

# HAVE YOU STOCKED UP WITH OUR MOST REQUESTED FLAVOUR?

**NEW  
ORIGINAL  
FLAVOUR**



**NEW LUCOZADE ZERO ORIGINAL  
- FROM MARCH 2017**

**LUCOZADE ZERO WAS THE  
BIGGEST SOFT DRINK LAUNCH  
OF 2016**

**£22M VALUE SALES ALREADY  
FROM HUGELY SUCCESSFUL  
LUCOZADE ZERO ORANGE AND  
PINK LEMONADE**

**STOCK UP NOW**

**FIND  
YOUR  
FLOW®**

Sources: Twitter requests to Lucozade since launch of Lucozade Zero. 1: EXT IRI Marketplace UK, YTD to 25/12/2016 (Total Lucozade Zero)  
2: The Grocer's Soft Drinks: Carbonates Top Products Launch 2016, 17/12/2016. LUCOZADE ZERO is a registered trade mark of Lucozade Ribena Suntory Limited.

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# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 24.02.2017



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Shaping the future  
of independent retail  
since 1889



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# WELCOME

**Our promise is we will never pass off press releases as news**



**Editor**

Chris Gamm  
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One of Newtrade's values is that we never pass off press releases as news.

People might interpret this statement in different ways. But to me it means we always add value so we tell you about the things that really matter, the forces shaping convenience and how to leverage them.

Three people gave me evidence of us achieving this last week. The first was an email on Wednesday from ex-retailer and betterRetailing.com associate editor Steve Denham.

He'd recently been told about our commitment to never pass off press releases as news and got in touch to tell us that our coverage of the Booker-Tesco merger was a great example of this.

Our journalists are chasing the story and leaving the rest of the world to react to the latest press release, he said.

The second example was an email from Steve Parfett, the chairman of Parfett's wholesale business on Thursday. Our recent guest column from trading standards officer Doug Love was one of the most interesting things he'd read in a long time, he said, as it allowed our trade to benefit from insight from another.

The best example, though, was also on Thursday when a leading industry title ran a story on its website containing quotes from RN's sister title Better Wholesaling. When the news editor was contacted, he defended it by saying the quotes were copied from a press release.

Our promise is we will never pass off press releases as news. We will uncover truth, find answers to your questions and give you information each week that adds value to your business.

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# BREAKING NEWS

## Hygiene standards top of the agenda

Symbol groups have pledged their commitment to driving up store food hygiene standards in advance of legislation set to make displaying ratings compulsory from 2019.

It comes a week after RN research revealed an average of 74% symbol and franchise stores had achieved four or five against the Food Standards Agency's (FSA) food hygiene ratings.

Ian Taylor, Spar UK retail director, said the company works with stores to achieve a rating of three or above.

Simply Fresh said it has an online program where retailers can enrol on a course which covers areas including food hygiene.

However, it added the FSA used out-of-date information, with two stores listed no longer trading with the group, after it showed only 36% achieved four or five.

## Chancellor 'must act on rate hikes'

Pressure was mounting on chancellor Philip Hammond to take action to help retailers facing business rates hikes as RN went to press.

The chancellor said he was in "listening mode" over the recent revaluation on Monday night. It came after an email communities secretary Sajid Javid wrote to all Conservative MPs stating most businesses will not see a rise was disputed by rates specialist firm Gerald Eve.

Tory MP Grant Shapps told RN MPs understand there is a deficit to deal with, but are worried about misleading projections. "If Conservatives do not stand up for business, then who will?" he said.



**Retail crime highlighted as key concern** MP tells retailers to help police build hotspot profiles

# Government urged to protect independents

by Gurpreet Samrai and Chris Gamm

gurpreet.samrai@newtrade.co.uk

The NFRN has set out nine challenges faced by independents the government needs to act on now to protect retailers and their businesses.

Retail crime, employment costs, roadworks, and the news wholesale duopoly are four of the issues threatening the livelihood of retailers outlined by the federation in its Independent Retail Report 2017, which was launched in parliament on Tuesday.

Retail crime was highlighted as a key concern, with the report stating the cost of shop theft to retailers hit a record high last year,

equating to £438m - an increase of 622% from 2008/09.

Martin Vickers MP, chairman of the All Party Parliamentary Group (APPG) on Retail Crime, said: "One worrying statistic is 33% of retailers said the police were unable to adequately prosecute shoplifters.

"Our message to retailers is please report crime because the police will build profiles of crime hotspots and put focuses on those areas, so it might seem like nothing will happen but it will."

The NFRN is calling for a specific offence to be created for violence and abuse against shop workers when ID is requested before purchases of age-restricted

products. It is also calling for the government to affirm a strong position towards retail crime by providing police with necessary support as well as working with businesses to prevent crime and bring offenders to justice.

MP for Hendon Matthew Offord, who attended the parliamentary launch, said he will join the APPG.

"Business and economic crimes are seen as victimless, but it's pretty personal when you're stolen from," he said.

The federation is also calling for reviews of the



news wholesale distribution network and the impact the Living Wage and auto-enrolment has on small and micro businesses, and a simple, transparent process for claiming compensation or business rate reductions for roadworks.

NFRN chief executive Paul Baxter said: "The real work begins now."

## Retailing future is an academic affair

Business-related degrees are helping a new generation of retailers modernise and professionalise the convenience sector.

Narmeen Sarwar (Store Lookbook, page 6) used the dissertation module of her business management degree at Edinburgh Napier University to focus on

corner shops in the West Lothian area. She found a business model that then helped her family business triple its turnover.

Ms Sarwar said: "I didn't want to finish my degree and be behind a checkout. During my final project I saw how a family business like ours was able to expand with One Stop."

Her family joined the franchise on her recommendation and she now uses the skills from her degree to manage complex areas like ordering fresh produce.

Premier retailer Raaj Chandarana holds two business-related degrees, including a Management Science degree from Loughborough. Two

modules in particular continue to help him develop his business.

"One module on consumer behaviour has really helped me to understand how my customers shop.

"Another course on brand management helped me develop our own Premier Tara's brand in the local area," he said.

**New trial store will open in south-west London** Symbol group ‘aiming for a higher standard’

# Food to go at forefront of Best-one’s new format

by Gurpreet Samrai and Charlie Faulkner

gurpreet.samrai@newtrade.co.uk

Best-one will launch a new food to go-focused store format next week, its bosses have revealed, after shoppers ranked the symbol the UK’s third best convenience store.

In an exclusive interview, Bestway managing director Martin Race and group director of symbol at Bestway Wholesale James Hall told RN the new trial store will be in Clapham.

“We’re working on the basis if you keep people in-store they’re going to spend 40% more,” said Mr Hall. “It’s basically our convenience format store but we’re putting in more food to go and seating so consumers stay in-store for longer.”

He added the group is also in the process of adding food to go sections in around 30 existing stores, and is focused on delivering a higher standard.



“Are we looking for more numbers? Not necessarily. Are we looking for better retailers? Yes,” said Mr Hall.

The news comes a week after Best-one was ranked third-best UK convenience store in a Which? consumer satisfaction survey, after M&S Simply Food and Little Waitrose.

Mr Hall said the result is an indication the company is being recognised for the work it is doing to develop its convenience offer.

“Whether that’s chilled, food to go or best-selling core products, it’s great. The response shows consumers are starting to notice what we’re doing.”

Customers ranked Premier joint fourth with Sainsbury’s Local, while Nisa and Spar ranked lowest respectively.

Nisa retailer Paul Cheema said: “It’s quite alarming. Ours is a good-looking store and I would expect it to have scored

Shop	Customer score
1 M&S	75%
2 Little Waitrose	66%
3 Best-one	64%
4 Premier	60%
= Sainsbury’s Local	60%
6 Londis	59%
= Tesco Express	59%
8 Co-op Food	55%
= Costcutter	55%
10 Budgens	54%
= Nisa	54%
12 Spar	51%

high on an individual basis so it’s shocking that Nisa overall has been ranked near the bottom.”

Meanwhile, Mr Race told RN the company is also developing its website and app which will lead it “further away from the competition”. Mr Hall said: “One of the developments we are looking at is a consumer-facing website.”

The new features are set to be launched in the summer.

## Plea for ‘pragmatic’ MET duty to chancellor

Manufacturers are calling on the government to be pragmatic in its approach to a minimum excise tax (MET) on tobacco in next month’s Budget announcement.

“The government has declared it is going to do it, but not how, and we’re concerned,” Francesco Franchi, head of business development at BAT told RN.

“At the moment, the majority of the cheapest brands are at £6.99 for 20 sticks. If the minimum price is set at £7 we’re almost there. If it is set at £8 it will cause disruption.”

A shopper who smokes 20 cigarettes a day at £6.99 a pack will spend £212 a month. If the minimum price is set at £8 they will have to spend an extra £30 a month. If it is set at £9, the cost rises to an additional £60.

An Imperial Tobacco spokesman said: “An effective MET could bring stability to the lower end of the market and secure government revenues from the tobacco sector.”

## Food to go’s £20bn rise

Grocery and foodservice operators are targeting food to go sales as the category outperforms the wider eating out market.

That’s the conclusion of the MCA’s Food to go Market Report 2017, which has revealed the food to go sector is enjoying a “sweet-spot”. It outlines an expected growth of 3.8% this year (£20.2bn), despite the overall market being expected to achieve a slower growth rate of 1.7%.

IGD says smaller shopping trips such as for a post-gym energy boost or after-work snack are expected to be targeted.

## Tobacco and alcohol spend under £12

The average weekly spend on alcohol and tobacco in the UK fell to below £12 for the first time in the 2015/16 financial year, according to the latest figures from the Office for National Statistics (ONS).

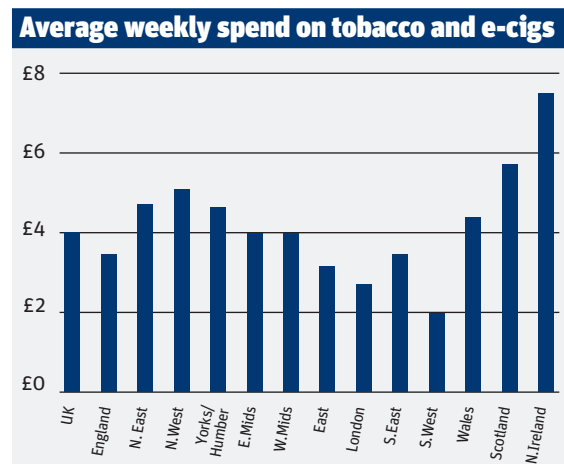
The figures show the average spend on alcohol and tobacco fell by 70p between 2014/15 and 2015/16, adding to a total decrease of a third in the past decade.

They also show spending on tobacco across the UK varied by region in the

three-year period between 2014 and 2016.

The highest spend was in Northern Ireland, with an average weekly household expenditure of £7.60, while the lowest was in London, at an average of £2.70 a week.

Meanwhile, the average spend on restaurants and hotels rose to more than £45 a week in 2015/16 for the first time in five years, representing an average of £17.30 a week on restaurant and café meals and £4.70 on takeaway meals.



# STORE LOOKBOOK



Getting the right processes in place has freed Yasmine to concentrate on customer service and community work



## Make or break

When Yasmine Mohammed returned from Pakistan 18 months ago she had a big decision to make. Could the Scot bring her business back from the brink? **Chris Rolfe** finds out

**W**hat would you do if you realised your business was in a downwards spiral and far behind the times – shut up shop or opt for a total refit?

This was the dilemma facing Stoneyburn retailer Yasmine Mohammed 18 months ago.

“I came back to Scotland from Pakistan in August 2015 and found my c-store, which I’d owned since 1996, had been run into the ground in my absence. I had two options – sell up or do something,” she says.

As Yasmine was considering her options, her daughter Narmeen, who manages the business alongside her, fell upon the solution.

“Narmeen was writing a dissertation on local shops for her business management degree. She interviewed a One Stop manager and was very impressed with the look of the store and the way it was run – I asked her if she thought we should join One Stop and she said ‘go for it,’” she says.

A BDM visited the store and liked it so much that within 12 days, Yasmine was signed up and planning a £180,000 refit.

