
- Size**  
600sq ft
- Points of difference**  
Specialist magazines, international newspapers, business stationery
- Weekly turnover**  
£22,000



# STORE LOOKBOOK



Nainesh shows off one of his specialist titles that make his store stand out – a motoring magazine that costs £94



hike which will take his bill from £22,000 to £40,000. But plans to develop the streets around the shop should bring in extra sales.

“They want to pedestrianise the street outside and create a seating area behind the store. If people come here for teas, coffees, breakfasts and lunches, we’ll get the extra traffic,” he says.

Nainesh plans to add a door at the back of the shop and plans a refit and new layout to showcase his newspapers, magazines, stationery and greetings cards. He is also considering extending his opening hours.

“I expect us to get very busy if these plans go ahead, so we’ll need to recruit extra staff and possibly our first manager. I’ll approach the Post Office too because there is definitely demand for it here.”

His other big goal is to get to grips with online ordering.

“I learned at the Local Shop Summit that online shopping is on the rise and I need to be a part of it. I need a website where I can link up with publishers to advertise new titles. I’m good at getting back copies of titles too so I need to advertise that. Our service makes us different – I need to let more people know about it.” ●



Want to see more of Nainesh's store? Go to [betterretailing.com/mayhew-newsagents-belgravia](http://betterretailing.com/mayhew-newsagents-belgravia)





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# SYMBOL NEWS

## Blakemore boosts RPS benefits

Retailers have got to be “in it to win it”, a Blakemore boss told RN, as he announced a further £500,000 investment in its Retail Partners Scheme (RPS).

Neil Mercer, sales director at Blakemore Trade Partners, has revealed new plans to boost the benefits available to retailers through the £1.5m incentivised scheme which encourages in-store compliance.

“We’re looking to re-launch a fruit and vegetable and flowers offer in June,” said Mr Mercer. “We’re also looking at wholesale prices and plan to invest between £250,000 and £500,000 in that over the next six to 12 months.”

Currently, 360 of the 600 retailers eligible to join the scheme have signed up and those on the previous scheme have until May to switch.

## Sales on the up-and-up for Booker

Booker Group has reported a 2.9% uplift in total sales in the 16 weeks to 30 December, while like-for-like sales were up 3.2%.

Non-tobacco sales rose by 4.8%, however tobacco sales declined by 1.3% with tobacco like-for-like sales also down 1%.

Premier has continued to grow, while Budgens and Londis are performing well, according to the wholesaler. Excluding Budgens and Londis, internet sales increased by 10% to £333m.

Charles Wilson, chief executive, said: “Booker Group continues to make good progress with like-for-like non-tobacco sales up 5.1%.”

“Our plans to focus, drive and broaden Booker Group are on track.”



**Wholesaler to roll out scheme to 400 stores in next 12 months** Retailers report sales uplift

# Core categories key for new Landmark initiative

by **Charlie Faulkner**

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Landmark Wholesale will roll out a core range category compliance scheme to up to 400 stores within the next 12 months, offering retailers category advice and incentives.

Following the launch of the project in October, core range advisors have worked with retailers to increase sales and boost profits.

Stuart Johnson, retail controller at Landmark, said: “We’ve focused on three areas – wines, pet food and boxed chocolates

– rather than taking on whole stores. Retailers are given advice on layout, planograms and they’re also given specific facts about the category.”

Stores involved with the scheme are then eligible for vouchers to spend at the depot – the more missing products they make available the more they earn.

“For example, there are 40 wines in the core range and the retailer can earn between £3 and £7 a case for any of the missing products,” said Mr Johnson.

“It’s a two-pronged approach: the incentives

work well but at the same time we’re educating our retailers.”

Waseem Shad, of Shop Smart in Cumbernauld, has seen an uplift in sales as a result of the scheme.

“We were only selling up to four different lines of boxed chocolates but we’ve been stocking up to nine as a result of the scheme and we sold the whole lot over Christmas,” he said.

“We weren’t selling any of the own label bottles of wine, but now we’re getting through around four cases a week.

“We’re benefiting from better sales and being rewarded for it as well.”

Since October, Landmark has worked with 40 retailers and hopes to reach up to 400 more over the next 12 months.

Mr Johnson also told RN the company has seen a good response to the Lifestyle Express premium fascia which was launched in autumn last year.

“We’ve had so much interest as retailers are seeing it,” he said. “It looks fresh and contemporary and retailers are really switching on to that.”

## Record Christmas sparks Parfett's expansion

Parfett's has announced plans to add 150 new fascia stores to its portfolio and boost its retail club membership by 250, following record sales over the Christmas period.

The Stockport-based wholesaler plans to grow its fascia stores to 400 and increase its retail club

membership to 2,000 this year, after it saw an 8.8% sales growth over the Christmas period – 12.5% excluding cigarettes. This included two record weeks for the company and four of its six branches enjoying record weeks individually.

Greg Suszczenia, joint managing director, said

centralising buying functions for all six branches, a customer development programme and a delivered Go Local Direct (GOLD) service launched out of the Sheffield depot which provides a 24-hour service, all contributed to its success.

“The hunger is there. We’re now giving retailers

the professionalism of a symbol group but still giving them the independence of buying at the cash and carry,” he said. “Not only are we attracting retailers from other groups but our current retailers are realising the only way to survive is to improve as well.”

# NEWS & MAGS

**Italian, French and Spanish titles popular with workers** Distributor views sales potential

## Retailers miss out by not stocking foreign papers

by Jennifer Hardwick

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Retailers who do not stock foreign newspapers could be missing out on extra sales opportunities.

Areas with a high number of foreign residents, city centres with businesses attracting regular overseas visitors and transport hubs have been identified as locations where stores could benefit from stocking international titles.

"We sell a lot of Italian, French and Spanish newspapers here because we are surrounded by restaurants where people from these places work," said Perry Thaker, of Charlotte



Street News in Fitzrovia, London.

QuickMarsh, a distributor specialising in foreign news, offers more than 100 titles, many of which are printed in the UK, with overseas publishers sending across content. This system allows for same-day distribution of daily newspapers.

Business development manager David Peach said the recent US election

generated a large uplift in sales of American titles, with similar rises expected for this year's French and German elections.

"Retailers must keep in touch with what's going on in their local area," he said, giving European football matches and large events such as the Chelsea Flower Show as examples of occasions which could generate sales.

Nainesh Shah, of

Mayhew Newsagents in Belgravia, who stocks 40 foreign titles, said sales vary throughout the year, but added that stores in more affluent areas were most likely to sell high numbers of foreign titles due to higher prices.

"If you want to sell them you need customers who can afford it," he said.

"They would sell well in London and in affluent suburbs but the titles are not cheap. We have business visitors who stay in this area who like to keep up with news from back home and we also have a lot of ambassadors here."

The most expensive title he sells is the New York Sunday Times at £12.60.

## We'll grow Immediate magazines

The new owner of Radio Times' publisher Immediate Media has pledged to invest in and grow the company's brands.

Munich-based Hubert Burda Media, which bought the company last week, told RN no disposals of Immediate's brands, which also include BBC Top Gear, CBeebies Magazine and Top of the Pops, are planned. "We plan to invest to grow the business," said spokesman Berthold Heibüchel.

"We strongly believe that the management in place at Immediate is exceptional and we therefore do not have any intentions of interfering with their work. We will, however, make any resources and experience in our group available to support the growth path of our investment."



## Huge TV launch for Zomlings 5

Magic Box is promising one of the biggest toy TV advertising campaigns in the first quarter of 2017 to support the launch of Series 5 of collectable Zomlings. The manufacturer says sales have grown with each new series, with the latest collection set to introduce more than 100 new characters. Zomlings is distributed by Seymour and will go on sale on 1 February.

## Mindful success

The first issue of new partwork Enhancing Your Mind Body Spirit has "smashed" its sales targets and outsold its nearest competition by more than 17,000 copies, according to publisher De Agostini.

"It has been a very good start to the year for all partworks with a wide range of products for newsgagents to choose from," said De Agostini's UK circulation manager John Read.

The issue went on sale on 30 December and will remain on shelves until 27 January. The second issue went on sale on 18 January.



## Colouring titles sell well but launches slump

Adult colouring-in magazines are still selling well despite a slump in launches, according to publishers and distributors.

Estimated figures from Marketforce show the number of titles available fell from 20 in January 2016 to 14 in September 2016, but sales remained relatively stable within the nine-month period

with the highest sales figures of 169,122 copies achieved in January and 162,180 in March.

The figures show sales of Hachette titles Art Therapy Collection and Disney Art Therapy Collection hit 34,343 copies in January before falling slightly, but remained stable between April and September.

Meanwhile, Bromleigh House's Relax with Art sold an average of 26,600 copies per month in 2016 with sales stable throughout the year, except for Christmas and summer highs, compared to a monthly average of 34,720 copies in 2015.

"The market reached a peak by the end of 2015, but we have seen stable

sales since Easter last year," said Richard Cowie, a circulation consultant for Bromleigh House.

Anne Guillot, subscriptions marketing executive for GMC, which publishes Zen Colouring magazine, added: "Although the number of colouring titles has diminished, there is still a big demand for the market leaders."

# PRODUCT TRENDS

## Two new Wrigley variants

Wrigley has launched two new variants into its sugar confectionery range.

Skittles Fruits & Sours and Starburst Very Berry are available now after trials in Booker during December, in single, hanging bag and pricemarked formats.

Skittles Fruits & Sours is a limited edition that combines the most popular flavours from its Fruits and Sours bags, while Starburst Very Berry is a permanent line comprising cranberry, blueberry, raspberry and strawberry flavours.

“We know consumers like to try new products,” said Polly Garland, communications manager at Wrigley.

Skittles will be supported by a 26-week TV ad campaign and digital advertising. PoS material will be available for retailers.



## Gin sales are a tonic

The popularity of gin shows no sign of decline, as sales of the spirit hit £136m in the 12 weeks leading up to Christmas, according to data analytics company IRI.

Sales were 18.3% up on the previous year and led to gin becoming the strongest contributor in the beers, wines and spirits category.

Sales of tonic water also experienced a large rise, with brand Fever Tree seeing a 77% increase in sales in 2016. “Gin is the spirit of choice right now and we don’t see this changing any time soon,” said Martin Wood, head of strategic insight, retail, at IRI.



## Rise of the flexitarian as more give meat a miss

by **Dave Songer**

dave.songer@newtrade.co.uk

More shoppers are cutting meat from their diets, according to new figures, which show the number of vegetarians soared by 183,000 in 2016.

Sales of turkey fell by 13% and pork by 10.4% in the 12 weeks to 4 December 2016, figures from Kantar Worldpanel have revealed.

Independent retailers told RN they have also noticed the change in shoppers’ buying habits.

Bethany Aston, who manages Charlbury Food & Wine in Dorset, said sales of vegetarian products have risen dramatically.

“Since I started working here three and a half years ago there has been a definite upswing. That extends to people who want to eat less meat as well because they’re doing so to benefit their health,” she said.

“We noticed a really big change since the horse meat scandal, when people stopped trusting the big manufacturers.”

Kate Mills, of Heath Stores in Paddock Wood in Kent, said vegetarian alternatives are big sellers for her food to go offer.

“Vegetarian is really important with food to go. It’s important to have options because a good range of products means I have something that’s suitable for all my customers,” she said.

