

# RN

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FOOD  
TO GO



SPECIALIST  
MAGAZINES



GREAT IDEAS

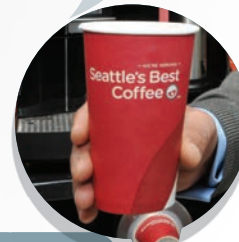
FOR YOUR  
2017 BUSINESS PLAN



COFFEE  
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LOCAL  
PRODUCTS



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'Forward-thinking independents are more adventurous than buyers at larger multiples'

Ben McKechnie, managing director, Epicurium

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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper  
Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT  
Audit Bureau of Circulations  
July 2015 to June 2016 average net circulation per issue **13,316**

### Annual Subscription

UK 1 year £150    Europe £302  
2 years £237    Rest of world £354  
3 years £333

To subscribe contact 01737 457236



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RN is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

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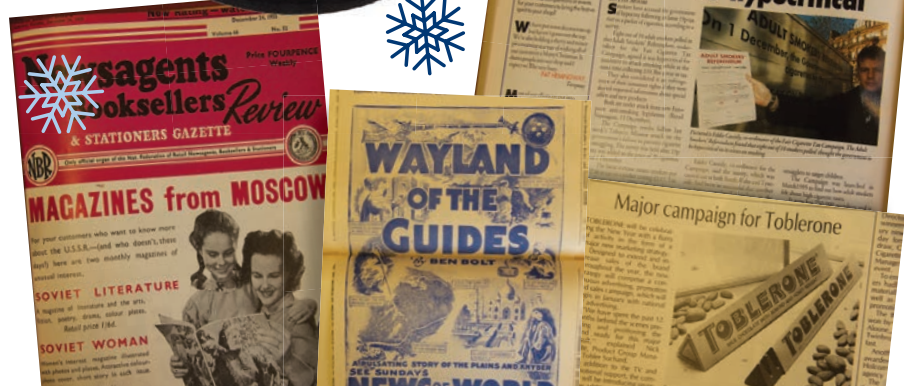
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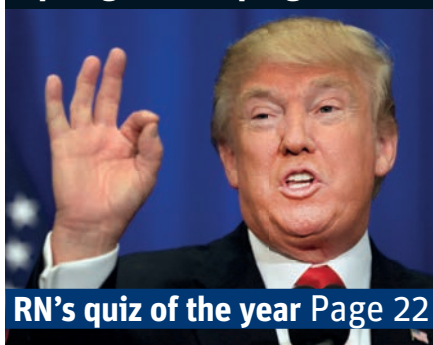
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WELCOME

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Editor

Chris Gamm

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At the IAA gala dinner earlier this month, finalists were chatting about their businesses. A few London-based retailers asked Meryl Williams of Pike's Newsagent, last week's cover star, about her store.

She said it was a traditional newsagent and they were surprised to hear that she is doing so well and growing the business with new products and services. There is nothing like that in their areas, they said.

Following RN's recent refresh, we have been asking readers about the things we do that you find most valuable. The thing we've heard most often is the opportunity we provide to learn from and pick up ideas from other innovative stores. It's why talking to one another at events is so useful.

We used this feedback to introduce a new weekly feature – the store lookbook. Because it's important to you, we've put it right at the front of the magazine.

Each week the lookbook gives you the chance to look around a great retailer's store and pick up ideas to use in your own business. The beauty of independent retailing is that every store is different and success comes in many shapes and sizes. Just look at Meryl's store.

This week, you have the chance to look around another IAA finalist, Vince Malone from Tenby Stores in Pembrokeshire, which is equally different to the Simply Fresh, hospital shop and alcohol-focused c-store we've already showcased in lookbooks this month.

Our promise is they'll always have a great story to tell and plenty to learn from.

Happy New Year from all the RN team. I hope 2017 brings you business success and lots of new opportunities for your store.

# BREAKING NEWS

## Key issues retailers face in 2017

Upward pressure on costs after exchange rate fluctuations and downward pressure on margins will be key issues facing retailers in 2017.

The warning about higher costs, including rent and rates increases, came from consultancy RSM, whose head of retail Rupert Eastell has predicted eight key trends facing stores in the next 12 months.

Other key issues include increased staffing costs down to National Living Wage rises; improving the customer journey; post-Brexit challenges; millennials coming of age as both consumers and employees; the risk from customer protests and other elements; growing the business through digital; building an online relationship with customers; and the growing importance of finance and marketing roles in the boardroom, shifting the power away from sales.

## PASS card welcomed

The NFRN has welcomed a new campaign by the government encouraging young people to get a PASS card as photographic ID rather than risk carrying their passport.

The new campaign comes as Her Majesty's Passport Office attempt to crack down on passport fraud. "Young people face a higher risk of losing their passport as they often use it as a form of age verification", immigration minister Robert Goodwill said.

## Correction

Meryl Williams, of Pike's Newsagent in Porthmadog, turns over up to £30,000 a month on tobacco, earning a 5% margin, not as stated in last week's store lookbook.

## Kids mags face double costs blow

by Tim Murray

RNreporter@newtrade.co.uk

The children's magazine sector is facing further price pressure after the double whammy of rising paper costs and a post-Brexit increase in the cost of free covermounted gifts.

Research by RN shows that the cover price of the top five selling children's titles had increased by more than 20% in the past 16 months.

The slump in the pound following the referendum means that the price of covermounted toys, mostly imported from China, have gone up by 20%. Jo Ford, a director at children's publisher Kennedy, told RN magazines were starting to go above the £3.99 barrier, and were testing the £4.10 price point.

The top five sellers, featuring all the biggest brands such as Star Wars,

Frozen and Peppa Pig, already sell for an average price of £4.10, which has increased by 21.5% since August 2015, according to RN's analysis.

The average price of the top 20 is slightly lower, at £3.40, but likely to come under pricing pressure in 2017, in what a senior figure at distributor Seymour called the "changing face of kids' magazines".

Retailers have noticed the recent increases and are monitoring the situation.

Mark Ansell of Liskeard News in Cornwall, said: "Sales in this sector are holding up, but if they continue in this vein, parents will look more closely at the price. £4.99 for a children's magazine is a lot, and some of the free gifts, eye-catching as they may be, can't cost much more than 50p. Parents will look at the prices and

Top 20 childrens' titles	Aug-15	Dec-16	Change
Disney Frozen	£3.99	£4.99	25%
Star Wars Lego	N/A	£3.99	0%
Lego Ninjago	£3.25	£3.50	7.7%
Peppa Pig Bag-o-Fun	£3.99	£4.99	25%
Fun to Learn - Peppa Pig	£1.99	£2.99	50%
CBeebies Art	£2.99	£2.99	0%
CBeebies Magazine	£2.25	£2.25	0%
Toxic	£2.99	£2.99	0%
CBeebies Special	£3.75	£3.75	0%
Lego Nexo Knights	N/A	£3.50	0%
Sparkle World	N/A	£2.99	0%
Fun to Learn - Friends	£2.99	£2.99	0%
Disney's Princess	£2.99	£2.99	0%
Top of the Pops	£3.99	£3.99	0%
Andy's Amazing Adventures	N/A	£2.85	0%
Lego Friends	£3.25	£3.25	0%
Disney Stars	£3.99	£3.99	0%
Go Girl	£2.99	£2.99	0%
Thomas & Friends	£2.75	£2.99	9%
Go Jetters	N/A	£2.99	0%
Average	£3.21	£3.40	5.8%

look at the content and see if at £4.99 it's good value. Compare kids' ones with other monthlies selling for £4.99 and look at the work that goes into them."

Jon Powell of The

Newsagent in Newport said: "Parents already balk at the price of children's magazines as it is. They expect them to be £1.50 or £2.50 and they're now £4."

## Experts say indies bearing brunt of Brexit

Independent retailers are bearing the brunt of Brexit, according to insolvency specialist Begbies Traynor.

Despite sales holding up directly after the referendum vote to leave the EU in June, profit margins have been slashed by the impact of a weaker pound, which has led to the cost of imported products being more expensive.

"We've definitely seen the cost of goods go up," said Peter Lamb of Lambs Larder in East Sussex.

"Things like sausage rolls have gone up because the ingredients used to make them all come from Europe and have got more expensive as a result of the weaker pound.



Peter Lamb says the weaker pound and rising fuel prices have forced prices up

"Fuel prices affect everything; we've had to absorb monthly milk price

increases for three months and have finally had to put it up from £1 to £1.10. That's

milk from the UK."

The report also highlighted that multiple retailers were more able to cope with the changes due to larger marketing budgets and better wholesaler deals.

Mr Lamb has been told by suppliers that prices will increase by between 10% and 12% in January or February. "I fully intend to pass price increases onto customers," he said.

Ben Dyer of Debbens News in Waterlooville said that he had not yet been hit by rising wholesale prices.

"Any wholesalers saying they're putting their prices up at the moment and using Brexit as an excuse are being greedy," he said.



**Cost, time and space have to be factored in say stores** 'It's a very bold statement to make'

# Chilled overtakes tobacco as top earner for retailers

by **Charlie Faulkner**

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The chilled category has overtaken tobacco as the top revenue earner, according to IGD figures, but retailers say the cost, space and time of managing the categories must also be factored in.

Londis brand director Martin Swadling highlighted the importance of chilled, with the symbol group continuing to expand and develop its range. The statement follows IGD figures, published this month,

which indicate the chilled category has seen a 16.6% growth in 2016, knocking tobacco off the top spot as the number one revenue generator.

"The importance of the chilled category has been on a steady increase over the past few years and this year it has finally overtaken tobacco," Mr Swadling told RN.

"We will continue to focus on developing this category and both expanding our range and looking at how we can help retailers exploit its growth."

However retailers have described the news as a "bold statement".

Terry Caton, who operates Londis stores in Derbyshire, warned against considering just top line sales.

"In terms of the chilled offering from Londis, the products and range have broadened and sales are good but you have to consider things like the amount of space the categories take up and the cost of running chillers," said Mr Caton.

Ramesh Shingadia, of Londis Southwater and Post

Office in West Sussex, said: "It's a very bold statement to make without understanding the background."

"The product mix is very varied. For some, tobacco accounts for 40% or more of their entire business, whereas chilled can be minimal."

"Tobacco only takes up a small amount of space and has high value and great revenue."

"The market trend is going that way and chilled will take over, but the categories are very different and hard to compare."

## Bestway puts focus on healthy new year

Bestway has told retailers to focus on their customers' good intentions and healthy eating resolutions in January.

The wholesaler is extending its healthy snacks range for the start of 2017 to cash in on "new year, new you" style consumer wishes.

As well as pushing ranges such as Eat Real, Whitworth Shots and Ella's Kitchen, Bestway is also planning to go even healthier by bringing in products such as gluten-free later in the year. Director of trading for retail grocery Ed Smeaton said: "There is a huge consumer trend for healthier food and drink and protein and healthier snacking products are performing very strongly."

## PayPoint sells mobile arm

PayPoint has announced the sale of its mobile payments arm to Volkswagen Financial Services AG for £26.5m.

The division handles contracts with authorities in the UK and beyond for mobile car parking payments and charges under the PayByPhone banner. Its sale ties in with PayPoint's stated strategy of narrowing its portfolio of businesses.

PayPoint chief executive Dominic Taylor said it was now concentrating on its core retail business.

"With the major restructuring completed in line with our strategy, we can now direct our entire focus on the development of our retail business. This includes the continued rollout of our new PayPoint One terminal and EPOS," he said.



### David has a trim for Palace MBE ceremony

Scottish newsagent David Woodrow made a trip to Buckingham Palace this month to collect his MBE for services to the community and scouting. "It was an honour to receive the award, which was given to me by Prince William," said Mr Woodrow of Woodrow's Newsagent in Bishopston. "I even had a haircut for it. The icing on the cake was being invited by Baroness Goldie of Bishopston to lunch at the House of Lords."

## In-store kitchens to make most of food to go

Implementing in-store kitchens could be a way to stay ahead of the game, according to one convenience industry leader, as symbol groups predict 2017 will be the year of food to go.

