

# RN

RETAIL NEWS THAT MATTERS ● £2.40 ● 17.02.2017



If you're not doing chilled properly, you're doomed

A tour around Peter Robinson's latest shop

STORE LOOKBOOK  
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## We'll help you tap into Tesco expertise

- Systems, support and range advice will help strengthen independent retailers
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## +9 things driving your magazine profits in 2017

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Shaping the future  
of independent retail  
since 1889



**Editor**

Chris Gamm

@ChrisGammRN

020 7689 3378



**Associate editor**

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



**News editor**

Gurpreet Samrai

@GurpreetS\_RN

020 7689 3386



**Features editor**

Tom Gockelen-Kozlowski

@TomGK\_RN

020 7689 3361



**Reporter**

Charlie Faulkner

@CharlieFaulkRN

020 7689 3357



**Reporter**

Dave Songer

@DaveSongerRN

020 7689 3358



**Reporter**

Jennifer Hardwick

@JenniferH\_RN

020 7689 3350



**Head of production**

Darren Rackham

@DarrenRackhamRN

020 7689 3373



**Senior designer**

Anne-Claire Pickard

020 7689 3391

**Designer**

Emma Langschieid  
020 7689 3380

**Production  
coordinator**

Billy Allen  
020 7689 3368

**Director of sales**

Mike Baillie  
020 7689 3367

**Account director**

Will Hoad  
020 7689 3370

**Account managers**

Marta Dziok-Kaczynska  
020 7689 3354

Erin Swanson  
020 7689 3372

**Marketing manager**

Tom Mulready  
020 7689 3352

**Marketing executive**

Tom Thorn  
020 7689 3384

**Marketing executive**

Keelan Farley  
020 7689 3356

**Financial controller**

Parin Gohil  
020 7689 3375

**Managing director**

Nick Shanagher  
07966 530 001

If you do not receive your copy of RN please contact **Tom Thorn**  
on 020 7689 3384 or email [tom.thorn@newtrade.co.uk](mailto:tom.thorn@newtrade.co.uk)

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Newtrade  
11 Angel Gate, City Road, London EC1V 2SD  
Tel 020 7689 0600  
email [letters@newtrade.co.uk](mailto:letters@newtrade.co.uk)

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**MY BIGGEST CHALLENGE YET**  
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# WELCOME

**What links all three reader groups is your engagement, hunger to learn and constant search for new opportunities**



**Editor**  
Chris Gamm  
[@ChrisGammRN](https://twitter.com/ChrisGammRN)  
020 7689 3378

**W**hen planning the changes we made to RN in December, one key factor was understanding who our readers are and what information they want from us now and in the future. We identified three groups: ambitious convenience stores, news specialists and influential NFRN retailers.

We aim to give all three groups value every week you can't get anywhere else, and this issue is a great example.

It features an exclusive interview with Booker's chief executive Charles Wilson and retail managing director Steve Fox about the message it has been sharing with retailers on its merger roadshows, and how they will help independent retailers grow by tapping into Tesco's retail expertise and click & collect network.

For news specialists, RN is the only place to find newsstand-only data. We remove bulk copies to provide insight on what is truly happening in the news and magazines categories.

This week our data experts have analysed the six-monthly magazine ABC circulation results and identified nine trends that are driving profits in your store.

For our third reader group, ahead of next week's NFRN national council meeting, this week's Lookbook features national councillor Peter Robinson's new store. Chief executive Paul Baxter also writes about the key issue on next week's agenda – raising the profile of retail crime.

What links all three reader groups is your engagement, hunger to learn and constant search for new opportunities. I'm confident you'll find plenty of ideas over the next 48 pages.

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**Many MPs don't appreciate the true scale of retail crime but we intend to rectify that**  
NFRN chief executive, Paul Baxter Page 29

# BREAKING NEWS

## Government 'should cut all rates'

The government should help all retailers by reducing the total amount of revenue it collects from business rates rather than increasing the number of businesses exempt from the charge, a rates expert has said.

John Webber, property agency Colliers International's head of rating, said most convenience stores no longer qualify for small business relief because their rateable value is above £15,000.

"There aren't many convenience stores that are below that threshold so most of them are going to get hammered," he said.

Meanwhile, a symbol retail development manager has launched a petition calling for the government to "dramatically reduce" business rates for small stores.

"Independent stores are fighting hard to survive and this would help level the playing field," said petition organiser Richard Shorney.

## Imperial's £10k prize

Retailers could win up to £10,000 from Imperial Tobacco by purchasing tobacco products in February and March.

The company's prize draw, which includes runner-up prizes of £3,000 and £2,000, automatically enters retailers who buy 30g or 50g pouches of Gold Leaf or GV Bright Yellow from participating wholesalers.

The first draw will give the winning trader £250 credit on all Imperial Tobacco products.

George Tucker, Imperial Tobacco communications manager UK and Ireland, said the initiative, which also gives a £1 discount per outer, was "a win-win for UK retailers".

**RN research discovers indies lagging behind multiples** 'The key is to keep it simple'

## Show you take food hygiene seriously, c-stores warned

by **Toby Hill and Gurpreet Samrai**

gurpreet.samrai@newtrade.co.uk

Independent retailers must demonstrate they are taking food hygiene seriously to improve their ratings, a retail specialist has warned. It comes as RN research shows an average 74% of symbol and franchise stores are achieving high ratings, compared to 98% of multiples.

The research, based on the Food Standards Agency's food hygiene ratings,

found One Stop and Budgens stores had the highest number of stores scoring four and five, at 93% and 91% respectively.

Andrew King, One Stop franchise director, said: "The key is to keep it simple. Our operating model enables our franchisees and their teams to run store routines more efficiently. This allows them to concentrate on what's important - developing their people, spending more time with customers and staying safe and legal."

Shane Woolston, of Budgens Aylsham, said: "We pride ourselves on our food hygiene, and in a previous survey came fourth out of 180 Budgens stores in the UK. The council give us a pack and a guide we can follow.

"It helps us organise all the different sections and make sure we have put processes and procedures in place."

It comes as new legislation for the mandatory display of food hygiene ratings is set to come into

force in England in 2019.

Frank Woods, retail and whole-

sale specialist at NFU Mutual, told RN retailers need to act now after its Food Hygiene Rating Report shows 44% of shoppers would turn away from their favourite places to buy food if a rating of less than four was on display.

"There's a standardised process for big companies so their ratings seem to be higher more consistently," said Mr Woods. "I don't think that's surprising because they are resourced and a large retailer is going



### Symbol and franchise groups

Group	Stores rated	% scoring 4 or 5	Average rating
One Stop	845	93%	4.64
Budgens	129	91%	4.53
Mace	587	85%	4.41
Family Shopper	21	81%	4.28
Bargain Booze	261	81%	4.16
Go Local Extra	19	79%	3.95
Spar	1,841	78%	4.22
Premier	1,051	77%	4.20
Nisa	631	75%	4.08
Londis	627	74%	4.02
Costcutter	670	69%	3.88
Lifestyle Express	148	67%	3.86
Best-one	312	67%	3.77
Today's	58	62%	3.88
Simply Fresh	14	36%	3.07

### How the big four compare

Group	Stores rated	% scoring 4 or 5	Average rating
Sainsbury's	1,147	99%	4.96
Tesco	1,949	99%	4.89
Asda	460	98%	4.85
Morrisons	424	97%	4.83

to invest more to get the best score they can. For smaller retailers, they have

got time to take action and do the things that need to be done."

## ID abuse should be a crime: NFRN

The NFRN is calling for the creation of a criminal offence for the assault and abuse of shop workers when asking for proof of ID.

Members will ask government ministers to support the offence's creation during the federation's national council meeting next week.

"If you assault a police officer there is a specific offence for doing so.

"We believe that it is time shop workers were equally protected," said chief executive Paul Baxter. The NFRN calls for a specific offence to be established to protect shop workers for a range of

offences including common assault, racial abuse, ABH and GBH on a shop worker when asking for proof of age."

He added anyone found guilty of the offence should face "hefty punishments".

As well as the impact of retail crime, the council meeting will focus on

the newstrade and the growing importance of sub-retailing.

The federation says it receives "many" requests for more information on making the move into sub-retailing and will be discussing what support is available.

● Paul Baxter column - p29.

**Chief executive says merger would bring benefits** 'There will be interesting opportunities'

# We'll tap in to the best of Tesco says Booker boss

by Gurpreet Samrai  
and Chris Gamm

gurpreet.samrai@newtrade.co.uk

Booker will tap into Tesco's systems, support and range advice to help independent retailers, chief executive Charles Wilson has told RN.

In an exclusive interview after completing three stops on the wholesaler's national roadshow, Mr Wilson said a key message has been that it is committed to using the deal to strengthen Premier, Family Shopper, Budgens and Londis.

"Booker has got real wholesaler expertise, which we want to preserve and grow. Tesco has retail expertise and bringing some of the benefits across to all independents is something that will help them," he said.

Referring to last week's RN Store Lookbook, Mr Wilson said One Stop retailer Danny Wilson made a "very good case" for the benefits Tesco can bring.

"On the front page of last week's RN, Danny shared how some of the systems, support and range advice have been helpful. We can take some of that from Tesco to help our retailers," he said.



**Danny Wilson: made 'a very good case' for merger benefits**

Some of the benefits cited by Danny Wilson included orders being automatically generated, management accounts being prepared including VAT, sales and purchasing, and mission-based promotions.

He added some of One Stop's systems have helped improve efficiencies and reduce staff costs.

Linda Sood, of Premier Falcon News in Portsmouth, told RN she would be interested in finding out what systems could be introduced, but is worried about data being shared

with Tesco.

Charles Wilson said Booker is also working on its food to go offer, which could be further strengthened by the merger.

"We are doing a lot of work on how we help all retailers with food to go and RN readers will see the fruits of that in the next three to six months," he said. "There will be interesting opportunities, working with Tesco, for example, on coffee machine contracts. If you've got scale you can get a much better deal."

● Full interview – p6.

## WHAT IT MEANS FOR YOUR GROUP

**Premier**  
Amazing Value Locally

**Martyn Parkinson – Premier brand director**  
"Being able to use the scale of the fresh and chilled offer in Tesco to improve the offer and distribution in Premier."

**FAMILY SHOPPER**

**Rob Butler – head of Family Shopper**  
"It will make their business stronger, and fundamentally ensures we will prosper and continue to develop in all aspects."

**Londis**

**Martin Swadling – Londis brand director**  
"By delivering improved choice, price and service for our customers we will ensure they are able to thrive now and in the future."

**Budgens**

**Mike Baker – Budgens brand director**  
"Through lower wholesale prices and access to better banking rates the proposed merger will allow Budgens retailers to offset the increased costs of running their businesses."

## Illicit trade is being fuelled by Facebook

Social media is fuelling the illicit tobacco trade, an intelligence coordinator has said.

Graham Mogg, chair of the Anti-Counterfeiting Group (ACG) and the National Markets Group, told RN although tobacco was slower to be openly advertised through social media in comparison to other goods, illicit trading became a more significant issue last year.

The ACG has been working to target counterfeit goods sales through Facebook and Instagram via its Operation Jasper initiative, which launched in 2015.

"We've had four Operation Jaspers and it wasn't until Jasper three and four that we began to notice a real problem with tobacco across those platforms," he said.

"The counterfeiters are infiltrating community groups to sell counterfeit goods, which causes a lot of problems for those communities."

## Food costs big impact on finances

UK shoppers believe the price of food will have the most impact on their financial circumstances in the next year, a new report has shown.

A survey by the IGD reveals two thirds of shoppers believe it will have an impact. Cooking from scratch or with leftovers, which 83% surveyed claim to do, tops the list of things shoppers do to save money.

"While the reduced shelf may not have been first point of call previously, today's shoppers are not only actively using it, but timing their shopping around it," said Vanessa Henry, shopper insight manager at IGD.

## 'Retailers won't be forced' says Wilson

"It's their call. If they don't want to do it, we know you don't force a retailer to do something they don't want to do."

That was the message from Charles Wilson as he addressed retailers' concerns about plans to expand Tesco's click & collect network to 8,000 Booker-

affiliated stores this week.

It comes after retailers told RN they don't want to be turned into holding sheds for Tesco stock.

"It's their shop, it's their stock, it's their staff," Mr Wilson told RN.

"We've got to make the case and say 'we think this will give you more footfall,

help you have a better consumer experience and actually make you more profit'.

"We've got systems to make sure everything is streamlined and seamless."

Following speculation about the cost savings retailers could make as

a result of the deal, Mr Wilson said Booker is also committed to getting better prices for retailers.

"Retailers are right to say with Tesco's buying scale we should be able to do a better job for their customers and for retailers as well," he said. "Yes, we are committed to that."

# RN EXCLUSIVE

## Behind the scenes at Booker

Just weeks after its merger with Tesco was announced, Booker's senior management is busy meeting retailers around the UK to explain why the deal is good news for them. Chief executive Charles Wilson and managing director – retail, Steve Fox, took a break to give **Chris Gamm** and **Gurpreet Samrai** an exclusive update on the decade's biggest retailing story



### **RN Three roadshows in, how have your meetings with retailers gone and what has your message been?**

**CHARLES WILSON** They've gone well. We've had a lot of retailers show up. We've been saying, by merging with Tesco, we'll form what will become the UK's leading food business. That will help consumers, our retailers, suppliers and our colleagues.

**STEVE FOX** Retailers have gone away positive. We've had some fantastic feedback and think they've really appreciated the opportunity to ask questions and have them answered on the day.

### **RN What questions have retailers asked?**

**CW** We've been asked absolutely everything, from how do we do better with Londis, Premier, Family Shopper and Budgens to how would click & collect work? Can we get into banking? How will we get a stronger private label offer? What does it mean for consumer pricing and trade margins? We're trying to understand any issues and concerns our retailers have got, so we can come back later and say 'this was the question – here's the answer'.

**SF** We keep talking about helping them improve choice, price and service and it's just putting that into something tangible. That's what they're looking for. When we talk about service, they've asked us about things like banking and the services this merger could bring.

### **RN Will it be hard to convince independent retailers to hold onto Tesco stock for click & collect?**

**CW** We understand it's their shop, it's their stock, it's their staff. We've got to make the case and say 'we think this will give you more footfall, help you have a better consumer experience and actually make you more profit'. We've got a whole load of systems to make sure everything is streamlined and seamless. But overall, so long as it makes their business better, most of them would be very much up for increased footfall and income.

### **RN What would you say to retailers who are worried about becoming a holding shed for Tesco stock?**

**CW** It's their call. We've got to demonstrate it's good for their business. If they don't want to do it, we know you don't force a retailer to do something they don't want to do.

**RN Have you received any negative feedback?**

**CW** There's bits, as you'd expect. We've had relationships with some of these retailers for 30 or 40 years and when you get a major change like this, it's only natural for them to say 'what about this' or 'have you thought of that'. On the whole, I've been very impressed and pleased with the spirit with which most of the retailers are asking us about this.

**SF** Once they understand we're a wholesaler and Tesco is a retailer, and they're going to be served by their wholesaler, they see that as positive. Once they get that understanding of the deal, they go away very positive.

**CW** Dave Lewis has made it very clear – Booker has got real wholesaler expertise, which we want to preserve and grow. Tesco has retail expertise and bringing some of the benefits across to all independents is again something that will help them. I really think when they understand that it takes a lot of the worry away.