Supermarkets were accused of reacting slowly to the change in shoppers’ tastes in Kantar’s report, which recommended the multiples should do

more to promote healthier options. “To capitalise on these new dietary trends, retailers must make everyday products work harder, positioning them overtly as health ingredients,” it said.

Kantar has called the new variety of consumers flexitarians, in reference to anyone who eats meat three times or less a week. Women aged 35-44 are the biggest defectors, with 9% of them qualifying as flexitarians.

● *What’s New – vegan special, p14-15.*

## Coca-Cola’s £4.5m Zero Sugar campaign

Coca-Cola has invested in a multi-million-pound advertising campaign to promote its Zero Sugar brand.

The £4.5m campaign, which includes TV, bus and digital advertising, follows last year’s £10m activity which marked the launch of the variant.

The campaign launched on Monday and features the slogan “Tastes More Like Coke”. A 20-second advert will feature on

television until the end of February.

Simon Harrison, operational marketing director at CCEP, said: “This campaign is designed to help retailers grow their sales by highlighting to consumers that Coca-Cola Zero Sugar is not only calorie-free, but delivers the iconic taste and refreshment of Coca-Cola Classic.

“This multi-million-pound investment underlines our commitment to

supporting further growth of the brand by encouraging consumers to switch to no sugar and bringing new people into the category.

“This will help retailers to build on the impressive sales of Coca-Cola Zero Sugar since its launch last summer.”

According to figures from Nielsen Total Market, the variant has become the fastest-growing top five cola brand in Great Britain.



# BRAND SNAPSHOT



## Put sales in the pink

Barefoot has added a pink Pinot Grigio to its range in a bid to boost sales in the rosé category. The 11.5% ABV wine joins recent launches Chardonnay and Californian Malbec.



## Coca-Cola adds sparkle

Coca-Cola has introduced a lightly sparkling variant to its Glacéau Smartwater range. The range is the fastest-growing water brand in the UK – with 80% year-on-year growth, according to Nielsen.



## Burts is Better For You

Burts Chips has added to its 'Better For You' range with the launch of Quinoa Crinkles in two flavours – Sweet Pepper & Chorizo and West Country Cream Cheese.



## Healthier ketchup

Heinz has made its tomato ketchup healthier by cutting the amount of sugar and salt by 50%. According to Nielsen, 53% of people have admitted to reducing their sugar intake.



## Müller, but no sugar

Müller has reformulated its Müller-light Greek Style range, maintaining its fat-free recipe but now including 0% added sugar. Available by February, it is backed by a new TV ad.



## Quorn's Olympic push

Quorn has recruited two Olympic gold-medalists for two TV ads that will run until February – hockey's Kate Richardson-Walsh, and swimmer and world record holder Adam Peaty.



## Thatchers refreshed

Thatchers is introducing two canned ciders as part of a refresh of its craft range. Leaf Twister and Barrel Roller are both branded Stan's, in honour of cider maker, Stan Thatcher.



## Maximum flavour

PepsiCo is adding Max Salt & Malt Vinegar and a limited edition Max BBQ Pulled Pork to its Walkers Max range. The 50g bags join Paprika, Flamin' Hot and Cheese & Onion.



## New eggs unveiled

Kinder has launched a promotional range of eggs for Mattel's Barbie and Warner Bros' Justice League toys. Available from February, the eggs will be backed by a £1.3m TV ad campaign.

# WHAT'S NEW

## Vegan Life Show special



### Soffle's

Soffle's pitta chips are oven roasted with olive oil until they're crunchy. Flavours include Chilli & Garlic and Spring Onion & Italian Cheese and are now available in sharing bags.

**RRP** £2.09 (165g)

**Contact** 07930 108669 / [sophie@soffles.com](mailto:sophie@soffles.com)



### Aduna Super-Cacao Powder

Compared to regular cacao, Aduna Super-Cacao contains eight-times as many flavanols, a plant-based antioxidant that helps contribute to normal blood flow.

**RRP** £14.99 (275g), £13.99 (200g), £7.99 (100g)

**Contact** 020 7100 4329 / [info@aduna.com](mailto:info@aduna.com)



### Dorset Chilli Shop

Dorset Sun is made with papaya, pineapple, carrot and scotch bonnet chillies making it ideal for the base of a pizza or as a pouring sauce.

**RRP** £4

**Contact** 07843 063023 / [www.dorsetchillishop.co.uk](http://www.dorsetchillishop.co.uk)



### FRUU Fruitilicious lip balm

FRUUUR's range of 10 lip balms are made with organic real-fruit extract. Its pomegranate stick contains pomegranate seed oil, coconut oil and is infused with aloe vera.

**RRP** £2.99 (4.3g)

**Contact** 07770 881181 / [info@fruurskin.com](mailto:info@fruurskin.com)



### Seed and Bean

Seed and Bean uses contemporary, natural flavours and blends them with pure cocoa beans. All 23 85g bars are 100% organic, ethically-sourced and handmade in England.

**RRP** £2.69, £4.29 (100% cocoa solids)

**Contact** 020 8343 5420 / [www.seedandbean.co.uk](http://www.seedandbean.co.uk)



### PERK!ER

PERK!ER Sprouted Oaty bars are made with superfoods that provide nutritious, slow release energy. They also contain 5g of protein and are rich in omega 3.

**RRP** 99p

**Contact** 07834 267571 / [sales@perkier.co.uk](mailto:sales@perkier.co.uk)

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



## Retro Corn

With five flavours including Cola Cubes and Strawberries & Cream, Retro Corn's sweet popcorn comes in two bag sizes and in a shelf-friendly carton or counter-top display.

**RRP** 89p-£1.35g (35g), £1.79-£2.00 (120g)

**Contact** 01376 617158 / greg@retrocorn.co.uk



## Good Full Stop

A six-flavour range, each Good Full Stop bar contains a blend of dates, nuts, fruit and chocolate. Flavours include Cherry & Maple, Fruit & Nut and Raspberry Fruit & Nut.

**RRP** 79p-89p (35g)

**Contact** 01884 822133 / hello@goodfullstop.com



## ChicP

To help reduce food waste, ChicP uses fruit and veg deemed unfit for supermarket sale. Its hummus is primarily made from raw ingredients.

**RRP** £2.50

**Contact** 07788 474803 / hannah@chicp.co.uk



## Clive's Pies

Buckfast Organic Bakery's Hungarian Goulash is made with fresh vegetables, soya chunks and lots of paprika. Other varieties in the range include Greek Lentil & Olive.

**RRP** from £2.79 (235g)

**Contact** 01364 642279 / sally@clivespies.co.uk



## Adonis

Available in three flavours, Brownies, Blondies and Greenies, Adonis Smart Foods' low-sugar snacks contain 1g of sugar, 2g of impact carbohydrates and are gluten-free.

**RRP** £1.99 (50g)

**Contact** 07880 095946 / hello@adonis-foods.com

## Joe Williams

The Village Shop  
 Hook Norton, Oxfordshire

“We sell frozen vegan-friendly sausages and spicy bean burgers, which complement our range of fresh tofu. I'm lucky because one of my members of staff is vegan, so I can ask them what they think of each product.”

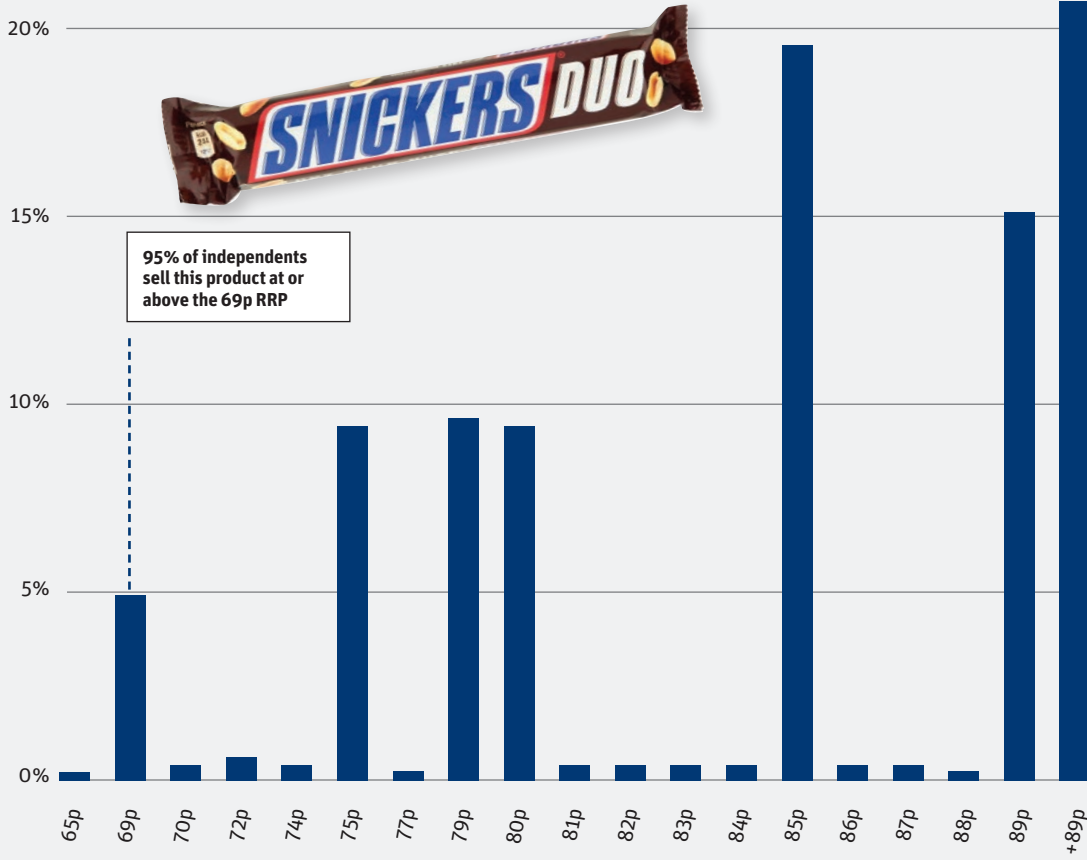


# PRICEWATCH

## Profit checker Chocolate confectionery

## Price checker

**SNICKERS DUO 83.4g** Price distribution %



| PRODUCT  |
|--|
| <b>Cadbury Twirl</b><br>43g                    |
| <b>Snickers Duo</b><br>83.4g                   |
| <b>Twix Xtra</b><br>75g                        |
| <b>Mars Duo</b><br>85g                         |
| <b>Boost Glucose</b><br>49g                    |
| <b>Kinder Bueno</b><br>43g                     |
| <b>Frys Turkish Delight</b><br>50g             |
| <b>Milky Way Magic Stars</b><br>33g            |
| <b>Kinder Bueno Milk &amp; Hazlenut</b><br>43g |
| <b>Mars Bar</b><br>51g                         |
| <b>Double Decker</b><br>55g                    |
| <b>Snickers</b><br>48g                         |

### Analysis

The fact that only 5% of retailers price Snickers Duo at Booker's 69p RRP shows how much opportunity to increase margin retailers find in chocolate confectionery.

The most popular price, 85p,

is chosen by 19.5% of retailers, although Julie Duhra in Telford is typical of the 40.9% who price between 65p and 84p to earn higher profits while maintaining their rate of sale.

Darren Craig in Londonderry prices at the second most popular price - 89p - preferring to earn a higher profit on smaller sales of individual bars while focusing on faster sellers such as multipacks and £1 blocks.

