

# RN

RETAIL NEWS THAT MATTERS ● £2.30 ● 23.12.2016

## The year of gin

A £1bn opportunity plus the rise of craft

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## Adapt to attract



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**RN** Shaping the future  
of independent retail  
since 1889



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WITH SPECIALIST  
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WELCOME

What have  
watermelon water  
and protein bars  
got in common?

Editor

Chris Gamm

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020 7689 3378

What have watermelon water and protein bars got in common? Firstly, according to James Blogg from specialist wholesaler Simply Heavenly in this week's industry profile, they are two of 2016's hottest food and drink trends that the smartest retailers are already tapping into.

Secondly, they have both appeared in RN's What's New section in the past two weeks. We launched What's New at the start of the month to help you identify interesting products that could create a point of difference and make you stand out from your competition.

What's more, according to James Blogg, in the case of protein products, the supermarkets have been slow to react and it's an area where independent stores can gain an advantage.

He points to a number of other interesting products, such as cactus water, to keep an eye on. The fact he's backing them as future trends shows there is already demand. Whether your customers buy them from your store or somewhere else is up to you.

Each week, What's New will help you spot new opportunities for your store. In this issue, we feature a special focus on craft gin. Spirits giant Beam Suntory's purchase of British brand Sipsmith this week shows it's a growing trend and if you're not stocking craft gin already, it's worth a look.

RN will be with you as normal next Friday with our final issue of the year, featuring all your favourite articles plus the return of a few festive specials. This includes 53 ideas for your store in 2017 from each of the brilliant businesses we profiled in 2016.

Happy Christmas from all the RN team. I hope you have a great one.

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Food and coffee  
to go grew my  
sales by 350%  
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# BREAKING NEWS

## Christmas bonanza for parcel services

Retailers offering parcel collection services expect this Christmas to be their busiest ever.

Robert Madden, owner of Costcutter in Chorlton-cum-Hardy, said: "This week, we'll average 30 parcels a day. It's likely to be a record week for us." Mr Madden said returns, which earn the same 35p fee as collections, were also growing, and he processed 50 in one day recently.

David Poluck, owner of HV Kingsley newsagent in London, said his shop handled 450 parcels last week.

"A lot of people have discovered us while looking up a parcel delivery place online. Many people working nearby just go to the office and go home."

Collect+ said the number of deliveries during "Cyber Week", the online shopping industry's pre-Christmas sale at the end of November, broke company records.

## Net loss for local papers

Some 46 local and regional newspapers have closed in the past two years, according to trade magazine Press Gazette.

Since the beginning of 2015, 29 newspapers have launched, equating to a net loss of 17, according to the figures.

The news came as TeamRock, publisher of Metal Hammer and Prog magazines, went into administration after failing to find a buyer.

Radio Times, however, is on the verge of being sold to German publisher Hubert Berda by Immediate in a £260m deal, according to reports. The acquisition is subject to approval by BBC Worldwide.

## Festive jumper day raises big charity cash

Stores took part in Christmas Jumper Day last week to raise money for Save the Children. Anita Nye, manager of a Premier in Kent, said: "We held a cake sale and raffle to help raise money. Customers have been really great buying tickets and donating." To date, the store has raised £125 for the charity. Martin Harris, assistant manager at Nisa Local in Lee-on-the-Solent, also told RN: "It's something a bit different for us to get customers involved. We raised just under £30."



# Collect+ deal could mean an extra £1,200 per store

by **Charlie Faulkner**

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

A new deal between PayPoint and Yodel which will enable Collect+ retailers to accept parcels from other delivery services has been described as "the most progressive decision" PayPoint has ever made by retailers.

The company says utilising its retail network to sign agreements with other parcel carriers, could be worth an extra £1,200 a year to retailers.

Raj Aggarwal, of Spar in

Wigston, Leicestershire, said: "It's fantastic news for everyone. It's the most progressive decision PayPoint has ever made."

"We're always arguing about PayPoint fees and fighting for them to make decisions in the interest of retailers. This shows they're listening to us."

Serge Notay, of Notay Stores in Batley, West Yorkshire, also hailed the move, having lost out on business previously because of his exclusive contract with PayPoint.

"We get a lot of parcels for other companies and we have to just knock them back," he said. "However, this is one of the services we are making money on."

Vip Measuria, of One Stop in Derby, said he was pleased with the news: "We've got dedicated space for parcels so we can provide the best service possible due to the fact it does drive more people in to the store. It's putting us on the map."

However, he added there should be more incentives for retailers if their work-

load is set to increase.

Dominic Taylor, PayPoint chief executive, said: "The new arrangements allow us to focus on our service offering and cost optimisation and for the first time, to open Collect+ access to other carriers."

"We also believe that this is good news for consumers as we develop a single network open to all, where eventually consumers can collect and return all their parcels, however carried, at the same convenience store."

# Delivery service for indies has Wings

Nearly 50 retailers have signed up to trial a new service which offers consumers a 24-hour delivery service from their local convenience store.

Trials have been running for a month on Alchemy Wings, a website which allows consumers to place orders from their c-store and have products delivered

to their doorsteps within an hour.

The site, launched by former Diageo employee Sam Martin, has attracted orders as high as £35 and £40.

Mr Martin has worked closely with retailers and suppliers, including Diageo, Coca-Cola, Mars and Heineken, to develop the site.

"Our business proposition is really clear - we want to work with local businesses and independent retailers," he said.

When retailers register, their products are scanned and their details are added to the site. They then prepare orders, which are collected for delivery by an Alchemy Wings driver.

Mr Martin said data on consumer trends would also be shared with retailers.

Retailer Shamoon Afzarafzal, of Costcutter, Camberwell, south east London, said about 10% went to Alchemy Wings, but it was incremental business. "It's a win-win for everyone involved. It's going well and I think it will succeed."



**BBC documentary shows changing face of convenience** 'Owners are a bit more clued-up'

# Ambitious c-store bosses have platform for growth

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

Convenience stores provide an opportunity for entrepreneurs to transform themselves into successful businesspeople and grow an empire, leading retailers have told RN.

This has been led by a shift away from the original 'corner shop' stereotype and towards a greater focus on business. The change was highlighted by BBC4's documentary 'Booze, Beans & Bhajis: The Story of the

Corner Shop', which aired on Monday night.

Mo Razzaq, who runs Premier and Family Shopper stores in Blantyre, Glasgow, said retailers who look for new opportunities have been most successful.

"It's about plugging gaps in the market," he said. "We have a Subway in our store that's done really well, and a Post Office that has driven an increase in footfall by 45%."

"The older generation that came into the trade worked hard, but they had

a different ideology. And in terms of new businesses opening up, shop owners are a bit more clued-up and business-savvy."

The documentary also demonstrated how a convenience store can be a route into other businesses, using the example of hotel entrepreneur Lord Dolar Popat, who owned his first shop in the 1970s.

Third-generation retailer Steve Bassett, owner of six stores, which are predominantly Londis, said he has had far more opportunity to

grow his business than his grandparents did.

"Convenience stores are easier to run and now there is the opportunity to expand into multiple stores – it then becomes more about managing people," said the Dorset-based retailer.

Retailers who spoke to RN agreed there is far more information available to help shop owners grow their businesses – through trade press, social media and events – which has helped expand the industry and the prospects it offers.

## Healthier outlook for clean-living kids

Retailers have backed an NHS survey, which says a clean-living generation of kids is drinking and smoking less than ever before.

The report says experimentation with alcohol among under-16s is down by two thirds since 2003 and the number of children trying cigarettes has fallen by three quarters.

Ben Dyer, from Debben's News in Waterlooville, Hampshire, agreed that the number of children he has to turn away has dropped.

"There's a school about 300ft away, and they all know there's no point in asking for drink or cigarettes," he said.

"You see the odd one vaping now, but the culture of the kids around here has definitely changed."

Ken Guzel of Simply Fresh in Bethnal Green has noticed a change in children's behaviour, too.

"I've worked in other locations where kids specifically target certain corner shops, but we very rarely have to refuse kids here," he said.

## Check your Christmas allocations

Retailers have been reminded to check their allocations in the run up to Christmas – and tell their wholesalers if they are closing over the holiday period.

NFRN head of news Brian Murphy said: "Retailers are still best advised to check their figures, particularly if there have been any changes."

Retailers can be billed for any newspapers delivered if they haven't informed the wholesaler their stores are shut.



## EPOS info helps retailer grow sales by 20%

A retailer has hailed the importance of using EPOS data properly after utilising it to grow sales by 20%.

Jimmy Patel of Premier Jimmy's in Northampton was able to identify products that were fast sellers and increase their number of facings, weeding out

slow sellers from each category.

"Our shelves are now much easier to manage and there's much less clutter. We have taken out some of the gondolas and it's a much more pleasing environment to shop in now."

The data has also helped

Mr Patel invest in the right equipment for his store.

"We used to have two ice cream fridges – a 1.25m and a 2m – and two chest freezers," he said. "The data from EPOS showed us this wasn't the most effective arrangement, and we went down to one ice cream

freezer and replaced the chests with two upright freezers. We've seen 200% growth in value in frozen as a result."

He now plans to move his Eastern European food to within the grocery section and use the space for a £1 bay.



# STORE LOOKBOOK



After listening to customer requests, Pike's Newsagent installed the lottery. It's now worth £3,000 a week



## Adapt to attract

Among the first-time finalists at this year's Independent Achievers Academy was Welsh newsagent Meryl Williams. As **Charlie Faulkner** discovers, her retail career has been a masterclass in meeting customer needs

**B**e great at one thing' is Welsh retailer Meryl Williams' philosophy when it comes to her business, but during her time running Pike's Newsagent, she has learned to be great at one thing after another and has consistently found new ways to make her store stand out.