**RN Has anyone indicated they don't want to work with Tesco?**

**CW** We have seen hundreds or thousands of retailers and, interestingly, yes, probably two people have raised this. But after the roadshows, I think both of them were giving us the benefit of the doubt.

**RN What retail expertise do you hope to pass from Tesco to independents?**

**CW** It will take us time to learn that. On the front page of last week's RN, One Stop retailer Danny Wilson shared how some of the systems, support and range advice have been helpful. We can take some of that from Tesco to help our retailers. Credit to Danny Wilson, he's made a very good case for the benefits it can bring.

**RN What's the biggest challenge facing each of Booker's symbol groups that the deal will help address?**

**CW** Rates, the National Living Wage and pension auto-enrolment have all gone up. At the same time, core categories like news, magazines and tobacco have declined. That's helped us say 'have you got the best choice?'. Will it strengthen our fresh offer? We think it will. Will it ensure you have even stronger Mega Deals? That's what we're really looking to get. Can we do more in terms of banking, electronic payments,



**Charles Wilson answers questions from retailers on the Booker/Tesco merger at a roadshow in Leicester last week**



**Retailers are right to say, with Tesco's buying scale, should we be able to do a better job for their customers**

some of the systems they've got and mobile in Tesco? So across all the Premier, Family Shopper, Budgens and Londis stores, we can see opportunities on choice, price and service that will help their business prosper in a challenging environment.

**RN This is the second big change for Budgens and Londis retailers in just over a year. Do you worry it may be one too many?**

**CW** No, Londis and Budgens businesses are the strongest they have been in probably a decade. Since coming into the group, we've seen recruitment go up, and retailers are saying sales and margins are stronger under Booker. We've made progress in the last two years and are expecting this to continue in the next two. Booker is not going to be standing in the corridors talking about Tesco as this goes through the competitions process.

**RN Will retailers get better prices from the merger?**

**CW** We're expecting that choice, price and service will improve. Retailers are right to say, with Tesco's buying scale, should we be able to do a better job for their customers and for retailers as well. Yes, we are committed to that.

**RN Do you think the deal will lead to further consolidation within the industry?**

**CW** Yes, it wouldn't surprise me. I think you'll see this is the shape of things to come.

**RN Tesco is buying into your foodservice expertise. How are you helping retailers improve their foodservice offer?**

**CW** We are doing a lot of work on how we help all retailers with food to go and your readers will see the fruits of that in the next three to six months. It really is a great opportunity for independent businesses. There will be interesting opportunities, working with Tesco, for example, on coffee machine contracts. If you've got scale you can get a much better deal. Also, some of the delivery solutions we'll be able to offer as a larger group will help.

**RN You said earlier it is business as usual, so how is the Premier app development coming along?**

**SF** The trials with Sam Coldbeck and Mandeep Singh are going very well. It's certainly helping drive more footfall into those two stores and increase basket spend so we will be moving it forward. We will look to expand that in the very near future.

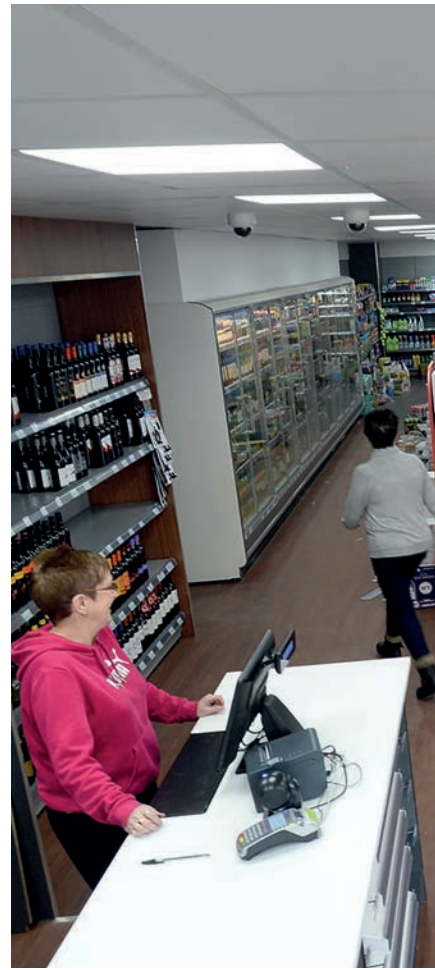
**CW** I'm also about to sign off £250,000 assistance development on it.

**RN Will it be rolled out across the other groups?**

**CW** Ultimately, the technology we are developing is with Premier. But I think, over time, you will see very powerful technology become available to all independent retailers. ●

# STORE LOOKBOOK

Peter's stores have served the community for decades



## Set for a big future

Pembroke retailer Peter Robinson has spent decades adapting to the rise of convenience. Now, with a new team behind him, he's ready to meet his biggest challenge yet – a new 3,000sq ft store. **Jennifer Hardwick reports**

**I**t's a bold move to rent a former competitor's store – but to take over a business just for its staff – who are then moved to an entirely new site – takes an extra level of guts. But this is just what retailer Peter Robinson has done to give his new 3,000sq ft store in Pembroke Dock the best chance of success.

Peter's retailing career began in his parents' Pembroke newsagent after he left school, before taking on the business in 1994. He opened a second store in 1997 (which later closed), then bought another in 2006 and a third in 2014, all in Pembroke and Pembroke Dock.

Over the decades, his business has shifted from being primarily a newsagent to focusing on chilled and fresh food – reflecting a change in retailing that is mirrored around the UK. Tobacco and news and magazines are still key categories for him, alongside alcohol, but such is the strength of this change that Peter has been inspired to fundamentally evolve the business model he first inherited from his parents.

“Convenience has changed dramatically in the past 10 years. Chilled and fresh is the way the market has gone and, if you're not doing it properly, you're doomed.

“You've got to have a really good, credible range of fresh food. People's

expectations have changed a lot and it's a case of working out what your customers want. It's a gradual process.”

The importance Peter places on chilled and fresh is what motivated his transfer of all four of his stores to Londis last August.

“My reasons for switching were purely to get a wider fresh range, and you get longer dates on food, too,” he says.

Londis sent a merchandiser to help him with the displays, and Peter says the group has been very helpful in advising him on a product range tailored to each of his businesses.

“It's been a very smooth process and, so far, trading has been very encouraging. We are still getting to know the range and the operations, but we certainly hope to see a turnover increase.”

Londis is also helping Peter set up and operate his new 3,000sq ft convenience store. It's a size of site he was keen to add to his portfolio – the new store is more than 1,200sq ft bigger than his other stores.

“You always wish you had a bit more space for wider aisles and room to build a perfect display of alcohol or whatever else you want to highlight.

“Our food offer is going to be extensive,” he adds. “It's designed to be a destination convenience store.”



“It’s crucial to keep your store fresh. You need to be up-to-date to keep your trading advantage.”

PETER ROBINSON



**£350k**  
Peter Robinson's investment in his new Londis store

Peter's team is using insight from Londis to ensure shelf space is fully utilised in the new store



“Chilled and fresh is the way the market has gone and, if you’re not doing it properly, you’re doomed”



**INFORMATION**

**Location**  
5-7 Dimond Street,  
Pembroke Dock,  
SA72 6JA

**Size**  
3,000sq ft

**Weekly turnover**  
£65,000 - £70,000

**Average basket spend**  
£4

# STORE LOOKBOOK

Peter's goal is to build a thriving business in a building that has lain dormant for a decade.

He paid £250,000 for the building at auction and has had to make significant investment to "bring it back to life", including a new roof, new electrics and new plumbing, as well as a £100,000 refit.

But it is his approach to staffing – bringing in a team he trusts will make his store a success – which gives him the ultimate confidence in this store's future.

"It's fundamental to get a good team together," he says.

"When you open a new store you need to have staff who have either worked with you at other shops or are very experienced somehow. If the store is new and the staff are new too, it's a huge challenge," says Peter.

The additions take his overall staff count up to 50 and, with a new store and new symbol group in tow, it highlights the exciting future that Peter sees for his business – 31 years on from his first day's work.

And with the industry more dynamic than ever and shoppers' expectations constantly rising, he knows this latest step in the journey can't be his last. "Change is inevitable," says Peter. "Embrace it." ●



A sales assistant stocks up the chilled food to go display – a key category in Peter's new store

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Alcohol is a core seller in Peter's store



Want to see more of Peter's store? Go to [betterretailing.com/peter-pembroke-dock](http://betterretailing.com/peter-pembroke-dock)

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# SYMBOL NEWS

## Threat to 30 Budgens

More than 30 Budgens stores face an uncertain future after the company behind them announced it has gone into administration last week.

Food Retailer Operations Limited (FROL), which acquired the 34 stores from Co-op in July last year, employs 872 people and holds the leasehold interests in a further 36 non-trading stores, two non-trading properties and the head office of the former Somerfield business.

Mike Denny, joint administrator at PwC, said: "FROL has faced significant headwinds in the form of pricing pressures, intense competition and structural change across the food retail sector."

**Leading retailers first to sign up for expert support** Expect 'broad spectrum of whole market'

## Stay competitive is new forum's top line mission



by **Charlie Faulkner**

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

A new forum has been launched for store owners to help them remain competitive and at the forefront of influencing the grocery agenda.

The Independent Retail Owners Forum (IROF), founded by retail expert Scott Annan, has been created to enable 25 top retailers to share best practice and optimise their sales potential.

"It gives members the opportunity to meet other leading retailers a number of times a year and benefit from working together," said Mr Annan.

"It's about ensuring financial betterment of independent retailers. Members will be exposed to best and different practice from some of the top markets around the world."

Sixteen retailers have already signed up to the forum, including Jonathan James, owner of 110 franchised convenience stores.

"It's important to be ahead of the game. By constantly looking at what else is out there you stay on top," said Mr James.

"It allows access to other groups. In the past, when I've belonged to symbol groups, you work in a silo. This allows us to have a broad spectrum of the whole market. It's a more holistic approach."

Retailers who join the forum can take part in a study tour to Japan and Hong Kong this year to meet and learn from top-performing c-stores.

"These are two of the most exciting markets - they are advanced in technology, in their offering, their logistics, their use of data and customer rewards and loyalty schemes," said Mr Annan. "They are delivering what customers want and in significantly smaller spaces than UK retailers."

The initiative is backed by RN publisher Newtrade, as its insight partner.

● Retailers interested in the forum should email Mr Annan at [scott.annan@blueananta.com](mailto:scott.annan@blueananta.com)

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## Selley takes FWD reins

Newly appointed Federation of Wholesale Distributors (FWD) chairman Andrew Selley has vowed to build on relationships with suppliers while helping to navigate members through Brexit and other industry pressures.

Mr Selley, chief executive of Bidvest Foodservice, said Brexit will be a "predominant theme" and he is focused on raising the FWD's profile and promoting its work to the government.

"We encourage our members to know their MPs and to make sure they know their issues," said Mr Selley. "It is not always about the big story - it is about the local story too."

Following the work done by

his predecessor Martin Williams to integrate foodservice, Mr Selley - the first chairman in the FWD's 98-year history to come from foodservice distribution - said he intends to focus on further building and maintaining relationships across all areas of the sector.

"I am not going to lose sight of the fact that we represent retail wholesalers and convenience store customers among others, but, as a foodservice representative, I probably have less-developed relationships with tobacco or beer suppliers, for example, so it is about raising their profile in our business as well."





The property perspective  
**Steve Rodell**

**BOOKER**  
WHOLESALE

**TESCO**  
*Every little helps*

# A lesson from the pub trade

**When Tesco announced its proposed merger with Booker, it also revealed what could be the biggest shake up of the convenience store sector this decade. Here Steve Rodell, managing director, retail, at Christie & Co, looks at the implications for the sector**

**A**lthough it took the sector by surprise, it is an extremely tactical move by the supermarket giant. By diversifying its portfolio into deeper rungs of the supply chain while simultaneously acquiring links with thousands of independently-owned convenience stores, its power in the grocery retail sector has suddenly surged. The ripple effect from this will be felt throughout – and beyond – the industry.

Such a move isn't completely unheard of. We've seen this type of activity before in the pub industry. Breweries used to supply their own directly-managed pubs, as well as nearby independent pubs which they also supplied through a wholesale agreement (beer tie). The brewery could supply beer to their own pub at minimal cost, whereas the independent pub had to pay wholesale prices set by the tie. As a result, the same beer was cheaper in the brewery pub than at the independent pub which could be on the same street.

Would the same happen if Tesco now knows how much a Booker-supplied store is buying and selling goods for, and would they seek to price independent retailers out?

Unlike brewery-tied independent pub owners, independent retailers supplied by Booker have chosen this agreement, as well as opting to have their shops branded as

Budgens, Premier, Londis and Family Shopper, and can (in most cases) change suppliers at any time. However, some of these stores may have taken received fit-out contributions (like free trade loans in the pub industry) with Booker in return for a wholesale supply agreement for a certain period of time while also gradually paying off the loan. For the convenience stores that may be tied to Booker in this way, which is not estimated to be many, they are indeed in a similar position to the independently-owned pubs which were subjected to beer ties – but only until their contract agreements end, after which they are free to move to another supplier.

The pub market has since evolved and independent owners have been given more rights as well as the ability to dispute their ties with their landlords/suppliers. The Competition and Markets Authority (CMA) may conclude that the Tesco/Booker merger will be able to unfairly influence pricing in the convenience marketplace.

There are also potentially huge implications for the convenience property market. Tesco now has instant access to almost 5,500 independently-owned UK sites supplied by Booker's Londis, Budgens, Premier and Family Shopper brands. Tesco would have to carefully negotiate any potential internal conflict of interest now it has an intricate knowledge of all independently-



**Independent retailers have been fiercely competing with Tesco over the last couple of decades**

owned Booker-supplied stores.

They could use this knowledge to identify stores which may be profitable as a directly-managed One Stop or Tesco Express. Alternatively, would Tesco try to incentivise independent retailers to move over to the One Stop franchise model where they can then benefit from franchise fees and supply deals?

Any such switch could potentially be sold quite easily to retailers. Not least because it could lower their supply costs and so offer more competitively priced goods.

Recent accounting scandals and questionable supply chain activities has led to a general anti-Tesco sentiment in the independent convenience world. Independent retailers have been fiercely competing with Tesco over the last couple of decades so the idea of now having them as a supplier may not be well received.

The evolution of the relationship between Tesco and independent convenience store owners will be very interesting to watch. We don't expect to see any big change for at least the time it takes for any likely CMA investigation to establish what effects the deal will have on a fair, competitive marketplace. Independent retailers should seek professional advice on how they may be affected.

*Steve Rodell is managing director – retail Christie & Co*

# PRODUCT TRENDS

## PoS drives sales 25%

Effective use of PoS can drive double-digit sales growth in independent stores a drinks supplier has said.

Citing the Grocery Display Effectiveness Study from research firm POPAI, Lucozade Ribena Suntory said PoS, such as shelf barkers and shelf strips, could increase sales by 25%.

Although the research was carried out in supermarkets, the Orangina manufacturer told RN the approach was equally important for independent retailers. "The most effective point of purchase have a conversion rate of approximately 25%," said Jamie Nascimento, head of marketing at Lucozade Ribena Suntory.



Expanding her organic range led to increased footfall at Emma Berglund's Simply Fresh store

## Stocking organic leads to healthy profits in store

by Dave Songer

dave.songer@newtrade.co.uk

Store owners could be missing out on an opportunity to increase basket spend and drive footfall by not stocking organic products, according to retailers.