## How we drive our profit

### Julie Duhra

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

**TOP TIP**

Talking to reps is crucial to stay ahead of the game with new lines and rewards



**We aim for** a 22% margin on chocolate and price above RRP because we are the only store on the parade and are cheaper than the college nearby and Tesco. We sell Snickers Duo for 75p, which many people will view as value for money because it's cheaper than buying two single bars for 50p. Retailers need to talk to their Booker and confectionery reps - it's a crucial way to stay on top of new products and to get rewards. We got through four cases of Mini Eggs before Christmas because our rep had recommended us to start selling them early.

### Ben Dyer

**STORE** Debbens News  
**LOCATION** Waterlooville, Hampshire  
**SIZE** 1,000sq ft  
**TYPE** residential

**TOP TIP**

Try different products out, but also listen to what your customers want



**We don't have** any competition anymore, but we don't get much passing trade either and the locals know what they like, so we keep our prices pretty near RRP. If we put them any higher people wouldn't buy our chocolate. We buy from Booker and Hancocks and try to get the best prices between them. Our bestseller is £1 pricemarked Galaxy bars. We have all the variants and get through about five cases of 24 a week. When duo bars first came out they all had different prices so we decided it was easier to sell them all at 75p.



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Data supplied by



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

| AVERAGE UK RETAIL PRICE* | BOOKER RRP | RETAILER 1<br>C-STORE IN RESIDENTIAL YORK SUBURB | RETAILER 2<br>POST OFFICE IN CUMBRIAN VILLAGE | RETAILER 3<br>SMALL HIGH STREET C-STORE IN KENT COASTAL TOWN | RETAILER 4<br>C-STORE IN INDUSTRIAL AREA OF NOTTINGHAM | RETAILER 5<br>OFF-LICENCE IN RESIDENTIAL GLASGOW SUBURB | RETAILER 6<br>NEWSAGENT IN WEST LONDON |
|--------------------------|------------|--|---|--|--|---|--|
| 50p                      | 50p        | 50p  | 50p   | 50p  | 50p  | 50p   | -                                      |
| 84p                      | 69p        | 75p  | 80p   | 90p  | 90p  | 89p   | £1.10                                  |
| 83p                      | 69p        | 75p  | 79p   | 90p  | 90p  | -   | £1.10                                  |
| 83p                      | 69p        | 70p  | 85p   | 90p  | 90p  | 89p   | £1.10                                  |
| 50p                      | 65p        | 50p  | 50p   | 50p  | 50p  | 50p   | 50p                                    |
| 55p                      | 55p        | 55p  | -   | -  | 55p  | 55p   | -                                      |
| 74p                      | 69p        | -  | 70p   | 69p  | 80p  | 85p   | 80p                                    |
| 64p                      | 59p        | 59p  | 60p   | 60p  | 60p  | -   | 65p                                    |
| 75p                      | 55p        | -  | 73p   | 75p  | -  | -   | 80p                                    |
| 66p                      | 63p        | 63p  | 63p   | -  | 69p  | 69p   | 80p                                    |
| 50p                      | 50p        | 50p  | 50p   | 50p  | 50p  | 50p   | 50p                                    |
| 66p                      | 63p        | -  | -   | 75p  | -  | 69p   | 80p                                    |

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Craig Horner

Wentworth Village Shop, Rotherham



Meat pies (£2.40) from local butcher



#### Where did you discover them?

We've had them in stock for the entire 11 years we've had the shop. They're from the local butcher.

#### Who buys them?

Everyone - 22-year-olds right up to our oldest customers come into the shop for them.

#### Why are so successful?

They look nice and they are well priced if you compare what other places sell them for in the area. They're lovely and they've won national awards. We just do them as a special on Thursdays rather than offering them all week. That way, we get people coming in on a Thursday especially for them. We sell around eight dozen of the small pies, which are priced at 90p, and between 15 and 30 of the large ones, which are priced at £2.40.

## Darren Craig

**STORE** Today's Extra  
**LOCATION** Londonderry  
**SIZE** residential  
**TYPE** 1,000sq ft

#### TOP TIP

Place chocolate near tills or on the way to the checkout to keep it in site



**We sell** our individual bars at 89p because we don't have high sales of them. People tend to go for multipacks and £1 lines instead. We don't drop the price to try to sell more because we know we'll get the sales we need at that price and on other items in the category. We get through about one case a week of Snickers Duo and around four cases a week of multipacks. We are very busy anyway and chocolate tends to sell itself so we just make sure it's in our customers' line of sight so they pick it up while they're doing the rest of their shopping.

## Asmat Saleem

**STORE** Costcutter  
**LOCATION** Cocklaw Street and Blackhall Square, Fife  
**SIZE** 3,000sq ft  
**TYPE** residential

#### TOP TIP

Know your customer base, what they want to buy and which offers will appeal to them



**Our confectionery** prices are based around our profit margin - we aim for 35%. If you're hitting that it's a decent enough margin. Costcutter's RRP for the bar is 85p and as we've got competition in the area from Co-op and independents we try to keep prices reasonable. We get through a case a month of Snickers Duo because the single bars are pricemarked at 50p so they're pretty popular. When Duos are on offer for two for £1.20 we can get through two cases a week. It's really important to offer a big range which is presented well. ●

# YOUR NEWS

## Winter delivery 'is vital'

Retailers say offering elderly customers a delivery service at this time of year is vital.

It comes as the NHS warned frail residents could be at risk of running out of essential items such as food and medicine, ahead of the cold weather set to sweep across the UK over the next week.

Martin Ward, of Cowpen Lane News in Cleveland, offers his elderly customers a free delivery service.

"That's part of being in a community; they support us the rest of the year," he said.

John Parkinson, of Broadway Premier in Llandudno, told RN his store makes 15-20 deliveries a week, a service that makes around £800 a week.

Meanwhile, Owen Church offers a free-delivery service at his Post Office in Hemsby, telling customers to "give us a ring if they need anything."

## Singhbury's sign has to come down

A shopkeeper has been forced to temporarily take down his 'Singhbury's Local' shop name after Sainsbury's complained it looked too similar to its branding. Sainsbury's reportedly said it contacted the shop, which put up the orange sign last year, after its customers raised concerns.

Co-owner Inderjit Singh Nagpal said 'Singh' was his middle name, 'bury' referred to Aylesbury, where the shop is based, and the colour orange is important to Sikhs.

Mr Nagpal expects his legal representatives and Sainsbury's to reach a decision this month.



## Meryl's generous customers give charities a boost

Porthmadog retailer Meryl Williams (right) was presented a Poppy Appeal certificate by Angie Jones, who organised the area's appeal, after collecting £448.47. "Our customers are very generous and during the past few months they have also helped us to collect £1,085 for Macmillan Cancer Support, £63.30 for Wales Air Ambulance, £50 for our local playgroup and £75 for the Presbyterian Church of Wales Mission Board," said Mrs Williams.

**Gourmet products and meal deal help takings rocket** 'We've put everything in one area'

## Food to go, Go, GO! 800% sales increase for store

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

A retailer who transformed his food to go offer by adding gourmet products and a meal deal, has added nearly £3,000 a week to his turnover.

David Knight rolled out a new and improved food to go offer in his Knight's Budgens of Hassocks in September, following success in his Henfield store. Since then he has seen an 800% increase in like-for-like sales.

"We've created a dedicated area which includes sushi, bakery and Costa Coffee. We offer the full range for lunch, breakfast and hot food as well," said Mr Knight.



"We found a gourmet supplier which has meant we now offer things like sushi, premium sandwiches such as salt beef, gourmet sausages rolls and hot pies."

His food to go has been repositioned at the front of the store and he offers a meal deal where customers can purchase a sandwich, a pastry or snack and a

drink for £3.50. "Sainsbury's removed its Taste the Difference label from its meal deal at exactly the same time we launched our offer, which includes premium items, so we don't really have any competition," he said.

Prior to the transformation, Mr Knight had only offered a small Country

Choice range at the back of his store.

"We'd always thought food to go was probably not for us as we're a traditional-looking store," he said.

"When we bought the store we spent a lot of time looking at how people shop and we found when you don't have items in a condensed area, customers' shopping is very sporadic and they're less likely to purchase as many items.

"We've made it easy by putting everything in one area."

Mr Knight now intends to apply what he has learned in his Henfield store. Despite the store only recently being refitted, he plans to extend the space for food to go.

## Narrower ranges give 76% sales boost

Retailers have reported an uplift in sales of up to 76% after reducing the number of lines they sell.

Jimmy Patel, of Premier Jimmy's in Northampton, took around 400 products out of his store on the advice of Booker.

He says since the move

he has seen a 50% uplift in sales.

"We used to have one facing per item but we took out items to keep the range small on a trial basis," said Mr Patel. "I was strongly against it initially, but we saw a difference within weeks.

"We're trading better, it's easier to manage and it's easier for customers to navigate."

Sunder Sandher, of S&S One Stop in Leamington Spa, has seen his sales increase by 76% since reducing products following advice from One Stop.

"I have fewer lines, but their contribution is greater," said Mr Sandher. "I am always stocking the best performing lines across every single category, allowing me to get the maximum return on the space available to that product."

Leading retailer heralds benefits of taking on an existing team Chilled and fresh 'way ahead'

# Good team 'fundamental' to success of a new store

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

A good team is crucial to the success of a new store, a Welsh retailer who took over a 300sq ft newsagent with the intention of transferring the staff to his new convenience store has said.

Peter Robinson is opening a Londis in the centre of Pembroke Dock this week with help from six staff from the newsagent, which is just four minutes' walk away.

He told RN he only took

over the lease in October to gain the staff to ensure a smooth opening and instant success for the new store.

"I knew there was a team there who'd looked after the shop while [the retailer] had been in hospital," he said.

"It's fundamental to get a good team together. When you're opening a new large store, or indeed any store, you need to have staff who have either worked with you at other stores or are very experienced somewhere. I think that is crucial



Peter Robinson

to the success of a new store."

Mr Robinson has now given up the lease of the newsagent, but is hoping to take its customers across to his new store.

The store is Mr Robinson's fourth in Pembrokeshire, and he said its main draw for him was his desire to get a larger store in his portfolio to better showcase his chilled and fresh range.

"Chilled and fresh is the way the market's gone and if you're not doing it properly you're doomed," he said.

"People's expectations have changed a lot and it's a case of working out what your customers want."

● See Peter Robinson's Store Lookbook in RN on 10 February

## Indies in Bristol lead way on health

Independent retailers in Bristol are helping improve the city's health, as part of a campaign launched by the council.

The Sugar Smart initiative has been set up in a bid to halt obesity and bad dental health.

Tooth decay in Bristol is among the worst in the country and obesity, while in line with the rest of the country, is also a problem.

Sally Hogg, a consultant in public health for Bristol Council said independent retailers are key to the success of the two-year scheme.

"There's a big opportunity for independent retailers, and our website is up and running with lots of ideas and support," she said.

Mohsin Sajid sells a wide range of sugar-free drinks in his Star Value in Knowle, Bristol. "We've sold a lot more Coca-Cola Zero Sugar recently," he said.

## HND focus as Newport newsagent downsizes

A Newport retailer is hoping to halve the size of his store after growing his HND takings by 212.5% and suffering an 80% drop in in-store sales.

Jon Powell, of The Newsagent in Newport, has made the decision after footfall outside his store dramatically reduced, due to buses being rerouted to a new shopping centre nearby.