The orange, blue and white-fronted store is the last remaining newsagents on the high street of small coastal town Porthmadog in north-west Wales.

"We're in the middle of town so we're in quite a good location and we get a lot of passing trade, not to mention the tourists as well," says Meryl, who has run the 700sq ft shop for 26 years; initially working alongside her father until he passed away in 2007.

Pike's has been in the family for 114 years, first opened by her grandfather, but she now runs it alongside her husband David. By moving deftly, the couple have helped the store achieve sales of more than £16,000.

"Over the years we've learned that we just have to adapt," says Meryl. Opening hours were a big thing to change early on, for example – staying open until late in the evenings was no longer financially viable when the local caravan park developed its own camp facilities.

She introduced the National Lottery to Pike's in 2012 after repeated enquiries from holidaymakers.

"That was a good move because it brought

people into the shop," she says. "Last year it was worth £2,600 a week but this year it's reached around the £3,000 mark. That's an 11% increase on last year."

A second way Meryl has ensured her store remains on the map is her tobacco and e-cigarette range. "I've been told we've got one of the biggest gantries in the area. In fact, we had to get a gantry specially made," she says. "Recently we had a guy who'd driven all the way from Gloucester to buy a tobacco pipe because he'd read about our range of pipes online."

"On a weekly basis we buy up to £30,000-worth of tobacco products and have a profit of about £6,000. We won't sell above the RRP and it brings people into the store," she says.

With these two major footfall drivers in place, Meryl has concentrated on delivering a range that ensures repeat trade – by catering to her local area.

So, when a local branch of Clintons closed, she invested in low-cost Welsh and English greetings cards (featuring a local photographer's work) which have become extremely popular with one particular demographic. "We sell sympathy cards at £1 each, which are particularly popular with the elderly, and we have a 100% mark up on them," she says.

And when the last rival newsagent in the area disappeared in March, Meryl inherited a list of the speciality magazines it had





**Social media is a great tool to promote what your store offers. We post about new magazines and our special offers to communicate with our digitally-savvy customers.”** **MERYL WILLIAMS**



**“Over the years we’ve learned that we just have to adapt”**  
— Meryl Williams, below right



**The store secured most of the specialist magazine trade when another newsagent shut down**



**“We joined the retail club, invested money in improving the look of the shop, merchandising and offered more promotions”**

#### **INFORMATION**

##### **Location**

High St, Porthmadog LL49 9LR

##### **Size**

700 sq ft

##### **Key categories**

Specialist magazines, puzzles, local cards

##### **Weekly turnover**

£16,248





# STORE LOOKBOOK



Both the lottery and cards trade has benefited Meryl's business model



sold. Yet, with a Tesco, Lidl, Spar, Aldi and a forecourt nearby, this was no easy job.

"I managed to pick up 42% of the speciality magazine reader base. We have such a large selection currently that we're going to have to invest in a new type of stand."

Sometimes, however, a more ruthless approach is necessary.

"We used to sell a few toys but then someone opened a toy shop down the road so we concentrated on jigsaws – you've just got to adapt," she says. Boxes of jigsaw puzzles can be found all around the store, including a 3D lighthouse jigsaw – built by David – in the shop window.

The store even offers fishing tackle and frozen bait – yet another sign that no customer's need goes unmet at Pike's.

Last year saw Meryl enter the IAA for the first time. "We managed to get into the top 100," she says. "After that I thought 'right, I want to try and get into the final next year'.

"We joined the retail club, invested money in improving the look of the shop, merchandising and offered more promotions."

And next year? "I want to build a website and to be crowned winner of the Service to the Community IAA award," says Meryl. ●



Meryl sells locally made greetings cards for £1 and makes

**50%**  
profit



Want to see more of Meryl's store?  
Go to [betterretailing.com/pikes-newsagent-porthmadog](http://betterretailing.com/pikes-newsagent-porthmadog)



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# SYMBOL NEWS

## Ranging help from Bestway

Bestway Wholesale is launching a category management programme to help independent retailers understand and develop core categories.

The initiative includes print and online resources and offers impartial advice, planograms, information on essential lines, and sales insight so retailers can optimise their range and displays.

Tony Holmes, sales director for Bestway, said: "Many retailers are stocking too many products that clutter shelves and confuse shoppers rather than focusing on core ranges that account for the majority of sales."

The website is hosted on the main Bestway and Batleys site and offers advice on pet care, frozen food, health and beauty and medicines. Two new categories will be added every month.

## Blakemore renews BP contract

Blakemore Wholesale Distribution has renewed its partnership with BP.

The family-owned business has a new two-year contract to supply 320 BP forecourts in the UK.

Blakemore Wholesale Distribution sales director Raj Krishan said: "I am delighted we have been able to negotiate an even stronger working relationship between our two organisations."

He added the two companies' ability to "provide bespoke delivered wholesale solutions in a way that our larger competitors are often unable to match" was key to their partnership.



## Simply Fresh is having a craic at Northern Ireland

The first Simply Fresh store has opened in Northern Ireland. Davinder Jheeta, creative director at the symbol group, said: "We understand the market in Northern Ireland well and it's a very compelling area in-store for fresh produce. The Irish market is primed for Simply Fresh, championing fresh veg, meat and baked goods. The new store in Hollywood is geared towards cooking from scratch, and we're looking to expand further into Northern Ireland in future."

**Zapper payment app trial is a success** Customer-specific vouchers proving popular

## Bespoke vouchers are drawing in customers

**Matthew Hutchings**

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Store owners testing a payment app say it is allowing them to track customer behaviour, and is helping them engage with and better understand their customers.

Eight retailers in Peterborough are testing the Zapper app, which allows customers to pay using an app on their smartphones to scan a QR code at the till.

Store owners can track customers and gain insight such as the time

of day they shopped, total basket spend and regular items they purchased, then issue bespoke vouchers through the app to encourage customers to return.

Customers are also able to rate their experience, which is instantly visible to retailers.

"We've had some really interesting results from the trial so far," said Natalie Lloyd, head of PR at Zapper. "Forty-five per cent of Zapper users have already redeemed a brand offer voucher – such as three-for-one on 500ml

Coke or 50% off selected tubs of chocolate – and over half have paid using the app more than three times. From a retailer perspective – and this is the crucial difference between this and other payment methods – they can track the customer journey and put a name to every basket."

Thievanayagam Sivrajah, a Nisa store owner trialling the app, said: "The most exciting aspect so far has been watching just how quickly shoppers respond to our direct voucher messages – some

people have visited the store within 90 minutes of receiving an in-app or email notification specifically to redeem their offer. This is game-changing for us. We have found a simple tool which helps us match a name to every basket so we can reward loyal shoppers to increase basket spend."

Zapper has already launched the technology around the world in the hospitality sector and has adapted it to suit a retail environment. The system will be made available to all retailers next year.

## Today's call for winning launches

The Today's Group wants suppliers to produce more successful launches, following news the success rate of new products is less than one in 50.

The wholesaler has produced a scorecard that allows suppliers to assess their products by scoring

16 different attributes, such as pack size, price, outer packaging, and the marketing campaign running alongside the launch.

Its aim is to help suppliers understand which attributes are successful across different categories, allowing them to develop

new products with this framework in mind.

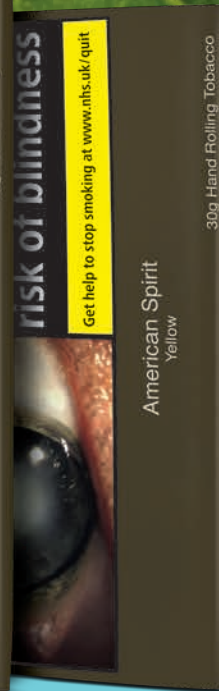
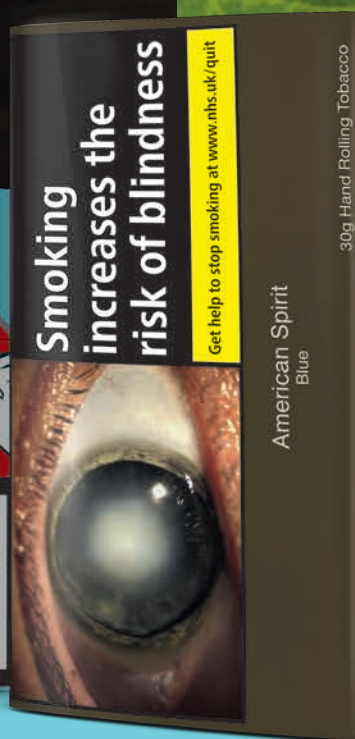
John Kinney, retail director at Today's Group, said: "The card is designed to help suppliers identify areas that might make the product more successful, and also areas that might make it fail."

He said "the most natural progression of this initiative is to make something to help retailers" and added a similar initiative would be launched to help them choose the most promising new products in due course.



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# NEWS & MAGS

**World's oldest Sunday newspaper marks anniversary in style** Only Sunday newspaper to achieve annual growth

## Observer celebrates its 225th anniversary with sales rise

by Tim Murray

RNreporter@newtrade.co.uk

The Observer marked its 225th anniversary with year-on-year sales growth in the latest set of Audit Bureau of Circulations figures.

The newspaper – the world's oldest Sunday newspaper – grew sales by half a percentage point in November – the only Sunday newspaper to achieve annual sales growth. Month on month, it showed a rise of 0.9%.

In an interview with RN, the newspaper said it had led the field in recent months and given new and existing readers the chance to understand the rapidly changing political landscape this year.