Emma Berglund, manager at Simply Fresh in Abergavenny, told RN she saw footfall increase after expanding the store's organic range as part of an initiative by the Organic Trade Board (OTB).

"Our organic breakfast morning, when we offered porridge, fruit and juices, was really well

received and we plan to do a couple a year," she said, adding the OTB's Wake Up To Organic campaign has made a big difference in her store since she took part in it last year.

Peter Lamb, of Lambs Larder in Kent, has noticed an increase in the number of organic rye breads he sells in recent months. "I used to sell two or three a week, now I'll sell around 10," he said.

It comes as Kantar World-

panel figures for organic milk, cereal and bananas show a grow in demand for the products among shoppers, with volume sales up 10.4%, 22.8% and 79%, respectively, since January last year.

The Wake Up To Organic campaign, where retailers offer passers-by free organic breakfasts and coffees, was started by the OTB in 2015 to encourage consumers to try products free from pesticides and chemicals.

Ms Berglund said the move helped highlight to customers the store has a different range from other retailers. Since the event, she has extended its

organic range, with nuts and seeds, cookies and crisps particularly popular.

Catherine Fookes, OTB campaign manager, said the campaign enables convenience stores like Simply Fresh Abergavenny to "use their credentials to help build loyalty with organic consumers".

The OTB has signed up around 40 independent retailers, a number it hopes to increase to 200 by June when this year's event will launch.

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# BRAND SNAPSHOT



## Magnum tubs launch

Unilever will launch a new tub format for Magnum in April in Classic, Almond and White flavours, each with vanilla ice cream and shards of chocolate.



## £9m for Mars Ice Cream

Mars Ice Cream is launching its Mars and Snickers ice creams in a tub format. They will be backed by a media investment of more than £9m.



## Extra bite from McVitie's

McVitie's cake bites tubs come in Digestives Mini Milk Choc Tiffin and Caramel Crispies, and Hobnobs Mini Milk Choc Teacakes – with a £2.50 RRP.



## Fab's 50th Fruits

To celebrate Fab's 50th year, Froneri has increased its range of Nestlé ice lollies, with the launch of Rowntree's Fruit Pastille Fruits.



## Up&Go rebrand

Oat-based breakfast drink Up&Go has launched a multi-channel marketing campaign to promote its rebrand.



## Batchelors backs Betfred

Batchelors Peas has teamed up with rugby league's Betfred Super League to become official partner of the 2017 season.



## New-look Market Deli

Market Deli has released a new pack design, with flavours including Mediterranean Balsamic Vinegar and Anglesey Sea Salt.



## Näkd ambition

Näkd has introduced a limited edition Lemon Drizzle bar made with dates, raisins, cashews, almonds, coconut and real lemons.



## Colour-coded Butterkist

Butterkist has invested in a £3m marketing campaign to promote new packs which are colour-coded to help recognition of different flavours.

# BRAND SNAPSHOT



### McCoy's reinvented

KP Snacks has reinvented its McCoy's crinkle crisps with a chip shop inspired variety, McCoy's Chips. The 70g bags are available in Salt & Vinegar and Curry flavours.



### Bear's cereal success

Bear has been recognised by charity Action On Sugar for its efforts in the kids' cereal category. The manufacturer has released a new-look box featuring pop-up bear ears and claws.



### Wine Gums get Tangy

Maynards Bassetts has launched a new addition to its adult sugar confectionery range - Wine Gums Tangy. It will be backed by a £6m marketing campaign.

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# NEWS & MAGS

Indies praised for helping to spread the word 'Good journalism is worth spending money on'

## Political headlines boost current affairs mag sales

by Jennifer Hardwick

jennifer.hardwick@newtrade.co.uk

A year of political shocks and drama led to soaring sales of politics and current affairs magazines in 2016.

The latest figures from the Audit Bureau of Circulations reveal sales of Private Eye grew by 16.6%, while the Spectator increased by 12.5%, The Economist by 7.7% and the New Statesman by 7.6% between July and December last year. The Week also boosted sales by 2.3%.

New Statesman editor Jason Cowley called the sales growth "a major transformation in the title's fortunes."

He added: "In an era of fake news, people are



Major news events – such as Brexit – have boosted current affairs magazines

realising that good journalism is worth spending money on. And although we now consider ourselves a print-digital hybrid, we are committed to having a print title. Our target is a magazine circulation of 50,000."

Private Eye managing director Sheila Molnar praised independent retailers for their role in the magazine's growth.

"Private Eye remains

top of the UK's news and current affairs sector and we really appreciate the support independents retailers have given it," she said.

"Although we already engage with many independent retailers through PoS placement we are always looking for new opportunities to work with independents to help grow sales."

Elsewhere in the new data, the greatest sales

increases were reported in the children's sector. Lego remained popular with readers with Immediate's Lego Ninjago and Egmont's Star Wars Lego gaining leaps in circulation of 16.7% and 25.7% respectively, while Redan's Peppa Pig 'Bag-o-fun' and Fun To Learn Favourites grew by 19.1% and 23.9% respectively.

In the women's monthlies sector, Cosmopolitan knocked long-standing front runner Glamour off the top spot after posting sales growth of 11.9%. The Hearst title slashed its price from £3.80 to £1 in 2015 and has been reporting volume sales growth ever since, but Condé Nast has now followed suit, by halving Glamour's price to £1 last month.

## Bi-monthly expansion for Tabletop Gaming

Tabletop Gaming magazine has increased its frequency from quarterly to bi-monthly following strong sales since its launch in summer 2015.

The Warners Group Publications title features news, reviews and opinions from the world of board games, card games, miniatures titles and roleplaying games.

Editor Matt Jarvis said: "At the moment, every issue sells out and circulation has been going up.

"Board games are definitely growing in popularity.

"Independent stores are incredibly important because a lot of gaming shops are also independent so we are in hobby shops as well as newsagents."

The title is available directly from Warners and costs £5.25.

## Five-year high for magazine launches

Magazine launches rose by a quarter in 2016, with 195 more titles than the previous year, new data has shown.

New figures from Frontline collected by the Professional Publishers Association (PPA) show there were 990 launches last year, representing a five-year high for the sector, and a year-on-year increase of 24.5%.

The launches include 361 regular-frequency titles, 50 partworks and 579 one shots or annuals.

Susan Stone, Seymour group account controller, said: "The most launches have come from the women's interest sector rather than the children's,

leisure and puzzles sectors, but when you look at them as a whole, they have all been fairly niche and small launches.

"There are only 29 titles with a supply of 20,000 copies or above, so while there may be a higher level of confidence in publishers to launch products, they are launching on a smaller scale."

The PPA said there is a "strong correlation" between the number of launches and publisher confidence, but distributors told RN launches in 2016 were dominated by specialist titles as well as one shots, and do not necessarily indicate a rise in overall confidence.



### Joe's hat-trick of soccer sell-outs

A Dublin retailer has had to reorder Topps' Match Attax UEFA Champions League 2016/17 ball tin three times within a month. The tin, costing £10, went on sale on 12 January and Joe Sweeney of Newscentre has had to quadruple his orders, from initially ordering six tins to 24 for his latest restock. "There is incredible demand for them, we are delighted with the sales," he said.

## News UK's One Stop paper drive

News UK has launched an initiative with One Stop to drive newspaper sales in the franchise's stores throughout the UK.

The Sun and Times publisher is targeting a total of 400 One Stop stores with display units that hold The Sun and a regional title of the store owner's choice.

It launched the initiative at the start of the year and is hoping to reach its target within the next four months.

News UK's head of retail trade marketing Greg Deacon said: "This is a great way to make sure print is fit for the future with One Stop stores."

# YOUR NEWS

## Exeter date for show

More than 70 suppliers are set to attend a trade show for retailers organised by the NFRN and Youings Wholesale in Exeter next week.

The event, which will take place on 22 February at Sandy Park between 10am and 5pm, will be attended by suppliers including Camelot, Mondelez, Nestlé, Walkers, Kellogg's, Wrigley and Imperial Tobacco, who will showcase new products and offer deals to NFRN members.

Seminars and forums will also be held on news and magazines sales development, tobacco legislation, EPoS and Camelot.

NFRN national events manager Nigel Smith said: "We hope to see as many members as possible as most of the deals available will be exclusive to this event and not available afterwards. There will also be lots to learn from the seminar sessions."



## Romantic retailers lend Cupid a hand

Retailers targeted extra Valentine's Day sales with new ideas. Susan Preston, of Spar Oswaldtwistle in Accrington, promoted products with a video on Twitter and Facebook. Meanwhile, Dionne Foster, of Spar Kitt Green Land-side in Wigan, pre-wrapped Valentine's products. "We don't charge extra and people like it because it looks like they've made more effort," she said. Mo Razaq, of Premier Mo's Convenience Store and Family Shopper, put together luxury hampers including a handbag, prosecco and chocolates.



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Retailers fight back against increasingly daring thieves CCTV, alarms and panic buttons

# Stores beef up security to take the lead on crime

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Retailers are investing in new security measures to deter would-be thieves in the face of mounting incidents of retail crime.

Steve Bassett, owner of six convenience stores which are predominantly Londis, said that in addition to extensive CCTV, he has experimented with lower-cost investments to protect his stores from theft.

"Fresh meat is our biggest problem and we had a real issue in one of our stores, to the point I purchased little alarms from Amazon – every time the doors open



now the alarm makes a 'beep bop' noise," he said. "They cost £13 for two and they've already paid themselves off."

Mr Bassett said he had also created round, yellow stickers which look like security stickers to act as a deterrent.

Leicestershire retailer Raj Aggarwal told RN he has signed up to the Catch a Thief service, which displays

retailers' CCTV footage of crime on its website to increase the chances of perpetrators being identified by the public.

"Over a three week period we must have lost £1,000 worth of goods," said Mr Aggarwal.

"Two weeks ago, some guys came in and stole a full bag of meat. Prior to that £150 worth of toiletries were lifted – this level is unprecedented."

Harry Goraya, of Nisa Local in Northfleet, Kent, said he has spent £10,000 on the most recent update of his 80 external and internal CCTV cameras.

"I treat my staff as if they were my family and make my business as safe as I can," he said.

"We also have panic buttons at the till which, when pressed, remain silent so the offender doesn't realise, but the police are automatically alerted. So far, we've

never had to use them, thankfully."

● *Read a special report on digital security in next week's RN*

## Bread war hits dough

Independent stores stand to make a loss on bread sales if they match the latest deals available at multiple stores, retailers have said.

Tesco has been selling two Kingsmill loaves for £1.20, while Julie Tate, who runs Addison News in Stockton-on-Tees, told RN a Farmfoods near her store is selling two loaves of bread for less than she pays for one.

"The Farmfoods around the corner used to sell two loaves of Kingsmill for £1.50 and now it is selling two loaves of Sunblest for £1. There's no way we can compete so we don't – the lowest we can get a loaf for is £1.05," she said.

Chris Shelley, of Shelley's Budgens, said it wouldn't be feasible to match Tesco's deal.

"It would mean selling it at a loss to compete, something we wouldn't be able to do," he said.

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UEFA CHAMPIONS LEAGUE

# WHAT'S NEW



## Youth Energy

An energy drink that doesn't contain taurine or other synthetically produced ingredients, youthenergy is natural and approved by the Vegetarian Society.

**RRP** £1.19 (250ml)

**Contact** 01449 773042 /hello@youthenergy.uk



## Conscious Chocolate

A raw vegan bar that's organic and Kosher-certified, Conscious Chocolate is made with 60% cocoa solids. Flavours include Coconut Crunch and Cranberry Kiss.

**RRP** £2.99

**Contact** 01342 313876



## Little Pasta Organics

Little Pasta Organics manufactures organic pasta products for toddlers and kids. Its sauces have no added salt or sugar and are suitable for nine months and older.

**RRP** £1.99 (sauces)

**Contact** 0333 0144002 /ciao@littlepastaorganics.com



## Proper Pops

Proper (protein) Pops are a three-flavour range - Cheddar, Salt & Pepper and Barbecue. They are high in protein, fibre and calcium, but low in fat, and each bag contains 89 calories.

**RRP** £1 (25g)

**Contact** www.proper-pops.com



## Blossoms

British producer of 100% natural syrups, Blossoms, has won the Great Taste Awards from 2012 to 2016. The 12-flavour range can be used like cordials or drizzled on desserts.

**RRP** £5.99 (100ml)

**Contact** 01494 484344 /sales@blossomssyrup.co.uk



## Pulsin

A healthy snack for kids, Pulsin' Fruity Oat Bars have reduced sugar and are available in Strawberry, Blackcurrant & Apple, and Orange Choc Chip flavours.

**RRP** £2.99 (6x25g bars)

**Contact** 01452 729 000 /orders@pulsin.co.uk

➔ **Dave Songer**  
 ✉ dave.songer@newtrade.co.uk  
 ☎ 020 7689 3358



## The Great British Crisp Company

The Great British Crisp Company's hand-cooked crisps are available in flavours including Fish & Chips and English Breakfast – part of a range that celebrates British flavours.

**RRP** 75p (40g), £2.19 (150g)

**Contact** 01736 788538



## Wild Thing

Wild Thing's vegan, gluten and grain-free granola range is made with organic ingredients and combined with baked nut and seed clusters. Varieties include Mountain Berry.

**RRP** £6.99

**Contact** 01189 238768

## FOCUS

# Produce of Kent

The Garden of England, Kent has an enviable selection of fresh ingredients at its disposal with huge numbers of producers using the many fresh ingredients at their disposal. This week's focus features bake-your-own cakes, chutneys and gin from the area.



## Paul Babra

Paul Babra chutneys are prepared in small, open-pan batches. The sweet-spice combinations complement common curry favourites.

**RRP** £5.25 (300g)

**Contact** 07568 064073



## Anno Distillery

Kent Dry Gin combines hops, lavender, rosehips and samphire with traditional botanicals. Every bottle is distilled in Anno's own still in Marden, Kent.

**RRP** £35

**Contact** 01622 833278



## Wildflower Kitchen

The easy to bake, eggless cake kits contain all the dry ingredients required and are available in Chocolate, Sultana and Caraway Seed varieties.

**RRP** £5.99

**Contact** 07568 064073 / info@paulbabra.co.uk

## Sandeep Bains

Simply Fresh, Faversham

“We go big on ale in our store, stocking the whole range of Shepherd Neame beers – Britain's oldest brewer. We also have a wide selection of bottles from Kent's micro-breweries, including Old Dairy Brewery and Goody Ales. Customers generally pick up snacks as well.”