Between May and August last year, the wall dividing the store and the family’s former takeaway was knocked down to create the current 1,500sq ft unit and an expanded grocery range, along with new fresh and chilled produce, was added.

Looking back on the past seven months, Yasmine describes the results achieved as “a complete transformation”.

“We’ve gone from turning over £3,000-£4,000 a week to over £12,000,” she says.

Yasmine and Narmeen, attribute this to several factors. Firstly, the business is more disciplined under One Stop’s systems: “We have to get everything done by 12pm, including our fresh and warehouse orders and our temperature and date checks. We get at least three fresh deliveries each week, bread every day and six milk deliveries a week. It’s more manageable financially and physically.”

The store’s promotions have also been a big hit with customers.

“We get a promotions pack each month. At Christmas we were given tinsel and bunting. By new year it was gone and we were on to Valentine’s Day.”

Yasmine also adds her own ideas to take full advantage of seasonal sales.

“A nearby florist sells bunches of flowers for up to £20. We bought over £400 at cost price at Christmas and sold the lot.”

Permanent meal deals – a sandwich, snack and drink for £3 – also work well. With fresh coffees costing up to £2.80 and sandwiches priced at £2.80, Yasmine says the value is clear.

“Add that up and you can see how much customers are saving with the



“Always look for ways to innovate your business and give your customers something new to see in-store” YASMINE MOHAMMED



“We’ve had customers saying ‘that’s my favourite beer – I can’t believe a corner shop sells it.’”

**INFORMATION**

**Location**  
One Stop Stoneyburn  
93 Main Street, Stoneyburn,  
West Lothian  
EH47 8EL

**Size**  
1,500sq ft

**Key categories**  
Basic groceries,  
fresh produce,  
beers, wines and spirits

**Average weekly turnover**  
£12,000



# STORE LOOKBOOK



£3 meal deals are one of the things enticing customers to fill their baskets with up to £40-£70 of stock

meal deal. The other day, a customer asked if I was taking the right money because it seemed too little."

Low prices on essential groceries have also made the store a destination.

"You can get free range eggs, Warburtons bread and Wiseman milk all at £1, which is a huge sales driver," says Yasmine.

But it is new products introduced during the refit that are making the store stand out.

"Before switching to One Stop, we had never sold a chicken fillet or a whole chicken. Now, 17% of our sales are fresh food. I never thought in my wildest dreams we'd be selling these in a corner shop."

A range review for beers, wines and spirits added variety, including bottled beer brands such as Staropramen, Singha and Tiger.

"We've had customers saying 'that's my favourite beer - I can't believe a corner shop sells it!'"

Together, Yasmine and Narmeen say the effect of the changes can be seen in the increased basket spend. Customers think nothing of spending £40 to £70 in their shop rather than driving to Tesco 15 minutes away.

"Many shops fail because they stay the same. We've been successful because we've been innovative. It's hard, but worth it." ●



Yasmine and her daughters Narmeen and Nabaah have worked together to turn their convenience store around

 **Want to see more** of Yasmine's store? Go to [betterretailing.com/one-stop-stoneyburn](http://betterretailing.com/one-stop-stoneyburn)

# EXPERT BRIEFING



**Frank Woods**

## Hygiene ratings: how to get yours up

Last week, RN research showed 74% of symbol and franchise stores are achieving food hygiene ratings of four or five, compared to 98% of multiples. Here, retail specialist at NFU Mutual Frank Woods outlines what you need to know about the mandatory ratings display scheme

When it comes to food safety customers have naturally high standards. Research shows 44% of shoppers said they would turn away from their favourite places if a food hygiene rating of less than four was on display.

While Wales and Northern Ireland already have mandatory food hygiene ratings display schemes, new legislation set to come into force in England by 2019 could be a game changer for businesses struggling to achieve high ratings.

A 'good' score should no longer be seen as an aspiration, but a minimum benchmark. Here are some of the things you need to know to achieve a good rating.

### The legislation

The Food Standards Agency has been developing an impact assessment for the statutory scheme to present to government. It has got strong public support. We have seen it deployed in Wales and there's a version of it in Scotland, so we're confident it will come into force in England. We don't know exactly when, but we think it will be two years or so. In advance of legislation changes, all retailers should prioritise food hygiene plans and processes.

### The inspection

Retailers should act now to ensure they have considered all hygiene and paperwork aspects rated by their local authority, including cleanliness, structure and confidence in management. A big factor in scoring higher is

management attitude. That includes their approach to food hygiene. Retailers need to take it seriously and demonstrate that when talking to the inspectors. They want to see they are listening and can demonstrate they have sought guidance and sorted out the things they need to.

The pattern of inspections is that if you have scored lower you are seen as a high priority and are more likely to receive another visit sooner. That is unlikely to change. The main difference when the legislation comes in will be you have to display your ratings.

### The team

Every member of staff needs to be part of the food hygiene programme. A good way to look at this is from the customer perspective. Everyone is a customer as well as an employee, so



**A 'good' score should no longer be seen as an aspiration, but a minimum benchmark**

they should think about how they would approach an eating establishment or retailer where standards are satisfactory or lower. That can be used as a way of training staff, motivating them and making sure they are focused on what customers want.

### The competition

More than 90% of multiples are scoring four or five. There's a standardised process for big companies so their ratings seem to be higher more consistently. That's not surprising because they are resourced and a large retailer will invest more to get the best score they can. For smaller retailers, we have got time to take action. Aim for the top and get your standards to the best possible from the outset. Here's a great opportunity to turn it around because if you have a four or five, you are going to be seen as the best establishment around and that will definitely draw people in.

### The evidence

In Wales, where the mandatory ratings display scheme has been running since 2013, there has been a significant shift in the number of outlets where the food rating has gone up. It's driving businesses that have lower ratings to take action much more than before. The Welsh scheme has been hailed by its deputy health minister as a big success, helping to drive up industry standards with the number of businesses with the highest rating of five rising to 60.8% in November 2016 from 45% prior to the legislation coming in.

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

### Company NFU Mutual

#### Retail and wholesale specialist Frank Woods

**What it does** NFU Mutual offers a range of products, including general insurance, business insurance, life, pensions, and investments. The NFU Mutual Food Hygiene Ratings Report assesses consumer attitudes, public support for new legislation and its potential impact. Its latest report shows more than 65,000 – almost one in seven – relevant businesses across England, Wales and Northern Ireland have a food hygiene rating of three (generally satisfactory) or below. Almost 15,000 of these are retail businesses and supermarkets in England.

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# SYMBOL NEWS

## Local Co-op move 'no threat'

Co-op's move to incorporate local suppliers into its convenience stores is not a threat to independents, retailers have told RN.

The Co-op is to create tailored local offerings in all of its 2,500 stores as part of a revamp of its total range in conjunction with the JDA Software Group.

However Harris Aslam, director of Eros Retail, believes independents need to stay one step ahead, not just selling local strawberries but also displaying the mileage of where the supplier is located, for example.

Mr Aslam also believes independents can build a mutually beneficial partnership with local suppliers - something the multiples can't do.

Christine Hope, of Hopes of Longtown in Leicestershire, said the news shows there is market demand for local products which independents can benefit from.

## Simply's Ireland closure

The first Ireland-based Simply Fresh store has closed despite only opening at the end of last year.

Malcolm Hall, owner of Holywood Simply Fresh located in the outskirts of Belfast, which opened its doors in December, made the decision to stop trading because of poor sales.

However, Simply Fresh has said it remains committed to growing the brand across Northern Ireland.

A Simply Fresh spokeswoman said: "A full review of the local area and its potential for a new store was undertaken prior to its development."



## Anniversary celebrations as store goes back to the 1970s

Sam and Mark Coldbeck went back to the 1970s for a birthday celebration at their Premier Wharfedale store in Hull. The shop marked 40 years since it was opened by Sam's parents, Pat, a former NFRN president, and Janet Taylor, on Valentine's Day. Staff dressed up in flares and wigs as disco hits were played in-store and customers were treated to retro sweets. Janet Taylor and one of the original staff members also joined the celebrations.

## Tesco-Booker is a game changer says P&H boss

by **Charlie Faulkner**

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

Palmer & Harvey (P&H) managing director Martyn Ward described the Tesco-Booker merger as a "game changer" as he hinted at big news set to be announced by the wholesaler later this year.

Speaking to RN at a press event, Mr Ward said he sees the merger as an "opportunity rather than a limiter" despite it being a shock, and believes it has given the entire industry a much-

needed wake-up call.

"We've always said the market will consolidate and we saw wholesalers consolidating, retailers consolidating but never a wholesaler and retailer consolidating.

"So whether it's right, wrong, whether it will succeed, whether it will get through or not I'm not going to comment on, but it's a really interesting move," said Mr Ward.

"It's a game changer. It will change the way everyone thinks about the

market."

Asked if P&H would be ramping up its retailer recruitment, Mr Ward hinted at possible news in the coming months.

"That will be another press meeting," he said. "We will take any opportunity we can get.

"Every retailer and every wholesaler has got to sit down and say 'what does this mean for us, what does it mean for the industry where do we go next?'"

Mr Ward added he is confident Tesco will

remain a customer of P&H because he believes the company can offer more in terms of tobacco.

"What we do for Tesco we don't believe Booker can do," he said.

"Tesco chooses not to do tobacco. Tobacco is a high security issue and if you put that back into Tesco central warehouses its drivers are running around with lots of tobacco on board, rather than our drivers who are used to it and trained and know what to do."

## New P&H website: this time it's personal

Palmer & Harvey (P&H) has launched a new website aimed at delivering an improved experience for retailers.

The website is designed to offer retailers personalised product recommendations and exclusive offers on best-sellers, promotions and new products. This is as a result of a self-learning system which uses customers'



shopping history to tailor the experience.

It is hoped the new site, which offers 24/7 ordering, will provide significant

time savings, meaning retailers have more time to spend in their stores.

Martyn Ward, managing director at P&H, said: "We know if we can get someone to switch from telesales to online ordering the average order is worth about 25% more than a telephone order. In terms of delivering best in class, we certainly weren't best in class, but

we are now. We feel we are putting ourselves ahead of the competition."

The site went live on 7 February and the next phase, commencing in April, will see a linked barcode scanner app made available. This will be followed by an online information hub offering category support and advice.

# NEWS & MAGS

**Post-Brexit and post-US election boom continues** Tabloid titles achieve some of the highest month-on-month sales rises

## The new year delivers welcome sales uplifts on the newsstand

by **Tim Murray**

RNReporter@newtrade.co.uk

Newspapers enjoyed their traditional January sales fillip after the December slump, according to the latest figures from the Audit Bureau of Circulations.

Weekday and Saturday editions in January outdid their January 2016 increases – up 0.6% and 2.9% month on month compared to 0.1% and 1.5% – an indication that the post-Brexit, post-US election boom continues to be a boon to newsstand sales.

Tabloid titles, which have been among the titles hardest hit by declining sales in recent months, achieved some of the highest month-on-month rises.

The Sun was up 4.6% on Saturdays and 2.7% on weekdays.

News UK head of retail trade marketing Greg Deacon said: “It was a combination of bad news sells, retail activity and £9.50 holidays. Our retail sales team continue to deliver outstanding results at retail, with more than 8,000 secondary sites across independent retail pushing The Sun. In addition, we’re

about to achieve the 50,000 mark on DeliverMySun orders.”

John Howard, newspaper sales director – nationals at Trinity Mirror, attributed a 0.2% rise for the Mirror’s weekday edition and 2.7% rise for its Saturday edition to major news stories and promotions.

“When there’s a serious news story like Trump, we tend to do very well. We had a great Saturday after the inauguration. We also had our Slimming World promotion in January,” he said.

Saturday was again the best-performing day, with a total month-on-month rise of 2.9% and a year-on-year decline of 6.3%, compared to a 1.5% increase in January 2016 and a year-on-year fall of 6.7% respectively.

The Daily Mail achieved a 3.5% rise on Saturdays, and was almost static on weekdays, down just 0.1%.

Meanwhile, the Sunday Telegraph saw its sales decline by 1.4% month on month, the worst performing of the Sunday newspapers, a fact that may be linked to recent changes to its editorial.