Mr Powell still has two years on his lease but has asked his landlord, Newport City Council, if he can either surrender it or halve his store size from 40ft to 20ft.

"It's mainly a place for people to come in and pay their bills now," he said.

## Star products get year off to a sparkling start

A Somerset retailer has boosted sales after launching two new products for 2017. Lorraine Lettley, of E J Teare Newsagents in Wellington, said a new line of LED Firefly Star jars introduced on Friday last week and greetings cards for milestone ages brought in on 1 January have both sold well, with some of the cards needing to be restocked already. "A lot of people have bought the jars for the garden ready for spring," she added.



## Rural stores 'need additional support'

Rural retailers need more support to continue to provide essential services to customers, the Association of Convenience Stores has warned.

To coincide with the launch of the association's Rural Shop Report 2017 today, it is calling on the government to help secure the future of the UK's 19,128

rural shops.

The report states more than half of rural shops operate on their own, with no other businesses close by, 22% of shop owners work more than 70 hours per week and 21% don't take holidays.

ACS chief executive James Lowman said: "Without their local store,

thousands of customers in rural areas would have no access to post office services, essential groceries and other services like bill payments."

The association's recommendations to government include a plan to ensure the government keeps its manifesto pledge to sustain 3,000 rural post offices, changes to the business rates system

so that rural petrol stations can benefit from rural business rate relief, and delivering high-speed broadband for rural stores.

Andy Blagojevitch, of Crossroad Stores in Lincolnshire, told RN he's not been able to get away for a break with his wife for five years due to not having enough support.

# YOUR REGION



## EAST MIDLANDS NFRN DISTRICT COUNCIL 10.01.2017

Tony Collins reports from the NFRN East Midlands district council meeting

### Merger would be 'a natural fit'

A merger between the East Midlands and Eastern Counties districts would be a "natural

fit" that will increase meeting attendance, NFRN chief executive Paul Baxter told members.

He was invited to address the meeting after members agreed to look at the possibility of merging.

He said: "Eastern Counties members said they were willing to talk to the East Midlands about creating a new Eastern District. The meetings may involve a bit more travelling but you will end up with more people attending. You have a boundary with Eastern Counties and I think it's a natural fit."

"I want districts to be strong, to own their patches."

Derby and Burton member Alan Smith said an alternative suggestion would be for East Midlands to merge with West Midlands to create a new Midlands District, or a more controversial decision would be to split the existing East Midlands along the path of the M1 motorway.

Leicester member Sunil Patel said they had previously held discussions with Eastern Counties, with the suggestion of having alternate meetings in each area, but nothing had come of it.

Members agreed to talk to officials from Eastern Counties with a view to merge the two districts.

Members also voted to explore the idea of amalgamating various branches.



Paul Baxter



Peterborough member John Green, in his last meeting as district



John Green

president, said there were 12 branches in East Midlands of which three had no attendees and six only had two or three people turn up to meetings. "Any realist must see the branch structure has been failing for the past few years," he said.

One suggestion was Skegness, Lincoln and Newark & Grantham branches, which have a combined total of 71



**I want districts to be strong, to own their patches**

**Paul Baxter**

NFRN chief executive

members, should merge, while Bedford, which is un-officered, could amalgamate with Northampton.

It was agreed branches would discuss the possibility of merging at their next annual meetings.

### Memorial plea for conference

The district is to submit a motion to annual conference for a memorial to be constructed at the National Memorial Arboretum in Staffordshire.

The motion reads: "This annual conference instructs the NEC

to approach the appropriate authorities at the National Memorial Arboretum with a view to erecting a memorial to all members of the NFRN who have died in service to the public and the nation." Members were told the estimated cost was £25,000 to £30,000.

Nottingham member Jack Patel said: "This would raise our profile and highlight what our members did in the war. It's also leaving something behind for 100 or 200 years."

### Racing Post falls at first hurdle

Northampton member Terry Jones raised the issue of the Racing Post not being delivered on Boxing Day.



Terry Jones

He said a fellow branch member had phoned up four times the previous day to ensure it would be delivered.

"He was assured he would get them so he broke into his Christmas holidays, but still didn't get them," he said.

"He phoned them a couple of days later and said he was going to knock £50 off his account and, so far, hasn't had any repercussion to that action."

### Skype link with Durham office

Members enjoyed a Skype session with the federation's Durham office. A link was established between the district and head of member services Theresa Neale in her office, during which members raised issues around email notification of branch meetings using the new Call-Pro system.

### Your say

How were your Christmas sales? Did you do anything special in-store and how did it compare to other years?



Christmas week was busy but sales were static. The trend is people are going to the big stores. Gone are those days when I used to sell 60 to 70 turkeys over Christmas. My bestsellers were beers, wines and spirits because we put special offers on.

**Deepak Tanna**

Francis Street News, Leicester



My sales were very low this year. Christmas Eve was the same as last year, but we lost out on the other days, either because of the way Christmas fell or because other retailers were open till late. Even alcohol was poor because of the big supermarkets.

**Jimmy Patel**

Jimmy's Store, Northampton



It wasn't as good as previous years. Christmas just didn't seem to take off. We went into Derby over Christmas and it was dead. People weren't out shopping. The only thing we did well on was Chocolate Orange which was on promotion. We sold most of them.

**Alan Smith**

Smith's News, Mickleover, Derby

# ADVICE CENTRE



## How to run a successful job interview

Getting the right people into your business is essential for its success, so getting the right interview processes in place is vital. Ramesh Shingadia explains how he does it

The cost of employing staff will rise further in 2017 thanks to increases in the National Living Wage and the introduction of pensions auto-enrolment. It is therefore more important than ever to make sure that every new member of your team is the right person for the job.

"Getting the right candidate who ticks all the boxes, is accountable

and responsible is absolute gold dust," says Ramesh Shingadia, whose business has achieved Investors in People status.

"Recruitment is very costly but having the right staff really takes the pressure off you as a retailer," he says. Last week Ramesh was interviewing for his latest new team member and here, he explains how retailers can get the interview process right. ●

1

### Ask for CVs – you'll need them

"We use Job Centres as well as the web to advertise for jobs and always ask for CVs," says Ramesh. This provides a quick and easy way to identify those candidates which he may want to bring in and provides the basis, later on, of any formal interviews. Because interviews take time, an initial read through means Ramesh only meets candidates of the right standard.

2

### Organise telephone interviews

As the CVs start coming through, Ramesh organises short informal telephone conversations which further helps screen candidates. The subject of these conversations are kept general, outlining details about the role and why the person is interested in it – yet this tells Ramesh a lot. "It helps tell us a lot about their attitude, their behaviour and how articulate they are," he says.

3

### Arrange a first interview

Once Ramesh has spoken to a promising candidate, he will invite them in for a more formal interview. This is where the CV also comes in useful: "Here we will go through their CV talking about where they live, their relevant experiences, what they think their strengths are and what they find difficult," he says.

4

### Get a second opinion

During the second interview Ramesh will introduce a candidate to his store manager – who helps conduct the interview – and further discusses the role available. It also means he can get a second opinion. "We will give them a number of scenarios – dealing with difficult customers," for example. "It provides an opportunity to understand more about the way they think," he says.

5

### Arrange a "road test"

Ramesh then organises two test shifts before any contract is signed. "We will get them in for a one hour shift to show them through the departments and then half a shift where they will shadow a member of staff, working on the tills or running a counter. The member of staff has a training manual but will also feedback about their attitude," Ramesh says.

If you've had a great idea for your business or would like advice from other retailers to get started contact Chris Rolfe at [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)

# YOUR VIEWS

## ■ I have heard nothing from Smiths News

Thank you for printing my letter (RN, 13 January), but I feel I have to make a few additional comments.

Nobody from Smiths News has contacted me. If someone rang while I was out they must not have said who they were, because if they had they would have been given my mobile phone number.

With regard to Smiths' response to my letter, I was not complaining about the papers getting into the depot late because of the need to get football coverage in the papers - if that was the case I would expect the delivery to be late and not a lot can be done about that.

My complaint was that the driver had to make two journeys when surely some arrangement could have been made to at least meet halfway to save time.

## NO HELP FROM CAMELOT AFTER BURGLARY



Our Premier store in Biddulph, Staffordshire, was burgled on 20 September last year.

Among items stolen was an eight scratchcard unit dispenser containing £845 of scratchcards. On the morning of the burglary I spent 18 minutes on Camelot's premium rate phone line reporting the cards and unit's theft.

In late October, a Camelot engineer turned up unannounced with a huge replacement unit. He left almost immediately after seeing the base of the stolen unit, which was still attached to the counter.

Despite numerous emails there has been no contact from Camelot. No rep has visited us. No scratchcards have been sent. Our Camelot sales have reduced drastically. Our customers have been left without scratchcards. We estimate we have lost £1,200 in com-

mission. Is this service acceptable?

Camelot, please take note. Our Booker depot manager and RDM from Stoke turned up at the store on the morning of the burglary to see if they could help, or if we needed a delivery to replace stolen goods. That's service.

Thanks, Gary and Sarah and Staffordshire Police who allowed me to collect our stolen unit from Stoke Police Station.

The photo (left) shows the modified unit back on the shop counter with the only scratchcards I could activate after four months without them. I wonder when Camelot will notice.

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

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

It's a long way from Hereford to Gloucester.

I cannot comment on the van at Asda.

All I know is I was short of papers on Saturday

and Monday.

I look forward to hearing from Smiths News.

**Lynda Jones**  
CR News,  
Hereford

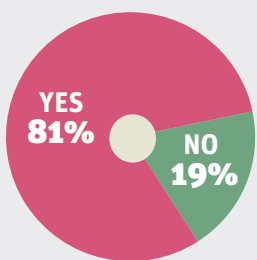
### A spokesman for Smiths News this week said:

*"Lynda Jones will be contacted directly to discuss and resolve the concerns she has raised."*

## ■ Thing again about Queen's party, Blanche

I always enjoy reading

### RN READER POLL



**Would having one point of contact encourage you to stock more local produce?**

#### NEXT WEEK'S QUESTION

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

**b** **Vote now**

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

## YOUR SAY What processes do you have in place to reduce food waste?

### Vic Grewal

Simply Fresh,  
Thames Ditton,  
Surrey  
I used to have a larger store with a deli and when food got within two days of its sell-by date we would cook it up. That meant not only were we not losing money on the waste, but we were actually making money. Now I have a smaller store and we don't have a massive amount of waste, but some customers come and take the bread at the end of the day to feed to the ducks.

### David Lewis

Spar Crescent Stores,  
Witney,  
Oxfordshire  
I pay for a collection which comes every week and they take the waste away to

convert it into energy. We can just put it all in the one bin and they take it all, so that makes it easy and means I don't need to worry about it. We have used the service for about five or six years and it's just nice and straightforward.

### Julie Atkinson

Hollins Green Community Shop,  
Warrington,  
Cheshire  
We are fortunate that we don't get a lot of waste, it's normally just a few fruits and vegetables which we throw away. We have toyed with the idea of food

banks, but what we have doesn't warrant it. It's about making sure you keep an eye on anything coming to the end of its life. We always reduce things heavily which are within two days of their sell-by date and we normally manage to sell it.

**Vic Grewal says his customers like to take his waste bread at the end of the day to feed the local ducks**





Blanche Fairbrother's "Around with the Roundsman" column in every other issue of RN, and find her hard work and dedication an inspiration.