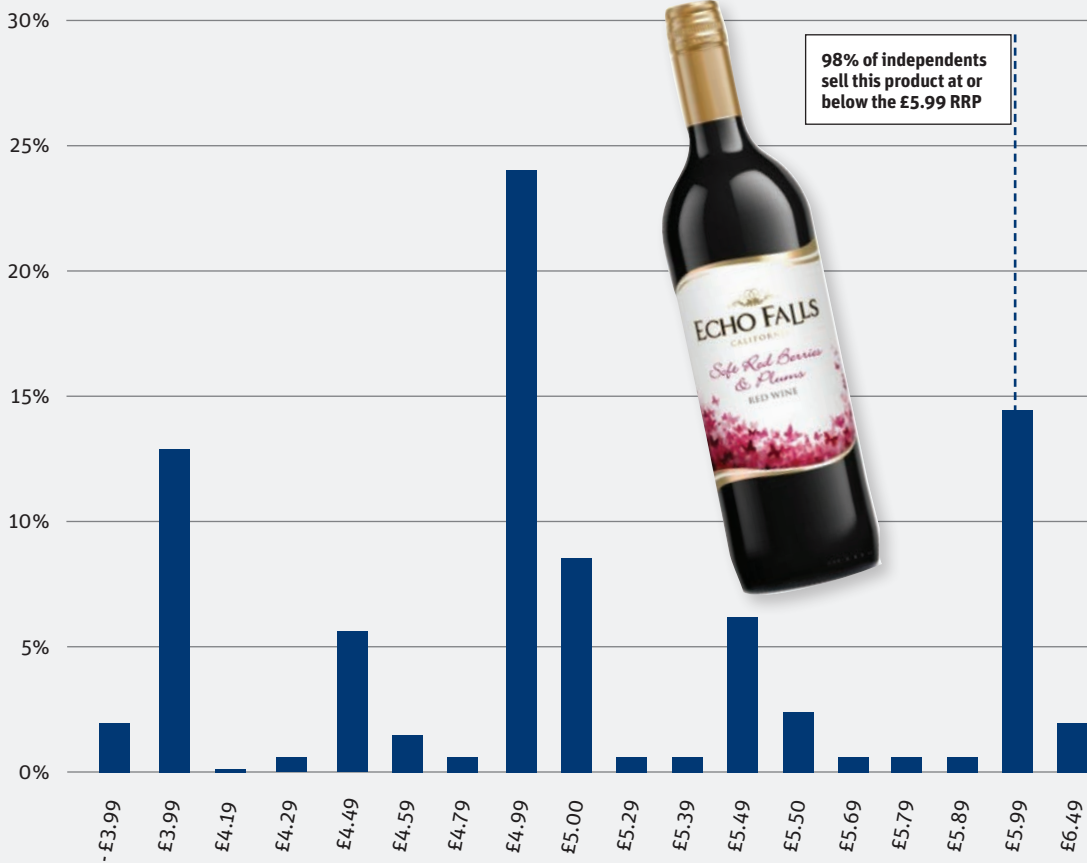


# PRICEWATCH

## Profit checker Red wine

## Price checker

**ECHO FALLS RED 75cl** Price distribution %



### Analysis

For a best-selling product such as Echo Falls Red to be sold above RRP by only 2% of independent retailers is remarkable.

Indeed, nearly 60% of retailers in our graph price a full £1 lower and the

third most popular price is just £3.99.

Our retailer panel manages such dramatic price reductions by buying up well-known wine brands on promotion and stockpiling them (in their garage, in one case) to maintain

low prices months later.

Why go to this much effort? Baz Jethwa sees sales of Echo Falls soar five-fold when they're on a three-for-£12 promotion – more than mitigating the 5% margin cut.

PRODUCT
Hardys Bin 161 Shiraz 75cl
Hardys VS Shiraz 75cl
Isla Negra Merlot £5 PM 75cl
Echo Falls Red 75cl
Campo Viejo Rioja Crianza 75cl
Yellow Tail Shiraz 75cl
Hardys VR Merlot 75cl
Casillero Del Diablo Cabernet Sauvignon 75cl
Casillero Del Diablo Merlot 75cl
Kumala Cabernet Shiraz 75cl
Yellow Tail Merlot 75cl
Jacob's Creek Merlot 75cl

## How we drive our profit

### Baz Jethwa

**STORE** Costcutter  
**LOCATION** Bolton  
**SIZE** 2,600sq ft  
**TYPE** residential

**TOP TIP**

Stock mid-range bottles such as Yellow Tail and Oxford Landing. Customers will spend an extra £1 for something special



**We do a** three-for-£12 offer on standard white, red and rosé Echo Falls. When they're not on offer we price the red at £5.49 giving us a percentage margin of around 20%. We only get a 15% margin when they're on offer but we get through 15 cases a week as opposed to three cases when they're at their usual price. I look at our local competition and try to sell the wines 25p to 50p cheaper per bottle. We stock up when Costcutter has promotions. We try to offer low prices while also stocking premium wines as well, so we're seen as a destination for the category.

### Amandeep Singh

**STORE** Singh's Convenience  
**LOCATION** Barnsley  
**SIZE** 1,000sq ft  
**TYPE** residential

**TOP TIP**

Shop around at different cash and carries so you're able to get the best prices and pass them on to your customers



**We offer at** least one red wine at £5 a bottle all year round and we're able to do that because we stock up when they are on promotion at Booker. We try to get a margin of around 20% and we get through around four cases a week. We do have competition near us but people come to us to do their whole shop so they're more likely to pick up a bottle while they're here. They also know we offer a good price all year round. The Hardys Bin 161 range is our most popular at the moment because they're pricemarked at £5 – we sell about six cases of those a week.

➔ **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 C-STORE AND OFF LICENCE IN SOUTH WALES VILLAGE	RETAILER 2 RURAL KENT VILLAGE STORE	RETAILER 3 C-STORE IN RESIDENTIAL AREA OF CORNISH TOWN	RETAILER 4 SMALL C-STORE IN RESIDENTIAL SUBURB OF BRISTOL	RETAILER 5 SUBURBAN GLASGOW HIGH STREET SHOP	RETAILER 6 CORNER C-STORE IN RESIDENTIAL NORTH LONDON SUBURB
£5.05	£5.00	-	£5.00	£5.00	£5.00	-	-
£6.20	£6.99	£6.99	£6.39	£6.99	-	£5.49	£5.99
£5.04	£5.00	-	£5.00	£5.00	£5.00	£5.00	£6.59
£4.88	£5.99	-	-	-	£4.49	£4.50	-
£8.49	£9.99	£10.49	£10.99	-	£8.99	-	£9.99
£6.73	£7.49	£7.99	£7.49	-	-	-	£8.99
£5.70	£6.99	£6.99	£6.39	-	£5.99	-	-
£6.84	£7.99	£6.99	£7.99	£7.99	-	£5.50	-
£6.86	£7.99	-	-	-	£6.50	-	-
£6.46	£6.49	-	-	£6.49	-	-	-
£6.67	£7.99	-	£6.25	£7.69	£6.00	-	-
£7.08	£7.50	£8.99	£7.99	-	£7.74	£5.99	£8.99

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Paul Keys

Key News & Stores, Sheffield



Moss Valley Fine Meals sausages and bacon



#### Where did you discover them?

There used to be a little van that came round with local meats but it stopped coming so I started looking around. Someone recommended Moss Valley Fine Meals meats and they've been very successful.

#### Who buys them?

Everyone buys them, in fact they're a big footfall driver. We get people coming from all over the place to buy them. We're their biggest retailer - each week we get two deliveries and spend £140 to £150 with them.

#### Why are they so successful?

A lot of it is down to them and their marketing, they have a big presence on social media and they are very into self-promotion which is great for us. As well as that, they're local and raise their own pigs. They've won awards for their products. It really is good quality meat. Everybody who buys it comes back.

## David Ramsey

**STORE** Best-one  
**LOCATION** Knottingley, West Yorkshire  
**SIZE** 600sq ft  
**TYPE** small rural village

#### TOP TIP

Younger buyers want to get as much as they can for their money so we offer a good choice at a low price point



**We tend to** sell red wine from £5.89 but I've got two suppliers so it depends what price I can get it at. When my alternative supplier offers a large amount of it for a cheaper price I can offer the bottles at two for £10.50. Space becomes a bit of an issue and my garage is used as a second store room, but it's worth it to be able to offer better prices. We also offer a range of premium red wines including rioja, châteauneuf-du-pape, malbec, pinot noir. Our alcohol sales account for 20% of our turnover.

## Peter Robinson

**SHOP** Robinson Retail (Londis)  
**LOCATION** Pembroke  
**SIZE** 3,000sq ft  
**TYPE** town centre

#### TOP TIP

You've got to be competitive on range and price and offer a comprehensive range so people see you as a destination



**We generally** follow RRP - you have to be competitive, that's the guidance we tend to work to. We have more than 50 bottles of wine and follow promotions from Londis. There has to be a balance between putting stuff on promotion and making a reasonable return. We aim for 20% to 25% margin on our wine. When see brands such as Jacob's Creek, Blossom Hill and Yellow Tail on promotion we can go from selling a case every couple of weeks to selling several cases a week. However, that doesn't happen when we have unknown bottles on sale. ●

# YOUR VIEWS

## YOUR LETTERS

### ■ Thanks for letting us down again – 0/10 for customer service

How has it got to this stage again? On Friday 10 February, I got a message to say the Daily Mail was on a re-run and would be a couple of hours late. With over 200 HND customers and staff ready to go on their rounds, I had to try to sort the Daily Mail's unprofessional problem out.

Since November, I have made numerous calls to Smiths with newspapers getting later and later, especially on Saturday, being 45 minutes later every single week. I know Smiths have told people we are not happy with the service but why is nothing done?

This re-run has been on the cards for months as publications, especially the Daily Mail, have been pushing arrival times later and later.

Questions have to be asked: who is fighting our battle? Do the publishers care about us newsagents or are they more concerned about saving money for themselves? And who is covering the bill for me and my staff going



**Who is fighting our battle? Do the publishers care about us newsagents or are they more concerned about saving money for themselves?**

**Scott Saunders**

out of our way to keep our side of the bargain to our customers? Customer service 0/10.

**Scott Saunders**  
Newsclip  
Fakenham  
Norfolk

**A Daily Mail and General Trust spokesman said:** "We work hard to ensure prompt deliveries and have spoken directly to Mr Saunders about an isolated regional issue on the date in question. "For general enquiries we'd advise retailers to call our Retail Matters hotline on 0808 272 9990."

**A Smiths spokeswoman said:** "We are contacting Mr Saunders to discuss and resolve the issues he has raised."

### ■ This pathetic service, my time, calls and stress need compensating

It is very frustrating to write about deteriorating service standards time and again.

I didn't get my paperwork seven times this week and four times last week four times. As of today, Thursday 9 February, we haven't received an invoice.

I spoke to the Birmingham depot



manager, Derek, three times and to Martin there five times. They promised I will get my paperwork regularly, but it never happened. I still didn't get the Daily Mail in time on Saturday and was missing the Sunday Sport too.

Who will compensate me for this pathetic service, my time, calls and the stress this causes?

**Kamal Sharma**  
Maryvale News,  
Birmingham

**A spokesman for Smiths News said:** "We have contacted Mr Sharma directly and resolved the issue."

## YOUR SAY What could publishers do to help you sell more newspapers and magazines?



### Steve Archer

Owens three Premier stores in Staffordshire and Cheshire Publishers could definitely do more to engage with stores and learn about the in-store experience. All the tobacco companies are trying to get us to be ambassadors for their brands at the moment so people are going to shops and helping with merchandising and how to lay stock out. They could do that with magazines. If you put certain titles together people will buy more. A lot of people would benefit from that help.

### Kate Clark

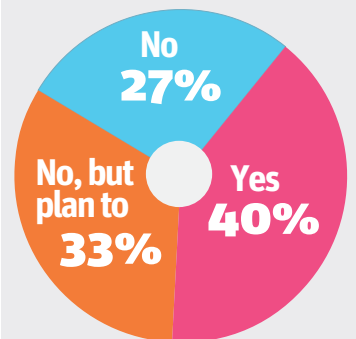
Sean's News, Worcester I think publishers could do more - we get a few promotional things through but not a lot. Then sometimes they send you

massive posters and you wonder which shops could ever use them. They seem to think we have these huge windows and walls so they could be a bit more thoughtful about what they produce. I get sent some full-length wall posters and they have to go in the bin.

### Mike Brown

Browns Newsagents, Stokesley I would say we could do with a bit more support from newspaper publishers on PoS. On the magazines side, Menzies do supply us with things like till wobblers. But, with The Observer, For example, the paper they use for the posters is flimsy and thin and all you might get is a note saying "Observer poster included" but if they put it in an envelope saying "point of sale" you probably wouldn't miss it.

## RN READER POLL



**Have you put your store details on Google Maps?**

### NEXT WEEK'S QUESTION

What food hygiene rating would you give your store?



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



## SMITHS' CHARGES 'UNACCEPTABLE'

Recently, as a change in policy, Smiths News refused to accept BACS payments. When I enquired, they refused to acknowledge BACS was ever a payment option, despite the fact I and other retailers have used it for 29 years.

After this, I arranged to pay by cheque. This should incur no charges, according to HMRC. But Smiths is charging for cheque payments and the VAT on them.

These are unacceptable charges to small retailers.

Smiths insist this is the only way payments can be made, and have made no steps towards solving the problem.

Furthermore, we pay service charges of £50 per week to handle papers - surely this should include charges for processing payments.



Smiths is trying to increase its profit margin at the expense of its customers.

**Jack Bhatt**  
Universal Newsagent,  
London

### A spokesman for Smiths News said:

"We are in dialogue with Mr Bhatt regarding his query. We do offer our customers a choice on how to make payments - by direct debit or cheque. We don't offer payment by

bank transfer as we have no facility to administer this method. Due to associated costs in processing cheque payments we charge an admin charge for these, while direct debits are free. HRMC states 'admin fees' are fully vatable."

**100 YEARS AGO**  
17 February 1917  
The Times announced price increases to meet further restrictions in paper imports. It was hoped "lending out" - where two families share a copy - would be revived by a halfpenny, but circulation was barely dented.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



I am beginning to think our local paper, The Staffordshire Newsletter, is suffering from anorexia. It seems to be getting decidedly thinner, in fact a number of my customers have commented about it and they have considered stopping it because they think 90p is a tad too much for it as it is.

I can safely say to all those who are having their deliveries altered by Smiths News that they will encounter problems. We did when they changed things at Wednesbury, but I will again say speak to Mike Williams and Jonathan Bunting because they will try their best to put things right for you. However, I must say the more I read about them as a company the more I think their customers count for nothing.

I was once told by an elderly lady who I did bits and pieces for that as the days lengthen the cold will strengthen. It would appear that this saying is quite

correct because these last few days have seen it break daylight by about 7.30am which is good as it makes the job a lot easier when I can see what there is left on paths and pavements as obstacles. But my goodness it's got a lot colder and as I put on an extra layer to keep warm, Hilda, bless her, and her quaint little saying comes back to mind as a delightful memory.

They sell coal at the post office in Woodseaves. It comes in sealed plastic sacks weighing 20kg. One old lady decided she needed one of these sacks but as she had gone on foot she was in a bit of a quandary as to how she could get it home.

It was soon sorted out, I just threw it in my van and took it home for her. She was so pleased and couldn't thank me enough, but as I pointed out to her my vehicle is multi-purpose and just another part of the service.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



**@DaveSongerRN** We sell wipes & dummies at Pikes and have now found a deal on nappies - thank you for sharing this!

**Meryl Pike William**  
**@meryl\_pike**

Did you stay "dry" in January? Over 250 ways to get "wet" in February

**Taylor of Tickhill**  
**@tickhilltaylor**



Double facing your best-selling title will give you a 4% increase in sales, just try it and see also get online with our great new website

**Jeanett Harris**  
**@Jeanett\_NewsUK**

Local produce at prices fair to both customer and supplier. We don't do time limited offers or discounts. #shoplocal Every little helps!!