Martin Swadling, Londis brand director, has forecast food to go will become increasingly important next year.

"Retailers need to be ready to exploit any opportunity that comes their way, be that something as simple as a coffee machine, hot food or a full-on in-store kitchen," he said.

"C-stores need to stay ahead and have credible fresh ranges as well as desirable food to go offers. Local services are also critical in generating footfall and

getting shoppers through the door."

Ray Monelle, NRFN national president and owner of Orchard News in Weston-super-Mare, is currently revising his lack of food to go offering.

"I think it's absolutely a growing area and it's something newsagents should concentrate on. It's something nobody should

ignore."

Terry Caton, owner of Londis stores in Derbyshire, said location is key for food to go to work.

He believes retailers should meet the demand of their individual customer-base and in some cases food to go may not be sought after.

● The RN interview with Ray Monelle - next week.

# STORE LOOKBOOK



A coffee machine attracts additional sales from tourists and locals



60,000

The number of tourists who visit Tenby each summer

## How to save a store

When Londoner Vince Malone decided to leave city life behind, the plan was to take life easy. But when the Post Office in his new coastal town was threatened with closure, fate had other ideas.  
**Toby Hill reports**

**B**efore 2013, Vince Malone lived in London and worked for a car company. Then he and his wife decided they wanted to take it easier. So they moved to the Welsh seaside town of Tenby, where the local post office was on the brink of shutting down.

"I thought that would be a travesty and was very vocal about it," Vince recalls. "Then I thought: if I'm going to moan, I should do something about it. So we became accidental postmasters."

Before re-opening, Vince decided to add a small convenience range into the 900sq ft space. At first, business was driven by the post office. But over time, the balance began to shift, and the shop started bringing in new customers who were also using the post office. "So there's a symbiotic relationship between the two," Vince observes.

Since opening, Tenby Post Office has seen double-digit growth in postal services and – between November 2015 and November 2016 – a 14% growth in convenience food sales, bringing weekly turnover to £3,500, though this more than doubles during the summer peak. This despite the fact a Co-op and a Savers pharmacy have both opened within a quarter of a mile of the store.

So how has Vince – with no previous retail experience and only a long-neglected

post office to work with – managed to make his business such a success?

"One of the first things I wanted to get across to people was the price message," he says. "People get used to paying extra for convenience, but I wanted to show they could also find value in our store. So we've got lots of pricemarked products, including a range of £1 products that we recently introduced. Then we make up the margins elsewhere, on volume of sales and local produce."

Local produce has proven invaluable in terms of getting the store better known in the local area. "We get milk delivered to us from a local farm and sell two pints for £1," says Vince. "We make a tiny profit, but it's about getting people into the building."

He also replaced his range of £1 Peter's pasties with locally-sourced Welsh pasties for £2.65 each.

"But we found we couldn't just put them on the shelf, we had to actively promote them. A garage down the road stocks them but hardly sells any. So we did a big Facebook campaign, talking about the company that makes them – for example, one of our customers noticed that his two steak pasties looked different, and it turned out they were made by two people, who each had their own crimping style. So we highlighted that on Facebook and our sales shot up. It's all about backstory."



**I read everything in RN, and there's always something that hits you on the back of the head and makes you wonder why you haven't tried it before."** **VINCE MALONE**



**Changing customer needs mean Vince has branched out into new categories, such as hardware**



**"We take cards, contactless, Apple Pay and Android Pay. It sets us apart"**

#### INFORMATION

##### Location

Tenby Stores and Post Office,  
1 Warren Street, Tenby,  
Pembrokeshire

##### Size

900sq ft

##### Points of difference

Local produce,  
Post Office services

##### Weekly turnover

£3,500

Finally, Vince has taken advantage of his store's seaside setting.

"It's a totally different pace of life in rural areas. Lots of local businesses don't accept cards. So we've gone in the opposite direction – we take cards, contactless, Apple Pay and Android Pay. It sets us apart. People notice it."

Vince also capitalises on the swells of visitors that arrive in the summer, when the town's population is flooded with 60,000 sand and sun-seeking tourists.

"We've built up relationships with local campsites and B&Bs, so when they're talking to their guests, we're the first place they recommend. We also do leaflet drops and advertise on the back page of the local paper. Tourists often pick it up to see what's going on in the town."

Vince realises that many hopes for a quieter, easier life have, for the time being, been put to the back of the shelf.

"I've had to accept that, in this business, you're never finished," he says. "You have a vision of where you want to get to – then by the time you get there, the market has changed, what people want has changed, and you've got to readjust. It keeps you on your toes."



**Want to see more** of Vince's store?  
Go to [betterretailing.com/vince-malone](http://betterretailing.com/vince-malone)



# NEWS & MAGS

## Menzies: we'll sort problems

Menzies has promised to try and resolve ongoing problems in the Portsmouth area following a meeting with NFRN members on the south coast.

The meeting followed recurring issues in the area in recent months, with retailers in and around the city suffering from late deliveries and staffing woes. HND retailers have been particularly hard hit by the problems.

NFRN national vice president Linda Sood, of Falcon News, said the wholesaler is looking into waiving carriage charges for one morning when deliveries were more than three hours late.

She said: "It has admitted it has had problems, and it is having problems with staffing levels.

"It said it is looking into the carriage charges for that particular day. I can understand staff issues, but it needs to have contingency plans in place."

## Return to The Night Garden

Pre-school franchise In The Night Garden is set for a new lease of life in 2017, with a new magazine for toddlers spearheading the brand's anniversary celebrations.

Igglepiggie and co are celebrating their 10th birthday, with a renewed burst of activity around the brand.

Redan Publishing is launching a new In The Night Garden magazine to mark the event under its Fun To Learn banner. The title is due out on 19 January and the first issue, priced at £3.50, comes with an oversize, extra tall cover to give it standout.

● *More details in next week's RN.*



## DeLorean builds partwork sales

Great Scott! Partworks specialist Eaglemoss Collections is going back to the future for one of its key post-Christmas launches. And the publisher is TV advertising the flagship collection, Build The Back To The Future DeLorean, which will have more than 130 part. The campaign was due to break on Boxing Day. It's based on the enduring film franchise and recreates Doc Brown's time travelling sports car, complete with flux capacitor.

**Stores lose out in latest round of price rises and margin cuts** 'We're raising our concerns'

## Retailers costs are rising too, NFRN tells publishers

by Tim Murray

RNreporter@newtrade.co.uk

The NFRN has reminded publishers that retailers face rising costs too, as the latest round of price increases for regional newspapers saw margins cut on one key local publication.

The Western Mail added 5p to its weekday copies, and 10p to its Saturday edition, but has cut margin from 20% down to 18.88%

NFRN members who signed up to a scheme with the paper will not be

as hard hit as others, but the move has drawn fire from the organisation and is the latest price increase, which has been matched by a decrease in retailer margin.

Other price rises, including on the Newcastle Chronicle and The Herald, have seen pro rata terms increases, a move always welcomed by retailers.

NFRN head of news Brian Murphy said: "We're disappointed with Western Mail, and we will be making representations

and want to organise a meeting to discuss this with the publisher.

"It's difficult, because a lot of regional papers are individually manned, which makes it harder to negotiate, but it's not ideal. "We're raising our concerns, margins are going down, carriage charge costs are increasing, but don't forget retailers. Their costs are rising too."

Jon Powell from The Newsagentin Newport said: "I'm on a preferential NFRN rate, and adding

HND means we're selling more and more. I understand that costs are going up, but retailers need to cover their costs too."

In Scotland, Newsquest has increased the price of Glasgow's The Herald by a similar 5p, with The National going up by 10p to 70p. But both have had pro rata terms increases.

David Woodrow, of Woodrow's in Bishopton, Renfrewshire, said: "For us, it's all pro rata, which is good news. I'm reasonably positive about the rises."

## Delight as Express increases inserts rate

Express Newspapers has delivered what the NFRN has called a "Christmas gift to retailers" after increasing its third party advertising insert rates.

The Express' move follows that of the Telegraph, and is, like the broadsheet, backdated to 1 April 2016, running until the end of

March 2017.

It ranges from 2.93p for inserts between 70 and 100g, up to 7.06p for those weighing between 301 and 400g.

NFRN chief executive Paul Baxter said: "For news retailers that offer home news delivery, these third party advertising inserts do bring with them additional

costs so we are pleased that Express Newspapers has decided to enhance the payments rates and we will be encouraging our members to ensure they are registered for the scheme and if not to do so.

"In 2016 our members experienced significant increases in their operating

costs with the introduction of the National Living Wage, new increases to the minimum wage rates from October 1 and pension auto enrolment payments, so we are grateful for this unexpected, but entirely welcome Christmas present."

● *Full third-party advertising insert payment rates – p29.*



# PRODUCT TRENDS

## Cadbury's musical Flavours campaign

Mondelez will be launching a £4m 'Flavours' campaign to showcase the Cadbury Dairy Milk flavours through the use of music.

The aim of the Flavours campaign is to remind customers of the products available across the portfolio. It will launch on 9 January and will see the return of a 2015 advert, followed by a social media campaign and outdoor advertising – all focused on a new, interactive music theme.

Francesco Vitrano, marketing director for Cadbury Dairy Milk at Mondelez International, said: "Focusing our campaign on the full range will encourage consumers to trial new variants or re-trial a forgotten favourite."

## £1.3m ads for Nutella

The 'Pancakes Love Nutella' campaign will be returning to screens bigger than ever before thanks to a £1.3m media investment.

The campaign will be launched across social media and there will be on-pack promotions and PoS displays.

The aim is to raise brand awareness from the New Year up until Pancake Day, on 28 February.

## Gum gets a refresh

Wrigley has unveiled refreshed packaging for its Extra White sugarfree gum with a new red stripe.

The new look is being rolled out across all formats in all channels to challenge the static sales it has encountered since the Extra portfolio was relaunched in April 2015.

## Sourcing key to making most of healthy trends

by **Charlie Faulkner**

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

Avocados, coconut-based products and a focus on health are all trends which have gathered pace in 2016 and are expected to really take off in 2017. But being able to source niche items is key to tapping into emerging trends, retailers have told RN.

Whole Foods has released a list of products it predicts will be a big hit next year, including coconut-based items, purple food, wellness tonics, creative condiments, pasta alternatives and oven-ready meal kits.

Kay Patel, of Global Food and Wine in east London, said: "Those products are quite niche and for me it's about being able to source them."

He believes health will be a big focus next year and plans to concentrate on high-protein products. "I've been dabbling with high-protein items this year and I'm looking into broadening that range with drinks and bars."

Dee Sedani, who runs two One Stop stores in Derbyshire, believes the chal-

lenge with product trends is all down to location. "A big trend in London isn't going to have much impact in my stores," he said. "It's about whether it suits the customer base and if I can get hold of a product."

Mr Sedani has seen a sales increase of ready meals and is exploring supplier options for a gluten-free range.

"Our range is dictated by One Stop, so we don't have the flexibility to experiment with products," he said.

"I'm looking at suppliers to introduce a gluten-free range because I think gluten-free will be big next year."

Ramesh Shingadia, of Shingadia's Londis in West Sussex already offers a number of coconut-based products and a gluten-free range.

He predicts a big growth in healthy ranges. "We are trying to cater more and more towards healthy options," he said.

Figures released by Nielsen last week revealed Britons spent almost £50m on avocados this year, making it the fastest-growing food or drink item of 2016.

● *What's New* - p10.



Booths carrying out tastings on coconut jam in its Penrith store

## EU removes Kit Kat four-finger trademark

Nestlé's four-finger chocolate wafer bar KitKat is no longer under EU trademark protection, following a court ruling.

In a decision by the General Court in Luxembourg – the second highest in the EU – it was ruled customers across all EU states needed to recognise the specific look of the bar, revoking Nestlé's trademark registration from 2006.

The decision means the renowned KitKat shape can now be imitated by other manufacturers. It



is the latest development in a long-standing battle between Nestlé and Mon-

delez International – two of world's largest confectionery companies – over

trademarks.

A Nestlé spokesperson said: "The four-finger shape has been used throughout the EU by Nestlé for decades and is known by consumers as being KitKat."