What a shame she has decided not to go to the Queen's garden party - she is exactly the right sort of person who deserves recognition.

I wish Blanche a happy new year, and urge her to think again about the invitation.

Her customers would be delighted if they knew she

was having a day off for something so appropriate.

**Steve Parfett**  
Chairman, AG Parfett & Son

**100 YEARS AGO**

**20 January 1917**  
Stranraer residents are not in good spirits after discovering they will face a weekly 1p charge for delivery of their daily papers. One angry customer expressed the opinion: "I am of the opinion that this tax is purely a policy of 'grab'".

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



I read Jim Mitchell's letter (RN, 20 December 2016) with interest about the state of some of Menzies' tote boxes. I can tell him Smiths News is not a lot different. I've had them with holes in, broken lids and missing window displays, but the box I had on Tuesday 27 December was just mind boggling. I took the magazines out and underneath them I found other people's delivery notes, some advertising rubbish and a pile of what I call "flat peas" or mange tout to everyone else. I thought Smiths News was moving into the greengrocery trade. Anyway, I left it as I found it and sent it back the next day asking my driver to put in a complaint about it.

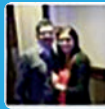
It hasn't taken long for the papers to fall back to running late. On Thursday 5 January, there was no sign of them at 4.30am, and come Saturday the Telegraph was back to its awful weight again. Don't you wish it could be Christmas every week?

It has turned very cold and frosty. There has been black ice and even though the gritters had been out on the main roads the lanes were decidedly rough. Something came to a sudden halt on Eccleshall Road when it collided with a telegraph pole breaking the pole in two pieces and pulling the phone wires down, leaving a few people without a landline for a day or so. I would think that whatever hit it must have a few large dents too.

I can't remember a time recently where so many people on my round have been struck down with either a very nasty chest infection which takes ages to clear up or a particularly nasty vomiting bug. In fact, a few of them have had both so maybe it's a good job the frost is here, it may just kill a few germs we hope.

## Your social comments this week

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



**AmitP @AmitP327**

Thanks to [@MenziesDistLtd](https://www.facebook.com/MenziesDistLtd) two customers have cancelled counter save papers due to late deliveries



**Are you missing out on the niche product boom?**

**Artisan Food Club @ArtisanFoodClub**

Thank you [@ThisisRN](https://twitter.com/ThisisRN) :-)) and [@ButchandProv](https://twitter.com/ButchandProv) [@EAT\\_17](https://twitter.com/EAT_17) [@DugardDaughters](https://twitter.com/DugardDaughters) [@GiuseppeDeriuIT](https://twitter.com/GiuseppeDeriuIT) working with the food club is only 12 invoice a year PRT



**Pikes in Porthmadog collected £448.47 for the Poppy Appeal**

**Mark Biscoe @biscoe\_m**

[@meryl\\_pike](https://twitter.com/meryl_pike) What an absolutely stunning effort. [#welldone](https://twitter.com/welldone)



**Jatinder Sahota @TindaSahota**

Incident in store yesterday, just proves how close knit our community is & spirt! Inside few hrs post reach 8000+, full name of thief inboxed.



**Andrew Howell @LOMASNEWS**

Mini-MeGift packs are now a permanent line. Choose from our popular choices or make up your own 3 jar gift packs of Lollipop loveliness :)



**Nisa Midlands @NisaMidlands**

[@betterRetailing](https://twitter.com/betterRetailing) 4 attacks on Nisa stores in Midlands in last 2 weeks shows a growing problem. Support needed from [@WMPolice](https://twitter.com/WMPolice) 4 all retailers



**BAT Press Office @BATPress**

We believe combination with [#ReynoldsAmerican](https://twitter.com/ReynoldsAmerican) will create a stronger, global tobacco and next-gen products business



**Adnan Kajibu @Adnan\_NewsUK**

Monday blues are no more with these fantastic solutions. Get in touch for your very own [#ownthemorning](https://twitter.com/ownthemorning)



# HOW TO CHANGE

## A blueprint for adapting

Every week RN is full of ideas for new exciting ways to boost sales and attract customers, but how can you ensure you make the right changes and introduce them properly? **Tom Gockelen-Kozłowski** spoke to four retailers who have done just that to explore 11 essential questions to ask before innovating your store

**G**one are the days of the family cat sitting on the counter of the local newsagent."

That comment to RN, made last month by Kevin Threlfall, One-Stop founder and multi-millionaire businessman, points to the challenge retailers up and down the country face when trying to meet the needs of modern shoppers.

From the introduction of pizza ovens, licensed bars and tobacco rooms or services such as Just Eat, HND and parcel collection, businesses are on the hunt for innovative ways to boost turnover and gain custom from today's customers.

Yet, while there is much discussion about the eye-catching end results these changes can bring, the

biggest challenge for many retailers is the process of adapting their business model itself.

How do you ensure you're making the right decision for your business? How do you engage staff along the journey and ensure you and they have the skills and knowledge to make the changes you introduce a success?

We've spoken to businesses that have undergone substantial changes and experts who help stores like theirs to do it.

The answers provide a blueprint for adapting your business.



Dan Cock's store will become a venue for local events



Franck and Joanna's store has become a popular lunchtime spot for school children





## HOW I'M CHANGING...

### Dan Cock

Premier Whitstone  
Village Stores,  
Whitstone, Devon



#### The loungebar

Over the past 10 years, Dan Cock has adapted his business to provide a lifeline to his remote Devon community, and 2017 will see the biggest step towards fulfilling its needs yet.

"Our retail business has grown every single year for 10 years but we are getting to the point where things are a bit tired – there's only so many times you can remerchandise," he says.

Growth was slowing, he explains, so last year he made the decision to

radically alter his business model, expanding his store to include a bar and restaurant area.

"We have already had people asking if they could hold meetings here, with the facilities we will have. That's before we even start to think about laying on our own events, whether it's a New Year's Eve Party or Valentine's night," Dan says.

The rebuild and extension is underway and the expanded store is due to open on Easter weekend.

### Franck and Joanna Casonato

Giacopazzi's,  
Kinross



#### The local takeaway

The Casonato family have operated stores in Scotland for more than 100 years. Last year, they opened a new site with a difference: a full-size, Italian-made pizza oven that has turned a great convenience store into an authentic local takeaway.

With schools nearby, there is a ready market for this service. "We have 200 or 300 school children in, so we bake a lot of pizza just before they arrive," says Franck.

Both he and Joanna, who own and run the business,

took themselves over to Italy to learn the art of pizza making, ensuring the product is of the highest standard. Alongside freshly-made sandwiches, coffee and snacks such as meat pies and sausage rolls the development has enabled the business to make up to £500 per day from food to go.



### Hitesh Pandya

Toni's News,  
Ramsgate, Kent



#### The HND operator

Kent newsagent Hitesh Pandya is another retailer who realised he needed new revenue streams in his business to counteract decline and challenges within core categories such as news and tobacco. Yet, unlike many stores, convenience wasn't an option.

"I have tried convenience before but it doesn't work for me – I have an Iceland store across the road and it wouldn't make sense to open from 5am to 10pm for

the trade that's available," he says.

Hitesh's move was one newsagents are increasingly being encouraged to take: HND. Hitesh began offering the service two years ago, when a local newsagent lost their bill. He has since doubled his turnover on news to £2,000 per week. "By 6.30am I've sold 200 newspapers," he says.

"I have to say it's the best thing we ever did and I wish we'd done it years ago."

### Keith Fernie

David's Kitchen,  
Glenrothes



#### The food to go specialist

In 2012, David Sands sold his chain of independent stores to the Co-op. Within two years he was back, however, operating David's Kitchen, a store concept that focused on fresh and food to go.

Managed by Keith Fernie, the Glenrothes branch provides fresh breakfast, lunch and dinner options to customers. "People like it when they see products made in the area – it all comes back to that idea of

quality," he says.

Additionally the store is part of Nisa and offers a full convenience range.

David's Kitchen may have been ahead of the curve, but Keith's attitude mirrors other retailers who are looking to boost their profitability. "We constantly try to create new revenues," he says. "We are always coming up with different meal ideas for food to go and looking at what else we can offer."

# HOW TO CHANGE

## WHAT LOCAL NEED ARE YOU LOOKING TO MEET?

Whitstone, in Devon, has neither a pub or a restaurant and a local church and schools provide the only meeting place for residents. Dan Cock is therefore confident a refurbished business with a restaurant and bar are will offer a lot to his community.

"If any house goes on the market in the village the first paragraph will be 'village benefits from great school and shop'. We think we're going to add value to people's properties. It will make Whitstone a more desirable place to live, a more desirable place to stop," he says.

The opportunity to provide a community with a whole raft of new services and amenities may be

rare, but Hitesh Pandya's emergence as an HND retailer similarly came because of events outside his own business.

"It was by luck that I got the rounds, because a local newsagent got his supply stopped and he was a big HND retailer," he says. "We had two good shops in the area, one on each side of town. Then one of the owners sold up and the new owner lost his papers and it fell into my lap."

Franck and Joanna Casonato, meanwhile, knew that hundreds of hungry school children passed by their store every day. The question they had to

ask themselves was: what will make these potential customers want to spend money in their store?



## HAVE YOU GOT SUPPORT FROM LOCAL STAKEHOLDERS?

"The first port of call was having a chat with our local parish council and county council," says Dan Cock. "We had positive feedback, so after that we employed a designer and an architect."

Getting the backing of local stakeholders is vital, according to James Lowman, chief executive of the Association of Convenience Stores. "Local politicians are gaining increasingly more power," he says.

The organisation provides guidance on how best to engage with them, but says forging links is now essential "both from a regulatory point of view and also to send a clear message that their store is an important part of the local community".

The backing of local stakeholders is particularly important when alcohol licences are involved - whether that's for on-trade consumption like in Dan's development or a more traditional off-trade licence.

According to Mike Nickson, director of training and licensing consultancy Inn Confidence, local politicians not only give permission for licences but also determine the terms.

"Typical conditions will include things like Challenge 25 policies, till prompts for age-restricted products, refusals records and, always, staff training," he says.

Yet, understanding that local ties were vital to getting his project off the ground, Dan went further, requesting pre-application planning advice - something he believes made the process more efficient.

Keith Fernie, store manager of David's Kitchen, Glenrothes continues to build links with local environmental health officers, requesting advice to ensure his hygiene standards remain high, staff are aware of their responsibilities and his customers' trust in his business remains strong.

## ARE THE RIGHT SYSTEMS IN PLACE?

Paul Adams, head of business development for Bestway's Best-one symbol group, has a warning for retailers who don't have the right systems in place when they introduce major changes to their businesses: "The store ends up running you, not you running your store."

Mr Adams has helped retailers adapt their businesses in a whole range of different ways, from simply introducing a chilled range for the first time to a full foodservice-style range of meal options. "Just putting the kit in and giving someone a manual is not the answer," he says.

"We put retailers into a period of 'hypercare' for the first six weeks after changes are made. With a retailer who has introduced a bakery offer, for example, we make sure they're happy with the ordering, how they manage wastage how they manage their bake-off times so they're maximising the opportunity, taking them through the whole journey," he says.

The importance of planning and getting systems in place early is echoed by Hitesh Pandya.

"Initially, running an HND service is

physically and mentally quite hard. The days of trying to have pieces of paper here and there are gone. You've got to be computer-literate and put the whole thing into a spreadsheet," he says.