**Itteringham Shop**  
**@ItteringhamShop**

I don't doubt this for a minute. It happens on a daily basis with us. Big problem there's no teaching right from wrong

**Eugene Diamond**  
**@EDiamond136**



Buy one, get none free? Tesco checks all prices amid overcharging claims.

**Neil Saunders**  
**@NeilRetail**

# DIGITAL **PART TWO**

## MY DIGITAL STRATEGY



**Paul Patel**  
WHSmith Local, Dibden Purlieu, Hampshire

**Ordering:** WHSmith is about to roll out a web-based ordering system that will improve our ordering by having more pictures of products alongside descriptions so we get the right stock. It will be easier to use but it will also lock down orders to specific ranges – if you only have one meter of soft drinks, for example, the system will only show you a range for that. Luckily, I have good relationships with the company so can negotiate a bit more flexibility.

**Creating excitement:** I'm still trying to get my head around Facebook, but one great step has been using our local community page. Each person or business can only post once a week so you have to be quite strategic. When the latest Harry Potter book came out, WHSmith had an exclusive deal on it and I told our community we would have it in stock. People ordered it from us through Facebook and within two weeks we'd sold all our 50 copies.

**Top tip:** be strategic with any social media posts. Advertising the right deals can have a direct positive impact on your footfall.



# Support is available

In the next part of our three-week digital guide, two leading suppliers and one top symbol group outline the ways stores that reach out can find help, Toby Hill, Tom Gockelen-Kozłowski and Jennifer Hardwick report



## A digital strategy to... become a category expert



Last week, Costcutter retailer Peter Mann recommended store owners use some of the wealth of supplier apps available and singled out Winewise as a particularly useful tool for growing category knowledge. Ben Smith, head of communications at Concha y Toro, the company that created Winewise, explains why these apps can benefit store owners.

### Keeping it simple

Our objective when creating the Winewise app was to make it very simple so it wouldn't require a lot of time or knowledge about wine. If retailers can get a grip on the basic sales lessons and take it from there, they can make a real difference to the role wine plays in their store.

### Help with ranging

The app will outline the key styles of wine – sauvignon blanc, pinot noir and so on – that every store should have. There are planograms tailored to different store sizes, whether you have chillers and so on, and retailers can produce a planogram based on the key products.

### Finding extra sales opportunities

Our app explains pairings with food and other simple insights retailers can make the most of wine. We were also keen to make sure it was a category aid rather than just a promotional tool, so there are case studies that we update regularly which show some of this insight

being used by store owners.

### Keeping up with trends

We also monitor the sales trends in convenience, which are reflected in the wines we list on the site. Seven out of 10 convenience shoppers want to buy wine and new world wines are more frequently bought in convenience stores. Two or three of Concha y Toro's wines do appear in there quite often, but it's not just a promotional gimmick – what's good for the entire wine industry is good for us.





An increasingly wide range of industry tools are available for stores

## MY DIGITAL STRATEGY



**Justin Taylor**  
Spar Winford,  
Bristol

**What I use:** Facebook, Twitter

**What I use them for:** Championing local produce. We use Facebook mainly to promote the products we have in store or for any events we hold. We have quite a good range of local products so we can put them up on Facebook and then link them to their pages, with the local baker or local butcher to spread the word. It is in its infancy because we've only had it for about four or five months but our page is starting to build momentum.

**Attracting younger customers:** I think it can be harder to get to the younger generation that way so Facebook is great for that. We are going to get on Twitter soon because it will be good for more instant news about the store. Facebook is good for talking about products but with Twitter you can talk about something as soon as a product or promotion comes in. Also, I think the average age for Facebook users is rising but Twitter is still mainly for young people.

**My tip for success:** Digital is pretty easy to do once you get going. You can put it off but as a marketing tool it doesn't cost much and it pays off.



## A digital strategy to... profit from events



For many categories, events and celebrations provide a unique opportunity to boost sales and attract new customers to your store. Ferrero's customer development director Levi Boorer, explains why 2017 is the perfect time to embrace the opportunity

### Divide your efforts by occasion

By falling at a later date this year, there is a greater opportunity for retailers to capitalise on the three key spring occasions - Valentine's Day last week, Mother's Day and Easter - and cater for them individually. This allows online and in-store communication to be much more tailored.

### Ask your customers what they want

Social media provides opportunities to post engaging content to drive excitement and footfall. You could even seek feedback from shoppers on what they are looking for to influence your stocking decisions for any upcoming events.

### Don't be afraid to remind your shoppers about events

Use social media to cement the dates of these events in shoppers' minds, with daily or weekly in-store offers to drive footfall. Retailers could even consider running online competitions for shoppers to win a box of chocolates and a bottle of wine for a special night in.

### Make sure staff members are up to speed with your posts

Don't forget, whatever you're posting online should be consistent with what your team is saying, so make sure they understand what the live offers are and that they can talk confidently about them. You can also use social media to showcase the great work your staff and loyal customers do in your community and express your thanks on social media or with prizes from your store.



## Use social media to showcase the great work your staff and loyal customers do in your community



If you missed Valentine's Day, then Mother's Day and Father's Day are still to come



# DIGITAL



## MY DIGITAL STRATEGY



**Natalie Lightfoot**  
Londis Solo  
Convenience, Glasgow

**What I use:** Facebook,  
Twitter

**Running competitions:**  
We tend to use Facebook for competitions and for posting links to other community pages in the area or sharing things with them, particularly other businesses on our street. I put all my offers and promotions on there, which brings people in. It's really about letting people know you're here and telling them your story – letting them know that we're a family and it's not just a business.

**Talking to the industry:**  
I don't find Twitter as useful for interacting with customers in a personal and informal way. So, instead, I use it to communicate with wholesalers or other retailers when I have an issue that I need some advice on or to share information about products or a particular service.

**My tip for success:** Run competitions through your social media – it brings customers into the store and creates a bit of excitement in the community.

## THE DIGITAL

## GARAGE

The Digital Garage is a platform with advice for small businesses



from Google



## A digital strategy to... make social media easy



Bringing your business into the social media age can be a frightening prospect. Last week, RN looked at the main platforms you can use, but how can you stitch this into a wider strategy. Spar's digital development manager Nelly Khumalo outlines a few rules to make life easier for you and keep every post and communication effective



### Ideas for Facebook and Twitter could come from team members who are on the ground

#### Keep your communications mobile friendly

These days most people carry some kind of screen with them. Over two thirds of people now carry a smartphone in the UK, using it for an average of two hours daily. This presents a great opportunity for companies and local retailers alike.

#### Bring in your team's expertise

One of the ways retailers can engage other members of the team with their digital strategy is through the use of social media accounts. Ideas for the Facebook and Twitter accounts could come from the team members who are on the ground, interacting with customers on a daily basis.

#### Learn from your missteps

Live digital marketing campaigns can also be tested live, and the set-up costs are comparatively low, allowing for companies to spend smart and experiment before deciding on a large campaign or development rollout.

#### Communicate with your customers on their terms

Having a multichannel digital strategy is essential because different people prefer different methods of communication. Some of our customers prefer social messages that are tailored to their local offers, others prefer newsletters talking about

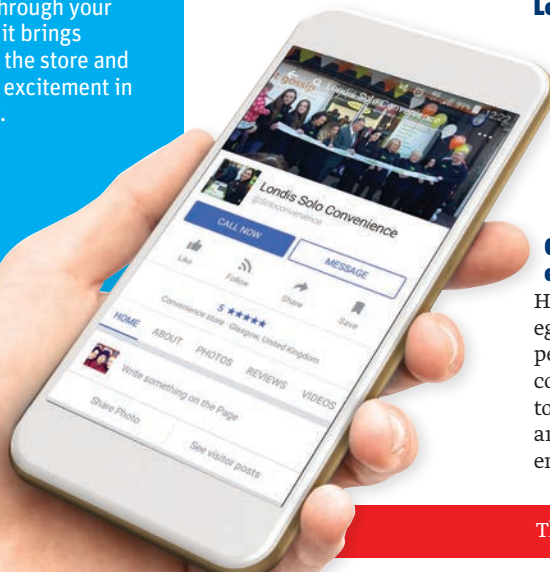
deals available across the country. It's your job as a retailer to find out where your customers are, and how they're engaging with you.

#### Use tools to schedule your activity

Google Trends can help retailers find out when the best times are to start putting out seasonally-themed stock. Facebook local ads are a great way that businesses can promote themselves in their local area, but the best strategy that most retailers are missing out on is making sure that the business information about them online is consistent.

#### Be prepared to keep changing

The exciting part about the digital landscape is it won't be the same in a year (or even three months from now). There is always a new innovation that can improve the shopping experience for customers. The trick is to always keep learning. There are a number of online resources for free, like Google's Digital Garage, which explain online strategy with small business owners in mind. ●



## PART THREE

In the final part of our guide we see how businesses are using technology to protect themselves

# COLUMNIST



**Paul Baxter**

## The true scale of retail crime

**The evidence increasingly shows what RN readers already know: the level of retail crime – and the police response to it – is a national scandal. At the NFRN we're trying to finally get your voice heard**

**W**ith two recent surveys revealing increases in shop theft and a whopping rise in violent and abusive incidents against shop workers, the NFRN's national council meeting next week will focus on the importance of raising awareness of the impact this has on independent retailers.

According to the latest Office of National Statistics report there were 349,670 shoplifting offences in England and Wales last year – an increase of 5%. Sadly, with our own research highlighting the fact many independent retailers are unwilling to report these crimes, the NFRN fears this is just the thin end of the wedge.

In 2015, when we asked our members why they did not report shop theft to the police, 25% said 'police did not respond'; 34% said it took 'too much of their time' and a third (33%) said they believed the police were unable to adequately prosecute shoplifters.

Police responses – or rather the lack of them – also came up in the BRC's 2016 Retail Crime Survey, which also revealed that in the past year there has been a massive 40% increase in violence and other forms of abuse against those who serve behind the counter. More than half (56%) of respondents to the BRC survey said police responses to retail crime incidents were 'poor' or 'very poor'.

Our national councillors will hear how, over coming months and through the auspices of the newly-

formed all party parliamentary group (APPG) that is being chaired by former newsagent Martin Vickers, the NFRN will be raising awareness of the levels of violence and assaults independent retailers face on a daily basis.

To this day, many MPs and peers do not appreciate the true scale of retail crime but we intend to rectify this. Through a series of events, workshops, shop visits and further detailed research we intend to raise awareness of the devastating impact crime can, and does, have on local communities and we will demonstrate why more has to be done by police forces, police and crime commissioners and the government before even more retailers are driven out of business.

The ravages of retail crime will also be highlighted at our Westminster reception, taking place during the national council meeting, when we will be asking MPs and ministers to support our calls for better response times from police, stiffer penalties for anyone who commits a crime against a retailer and the creation of a specific offence for assaulting and abusing shop workers for simply asking for proof of identification.

Alongside crime, issues relating to newspaper distribution have been in the spotlight of late. These have mainly arisen from the recent and disastrous debacle at Menzies' Linwood depot which clearly demonstrated why NFRN feedback was so vital ahead of any such large-scale changes and heightened



**To this day, many MPs and peers do not appreciate the true scale of retail crime but we intend to rectify that**

concerns about carriage charges in Northern Ireland following Johnston Press' decision to move the distribution of its newspaper titles from Newsprint to EM News.

With the news industry currently in such a perilous state, is it surprising that more retailers than ever are seriously considering a future without newspapers and magazines? As part of our discussions on the newstrade we will be impressing on national councillors the growing importance of sub-retailing and sharing with them the many requests the NFRN receives for more information from those who are considering taking this major step, together with the information and support available through our Store2Door initiative.

Remaining with the newstrade, we will also explore the need for an APPG on newspapers and industries and the possible support for this.

And to end on a positive note, national councillors will hear for themselves the benefits of being a member of the NFRN's subsidiary company, National News Network – or N3 as it is better known – and why growing numbers are lining up to join. Among the information we will be sharing are the results from a series of innovative promotions within the N3 estate. Such activity is entirely new to the independent sector and has generated some astonishing sales uplifts of between 36% and a staggering 1,614%.

*Paul Baxter is the chief executive of the NFRN*



**PART 5**

# PARTNERING FOR SUCCESS...

## THE CONTINUING IMPORTANCE OF TOBACCO

Tobacco remains one of the UK's largest FMCG categories and a significant contributor to store turnover.<sup>1</sup>

On **20 May 2017** the **EUTPD II** and standardised packaging regulations come into force and current branded tobacco packs legally can no longer be sold.

### TRANSITION PERIOD



Examples of standardised pack designs.  
For illustrative purposes only, and subject to change.

**04** LESS THAN FOUR MONTHS TO GO UNTIL ALL RETAILERS NEED TO BE COMPLIANT!

✓ From **20 May 2016** standardised packs may begin to appear in the market. Between now and **20 May 2017**, retailers are allowed to sell both **current packs and standardised packs**.

✓ From **20 May 2017** retailers are only allowed to sell standardised packs

- Cigarette packs must be **20 sticks or more**
- Roll-your-own tobacco pouches must be **30g or more**
- Price Marked Packs no longer allowed



For Tobacco Traders Only

“Imperial’s **START** packs have been an invaluable tool during the transition to **EUTPD II** and **standardised packaging**, providing me with expert support around competitive pricing, merchandising, availability, range and more.

By selling at RRP or below<sup>2</sup>, I’m maintaining customer loyalty and protecting footfall during this important time for the category.”

Harvey Sanghera, King’s Norton Supermarket.



## HARVEY'S TIPS FOR MANAGING THE TRANSITION

### START

•SUPPORT•TRAINING•AVAILABILITY•RANGE•TRUST•

- S** **SUPPORT:** “With support from my Imperial rep I am rotating my stock to ensure sell through of branded packs ahead of the **EUTPD II** deadline”
- T** **TRAINING:** “I make sure my staff and adult smoker customers know all about the **new legislation** by using Imperial Tobacco resources like **price lists**, **START** packs and **Consumer Information Cards**.”
- A** **AVAILABILITY:** “I’m checking for **out-of-stocks** of popular brands, replenishing my gantry daily to ensure my customers remain loyal and selling through current branded packs first.”
- R** **RANGE:** “As **10 packs** and **smaller weight RYO** leave the market, I’m filling gaps in my gantry with larger pack formats from the same brand family.”
- T** **TRUST:** “I have a great relationship with my Imperial rep. Together, we’re **Partnering for Success** to ensure the future success of the tobacco category in the independent sector.”

1 IGD Research 2016  
2 For the avoidance of doubt, retailers are free at all times to determine the selling price of their products

# ... THROUGH EUTPD II AND STANDARDISED PACKAGING



[www.imperial-trade.co.uk](http://www.imperial-trade.co.uk)

# LEGISLATION



Iconic brands and innovative formats have long helped premium tobacco retain its place in a competitive sector. But in the era of plain packaging and regulated pack sizes, is there any role for branding and innovation to play? Dave Songer finds out

## What's the future for premium tobacco?



**The legislation also allows branded trade outers**

### Smokers will still be loyal to their brands

Ask a member of the public for a list of the most well-known tobacco brands and it's likely that premium varieties, such as Marlboro, Benson & Hedges and Silk Cut, will be on it. Smokers of premium brands have been found to be more loyal and less likely to switch to brands that have a lower pack price.

Silk Cut, for example, remains one of the top 20 selling FMCG brands in the UK, according to Nielsen, and it

holds a 18.1% share of the premium tobacco market.