Richard Furness, director of publishing, Guardian News & Media said: "The Observer has led the Sunday quality market for the past eight months, proving a

real demand for its strong editorial voice, trustworthy reporting, intelligent analysis and lifestyle content."

Mr Furness pledged to continue the strong performance in the coming year.

"The paper turned 225 this year and continues to record history, play an important role in our society and hold those in power to account. We look forward to an even stronger 2017."

Elsewhere in the ABC results, the i continued its strong run, achieving 0.4% year-on-year growth on weekdays and 8.8% growth on Saturdays.

Overall, Saturday titles posted the most sales rises, with the Financial Times up 0.2% and The Times up 0.1%. The Star posted its weakest set of results in more than a year, with sales of its daily edition up just 0.7% and its Saturday and Sunday editions falling by 0.8% and 8.8%.

## Iliffe buys regionals

Iliffe Media has acquired 13 regional newspaper titles from Johnston Press.

The acquisition of the titles and their associated websites by Iliffe, which launched its first weekly paid-for local newspaper, the Cambridge Independent, earlier in 2016, signals its expansion ambitions in the regional newspaper market.

It covers the Lynn News, Fenland Citizen, Diss Express, Bury Free Press, Haverhill Echo, Newmarket Journal, Suffolk Free Press, Stamford Mercury, Rutland Times, Bourne Local, Grantham Journal, Spalding Guardian and Lincolnshire Free Press.

Iliffe will now seek John-

ston Press board approval early in 2017.

Edward Iliffe, chief executive of Iliffe Media, said: "We are delighted to have acquired these well-respected local newspapers. Iliffe Media, with its long heritage as an independent family-run media business, firmly believes in the future of local newspaper publishing across all platforms.

"We see the addition of these titles to be a natural extension and good geographical fit to the recently launched Cambridge Independent. Iliffe's commitment to the sector is further demonstrated by its desire to print its expanded portfolio of newspapers on its own press in Cambridge."

### November Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	625,332	-0.9%	-11.2%	£9,067.3	659,332
Daily Record	151,600	-1.0%	-11.1%	£2,167.9	156,570
Daily Star	456,131	-2.0%	0.7%	£3,311.5	456,131
The Sun	1,460,415	-0.9%	-13.9%	£16,283.6	1,556,134
Daily Express	371,535	-0.2%	-2.4%	£4,945.1	371,535
Daily Mail	1,227,302	-0.6%	-6.6%	£17,795.9	1,293,009
Daily Telegraph	395,499	0.3%	-9.8%	£13,605.2	416,300
Financial Times	34,884	1.2%	-6.2%	£1,883.7	56,856
Guardian	132,216	0.4%	-4.1%	£5,817.5	132,216
i	210,965	-0.6%	0.4%	£2,531.6	271,343
Times	326,685	1.3%	-4.0%	£9,833.2	402,705
<b>TOTAL</b>	<b>5,392,564</b>	<b>-0.6%</b>	<b>-8.3%</b>	<b>£87,243</b>	<b>5,772,131</b>

### November Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	803,348	-1.0%	-11.9%	£168.7	837,348
Daily Record	180,742	-1.9%	-11.5%	£35.8	185,712
Daily Star	417,933	-1.7%	-0.8%	£50.5	417,933
The Sun	1,930,142	-0.1%	-9.6%	£289.1	2,025,861
Daily Express	474,148	-0.4%	-0.9%	£81.3	474,148
Daily Mail	2,011,326	-1.9%	-5.9%	£422.4	2,077,033
Daily Telegraph	565,768	0.1%	-9.0%	£271.6	586,569
Financial Times	74,198	1.1%	0.2%	£58.7	96,170
Guardian	293,411	1.7%	-3.7%	£187.2	293,411
i	196,589	-2.1%	8.8%	£28.3	256,967
Times	493,990	2.7%	0.1%	£174.1	570,010
<b>TOTAL</b>	<b>7,441,595</b>	<b>-0.6%</b>	<b>-6.5%</b>	<b>£1,767</b>	<b>7,821,162</b>

### November Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	169,293	-1.8%	-13.8%	£60.4	173,104
Sunday Mirror	576,560	-1.8%	-16.4%	£169.5	610,560
People	227,446	-3.3%	-17.2%	£66.9	234,446
Daily Star Sun.	261,588	-3.7%	-8.8%	£52.0	261,588
The Sun	1,292,261	-1.5%	-10.9%	£271.4	1,390,334
Sunday Express	338,770	-1.2%	-4.0%	£100.4	338,770
Sunday Post	144,685	-1.9%	-13.8%	£48.6	144,685
Mail on Sunday	1,185,449	0.0%	-6.4%	£423.2	1,245,088
Observer	190,297	0.9%	0.5%	£139.9	190,297
Sun. Telegraph	331,355	0.4%	-6.4%	£150.8	355,746
Sunday Times	693,466	2.2%	-4.9%	£364.1	773,778
<b>TOTAL</b>	<b>5,411,170</b>	<b>-0.8%</b>	<b>-9.2%</b>	<b>£1,847</b>	<b>5,718,396</b>

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





“

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# PRODUCT TRENDS

## Pouches to boost beans

Manufacturer Fresh Marketing has launched a range of pre-cooked, ready-to-eat beans pouches, which it believes will reinvigorate flagging sales in the beans market.

The 250g microwaveable I Am Super Beans pouches are available in four flavours, Texan Style Pulled Pork and BBQ Baked Beans; Indian Style Tikka Curry Baked Beans; Mexican Style Beef Fajita Baked Beans; and British Style Original Baked Beans, each retailing at £1.99.

The launch follows the company's summer launch of I Am Super Grains.

The company cited figures showing baked bean sales have fallen more than 20% in volume over the past five as evidence the sector needs revitalising.

Co-founder of the brand Barney Mauleverer said: "The tin can is long overdue an overhaul."

## Triumph for Match Attax

Topps' Match Attax collectable has beaten sales targets by more than a third this year.

Sales of the 2016/2017 football trading card game were expected to be up by more than 10%, but have surpassed expectations since its launch in September and beaten the target by 37%, Topps said.

The Topps collectable has enjoyed strong growth in recent years, and retailers have reported steady sales of this latest collection.

Rushik Parmar, of Kenwins, Herne Bay said: "The albums are doing really well, we're selling the mini-tins, the mega-tins, and the advent calendars sold out in two days. It's a really good franchise."

## Prosecco sales in the UK overtake champagne

by Tim Murray

RNreporter@newtrade.co.uk

Sales of prosecco have overtaken sales of champagne in the UK, new figures have revealed.

Analysis from IRI showed sales in the UK will be worth more than £500m in 2016, a growth of 25% and ahead of the rest of Europe.

The UK and US are the only two territories where sales of prosecco are worth more than champagne in value and volume terms.

Independent retailers told RN they have seen the trend in their stores this year.

Dave Hiscutt, of Londis, Weymouth, said: "Prosecco always sells well. We sell absolutely loads of it, and Londis has been heavily promoting it this year.

"We used to sell a bottle a month, but now we're buying cases almost every other visit to the cash and carry, or with every other delivery. Prosecco used to be much more of a snobby thing, but it's much more acceptable and mainstream now."

Store owners said sales have also extended beyond the peak summer sales season, making prosecco a year-long bestseller.

Kay Patel of Global Food & Wine in East London said: "Before, sparkling wines were the preserve of the summer months, but it's all year round now.

"People are picking it up instead of wine. Sales have grown tenfold in the last year or two, so we are giving a more prominent position. It's the affordable version of champagne."

Strategic insight director at IRI, Tim Eales, said: "While champagne growth appears to be slowing significantly across most of Europe, prosecco continues to grow and grow in almost every market."

But some experts are already predicting that lower-priced French option Cremant de Loire will be the next big trend after prosecco. Sainsbury's is selling it for £9 a bottle – with the supermarket saying sales were 40% above forecast.



Mark Jones from Bargain Booze, Plymouth, says prosecco sales have rocketed as customers choose it over wine

## £1bn sales make 2016 'the year of gin'

This year has been dubbed the year of gin after the drink rocketed in popularity over the past 12 months.

Gin sales topped £1bn, according to figures from the Wine and Spirit Trade Association, which equates to one billion measures of the drink.

The news comes as drinks giant Beam Suntory, owner of the Jim Beam brand, announced it has bought a controlling stake in independent distillery Sipsmith, whose London Dry Gin brand has been at the vanguard of the revival in the drink's fortunes.

The market is set to expand in the coming year



after an estimated 40 new distilleries opened up in 2016.

An increasing array of gin varieties are now available across the market, but the growing popular-

ity of the drink among younger consumers has also boosted sales of established brands.

"Gin has become increasingly important for us, and it's becoming much more

popular in our store," said Mark Jones, of Bargain Booze, Plymouth. "A bottle used to sit on the shelf for years, but we sell a lot more now. We've sold at least a case in the last six months."

Kirtan Patel, of Londis Ferme Park Road, north London, said: "It's definitely something we're going to look at.

"Our gin sales haven't changed hugely, but we do a lot of craft beers, so it fits in with what we're selling. I think premium gins are definitely going to grow."

● *Craft gin in focus – What's New, p16*



# BRAND SNAPSHOT



## Bag a frozen bird

McVitie's Penguin Mini Biscuits (RRP £1.69) will be available in a multipack format in mid-January. The packs hold individually bagged mini penguin-shaped biscuits.



## Get twisting for spring

Abbey Well Spring Water will now be available in a new 'twist' bottle format and label. The new design uses up to 32% less plastic than the previous design.



## Mix some Mars cookies

Galaxy Double Chocolate brownie and Skittles cookie mixes (RSP £2.38 and £1.84 respectively) are joining the Mars Chocolate Drinks and Treats collection.