"At the same time, the judgement sets a high threshold for trademark applicants to register shapes as EU trademarks by requiring evidence of acquired distinctive character in all EU member states. We continue to review the findings and consider our position."

# WHAT'S NEW



## Naturelly Jelly Juice

A gelatin-free jelly snack available in Apple & Blackcurrant, Tropical Fruit and Summer Fruits varieties. Each contains 36 calories and 100% of the recommended daily intake of Vitamin C.

**RRP** £1 (100g)

**Contact** gilbee@naturelly.co.uk

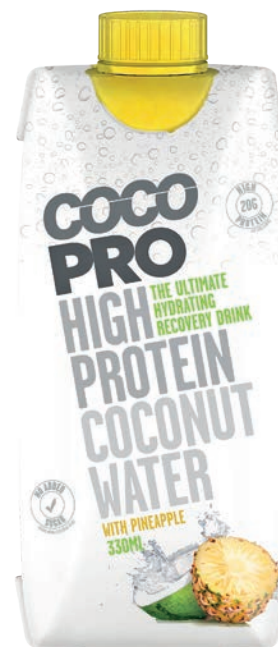


## Ice Kitchen

A range of 11 lollies that include whole fruit, dairy and alcoholic varieties. Next year's flavours include Earl Grey, Peach & Hibiscus and Mojito Poptail.

**RRP** £2.75 (330ml)

**Contact** 0208 4539470 / info@icekitchen.co.uk



## CocoPro High Protein Coconut Water

CocoPro is a protein coconut water produced using a blend of whey isolate and pure coconut water. It has no added sugar and is available in original and pineapple flavours.

**RRP** £2.75 (330ml)

**Contact** 0207 0423235 / www.drinkcocopro.com



## True Nopal Cactus Water

Made from the Opuntia cactus plant, known by many as the prickly pear, True Nopal is naturally rich in antioxidants, electrolytes and high in dietary fibre.

**RRP** £1.69 (330ml) £3.49 (1 litre)

**Contact** info@truenopal.com



## Nudie Snacks Coconut Chips

Nudie toasted coconut chips are available in three flavours: Salt & Sweet, Sweet Thai Chilli and Salt & Vinegar. The chips are suitable for vegan and gluten-free diets and are naturally high in fibre.

**RRP** £1-£1.25 (35g)

**Contact** 0141 8487760



## Still Perfectly Clear Coconut

Perfectly Clear's latest flavour of sugar-free flavoured water, Coconut, joins Summer Fruits, Strawberry, Red Apple, Orange, Cherry, Blackcurrant and Lemon & Lime.

**RRP** 59p (500ml)

**Contact** 0191 5163300 / www.perfectlyclear.com



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



## Ugly Unsweet Water

Ugly Unsweet Water is 100% natural, fruit-infused sparkling water. It contains no sugar, sweetener, calories or artificial ingredients and is free of calories, salt and protein.

**RRP** 99p (330ml)

**Contact** 07817601195



## Bounce Energy Ball

High in vitamin E and with no artificial preservatives, Bounce protein balls are designed to satisfy hunger and sustain energy levels. Varieties include Spirulina & Ginseng and Cacao Orange.

**RRP** £1.89-£2.00 (42g)

**Contact** 0845 8382579 / balls@bouncefoods.com

**Focus**

## Tea

A report by Tetley shows sales of tea have more than doubled in 2016 to £3.4bn and RN readers have said speciality varieties are driving this trend. This week's in focus features tea leaves from Japan and India and another that doubles as an infuser and stirrer.



## Genmaicha Green Tea

Genmaicha tea is a blend of sencha and roasted brown rice that is prone to popping in the roasting process, leading to some calling it popcorn tea.

**RRP** £4.75 (50g)

**Contact** 01929 463824 / contact@thewasabicompany.co.uk



## Tea People Choco-Mint Rooibos

Tea People has more than 50 varieties of teas and infusions, all of which are available in either loose-leaf form or as a biodegradable pyramid teabag.

**RRP** from £4.50

**Contact** 0118 9508728 / info@teapeople.co.uk



## T-Sticks tea infusers

T-Sticks is a range of infuser sticks of ready-to-brew loose leaf tea. Also doubling as a stirrer, flavours include Breakfast Brew, Moroccan Minty Green and Zen Green & Lemon.

**RRP** £4.75 (28.5g), £5.50 (37.5g)

**Contact** 020 77220217 / tea@t-sticks.co.uk

## Christine Hope

Hopes of Longtown, Herefordshire

"We sell more than 30 varieties of tea and, being very close to the Welsh border, our most popular is Glengettie. It gives us a point of difference and the margins are better than with well-known brands such as PG Tips or Tetley."

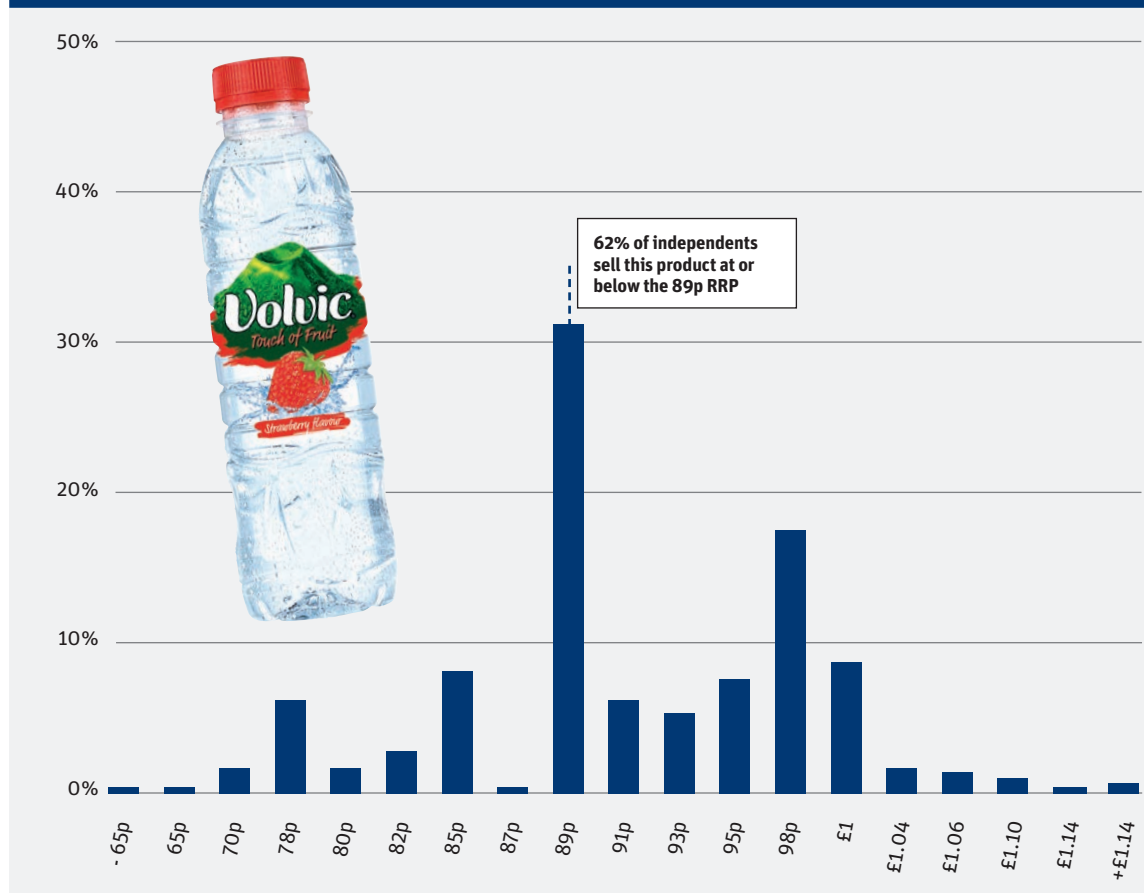




# PRICEWATCH

## Profit checker Water

**VOLVIC TOUCH OF FRUIT STRAWBERRY 500ML** Price distribution %



## Analysis

Retailers tend to price bottled water at or slightly above RRP: in the case of Volvic Touch of Fruit, while 35% stick to the RRP of 89p, a further 25% go a full 10p or 11p higher, charging 99p or a round

£1. Our graph shows why bottled water is, in general, a good product for many retailers: it's fairly competitive in its price but also costs less in depot than similar drinks on the shelf. This frees

retailers up to maintain better margins than on other products in the soft drinks category. Retailers also tell RN that these margins encourage them to maintain these competitive prices.

## Price checker

### PRODUCT

**Volvic Mineral Water**  
1.5lt

**Volvic Mineral Water Sports Cap**  
1lt

**Volvic Mineral Water**  
500ml

**Glaceau Smartwater**  
600ml

**Volvic Touch of Fruit Strawberry**  
500ml

**Volvic Touch of Fruit Strawberry**  
1.5lt

**Ice Valley Still Water**

**Evian Action Still Water Sports Cap**  
750ml

**Highland Spring Mineral Water**  
1.5lt

**Evian Mineral Water**  
500ml

**Evian**  
1.5lt

**Highland Spring Mineral Water Sports Cap**  
750ml

## How we drive our profit

### Anish Parekh

**STORE** Broadoak Road Post Office  
**LOCATION** Ashton-Under-Lyme  
**SIZE** 1,000sq ft  
**TYPE** residential

#### TOP TIP

Don't only chill smaller varieties – our 1.5l bottles sell well too when chilled, especially in the morning with builders and trade workers



**Our best-selling water** brands are Volvic and Buxton – whenever I can get a good deal on either of them I will buy in bulk and stock up. Sports cap 75cl is our best-selling product in terms of the rate of sale. Cheap bottled water doesn't do well – we tried the Booker own brand and it wasn't very popular. So clearly packaging and brand appeal are important in the category, even if the product inside is essentially identical.

### Debbie Davies

**STORE** Pughs at Londs  
**LOCATION** Hay-on-Wye  
**SIZE** 1,000sq ft  
**TYPE** neighbourhood

#### TOP TIP

Try stocking a local brand – it could surprise you how well it sells



**We sell lots** of water including the main brands, such as Evian and Volvic but by far our biggest seller is a local brand, Celtic Vale. Everyone buys it – elderly customers will buy the big bottles to have at home, and younger people will grab one on their way round town. Water carries a good margin and people will always buy it, so it's possible to price above RRP, but we'd prefer to price competitively, and keep customers coming back for more.



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

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	BOOKER RRP	RETAILER 1 HIGH STREET NEWSAGENT AND C-STORE IN LARGE SCOTTISH TOWN	RETAILER 2 HIGH STREET SHOP IN YORKSHIRE TOWN	RETAILER 3 LIVERPOOL SUBURBAN POST OFFICE AND LOCAL SHOP	RETAILER 4 EAST LONDON HIGH STREET POST OFFICE AND NEWSAGENT	RETAILER 5 SMALL HIGH STREET STORE IN SOUTH WALES VILLAGE	RETAILER 6 SCOTTISH UNIVERSITY STORE
£1.08	95p	£1.59	£1.20	£1.19	–	95p	£1.19
£1.00	94p	£1.19	99p	£1.00	£1.00	–	£1.05
65p	65p	79p	–	70p	65p	–	79p
67p	57p	89p	–	70p	65p	79p	57p
91p	89p	99p	89p	79p	99p	89p	99p
£1.39	£1.35	£1.99	–	£1.49	–	–	£1.49
55p	50p	–	–	–	70p	£1.09	50p
£1.01	99p	£1.19	99p	£1.00	£1.00	54p	–
£1.03	85p	£1.59	£1.19	99p	£1.00	–	95p
69p	69p	89p	70p	70p	65p	85p	–
£1.16	£1.02	–	£1.40	–	£1.00	–	–
94p	93p	£1.09	–	–	–	£1.00	89p

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Jacqui Bailey

Spar London Road Bakery, Boston, Lincolnshire



Boston sausage (£8.25/kg)



#### Where did you discover it?

It's very well-known locally – they've been in our town for five or six generations. We've helped them with their outside catering before, supplying them with bread, and subsequently they started to supply us.