JTI head of communications, Jeremy Blackburn, says he can't predict what the likely changes will be to tobacco post-EUTPD II but is hopeful such loyalty would prevail. "It's too early to tell," he says. "But given the brand loyalty to premium tobacco products such as B&H Gold and Silk Cut, we would expect to see continued success."

### It will still be the home of category innovation

Recent innovation in the tobacco category has included ultra-thin cigarette sticks, slide-open packs and capsule technology, which is now a staple part of every sub-sector. Each of these has debuted in the premium sector.

Despite the fact each of these options will disappear under EUTPD II regulation, it seems that this willingness to reinvent the category is likely to continue - and it will be the premium sector where this occurs. "Imperial will have some news around a new premium pack format in the coming months. The fact that the legislation also allows branded trade outers means, crucially, manufacturers are able to retain a certain level of brand equity with trade customers," says Andrew Miller, head of field sales at Imperial Tobacco UK.

**Innovation and loyalty are two reasons brands like Marlboro should continue to prosper**



#### TOP 10 PREMIUM BRANDS\*

1	Marlboro	28.1%
2	Silk Cut	18.1%
3	B&H Gold	15.3%
4	Golden Virginia The Original	14.9%
5	Regal	5.9%
6	Embassy	5.6%
7	Superkings	5.2%
8	Old Holborn	1.4%
9	Camel	1.2%
10	Dunhill	1.2%

#### TOP PERFORMING CIGAR BRANDS\*\*

1	Café Crème Blue	22.8%
2	Hamlet Miniatures	11.9%
3	Hamlet	11.9%
4	Moments Blue	9.9%
5	Café Crème	9.4%
6	Classic	6.7%
7	Royal Dutch Miniatures	5.8%
8	Café Crème Arome Filter	4.7%
9	Royal Dutch Miniature Blue	3.4%
10	HW Half Corona	2.1%

\*source: JTI

\*\*source: STG





# WE ARE PHILIP MORRIS WE ARE ONLINE WE ARE OPEN

Are you ready for plain packaging?  
Visit MyDrive Online to learn everything you need to know from your fellow retailers on plain packaging whilst earning points, prizes & rewards.



Dee and Ralph have been on an adventure to Australia. Discover all you need to know about plain packaging through their experience.



Earn points and boost your profits by completing tasks.



Keep up to date with the Philip Morris brand portfolio and current recommended retail prices.



Do you own a Drive Card? You can check your Drive Card balance exclusively at MyDrive Online.



For UK Tobacco Retailers Over 18's Only.

VISIT  
[WWW.PMIMYDRIVE.CO.UK](http://WWW.PMIMYDRIVE.CO.UK)



SCAN  
Here for quick access to MyDrive



DOWNLOAD  
Search 'PMIMyDrive' to download the app

## Smoking kills

# LEGISLATION

## It will be easy to find on the gantry

The relative familiarity of premium brands will also aide store staff as they navigate a brandless gantry – whether the strategy is to group sub-sectors like premium together; use a one-brand, one-shelf approach; or to merchandise alphabetically.

Imperial advises retailers adopt a one-shelf solution ahead of May, allowing stores to get to grips with the system before gantries are full solely of plain packs. “By 20 May 2017 it should be second nature to seek out the required tobacco products swiftly and ensure valued smokers remain both happy and loyal,” says Mr Miller.



**By 20 May 2017 it should be second nature to seek out the required tobacco products swiftly**



## It can help your store become a destination

It's widely accepted in the industry that the arrival of plain packaging and EUTPD II will lead to some retailers leaving the tobacco category and far more to delist all but the bestsellers. Retailers who maintain their range therefore have the opportunity to become the destination for fiercely loyal customers who will travel to get their favourite product.

### SUPPLIER'S VIEW

**Jeremy Blackburn**

head of communications, JTI



Retailers should maintain a good selection of brands across all price segments, including premium. Tobacco shoppers can be worth £2,000 a year and our research shows shoppers buy elsewhere if their brand is unavailable. Maintaining availability at all times is therefore vital to ensure that retailers become a destination store of choice for smokers.

### RETAILER'S VIEW

**Nainesh Shah**

Mayhew News, Belgravia



We are already seeing customers travelling from as far as Kent and Surrey for some of our premium cigarette brands such as Vogue Slims, San Morris and Omé. Stores locally are already starting to delist products – our cigar sales went back up after Waitrose cut their range. We now have one customer who comes in for 100 £5 cigars every week. I expect to see more of this when the plain packaging comes in fully.

## Some premium products will be among the cheapest



This premium brand will be **26%** cheaper than this value product

**Carlton Superkings**  
RRP £7.49

**Henry Winterman Five Panatellas:**  
RRP £5.52

The quality and branding of premium tobacco has long given retailers and manufacturers the opportunity to raise prices on premium tobacco, but the fact that the EUTPD II legislation outlaws 10-packs of cigarettes, but leaves cigars relatively unchanged, means premium brands such as Henry Wintermans cigars will find themselves among the very cheapest (and few branded) products on retailers' gantries after May. Small pack sizes also mean a higher rate of sale, potentially making cigars one of tobacco's bigger footfall-driving sub-sectors.



Each sector will be affected by upcoming law changes

## REGULATION REMINDER

Ahead of the end of the 12-month sell-through period in May, here's a reminder of the changes coming to the tobacco market

**Cigarettes:** 10-packs will no longer be available, alongside 17, 18 and 19-packs. No branding will be permitted on the remaining 20-pack formats.

**Rolling tobacco:** As with cigarettes, no branding will be allowed. The minimum pouch size will be 30g, meaning an end to 8g packs and the best-selling 12.5g format.

**Cigars/cigarillos:** Though not subject to minimum size restrictions as with cigarettes, 65% of the front must also carry a warning. The remaining 35% can be used for branding. ●

# ADVICE CENTRE



## How to run magazine shop-saves

Martin Ward of Cowpen Lane News, Cleveland on how he manages his shop-save system

**S**hop-saves have long been a great way to secure the loyalty of magazine buyers, but as sales and the space allocated to magazines has fallen in recent years, the service has increased in importance for many retailers.

"Magazine sales are down around 40% on where we were a few years ago and we're down from eight metres of shelf space for them to two

and a half," says Martin Ward, owner of Cowpen Lane News near Cleveland. "People who want magazines every week tend to save them now, and I'd say 80-90% of them would buy them at the supermarket if we didn't shop-save them."

In this week's Advice Centre, Martin explains how he manages his profitable shop-save system for his magazines and partworks. ●

1

### Discuss the system with customers

"We don't openly advertise the service," says Martin. "Instead, when we see someone looking at the magazine rack for a while we ask what they're interested in. If they're looking at regular magazines like TV titles or for something we don't have I'll offer to shop-save it for them. People who shop-save are the most likely to buy."

2

### Set up a filing system for shop-saved magazines

"When we shop-save magazines, we take customer details, place their order with the wholesaler, then save them on a shelf beneath the counter," Martin says. He divides his stock by the day of the week to make it easy to find, but says this could also be done by genre, or alphabetical customer name.

3

### Set up a separate system for partworks

Partworks are more of a challenge, despite the fact the 15 collections Martin saves each fortnight generate a good income. "People say they want them, get a few parts, then get sick of them," he says. "But instead of cancelling, they just stop coming in." To avoid this, Martin takes a three-issue deposit on partworks, then cancels the subscription if the customer hasn't been in for three consecutive issues.

4

### Link shop-save system with HND on EPOS

"We keep everything interlinked on the same EPOS system," Martin says. "When we're adding our HND rounds on there, we put our shop-save orders onto the same system. That way, it just becomes part of the morning routine and is easy to manage."

5

### Make sure all staff members are aware of shop-save procedures

Once a system has been established, it's important to communicate it to all staff. That way, they can all offer shop-saves to interested customers, and deal efficiently with deliveries. "I explain it to everyone face-to-face, then all the staff can ask customers if they want to save magazines when they see them browsing," Martin says.

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

# MAGAZINES

What do Theresa May, a teenage girl's hairbrush, a trowel and a spiraliser have in common? Each one represents an area of sales or profit growth for magazines on the newsstand, according to the latest 2016 sales data from the Audit Bureau of Circulations. Chris Rolfe, Tom Gockelen-Kozlowski and Jennifer Hardwick report

## 9 unlikely magazine profit drivers



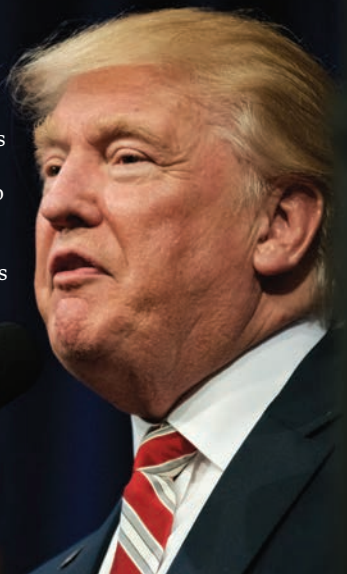
### HERESA MAY

Brexit means Brexit – and circulation growth for a selection of magazines. On one hand, establishment-baiting fortnightly *Private Eye* saw sales soar 16.6% in the second half of 2016 as readers look for leaks and scandals from political parties, civil servants and UK's panic-stricken diplomats. Yet could the Brexit vote in England and Wales also have heightened feelings of Scottish exceptionalism?

That might explain a 6% rise in the circulation of *Scots Magazine*. The referendum also highlighted a clear divide in the generations when it came to the EU, so could a 1.9% rise in sales of the *Oldie* be a sign of a little grey-haired triumphalism?

### DONALD TRUMP

Who knows what "The Donald" will have got up to in the time between this being written and you reading it, but for well over a year, the new President of the United States has been filling newspapers, the internet and TV stations with outrageous stories of varying veracity. Little wonder that Britons have been flocking to current affairs magazines such as the *Economist* (up 7.7%), *New Statesman* (up 7.6%) and the *Spectator* (up a mighty 12.5%) for expert analysis and opinion on the unfolding dramas. Magazine sellers may, therefore, be one of the few groups to benefit from having a sociopath in the White House for the next four years.



### A HAIRBRUSH

Top of the Pops magazine continues its impressive performance on the newsstand, appealing to young music fans and bedroom-dancefloor stars. It increased copy sales for the second year running, this time by 15.8% year on year, after relaunching with a new design in 2015. The reversal in fortunes is all the more noteworthy considering the sales of the title fell by 27.4% in 2014. This result makes it the ninth best-selling children's title in 2016.



Little wonder that Britons have been flocking to current affairs magazines



### A TV REMOTE CONTROL

While copy sales of TV listings magazines fell across the board between July and December, these titles continue to defy competition from free alternatives and hold their retail sales value (RSV). Retailers therefore earned £0.5m more year on year from national bestseller *TV Choice*, £0.9m more from *TV Times* and £0.8m more from *TV & Satellite Week*. Total *TV Guide* held its RSV at £5.8m. Proving the massive sales potential stalwart newsstand titles continue to offer retailers, *TV Choice*, *What's on TV* and *Radio Times* also retain their slots in the top five on the overall magazines chart, alongside *Slimming World* and *Take a Break*.



## A LEGO BLOCK

Today's children are often characterised as tech-obsessed automatons, constantly glued to computer screens but, yet again, kids' titles provide some of the best news for retailers in the ABC data. Girl Talk (up 14.6%) and Girl Talk Art (up 21.6%) plus Fun to Learn – Friends (up 8.8%) and Fun to Learn – Favourites (up 23.9%) point to the depth of success of many established titles. Yet, Lego and Peppa Pig still represent the industry's pinnacles: Lego Ninjago and Star Wars Lego saw leaps in circulation of 16.7% and 25.7% respectively, while nearly 13 years on from its first broadcast, Peppa Pig is still responsible for a 19.1% jump in its 'Bag-o-fun' magazine. Meanwhile, some of the top launches in 2016 – Lego Nexus Knights, Paw Patrol, Andy's Amazing Adventures and Finding Dory – were also thanks to the enthusiasm of children.



## PLANES, TRAINS AND AUTOMOBILES

Planes, trains, buses, cameras, caravans, travel – with Britons' raft of specialist hobbies come numerous related magazines, many of which come with the benefit of being too small to be considered for listings in the supermarkets. Independent retailers, therefore, were among the main beneficiaries of sales rises from titles such as Steam Railway (up 0.4%), Condé Nast Traveller (up 5.4%), BBC Countryfile (up 17.4%) and Practical Motorhome (up 0.6%). Where their copy sales fell, cover price rises on titles such as Flypast, Railway Magazine, Buses Magazine and Practical Caravan helped retailers maintain profits. With a tiny number of these niche titles choosing to ABC, these results represent just a fraction of the opportunity available for independents from specialist titles.

## A SPIRALISER

Mary Berry and Paul Hollywood have trained us well. For while the cooking duo hung up their oven gloves after the final Great British Bake Off, Brits have retained their hunger for home cooking.

Several cookery titles grew or maintain their retail sales value last year. It was especially good news for BBC titles – BBC Good Food, Home Cooking and Easy Cook all grew or maintained RSV, as did Delicious. And with new titles such as Vegan Life now on the market, there is plenty of fresh opportunity for independent retailers in this sub-sector of the market.




## A £1 COIN

Hearst's Cosmopolitan has knocked long-standing front runner Glamour off the women's monthly top slot after posting year-on-year sales growth of 11.9%, although its RSV fell by £1.7m. The Hearst title slashed its price from £3.80 to £1 in 2015 and has been reporting volume sales growth ever since. Glamour suffered a hefty sales drop of 28% year on year, but the gloves are off at the top of this sector after publisher Condé Nast halved Glamour's price to £1 to match Cosmopolitan at the start of the year. It will be interesting to see how sales are affected when the next set of results are released in the summer.

## A TROWEL

Outside of the children's category, the home interest sector is where two more successful 2016 launches can be found. The sector was bolstered by Bauer Media's launch of Modern Gardens Magazine in March, which sold 26,164 copies per issue between July and December. In the same month, The Economist launched its spin-off 1843 Magazine, which offers culture and lifestyle content. The title posted copy sales of 5,123 copies. Continued interest in the home interest category led to three titles reporting sales growth too, including Elle Decoration, which increased sales by 5.3%. Anna Jones, chief executive of publisher Hearst Magazines UK, said: "Seeing year-on-year growth from many of our key brands is hugely encouraging."