### Mail’s BBC Earth promo

BBC Earth magazine is aiming for a 10% sales uplift after running a voucher promotion with the Daily Mail.

The offer, redeemable through any retailer and open until the end of February, gave consumers the chance to get the recently-launched magazine for £1.

Publisher The River Group said it will also help capitalise on the interest around the BBC series Planet Earth II and create

awareness around the print offering.

Group publisher for launches Sharon Kirby said: “The voucher drives customers to the newsstand and prompts trial of a new print product. We are hoping that retention across the following months will benefit the news and science genre at the newsstand and will help bring print product to life from the TV.”

#### January Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	611,014	0.2%	-11.9%	£88.6	645,014
Daily Record	149,228	-0.4%	-10.1%	£21.3	149,228
Daily Star	447,654	1.0%	-5.4%	£32.5	447,654
The Sun	1,459,002	2.7%	-10.7%	£162.7	1,556,768
Daily Express	369,701	0.1%	-2.9%	£49.2	369,701
Daily Mail	1,218,614	-0.1%	-7.8%	£176.7	1,285,298
Daily Telegraph	380,752	-3.3%	-11.8%	£131.0	422,620
Financial Times	33,259	1.0%	-6.4%	£18.0	54,061
Guardian	129,249	-0.1%	-5.3%	£56.8	129,249
i	212,125	1.8%	0.8%	£25.5	268,409
Times	323,609	-0.8%	-1.3%	£97.4	403,399
<b>TOTAL</b>	<b>5,334,207</b>	<b>0.6%</b>	<b>-8.2%</b>	<b>£859</b>	<b>5,731,401</b>

#### January Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	808,553	2.7%	-10.6%	£169.8	842,553
Daily Record	180,296	1.0%	-10.1%	£35.7	180,296
Daily Star	410,535	1.1%	-7.4%	£49.6	410,535
The Sun	1,913,814	4.6%	-10.2%	£286.7	2,011,580
Daily Express	466,635	0.3%	-8.9%	£80.0	466,635
Daily Mail	2,040,635	3.5%	-4.0%	£428.5	2,107,319
Daily Telegraph	566,062	0.9%	-7.0%	£271.7	607,930
Financial Times	70,663	1.5%	-3.6%	£55.9	91,465
Guardian	294,296	2.3%	-2.7%	£187.8	294,296
i	202,692	3.5%	13.4%	£29.2	258,976
Times	503,043	1.3%	5.4%	£177.3	582,833
<b>TOTAL</b>	<b>7,457,224</b>	<b>2.9%</b>	<b>-6.3%</b>	<b>£1,772</b>	<b>7,854,418</b>

#### January Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	168,162	-0.3%	-12.1%	£60.0	168,162
Sunday Mirror	572,528	0.7%	-16.3%	£168.3	606,528
People	220,954	0.1%	-16.8%	£65.0	227,954
Daily Star Sun.	254,938	-0.4%	-14.2%	£50.7	254,938
The Sun	1,265,271	-0.8%	-10.6%	£265.7	1,360,975
Sunday Express	330,364	-0.2%	-9.2%	£98.0	330,364
Sunday Post	143,066	0.3%	-12.1%	£48.1	143,066
Mail on Sunday	1,162,192	-1.3%	-8.3%	£414.9	1,216,324
Observer	185,752	2.0%	1.4%	£136.5	185,752
Sun. Telegraph	321,825	-1.4%	-7.3%	£146.4	352,040
Sunday Times	685,059	-0.8%	-4.1%	£359.7	768,296
<b>TOTAL</b>	<b>5,310,111</b>	<b>-0.5%</b>	<b>-9.9%</b>	<b>£1,813</b>	<b>5,614,399</b>

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

# PRODUCT TRENDS

## Indies can cash in with English wine sales

Independent retailers should consider selling English sparkling wine to take advantage of rising stock levels and prices of other wine varieties.

Simon Stanndard, European affairs director at the Wine and Spirit Trade Association, told RN many more bottles were available now English brands had reached maturity.

"We're seeing more English wine coming on stream, so there's more availability and interest.

"That gives clear opportunities to independent retailers," he said.

Recent price rises on European sparkling wine such as prosecco would also help drive sales, he added.

Vim Odedra sells Nye-timber sparkling wine at his store in West Chilmington, West Sussex. He said the brand offered good returns, with bottles selling for between £30 and £60 earning margins of up to 30%.

## Britvic in delivery initiative

Britvic is to launch a delivery service for its fruit squash brand, Robinsons, as part of a drive to encourage families to drink more water.

Fruit Drop will be trialled on parent network Mum-snet and, to promote the initiative, Britvic will run in-store promotions.

It advised retailers to stock up on promotional packs to give their customers a chance to win prizes.

"Retailers will benefit from the visibility the campaign is giving to the brand," a Britvic spokesman told RN.



## Non-vegetarians buy 73% of all meat-free products

by Dave Songer

dave.songer@newtrade.co.uk

Independent retailers who stock vegetarian ranges are achieving higher basket spend and attracting a wider range of customers, according to new data which shows nearly three quarters of stock is bought by meat eaters.

Kantar statistics reveal 73% of shoppers who buy meat-free products are not vegetarian. The data company also said basket spend from these customers is four times higher than average.

The news comes as Quorn, a major producer of vegetarian food, announced it has completed a rebrand of its products, which will



Quorn has rebranded its products

hit stores in March.

The company sold 87 million packs of Quorn in 2016 and has invested in a £10m marketing campaign, including TV adverts, to drive sales.

"The relaunch is really good news for retailers looking to unlock the potential of the meat-free category," said Julian Cooke, head of UK category management

at Quorn.

Retailers RN spoke to said they had seen the benefits of offering a vegetarian range.

Christine Hope, owner of Hopes of Longtown near Hereford, said she stocks a comprehensive range of vegetarian food in her freezer, which was vital for making her store a destination for her customers.

"Our range includes a number of Linda McCartney products such as vegetarian mince, vegetarian cheese plaits and sausage rolls. We also have three varieties of Good Life sausages and a nut roast from Thank Goodness, a Shropshire producer. It's important to be all-inclusive for your customers," she said.

Lalita Mehr, owner of a Londis in Bracknell, Berkshire, said she had introduced a good vegetarian range in her store after customers asked her to stock non-meat products.

"We have frozen vegetarian products and have sold them for around a year. Some customers asked so we felt it was the right thing to do," she said.

## Free-from sales increase by £4.2m in a year

Convenience stores' sales of free-from and organic products increased by 11% and 6% between 2015 and 2016, new data has shown.

Market research company Euromonitor International has released statistics showing the retail value for free-from produce sold in

convenience stores rose by £4.2m to £39.4m, while organic products experienced a rise of £1.7m to £49.1m.

The news comes as supermarket Tesco announced it had seen a big spike in sales of organic products, with a 15% rise in the last year. Fruit and vegetables

accounted for the most sales, with apples, bananas and root vegetables all up by nearly 17%.

Rav Garcha, owner of five Nisa stores in the West Midlands, has developed a large range of primarily free-from products since taking up the category around 18

months ago.

"Each time we introduced a new product it took off a little bit more," said Mr Garcha. "The range includes around 10 sugar-free biscuits, cakes and ice cream, gluten-free cakes and cereal, and even organic wine from Argentina."

# BRAND SNAPSHOT



## Holly leads Diet Coke

TV personality Holly Willoughby has been named new brand ambassador for Diet Coke for 2017, working with the brand on various campaigns.



## Absolut Fabulous

Absolut is launching a new limited edition bottle, Absolut Facet, with an eye-catching blue design, tied in with its ongoing marketing campaign.



## Improved Hovis

Hovis has announced the two latest products to boast new, improved recipes – Hovis Granary and Hovis Seed Sensations, as part of a £6m investment.



## Mudder of all promotions

Protein drink brand For Goodness Shakes has unveiled its biggest ever campaign, sponsoring grueling event company Tough Mudder for two years.



## Disney's got bottle

Volvic is continuing its partnership with the Disney On Kids range, with bottles featuring characters from films such as Frozen and Star Wars.



## Top prizes from McCain

McCain is offering more than 25,000 prizes with a total value of £3m, including spa vouchers, gastro pub dinners and Mini Countryman cars.



## Pointless Ritz voiceover

Ritz's new multi-million-pound campaign for Crisp & Thin and Bakefuls includes ads with a voiceover from TV quiz Pointless's Alexander Armstrong.



## More bite from KitKat

Nestlé Confectionery is launching KitKat Bites Peanut Butter. The variety will join KitKat Bites, which entered the market last year.



## Low-calorie addition

Lucozade Ribena Suntory has added Original to its Lucozade Zero range to capitalise on the low-calorie category that has grown 15% since 2016.

# WHAT'S NEW

## Products to find at the IFE show



### Buttermilk

Produced in Bodmin, Buttermilk's Cornish fudge range includes variants Earl Grey and Tarquin's Gin, which use ingredients from a tea company and gin distiller in the county.

**RRP** £3.99 (150g)

**Contact** 01208 814505 / info@buttermilk.co.uk



### Get Fruity

A fruit and oat bar that comes in six flavours including Scrumptious Strawberry and Marvellous Mango. Each bar contains virgin coconut and is suitable for coeliacs and vegans.

**RRP** £2.49 (4-pack)

**Contact** www.getfruitybar.co.uk/get-in-touch



### Gustare Honey

Gustare Honey is produced in Australia. The Delicate, Mild, Strong and Rich and Jelly Bush varieties are sourced from predominantly one plant species and not blended with other honeys.

**RRP** £7.99 (250g), £9.99 (400g)

**Contact** 01392 914041 / enquiries@gustarehoney.com



### Lee's of Scotland

Lee's latest creation, Macarines, are aimed at the dessert and home baking market. The almond flavour meringue shells are Lee's first ever gluten and nut-free product.

**RRP** £2.99 (24-pack)

**Contact** 01236 441600 / sales@leesofscotland.co.uk



### TreeVitalise Birch Water

TreeVitalise Birch Water is believed to help strengthen the immune system and lower cholesterol. It is available in Original, Mint infusion and Lemon infusion variants.

**RRP** £2.49 (250ml), £4.19 (750ml)

**Contact** 01732 362369 / hello@treevitalise.co.uk



### McCarter Chia drinks

A non-carbonated drink with a mixture of fruit juices, its four flavours are made with fresh juices, white tea, omega 3 and chia seeds, which contain no allergenic substances.

**RRP** £1.79 (330 ml)

**Contact** www.mccarter.sk/contactus





## Neema Sauces

These African sauces, made from a family recipe from DR Congo, are available in African Scotch Bonnet, African Green Bullet and African Scotch Bonnet with Ginger varieties.

**RRP** £5

**Contact** [www.neemafood.com/contact](http://www.neemafood.com/contact)



## TG Green Teas

TG is green tea blended with ginseng and the Jujube, a variety of date that is low in sugar. Available in three flavours, it won best cold beverage at 2016's Café Quality Food Awards.

**RRP** £1.49

**Contact** 0800 7723885 / [hello@drinktg.com](mailto:hello@drinktg.com)



## Plenish

A turmeric and almond milk drink with winter spices, the cold-pressed juices also contain ginger and black pepper that can be consumed as part of a proactive daily health routine.

**RRP** £4.95

**Contact** 0207 6038002 / [info@plenishcleanse.com](mailto:info@plenishcleanse.com)



## Goupie

A chewy chocolate confection with a crunch, Goupie contains a cocoa-syrup base and is filled with toasted rice and biscuit and covered with Belgian chocolate. It comes in 16 flavours.

**RRP** £4 180g (around 14 pieces)

**Contact** 01580 211440 / [hello@goupie.co.uk](mailto:hello@goupie.co.uk)



## Yu & Mi Company

Dried konyaku shirataki noodles are made from root vegetable and are said to keep you fuller for longer. They can be used as a healthy alternative to pasta or noodles.

**RRP** £3.40

**Contact** [hi@youandmicompany.com](mailto:hi@youandmicompany.com)

## David Worsfold

Farrants, Cobham, Surrey

“I’m going to this year’s IFE because I want to find a confectionery item that will give our store a point of difference. We’ve spotted an opportunity to sell more of them because the well known bars like Mars aren’t selling as well as they used to.”