## Bold flowering scents

Sparkling Bloom & Yellow Poppy and Plumeria & White Orchid join the Bold 2in1 range, with the launch being heavily supported by TV, print, digital and outdoor advertising.



## A festive yo-ho-ho

Halewood Wines & Spirits is launching a new super-premium Liverpool Rum (RRP £48), inspired by Liverpool's 17th Century docks and aged for 16 years.



## Cat casseroles

Mars has launched its new Whiskas Casseroles selection. The range features natural-looking, meaty chunks and provides complete and balanced nutrition for cats.



## Just like Moma made

Moma is launching an Apple & Cinnamon Porridge Pot. It is gluten-free, dairy-free and Vegan Society-approved. It is available in pots, single-serve sachets, and boxes.



## Roll me over Clover

Dairy Life has unveiled a new pack design for Clover, highlighting the natural elements of Clover and its simpler ingredients as well as giving it stand-out on shelf.



## Start 2017 in the South

Southern Comfort's new year outdoor campaign - "A warm Southern welcome to 2017" - will feature in London's Piccadilly Circus, the Tube and bus network, and in other cities.



# WHAT'S NEW



## What a Melon

Nutrient-packed watermelon water with nothing except a squeeze of lemon added, What A Melon contains the anti-oxidant lycopene and an amino acid that helps repair muscle.

**RRP** £1.99-£2.20

**Contact** 020 7993 4488



## Cawston Press Rhubarb

Sparkling Rhubarb is Cawston Press's most popular drink. The hand-cut rhubarb is blended with pressed apples and sparkling water with nothing artificial added.

**RRP** 99p

**Contact** 01536 419938



## Pots & Co Dark Chocolate Ganache

Pots & Co has announced a range extension, made with dairy-free ingredients. The White Range includes two variants, Dark Chocolate Ganache & Mango, Lime & Coconut Pot.

**RRP** £2.19

**Contact** 020 8965 1174



## Thunder Toffee-Vodka

Thunder is a triple-distilled wheat grain vodka which is then blended with natural toffee. It is best served cold as a shot over ice or as part of a cocktail.

**RRP** £25

**Contact** 01580 201262



## Womersley Vinegars

Womersley has relaunched a collection of nine fruit vinegars. Now with 25% less sugar, each is infused with natural fruits using spirit vinegar. Available in 100ml, 250ml and 1l bottles.

**RRP** £4.50 for 100ml, £7.85 for 250ml, £15 for 1l

**Contact** 01608 646445



## Hawkshead Salted Caramel Sauce

Hawkshead Relish's Caramel Sauce combines Anglesey sea salt with fresh cream and farmhouse butter to make a sauce that's great on pancakes or poured warm over brownies.

**RRP** £3.75

**Contact** 01539 436614



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



## Liverpool Rum

A small batch, single cask rum, inspired by the 17th century bustling docks and shipyards of Liverpool, has been launched in the UK as part of Halewood's spirit portfolio.

**RRP** £48

**Contact** 0151 4808800



## Rubies in the Rubble

Rubies in the Rubble makes condiments with fruit and veg which would have otherwise been thrown away for being too ripe, big or unattractive.

**RRP** Relishes: £3.50 Top Banana Ketchup: £2.99

**Contact** 0203 003 6380

**Focus**

## Gin

Mixing drinks at home has been a growing trend throughout the year, gin has seen record sales in 2016 and retailers have reported customers spending more on better quality booze. So RN has sourced the latest distilleries offering several innovative flavours.



### Warner Edwards Elderflower Gin

Warner Edwards' Harrington Gin uses handpicked elderflower from its farm. Each batch is small and every bottle is handcrafted by them, from the filling to the wax seal and label finishing.

**RRP** £33

**Contact** 01536 710623



### Sipsmith Sloe Gin

Sipsmith offers a number of flavoured gins as well its Sloe Gin, produced using berries picked in the autumn. Sloe Gin is a fruity festive tipple to warm up drinkers throughout winter months.

**RRP** £24

**Contact** 020 8747 0753



### Edinburgh Gin

Edinburgh Gin Distillery produces a small batch of gin as well as flavoured gin liqueurs in Rhubarb and Ginger, Elderflower, Plum and Vanilla and Raspberry variants.

**RRP** £16.99

**Contact** 01383 412144

### Linda Williams

Broadway Premier Convenience Store, Edinburgh

"We stock the Elderflower, Raspberry and the Rhubarb and Ginger flavours. The rhubarb is our most popular and we get through a couple of cases a week."



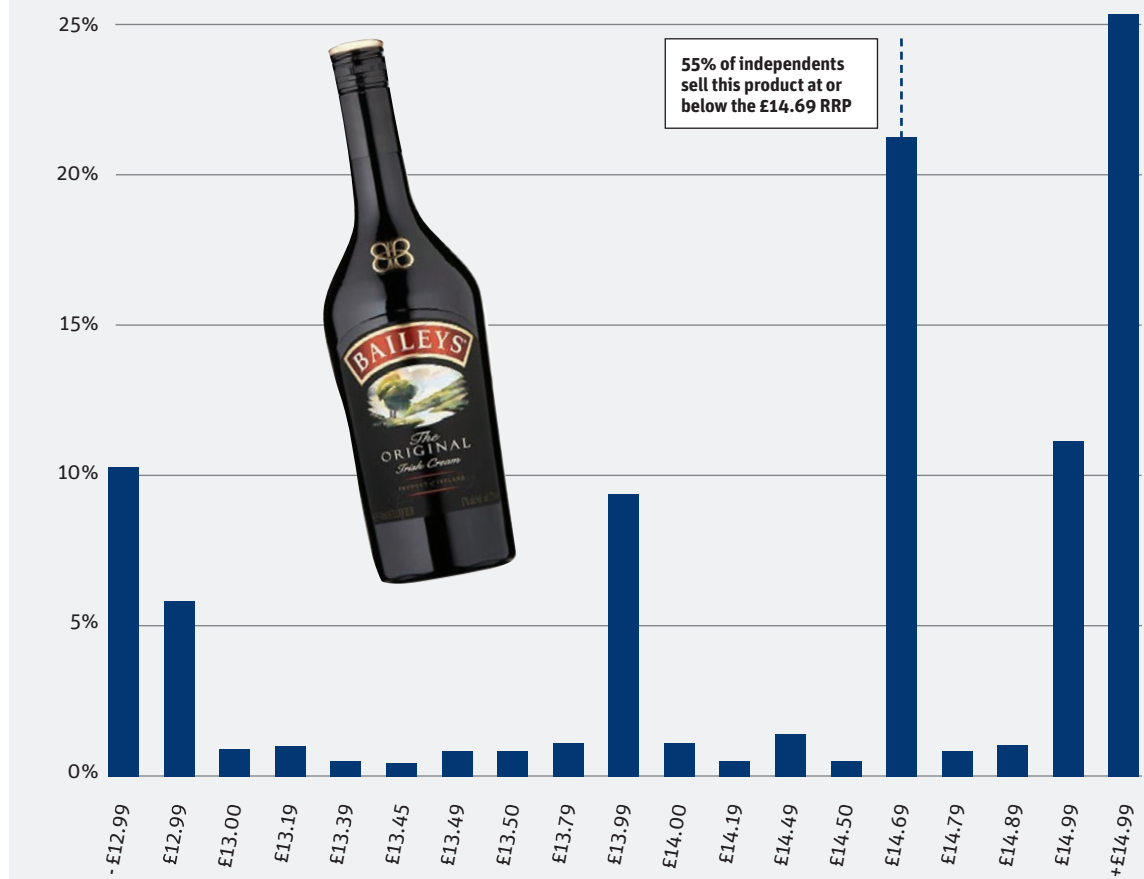


# PRICEWATCH

## Profit checker Last-minute festive items

## Price checker

**BAILEYS IRISH CREAM 70cl** Price distribution %



## Analysis

The fact that 21.7% of retailers selling Baileys stick firmly to its £14.69 RRP shows how competitive the alcohol market is for many stores at Christmas.

A further 32.9% go still further to

remain competitive, keeping their prices below RRP. Some go as low as £9.99, suggesting festive deals also help to drive sales.

At the other end of the scale, however, 22.2% charge £1-£3 above RRP,

begging the question of whether they serve affluent customers, lack competition or suffer a slow rate of sale from inflated prices. These higher prices can be seen in the port and champagne on our table too.

### PRODUCT

**Duracell  
AA Batteries**  
4-pack

**Panasonic  
AA Zinc Batteries**  
4-pack

**Panasonic  
AAA Batteries**  
4-pack

**Harveys  
Bristol Cream**  
75cl

**Baileys  
Irish Cream**  
70cl

**Taylors Late Bottled  
Vintage Port**  
75cl

**Moet & Chandon  
Brut Imperial Non-Vintage**

**Sellotape  
Original**  
24mm

**Paxo Sage & Onion  
Stuffing**  
85g

**Mr Kipling  
Mince Pies**  
6-pack

**Nurofen  
Tablets**  
12s

**Rennies  
Peppermint**  
12s

## How we drive our profit

### Julie Atkinson

**STORE** Hollins Green Community Store  
**LOCATION** Warrington, Cheshire  
**SIZE** 800sq ft  
**TYPE** neighbourhood

#### TOP TIP

Watch what the big supermarkets have on offer and don't try to compete – we dropped Baileys as Morrison's sold it at half-price



**It can be** hard to judge what to stock over Christmas as people will buy certain products at the big supermarkets and come to their local store for others. We make sure we have lots of last-minute items people might forget to buy while they are at Tesco, such as wrapping paper, sellotape, toilet rolls, washing-up liquid and so on. And then we'll have mince pies, speciality chocolate biscuits and made-up hampers and so on. Last Christmas was our first, so it was quite a learning curve for us – hopefully we'll have learned some lessons for this year.