Hitesh also has a warning: "If you make an error, you'll spend half the day running around sorting it out."



**Planning ahead: the counter**  
David's Kitchen - Glenrothes, east Scotland  
An open kitchen helps ensure high hygiene standards are maintained



## DO YOU HAVE ENOUGH MONEY?

Hitesh faced challenges adding an HND service into his business, so he knew he needed to have enough of a financial buffer to survive any early hiccups.

"You have to get your cashflow sorted – for your first month or so it will be all over the place. At least a third of your accounts will take a little longer in the first month. If you're struggling as a newsagent, you might struggle to pay off every invoice from Smiths or Menzies."

Although Hitesh says things became

"regular" after this, maintaining the financial flexibility to see out any initial problems is essential whichever new service a store embraces.

Dan Cock's investment looks likely to have cost more than £200,000 by the time the doors open on his expanded site.

"I'm project-managing everything myself and it's taking up a lot of time. It's enabling me to keep the cost down and it means I can stay close to the project," he says.



### Funding the change: expansion

Premier Whitstone Village Stores – Whitstone, Devon  
With funding from his bank, Dan was able to buy the next door unit



### Providing support: symbol groups

Companies such as Bestway are prioritising helping businesses improve

## DO YOU HAVE THE RIGHT SUPPORT?

A host of financing options are available for retailers who aren't equipped to make major investments in their businesses up front.

Symbol groups are one major source. "Best-one retailers have My Rewards points, which is a rebate based on their spend with us," says Paul Adams. "We will allow them to invest that in a chiller, for example," he says.

Yet the support available goes well beyond the financial.

"Retailers naturally try to do everything themselves but it's really good to have someone else's perspective," says Paul Adams, whose symbol group devel-

ops bespoke business plans with retailers.

Dan Cock has used a mix of his own experience and Booker's expertise to plan his development.

He has reached out to 10 years' worth of contacts. "I had a good look at my contacts book and looked back through my time in the trade. My plans draw on a culmination of all the information I've absorbed from trade shows, magazines, events," he says.

"We've also worked very closely with Booker and they've been able to draft in specialist advice where it links up with the finished product," he adds.

## ARE YOU FULLY COMMITTED?

"So many times you see half an effort where there's one sausage roll that just sits there. It's not compelling and it's not got credibility," says Paul Adams.

Credibility is an issue for all businesses. Hitesh Pandya's reputation as a well-run newsagent has been a huge benefit and trigger for attracting HND customers and early morning trade. "A lot of retailers are pulling away from early mornings so you can turn this around by having coffee machines on early in the morning and delivering papers," he says.

But when fresh food is involved the

stakes are even higher, according to Mr Adams. "Consumers' expectations about the standard of food to go is really high because of competition on the high street. You need to be of that standard all day, every day."

Fortunately, these chains and multiples set an example that others can follow. "The multiples are machines, they will have very specific training around timings for bake-off and all that stuff. We can be a bit more fleet of foot but we do need to adopt some of those disciplines they have adopted," Mr Adams says.



### Hands on approach: do it yourself

Premier Whitstone Village Stores – Whitstone, Devon  
By becoming project manager, Dan Cock ensures his standards are met



# HOW TO CHANGE

## DO YOU HAVE ENOUGH EXPERIENCE?

For Hitesh Pandya, the best way to ensure he was up to speed with HND was to experience delivering news first hand.

"I did a paper round myself on New Year's Day. I've gone around with the deliverers before, but doing it myself taught me a few lessons that help me manage paper rounds," he says.

These lessons include the location of lifts in larger - often warden-assisted - blocks and the best route between different properties, all information which can now be given to new deliverers. "It sounds basic, but until you're out there you don't know," says Hitesh.

More strategically, seeing how far some houses are apart has given him a good

idea of where he wants to focus his marketing to gain new customers - making his rounds more profitable and efficient.

Training can also be more formal. When Franck and Joanna Casonato travelled to Mantova in northern Italy for three days' intensive training in a pizza factory and pizzeria, they gained experience that stood them in good stead from the first day of operating their own pizza service. With food to go sales reaching as much as £500 per day, this investment has more than paid off.

"It started really well," Franck says. "There was the initial novelty and people wanted to try the pizza - now we're trying to build the loyalty."



### Learn on the job: the Italian way

Giacopazzi's - Kinross, east Scotland  
Franck and Joanna travelled to Italy to learn the art of pizza making

## DO YOU KNOW THE LAW?



Changing your business model can mean making your business comply with new areas of the law - and this can affect the decisions you make.

Hitesh Pandya for example cannot employ younger paper deliverers while maintaining the standards his HND customers expect. "People want their papers in early and the law says that no one under the age of 16 can come and work in your shop before 7am in the morning. Instantly that's a no-no," he says.

This has meant building a team of adult deliverers which provides the added benefit that deliverers can drive. "Most of the time these papers are not small at the weekends and most of the time these deliverers need a car or at least a trolley."

For stores embracing the trend for food service and food to go, strict food hygiene laws also apply. Keith Fernie provides on-the-job and online training for staff making fresh food and also uses an environmental health consultant to provide guidance.

"People think environmental health officers are your enemies but it's not like that. They want to keep you on the right side of the law," he says.

His store has also been designed so that the kitchens and food prep areas are visible to customers - ensuring that those buying food can see the high standards he maintains.

## ARE YOUR STAFF INVOLVED?

Whatever your plan, retailers and industry experts agree changes to businesses that are made without the support of staff are unlikely to succeed.

"It's a never-ending job," says Franck Casonato, who might have gained great experience in working in a pizzeria before opening his own takeaway, but faced the challenge of passing on what he and his wife learned to his staff.

"It's about spending time showing them what you want them to do and the standard you want them to be at," he says. Moving into food preparation means his staff are now required to meet legal food hygiene standards but the business has maximised the benefit of training by also introducing a range of freshly-made sandwiches that can be made to order.

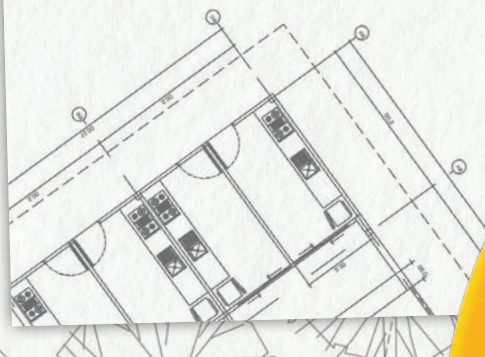
"When we built the store we made sure there was a large area for food preparation," he says. "I still think there's much more we could do with food to go."

Dan Cock is at the very beginning of

a similar journey. "I try to get my staff together for a team meeting every week so they know where they are," he says. He has also provided them with tours of the building site to see the progress first-hand.

At Bestway, Paul Adams tries to ensure a store's staff are at the heart of any business plans he works on. "We jointly engage staff and the retailer and they become a stakeholder in the changes. We can take them off-site, provide training, or put them in businesses where there's already a successful food to go operation," he says.

Back at Premier Whitstone Village Stores, Dan Cock raises another important about staffing - employees can become the best champions of any changes you make. "A lot of the staff live in the community too, so what we're doing is good for them and their families."



## IS YOUR NEW BUSINESS MODEL SUSTAINABLE?

The sheer amount of effort that making a change to a business model can mean for those who work within make it essential the benefits are both visible early on and that they are securing the long-term future of the business too.

For Hitesh Pandya, adding an HND arm to his business has secured and increased the sales of newspapers for the business as a whole. "We didn't realise how much of a positive it was for a business. By the time 6.30am has come I've sold 200 papers - that makes a lot of difference to my turnover."

Most interestingly, two years after tak-

ing over the rounds, Hitesh is confident the size of his rounds is sustainable but also has growth potential.

"I've lost some customers as a few have passed away, but we replaced them very quickly. I think this is an area of my business that can grow further."

Dan Cock is also confident about the future.

"We've been saying for a long time that our sector is changing and that is very apparent now. While it isn't necessary for everyone to go to the scale I have, I'm hoping that by doing this in one hit it will see me good for the next 10 years," he says.

“

**This is an area of my business that can grow further**



**Securing the future: the newstrade**  
Hitesh Pandya – Toni's News, Ramsgate, Kent  
Offering an HND service helps Hitesh stabilise his news and magazine sales

## HOW ARE YOU GOING TO MARKET YOUR IMPROVED BUSINESS?

"I find that if you put new food to go products out prominently in your display they tend to sell because people want to try them," says Keith Fernie.

His store's reputation for high-quality food to go means he gets a steady stream of customers at lunchtime looking for a quick and tasty meal. To keep these customers engaged with his offer, Keith ensures new and seasonal products are regularly added.

"This week we start building up to Burn's Night and we'll be offering a haggis broth and also probably bring back a haggis ready meal that was popular last year," he says.

Getting your community talking about what your offering, and vouching for your service, is invaluable.

"You've really got to get the word of mouth out," says Hitesh Pandya who covets the good reputation his HND service has developed. "If you're a good newsagent and offer a good service people will come to you," he says.



**Keeping their interest: new products**  
David's Kitchen – Glenrothes, east Scotland  
Introducing seasonal and new lines helps Keith drive extra sales

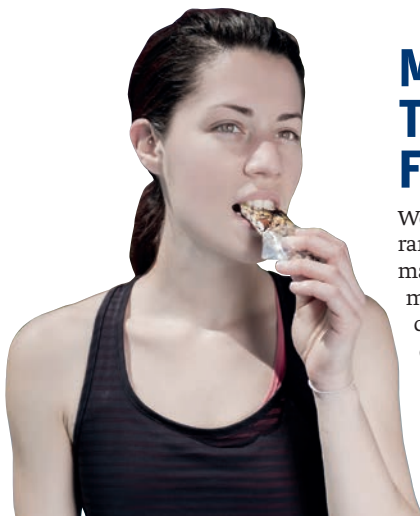
While he also promotes the service with posters and sending out leaflets, he also employs an element of old fashioned salesmanship. "Particularly on a cold day you can convince them to take a delivery - in the past three days I've got three new accounts," he says.

Symbol bosses have almost uniformly told RN that building social media skills among retailers is a major priority for 2017 and this something which businesses indicate is particularly useful when introducing new services or products to customers. "We had some success with social media over the Christmas period," says Keith Fernie. "It's something we're going to try to get better at this year." ●

# PROTEIN PRODUCTS

The protein sector has arrived and is here to stay. With the market now fully established, **Dave Songer** takes us through what retailers have learned about these products and how to sell them

## Growth is assured



### MORNING IS THE KEY TIME FOR SALES

Weetabix developed its on-the-go range specifically for the breakfast market, possibly the most important meal for the protein category. It's certainly not escaped the attention of Yoga Uppal, who makes space for it at his One Stop Mount Nod store in Coventry. "We've sold it for most of 2016 and it's been good for us. It's on for £1.40 and it gives us a margin of around 30%," he says.

### POS HELPS GROW SALES

A display that grabs shoppers' attention will play a big part in the success of a product, says James Blogg from the wholesaler Simply Heavenly, which specialises in selling niche products. "Bounce is our best-selling protein product. It comes in really colourful and eye-catching packs and the company has produced some fantastic point of sale, something we think is key to its success."