# MAGAZINES

Despite many magazines continuing to suffer falling circulations, best-selling titles generate millions of pounds for independent retailers every week. Use these latest figures to get to grips with today's market and choose the best range for your store

## Newsstand must-haves

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
<b>CHILDREN &amp; TEEN</b>				
Disney Frozen	82,009	-17.2%	£5.2	■
Peppa Pig Bag-o-Fun	78,637	19.1%	£4.7	■
Lego Ninjago	74,887	16.7%	£3.1	■
Star Wars Lego	73,009	25.7%	£3.5	■
Fun to Learn - Peppa Pig	60,670	-24.3%	£4.4	■
CBeebies Art	59,199	-4.8%	£2.1	■
CBeebies Magazine	56,115	-13.0%	£3.3	■
Lego Nexo Knights <b>2016 launch</b>	53,137	-	£2.2	■
Top of the Pops	50,003	15.8%	£2.4	■
CBeebies Special	49,050	-1.9%	£2.2	■
Paw Patrol <b>2016 launch</b>	49,024	-	£2.1	■
Toxic	48,435	-8.7%	£2.6	■
Fun to Learn - Friends	42,423	8.8%	£3.3	■
Girl Talk	40,088	14.6%	£2.9	■
Thomas & Friends	40,029	-4.2%	£1.9	■
Lego Friends	38,442	-7.4%	£1.5	■
Sparkle World	37,590	-1.8%	£2.0	■
Disney's Princess	36,253	-17.6%	£2.8	■
Go Girl	34,234	-9.1%	£1.6	■
Andy's Amazing Adventures <b>2016 launch</b>	34,184	-	£1.2	■
Fun to Learn - Favourites	34,054	23.9%	£1.6	■
Shout	33,983	-1.5%	£1.9	■
Swashbuckle	33,551	-8.2%	£1.1	■
Octonauts	33,378	-15.3%	£1.1	■
Finding Dory <b>2016 launch</b>	33,002	-	£1.6	■
Mega	32,513	-3.5%	£1.4	■
Girl Talk Art	32,469	21.6%	£1.3	■
We Love Pop Magazine	32,055	-4.4%	£1.5	■
Star Wars Adventures	32,002	-15.8%	£1.5	■
Disney Stars	30,085	-24.8%	£1.4	■
Jacqueline Wilson	29,556	-10.2%	£2.0	■
Go Jetters <b>2016 launch</b>	29,173	-	£1.0	■
Toybox	28,895	-2.7%	£1.4	■
Mr Tumble Something Special	27,505	-17.3%	£1.4	■
Ultimate Spider-man	27,470	-10.5%	£1.8	■
Animals and You	27,118	-6.2%	£1.6	■
In The Night Garden	24,465	-27.1%	£0.6	■
Hey Duggee	24,261	-5.4%	£0.7	■
110% Gaming	23,398	6.6%	£1.2	■
Horrible Histories	22,111	-1.5%	£0.7	■
WWE Kids	21,813	-14.5%	£1.5	■
Barbie	19,944	-36.4%	£1.0	■
The Beano	16,607	-10.6%	£2.1	■
Disney and Me	16,509	-36.8%	£0.8	■
World of Cars	13,047	-46.8%	£0.5	■
Epic!	12,602	-19.4%	£0.5	■
Doctor Who Magazine	10,432	-25.2%	£0.7	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Doctor Who Adventures Magazine	9,874	-41.9%	£0.3	■
First News	5,969	-9.3%	£0.6	■

### COMPUTING

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Computeractive	33,634	-6.4%	£1.7	■
Web User	19,530	-5.0%	£1.1	■
Playstation Official	18,431	-9.8%	£1.4	■
Official Xbox 360 Magazine	15,644	-17.7%	£1.2	■
PC Gamer	6,944	-12.8%	£0.5	■

### HEALTH, FITNESS & PARENTING

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Slimming World Magazine	573,903	3.2%	£7.1 *	■
WeightWatchers Magazine	87,747	-21.4%	£2.4 *	■
Women's Health	76,500	-7.6%	£3.1	■
Top Santé Health & Beauty	21,996	-9.3%	£0.9	■
Mother & Baby	8,565	-14.1%	£0.4	■
Health & Fitness	7,386	-16.9%	£0.4	■
Women's Fitness	6,066	-22.5%	£0.3	■
Women's Running	5,868	-25.1%	£0.3	■
Gurgle	5,123	-41.0%	£0.2	■

### HOME INTEREST

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Ideal Home	100,745	-10.8%	£4.1 *	■
Your Home	86,741	-11.9%	£2.1	■
BBC Good Food	75,620	-14.6%	£3.9	■
Country Living	66,921	-8.0%	£3.4	■
Style at Home	61,157	-18.8%	£1.5	■
House Beautiful	55,970	-10.9%	£2.1	■
Ideal Homes Complete Guide to Xmas	53,139	-18.6%	£0.3	■
25 Beautiful Homes	48,352	-5.5%	£2.4	■
Homes & Gardens	47,321	-3.8%	£2.0 *	■
HomeStyle	44,909	-	£0.8	■
Country Homes & Interiors	41,945	-3.8%	£2.1	■
Living etc	40,206	-3.9%	£1.8 *	■
BBC Gardeners' World	39,999	-2.7%	£2.2	■
Good Homes Ultimate Christmas	34,000	-16.3%	£0.1	■
Delicious	29,512	0.8%	£1.5	■
House & Garden	27,289	-6.2%	£1.4	■
Modern Gardens <b>2016 launch</b>	26,164	-	£1.0	■
Elle Decoration	25,600	5.3%	£1.4	■
Healthy Food Guide	24,087	-3.5%	£0.9	■
Landscape	23,392	-1.0%	£0.8	■
BBC Home Cooking Series	21,849	2.6%	£0.7	■
BBC Easy Cook	20,420	-11.3%	£0.6	■
Garden News	20,147	-5.7%	£2.1	■
Amateur Gardening	18,904	-7.1%	£1.9	■
Good Homes	18,687	-17.0%	£0.8	■

## If you have...



## ...a core range of bestsellers

Benchmark your range against the titles in lilac. These are the top 100 sellers on the newsstand.



## ...a more extensive range

Check you have the titles in grey in addition to the top 100.

## KEY

Top 100 titles  
Newsstand circulations of 5,000 copies or over

\* adjusted to reflect significant use of multipacking/price promotions

Source ABC July 2016-December 2016 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Homes & Antiques	15,247	-7.5%	£0.8	■
Jamie Magazine	14,604	-3.9%	£0.5	■
The English Home	12,378	-2.3%	£0.6	■
Olive	11,655	-15.9%	£0.6	■
Garden Answers	11,001	9.1%	£0.5	■
The English Garden	9,008	-12.2%	£0.5	■
World Of Interiors	8,778	5.6%	£0.5	■
Grand Designs	6,948	-12.4%	£0.4	■
Gardens Illustrated	6,285	-2.8%	£0.4	■

## LEISURE

Flypast	19,544	-6.6%	£1.1	■
Hornby Magazine	18,961	-11.5%	£1.0	■
Railway Magazine	17,057	-2.5%	£0.9	■
The Sunday Times Travel Magazine	16,146	-9.7%	£0.8	■
Country Life	14,304	-3.6%	£2.6	■
Steam Railway	13,990	0.4%	£0.7	■
Horse & Hound	13,341	-11.2%	£1.9	■
Model Rail	12,115	-4.2%	£0.6	■
Digital Camera Magazine	11,894	-16.0%	£0.8	■
Condé Nast Traveller	11,709	5.4%	£0.5	■
Rail	11,542	-5.8%	£1.1	■
Airliner World	10,889	-9.9%	£0.6	■
Trail	9,258	-11.5%	£0.6	■
Aeroplane Monthly	9,220	-5.5%	£0.5	■
Practical Caravan	8,560	-8.8%	£0.5	■
Country Walking	8,377	-0.7%	£0.5	■
Lonely Planet Traveller	8,146	-15.3%	£0.4	■
Amateur Photographer	7,644	-7.6%	£1.2	■
BBC Countryfile Magazine	7,216	17.4%	£0.4	■
Buses Magazine	7,115	-6.7%	£0.4	■
N Photo	6,644	-12.6%	£0.5	■
BBC Wildlife	6,522	-10.5%	£0.3	■
Airfix Model World	6,399	-1.6%	£0.3	■
Photo Plus	6,323	-4.1%	£0.5	■
Practical Photography	6,282	-17.1%	£0.4	■
Practical Motorhome	6,153	0.6%	£0.3	■
Practical Boat Owner	5,860	-17.6%	£0.3	■
Yachting Monthly	5,298	-12.6%	£0.3	■
Airforces Monthly	5,247	-7.6%	£0.3	■

## MEN'S LIFESTYLE

Men's Health	68,923	-18.9%	£3.3	■
GQ	38,617	-16.4%	£1.8	■
Viz Comic	30,431	-6.9%	£1.0	■
Stuff	16,220	-22.2%	£1.0	■
BBC Focus	13,631	-21.5%	£0.8	■
Men's Fitness	13,478	-22.9%	£0.7	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Esquire	12,685	-11.7%	£0.7	■
Wired	9,606	-3.4%	£0.4	■
T3	7,702	-4.1%	£0.5	■

## MISCELLANEOUS

Private Eye	105,077	16.6%	£4.9	■
Puzzler Collection	94,559	-5.4%	£4.0	■
National Geographic Magazine	18,090	-10.3%	£1.3	■
BBC History Magazine	17,910	-2.0%	£1.2	■
The Economist	17,456	7.7%	£4.5	■
Weekly News	16,498	-14.9%	£1.0	■
Jewish Chronicle	9,923	-12.8%	£1.2	■
The Spectator	9,781	12.5%	£2.0	■
Monocle	9,771	-6.3%	£0.5	■
Scots Magazine	8,476	6.0%	£0.4	■
The Week	7,972	2.3%	£1.4	■
Dalesman	7,640	-	£0.3	■
The Oldie	6,823	1.9%	£0.3	■
Scottish Field	6,480	-8.2%	£0.3	■
National Geographic Traveller	6,319	-	£0.2	■
New Statesman	6,001	7.6%	£1.1	■
Reader's Digest	5,544	-3.4%	£0.3	■
BBC Sky at Night	5,499	-14.4%	£0.3	■
Britain at War	5,364	-10.7%	£0.3	■
1843	5,123	-	£0.2	■

2016 launch

## MOTORING

Motor Cycle News	49,316	-14.3%	£5.8	■
BBC Top Gear Magazine	39,290	-20.4%	£2.1	■
What Car?	38,844	-12.0%	£2.5	■
Classic & Sports Car	24,451	-8.9%	£1.4	■
Practical Classics & Car Restorer	23,949	-9.8%	£1.4	■
Classic Car Weekly	19,286	-4.6%	£2.5	■
Ride	18,466	-1.8%	£0.9	■
Auto Express	17,599	-10.7%	£2.7	■
Classic Bike	17,085	-10.1%	£0.9	■
Bike	17,030	-0.9%	£0.9	■
Car	15,033	-9.3%	£0.8	■
Classic Cars	14,881	-13.0%	£0.8	■
Land Rover Owner International	14,723	-16.4%	£0.9	■
Autocar	13,881	-16.5%	£2.7	■
Evo	11,757	-4.8%	£0.7	■
Practical Sportsbikes	10,905	-12.7%	£0.5	■
Land Rover Monthly	10,046	-17.7%	£0.8	■
Octane	9,592	-9.9%	£0.6	■
F1 Racing	7,457	-19.4%	£0.4	■
Performance Bikes	7,398	-14.9%	£0.4	■



# MAGAZINES

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Motor Sport	6,581	-12.1%	£0.4	■
Autosport	5,839	-21.9%	£1.1	■

## MUSIC & FILM

Empire	54,325	-23.6%	£2.9	■
Total Film	22,667	-21.0%	£1.3	■
Mojo	22,572	-12.5%	£1.4	■
Classic Rock	18,514	-9.3%	£1.6	■
Q	16,528	-15.3%	£1.0	■
Uncut	15,372	-18.2%	£1.0	■
Kerrang!	12,550	-28.0%	£1.6	■
What Hi-Fi Sound & Vision	12,118	-9.4%	£0.8	■
Metal Hammer	9,562	-5.7%	£0.6	■
SFX	8,424	-12.7%	£0.5	■
Rock Sound	6,382	-21.5%	£0.3	■
BBC Music Magazine	5,113	-	£0.4	■

## SPORT

Four Four Two	30,260	-3.0%	£1.8	■
Match of the Day	25,003	-13.4%	£2.8	■
Runner's World	21,766	-11.6%	£1.2	■
Angling Times	20,933	-0.9%	£2.1	■
Cycling Plus	18,868	-6.1%	£1.2	■
Today's Golfer	17,715	-8.5%	£1.0	■
Mountain Biking UK	14,332	-7.7%	£0.9	■
Sea Angler	13,773	-6.5%	£0.6	■
Improve Your Coarse Fishing	13,765	-10.9%	£0.6	■
Angler's Mail	13,304	-21.9%	£1.4	■
Cycling Weekly	12,682	-10.7%	£1.9	■
Golf Monthly	11,063	-24.9%	£0.7	■
Match	10,952	-30.1%	£1.2	■
Cyclist	9,721	-13.1%	£0.7	■
Sporting Gun	9,584	-18.8%	£0.4	■
Trout & Salmon	9,393	-10.2%	£0.4	■
Golf World	8,895	-11.3%	£0.5	■
World Soccer	8,861	-10.2%	£0.6	■
Shooting Times & Country Magazine	8,087	-11.2%	£1.1	■
Rugby World	7,637	-47.0%	£0.4	■
Mountain Bike Rider	7,326	-11.6%	£0.5	■
Trout Fisherman	7,268	-5.4%	£0.3	■
The Field	6,518	-10.8%	£0.4	■

## TV LISTINGS

TV Choice	1,219,097	-3.9%	£33.5	■
What's on TV	942,023	-5.2%	£29.4	■
Radio Times	411,413	-13.0%	£51.4	■
TV Times	183,778	-9.8%	£16.2	■
Inside Soap	98,223	-13.0%	£8.3	■
Total TV Guide	92,523	-7.9%	£5.8	■
TV & Satellite Week	92,025	-11.3%	£9.1	■
Soaplife	37,594	-20.9%	£1.9	■

## WOMEN'S MONTHLIES

Cosmopolitan	275,565	11.9%	£3.3	■
Glamour	193,721	-28.0%	£4.3 *	■
Woman & Home	186,769	-2.9%	£9.6	■
Yours	181,441	-2.3%	£7.3	■
Good Housekeeping	179,409	-4.0%	£8.2 *	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Take a Break Series	165,480	-	£3.6	■
Prima	116,854	-10.2%	£4.5	■
Marie Claire	89,550	-12.6%	£3.8 *	■
Red	85,623	-10.9%	£4.3	■
Vogue	82,386	-4.2%	£3.1 *	■
Hello! Fashion Monthly	69,640	-22.5%	£0.8	■
Elle	66,422	-25.7%	£3.3	■
Condé Nast Brides	28,042	-9.2%	£0.8	■
Spirit & Destiny	27,786	-13.1%	£1.3	■
Harper's Bazaar	22,958	-22.5%	£1.2	■
Tatler	21,870	-8.7%	£1.2	■
Vanity Fair	18,277	-3.0%	£1.1	■
You & Your Wedding	16,552	-5.0%	£0.6	■
Perfect Wedding	12,963	-18.6%	£0.5	■
No1 Magazine	12,035	-7.7%	£0.3	■

## WOMEN'S WEEKLIES

Take a Break	535,635	-7.9%	£25.2	■
Woman's Weekly	238,982	-5.9%	£11.2	■
Chat	238,387	-8.5%	£10.8	■
That's Life	215,313	-5.8%	£8.2	■
Closer	211,420	-17.0%	£16.0 *	■
Woman	203,063	-9.9%	£9.7 *	■
New!	200,245	-16.2%	£11.3 *	■
Woman's Own	178,791	-7.6%	£8.0 *	■
Bella	164,521	-9.6%	£7.7	■
OK! Magazine	162,650	-33.9%	£12.8 *	■
Hello!	151,239	-15.4%	£15.1	■
The People's Friend	146,510	-9.4%	£8.8	■
Best	136,019	-9.4%	£6.3	■
Real People	135,451	-10.9%	£4.4	■
Pick Me Up	130,981	-6.8%	£4.3	■
Star	119,682	-17.5%	£5.4 *	■
Heat	115,129	-16.4%	£8.0 *	■
Reveal	107,989	-10.3%	£4.8 *	■
Now	99,783	-17.4%	£6.7 *	■
My Weekly	86,831	-7.2%	£4.4	■
Grazia	83,427	-17.4%	£7.7 *	■
Love It!	81,533	-	£2.7	■
Look	73,380	-25.1%	£6.0 *	■
The Lady	10,165	-10.1%	£1.2	■





# THIS WEEK IN MAGAZINES



## Round up



**Jennifer Hardwick**

Magazines reporter  
jennifer.hardwick@newtrade.co.uk

## STAY OPEN-MINDED FOR NEW TRENDS

Newspapers and magazines are such long-established staples of convenience stores that it can be easy to assume you know exactly what works in your shop for your customers.