#### Who buys it?

It's mainly people coming home from work who want something from tea, or perhaps people dropping on weekend mornings. We do potatoes and a range of fresh produce too, so they can pick up sausages and vegetables at the same time.

#### Why is it so successful?

The business is very good at promoting themselves – they a lot of local shows and outdoor catering and so on. And it's simply about providing a quality product. This is particularly important with sausages. I think a lot of people are quite fussy about what goes in them. It's also a case of timing, people are often looking to buy food for a meal at a time when butchers are closed, on weekday afternoons or weekend mornings.

## David Woodrow

**STORE** Woodrow's Newsagent  
**LOCATION** Bishopston, Renfrewshire  
**SIZE** 1,200sq ft  
**TYPE** neighbourhood

**TOP TIP**  
 Keep a broad range of brands to appeal to all different types of customers



**We've got about** a dozen different varieties of water in our store. The bestsellers are probably Volvic and Streathmore Spring. Everyone goes for it – from younger girls whose breakfast consists of a health bar and a bottle of water, to builders who'll buy a couple of pies and a bottle of water. Two shelves of our four-metre chiller are taken up with the stuff, because that's where the demand is. We generally stick to RRP which still leaves room for reasonably good margins, especially if you manage to buy well and when it's on offer.

## Hitesh Pandya

**STORE** Toni's News  
**LOCATION** Ramsgate, Kent  
**SIZE** 750 sq ft  
**TYPE** residential

**TOP TIP**  
 Try launches, experiment, and then push the brands that sell best in your store



**The success story** in my store currently is Glaceau Smartwater. Lots of my customers prefer it, and, if we don't have it in stock, people won't buy a replacement. They'll get it from somewhere else. I think the quality of the water is really good, it's the same taste as Evian. Volvic always used to be the one they pushed in service stations and so on, but I never liked it, and I think Smartwater is a good replacement. It's good margins too – we currently get a margin of 48% on the 850ml sports cap. ●

# YOUR NEWS

## 'Next level' addition of post office

Award-winning retailer Kate Clark says adding a post office is helping to take her business "to the next level" after seeing huge demand for its service in the run up to Christmas.

The retailer, who runs Sean's News in Upton-upon-Severn is having five collections a day with each one taking eight bags of cards and parcels from the store.

"It's also taking my staff to the next level because if you're passed to work with the Post Office it's really great for your CV," she said.

Having experienced initial difficulties, the business is now seeing benefits beyond the money spent through the organisation itself.

"I bought £1,300 of Christmas cards and was worried they wouldn't sell. Now I'm worried that I don't have enough for the last few days. They've got a margin of 60%, so it's really good."

## Newsagent takeaway rejected

Plans to turn the last remaining newsagent in Bourton-on-the-Water into a takeaway restaurant have been rejected.

Landlord Les de la Hoya's plans to convert his village shop into a fish and chip shop were rejected by the council. In response to the ruling, however, planning consultant David Jones, representing Mr de la Hoya pointed out that the building can be used for plenty of other business types without the council's approval.

Cllr Patrick Coleman hit back: "Nobody is arguing there is a shortage of takeaways, restaurants, cafés in Bourton," he told the Wilts and Gloucester Standard.



## Cinema night raises £500

Itteringham Village Shop in Norwich has boosted its profits by hundreds of pounds after selling food and refreshments at the village's community cinema. Hosted in the village hall and attended by 90 people, Mike Hemsley, who works at the community-run store in Norwich, said the store raised £500 selling popcorn, hot dogs and wine to villagers. "The cinema brings the community together and it's been great for the shop," he said.

**Retailer's in-store tasting gives 32% sales boost** 'First thing customers choose is local'

## Local produce helps indies stand out this Christmas

by Matt Hutchings

RNreporter@newtrade.co.uk

Local produce has helped independent retailers create a point of difference over their bigger rivals this Christmas.

Jack Matthews, of Bradley's Supermarket, Quorn, Leicestershire, used local goods to boost sales over the festive period and grew sales by 32% on the day of an in-store tasting. "As a retailer, you often find a product you think is fantastic and you create a great

display for it, only to find a supermarket down the road doing it bigger and better for a cheaper price," he said.

"But multiples can't replicate the relationship we have with local suppliers, and that's how we're able to differentiate ourselves, particularly at this time of year.

"We work with a local baker who supplies us with fresh baps and cakes, and at Christmas we stock their full range of mince pies, too. The chains won't have these, so it's a reason for

people to come back to us."

He used the tasting evening on 9 December to promote a local brewery. "Charnwood Brewery has taken off in the pubs and gives us a margin of between 20% and 30%.

"We also had an artisan baker outside the store enticing people in, and we sold all 18 bottles of local gin brand Burleigh's in an hour at £35 each."

Local is also a "winning formula" for Kate Mills of Heath Stores in Kent.

"Knowing that the

product is local is extremely important to our customers," she said.

"They're more aware now than ever that buying local means a fairer deal for their local farmer, that it keeps the local economy going by providing jobs, and that it's normally far superior in quality. 'Local' usually means 'different' too, which is a nice thing to have at Christmas."

"The first thing customers choose is local produce," said Nasta Khera of Simply Fresh in Alcester.

## Winter help for homeless from Smiths News

Smiths News has helped nearly 30% of the 3,500 who will be homeless this winter through its Pass It On campaign.

Employees of the company, along with those of its sister companies Pass My Parcel and Jack's Beans, donated 250 sleeping bags, warm fleeces, other clothing and food to the cause.

Some 50 volunteers took to the streets between 15

and 22 of December to visit charities and homeless hotspots around the country. A Jack's Bean's barista van also gave out coffee to those in need.

Jonathan Bunting, managing director of Connect News and Media, said: "Shelter estimates 3,500 people are homeless in the run up to Christmas. We're hoping to be able to help at least 1,000 of them."

He went on to say that the public response had been "fantastic", with several volunteers arriving to help out and donate when they heard about the event through other news outlets.

Paul Baxter, NFRN chief executive, also joined volunteers in London in support of the initiative, helping to give out the wares to those in need.



Smiths News' Louise Ryan, right



# YOUR VIEWS

## I am finding Menzies tote boxes a pain

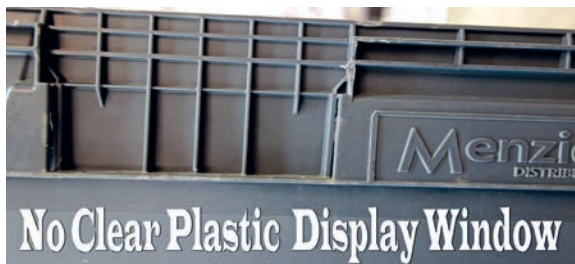
I've received a missive from Menzies, saying it is increasing its charge for missing tote boxes from £12 to £14 from 1 January 2017.

Let's be honest, there should be no reason for any half efficient retailer to have these tote boxes on their premises taking up space. And therefore, charging after three weeks should not be an issue. Although it has been pointed out to me that they make a reasonable fishing box. But that is probably just fanciful speculation.

But on another matter, how many frustrated newsagents across the country experience on a weekly basis Menzies tote boxes with a "missing" clear plastic display window? There's nowhere to put my return label unless I use sellotape.

Is there a design flaw, or am I just unlucky, because I receive one of these damaged tote boxes each and every week?

And it irritates me when we receive a half empty tote box and a number of magazines accompanying the tote box rolled up with plastic sting, rendering the



magazine unsaleable. This is a real waste and is totally avoidable.

So why don't we ask RN to conduct a survey of Menzies customers to find out how much of a pain this is to hard working newsagents?

**Jim Mitchell**

Carlton Colville News & Cards  
Lowestoft  
Suffolk

### Menzies head of communications Dave Shedden responds:

"Tote boxes are intended to protect our customers' supplies and, as a result, suffer wear and tear while in service. Menzies Distribution performs regular

maintenance on damaged totes, extracting and repairing them during the quality control phase of our packing process.

"It is rare for both of a tote's plastic display windows to become damaged at once, but we encourage our customers to place parcel labels inside their totes, on top of the products they are returning - rather than attaching them to the outside of the tote, where they risk damage - before closing the boxes.

"Regarding the small proportion of magazines packed without totes, we ask any customer who experiences damages as a result to contact us immediately."

## MERRY XMAS RN!

**Merry Xmas to all you lot at RN.** Thanks for a flipping fantastic mag. Have a Brill new year. From me and my team - Graham, Alison, Matt, Louis, Ethan, Beth, Jack, Joe, Kieran, Noah, Joshua, Hannah, Abraham, Daniel, Chloe,

William and Moses. And muffin the work dog, sadly deceased, but not forgotten. We wish you a merry Xmas and a brill new year.

**Graham Doubleday**

Newsmarket  
Mossley, Greater Manchester

## VIEW FROM THE COUNTER

with Mike Brown



I have lived with an out-of-town shopping centre called Teesside Park for the last 20 years. So my heart went out to the independent retailers in the market towns of Thirsk, Richmond and Northallerton when it was announced that the £50m designer outlet park at Scotch Corner was going ahead. Local retailers predict the decision will have a devastating impact on their businesses.

While this may be the case, my advice would be to fight back and offer something different. Our latest initiative is called BIDS - Business Improvement Districts. It is a small levy businesses pay for improvements the businesses chose such as promotions, extra cleaning, events and festivals, or boosting the night time economy.

On Sunday 18 December Stokesley businesses organised a Christmas event including a farmer's market, street entertainment and food and a pantomime in the Town Hall. Extensively advertised and promoted, the town was heaving all day and everyone benefited.

What out-of-town retail parks and on-line emporia cannot compete with is characterful environments, vibrancy, personal service and a sense of community.

You cannot underestimate the value of a home delivery service to the community when last week one of my boys heard an elderly gentleman he delivers to crying out for help after a fall. The boy used the key code to let himself in and waited until help arrived. He was so concerned he even went round after school to make sure he was alright. This year seems to have gone in a flash. Happy New Year to all our readers. I think the theme for next year will have to be — every minute matters!

## YOUR SAY What was the best new product, service or innovation of 2016?

### Jeremy Leslie

MagCulture,  
London

As a magazine business, image and displays are really important to us. We rely on all sorts of technology - apps like Spotify and so on - but the most useful and biggest surprise has been Instagram. The experience of visiting the store is a really important part of our customer journey and Instagram allows us to extend that experience to the digital market. We have a growing following on there and we'll continue

to use it to promote the business.

### Justin Whittaker

MJ's Premier,  
Royton, Oldham

We wanted to make our store a shopping destination for kids, and installing the new slush machines on the shop floor has definitely helped us to achieve that. Kids can interact with the machine, adding their own colours and customising their own drink, which is a really important part of the shopping experience. We never had the traditional

slush machines that are kept behind the counter, but the shop floor version has been a really good investment for us.

### Ian Lewis

Spar Crescent Stores,  
Witney, Oxford

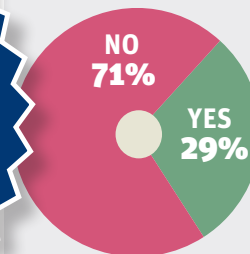
We finally got Apple Pay and contactless payments and that has had a massive impact on the business. We've really been able to speed up transactions, which is great for us in busy periods and it's also

# 100 YEARS AGO

30 December 1916

A Wood Green newsagent was fined five shillings for having a bright, unscreened light in his shop, it was reported. Blackout laws were introduced during World War One in certain towns and cities to help defend them against potential air raids. It was said that the evidence of the constable in this particular case was disputed.

### RN READER POLL



**Would you sign up with Alchemy Wings to offer deliveries?**

### NEXT WEEK'S QUESTION

Has chilled overtaken tobacco sales in your store?