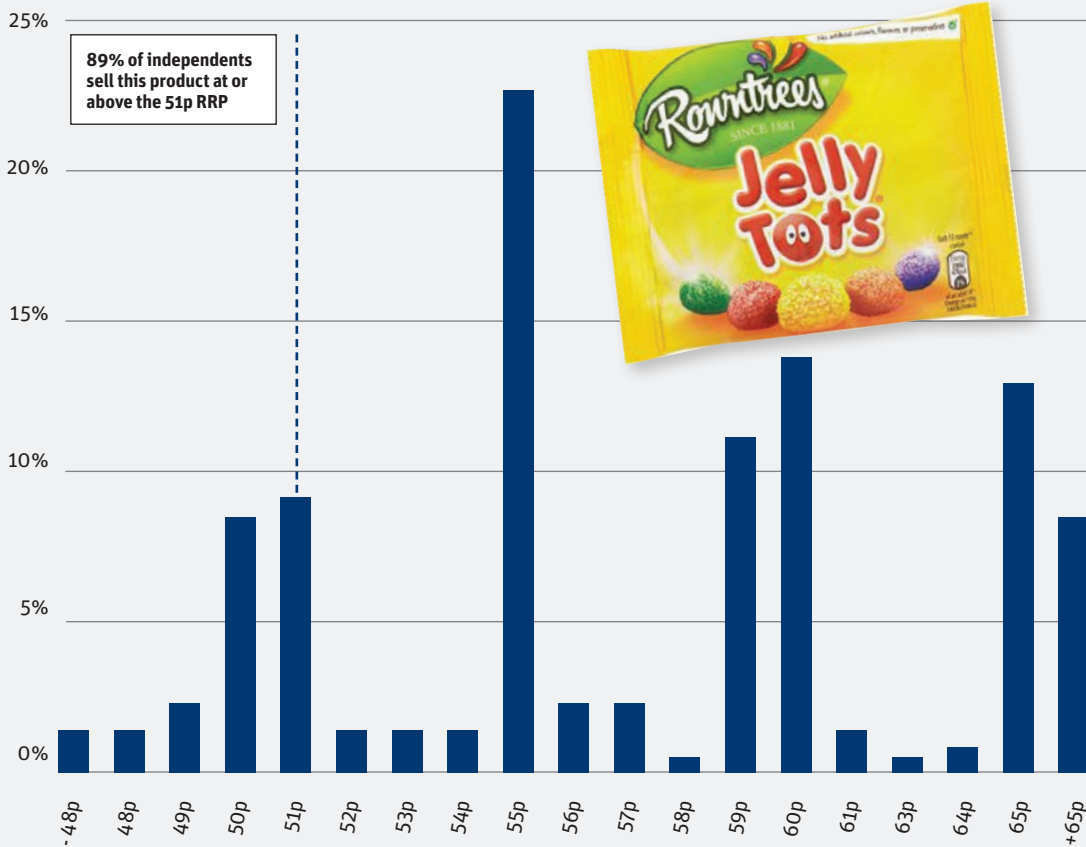


# PRICEWATCH

## Profit checker Confectionery

## Price checker

**ROWNTREE'S JELLYTOTS 42g** Price distribution %



PRODUCT
<b>Rowntree's Fruit Pastilles</b> 52g
<b>Skittles</b> 55g
<b>Rowntree's Fruit Gums Tube</b> 48g
<b>Rowntree's Jellytots Bag</b> 42g
<b>Vimto Fizzy Rip Roll</b>
<b>Starburst Fruity Chews</b> 45g
<b>Bassets Cherry Drop Roll</b> 49g
<b>Maynards Wine Gums Roll</b>
<b>Skittles Sours</b> 55g
<b>Rowntree's Randoms</b> 50g
<b>Happy Shopper Fruit Pastilles</b>
<b>Maynards Wine Gums Long Roll</b> 52g

### Analysis

Confectionery remains a classic impulse purchase, explaining why the average price of Jellytots stands at 57p despite the RRP being 51p. In fact, 80% of retailers price Jellytots above RRP. At the most popular

price, 55p, nearly a quarter of retailers raise their margin from 19.3% at RRP to 25%, but one in eight retailers charges 65p, taking the margin to a mighty 37%. Two of our panel take a different approach, however, with

Julie Atkinson keeping prices low to avoid the 'expensive village shop' stereotype while Aman Uppal does boost prices but uses it to encourage his customers to multi-buy promotions and a higher overall spend.

### How we drive our profit

#### Gaz Bains

**STORE** Select & Save Belgrave Stores  
**LOCATION** Coventry  
**SIZE** 1,200sq ft  
**LOCATION** residential, near a main road

**TOP TIP**  
Charge a bit more on your smaller confectionery items to offset cut margins on products like pricemarked big chocolate bars



**We sell** Jellytots at 55p – we always round up to either 5p or 9p – it's what I've always done. We try to get an extra 5p on confectionery, otherwise you lose your margin on what is an impulse category – it enables us to charge a bit more than the RRP. Londis runs confectionery offers such as two countlines for a £1 and last month we were selling Haribo at 63p instead of £1.99 – it doubled our sales. We also do £1 pricemarked bags of sweets. We sell Happy Shopper's own brand range and these products sell well. They deliver at least a 30% margin.

#### Julie Atkinson

**STORE** Hollins Green Community Shop  
**LOCATION** Warrington  
**SIZE** 700sq ft  
**TYPE** rural village

**TOP TIP**  
Be transparent with your pricing and build up your reputation as a business that always offers low prices



**We get** our confectionery from P&H and tend to stick to its RRP's, which means we get a 20% margin unless they're on offer, when we can see margins of up to 40%. We do this because we're a not-for-profit store. Although we do have a few pricemarked items, we don't have offers because sweets just sell themselves. We have a bus stop outside and it's unbelievable how much the school children have to spend on confectionery. We don't sell Jellytots but we sell Fruitella and Chewits, which are popular. The pricemarked bags of sweets at £1 are particularly popular.

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

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE CARDIFF SUBURBAN C-STORE	RETAILER 2 NORTH WALES BORDER VILLAGE C-STORE	RETAILER 3 NEWSAGENT IN MANCHESTER SUBURB	RETAILER 4 MARKET SQUARE NEWSAGENT IN EAST YORKSHIRE TOWN*	RETAILER 5 CENTRAL EDINBURGH C-STORE	RETAILER 6 WEST LONDON HIGH STREET NEWSAGENT
59p	51p	56p	55p	70p	-	70p	65p
58p	49p	55p	49p	75p	60p	65p	65p
59p	51p	56p	55p	70p	52p	60p	65p
58p	51p	51p	49p	70p	47p	50p	65p
45p	49p	45p	-	45p	-	-	-
57p	49p	65p	55p	-	55p	60p	60p
60p	51p	59p	-	75p	60p	-	-
50p	56p	51p	-	70p	52p	60p	65p
57p	49p	-	-	-	75p	60p	70p
58p	51p	56p	50p	-	50p	-	-
59p	59p	-	-	-	-	-	-
60p	56p	58p	55p	-	56p	60p	60p

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### David Charman

Spar Parkfoot, Kent



### Biddenden Cider, £3.99



#### Where did you discover the cider?

We've sold it for quite some time but really it was only when we became a store that became renowned for selling local items four years ago that it started doing well. We now have lots of local lines. I think a customer told us we needed to stock it which is why we got it in initially. We used to only stock the one variant but now we offer sweet, medium and dry all for £3.99 each.

#### Who buys it?

Younger people have started drinking cider more. I think more people are drinking to enjoy alcohol rather than just to get drunk and the different variants are meeting more peoples' tastes.

#### Why is it so successful?

A case of 12 used to take a month to sell but we moved it into the chiller so that it was more of an impulse purchase. Slowly it's grown and grown and in the lead up to Christmas it was the most popular cider we were selling - we were getting through six cases a week. It's produced 10 miles from us and people like the idea that it's locally made. Biddenden is incredibly flexible in terms of delivery so we can just order what we need when we need it.

## Aman Uppal

**STORE** One Stop Mount Nod  
**LOCATION** Coventry  
**SIZE** 1,800sq ft  
**TYPE** residential

#### TOP TIP

Retailers have to look at the volume not just the margins. Multibuys are definitely the way forward



**Although** we can adjust our prices, generally they are set by One Stop and we sell Jellytots at 65p. We have a permanent offer on our confectionery which is three items for £1.20. Around 90% of the range is part of the deal including things like Munchies which are 85p alone. We see 20% approximate margin on the offer and at least 30% on the individual items. I was sceptical about the offer at first but we do get customers coming in here specifically for it and with the prices on individual items a little higher, we're compensated.

## Paul Keys

**STORE** Key News & Stores  
**LOCATION** Sheffield  
**SIZE** 750sq ft  
**LOCATION** residential

#### TOP TIP

Retailers definitely need to offer a good range of sweets so that everyone is catered for.



**We tend** to stick to the RRP set by Parfett's, although we follow a mixture of approaches to our pricing. Around 35% of our confectionery is pricemarked, while we offer the sweets aimed at children around the RRP and aim the more premium prices towards the adult lines. We also sell 50p bags of old-fashioned sweets that we buy in bulk. We see a 40% margin on those bags and on Jelly Beans alone we get through about 28 bags, but we sell all sorts - fudge, fruit jellies, liquorice sticks, catharine wheels, dolly mixture, and so on. ●

# YOUR NEWS

## Scotland consulted over Bill on retailer protection

Consultation on a Bill calling for more legal protection for Scottish retailers has been launched.

Daniel Johnson MSP announced his proposed Protection of Shopkeepers Bill at the Scottish Grocers Federation (SGF)'s Crime Seminar last week.

The Bill argues shopkeepers should have the same level of protection as emergency workers, after the Emergency Workers (Scotland) Act of 2005 made it a



Pete Cheema

specific offence to assault, obstruct or hinder someone providing an emergency service.

SGF chief executive Pete Cheema said: "Shopkeepers are having to police legislation that the government puts out but they should be protected to do that.

"We don't have a culture of carrying ID in the UK, but if a retailer doesn't ask someone who looks under the age of 25 for ID then they are breaking the law.

"It's important to give shopkeepers the confidence to carry out their duties."

The SGF's annual crime report showed 92% of respondents suffered from physical abuse in 2016, with requests for ID and refusal of sale being the biggest triggers of abuse.



## London district hits right note

Hundreds of retailers gathered in Wembley for the NFRN London district's annual dinner and dance on Sunday. The event, which attracted 300 retailers and trade partners, was attended by national president Ray Monelle and his wife Andrea (pictured, centre left). "It was a really good turnout and everyone really enjoyed it. It was great to see so many partners there, we look forward to working with them going forward," said district president Ravi Raveendran (pictured, centre).

**Daily Deli fascia branding for new-look Spar store** 'We have a vision for evening meals'

## Food service on the menu in £1.1m refurbishment

by Dave Songer

dave.songer@newtrade.co.uk

A Spar retailer in Wiltshire is aiming to drive evening sales and attract new customers with a comprehensive food offering being introduced as part of a major refit.

Susan Connolly is negotiating with Country Choice to develop freshly-prepared home-cooked-style evening meals for customers who shop after 3pm in her store in Pidworth, which is undergoing a £1.1m redevelopment.

"It's a food service rather than food to go, and it has to be something different and completely new," she said. "We have a vision for evening meals - post 3pm - and Country Choice are looking to make it work, but



Work gets under way at Susan Connolly's Spar store in Pidworth, Wiltshire

it's a new area for us and is a really hard thing to do."

The food area will be branded under Spar's Daily Deli fascia but, because Ms Connolly is contributing

much of the money, she will have autonomy to make her own decisions over its design and the food served - such as the inclusion of a breakfast bar.

To deliver the service, Ms Connolly will employ two full-time kitchen staff to work until 3pm, but will train other store staff to work after that time should they be required, to keep costs down.

"To have kitchen staff on after 3pm would cost £60,000, which is why we have to work hard to make it work," she said.