### Ben Dyer

**STORE** Debbens News  
**LOCATION** Waterloooville  
**SIZE** 800sq ft  
**TYPE** residential

#### TOP TIP

Try stocking something you can't get anywhere else – we're selling my mum's homemade minced pies.



**We carry** a good selection of many last-minute essentials, such as batteries, adhesive tapes and spirits, and they don't tend to go out of date on short notice so they're a pretty safe bet all year round. We just make sure we're well-stocked before Christmas and leave it at that. We'll create a display with some Christmas chocolates and expand a few other lines to create a bit of theatre. We'll also highlight some specific deals with PoS, but we don't have to go overboard in terms of changing our usual set-up.



**Dave Songer**  
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Data supplied by



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AVERAGE	BOOKER RRP	RETAILER 1 VILLAGE SHOP ON HIGH STREET IN LANCASHIRE	RETAILER 2 POST OFFICE IN KENT VILLAGE	RETAILER 3 OFF-LICENCE IN LARGE WEST YORKSHIRE TOWN	RETAILER 4 NEIGHBOURHOOD STORE IN NORWICH SUBURB	RETAILER 5 HIGH STREET SHOP IN MID-WALES VILLAGE	RETAILER 6 C-STORE ON MAIN ROAD ON OUTSKIRTS OF SHEFFIELD
£3.57	£3.49	£2.50	£4.49	£1.99	–	–	£2.99
£1.76	£1.99	£1.49	–	£1.00	£1.99	£1.99	–
£1.75	£1.49	£1.49	£1.99	£1.00	£1.99	£1.99	–
£11.55	£12.29	£12.29	–	£9.49	£9.99	£10.99	£12.29
£14.48	£14.69	£13.99	£16.49	–	£12.50	£12.99	–
£14.56	£15.39	–	£15.99	–	–	–	–
£34.74	£32.99*	–	–	–	–	–	£36.49
£2.58	£1.95*	–	£2.59	–	–	–	–
65p	65p	65p	–	65p	65p	65p	65p
£1.22	£1.49*	–	–	£1.00	£1.39	£1.00	£1.12
£2.60	£2.89	£2.39	£2.45	–	£2.65	–	–
£1.95	£1.85	£1.79	–	£1.85	–	–	£1.99

\* Bestway RRP

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Ilkay Guzel

Simply Fresh, East London



Fresh pasta by La Tua  
 Pasta. £1.99-£4.49 for 250g



#### Where did you discover it?

La Tua is a artisan fresh pasta company based in north-west London. We came across it at the International Food Fair at Olympia, London, and thought its products would work in our shop.

#### Who buys it?

The majority of people who buy it are working class. They're coming home from work, they want quick food but they don't want a ready meal, they want something that's tasty and good quality. This fits the bill perfectly – you just boil it for two minutes, add some pesto, olive oil and parmesan, and you've got a great dinner.

#### Why is it so successful?

It fits what people are looking for – quality, quick and easy food. It looks good in see-through clear boxes and we've got a good range of options, from sausage and ricotta to walnut and gorgonzola. Even the big supermarkets don't have these kind of products, so stocking something that's fresh and local and not mass produced gives us an edge over the big boys. It has great margins, too.

## Justin Whittaker

**STORE** MJ's Premier  
**LOCATION** Royton, Oldham  
**SIZE** 1,800sq ft  
**TYPE** council estate

#### TOP TIP

We got rid of our own label spirits for Christmas because, with all the offers around, they were more expensive than some brands



**Over Christmas** I tend to stick with the big brands my customers already trust, making use of their marketing campaigns and PoS and giving them plenty of space so they catch people's eyes. I also try to get products out from behind the counter, so people can pick them up and look at them – it definitely helps to increase sales. For example, this year we've taken Smirnoff gift boxes – 264 from behind the counter – and put them out on the shop floor, along with Gordon's gin.

## Ian Lewis

**STORE** Spar Crescent Stores  
**LOCATION** Witney  
**SIZE** 800sq ft  
**TYPE** neighbourhood

#### TOP TIP

For key categories, analyse sales figures and highlight best-selling lines to make sure you're well-stocked over Christmas



**We do** a big pre-order with Blake-more in advance of Christmas, basing what we buy on previous Christmases. We'll also stock up on products that have good deals, such as two-for-one packs of batteries or sellotape and so on, which we can then flag up in-store with PoS material. We've also just run a report on our top-selling wines and spirits over the past 13 weeks or so. I'll put in an order around this based on what's been most popular, then we'll be well-stocked for the Christmas rush. ●



# YOUR NEWS

## Council's no energy drinks for kids edict

A retailer in Lancashire has been asked by his local council not to sell energy drinks to under-16s.

Jamal Kazi received a poster stating "We will not sell energy drinks to under 16s" and leaflets to hand out to customers. The poster adds proof of ID will be required for anyone who looks under 25.

"I put the poster up and the leaflets on my counter because they came from the council but have had no real information about it," said Mr Kazi. "It's mainly school kids who buy the drinks. I sell 20 to 30 cases of 50p and 35p energy drinks a week. We should be able to decide who we sell products to."

Tony Allen, managing director of Underage Sales, said: "There is no law preventing anyone selling energy drinks to under-18s. Something like this is more to encourage best practice. The poster should make it clear this is a voluntary restriction and is not the law."

## SGF support initiative

The Scottish Grocer's Federation will continue to invest in technology and people in 2017 and ensure events offer practical support to retailers, the organisation's chief executive has said.

Pete Cheema said the federation had invested heavily in technology such as its new app and a platform for bulk SMS messaging to retailers this year.

It has also partnered with TLT Solicitors and the Royal Bank of Scotland to provide helplines on licensing, compliance and employment law. "Many of our achievements have been made possible by investing time and resources in creating effective partnerships," he said.

**Festive attacks underline need for anti-crime measures** 'We are getting one incident a week'

## NFRN: highlighting retail crime a priority after raids

by Tim Murray

RNreporter@newtrade.co.uk

A spate of serious incidents in the run up to Christmas has led the NFRN to reaffirm its commitment to highlight the impact of retail crime on local retailers.

Many of the incidents involved knife attacks on stores, with raiders grabbing cash from tills and beyond.

A snapshot of crime over the past two weeks includes a knife raid at a Budgens in Islington,

north London, where two staff were threatened by a hooded man brandishing a weapon who escaped with more than £1,000 in cash and alcohol.

The same store was unsuccessfully targeted two days later in a smash and grab attempt. Two knife raids are also being investigated by police in Oxford, one at VCR Food & Wine in Littlemore, another at a nearby Londis store.

DS Kevin Parsons, who is investigating the two Oxford offences, said:

"Thankfully no-one was injured during the incidents, however the members of staff were understandably concerned by them."

Owner of the Budgens store Prateek Shukla said: "It's been a nightmare. We are getting one incident a week: raids, threatening behaviour to staff and shoplifting. Staff have left because they don't feel secure. Some are refusing to work evening shifts because that is when the shop is most vulnerable."

NFRN chief executive

Paul Baxter said: "We encourage members to think about ways to prevent crime as failure to take good precautions can invite crime into their businesses."

"Alongside offering practical support, we continue to work in parliament and with police and crime commissioners across England and Wales to raise the profile of the effects of retail crime, both on those working in independent shops and the communities they serve."



## Regulars' festive treats for OAPs

Kind-hearted customers at Mo Razzaq's Blantyre store have been filling shoe boxes with goodies for pensioners as part of a pre-Christmas charity drive. Boxes from the Family Shopper store have been passed on to OAPs via a local food bank. Mr Razzaq said: "We're doing it through the food bank to make sure the boxes go to people who really need them. Customers have really embraced it."

## Customers love luxury local chocolate

A retailer in Kent has teamed up with a local chocolatier to offer customers luxury gifts for Christmas, with plans to expand the range in the new year.

Budgens Broadstairs retailer Adam Hogwood decided to stock the chocolate range after a local marketer recommended The Little Chocolate Company and demand for last-minute gifts increased.

"I met them and we came up with the idea of some chocolate lollies," Mr Hogwood said. "Stocking a local luxury product gives our store another point of difference."

The businesses work on a sale-or-return basis, with a margin of 20%. Mr Hogwood said his store is also benefiting from advertising via social media.

"The owner is massively

active on social media, which is a great bonus as we're able to cross-promote one another. We're building a new customer base."

Mr Hogwood said he now hopes to expand the range.

"I'd like to stock flavours that are completely unique to our store in the future to give us another point of difference. Working with local businesses makes this possible."





# YOUR NEWS



Food to go is making tasty profits for David Ramsey

**Couple's delight after refit and refocus boosts trade** 'I wish I'd made the changes earlier'

## Food to go helps heat up store's takings by 350%

by Dave Songer

dave.songer@newtrade.co.uk

The owners of a Yorkshire store have increased their revenue by more than 350% in less than four years after a store refit and by adopting a stronger focus on hot drinks and food to go.

David Ramsey and his wife Maureen took over their Best-one village store in Knottingley, West Yorkshire, three and a half years ago when turnover was around £3,500 a week.

After completion of a

£42,000 store refit and continued changes across the store, the couple has increased this figure to around £16,000 a week, despite it being just 600sq ft in size.

The couple attributes the £13,000 uplift in part to the introduction of a coffee machine which uses better quality beans and has improved both profits and customer satisfaction.

"In the last two months we got in Espresso Essential, which replaced the Nescafé & Go we

had for the previous two years," said Mr Ramsey. "The quality of the coffee is fabulous. The margins are much better and we're selling a lot more cups now."