**Have your vote now**

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

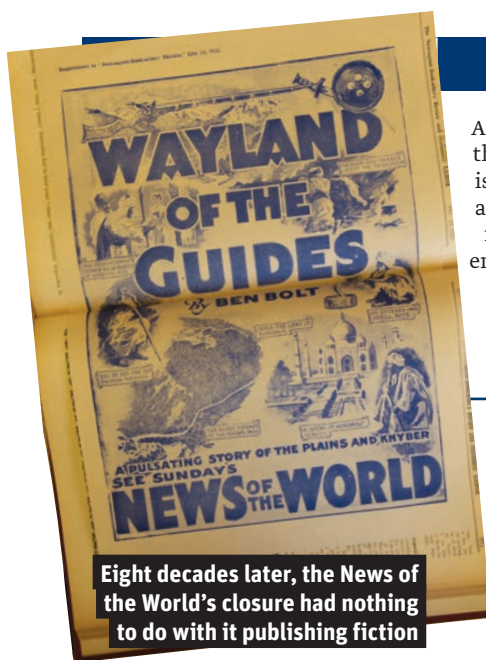
# BACK IN THE DAY

CHRISTMAS  
SPECIAL

For well over a century, RN has been keeping retailers up to date and entertained during the Christmas break.

**Toby Hill** takes a look through the archive

## 127 years of RN at Christmas



Eight decades later, the News of the World's closure had nothing to do with it publishing fiction

1933

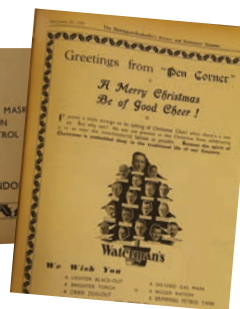
A full-page advertisement for the News of the World promises a "pulsating" Christmas adventure story set in India, replete with snake charmers, mountain passes, pathan tribesmen, and "rubies of amazing size".

1939

An advert for Waterman pens wishes retailers: "a lighter black-out, a disused gas mask, a brighter torch, a drier dug-out, a bigger ration, a brimming petrol tank, and, above all, A Merry Christmas."

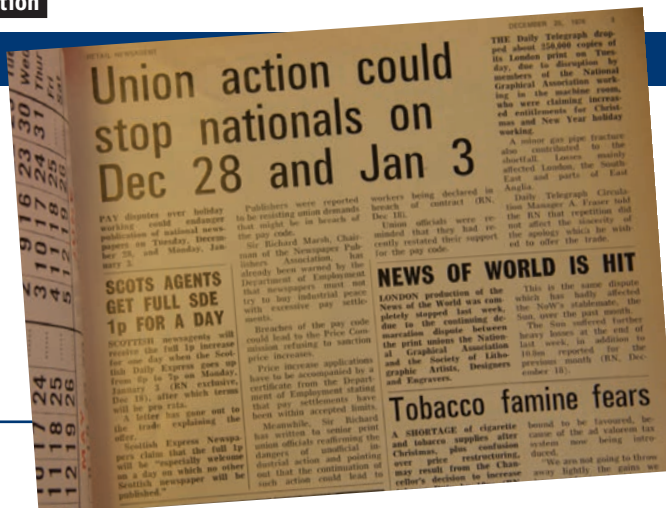
1945

A message from the NFRN's general secretary, Mr A. Whinfrey, offers retailers "sincere good wishes and seasonal greetings." Whinfrey acknowledges that "the trade has passed through a most difficult period," adding that "we are now moving forward into what we all hope be a bright and more prosperous future."



1976

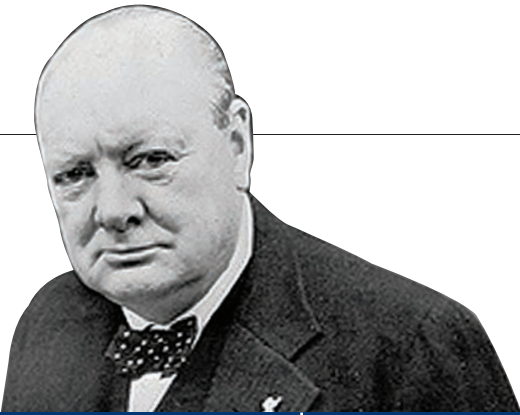
RN's Christmas Day lead story warns that the publication of national newspapers could be disrupted in the run-up to New Year by a wave of print union strikes.



1985

Toblerone's then-brand owner Suchard launches a range of new pack sizes with "a continuous period of heavyweight advertising and promotion". This Christmas, its current owner, Mondelez, may feel that this two-decade-old campaign was a little too effective, following a backlash against their decision to change the shape of the iconic chocolate bar in the wake of Brexit-blamed price rises.



**1889**

As a possible Christmas gift, RN advertises 'the smoker's companion': a box combining a matchbox and cigar cutter, emblazoned with a store's name. This Christmas, of course, will be the last retailers can sell cigarettes in branded packs.

**1914**

As WWI grinds to a bloody stalemate on the fields of France, British newsagents are urged to stock "popular penny patriotic recitations", including 'Britain's debt to Belgium' and 'John Bull's Xmas Party'.

**1918**

Retailers welcome the lifting of the wartime Blackout Order which, through previous Christmases, had left them "unable to light up [their] windows for the display of [their] goods at the time of the year when it is most necessary."

**1929**

RN's Christmas edition opens with a dire report on "the recent heavy fall in the price of the shares of the Inveresk Paper Company," as the shockwaves of October's Wall Street Crash continue to shake the foundations of global business.

**1955**

RN's Christmas Eve cover carries a full-page advertisement for... "Magazines from Moscow," aimed at "customers who want to know more about the USSR (and who doesn't, these days!)" Two titles are offered: "Soviet Literature" and "Soviet Woman."

**1967**

Referencing a dispute over paper boys' pay rates, RN carries a cartoon showing an elegantly-dressed, cigar-puffing paper boy deigning to give a store owner, his boss, a Christmas hamper.

**1969**

RN's review of the latest paperback releases notes a "growing interest in black magic and witchcraft." Recommended titles for retailers include "Satan's Disciples" ("a factual study"); "Night of the Warlock" ("a terrifying novel"); and "Tales of the Macabre" ("nine macabre tales").

**1997**

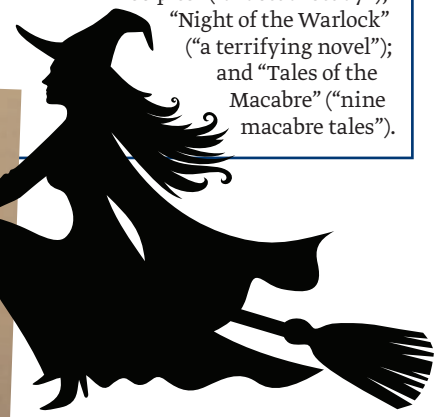
A survey conducted by the Fair Cigarette Tax Campaign shows that 8 in 10 adult smokers think the government is "hypocritical" for attacking smoking while simultaneously collecting £10.3bn a year in tax. Sound familiar?

**2000**

Walkers sign up Gary Lineker in a five-year advertising deal worth £1.5m. This marked the beginning of a relationship that's still going strong, despite a Sun article in October labelling Lineker a "leftie luvvie" for defending refugees on Twitter.

**2015**

Imperial drops 'Tobacco' from its name and JTI launches a TV campaign for their E-Lites Curv range, as the industry's focus turns away from tobacco and towards vaping and e-cigs.





# RETAILER PROFILES

## A year of great ideas from amazing retailers

Every week in RN, we profile an inspiring store with a great story to tell. Here, Chris Rolfe takes a look at the best ideas 53 independent retailers have introduced in 2016

1 January

**I use Google AdWords to find out what my customers want. And when I discovered 'convenient' was their main search term, I built that into my Facebook marketing.**

**Pardip Mattu** Premier Grange Convenience Store, Daventry, Northamptonshire



**ingredients are a hit with other locals looking for dinner.**

**Amardeep Singh** Today's Local, Reading, Berkshire

26 February

**Shoppers fill their baskets from our 15 metres of fresh food, and love to choose from our 200 bottles of wine. That's why our sales top £20,000 every week.**

**Asmat & Usman Saleem** Costcutter, Kelty, Fife



8 January

**I wanted to support local businesses, so I launched my own village voucher scheme. It's so popular I sold £4,500 worth of vouchers in the first five weeks.**

**Debbie Davies** Pughs@Londis Hay-on-Wye, Herefordshire



29 January

**I've embedded cigars in the wall of my tobacco room, installed leather sofas in my magazines section and filled a Christmas tree with American sweets to attract trade. It's why the shop is booming, even though Sainsbury's is two doors down.**

**David Worsfold** Farrant's Newsagents, Cobham, Surrey

15 January

**Tesco and B&M's arrival nearby didn't faze me. I demolished my old shop, built a 1,400sq ft new one and weekly turnover has been up from £9,000 to £19,000 ever since.**

**Gaz Bains** Select & Save, Coventry, Warwickshire



4 March

**When Booker's Charles Wilson quizzed my customers, they told him they loved my community store. And I've increased newspaper, snacks and confectionery sales with my new cross-category display stand.**

**Jatinder Sahota** Max's Londis, Isle of Sheppey, Kent



22 January

**With my range of German, Polish and Ukrainian food, I'm playing the discounters at their own game. My store is also a "super Costcutter" where Costcutter tests its new initiatives.**

**Mike Nicholls** Costcutter, Dringhouses, Yorkshire



18 March

**We held tastings for a local company producing high-quality apple juice then stocked it on customer feedback. We don't want to offer customers a typical convenience store, but one that meets their needs.**

**Soban Shanmuganathan** Burgess Stores, Goudhurst, Kent



19 February

**Students love our £9.99 meal bags and £4.99 evening meals, while our 15 metres of Chinese food and cooking**



12 February

**My store is a haven for shoppers in search of niche and one-off magazines. I spotted a gap in this growing market, leapt at the chance to specialise and serve customers from all over the world.**

**Jeremy Leslie** MagCulture Clerkenwell, London

5 February

**We helped Landmark trial its new Lifestyle Value fascia. Our value-led store is packed with £1 products and deals and basket spend can be up to £25.**

**Barjesh, Jogesh & Sudesh Kumar** Lifestyle Value Fairway Post Office, Port Talbot, West Glamorgan



11 March

**Investing in fresh put my forecourt in the fast lane. Fruit and veg sales are up 270%, and chilled 170% since my refit last year, and customers get a modern convenience experience in my double-sized 50-year-old business.**

**Justin Taylor** Spar Winford Littleton Mills, Somerset







1 April

Using social media has changed the whole dynamic of my business. I posted videos of my refit and opening on Facebook and Twitter and new customers came straight in. My turnover is now up £2,000 a week.

**Natalie Lightfoot**  
Londis Solo Convenience Store, Baillieston, Glasgow



27 May

My book exchange service, coffee area and high quality local produce make my store a focal point for locals and helped me win P&H's Community Retailer of the Year award.

**Julie Atkinson**  
Hollins Green Community Shop, Rixton, Cheshire



15 April

I sell 40 cases of local £4 sausages a week. Along with my prescription pick-up service, florist, currency exchange and banking facilities, it's how I meet the needs of 2,000 village residents and tourists.

**Joe Williams**  
The Village Shop, Hook Norton, Oxfordshire



22 April

Canary Wharf office workers love our Seattle's Best Coffee machine. We sell 110 cups of coffee a day, and shoppers using the machine pick up treats in our £2.50 and £3 meal deals too.

**Anwar Haq**  
Nisa Local, Canary Wharf, London



10 June

We opened an old-school village store and house prices rose by 5%. Our café has brought the community together, and Nisa crowned us its Independent Store of the Year.

**Frank Ago**  
Snooty's Groceries, Shalford, Surrey

25 March

**My M&S-style queuing system tempts customers to buy £1 items and chocolate, but I also attract shoppers with my £45 bottles of wine.**

**Vim Odedra** Nisa Local West Chilton, West Chilton, West Sussex

8 April

Refitting one store grew sales by £1m in a year, so now I'm refitting a second. It's now got a Costa coffee machine, Post Office counters and I'm trialling SmartTills with Costcutter.

**Baz Jethwa** Costcutter, Farnworth, Lancashire



29 April

To avoid doing his homework my son designed an app for my store. It delivers £400 of food to go sales per week and includes a loyalty scheme too.