But with sales of collectables in the UK growing by an impressive 44% last year, there's proof that products which have been on the shelves for decades can enjoy a resurgence with a new generation – and there could be opportunities to be had with a sector you thought you knew inside out.

Partworks launched this year have achieved strong starts, with both Hachette's The Art of Cross Stitch and De Agostini's Enhancing Your Mind Body Spirit surpassing initial sales predictions.

One retailer I spoke to about the collectables trend admitted he'd stopped selling trading cards a long time ago after struggling to sell full boxes of them and then being unable to send the excess stock back, ending up with high levels of waste.

The frustration is understandable, but if the public's buying habits are shifting, it's quite possible your customers' could too given the opportunity, so ruling out whole categories could be a risky strategy.

Interestingly, the same report from market research company the NPD group showed the other largest-growing sector in the UK's toy market in 2016 was games and puzzles, which grew by 21% year on year, a positive sign for puzzle magazine titles.

Meanwhile, last week's ABC magazine sales figures confirmed a change in fortunes for current affairs titles, with a 16.6% sales rise for Private Eye, 12.5% rise the The Spectator, a 7.7% rise for The Economist and a 6% rise for The Week. The public's appetite for Brexit and Trump news in print is clearly high, proving how big news fuels new sales opportunities.

## £1m launch

# THE COMPLETE GUIDE TO ASSASSIN'S CREED

It started as a video game, but the world of Assassin's Creed has expanded with comics, novels, films – and now a new magazine

**WITH COMICS**, a series of novels and a spin-off film starring Michael Fassbender and Marion Cotillard released earlier this year, the Assassin's Creed phenomenon has already evolved far beyond the video game. Publisher Hachette Partworks is launching a £1m campaign this week for its new title, which is conceived as a complete and authoritative guide to the Assassin's Creed universe aimed at men aged between 15 and 35. Each issue will include a cover-mounted figurine based on a character from the franchise, with a total of 80 to collect. Part 1 costs £2.99, with Part 2 having a cover price of £6.99 and Part 3 and onwards costing £9.99.



**ASSASSIN'S CREED THE OFFICIAL COLLECTION**  
On sale 22 February  
Price £2.99  
Frequency Fortnightly  
Distributor Marketforce  
Display with Star Wars Helmet Collection, Marvel's Mightiest Heroes

BRAND NEW!

www.paninigroup.com

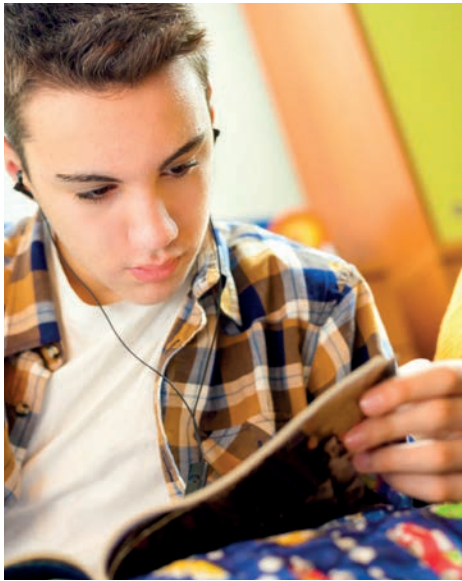
**Starter Pack:**  
£2.99 RRP

**Sticker Packet:**  
50P RRP

ON SALE NOW!

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# THIS WEEK IN MAGAZINES



## Bestsellers Teenage

Title	On sale date	In stock
1 2000 AD	22/02	<input type="checkbox"/>
2 We Love Pop	08/03	<input type="checkbox"/>
3 Shout	01/03	<input type="checkbox"/>
4 I Love	24/02	<input type="checkbox"/>
5 Judge Dredd Magazine	15/03	<input type="checkbox"/>
6 Astonishing Spiderman	02/03	<input type="checkbox"/>
7 Wolverine and Deadpool	23/02	<input type="checkbox"/>
8 Essential X-Men	09/03	<input type="checkbox"/>
9 Fairytale Princess	n/a	<input type="checkbox"/>
10 Avengers Universe	23/02	<input type="checkbox"/>
11 Star Wars Junior	01/03	<input type="checkbox"/>
12 Marvel Legends	02/03	<input type="checkbox"/>
13 Batman	02/03	<input type="checkbox"/>
14 Top Model	24/02	<input type="checkbox"/>
15 Mighty World of Marvel	09/03	<input type="checkbox"/>
16 Incredible Hulks	23/02	<input type="checkbox"/>
17 Teen Vogue	15/03	<input type="checkbox"/>
18 Robot	n/a	<input type="checkbox"/>
19 DC Superheroes	23/03	<input type="checkbox"/>
20 Commando Action Adventure	23/02	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



## FUN TO LEARN FAVOURITES

This month's issue comes with a Peppa Pig's laundry set covermount gift, a Paw Patrol workbook and reward stickers and a Ben and Holly's race game. There's the opportunity to win prizes from PJ Masks and Doc McStuffin's and loads more early learning fun from family favourites Blaze, Fireman Sam, Boj and Sooty. The magazine, containing stories and activities from popular children's characters, is aimed at boys and girls aged three to seven.



**On sale out now**  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Comag  
**Display with** Peppa Pig, Fun To Learn Friends and CBeebies

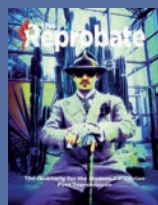


## HORRORVILLE

This Future title is billed as a modern horror magazine that also celebrates the legacy of the genre's history. It features reviews of the latest films, books, games and TV shows. In this issue, there will be features on upcoming retro horror Beyond The Gates, an in-depth interview with Lord Of The Rings' actor Dominic Monaghan on his new psychological horror, Pet, Ghostwatch and Afterlife creator Steven Volk, and horror icon Rob Zombie.



**On sale out now**  
**Price** £7.99  
**Frequency** quarterly  
**Distributor** Marketforce  
**Display with** Scream, SFX magazine



## THE REPROBATE

Billing itself as the publication for the modern contrarian, The Reprobate aims to bring a collision of popular and unpopular culture, focusing on outsider artists, cinematic rebels, eccentric musicians, and decadent fashionistas. The first issue features musical eccentrics Tiny Tim and Lord Buckley, footwear maestros Jeffery-West, Black Metal Couture, extreme Japanese cinema, vacations in Bohemia and Area 51.



**On sale out now**  
**Price** £10  
**Frequency** quarterly  
**Distributor** direct  
**Display with** Creative Review, Gramophone, Private Eye



## GQ

This issue features a world exclusive interview with Ed Sheeran, who has just returned after a year off with new music and a UK tour that sold out in minutes. Other features include Alistair Campbell taking on Piers Morgan, the inside track on Tinie Tempah's new clothing line, and the shortlist for the 2017 GQ Food & Drink Awards.



**On sale out now**  
**Price** £3.99  
**Frequency** monthly  
**Distributor** Comag  
**Display with** Q, Mojo, NME



## DOCTOR WHO MAGAZINE

This month's issue includes an interview with actor and Doctor Who fan Rufus Hound. Elsewhere, showrunner Steven Moffat answers readers' burning questions, and Toby Hadoke pays tribute to Rodney Bennett, the director who oversaw three very different productions during the early years of Tom Baker's tenure as the Doctor. Meanwhile, the original Master returns for new comic strip adventure Doorway to Hell Part Two.



**On sale out now**  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Marketforce  
**Display with** Doctor Who Adventures, Doctor Who Complete History



## Take a Break's CROSSWORDS COLLECTION

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## PERFECT WEDDING

This is the relaunch issue of Perfect Wedding, which has a new look and size. The magazine is increasing in size from A5 to just smaller than A4 to give it greater visibility. Publisher Immediate Media is expecting a volume uplift of 8% on this issue. The magazine features real-life weddings, expert advice, health and diet tips and practical budgeting tips. There is also a free honeymoon guide with this issue.



**On sale 24 February**  
**Price £3.35**  
**Frequency monthly**  
**Distributor Frontline**  
**Display with Brides, You & Your Wedding and Wedding Ideas**



## COLOURING HEAVEN

Publisher Anthem says its market research shows that as the adult colouring market matures, readers have become more discerning and value more sophisticated styles and favourite genres of images. As such Colouring Heaven will now be published as special editions only, covering single topics from cats to horses and landscapes to fantasy. The Colouring Heaven Specials retail at £4.99 while the standard issue was priced £3.99, and Anthem says they typically sell 9% more copies - translating to a 37% higher level of RSV.



**On sale 22 February**  
**Price £4.99**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Relax with Art, Zen Colouring, Ultimate Dot to Dot**



## SCOOBY-DOO

This issue of Scooby-Doo features two comic stories about the detective gang, instead of the usual single adventure. First fans can help the gang retrieve a stolen jewel, then they can join Velma as she uncovers the case of the Rock Club phantom. Elsewhere a mad mummy is on the loose and the team need help to bring him back. Free stickers are included inside.



**On sale out now**  
**Price £3.99**  
**Frequency monthly**  
**Distributor Marketforce**  
**Display with Lego Star Wars, Astonishing Spider-Man**



## CUMBRIA

Cumbria is celebrating its 70th year of publication with this issue and included inside is a pull-out of a reproduction of the first issue, which was only obtained after a reader who now lives in Australia was persuaded to send it across to the UK. Publisher Country Publications is expecting this edition to become a collectors' item and to be sought after by regular and lapsed readers.



**On sale 23 February**  
**Frequency monthly**  
**Price £3.10**  
**Distributor direct**  
**Display with Country Life, BBC Countryfile**



## ASTONISHING SPIDER-MAN

Billed by publisher Panini as 76 pages of astounding action-packed arachnid adventure, this issue sees Spider-Man team up with Iron Man to stop Regent taking on the Avengers one by one and adding their powers to his own. Elsewhere Spider-Man and Deadpool confront Patient Zero and the hero also takes on his deadliest foe ever - his grandmother.



**On sale out now**  
**Frequency fortnightly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Scooby-Doo, Lego Nexo Knights**

## Industry viewpoint

### Sophie Laporte

Senior product marketing manager, Hachette Partworks



**O**n 22 February, Hachette Partworks will be launching a new partwork collection, Assassin's Creed The Official Collection.

As you are aware, the partwork sector is exceptionally buoyant at the moment, with some high quality collections on sale capturing consumers' imaginations. With your support, Assassin's Creed will continue this trend. After recent successful launches from the Hachette Partworks portfolio, this will be the next to generate extra revenue for retailers.

Since its launch in 2007, the Assassin's Creed video game has sold more than 93 million copies, and was the subject of an exceptionally successful blockbuster film starring Michael Fassbender earlier this year. This brand has a massive following, and with retailers' help we will be able to ensure their passion for all things Assassins Creed also extends to our new partwork.

As with all of our collections, the launch is supported by an extensive TV advertising and social media campaign beginning on 21 February, as well as promotional activity from Ubisoft. This is all certain to drive footfall into independent stores, the traditional destination retailers for partwork collections. The first issue has a striking design and is mounted onto a backing board which will really stand out and attract a great deal of customer interest.

The independent sector is hugely important for us and this will again be the case for Assassins Creed. We are anticipating this collection to deliver more than £1.4m in revenue, with 55% of this going to independent retailers across the UK. With prominent displays and promotion, you will earn your share of the profits.

**Top tip**  
 Don't return your copies early, try giving them a double facing in your store, especially while the TV advertising is on. Every customer buying the whole collection delivers £789 in revenue - don't miss out.

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**ON SALE 23RD FEBRUARY**

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**STARTER PACK £4.99**

**my TOPPS**

Disney

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# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	11	40	11.99
<b>DeAgostini</b>			
Build the Ford Mustang	59	100	8.99
Build your own R2-D2	7	100	8.99
Enhancing your mind, body, spirit	7	120	3.99
Jazz at 33 and third RPM	29	70	14.99
Simply Stylish Knitting	60	90	3.99
Star Wars Helmet Coll'n	30	60	9.99
Zippo Collection	38	60	19.99
<b>Eagle Moss</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	91	120	8.99
Marvel Fact Files	205	200	3.99
Military Watches	79	80	9.99
Star Trek Ships	92	95	10.99

## Hachette

Title	No	Pts	£
Art of Crochet	78	120	2.99
Art of Knitting	109	90	2.99
Art of Quilting	60	90	3.99
Art Therapy	101	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	130	150	5.99
Dr Who Complete History	39	80	9.99
Draw The Marvel Way	30	100	4.99
Judge Dredd Mega Collection	55	80	9.99
Marvel's Mightiest Heroes	83	100	9.99
Warhammer	13	80	9.99

## RBA Collectables

Real Life Bugs & Insects	26	60	0.99
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## Panini

F1 Collection	23	60	9.99
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## 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
Disney Tsum Tsum Stickers	2.99	0.50
My Little Pony	2.99	0.50
Peppa Pig Around the World	2.99	0.50

## Topps

Title	Starter	Cards
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

## Magic Box

Zomlings Series 5	0.50
Star Monsters	1.00

## Newspapers

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

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

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

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**Koolmax MILANO**

\* £43 + VAT PER WEEK



**Koolmax ATLANTIC**

\* £35 + VAT PER WEEK



**FULLY FITTED**  
with J & E Hall Condensing Units

Designed to Save Energy (with Doors)

Designed to Save Energy

215 Derby Street, Cambrian Business Park, Bolton, BL3 6JF.

\* SUBJECT TO STATUS, TERMS AND CONDITIONS APPLY ON FINANCE

WE COVER THE WHOLE UK MAINLAND

# WIN £10,000 EASY AS



STEP

1

GET  
**£1 OFF**

EACH OUTER OF  
Gold Leaf or gv Bright Yellow  
(30g or 50g Pouches)



ENTER OUR PRIZE DRAW TO WIN



STEP

2

**£250**

THERE WILL BE 1 PRIZE DRAW PER BRANCH.  
THE WINNER WILL RECEIVE £250 OF CREDIT AT THE  
BRANCH TO SPEND ON ITUK PRODUCTS



ALL WINNERS WILL THEN BE ENTERED  
INTO A GRAND PRIZE DRAW TO WIN



STEP

3

1st **£10,000**  
2nd **£3,000** and 3rd **£2,000**

**PROMOTION DATES 20th FEB - 21st APRIL 2017**  
For further terms please see:  
[www.imperial-trade.co.uk/wp-content/uploads/TsandCs.pdf](http://www.imperial-trade.co.uk/wp-content/uploads/TsandCs.pdf)



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For Tobacco Traders Only