The refit will introduce modern features in the 2,900sq ft store, including digital price labels and video screens, to make it stand out from the competition.

Plans have also been drawn up to reduce the size of the grocery aisle, with a smaller, better range. "We're going to whittle our grocery down to three metres but fill it with a better selection of products," she said.

## £10m rates relief for 15,000 stores in Wales

Retailers and the Association of Convenience Stores (ACS) have welcomed the Welsh government's announcement of a £10m relief scheme to help stores hit by the business

rates revaluation.

The scheme will support almost 15,000 businesses whose rates are set to rise. ACS chief executive James Lowman said: "The scheme will offer

targeted relief to those likely to be most impacted, giving retailers three years to adjust to their full increased liability."

Vince Malone, of Tenby Post Office in Pembroke-

shire, said: "Anything that helps is greatly appreciated. There's a general feeling that rates are going to be the straw that breaks the camel's back for many retailers."

# COLUMNIST



**Neville Rhodes**

## Some food for thought

**The potential benefits of the Tesco-Booker merger for independents are clear but the downsides should not be overlooked**

**A** month after the announcement of the proposed Tesco-Booker merger, I still haven't made up my mind whether it will be good for independent retailers.

The potential benefits are clear. Tesco's buying power could mean lower wholesale prices for Booker's customers; its expertise in sourcing fresh food and ready meals should help to enhance Booker's range; independents could have access to Tesco's banking, mobile and PayQuiq services; and many thousands of small businesses could look forward to support from one of Britain's biggest companies.

There are potential downsides too, however, and these should not be overlooked.

If the merger goes ahead as planned, Tesco will be the domi-

nant partner. Its UK sales are more than seven times greater than Booker's, and Tesco shareholders will own 84% of the combined group.

Although Booker's cash and carry business supplies tens of thousands of CTNs and c-stores, including around 5,000 Premier, Happy Shopper, Londis and Budgens symbol retailers, Tesco, with around 2,800 c-stores, already has the largest share of the convenience market, and it risks intervention by the competition authorities if the merger is viewed as a way of consolidating this market.

But as Tesco says in its merger announcement, it is looking beyond grocery retailing, and has its eyes on the faster growing 'out of home' food market – food to go, and



**Tesco says it is looking beyond grocery retailing, and has its eyes on the faster growing 'out of home' food market**

fast food outlets. So it seems much more likely that Tesco will focus on Booker's catering supplies operations than its grocery wholesaling.

I've also been struggling to work out why Tesco-Booker would want to negotiate significantly lower wholesale prices for Booker's customers, making it easier for them to compete against Tesco's shops.

The merger terms involve Tesco shareholders paying a high price for Booker – more than 20 times the wholesaler's earnings – and they will want to see the benefits going to their company's bottom line, not shared with independent retailers in the form of lower wholesale prices at Booker.

Besides, will the big brand grocery manufacturers accept press-

ure from Tesco to lower their prices for Booker if that means treating Bestway, P&H, Spar, Landmark, Nisa and other wholesalers less favourably? I doubt if they could afford to do so, and I would be very surprised if they did.

Booker is also facing a changed relationship with its retailer customers. Instead of being a wholesaler dedicated to independent retailers (and caterers), becoming part of a merged group with Tesco would mean that one part of the company was competing with the other's customers: Booker-Tesco-supplied retailers up against Tesco-Booker owned shops.

Of course, there's nothing new about independent retailers having to compete with Tesco, and helped by Booker and other wholesalers, most have survived and many have prospered. But having their supplier linked through ownership to a major retailer may be more than some independents are prepared to accept.

The merger is subject to approval by both Tesco and Booker shareholders, and is also likely to be investigated by the Competition and Markets Authority (CMA). Both companies say their legal advisers are confident the merger does not breach competition law, and that they expect it to be completed by early 2018.

However, intervention by the CMA could delay the deal, force changes or even block it.

### \* Remember the last time?

**+** When the Tesco-Booker merger was announced, my mind took me back to the last time Tesco planned to link up with a wholesaler: its ill-fated scheme for 'national distribution' of magazines with WH Smith News. That was in 2000 and retailers are still stuck with the same system for the distribution of magazines that they, Tesco and others were trying to get away from. But times have changed. Closures by Smiths and Menzies have resulted in Booker now having twice as many branches as the two news wholesalers combined, and magazine sales have collapsed. The ABC report for the December 2000 period shows 49 titles with average newstrade sales of more than four copies per outlet; the latest report has only 10 – nine of them weeklies. Wouldn't it be easier and less expensive for many retailers, and beneficial to some publishers too, if the most popular titles were distributed through cash and carries as well as the news wholesalers?

*Neville Rhodes is a freelance journalist and former retailer*

# YOUR VIEWS

## YOUR LETTERS

### ■ What must we do to get a terminal?

We still can't get an answer to why we can't get a National Lottery terminal, with many shops coming and going who get it straight away. What do we have to do?

We are situated in the small town of Chard in South Somerset and are the town's local independent newsagent, which has been serving the town for more than 30 years. We are the oldest newsagent in the town, and we are also the busiest.

During our 30 years here, we have requested a terminal numerous times, which Camelot has always denied us, saying that there is already an adequate number of terminals within our radius.

The last time we contacted Camelot about the matter, it denied the fact that it appears to favour large corporations over independents like ourselves. However, shortly after we received its last response, our town received a new shop – M Local, situated in the high street – and, lo and behold, it automatically received a National Lottery terminal.

In the past 12 months, our town



**The last time we contacted Camelot about the matter, it denied the fact that it appears to favour large corporations over independents like ourselves**

**Andrew and Gemma Emery**

has lost two big stores – My Local (formally M Local) and Co-op. Both were situated in the high street, a few metres away from our store. Both had National Lottery terminals. Currently, both shops remain empty.

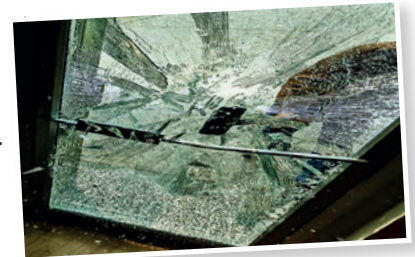
Residents and visitors to Chard have now two fewer places where they are able to buy their tickets from. Please, we ask that Camelot reviews our situation once again.

**Andrew and Gemma Emery**  
Emery Newsagents  
Somerset

**A Camelot spokeswoman said:** “We ask all retailers who are interested in having a National Lottery terminal to register their details on our dedicated website ([www.lotteryretailer.co.uk](http://www.lotteryretailer.co.uk)). Even if they have done this before, they should make sure they keep their details up-to-date. We certainly don't favour multiple outlets – the split between independent and multiple retailers in our 46,000-strong retailer estate is roughly 60% independents vs. 40% multiples.”

### ■ Police need to explain break-ins

The tsunami of shop break-ins – 61 since the beginning of the year – deserves an explanation from the Leicestershire Police chief constable Simon Cole.



What is particularly troubling is the fact that the crime spree is concentrated in just one area. This means that the true crime figure is much higher than the report suggests.

Many retailers are reluctant to report crime to the police, particularly shop theft. It is not good enough to ask retailers to improve their shop security. Perhaps the police crime prevention officers could show us what more could be done on shop security.

**Subhash Varambhia**  
Snutch News  
Leicester

### A Leicestershire Police spokeswoman said:

“There are a number of ways shop owners can protect their property themselves to minimise the risk of becoming a victim. We are doing our best to get the message out to retailers and commercial premises to be sure they have security measures in place. Concerned shop owners can contact us and request a visit.”

## YOUR SAY Would it be fairer to base business rates on turnover rather than rental value?



### David Lewis

Spar Crescent Stores, Witney  
I think that would be fairer because you can have a massive shop which actually doesn't have a high turnover and you can have a small shop in the middle of town and it can have a fantastic turnover. Our rateable value has gone up from £8,500 to £15,000 so we now don't qualify for any relief and will have to pay the full amount. It's another thing to pay on top of everything else.

### Mark Derry

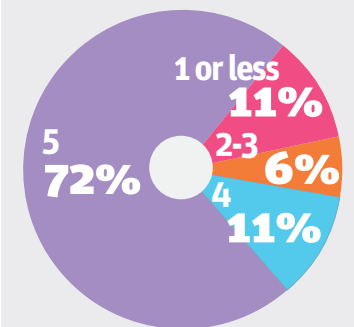
Celebrations of Cheltenham, Gloucestershire  
I never thought the business rates system was a fair one before but actually a couple of months ago we found out we will be getting a large cut to

ours out of the blue, so now we're happy. I've never thought about it too much but I suppose your rent tends to change in line with your location and the building you have, so there is a link there to how your business is doing.

### Wendy Boyatt

Premier Morfa Stores, Gwynedd  
I think the way business rates are calculated is fair. To be honest, I think whatever way they did it, it would feel unfair for somebody and somebody would be happy about it because everybody has a different take on it. I think it's probably as fair as it can be because if they did it another way it wouldn't necessarily make it better overall.

## RN READER POLL



## What food hygiene rating would you give your store?

### NEXT WEEK'S QUESTION

Which issues have the biggest impact on your business?



**Vote now at**  
[betterRetailing.com](http://betterRetailing.com)

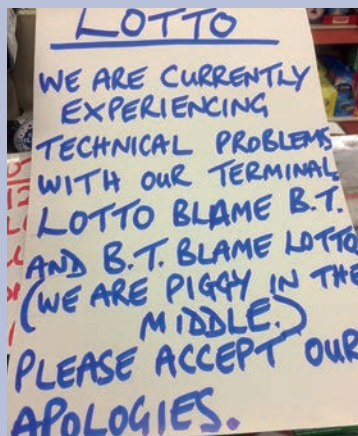
## TERMINAL FAULT IS COSTING ME

I have had no end of problems with my Camelot terminal since Christmas Eve. It has been switching itself off up to 18 times a day and I reckon it has cost me around £80 in phone calls to Camelot's helpline so far.

Camelot gave me a temporary system after my previous calls, which was slow but worked. Then, last Monday, an engineer fitted a new router after discovering a problem.

But 10 minutes after he had gone we were faced with our old problem of the machine switching on and off constantly.

It did this 18 times on 10 February and nine times on 11 February, for example. BT blames



Camelot, Camelot blames BT and I'm stuck in the middle losing sale after sale. I've now put a poster up to explain to customers what's going on, but after six weeks it is driving me absolutely mad.

I've lost all faith in Camelot, but more importantly my customers are losing faith in me. I just want

this sorted out once and for all.

**Brian Moses**  
The Bookstall, Railway Station, Harrogate

**A Camelot spokesman said:**

*We're sorry to hear about Mr Moses's ongoing issues. We visited last week and this has once again been escalated to BT. We are trying to arrange a joint visit with our engineer and a BT engineer to resolve this. Our engineers visited Mr Moses's store over the weekend to install another piece of kit and it sounds like this has been successful. We'll keep in contact with Mr Moses and keep him updated on the joint engineer visit.*

**100 YEARS AGO**  
24 February 1917  
The Federated Free Church Councils renewed their attack on retailers who trade on Sundays. In Lincolnshire, a decision was made to prosecute retailers and customers who disregard the rules.

## VIEW FROM THE COUNTER with Mike Brown



In my last column, I mentioned that our local library is threatened with closure in April. Now the Stokesley branch of HSBC, where I bank, is due to close in June this year.

I was absolutely gobsmacked because it is such a busy bank, serving all the surrounding villages. We have an appointment with the bank to discuss alternative arrangements, but it seems likely we will use a HSBC business deposit card through our local post office.

The loss of the bank will make a visit to Stokesley less attractive and I suspect the shop will suffer as a result of reduced footfall. It's yet another hard blow to rural life.

I attended a Booker 'thank you' event at Stockton recently. The merger between Tesco and Booker was on everyone's lips.

I can only speak from personal experience, but after the last Booker/Londis tie-in the Londis garage forecourt

shop opposite me began to stock the Euro Shopper range. I used to do really well with its 50p energy drink, selling 50 outers a week. Now I am down to 25.