The machine is on lease purchase for a weekly cost of around £40. It also uses beans that cost less than the previous ones.

"I just wish I had made the changes earlier than I did," Mr Ramsey added. "Nescafé & Go sold for £1 but cost 70p; Espresso Essential sells for £1.50 but costs me 22p. I need to sell

around 28 cups a week to cover my costs, which hasn't been a problem for us."

More recently, the store has undergone remerchandising that has involved moving food to go into an area of the store that will encourage more purchases.

"We've remerchandised all of our stock in the last two weeks, with the ice cream dessert fridge, coffee machine, microwave and food to go all moved to the front of the shop," said Mr Ramsey.

## Sportweek betting on expansion

The Sport is expanding its new betting newspaper Sportsweek.

The weekly publication, which launched in mid-November, has a five-day on-sale period and looks at football, racing and other wager-friendly sports.

Much of the publication's sales have come through independent retailers, said circulation and supply chain director Chris Lomas. "It has lots of odds in it and information you can't find in other places," he said.

The Sport previously launched an offshoot called The Bet, but its large print run made it unsustainable as a proposition, Mr Lomas added. Sportsweek has a cover price of £1.50, with around 37p going to retailers.



## Showcase for local products

A store in East Sussex is showcasing the provenance of its produce by distributing postcards featuring the stories of 'Local Heroes' – producers and suppliers that make up the store's product mix.

Dominic Plomer-Roberts of Jempson's in Peasmarsh said: "Locality is very important to our customers. We've worked with local producers and growers for years and we've further enhanced this connection by situating the updated postcard of each hero next to the product they've supplied."

## Retailer still suffering flood hell – a year on

A year after floods devastated several parts of the north of England one retailer is still living with the fallout.

Janet Brookes, at P&J Brookes Newsagents in Mytholmroyd in West Yorkshire, said her shop had been so badly damaged that it is due to be

demolished and relocated next spring.

The decision is part of plans by the Environment Agency to improve flood defences by clearing away homes and businesses near the River Calder, which flows through the village along with the Rochdale Canal.

Mrs Brookes said: "At first we were upset. But we came to think it might be a good thing. We could never have got a mortgage or insurance on it."

Mytholmroyd has flooded several times in recent years and was one of the worst-hit areas in the December floods.

Mrs Brookes said she was woken at 7am on Boxing Day 2015 by the flood alarm, and within hours the floods were seven feet high. "We were living above the shop and were surrounded by water. It was quite frightening," she said. "Everything was left covered in mud."



# YOUR REGION



## NORTHERN IRELAND NFRN DISTRICT COUNCIL 13.12.2016

Kathryn Gaw reports from the NFRN Northern Ireland district council meeting

### Lottery changes are 'disastrous'

Council members voted unanimously to approach Camelot about recent changes to lottery rules which have been blamed for dwindling sales.

The changes saw lottery licences extended to alternative retailers, and prize money reduced despite a doubling of the ticket price.

"We should be letting the lottery know about how doubling the price of the tickets was a waste of money," said Ken Chapman. "We have no syndicates anymore."

On a typical Sunday we used to be paying out a thousand or so in prize money, but you'd be lucky now if you paid out £12.30."

District president Gwen Patterson described the new rules as "a disaster", and suggested retailers bring up their concerns at a proposed parliamentary reception in Stormont next June.

However, members requested more immediate action, asking for their concerns to be addressed first to Camelot and then to Westminster.

### Restructure will halve meetings

Big changes are under way for the Northern Ireland district, as a major operational restructure seeks to halve the number of meetings held next year.

A shortage of members and time for council meetings led district presi-



A parliamentary reception is to be held at Stormont in 2017

dent Gwen Patterson to propose halving the number of yearly meetings from eight to four. "We don't have time to attend meetings," she said. "People can't afford to be away from their shops. I'd rather have four district council meetings a year and make each an all-day event."

The council discussed moving council meetings to evenings, but members said administrative work and exhaustion made this impossible.

Ken Chapman said a lot of retailers live on £100 or less each week, while Pauline Schiefer, from Belfast, predicted branch meetings and district meetings would

**We should let Camelot know that doubling the price of tickets was a waste of money**

**Ken Chapman**

NFRN Northern Ireland district member

eventually fold.

"Even if we combine the Belfast and North Down branches we might get five or six people there, and then you'll just get two or three in the other areas," said Gwen Patterson.

### Provisional date for reception

A parliamentary reception has been planned in Stormont to raise political awareness of the difficulties faced by Northern Irish retailers.

A provisional date of Tuesday 27 June 2017 has been set, pending sponsorship from MLA Mike Nesbitt, who sponsored a similar event in 2016.

"I want retailers there

this year talking about their stories and how hard it is for them," said Gwen Patterson.

### Nicky is the new membership man

Nicky McGrath is taking over membership services management duties for Northern Ireland from Bernard Ridgewell.

Mr Ridgewell has represented Northern Ireland for almost two years, and leaves to focus on the Scottish, North West and Northern NFRN districts.

Mr McGrath was welcomed by all members. Gwen Patterson said: "We appreciate having an MSM because things are hard for businesses at the moment."

"Bernie Ridgewell was first class and Northern Ireland is on a different level to where it was a year ago. We're moving forward and Bernie has given us a lot of support."

### Sorrow for John at store closure

Long-time NFRN member and national council representative John McDowell announced his Portstewart shop would be closing before the end of the year.

The store, McIntyre's, has been a constant presence on the Portstewart Promenade since it opened in 1949, and its closure leaves just one independent newsagent in the seaside town. "It's a big blow to me and my wife Maureen that after 70 years McIntyre's is disappearing off the prom in Portstewart," said Mr McDowell.



**Nicky McGrath**



**John McDowell**

### Your say

What's the most important change you've made in your business this year?



At the end of last year we purchased a property and we've been doing some work to it which we'll hopefully carry on into next year. The work includes new shutters on the front and we're hoping to do new shelving inside too.

**Joe Archibald**  
Newsagent, Coleraine



I've rearranged a lot of the goods I sell in the shop and the shelving too. I've done this so I can give my customers more space to see what we have for them to buy.

**Charlie Taggart**  
The News Shop, Omagh



We doubled the size of the store, added a hot food area and have just put in an external ATM. These changes have made a big difference already.

**Gwen Patterson**  
Clandeboyne Stores, Bangor



**Gwen Patterson**



# YOUR REGION



## SOUTHERN NFRN DISTRICT COUNCIL REPORT 13.12.2016

**Matt Hutchings** reports from the NFRN Southern district council meeting

### Menzies meeting in the pipeline

Retailers from the NFRN's Southern district are to meet with Menzies to discuss increasing frustrations with delivery problems as a result of understaffing at the wholesaler.

Delegates reported receiving more deliveries per driver, late deliveries and rejected credits, and agreed the wholesaler is running below capacity to deal with the business it handles.

Several delegates said publishers should force wholesalers to increase staffing numbers.

Membership services manager Ron Kendall said:



**Ron Kendall**

"Do publishers realise what service wholesalers are giving retailers?"

They've closed local depots and distribute to spoke organisations and service has declined."

### Softly, softly not best approach

New legislation concerning punishment of shoplifters will have a negative impact on retailers, delegates agreed.

Under the new guidelines, criminals who steal less than £200 worth of goods will face more lenient punishments.

Retailers warned the result would be criminals stealing smaller amounts more often to avoid harsher sentencing.

Southern district president Colin Fletcher warned the legislation change coincides with a rise in the amount of cyber crime targeting independent newsa-



**Retailers are at increased risk of cybercrime**

gents. "Bogus emails and phone calls are increasingly catching retailers out, with owners and managers being conned into handing over data that can compromise the security of their business accounts and give cyber criminals the opportunity to walk away with thousands," he said.

Retailers were reminded to follow four pieces of advice from the police to protect themselves: never disclose any personal details in situations where contact was unsolicited; never issue authority to a third par-



**Bogus emails and phone calls are increasingly catching retailers out**

**Colin Fletcher**

Southern district NFRN member

ty; don't allow yourself to be misled into believing something that seems too good to be true; and trust your instinct: if the situation doesn't feel right, walk away.

Retailers who suspect they have received or have been the victim of a cyber scam were urged to contact the police and notify the NFRN.

### Big vaping profits

Delegates discussed the benefits of offering vaping products as the government tightens legislation around tobacco.

Horley retailer Bhavesh Patel, who attended a recent JTI trade event, praised the launch of its Logic e-liquid.



**Bhavesh Patel**

"Retailers should all be looking into the vaping market as it's a growing business with a high profit margin; they stand to make between 30% and 40%," he said.

### Check contracts

Delegates reiterated

the importance of checking contracts when signing agreements with third parties such as PayPoint.

Whatever secondary agreements are arranged by phone, letter email or other communications, it is the initial contract that is legally binding, it was confirmed.

"If you are seeking an end to your current contract or are unsure about the terms in a new one you're about to sign, read the contract terms carefully and contact the NFRN legal team if you have any questions," Eastbourne retailer Michael Garner said.

### Camelot warning

Portsmouth retailer Pradip Amin issued a warning to newsagents regarding payments to Camelot, after a recent dispute caused his service to be suspended for nearly two weeks.

"I had a direct debit bounce for the service recently, and even though the situation was a simple admin error and was sorted out, Camelot refused to turn the machine back on for 11 days, saying this was standard practice," he said.

"They just don't seem to want to help small businesses anymore and speak down to retailers like they are children, but it's retailers that bear the brunt of the cost when things go wrong."