**Sandip Kotecha** Londis, Cheltenham, Gloucestershire

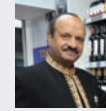
6 May

I spent a week in Italy learning how to be a pizza expert and use authentic stone-baked Italian pizza to make my store stand out in my trendy London suburb. Customers love my craft beer sampling evenings too.

**Nicholson Boyd** Pickles of London, Dalston, East London

13 May

My boss ignored my ideas so I opened my own shop at the age of 65 and used them in there. Customers love my value-for-money



products, newspapers and magazines.

**Kath Hitchin**  
K.A.T.H Lifestyle Express, Caernarfon, Gwynedd

20 May

My new Budgens is a supermarket, electrical store, stationers, kitchenware store and chemist. Shoppers want a mix of Waitrose and Lidl in here, so that's what I give them.

**Guy Warner**  
Warner's Budgens, Winchcombe, Gloucestershire

3 June

I ditched London for Liverpool and now have a chain of 18 thriving stores. Turnover in my new store grew 50% in 10 months because I know the area and what my customers want.

**Tharmalingam Gnanachandran** Best-one Fairways Kirkby, Liverpool, Merseyside

17 June

I might be surrounded by supermarkets, but none of them can beat my booze prices. Specialist Bong Vodka is £70 online, but it's £24.99 in my shop.

**Mital Patel** Bargain Booze Select Convenience, Brentwood, Essex

24 June

Our store was one of the first Bmorelocals. Joining them allowed us to double our fresh and chilled, install a Costa machine and cater to students with a new food to go range.

**Marc & Wanda Winchester**  
Bmorelocal, Swansea, South Wales



# RETAILER PROFILES



1 July

**I knew I needed a totally different type of c-store to compete with Tesco, Spar, Lidl and Aldi, so I worked with Bestway to create the first Best-one Value store, with plenty of £1, priced and hugely-discounted goods.**

**Darren Briggs** Best-one  
Milford Haven, Dyfed,  
Pembrokeshire

15 July

**My locally-sourced products from 10 independent suppliers inspire pensioners, young parents and commuters to fill their baskets at my new farm shop-style store.**

**Chaz Chahal** Simply Fresh  
The Forge Shop, Inkberrow,  
Worcestershire

12 August

**I want food to go to make up 20% of my turnover, so I've invested in turbo ovens to make hot breakfasts, wraps and pizzas. Now customers can get meals all day from me.**

**John Stevenson** Nisa Local,  
Stockton-on-Tees, County  
Durham

19 August

**Gatwick staff and travellers get what they need from my store 24 hours a day, including my best-selling made-to-order English breakfast-in-a-box.**

**David Wyatt** Costcutter,  
Crawley, West Sussex

26 August

**I grew sales 25% by working with the**



**Post Office to refit my store. Now I have room for 500 magazines, and sales of these are up 40%.**

**Mike Mitchelson** Brampton  
Post Office, Brampton,  
Cumbria

2 September

**Adults love my beer cave – complete with beer-box Subbuteo table – while children love buying Slush Puppies and sweets from my kids' zone.**

**Justin Whittaker** M.J.'s  
Premier, Oldham, Greater  
Manchester

9 September

**My customers value low prices above anything else so I've worked with Bargain Booze to offer them. Now they can get unbeatable beer deals, along with fresh essentials in my one-stop shop.**

**James McCormick** Bargain  
Booze, Skelmersdale,  
Lancashire

23 September

**Aldi's arrival didn't scare me – it inspired me to refit and build an unbeatable offer. Now my counter area looks like a nightclub and customers love the friendly service Aldi couldn't hope to offer.**

**Manjinder Singh** Dunston  
Convenience Store, Gateshead,  
Tyne & Wear

30 September

**I sell £800 of pizzas a month because I've created a point of difference with my 14-metre chilled range. Mum told me to get a desk job, but I knew retailing was in my blood.**

**Meten Lakhani** St Mary's  
Supermarket, Southampton,  
Hampshire



16 September

**Customers confuse my promo-heavy Family Shopper with a pound store. Weekly sales jumped more than £10,000 in just six months, and my Subway counter is so successful I've been chosen as a training store.**

**Jasdev Jatana**  
Family Shopper Subway, March,  
Cambridgeshire



8 July

**While other stores steer away from magazines, I embrace them. I specialise in niche and obscure fashion titles that my Soho customers are happy to spend £10-plus on.**

**Perry Thaker**  
Charlotte Street News,  
Fitzrovia, London



22 July

**Our store is at the geographical heart of England, and its community. We've made it a hub for local produce, which tourists and locals love.**

**Kam & Dal Singh Nijjar**  
Spar Meriden, Coventry, Worcestershire



5 August

**We modernised our Dad's shop and grew sales by 15%. Thanks to Londis' great range, our chilled sales are up 25% too.**

**Chris Herring**  
Londis Shiphay Post Office,  
Torquay, Devon



29 July

**Two raids in four days left me with a £54,000 bill, but support from my community helped me get the business back on its feet, and I threw a fun day for residents to thank them.**

**Bhavesh Parekh**  
Nisa Local, Little Lever, Greater Manchester





4 November

Shoppers don't know what to eat for dinner until the last minute so we've expanded our meals-for-tonight range. Products from nearby Scottish suppliers go down a storm too.

**Asmat Saleem**  
Costcutter, Kelty, Fife



11 November

Our family has made our own ice cream for 100 years, but now we've added pizzas to our menu too. We have 300 schoolkids buying slices every day.

**Franck & Joanna Casonato**  
Giacopiazzi, Kinross, Perth



7 October

We turned our Dad's dream into a reality. By quadrupling the store's size and creating a supermarket feel with 360-degree spin trolleys, coffee, bakery, flowers and a full range of fresh meat, our turnover is up 50%.

**Aman & Joga Uppal**  
One Stop Mount Nod, Coventry, Warwickshire



23 December

Fishing tackle, jigsaws and specialist magazines all help my 114-year-old store stand out and net sales of £16,000 a week.

**Meryl Williams**  
Pike's Newsagent,  
High Street, Porthmadog



14 October

We fit 50 local producers into our 345sq ft store and all our ales come from local breweries. It's why we were crowned Regional Champion in the Farm & Deli Awards.

**Duncan & Sarah Ellson**  
Longden Post Office, Shrewsbury, Shropshire



21 October

Customers can't get enough of my hot food. Ever since I had hotplates installed we've been doing more than £10,000 of it a month, and I've now got my sights set on fresh pizzas.

**Nishi Patel** Londis Bexley  
Park, Dartford, Kent



2 December

I went from owning six stores to 100 in two years but I couldn't have done it without my team of staff. While they do a great job in-store, I'm able to get out and look for new opportunities.

**Jonathan James** James  
Convenience Retail



9 December

Five years ago my store's future was in jeopardy. Since then, I've fought off a Tesco application, moved into the unit it wanted and built a mini-market that offers full meal solutions.

**Paul Edwards** Premier,  
Nocturum, Wirral



28 October

We gave 460 bottles of water to the local school on sports day and did wine tasting and face painting on our open day. Our customers are our friends and building relationships with them keeps them coming back.

**Harj Gill** The Windmill,  
Rubery, Birmingham

18 November

The key to retail success is evolution, so I've added a deli, carpark launderette and post office to my forecourt. The deli is big business and has added 12% to my sales.

**Martin Mulligan** Mulligan's  
Service Station & Grocery,  
Athlone, County Westmeath



25 November

My tiny terraced house store is packed to the rafters with great offers and variety and I get the word out about it by posting my deals on Facebook and community groups.

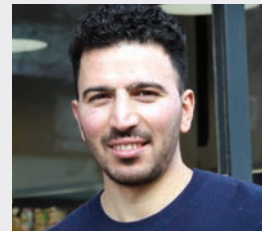
**Maria Lewis** Bargain Booze,  
Porthcawl, Bridgend



16 December

Opening a second store in London means learning to serve a whole new set of customers. Food to go and lunch staples are flying out so far.

**Mehmet Guzel** Simply Fresh,  
West London



30 December

I left London in search of the quiet life but ended up saving a post office. In the past 12 months, my food sales have grown 14% and customers love my range of local products.

**Vince Malone** Tenby Stores &  
Post Office, Pembrokeshire





# QUIZ

## News & Magazines

**1** The anniversary of which event was marked with a historical magazine series?

- a) Fiftieth anniversary of England's World Cup win
- b) Hundredth anniversary of the Irish Easter Rising
- c) Thousandth anniversary of King Canute's conquest of England



**2** Which classic car brand launched a new magazine in May this year?

- a) Jaguar
- b) Ferrari
- c) Morris Minor



**3** What is the name of the 'pop-up paper' launched after the UK voted to leave the EU?

- a) The 48%
- b) The New European
- c) The Brexmoaner

**4** Which children's TV star turned detective for a new magazine series, launched in July?

- a) Noddy



- b) Fireman Sam
- c) Postman Pat

**5** Launched in February, what was the New Day's circulation when it folded a couple of months later?

- a) 3,000
- b) 30,000
- c) 300,000

**6** Touchdown is a new magazine covering the fastest-growing sport in the UK. What is it?

- a) Rugby
- b) Gaelic Football
- c) American Football

**7** What is the name of Disney Junior's Lion King sticker book spin-off?

- a) The Lion Guard
- b) The Lion Bard
- c) The Lion Fraud

**8** In September, Liverpool city councillors urged retailers not to stock:

- a) Pornography
- b) Extremist literature
- c) The Sun

**9** A September one-shot focused on which key Christmas activity?

- a) Baking
- b) Basting
- c) Bickering

**10** Which iconic music magazine celebrated its thirtieth birthday in September?

- a) Kerrang!
- b) Metal Hammer
- c) NME

# Grand Quiz of the Year



Brexit, Trump, the arrival of plain packaging — 2016 has been a year of upheaval and uncertainty for everyone — particularly independent retailers. **Toby Hill** sets the questions in our annual quiz.



## Product News



**1** New Carlsberg beer Celia is NOT:

- a) Vegan-friendly
- b) Gluten-free
- c) Brewed exclusively by women named Celia



**2** Whose story did Heineken tell in its TV ad for Amstel lager?

- a) Marley's, the dog who preferred beer to water
- b) Japp's, owner of the smallest bar in Amsterdam
- c) Pierre's, owner of the first Bargain Booze in Paris



**3** Which of the following is a Halloween product launched by Mondelez's Cadbury brand this year?

- a) Banshee bar
- b) Haunted Heroes
- c) Ghooost egg



**4** Which of these flavours won a Doritos' competition to create a new variant?

- a) Sizzling Salsa
- b) Ultimate Cheeseburger
- c) Tantalising Texan BBQ

**5** Which TV star provided the voiceover for Tropicana's spring TV campaign?

- a) David Mitchell
- b) Jeremy Clarkson
- c) Donald Trump



**6** What is the name of a new Rowntree's line targeted at adults?

- a) Fruit Pastelles Irresistibles
- b) Fruit Pastelles Infusions
- c) Fruit Pastelles Illegals

**7** Which of these flavours is NOT being added to Thorntons' revamped Continental chocolate box?

- a) Seville Caramel Orange
- b) Apricot Danish
- c) British Blackberry

**8** Absolut vodka drew on which iconic symbol for a limited-edition bottle design?

- a) Olympic rings
- b) LGBT rainbow flag
- c) Russian bear



**9** A lookalike of which footballing legend starred in Mars' Euro 2016 ad campaign?

- a) Paolo Di Canio
- b) Carlos Valderrama
- c) John Motson

**10** What did Radox call its gold-hued, Olympic-themed special-edition shower gel?

- a) Jump Higher
- b) Feel Victorious
- c) Don't Trip





## Industry News



**1** What did Bank of England governor Mark Carney suggest should eventually be abolished?

- a) Business rate relief
- b) Minimum Wage
- c) 1p coin

**2** Which multinational giant did NOT launch a home delivery food service in the UK 2016?

- a) Uber
- b) Apple
- c) Amazon



**3** Who did an April survey show to be the biggest source of theft in convenience stores?

- a) Shoplifters
- b) Shop staff
- c) Armed robbers

**4** To what did Nisa boss Nick Reid credit his firm's biggest-ever annual upswing in profits?

- a) Luck
- b) Discipline
- c) A fireside chat with Nick Shanagher



**5** According to RN analysis, how many of the 50 top-selling tobacco lines will be legal under EUTPD II?

- a) 48
- b) 21
- c) 6

**6** The Brexit-triggered redesign of which chocolate bar caused a backlash among customers?

- a) Toblerone
- b) Milky Bar
- c) Freddo



**7** What did Musgrave urge cash and carries to do in order to stay relevant in the future?

- a) Lower prices
- b) Add more theatre
- c) Open adjoining petting zoos



**8** How long was *The Independent* in circulation before folding this year?

- a) 10 years
- b) 30 years
- c) 50 years

**9** Which symbol group experienced the fastest growth in 2016?

- a) Bargain Booze
- b) Spar
- c) One Stop

**10** Who did Imperial warn were stepping up illicit trade efforts in advance of EUTPD II?

- a) Martians
- b) Gangsters
- c) Corrupt politicians



## Extra Extra

**1** What did Sarah Mitchell from Stratford-Upon-Avon find on sinking her teeth into a Tesco's Finest Teacake?

- a) A rat's tail
- b) A pound coin
- c) A human toe



**2** What convenience store staple became the focus of an attempted boycott following a stream of refugee-related tweets?