Londis may have helped improve our range of fresh, chilled and ready meals and Tesco might help our fruit and veg offer, but if you don't sell those products it might be a different ball game.

At last the four-month wait is over and the rugby league season is finally under way. My team, Leeds Rhinos, lost narrowly 6-4 away in the opening match of the season to St. Helens.

The great city of Hull is the UK City of Culture this year and I was reading about the programme of events in the Yorkshire Post. Unbelievably, there was hardly any mention of rugby league.

With two teams - Hull KR and Hull Kingston Rovers - rugby is huge in the city. What a missed opportunity to promote the game.

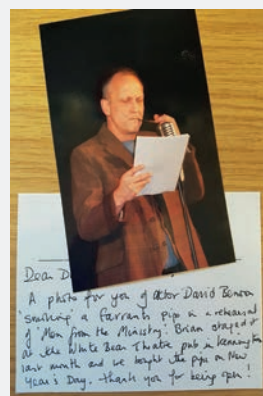
## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Who has the best customers? Us, that's who! Just received a thank you note for being open on New Year's Day!

**Farrants**  
@Farrants\_Cobham



Thank you Charles Wilson & Steve Fox @BookerWholesale for answering retailers' questions & providing insight on Tesco merger #excitingtimes

**Raaj Chandarana**  
@raaj\_c



Delighted to be working with @ScotGrocersFed to launch our Award for Preventing Under Age Sales in Scotland

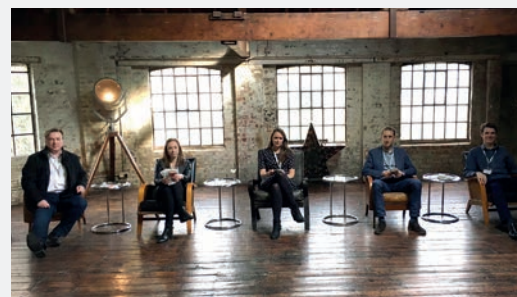
**Tony Allen**  
@underagesales

Talked to a fellow retailer this morning and he said its like handing the smugglers Christmas presents everyday #TPD2

**Eugene Diamond**  
@EDiamond136

Thanks @QuornFoods for being the Dragons today. Quorn Curry for dinner

**Dave Songer**  
@DaveSongerRN



# DIGITAL **PART THREE**

## MY DIGITAL STRATEGY



### Steve Archer

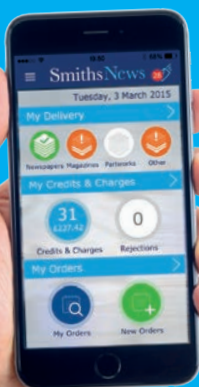
Owner of three Premier stores in Staffordshire and Cheshire

**What I Use:** SNapp (Smiths News app)

**What I use them for**  
**Stock management:** You can manage your Smiths News stock every day if you're really serious, which is what you need to do if you want to grow the product category and build a good range. You have got to keep track of how many titles you are getting in and how many you are being invoiced for, and using SNapp means you can keep track of your account at all times. Using the app also means I can see if a certain title is out of stock or has been delayed, so I know not to expect it. This saves me time worrying and making phone calls.

**Keeping in touch:** I use WhatsApp to stay in touch with the other Premier Development Group retailers and with Booker. This is a very useful tool for generating and picking up ideas as well as problems or issues. We also use the Booker website extensively, not only for ordering but for keeping up to date, tracking our account etc.

**Top tip:** Use SNapp to manage your orders and accounts with Smiths News.



# Utilise the tools of the trade

In the final part of our three-week digital guide, two leading suppliers outline how their tools help retailers improve their payment systems and local produce range, respectively. Toby Hill, Tom Gockelen-Kozłowski and Jennifer Hardwick report



## A digital strategy to... update your payment and sales systems



Last year, PayPoint began to roll out its latest terminal system PayPoint One. Marketing director Steve O'Neill explains why systems such as this can go a long way to fitting your store up for the digital age.

### Keep up with the supermarkets

With a system like our PayPoint One platform, retailers have the same type of technology that supermarkets use, providing independent stores with the capability to more effectively compete with them.

### Get to know your customers better

More than one in three (36%) of independent retailers say that having enhanced technology and a better understanding of their customers is their biggest opportunity for growth.

### Offer your customers contactless and more

PayPoint One provides a technologically-advanced EPOS platform for our retailers that enables them to

take all forms of payment including contactless and Apple Pay, as well as provide PayPoint services on one platform.

### Turn the internet into an opportunity

A system like this also allows retailers to provide a range of digital vouchers including Amazon Top Up, Xbox Live and Spotify. Amazon Top Up makes over 150 million products instantly available to customers who do not have access to online payment methods.



PayPoint One takes payments from Apple Pay







Wholesalers including Cotswold Fayre and Booker are investing in their online trade



## MY DIGITAL STRATEGY



**Serge Khunkhun**  
Premier Woodcross,  
Wolverhampton

**What I use:** Booker website, warburtons-trade.co.uk, WhatsApp, SNApp

**What I use them for**  
**Ordering:** The website I use most is the Booker website for ordering. By scanning in product barcodes we make sure our orders are as accurate as possible and it also saves a lot of time compared with other methods of ordering. I also use SNApp and the Warburtons trade website to amend orders and also to make special requests for customers. SNApp provides an audit trail immediately which avoids any disputes later on.

**Problem solving:** There is a big retailer WhatsApp group which is so popular that I have to have it on mute permanently on my phone. But if you ever have a problem or a question there's always someone who can help. A little while ago my energy contracts came up for renewal and I wanted to get a better price. I mentioned it on WhatsApp and was quickly given a couple of contacts with who I could negotiate a better deal.

**Tip:** Be generous with your time and support on forums like WhatsApp – the same people will be there to help you out when you're in need.



## A digital strategy to... get local right



Paul Hargreaves, managing director of Cotswold Fayre, explains how independent retailers are using digital tools to ensure they manage their range of local products well and market them successfully to customers.

### How are your customers utilising the internet to help customers?

About two thirds of our orders are taken online. We find that our convenience store customers are far more keen to do it online, probably because they have less time to make phone orders and can access their sales data while they order. At the moment around 7% of our customers are convenience stores, but their willingness to use online more can only help increase that.

### What benefits does digital ordering provide?

It means retailers have a more up-to-date picture of our range. Our ambient range only changes twice a year, whereas our chilled range can change every month. We won't print catalogues that often, so we encourage even those customers who order by phone to check what we have online first.

### How would you recommend retailers use social media?

Firstly, I would encourage them to offer a prize of some kind to claim by coming into the shop and buying into the local or speciality ranges. The prize can usually be supplied by

the producer via their wholesaler. Secondly, I would ensure that all the food producers merchandised in-store are engaging their own social media following and ensuring they all know where their products can be bought. Of course, as it is in their own interest, most will be more than happy to do this.



**We encourage even those customers who order by phone to check what we have online first**



# DIGITAL

## Tech to protect

Over the past three weeks, RN has provided a guide to making the most of the digital era from some of the industry's top brains. To conclude the series **Charlie Faulkner** has been in search of retailers who are already using technology to keep their businesses safe



### Harry Goraya

Nisa Local, Northfleet, Kent



Harry's business is a family affair but when it comes to store security he protects every member of staff as if they were a relative. Modern technology helps him collect evidence too.

#### Have you been a victim of crime?

A long time ago, I witnessed a man stealing chocolate bars from me. He denied it when I confronted him. He said he'd purchased them somewhere else. At that moment I decided, if I can witness it with my own eyes and the perpetrator still denies the crime, I need something to back me up. We don't tend to have many issues now but we do help out with problems within the local area by supplying CCTV footage to police. However, I think investing in digital security is important; you need evidence to back yourself up especially if you are ever involved in a court case - you need to be able to protect yourself, your staff and your business.

#### What is your digital security set-up?

There are in excess of 50 cameras inside the store and at least 10 outside ensuring up to 50 yards of the approach is covered. There are also two big monitors which show what the cameras are picking up. The most recent update cost around £10,000. In fact, the police have said how impressed they are with the set-up and the quality of equipment I have here.

We also have panic buttons at the

till which, when pressed, remain silent so the offender doesn't know they've been pressed. They automatically alert the police. So far we've never had to use them thankfully. I treat my staff as if they were my family and make my business as safe as I can.

#### How do you prevent staff shrinkage?

Each till has a minimum of four cameras on it so the staff know they would never be able to get away with anything. The EPoS system is also linked up to my back office monitor so I can see exactly what's being scanned through the till in real time. We're very open with our staff - they all know the level of security we have in the store and they know I have remote access. It's for their protection as well as the business - they know they can't be accused of anything without proof.



**I treat my staff as if they were my family and make my business as safe as I can**



Harry's wife Chanjit and son Nin are kept safe in-store cameras and alarms



**Steve Bassett's store manager Dave Hiscutt monitors his CCTV screens**



**Dee Sedani uses technology to monitor staff and tills**



**Dee Sedani**  
One Stop Matlock, Derbyshire

A big focus for Dee Sedani, owner of two One Stop stores in Derbyshire, is building a team he can trust while protecting his business from human error as much as possible. Technology gives him the peace of mind to do this.

**Have you been a victim of crime?**  
About a year ago I was having problems with staff fiddling their time sheets, jobs not being done to the required standard and a general lapse in consistency.

I installed Retail Guardian, which is a fingerprint-based software. All the in-store jobs, payroll and staff signing in and out all go through it with fingerprints as a way of being accountable.

It can be used to protect my business in terms of health and safety, legislation and just generally ensuring processes are followed. This software has reduced my workload. It means I don't need to be in the shop to know what's going on and it's resulted in a better working relationship with my staff.

**What else is in your digital security set-up?**  
We have a machine called Tidel; it's like a money-counting robot. It counts all the money it's fed and

then prints out a receipt, it also gives you a receipt when you set up the till for the day - so the money going through my business is being accounted for in another way.

We also have a wireless bakery which ensures any data around food is recorded digitally and is easily accessible and also easily monitored.

A final security measure we have is facial recognition technology. It's 65% effective, but that's certainly better than 0%, and it means it's easier to stop banned customers coming in.

**How do you prevent staff shrinkage?**

Having the money counter has meant I don't have change easily accessible behind the counter and it has meant staff aren't tempted to stick their hand in the till. Everything is accounted for with this machine. I implemented it eight years ago and, human error aside, I've lost 2p in that entire time.

**I implemented it eight years ago and, human error aside, I've lost 2p in that entire time**

**Steve Bassett**  
Londis Weymouth, Dorset



Steve, who owns six convenience stores, aims to implement deterrents to prevent temptation and to also keep staff aware of what is going on in-store.

**Have you been a victim of crime?**  
Fresh meat is our biggest problem and we had a real issue in one of our stores to the point that I purchased little alarms from Amazon so that every time the doors open the alarm makes a 'beep bop' noise. The noise makes the staff look up and take notice of the area by the fridges. They cost me £13 for two and they've already paid themselves off. In one case my manager heard the alarm go off and looked over but couldn't see anyone. He went over and found a man trying to stuff three steaks down his trousers around the corner.

**What is your digital security set-up?**  
We've always had cameras in the stores but we've adapted over time by putting cameras in lower positions so you get more than just the top of people's heads. Now we can see their faces and it makes the footage far more useful in situations where you need solid evidence.

We have between 24 and 36 cameras in each of our stores. Some of them are high definition and we're investing in an internet protocol, set-up where the cameras work through network cables, which means unlike analogue CCTV, the cameras can send and receive data via a computer network which makes it better quality and easier to access the footage.

I've also created yellow stickers, the size of a 2p, which look like the security stickers you find in other shops. They're just stickers and don't do anything but they act as a deterrent and I put them on high value items.

**How do you prevent staff shrinkage?**  
With our new remote-controlled cameras I can see what's going on in the stores even when I'm not there and the staff are aware of that. I can simply log on through my phone, although that's not always a good thing - it makes it difficult to switch off from work sometimes. ●



# CHOCOLATE

## Ready to take your bite?

If you could start again with your chocolate category, what would you do differently?