Delegates warned other retailers to make sure, in the event of changing banks or other issues that could affect direct debits, that payments were issued to avoid having their service blocked.



**Pradip Amin**

### Your say

What would you like to see wholesalers do in 2017?



It would be great for wholesalers to communicate more, particularly when things go wrong with magazines and especially weekly titles, when customers expect timely deliveries. My customers expect me to be able to tell them when and why a product isn't there. If there are delays, Menzies should tell us.

**William Garner**  
Nisa Local, Cobham,  
Portsmouth



I'd like to see wholesalers supporting independents more. They are making profits for themselves, but not passing on terms to help make profit for retailers. In particular, it would be good to see retailers get more help with pricing structures, and other areas such as merchandising and PoS.

**Pradip Amin**  
Birds Newmarket,  
Portsmouth



Wholesalers should be giving the same deals as to supermarkets to make it more of a level playing field; more competitive pricing would allow us to compete with the multi's. It would also be good to get more availability of products, particularly fresh produce, and more variety.

**Linda Sood**  
Falcon News,  
Portsmouth



# YOUR REGION



## LONDON NFRN DISTRICT COUNCIL REPORT 13.12.2016

Greg Wilcox reports from the NFRN London district council meeting

### News UK reports a good service

News UK has put in a consistent service to retailers and is working with shop owners to improve delivery times, members were told.

In a presentation by the publisher's wholesale and distribution manager, Dane Sutherland, retailers were told performance in London was good and consistent.

Mr Sutherland said events such as the Olympics, European Championships and US election had made some print delays necessary, but this hadn't affected delivery times.

"We're working with shop owners to further improve delivery times and the working relationship between us," he said.

The company is now sending email invoices, on Tuesday evenings, to allow shop owners more time to raise queries. Mr Sutherland said News UK was also reviewing its voucher returns process.

During the Q&A session that followed, several members said they found calling the News UK call centre a frustrating experience.

Mr Sutherland said News UK is constantly looking at staffing levels at the call centre to minimise waiting times at peak periods.

### Change coming to regional branches

A reorganisation of the NFRN's branches and districts will aim to involve more members in local events, trade shows and meetings, members were told.

National events manager Nigel Smith gave a presentation on the



reorganisation and the reason for the changes, although he said it was unlikely to have a significant effect on the London district.

Mr Smith said Menzies and Smiths were keen to work with the NFRN on open days. Events such as these, he said, would aim to appeal to "ordinary members who cannot get to things on a national level" and to "people who want



Nigel Smith

**A saving of £180 should appeal to a wide range of members**

Nigel Smith

NFRN, national events manager

to do things and make things happen".

He gave the example of a recent trade day with Hancocks where 16 retailers attended who had never been seen at an NFRN meeting before, one of whom bought £1,800 worth of items and got a 10% discount.

"A saving of £180 is something that should appeal to a wide range of members and is a practical example of how the NFRN can help members," he said.

Fewer branches should

result in better meeting attendance and a more focused approach, he added.

In a discussion about how RDMs would work in future, members said they preferred phone calls to shop visits.

### Mail online subs objection

Nigel Smith urged members to vote in the NFRN's poll on the Daily Mail's half-price digital subscriptions offer.

The deal was promoted in the printed edition of the newspaper recently, but the NFRN believes it will harm sales of the newspaper in shops.

The news comes as the NFRN said the Daily Mail has been the worst newspaper in terms of delivery for two years. According to NFRN calculations, from January until October the paper was delivered late to shops 802 times. In 2015, it was delivered late 920 times.

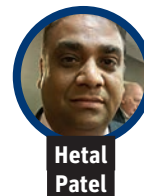
### Smiths' issues meeting due

Maidenhead retailer Hetal Patel is to meet with Smiths News to discuss regular service issues.

He gave the example of a morning where seven titles were missing from his delivery, which he reported to NFRN Connect and Smiths, yet received no reply from Smiths.

Mr Patel said this was not an isolated incident and members agreed co-ordination between store owners was key to resolving the issue.

He promised to report back following his meeting with the wholesaler.



Hetal Patel

### Your say

Which new product has been the best launch of 2016?



If launches are a success, volumes are high, but that hasn't been the case. The bestsellers have been items like Coke, Lucozade and water. People are creatures of habit and unless a launch is very good they'll stick with what they know.

**Anil Patel**  
Sonia's News,  
Malden



Lucozade Pink Lemonade zero calories has done well. I didn't put posters up in the store to advertise it. It was just that the timing was right, because it launched just before summer. Normally zero-calorie products don't do well.

**Ashwin Patel**  
Prajco,  
Watford



E-cigarettes are selling well - Logic is the brand that does best. We've begun selling alcohol too - we're now taking £1,500 a week more now, so it's been a good move. [Recently we] got a post office, so stationery sales have gone up too.

**Hetal Patel**  
HRDV News,  
Maidenhead



# INDUSTRY PROFILE

## Simply Heavenly

Now in its fifteenth year, Simply Heavenly supplies its independent retailer customers with on-trend products. Managing director James Blogg speaks to RN's Dave Songer about how the wholesaler could help a business to stand out and profit in the year ahead

### RN What products have you brought to market in 2016?

**JB** We started selling two American brands this year – Sparkling Ice, a low-calorie, non-alcoholic drink, and Kind, a healthy snack bar. Both have done really well. Trend-wise, 2016 has been about protein products – they have been leading the way. Our most successful is Bounce, a ball-shaped protein snack that comes in loads of different flavours and varieties. The company has produced some fantastic PoS material for retailers, something we think is really key to their success. Eat Natural is another success story and is our second-best-selling variety.

### RN What kind of independent retailers does Simply Heavenly work with?

**JB** Stores such as Costcutter, Nisa, Budgens, and forecourts – it's a really diverse mix.

### RN How do you work with these stores to ensure your range meets their needs?

**JB** I will often visit the stores we sell to, and among the most important things I've learned to give them is a reliable service and an innovative range. They're under a lot of pressure from the multiples and we're there to give them a point of difference.

### RN And do retailers also suggest products they would like you to stock?

**JB** Eat Real's Quinoa chips were

suggested by a Budgens store and they've gone on to be a big seller. Some retailers are happy to stick to staples such as Mars bars, but many have realised they need to adapt to compete with the multiples. In the case of protein products, the supermarkets are a bit behind the times and aren't able to react as quickly as smaller convenience stores, so there's a real opportunity there.

### RN New and niche products can be risky – can retailers be confident the products you supply will sell?

**JB** We check stock every four months to check whether it meets our minimum sale requirement. If we don't sell the required number of cases each week we'll delist the product and find an alternative.



**Retailers are under a lot of pressure from the multiples. We give them a point of difference**

Despite being sent a new product pretty much on a daily basis, it's not easy to decide which to go for because we need to turn over a reasonable volume to make it viable.

### RN What do you predict will be big in 2017?

**JB** Cactus water will do well next year. We've committed to selling True Nopal, which is owned by Lucozade Ribena Suntory. It's 100% natural, gluten-free, and has no fat and no added sugar, as well as 50% less natural sugars – that's its main selling point. We'll also do a big launch for a product called Get More, a vitamin-enriched, sugar-free drink for children and adults. Watermelon water is another we predict will be big – we sell What A Melon.

### RN Simply Heavenly also has own-branded items – what's next for this side of the business?

**JB** We're in the process of launching a range of sweets. They'll be available from January, will be branded with our own Simply Heavenly branding and will consist of two ranges: an adult bag for 99p and another for kids priced at 29p, or four for £1. Our central London customers don't sell pricemarked packs so we haven't used it before, but that's not the same elsewhere. We thought it would be sensible to create additional sales with a pricemarked range that suits more businesses.

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

**Company** Simply Heavenly  
**Managing director** James Blogg

**Profile** A family business established in 2002, Simply Heavenly's retail customers are, mostly, independent stores and forecourts. The company specialises in supplying them with health businesses and on-trend niche products that will help them develop a point of difference.

**Latest news** In January, Simply Heavenly will launch a range of pricemarked sweets for kids and adults to appeal to its diverse mix of customers.

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# YOUR VIEWS

## ■ I am having a real battle with News UK

I'm having a real battle with News UK. It has changed its schedules and my deliveries are arriving very late.

It has been going on for three months. Instead of arriving at 4am, they now turn up at 5am or later. News UK has been cutting costs and drivers have huge loads, with 30 drops instead of 20. There is no way for them to get my papers on time.

I have tried calling so many times, but I just get passed from pillar to post and have been given so many excuses and promises that action will be taken, but I am not getting anywhere.

We do the deliveries ourselves, and then open the shop afterwards. You can make up a few minutes, but not a whole hour. This puts pressure on us to open the shop on time, which leads to

## CAN WE FREE SHOPKEEPERS TO GRIEVE?

**If ever I read in RN about a fellow shopkeeper who, without any support network to call on, has to close their store due to a bereavement or emergency, I always think more could be done.**

The shop may be run by a husband or wife

who need to close, and in such cases the local community group could muck in, perhaps manning the store so it stays open.

The NFRN has its Assist programme that offers support on financial issues. What further support could

the industry offer? It could work even when something isn't on the doorstep – the days of being in competition with each other have gone.

I'd like to see it get to a point where someone can have the confidence to call for help before

it becomes a problem for them.

For Asian traders in particular, bereavement can last for two to three weeks and it's a difficult time for everybody involved.

**Julie Duhra**

Premier Jules Convenience Store, Telford

mistakes, exhaustion and is causing me stress. I was rushing a few weeks back to make up the time following a late delivery and I injured my foot. This meant I was off my feet for three weeks and couldn't attend the IAA gala dinner.