- a) Walkers crisps
- b) Wrigley gum
- c) Wilkinson razors

**3** Which iconic Scottish brand got stick after attempting to rebrand itself as British?

- a) Irn Bru
- b) Tunnock's
- c) Tennent's

**4** A Siberian supermarket rose to worldwide fame thanks to which dancing animal?

- a) An anaconda
- b) A black bear
- c) A sturgeon

**5** A man dressed as which children's film icon was asked to leave a Morrisons store this summer?

- a) Ursula the Sea Witch
- b) Jafar
- c) A Minion



**6** Students in Leamington Spa held an impromptu funeral for which c-store staple?

- a) A dented tin of beans
- b) A pack of broken biscuits
- c) A waterlogged pack of fags

**7** An Economist study concluded that which country was home to the world's greatest lovers of tea?

- a) UK
- b) India
- c) Uzbekistan

**8** What colour should salt and vinegar crisp packets be, according to a YouGov poll?

- a) Blue
- b) Green
- c) Pink



**9** 41% of truckers said they were unhappy with the lack of what in their jobs?

- a) Holidays
- b) Freebies
- c) Healthy eating options

**10** The brain benefits of which product led to expert predictions that it will become a breakfast staple?

- a) Red wine
- b) Dark chocolate
- c) Pulled pork



Think you know the answers?  
Find out on [BetterRetailing.com](http://BetterRetailing.com) now



# LOOKING AHEAD

## What's in store for 2017?

As one year ends and another arrives, **Tom Gockelen-Kozlowski** speaks to top industry figures and takes a look at the big issues that may well define 2017

**L**eicester City's silverware, Brexit, the popularity of Ed Balls – 2016 was full of big surprises. Behind the headlines, however, there were a number of trends and events that were far more predictable.

From the continued rise and development of vaping to Britons' ever louder calls for healthier choices, many of 2016's big trends were already starting to make their mark at

the end of 2015. Likewise, the major challenges – think plain packaging, National Living Wage and the continued squeezing of margins across the board – will have been no surprise to regular RN readers.

So what can we confidently predict about the year to come? We've asked experts across the industry to outline the big challenges and opportunities they believe you will face in 2017. It's time to get ready.



### Andrew Miller

Head of field sales,  
Imperial Tobacco



#### THE BIG CHALLENGE Educating customers about tobacco laws

Ensure you educate your adult smoker customers around the upcoming EUTPD II and standardised packaging legislation while working with us to manage your transition correctly.



#### THE BIG OPPORTUNITY Win new tobacco customers

Pricing is key. Maintaining a competitively-priced offering will help retailers retain their customers and win new ones, as our experience in Australia showed. We advise pricing tobacco at RRP or below; don't jeopardise long-term futures for short-term gains.

### Greg Deacon

Head of retail trade  
marketing, News UK



#### THE BIG CHALLENGE Getting digital right

Retailers really need to think about adopting a digital strategy for their store in 2017 and I know many are already doing this. Your customers will have two questions in their minds when they see your store online – who are you and what does your store do for me? Your strategy needs to answer these questions.

#### THE BIG OPPORTUNITY Using digital correctly

Digital digital digital – how do you connect to shoppers' devices before during and after they come to your store. News UK is working closely with one firm, Big DL, to help retailers do this with beacon technology in stores.



Embracing digital can help boost print sales, according to News UK

## Major events to look out for in 2017

### BREXIT

If Article 50 is triggered in March – as it almost certainly will be – then the consequences of our vote to leave the EU will become a lot more obvious. For pessimists this might mean more price rises and pack size shrinkages along the lines that PepsiCo and Mondelez have already enacted. There is also the option of putting much of the EU's regulations back on the table, which will please those who voted Leave.



### PLAIN PACKAGING

Alongside the changes mandated by the EUTPD II, standardised packaging will mark the biggest shift of all in tobacco retailing. Sainsbury's is already moving some of its stores away from traditional gantries and, despite the warnings of tobacco manufacturers of the confusion it might cause, many independent retailers are going the same way. Yet, with fears of illicit tobacco rates rising too, it is during 2017 – all branded and larger format packs must be sold by 20 May – when retailers will be able to see the true consequences of the legislation.



## Amy Burgess

Trade communications manager,  
Coca-Cola European Partners



### THE BIG CHALLENGE Cutting the calories

As shoppers become more health-conscious, more people are opting to consume less sugar. Stocking a wide variety of lighter products, such as Coca-Cola Zero Sugar, can help retailers to grow their sales.



### THE BIG OPPORTUNITY The water category

Bottled water is an increasingly popular sector, and this looks set to continue in 2017. Retailers can focus on providing choice by stocking which offer a point of difference such as Glacéau Smartwater.



**Retailers really need to think about adopting a digital strategy for their store in 2017**



### HEALTHIER EATING

If 2016 has highlighted just how hard suppliers are willing to work to reformulate and innovate their portfolio to aid healthy eating then 2017 could be the year when the government simply says: "not enough". From July the government has announced it will ban advertising of 'junk food' to children in online, cinema and billboard advertising and this year's Budget may also see the arrival of minimum unit pricing for alcohol as well as the usual hikes on tobacco and alcohol duty.



## Ben McKechnie

Managing director,  
Epicurium



### THE BIG CHALLENGE Being brave

The more forward-thinking independents are far more adventurous than the buyers at larger multiples would ever dare to be. They're responsible for their own stores and can make a real impact in selecting products that will allow them to gain an advantage over the multiples. A salaried buyer for the

multiples is always going to be a bit more risk-averse.

### THE BIG OPPORTUNITY Showing how local are

With technology, the most aspiring retailers are using things such as digital screens for in-store advertising. Canny independents have a huge advantage in being able to closely match innovative new products to their particular customers' needs and then communicate straight to them.



**Will your range drive extra sales as the tobacco market declines?**

## David Gilroy

Convenience retail lead  
at W2 Commercial and  
former operations director  
at Bestway Wholesale



### THE BIG CHALLENGE Adapting your business for the long term

For too long both independent retailers and wholesalers have relied too heavily on tobacco sales to drive footfall into their stores. Now with anti-smoking legislation biting harder, tobacco sales are in a slow

and steady decline. The challenge for small stores is how to maintain footfall and transaction values as tobacco sales diminish.

### THE BIG OPPORTUNITY Free-from foods

Independent retailers need to get a credible range of gluten-free products onto their ranges. This is a very fast-growing part of the grocery market with opportunities for all. Even people without dietary requirements are buying into the gluten-free market.

### REGISTRATION FOR ALCOHOL WHOLESALE

From 1 April 2017 every wholesaler that sells alcohol has to be registered with the government – and it is a retailer's responsibility to ensure that the businesses they deal with are signed up. The register is part of industry-wide efforts to fight the illicit alcohol market will provide a "massive boost" to these efforts according to the Federation of Wholesale Distributors. As well as wholesalers, producers of alcohol will also need to be signed up – something to remember as the demand for craft, local, small-scale alcohol continues to grow.



# JOHN EASTWOOD

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As the year ends we're beginning to see branded and small format tobacco disappear, the question is, what will the long-term effects on sales be?

## Tobacco's future is here



**W**hen the tobacco display ban was introduced in large stores in 2012 it was speculated the convenience sector would benefit. This proved not to be true. And when the same restrictions came into force in the convenience sector three years later, there was no discernible fall in sales, either.

Now, as retailers begin to report seeing the initial impact of new EUTPD II legislation that will come into full effect next May, it begs the question of how the latest raft of laws will affect retailers and their sales.

The new legislation means cigarettes will no longer be available in packs containing less than 20 sticks and rolling tobacco will have a minimum size of 30 grams. Packaging must be plain and pricemarked packs will be a thing of the past.

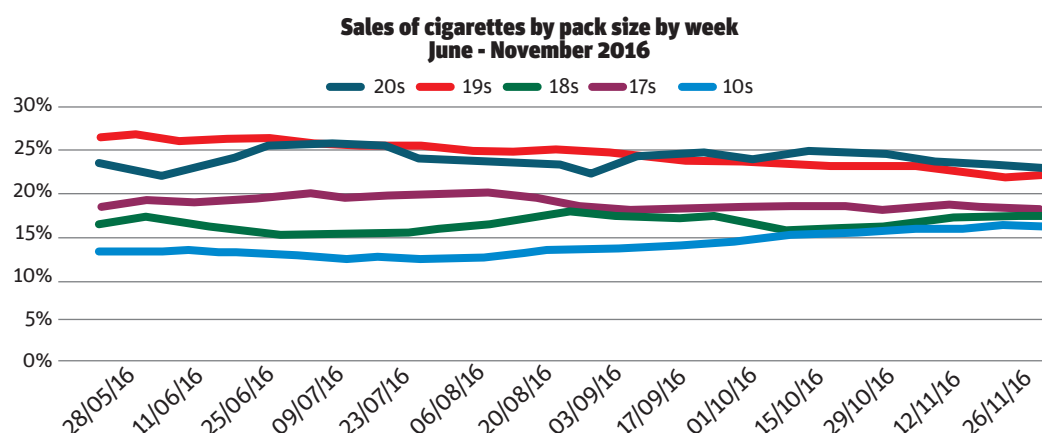
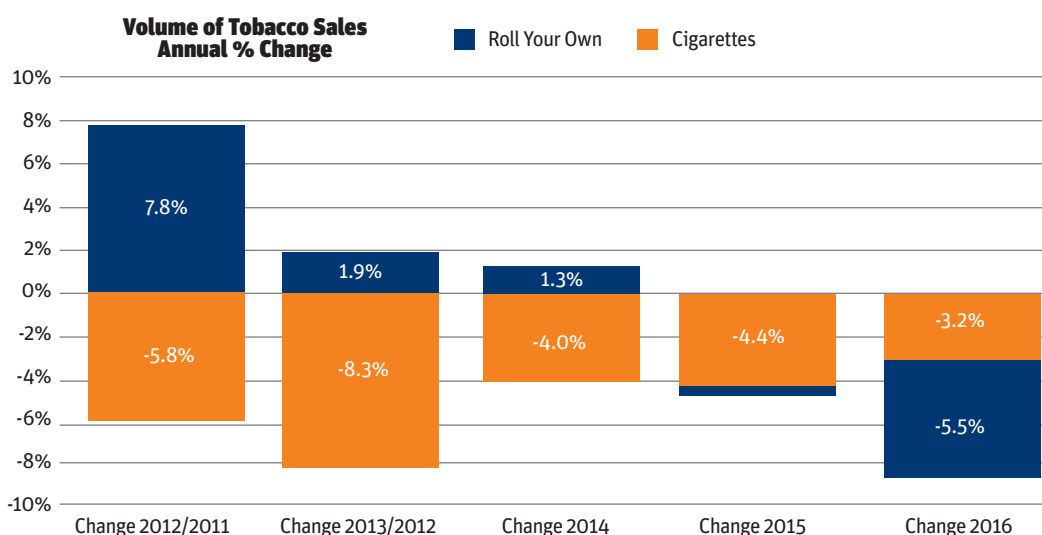
In my own recent experience as a hand roller, I have noticed the multiples changing over to plain packaging more rapidly than independent stores, which has caused problems at the tobacco counter, with staff taking longer to find chosen brands.