Dave Songer explores five steps for creating the perfect range

### Update your core range

The last time you set up a confectionery range might have been decades ago, so the place to start is updating your knowledge of the bestsellers. The first bit of good news is – from Cadbury Dairy Milk to Galaxy, KitKat to Mars – the same names that have dominated the category for decades have remained at the heart of the bestsellers list.

That's not to say new names haven't wrestled their way into the category's core range. Ferrero, in particular, has invested heavily in recent years and is reaping the benefits, according to both retailers and RN's What to Stock bestseller list (Kinder Bueno makes number 12 in the chocolate confectionery table).

"Kinder is really popular with the kids and is a big seller all year round," says Sunita Kanji, who runs Little Hulton Family Shopper in Bolton. "I recommend having a good selection on display."

The biggest change to the core range is that these brands have given birth to a number of extensions and limited editions – from Cadbury's Marvellous Creations to KitKat Chunky and the aforementioned Kinder Bueno which are taking their place at the heart of the category too. Does your current set-up leave space for these products?



**People weren't prepared to pay 65p for a small bar**



### Stock the right format

If the names haven't changed too much over the past few decades then the same can't be said for the formats shoppers are buying. Most stores focus prime space for traditional chocolate countlines but the best-selling product in independents, according to RN's data is Galaxy's 114g large block, price-marked at £1.

"The smaller bars used to be fantastic sellers but they went out of date because people weren't prepared to pay 65p for a small bar when a large one is £1," says Narinder Randhawa of Randhawa's News in Birmingham.

The success of larger chocolate blocks also reflects the success of sharing formats across a number of categories as trends such as the big night in" continue to affect shopper behaviour. Another format that's



benefited hugely from this is sharing bags.

According to Ferrero this has now become a £1.1bn sub-sector that represents one in five confectionery sales in the UK. RN readers agree: "We have about 50 bags and we pride ourselves on being the specialist, selling a wider variety than our local supermarket," says James Hardaker, employee at Farrants newsagent in Cobham.

If you were pressing "restart" on your confectionery range would you move focus away from traditional countlines to these growing formats? >>

Have  
a

# HAPPY EASTER

With Hancocks!

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- Margins up to 67.4%
- Competitive pricing
- The UK's largest confectionery wholesaler



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# CHOCOLATE

## Find the right location(s)

With the widening variety of formats and the changes in shopper behaviour underlining them, is placing countines under the till or displaying them solely on one aisle sufficient anymore?

Sunita Kanji doesn't think so. She's one of many retailers embracing a mission-based approach of how to lay out her store, bringing together a cross-category range of products shoppers like to buy when looking for a snack.

"The aisle is half confectionery but the rest is snacks and crisps.

"It's a great way of linking sales and I further boost basket spend by facing my soft drinks opposite them - they go so well together," she says.

Farrants also utilises insight about shopper behaviour, separating kids sweets in into a specialised zone.

This tailored area tempts children and parents, "who will then go on to buy things they may not have bought otherwise," James Hardaker says.

Additionally, suppliers are recommending stores to integrate confectionery into "meal for tonight" displays.

Levi Boorer, customer development director at Ferrero, says this "gives retailers a huge opportunity to influence shopper behaviour."



Brand extensions like these add novelty to the category



**The aisle is half confectionery but the rest is snacks and crisps. It's a great way of linking sales**

## Plan for events

The fact that so many brand extensions and limited edition products now dominate the confectionery market means stores need to be flexible to changes in range, display and location. Another reason to be flexible in your management of this category (and avoid repeating the same category management year in, year out) is the rise of events as key profit drivers.

Suppliers have recognised events as an effective way to keep consumers engaged in the category and the rise of seasonal impulse lines - from Kinder to Maltesers - highlights just what a stalwart part of the market they have become. Whether Valentine's Day, Mother's Day, Christmas or Easter, retailers should stock up on seasonal-themed products. Helpfully, the last of those events has a product popular any time that hits stores from Christmas.

Susan Nash, Mondelez trade communications manager, advises retailers to "make the most of brand investment" and have products in store when consumers will be aware of them. The company launched a £4m media campaign for Cadbury's Creme Eggs in 2017, activity Sunita expects to boost sales in her store. They're so popular; shoppers absolutely love them. I wish we could sell them all year round."

## WHOLESALER VIEW

Specialist wholesaler Hancocks provides retailers across the UK with confectionery. Here, the company's purchasing director Jonathan Summerley highlights how the company is helping retailers take advantage of two major opportunities.



Like many retailers, we've noticed the growing popularity of American confectionery, a real growth area in the market.

So, for a limited time starting tomorrow (25 February) we're hosting a special promotional event for two of the most loved American confectionery brands: Reese's and Hershey's. Retailers will be able to access discounted prices on popular product lines available online and in depot from 25 February to 10 March.

One of the benefit of American chocolate is it makes a great gift, but the multipacks are great for sharing with friends and hosting an American-themed party or movie night too.

Meanwhile, Easter is coming up (Easter Sunday is 16 April) and this year Hancocks is stocking everything from a huge 2.5kg bunny to impulse items for less than £1. With margins as high as 67.4%, this range of products will help retailers who embrace the seasonal opportunity to boost their profits further. ●



## Boost your profits

Tighter prices and better-value formats mean making a modern chocolate confectionery range profitable is tougher than ever. Luckily there are two tools retailers can use now to boost the cash they get from this integral category.

Firstly, tight pricing and accepting pricemarking can have a major beneficial effect on rate of sale according to retailers.

"Whatever's pricemarked is what sells. I'm paying £1 more at the wholesaler for price-marked boxes but I'm happy to pay the extra," says Narinder Randhawa. "The market here is driven by price."

For Sunita, it means she can give her customers more.

"We're the only shop in the area that can offer two chocolate bars for £1," she says.

Premium, specialist items - with higher prices and greater margins - are also providing opportunities for stores to profit. Farrants has found such success mainstays of the category are being overlooked. "Niche products like Squidgy Little Lumps Of Yum are really popular; we're not selling as many Mars and Snickers as we used to," says James Hardaker.

Farrant's has also found considerable success with premium-priced American confectionery - so much so that within eight weeks a local supermarket decided to also introduce a range.



Cadbury  
Dairy Milk,  
OREO



Introducing  
**2 NEW**  
FLAVOURS



**Mint** FLAVOUR



**Peanut Butter** FLAVOUR

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

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For great category advice go to [www.deliciousdisplay.co.uk](http://www.deliciousdisplay.co.uk)

delicious  
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# INDUSTRY PROFILE

## Farrah McNutt

Having shoplifted in her youth, Farrah McNutt has a unique insight into the minds of thieves. Now, she is using her experience to help retailers by naming and shaming criminals with her Catch A Thief website. Gurpreet Samrai reports

### RN Tell us about Catch A Thief

**FARRAH MCNUTT** I founded Catch A Thief in November 2014. I was a shoplifter in my early teens and knew if I got out of a store I was 100% home and dry, so I know this is the mindset of many shoplifters.

I thought about what would have stopped me from shoplifting and the answer was if my community, including my family and friends, saw me online and could recognise me.

This is where Catch A Thief comes in. We display moving CCTV footage or images of suspects committing crimes in businesses on our website.

We can help to identify people caught on camera and deter potential suspects.

### RN How does it work?

**FM** Once a store has signed up we send them warning stickers to put in their windows.

The store then sends us footage of crime alongside a witness statement. Once this is received, the store doesn't need to do anything else.

We edit the footage, add it to the website and highlight it. We will even report the crime to the police if the store has not already done so.

There is an £8 a month charge for signing up, but we donate a percentage to the foodbank in the business's local area.

There is also additional help for businesses, including risk assessments and consultancy, supplying CCTV cameras and analysing raw footage, and we offer security tips and advice.

### RN Do you have members who are independent retailers?

**FM** We have several independent retailers signed up and are looking to sign up more because we know they are affected by shoplifters the most.

### RN Retail crime continues to have a devastating impact on the livelihoods of store owners. What are your main areas of focus?

**FM** Our work has shown it is imperative to bring reporting and deterring of suspects into the digital age. One of our surveys has shown most stores have a CCTV recording system, but when a crime takes place they don't report it because it takes too much time with little or no results. There is a clear need to deliver a better system with better results.

### RN Do you work with any other organisations?

**FM** The Prince's Trust and Talent Match were essential in starting the



**We display moving CCTV footage of suspects committing crimes**

business. I am a member of North West Leicestershire Chambers of Commerce, which is supportive, and Catch A Thief has been endorsed by our local MP Nicky Morgan. I am also in talks with crime prevention companies and groups about how we can work together.

### RN How successful have your campaigns been?

**FM** They have had a great success rate. Our biggest successes were with a Lifestyle Express, which had a thief return and pay for the items they stole, and a metal fabricators, which was regularly suffering from theft but has seen this reduced to nothing since signing up.

### RN What's next for Catch A Thief?

**FM** Our features are always updating and improving. We are in talks with a company to get facial recognition for our brand and apps to make it even easier for retailers and the public to identify and report suspects. We have been working to grow our platforms through Twitter, Facebook, YouTube, Google+, Pinterest, and Instagram. We hope we can get more help and support to develop Catch A Thief further.

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

### Organisation Catch A Thief

**Profile** Through its online platform, Catch A Thief aims to help retailers reduce and prevent crime. It gives CCTV footage maximum exposure to catch and deter potential suspects.

**Latest news** Catch A Thief is working to add facial recognition and apps to its offer to help more retailers and members of the public identify and report suspects.

\*\*

\*\*



# THIS WEEK IN MAGAZINES



## Magical collection

# ROYAL FLUSH AS DISNEY PRINCESSES LINE UP

Princess power comes to the fore with Topps' new card collection, riding the wave of publicity for Disney's *Beauty and the Beast* film

**TOPPS'** new collection includes cards featuring images and scenes from Disney's forthcoming live-action version of *Beauty and the Beast*, releasing in UK cinemas on 17 March. The new collection will also feature all 11 previous Disney Princesses from the silver screen, including Cinderella, Snow White, Ariel and Rapunzel. Topps says young collectors will relive the heroines' magical tales and discover what it takes to be a princess. Starter packs contain a collector binder, game mat, collector guide, one packet of trading cards and a limited edition card. Eight cards retail at £1 each and multipacks at £5.



**DISNEY PRINCESS TRADING CARD COLLECTION**  
**On sale out now**  
**Price £4.99 (starter pack)**  
**Frequency one shot**  
**Distributor direct**  
**Display with Shopkins Sparkle Sticker Collection, Trolls Trading Card Game**

## Round up



**Jennifer Hardwick**

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

## WHY PEOPLE SPEND TIME WITH PRINT

Media commentator Roy Greenslade recently wrote his last ever blog post for *The Guardian* after more than 10 years of daily updates on journalism and links with the paper since 1992.

Reflecting on the state of the news industry in his last online offering, Roy - who will continue writing a monthly column for the printed *Guardian* - noted that when he started the blog in 2006, Twitter was just three months old. Since then there has, of course, been a significant shift towards online, but on a positive note for print, he points to a recent study from City University of London, which reveals 89% of newspaper reading is still in print.

The study showed this is because newspapers are read for an average of 40 minutes a day, whereas online visitors to the website and apps of those same newspapers spend an average of just 30 seconds per day reading them. This is significant firstly for advertisers, who are naturally interested in how likely a reader is to actually see and absorb an advert they've paid for, and also for its indication that readers still see newspapers as the medium most worthy of their attention.

As long as those readers view them as worthy of that higher level of attention, it seems likely they will still view them as worth paying for and enjoying in addition to their brief visits to the internet for news updates. Even among your most devoted newspaper-buying customers, very few will still rely on their paper as their only source of news any more - but they will continue to spend money on them for the extra experience they get from them.

Perhaps most significantly of all, the vast disparity in time spent reading proves the internet holds a different place in readers' hearts and minds than their favourite newspaper. No amount of social media marketing is likely to change that in a hurry.