**Budgens retailer Chris Shelley was surprised how well Bounce products have sold**



### A FEW ITEMS CAN BE ENOUGH

Chris Shelley stocks only two protein-enriched products in his store, Shelley's Budgens: Weetabix On The Go and Bounce. The success of Bounce caught him by surprise and he says he would encourage others to give it a go. "At £1.50, we thought it was a bit expensive at first, but our customers have taken to it. It's also gluten-free, which is another reason it has worked well for us."



At £1.50, we thought it was a bit expensive at first, but our customers have taken to it



### ...BUT A BIGGER FOCUS CAN PAY OFF

Increasing numbers of people are choosing to bolster their diets with more protein, a change in habit that has led Yoga Uppal to look further afield for a range that will give his shop a point of difference. "There aren't many wholesalers selling what we want in terms of protein products, and we've had to have a look around. We've been in contact with smaller wholesalers, some of which have got a lot of products you don't often see in other stores."



### IT'S NOT JUST A FAD

As Mars and Snickers High Protein and Weetabix's On The Go drinks prove, major producers are taking the protein-enriched category seriously - protein can no longer be dismissed as a trend with a short life. Mars extended its protein range in 2016, with the Mars and Snickers drinks containing 19g and 18g respectively, while Warburtons Wholemeal Protein Bread is baked with wholemeal flour and pulses, giving two slices 7g of protein.

## GYM GOERS ARE STILL THE BEST CUSTOMERS

Until recently, many of the people who consumed protein-enriched products did so as part of an exercise regime for muscle repair and growth. The category has evolved and now includes products designed to be consumed at any time of the day, yet Yoga Uppal says it's important to not forget fitness enthusiasts. He stocks a product that is normally only available at the gym or online. "We began selling USN body supplements, ready to drink shake, and they're big sellers with the people who visit our store before or after the gym," he says.



**Seeds are a growing consumer trend**

## BRING PROTEIN INTO OTHER EMERGING CATEGORIES

To draw attention to his range of protein products, Yoga Uppal is planning to integrate them in a large space at the front of his new store. Siting them in among hot food products, he hopes it will encourage his customers to pick up something they didn't originally come in for. "We're looking at increasing what we offer in terms of snacking options and will be putting protein-enriched bars, such as Mars and Trek, next to our microwave," he says.



## PROTEIN OFFERS HEALTH AND VALUE FOR MONEY

Shoppers are paying increasing attention to the amount they eat, now using protein products as a handy way to stay fuller for longer - not just as part of an exercise regime. Protein bars, for example, can contain high amounts of not just protein, but fibre and, in a more recent development, seeds. "Seeds are a growing consumer trend, with Kantar showing it as a £46m category and growing 11% year on year," says Gary Coggin, channel controller at 9BAR.



## NICHE AND SPECIALIST PRODUCTS ARE THE CATEGORY'S LIFE BLOOD

It's not just well-established brands that are boosting the levels of protein in their products, there's a wealth of niche, craft products from much smaller manufacturers that use lesser-known ingredients. Products that can give retailers a real point of difference include 9BARS's Chia & Berry bar, which has 16g of protein and combines chia berries, seeds and raspberry, and CocoPro, a sports recovery drink made with coconut - likely to remain trendy in 2017 - that has 20g of protein per bottle and no added sugar.

**Convenient and on trend, protein drinks are popular with younger health conscious customers**



## MEAL DEALS HELP BOOST SALES

Protein products integrate well into shopping trips, and they're well-suited to being matched with others. It's something that's being exploited by Yoga Uppal, he sells them on a linked deal with other lunch-friendly products. "Weetabix On The Go is sold as part of a meal deal in our store; bought alone it is £1.40, but customers can add a sandwich, bag of crisps and a chocolate bar for £3."



## THE POSITIVE EFFECTS CAN BE STORE-WIDE

The fortunes of other protein-rich products can also experience a welcome boost thanks to this increase in sales of the latest protein-packed drinks, bars and breads, retailers report. Yoga Uppal says tinned and natural products have done better for him since expanding his range of protein products. "For younger gym-goers, we've also got boiled eggs and ready-to-eat options such as nuts and chocolate. We sell more cans of tuna, too," he says. ●

## CHILLED PRODUCTS ARE ESSENTIAL

The popularity of protein-enriched drinks means a good chiller has long been central to success with this category. Avtar Sidhu, owner of Sukhi's Simply Fresh in Kenilworth, chills his range and says they "won't sell" if he doesn't.

That's also the advice from head of brand at CocoPro, Nicola Matthews. "For convenience stores the product is likely to be an on-the-go purchase, especially in smaller 330ml formats, so keeping it in the fridge is essential," she says.



# COLUMNIST



Guest columnist

**Doug Love**

## Ensure you stay within the law

**New tobacco and alcohol legislation is on the horizon, but is your business ready to comply with it, and how will it combat illicit trading?**



**From April retailers must check anyone they buy wholesale alcohol from is registered**

**T**wo important legislation changes will come into force this year for independent retailers which store owners need to get prepared for now.

The first you will already be aware of – standardised packaging and minimum-size restrictions will be fully introduced by 20 May. Sales of cigarettes and hand-rolling tobacco in branded packaging or in pack sizes smaller than a minimum of 20 cigarettes and 30g of hand-rolling tobacco will be illegal. Retailers need to ensure they don't leave it too long to switch and find themselves left with unsellable stock, so it is worth addressing this as early as possible.

There has been some discussion about the effect standardised packaging will have on the illicit trade. For my money, the only effect will be positive in terms of making enforcement easier, as any branded packaging on non-duty paid products will stick out like a sore thumb. This may have the effect of improving information about dishonest traders: the public may be more likely to report it if they see branded products being sold. Most councils will brief their outdoor staff to look for anyone leaving shops opening branded packs, or to report it if there is a preponderance of branded packs on a particular estate etc.

Counterfeiters are already so expert at copying branded packaging – which the average member of the public or, indeed, the average trading standards officer will often find impossible to distinguish from the real thing – that the position will remain the same. We will still need to rely on the chemical indicator on

genuine packs and expert analysis to identify counterfeits.

The second big change will only apply to licensed businesses. From April, only businesses that are registered with HMRC will be able to wholesale alcohol. The intention is to eradicate the less honest cash and carry businesses – including those who sell illegal alcohol to innocent retailers and leave them to deal with the consequences.

Retailers will be required to check that anyone they buy wholesale alcohol from is registered and will commit an offence if they buy from anyone that is not. If you want to find out more, search for 'AWRS' and follow the link to the 'Gov.uk' page.

A consequence of the new scheme may be that more illegal booze will be distributed from vans. All staff should be aware never to take alcohol from sources like this, even if the seller comes up with a plausible story or paperwork. Indeed, such approaches should be reported to trading standards or the HMRC hotline. This not only fulfils the requirement licensees have to promote the licensing objective to prevent crime, but also protects their business by giving enforcement authorities the chance to identify the distributors and stop them from selling to competitors.

Aside from these new developments, retailers must remember the basics to make sure they comply with existing legislation. Please cover tobacco products from the sight of the public, for example. After high initial compliance, I've noticed (in Islington) more and more open displays: it's not something that I or my trading standards colleagues



**There has been some discussion about the effect standardised packaging will have on the illicit trade. For my money, the only effect will be positive**

will be itching to enforce, but we will if businesses consistently fail to comply. So, if you have a shutter that is difficult to shut, or a curtain that doesn't quite cover the whole display, or staff who habitually 'forget' to close the display, please make it a New Year's resolution to address the issue.

Finally, the perennial: avoiding underage sales. Across the country sales to trading standards volunteers – who will not intimidate, or put staff under pressure to sell – are still much higher than they reasonably should be. The main reasons, in my experience, are not intentional sales or staff not knowing the law.

Instead, they are that sellers don't allow enough margin for error when assessing age – I know 'Challenge 25' sounds too high, but please insist staff use it: they are likely to be worse at assessing age than they believe they are; and will almost certainly cut corners and shave a few years off, in any case – and they may lack confidence in challenging effectively. The latter can be overcome by encouraging them to think about how they will challenge for proof of age before they are faced with the need to and practising with them through role-play. I have often come across businesses where managers have told the staff what to do and assume – instead of checking – that they are able to do it.

Have a successful, enjoyable and legally compliant 2017.

*Doug Love has worked in Trading Standards for over 25 years and is responsible for enforcing legislation on age-restricted goods and illicit alcohol and tobacco in Islington*



# THIS WEEK IN MAGAZINES



## Round up



**Jennifer Hardwick**

Magazines reporter  
jennifer.hardwick@newtrade.co.uk

## ONE SHOTS STILL HIT THE SPOT

The sad trail of celebrity deaths in 2016 led to strong one shot sales, as tribute editions to our lost musical legends were snapped up by mourning fans. Last week's This Week in Magazines featured our first of this genre for 2017, with Classic Pop paying its respects to George Michael. But next month Anthem is celebrating a superstar who is very much still with us (assuming they don't know something I don't), as a special edition of Classic Pop catalogues the career of Madonna.

Industry figures have told me last year's sales success has certainly given confidence to publishers that launching a one shot in reaction to a momentous occasion is worthwhile, so perhaps now is also the time for them to experiment with launching them with no obvious link to recent events. Madonna has featured in headlines recently for her strong opinion on another of 2016's shockwaves - the election of Donald Trump - but other than that there aren't any impending career milestones on the horizon, apart from a film directing project.

The advantage of one shots to both retailers and publishers is clearly the higher price point, which could be as much as £11 or £12, as well as the potential to attract new readers to magazines. Of course, Anthem will be hoping there are Madonna fans out there who could become regular Classic Pop fans, but that could extend to other music magazines as well, so it's well worth taking the time to chat to one shot buyers about the rest of the range you have on offer.

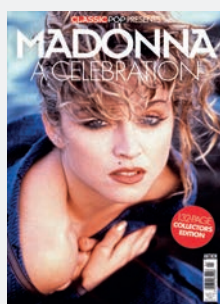
The other good news is independents are known to be particularly well-placed to take advantage of one shot success because of their flexibility with shelf space and aforementioned ability to up-sell to regular customers. So if the publishers don't need an excuse to make them, make sure there's no excuse for your customers not to buy them.

## Icon insight

# GET INTO THE GROOVE WITH MADONNA MAG

**She's been responsible for some of pop music's greatest - and often most controversial - moments. This special will be a hit with fans**

**IN THIS SPECIAL** 132-page one shot, Classic Pop turns its attention to the undisputed Queen of Pop and looks at her extraordinary career. The issue takes a detailed look at her main collaborations - with Stephen Bray, Prince, William Orbit, Stuart Price and more - and features the Classic Pop team's top 10 choice cuts from the lesser-known corners of her discography. Away from the music, the one shot also explores her sometimes controversial music videos, history of live tours and her film career as both actor and director. It also throws open the doors of her wardrobe for a detailed review of her ever-changing look.