In independent stores, there are already signs stocks of smaller packs are gradually running down, despite the fact the changes will not come into full force for another five months. At the end of May this year, 20-packs accounted for 14% of all cigarettes sold, but by the end on November this had grown to 17% and will continue to grow rapidly. At the same time, top seller Amber Leaf 25g has already fallen in distribution from 92% to 85% as the 30g pack comes in.

An initial fall in sales of 10-packs and pricemarked packs is already evident too. Whereas 10-packs accounted for 26.9% of sales in 2015, this figure is down to 25.1% this year, and an 81.1% share of sales for price-marked packs in 2015 has reduced to 70.4% this year.

These changes mean consumers are already paying higher prices. The 20-packs concerned are largely premium priced brands such as Marlboro Gold and B&H Gold. The average price paid for a cigarette has

### EFFECTIVE REGULATION: The data is inconclusive



**“The average price paid for a cigarette has already increased 32% over the last five years**

already increased by 32% over the last five years, and rolling tobacco even more at 36%, which has led to many cigarette brands being sold in packs of 19, 18 and more recently 17, and rolling tobacco packs in pack sizes as low as 8g to maintain individual pack prices.

It is too early to say whether this new legislation will have a similarly minimal effect on sales as the display ban or not. Tobacco sales have averaged an 5% annual fall in volume since 2011 and rolling tobacco sales have been in decline since last year.

Undoubtedly, this is because many people have quit smoking completely, while others have switched to electronic alternatives and many are simply smoking less.

While suppliers can't be certain how the future will pan out for tobacco sales, their advice remains to make sure you and your staff are fully aware of and compliant with all legislation, and ease the situation by warning customers of the impending changes. ●

*John Eastwood is a data analyst for EDFM*



# THIS WEEK IN MAGAZINES

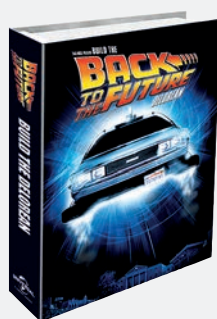


30 years on...

## BACK TO THE FUTURE CAR WILL DRIVE SALES

It's three decades since Michael J Fox starred in the iconic sci-fi caper but the DeLorean car from the film still holds a magical appeal

**THE** public's fascination with Back To The Future, the classic sci-fi hokum starring Michael J Fox, remains undiminished more than 30 years after the first film was released. The iconic DeLorean sports car that was used to travel through time is an essential part of the film's appeal, with a recent Lego model proving to be hugely popular. The completed DMC-12 model will be 1:8 scale, with a working interior and, Eaglemoss said, an "extremely accurate representation". This partwork should be snapped up by the film's legion of devotees, with the accompanying marketing ensuring fans know of its availability.



**BUILD THE BACK  
TO THE FUTURE  
DELOREAN**

**On sale out now**

**Frequency weekly**

**Price Issue 1 £1.99,  
issue 2 £4.99, issue 3  
onwards £8.99**

**Distributor Comag**

**Display with Build Your  
Own R2 D2, Star Wars  
Helmet Collection**

## Round up



**Tim Murray**

Magazines reporter

RNreporter@newtrade.co.uk

## ROCK ROLLS BUT BAND PLAYS ON

2016, a year of tragedy upon tragedy for many, has ended with another sad note, as TeamRock, the guitar-friendly publishing house, crashed into administration. Pity the poor staff, out of a job a week before Christmas and with no December pay packet.

It brings into focus the highly risky business of publishing, and reminds anyone involved in the business that things could go horribly wrong at any time, and when the end does come, it can be swift and merciless.

It's a shame, I like its Classic Rock magazine, had just picked up an issue of Prog (with Vangelis on the cover, no less) and Metal Hammer has been around for as long as I can remember.

What's arguably more frustrating is the fact that, while some of the traditional magazines have had a tough 2016, it's been a strong year in terms of the content being put out there for regular magazine readers.

A stalwart such as Private Eye has had a strong year on the back of the political turmoil and upheaval of the past 12 months. There has also been a renaissance in independent publishing, with a wealth of exciting magazines, in all shapes and sizes and of wildly differing paper quality. There have been some exciting launches, one-shots and one-offs, with independent publishers springing up, and existing publishers looking at different opportunities and, crass marketing-speak aside, thinking outside of the box when it comes to looking at new ventures.

That kind of niche publishing will be the hallmark of the business going forward, which genuinely makes for an exciting year ahead. Who could have predicted two vinyl-friendly music publications arriving in 2016, or, for that matter, any of the recent trends?

Retailers will have to be sharper and faster to react in the sector, but, despite mainstream closures, there is still plenty of hope.

# 2017

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# THIS WEEK IN MAGAZINES

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## BUILD YOUR OWN R2-D2

The box office charts in the UK and around the world tells you all you need to know about the continued popularity of Star Wars, 40-years-old in 2017, with the latest outing, Rogue One, packing in audiences at cinemas. This partwork gives readers the chance to build their own version of one of the franchise's key characters, android R2-D2. Issue two goes to the full price of £8.99, is due on 18 January, when it will go weekly.



**On sale 30 December**  
**Frequency weekly**  
**Price issue 1 £2.99, then £8.99**  
**Distributor Comag**  
**Display with Star Wars**  
**Helmet Collection**



## STAR TREK GRAPHIC NOVELS

Star Trek has just celebrated its 50th birthday, with the raft of activity kicking off in 2016 and continuing well into the new year. Following hot on the heels of the Star Trek Ships from Eaglemoss, now approaching the end of its run, comes this collection of graphic novels.



**On sale 4 January**  
**Frequency fortnightly**  
**Price Issue 1 £1.99, then £6.99**  
**Distributor Comag**  
**Display with Star Trek**  
**Ships**



## SLIMMING WORLD

As sure as December rolls into January, so you can be certain people everywhere will be looking to lose weight after piling on the pounds over Christmas. And so for magazines such as Slimming World, the first issue of a new year is essential. Its January/February issue comes bagged with a recipe booklet called Around The World In 22 Takeaways.



**On sale out now**  
**Frequency bi-monthly**  
**Price £2.95**  
**Distributor Seymour**  
**Display with Weight**  
**Watchers**



## NEW YEAR NEW YOU

Get Fit & Slim's special edition marking everyone's new year resolution to lose weight, comes under the banner of New Year New You. It traditionally enjoys a 200% sales uplift, with recipes, tips and plenty of keep fit activity. It also bears the seal of approval of fitness veteran Rosemary Conley, and comes complete with a free DVD, offering even more value for money.



**On sale out now**  
**Frequency quarterly**  
**Price £4.99**  
**Distributor Seymour**  
**Display with Weight**  
**Watchers, 500 Calorie**  
**Diet, Slimming World**



## WONDERLAND

The winter edition of the fashion magazine features the scion of the Richie family, Sofia Richie, daughter of Lionel, on its cover, alongside the usual lavish photo and fashion spreads and the likes of Charli XCX and film director Eli Roth. And, of course, it's the usual hefty weight and is set to stay on the shelves until the winter months have passed.



**On sale out now**  
**Frequency quarterly**  
**Price £6.95**  
**Distributor Comag**  
**Display with i-D, Dazed**  
**and Confused**



## Bestsellers Women's lifestyle

Title	On sale date	In stock
1 Hello	04.01	<input type="checkbox"/>
2 Good Housekeeping	04.01	<input type="checkbox"/>
3 Glamour	03.01	<input type="checkbox"/>
4 Vogue	04.01	<input type="checkbox"/>
5 Marie Claire	03.01	<input type="checkbox"/>
6 Red	04.01	<input type="checkbox"/>
7 Cosmopolitan	04.01	<input type="checkbox"/>
8 Elle	10.01	<input type="checkbox"/>
9 Psychologies	30.12	<input type="checkbox"/>
10 In-Style	N/A	<input type="checkbox"/>
11 Tatler	05.01	<input type="checkbox"/>
12 Vanity Fair	06.01	<input type="checkbox"/>
13 Harpers Bazaar	05.01	<input type="checkbox"/>
14 Porter	10.02	<input type="checkbox"/>
15 Women's Health	07.02	<input type="checkbox"/>
16 i-D	04.02	<input type="checkbox"/>
17 Hello Fashion	31.12	<input type="checkbox"/>
18 Vogue USA	04.01	<input type="checkbox"/>
19 Soul & Spirit	19.01	<input type="checkbox"/>
20 Dazed And Confused	16.01	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

## COMING UP IN NEXT WEEK'S RN



## HOW CRAIG HORNER TURNED HIS WENTWORTH STORE INTO A MULT-BEATING LOCAL CHAMPION

Plus, get ready for 2017 with our new year expert guide and discover why investing in healthier snacks could set your store apart from the competition and guarantee success for the next year

# RN



Partworks

Title	No	Pts	£
<b>Amercom UK</b>			
Ships of War	7	40	<b>11.99</b>
<b>DeAgostini</b>			
Build the Ford Mustang	52	100	<b>8.99</b>
Jazz at 33 and third RPM	26	70	<b>14.99</b>
Simply Stylish Knitting	53	90	<b>3.99</b>
Star Wars Helmet Coll'n	26	60	<b>9.99</b>
Zippo Collection	35	60	<b>19.99</b>
<b>Eagle Moss</b>			
3D Create & Print	103	110	<b>6.99</b>
Build A Solar System	72	104	<b>7.99</b>
DC Comics Graphic Novel	36	60	<b>9.99</b>
Doctor Who Figurines	88	120	<b>8.99</b>
Marvel Fact Files	198	200	<b>3.99</b>
Military Watches	75	80	<b>9.99</b>
Star Trek Ships	89	95	<b>10.99</b>
<b>Kelsey Partworks</b>			
Rulers of Britain	25	50	<b>5.99</b>

Title	No	Pts	£
<b>Hachette</b>			
Art of Crochet	70	120	<b>2.99</b>
Art of Knitting	101	90	<b>2.99</b>
Art of Quilting	52	90	<b>3.99</b>
Art Therapy	93	120	<b>2.99</b>
Art Therapy 50 Mindful Patterns	5	80	<b>4.99</b>
Build the Mallard	122	130	<b>7.99</b>
Build the U96	122	150	<b>5.99</b>
Dr Who Complete History	35	80	<b>9.99</b>
Draw The Marvel Way	27	100	<b>4.99</b>
Judge Dredd Mega Collection	52	80	<b>9.99</b>
Marvel's Mightiest Heroes	79	100	<b>9.99</b>
Warhammer	8	80	<b>9.99</b>
<b>RBA Collectables</b>			
Real Life Bugs & Insects	18	60	<b>0.99</b>
<b>Panini</b>			
F1 Collection	20	60	<b>9.99</b>

Collectables

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

Title	Starter	Cards	
Toppo			
Shopkins Sparkle Sticker Collection	2.99	0.50	
UEFA Champions League Official Sticker Collection 2016/17	2.99	0.50	
Star Wars Rogue One	4.99	1.00	
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	3.99	1.00	
Title	No	Pts	£
DeAgostini			
Magiki Mermaids			2.50
Frogs & Co			1.99
Magic Box			
Zomlings Series 4			0.50
Star Monsters			1.00

Newspapers

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

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

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

<b>Weight Watchers</b> 17-18 December					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	965g	490g	60g	3	50g
Daily Telegraph	760g	510g	0g	0	0g
Observer	575g	130g	10g	1	10g
Sun	565g	220g	100g	5	35g
Daily Mail	515g	440g	75g	3	35g
Mail on Sunday	405g	395g	10g	1	10g
Guardian	370g	350g	20g	2	10g
The Times	–	–	–	–	–

Insertion payment guide

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

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

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