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**Starter Pack:**  
£2.99 RRP

**Sticker Packet:**  
50P RRP

# THIS WEEK IN MAGAZINES



## Bestsellers Teenage

Title	On sale date	In stock
1 Autocar	01/03	<input type="checkbox"/>
2 Classic Car Weekly	01/03	<input type="checkbox"/>
3 Autosport	02/03	<input type="checkbox"/>
4 Motorsport News	01/03	<input type="checkbox"/>
5 Auto Express	08/03	<input type="checkbox"/>
6 What Car	09/03	<input type="checkbox"/>
7 BBC Top Gear	23/03	<input type="checkbox"/>
8 Classic Sportcar	02/03	<input type="checkbox"/>
9 Commercial Motor	02/03	<input type="checkbox"/>
10 Practical Classics	22/03	<input type="checkbox"/>
11 Classic Cars	22/03	<input type="checkbox"/>
12 Classic Car Buyer	01/03	<input type="checkbox"/>
13 Land Rover Owner	22/03	<input type="checkbox"/>
14 Classic & Vintage Commercials	17/03	<input type="checkbox"/>
15 Truck & Driver	28/02	<input type="checkbox"/>
16 Classic Car Mart	10/03	<input type="checkbox"/>
17 Car	15/03	<input type="checkbox"/>
18 Classic Ford	24/03	<input type="checkbox"/>
19 The Automobile	17/03	<input type="checkbox"/>
20 Custom Car	24/03	<input type="checkbox"/>

Data from independent stores supplied by SmithsNews



## TAB ARROWWORDS

The Take A Break-branded Arrowwords magazine continues to lead the way in the field – it's the best-selling title on the shelves, outselling its closest rival by three copies to one. It delivers more than £1m around the year and accounts for more than 40% of the market, growing faster than the rest of the market. The latest issue features cash prizes of some £3,000.



**On sale 2 March**  
**Price £1.95**  
**Frequency monthly**  
**Distributor Frontline**  
**Display with TAB Take a Puzzle, Puzzler Collection and TAB Take a Crossword**



## STUFF

The latest Nintendo offering, the Switch, is hitting the shelves and gadget magazine Stuff is offering a complete guide to the Japanese gaming giant's latest piece of kit, with a look at the launch games as well as the console itself. There's a look at upgrades for assorted devices, as well as rating Sky and Virgin's latest kit and accessories for devices such as the Amazon Echo. A 10% sales uplift is expected.



**On sale 2 March**  
**Price £4.99**  
**Frequency monthly**  
**Distributor Frontline**  
**Display with T3, Men's Health, Wired**



## CLOSER

Women's weekly Closer has partnered with high street baker Greggs to offer its readers a free in-store gift with this issue. Every copy comes with the chance to get a free Greggs Balanced Sandwich from its shops. It comes in the form of a redeemable voucher to take into the bakers' stores. In terms of editorial, there will be the standard fare of celebrity gossip, true stories, slimming, eating and fashion tips and more.



**On sale 28 February**  
**Price £1.70**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with Take A Break, Chat and That's Life**



## MATCH OF THE DAY

Match Of The Day magazine is mirroring the growth of sports gaming, e-sports, YouTubers and more by expanding its coverage to meet the huge interest in the sector, with a new section entitled Play. This covers lifestyle products too and is part of a complete content refresh, with further added features as well as increased pagination for other sectors of the popular football magazine.



**On sale 28 February**  
**Price £2.25**  
**Frequency weekly**  
**Distributor Frontline**  
**Display with Four Four Two, Match, World Soccer**



## RACING AHEAD

The racing monthly is gearing up for one of the biggest events in its readers' calendars, the Cheltenham Festival, with a special bumper issue celebrating the event. It is adding 24 pages to the special issue ahead of the mid-March festival, complete with a guide to what will be happening at the track.



**On sale 24 February**  
**Price £3.29**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Racing Post, Gallop**



- ▶▶▶▶▶ 1st Arrowwords magazine
- ▶▶▶▶▶ Best seller since 1995
- ▶▶▶▶▶ Top 5 title through newsagents

PLEASE STOCK & DISPLAY





## FOUR FOUR TWO

As the football season draws to a climax, interest in the game is growing, giving a further boost to an already busy Four Four Two. This issue features a look at the best young players in the Premier League and beyond, with Spurs poster boy Dele Alli leading the way, appearing on the front cover too. Given his and his team's success this season, publisher Haymarket is expecting a 10% uplift in sales.



**On sale 1 March**  
**Price £4.99**  
**Frequency monthly**  
**Distributor Frontline**  
**Display with Match Of The Day, When Saturday Comes, World Soccer, Soccer Bible**

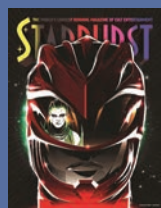


## TAB SUDOKU

The Take A Break-branded Sudoku monthly led the way in terms of puzzle offshoots from women's weeklies, it was one of the first to publish under an existing publication's banner some 10 years ago and is the best-selling title of its ilk in independents and the top full-size title nationally. It features the standard free mechanical pencil, as well as a £500 cash prize pot.



**On sale 2 March**  
**Price £2.20**  
**Frequency monthly**  
**Distributor Frontline**  
**Display with TAB Take a Puzzle, Puzzler Collection and TAB Take a Crossword**



## STARBURST

The Power Rangers are returning in a new, big budget blockbuster film and that is celebrated with a special front cover collectors' edition of the latest issue of Starburst. Other titles covered include A Cure For Wellness and the new live action takes on two animated films, Ghost In The Shell and Beauty And The Beast, as well as celebrating 20 years of Buffy The Vampire Slayer.



**On sale out now**  
**Price £4.99**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Sci-fi Now, Empire, Total Film**



## DAZED

The spring/summer issue of Dazed is out now, with a choice of two covers, both featuring up-and-coming acting talent - the first has Hunger Games star Amandla Stenberg, the other Ashton Sanders, of current theatrical hit Moonlight. Both suit the issue's theme of activism and protest in the post-Trump world. Also featured are the looks for the warmer months, as well as singer Sampha.



**On sale out now**  
**Price £5.50**  
**Frequency quarterly**  
**Distributor Comag**  
**Display with i-d, Porter, Another Magazine**



## HEROINE

The latest edition of the magazine, dedicated to fashion, music, film, current affairs and art, is billed as the Dangerous Youth edition. It features Danish punk singer Elias Ronnenfelt, The Pink Slips (whose singer is the daughter of Guns N' Roses bassist Duff McKagan) and up-and-coming fashion designers Proenza Schouler.



**On sale out now**  
**Price £6**  
**Frequency bi-annual**  
**Distributor Comag**  
**Display with i-d, Another Magazine, Wonderland**



## Industry viewpoint

### Sarah Norman

Bauer Media's motorcycling marketing manager

As the end of the damp, dreary winter nears, MCN is already looking forward to a brilliant summer of riding. On 1 March, we're launching a big editorial and marketing campaign called #ride5000miles, designed to encourage bikers to dust off their bike, get it out of the garage and get out on the road. And hopefully tempt a few new riders to the fold along the way.

We're all short on time, and unless you are able to commute to work on your motorcycle, it may become a luxury hobby. Family commitments, dull DIY and mowing the lawn all eat into our bike-riding time, but this year we're going to get people out riding again, and give them even more reasons to buy MCN.

MCN is the bible for motorcyclists, the one-stop weekly shop for bikers' biking fix. We'll be running some really engaging and inspiring editorial throughout the year offering tips and advice on how to get your miles up, with great tours and destinations as well as top bits of kit bikers can't live without.

There will be a series of supplements supporting the campaign and several more on the thrilling season of bike racing we're anticipating this year, which sees Rossi go for his 10th world title, head-to-head with old teammate Jorge Lorenzo and Spanish superstar Marc Marquez.

Elsewhere in Bauer motorcycling, with new editors at the helm of both Ride and Performance Bikes, we're looking forward to seeing some great new product developments on both fronts and some exciting added-value promotions throughout the biking season.

**Top tip**  
 Utilise any available promotion space on tills or in fixture to display promoted issues to encourage impulse purchases.

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**ON SALE NOW!**  
**NEW FROM TOPPS**  
**PACKET £1.00**  
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 📘 facebook.com/thisisRN

## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	11	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	60	100	8.99
Build your own R2-D2	8	100	8.99
Enhancing your mind, body, spirit	8	120	3.99
Jazz at 33 and third RPM	30	70	14.99
Simply Stylish Knitting	61	90	3.99
Star Wars Helmet Coll'n	30	60	9.99
Zippo Collection	39	60	19.99
<b>EagleMoss</b>			
3D Create & Print	110	110	6.99
Build A Solar System	79	104	7.99
DC Comics Graphic Novel	40	60	9.99
Doctor Who Figurines	92	120	8.99
Marvel Fact Files	206	200	3.99
Military Watches	79	80	9.99
Star Trek Ships	92	95	10.99

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	79	120	2.99
Art of Knitting	110	90	2.99
Art of Quilting	61	90	3.99
Art Therapy	102	120	2.99
Art Therapy 50 Mindful Patterns	10	80	4.99
Assassins Creed: the official collection	1	80	2.99
Build the Mallard	130	130	7.99
Build the U96	131	150	5.99
Dr Who Complete History	39	80	9.99
Draw The Marvel Way	31	100	4.99
Judge Dredd Mega Collection	56	80	9.99
Marvel's Mightiest Heroes	83	100	9.99
Warhammer	13	80	9.99
<b>RBA Collectables</b>			
Real Life Bugs & Insects	27	60	0.99
<b>Panini</b>			
F1 Collection	24	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
Football 2017 collection	2.99	0.50
Frozen Northern Lights Sticker Collection	2.99	0.50
Frozen Sticker Collection	2.99	0.50
Moana sticker collection	3.99	0.50
Paw Patrol 'A Year of Adventures' Stickers	2.99	0.50
My Little Pony	2.99	0.50
Peppa Pig Around the World	2.99	0.50

Title	Starter	Cards	
<b>Topps</b>			
Shopkins Sparkle Sticker Collection	2.99	0.50	
UEFA Champions League Official Sticker Collection 2016/17	2.99	0.50	
Premier League Sticker collection	1.99	0.50	
Star Wars Rogue One	4.99	1.00	
Star Wars Rogue One Sticker Collection	2.99	0.50	
Trolls Trading Card Game	4.99	1.00	
Trolls Sticker Collection	2.99	0.50	
WWE Slam Attax Takeover	4.99	1.00	
Match Attax 2016/17	4.99	1.00	
Title	No	Pts	£
<b>DeAgostini</b>			
Magiki Mermaids			2.50
Frogs & Co			1.99
<b>Magic Box</b>			
Zomlings Series 5			0.50
Star Monsters			1.00

## Newspapers

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

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

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

Weight Watchers	18-19 February				
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,730g	1,160g	300g	10	65g
Sunday Times	1,025g	615g	140g	3	75g
Guardian	760g	350g	15g	2	10g
Times	730g	420g	60g	2	45g
FT	700g	385g	0g	0	0g
mail on Sunday	665g	310g	15g	1	15g
Mail	655g	225g	95g	5	45g
Observer	605g	205g	15g	2	10g

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

\* By negotiation

### Insertion payment guide

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

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- Combined with a back office with full stock control
- Complete with in-depth financial reporting facility
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- Free on-site installation and training can be provided
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- Bespoke screen customisation, the way you want it
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Per credit card transaction\*

**0.4%**  
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\*T&Cs Apply. Rates are subject to change, with prior notice. Acceptance to the service requires successful completion of a credit check.

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Leasehold £46,500 Ref: T33046N

Attractive recently refurbished premises  
Prime town centre trading position  
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Sales 2016 £319,623 ex Vat, GP 25%



**Newsagents Leicestershire**  
Leasehold £45,000 Ref: T32207G

Prominent location in residential area  
Includes 2 bed flat, let at £5,400pa  
Suit working owner/couple  
Sales January 2014 £306,887pa

Devon 01404 813762

Notts/Lincs/Leics 01858 469469



**CTN Norwich**  
Leasehold £89,950 Ref: T32939E

Great Location, loyal customer base  
Many houses surrounding  
Scope to increase profits  
Pay Point & Lottery Services



**Newsagents, PO West Sussex**  
Leasehold £210,000 Ref: T33151T

Located in attractive coastal resort  
Busy shop & PO, counter news only  
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