**CLASSIC POP PRESENTS MADONNA**  
On sale 2 February  
Price £6.99  
Frequency one shot  
Distributor Marketforce  
Display with Record Collector, Mojo, Uncut

**FIFA 365**

**ADRENALYN XL**  
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# THIS WEEK IN MAGAZINES



## Bestsellers Puzzles

| Title                            | On sale date | In stock                 |
|----------------------------------|--------------|--------------------------|
| Puzzler Collection               | 08.02        | <input type="checkbox"/> |
| Take a Break's Take a Crossword  | 09.02        | <input type="checkbox"/> |
| Take a Break's Take a Puzzle     | 09.02        | <input type="checkbox"/> |
| Take a Break's Puzzle Selection  | 16.02        | <input type="checkbox"/> |
| Take a Break's Arrowwords        | 02.02        | <input type="checkbox"/> |
| Tab's Seasonal Puzzle Collection | 27.01        | <input type="checkbox"/> |
| Tab's Hide'n'Seek Wordsearch     | 16.02        | <input type="checkbox"/> |
| Tab's Wordsearches Collection    | 26.01        | <input type="checkbox"/> |
| Take a Break's Wordsearch        | 16.02        | <input type="checkbox"/> |
| Tab's Criss Cross Collection     | 26.01        | <input type="checkbox"/> |
| The Puzzler                      | 08.02        | <input type="checkbox"/> |
| Tab's Crossword Collection       | 26.01        | <input type="checkbox"/> |
| Take a Break's Codebreakers      | 09.02        | <input type="checkbox"/> |
| Puzzler Q Wordsearch             | 08.02        | <input type="checkbox"/> |
| Take a Break's Sudoku            | 02.02        | <input type="checkbox"/> |
| Tab's Picture Arrowwords         | 02.02        | <input type="checkbox"/> |
| Puzzler Wordsearch               | 08.02        | <input type="checkbox"/> |
| Puzzler Q Puzzle Compendium      | 15.02        | <input type="checkbox"/> |
| Chat Crosswords                  | 08.02        | <input type="checkbox"/> |
| Puzzler Q Kriss Kross            | 08.02        | <input type="checkbox"/> |

Data from independent stores supplied by **SmithsNews**



## MATCH ATTAX UEFA CHAMPIONS LEAGUE

The latest UEFA Champions League Match Attax collection is out now. The new card selection aims to build on the success of the Premier League edition. It contains a range of special cards which the manufacturer says will bring fans extra gameplay. The starter pack includes a collector's binder, game mat, guide and a packet of cards including a special gold limited edition player card.



**On sale out now**  
**Frequency one shot**  
**Price £4.99**  
**Distributor Topps**  
**Display with Match Attax Premier League**



**On sale 27 January**  
**Frequency weekly**  
**Cover price £2**  
**Distributor Seymour**  
**Display with The Week Junior, national newspapers**

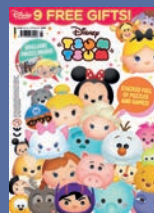


## FIRST NEWS

With Harry Potter and the Cursed Child and spin-off film Fantastic Beasts and Where to Find Them, the popularity of the boy wizard continues. For the last two years First News has run a Harry Potter special in January, both times providing the best-selling issue of the year, with the publisher reporting more than 2,000 additional copies on the average base sale. An eight-page pull-out colour guide to J.K. Rowling's magical world is included.



**On sale 26 January**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Frozen, Disney Princess, Barbie**



## DISNEY PRESENTS TSUM TSUM

This Panini title brings more than 75 Disney characters to life for young fans with puzzles, crafts and activities. Tsum Tsum means "stack stack" in Japanese, so Tsum Tsum are stackable plush toys for children to collect. This issue also comes with a free stationery set.



**On sale out now**  
**Frequency monthly**  
**Price £5.49**  
**Distributor Frontline**  
**Display with Amateur Photographer, Outdoor Photography**



## PRACTICAL PHOTOGRAPHY

From this issue Practical Photography incorporates Digital Photo. The new-look issue also includes a 52-page camera handbook. Digital Photo's Photoshop Genius section remains, but has been expanded into its own magazine. Every issue includes the Learn Photography Now disc.



**On sale out now**  
**Frequency every third week**  
**Price £2.99**  
**Distributor Comag**  
**Display with My Little Pony, Disney Princess**



## SPARKLE WORLD

Sparkle World features stories and activities based on a selection of popular characters including My Little Pony, Barbie and Shopkins. Selected copies carry an additional covermount gift of a Genie Girls collectable figurine. A total of 60,000 Genie Girls blind bags will be randomly distributed throughout the print run, in addition to a Rainbow Magic Pamper set that will be given away with all copies.

## NEW improved magazine

### on sale 19 January

☆ EXTRA PAGES

☆ EXTRA PUZZLES

☆ COVER PRICE INCREASED

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## KITAZINE

The character of choice for the first issue of Kitazine in 2017 is Bo Bunny, along with her colourful selection of bunny outfits. The magazine comes with all the instructions needed to create Bo as well as a skirt, jacket, top, dress and trousers. Readers will also be equipped with all the fabric they need and a step-by-step photographic guide on how to make each piece.

**On sale out now**  
**Frequency monthly**  
**Price £9.99**  
**Distributor Marketforce**  
**Display with Simply Sewing, The Art of Knitting, Craft & Design**



## AUTOCAR

This week's issue of Autocar comes with a free 68-page supplement charting the development of the new Nissan Micra from start to finish. Enthusiasts will be able to learn about the car's creation from the design process through to validation drives, and read exclusive interviews with the project team behind it. The rest of the issue contains the usual selection of news, reviews and opinions from the world of cars.

**On sale out now**  
**Frequency weekly**  
**Price £3.80**  
**Distributor Frontline**  
**Display with Auto Trader, Top Gear, Car magazine**



## SOFIA THE FIRST

Based on the Disney animated series of the same name, this magazine follows different adventures with Sofia each week as she learns the values she needs to be a princess. Disney says the stories will help children learn the importance of kindness, respect and honesty. There are lots of puzzles to complete as well as a memory card game to make, and more than 60 free stickers. This issue also comes with a free musical flute.

**On sale out now**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Disney Princess, Frozen, Barbie**



## HOUSE BEAUTIFUL

Helping readers keep up with the latest trends in fabrics, wallpapers, furniture and accessories, House Beautiful provides expert advice to home decorators. Real life reader homes and before-and-after room makeovers provide inspiration, aimed at covering every style and size of property. In the spirit of spring cleaning this issue comes with a free 24-page guide named Declutter, with expert tips on giving messy rooms a new look.

**On sale out now**  
**Frequency monthly**  
**Price £3.90**  
**Distributor Comag**  
**Display with Elle Decoration, Ideal Home, HomeStyle**



## ULTIMATE SPIDER-MAN

Aimed at readers aged between six and 12, each edition of this title includes new comic strip stories. In his latest adventure Spidey's reptilian foe the Lizard is back in town and the hero must try to stop his latest rampage. Puzzle pages and Spider-man fact files complete the fun inside.

**On sale 26 January**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Doctor Who Magazine, Marvel Super Heroes**

## Industry viewpoint

Group editor,  
 Practical Photography



**M**ore than a trillion photographs were taken in 2016. That's a one and 12 zeros – and more than in any year in photographic history. Thank social media, thank smartphones; whatever the reason, the fact is that this once specialist hobby has never been more popular.

To capitalise on this amazing stat, Bauer Media and Practical Photography are investing heavily to create the UK's biggest and most complete package for photo enthusiasts. How? From the March 2017 issue (on sale now), Practical Photography will incorporate Digital Photo magazine, and will offer more pages and more content than any other magazine in the market.

This is now the magazine for every photographer. Whether the focus is on inspiration, advice, editing photos or equipment reviews, there's something for everyone, and it's accessible for all levels of ability.

There will be a new 32-page section dedicated to the art of image editing. Photoshop Genius will effectively be a magazine within a magazine (and the largest section of its kind in the market), and will feature step-by-step tutorials for a wide variety of popular techniques, from basic tweaks to advanced compositing.

Practical Photography is already at the cutting edge of hands-on how-to content – every issue includes a video disc that features a 30-minute TV-style show presented by our very own experts, as well as Photoshop tutorial videos, exclusive editing presets and a camera buying ebook.

Practical Photography's cover price increases from £4.99 to £5.49 from the March 2017 issue; this will assist in driving RSV for your store.

**Top tip**  
 To support and highlight Practical Photography, please ensure you display the magazine at front of fixture and double face where possible to drive sales

NEW COLLECTABLES  
 AVAILABLE FROM



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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              | 3   | 100 | 8.99  |
| Enhancing your mind, body, spirit | 3   | 120 | 1.90  |
| Jazz at 33 and third RPM          | 27  | 70  | 14.99 |
| Simply Stylish Knitting           | 55  | 90  | 3.99  |
| Star Wars Helmet Coll'n           | 28  | 60  | 9.99  |
| Zippo Collection                  | 36  | 60  | 19.99 |
| <b>Eagle Moss</b>                 |     |     |       |
| 3D Create & Print                 | 106 | 110 | 6.99  |
| Build A Solar System              | 75  | 104 | 7.99  |
| DC Comics Graphic Novel           | 38  | 60  | 9.99  |
| Doctor Who Figurines              | 89  | 120 | 8.99  |
| Marvel Fact Files                 | 201 | 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                  | 74  | 120 | 2.99 |
| Art of Knitting                 | 105 | 90  | 2.99 |
| Art of Quilting                 | 56  | 90  | 3.99 |
| Art Therapy                     | 97  | 120 | 2.99 |
| Art Therapy 50 Mindful Patterns | 8   | 80  | 4.99 |
| Build the Mallard               | 126 | 130 | 7.99 |
| Build the U96                   | 126 | 150 | 5.99 |
| Dr Who Complete History         | 37  | 80  | 9.99 |
| Draw The Marvel Way             | 28  | 100 | 4.99 |
| Judge Dredd Mega Collection     | 53  | 80  | 9.99 |
| Marvel's Mightiest Heroes       | 81  | 100 | 9.99 |
| Warhammer                       | 10  | 80  | 9.99 |
| <b>RBA Collectables</b>         |     |     |      |
| Real Life Bugs & Insects        | 22  | 60  | 0.99 |
| <b>Panini</b>                   |     |     |      |
| F1 Collection                   | 21  | 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  |
| Finding Dory   | 2.99    | 0.50  |
| 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  |
| Secret Life of Pets  | 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  |
| Sticker collection   | 1.99    | 0.50  |
| Star Wars Rogue One  | 4.99    | 1.00  |
| Star Wars Rogue One Sticker Collection                                   | 2.99    | 0.50  |
| Trolls Trading Card Game   | 4.99    | 1.00  |
| Trolls Sticker Collection  | 2.99    | 0.50  |
| WWE Slam Attax Takeover  | 4.99    | 1.00  |
| Match Attax 2016/17  | 4.99    | 1.00  |
| <b>DeAgostini</b>  |         |       |
| Magiki Mermaids  |         | 2.50  |
| Frogs & Co   |         | 1.99  |
| <b>Magic Box</b>   |         |       |
| Zomlings Series 4  |         | 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  | Total weight | Supplements weight | Ad inserts weight | Number of Inserts | Heaviest ad insert |
|------------------|--------------|--------------------|-------------------|-------------------|--------------------|
| Telegraph        | 1,480g       | 795g               | 415g              | 11                | 130g               |
| Sunday Times     | 1,010g       | 615g               | 125g              | 6                 | 65g                |
| Times            | 920g         | 475g               | 195g              | 5                 | 65g                |
| Mail on Sunday   | 805g         | 370g               | 75g               | 3                 | 35g                |
| Guardian         | 700g         | 240g               | 40g               | 2                 | 25g                |
| Mail             | 625g         | 225g               | 65g               | 4                 | 45g                |
| Sunday Telegraph | 610g         | 220g               | 15g               | 2                 | 10g                |
| Observer         | 595g         | 185g               | 10g               | 2                 | 5g                 |

| 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       | no        |
| 0-69g  | n/a           | 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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