I have been so patient over the last three months, but I can't keep providing this level of service to my customers and they won't keep accepting their papers an hour late.

**Nainesh Shah**  
Mayhew News  
London

**I was rushing to make up time after a late delivery and I injured my foot**

**Nainesh Shah**

Mayhew News, London

**A News UK spokesman said:** "We have and continue to work closely with Mr Shah to resolve the issues he has been experiencing with delivery times, and are pleased to say that his expectations are now being met."

## ■ No goodwill for Smiths this Christmas

As a customer of Smiths News for 26 years, I have been frustrated with issues big and small. These issues can take a long time to resolve, making

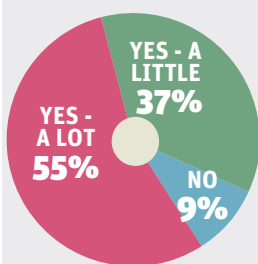
it very difficult to provide a consistently excellent service to my customers.

But recently, the issues have got worse and worse. Last week alone, we had late deliveries on various days and were missing whole bundles of the Telegraph, Mirror and i.

What's worse, when I phoned to speak to them, someone put the phone down on me. I asked for a call from [a manager], but no-one called me back.

Whenever we ask to speak to managers, we're told they're very busy. Busy doing what, exactly?

## RN READER POLL



**Have your sales of own label products grown this year?**

### NEXT WEEK'S QUESTION

Would you sign up with a company like Alchemy Wings that allowed you to offer deliveries to your customers?



**Have your vote now**

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

## YOUR SAY What is your favourite Christmas retailing memory?

### Peter Lamb

Lamb's Larder,  
East Sussex

We make a conscious effort to not do Christmas. It's a running joke with some of our customers who call me a "bah-humbug". We're a community refuge for those looking to get away from it all, so that's my favourite memory. We found people don't tend to come to the store for Christmas supplies and every year we had a lot of waste, so it just makes sense for us to not stock Christmassy items.

### Ben Dyer

Debbers News,  
Hampshire

A few years ago it snowed so much that the whole street was snowed in and



we decided we would put on a soup terrine full of curry. The amount of people who came to grab a bowl was crazy. It showed there was a real community spirit here and it was fantastic to see everyone come together. We'll definitely do one again if we get more snow.

### Anish Parekh

Londis,  
Ashton-under-Lyne

We love putting up the decorations and have plenty of Christmas-themed goodies. The atmosphere is great this time of year, and by making the shop more Christmassy we remind

people that our store is a great place to come for their Christmas supplies. Every year we have plenty of fun with Christmas jumpers and hats, as well as festive music. Everyone's generally in a good mood this time of year and the buzz in the lead up is brilliant.



We had an issue last month when, one day, we received our newspapers at 6.50am when they should be here at 5.30am.

The matter was made worse by the excuses we heard from the team at the Smiths warehouse. First we were told magazines were slipping out of the papers, but they were securely tied. We were then told by the manager the papers were late because of an accident, but we knew this was not true. It was after some persistence that we found out the routes had been changed.

The problems keep coming and I never feel as if I get straight answers. So I feel as

if my next step will be to take Smiths to the claims court.

**Rajesh Patel**  
Sarpchem Ltd, Bromley

#### A Smiths News

**spokesman said:** "We will contact the retailer directly to discuss this further and address his concerns."

**100 YEARS AGO**

**23 December 1916**

Mothers' Magazine featured how 'Twilight Sleep' would 'revolutionise the future in regard to childbirth'. Retailers were encouraged to give the magazine a prominent position, as it would appeal 'to the heart of all home-makers' and 'women'.

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



I can now say that there are three people at Smiths News who care about their customers: they are Stan from the Wednesbury depot, Michael Williams and managing director Jonathan Bunting. Thanks to their intervention, I am now getting my papers at a more reasonable time. I still have to drive to meet up with my delivery driver, but at least he is earlier – when the papers are on time, that is. I would urge any other newsagents who have had difficulties since the changeover took place to get in touch with these three gentlemen, because they will help. I can't thank them enough. It's just a pity that whoever came up with the idea for the changes didn't realise that if you put a quart into a pint pot, you cause a real mess.

Some people really do go over the top with lights and decorations at Christmas. There is a garden on my round that has now got Santa with his sleigh, five reindeer, two polar bears, four trees and various other small lights dotted around the lawn. I'm just glad I am not paying their electricity bill.

This will, of course, be my last column before Christmas, so may I take this opportunity to wish my colleague Mike Brown and his family, all staff and colleagues at RN, and indeed to all of you, a very happy and peaceful Christmas, an enjoyable day off and a prosperous and hopefully a trouble-free New Year.

Christmas has actually started for me. The first weekend of December I received my first three gifts from customers, some of them like to make sure they are well ahead with it all. I expect I will be organised by the time it finally arrives.

## Your social comments this week

contact us @ThisIsRN and facebook.com/ThisIsRN



**Steve Leach – @first4retail**

Retail is detail even when it's seasonal!  
**@NisaMidlands #NisaXmas**



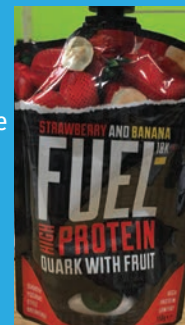
**Chris Duncan – @chrisduncan**

Thanks to all the retailers who voted [for The Times], @thisisrn and all who supported our titles this year, backbone of the news business...



**Martyn Fisher – @BW\_Martyn**

@FUEL10K perfect pre-football snack tonight! And the Super Beans packs have helped get our Newtrade stablemate @ThisIsRN through a press day.



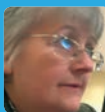
**Eugene Diamond – @EDiamond136**

Not surprised by the @ThisIsRN awards. The outstanding company for my business this year was @UKJTI. New products new market, better margin.



**Steve Leach – @first4retail**

Happy to share @ThisIsRN I think it looks great – love the new format and new look. Definitely a thumbs up.



**@meryl\_pike**

Pikes Christmas jumpers selfie! Serving you with a smile @ThisIsRN





# COLUMNIST



**Neville Rhodes**

## Brexit, the scapegoat

**Our industry, like so many, has a new ready-made excuse for when things go wrong – Brexit. As we approach the challenges of a new year, however, let's take a look at the real issues stores face**

**L**et's blame Brexit. Ever since the furore over the Marmite price hike added to the gaiety of the nation, more and more suppliers, distributors, manufacturers and importers have been clambering on to the 'blame Brexit' bandwagon.

In the past week alone I've read warnings that the fall in the value of sterling following the Brexit vote could mean higher prices for sandwiches because the cost of butter has increased; prices of crisps could go up because sunflower oil used to bake them is priced in dollars; and the price of fresh fruit and vegetables grown in the UK could be affected by the higher costs of imported packaging materials. It's not the apples, it's the polystyrene tray they sit on.

Any day now I expect somebody to blame Brexit for late papers.

Brexit is not really the villain, of course: it's just a very handy scapegoat for all sorts of other cost pressures that are normally relieved by price rises.

However, raising prices, particularly in the food industry, is no longer an easy option.

Competition from the discounters has forced the supermarkets to cut their prices, and they in turn have put pressure on manufacturers to hold their prices down.

The result has been sustained food price deflation, with commentators

suggesting that food shopping in supermarkets will be cheaper this Christmas than it was three years ago.

This inevitably influences the pricing of groceries in c-stores, and with low rates of inflation in the economy as a whole – November's 1.2% increase in the Consumer Prices Index (CPI) was the biggest for more than two years – putting up prices of other core products to cover higher costs is risky, particularly for independent retailers.

So a bit more inflation would be very welcome – if only to help pay for the National Living Wage (NLW), which is due to go up by



**The best option I see for independent retailers is to broaden their offer**

### ★ Time to work together

**+** I wrote here recently that retailers who did not give newspapers "every chance to sell", by giving them good displays in prominent in-store positions, would hasten the demise of the category. But it's not just retailers who need to do their bit to keep print newspapers going. As Ray Monelle, the NFRN national president, told members recently, "I don't think publishers' support for our industry is good. We voice our opinions strongly. They listen, go away and do what they want. I still think [theirs] is a big business. They could slow the decline." Here's how they could get their newspapers to the wholesalers on time: they could stop raising cover prices to the point where they are too expensive for casual buyers. And they should consider whether the reputational damage they suffer when they cut trade terms is worth the small extra financial benefit it brings them.

4.2% next April.

Actually, there is nothing unusual about minimum wage rates rising two or three times faster than prices.

Since the minimum wage was introduced in 1999 at £3.60 per hour, the legal minimum rate of pay for adult workers has doubled to the current NLW rate of £7.20, a 100% increase, while prices over the same period, as measured by the CPI, have risen by only 40%.

With the NLW planned to increase by 25% to £9 an hour by 2020, and annual inflation forecast to average only around 2.5%, c-store retailers who stick to their existing product range, even if they increase volumes through promotions, will struggle to maintain the profitability of their business.

In the face of strong competition and limited scope for increasing prices, the best option I see for independent retailers is to broaden their offer with as many new products and services as they can accommodate – and to keep doing it.

Over the years, I've watched several small retailers transform their businesses by changing what they sell. They aren't rocket scientists, but they look at what other retailers are doing and listen to their customers. Happy 2017.

*Neville Rhodes is a freelance journalist and former retailer*



# ADVICE CENTRE



## How to take on an apprentice?

Kate Clark of Sean's News in Upton-upon-Severn, believes in the power of staff training through apprenticeships

**B**efore opening Sean's News, Kate Clark worked as an area trainer with Whitbread. She has never lost her belief in the life-changing impact an effective training programme can have.

"Some young people leave school with no confidence, they can barely read or write," she says. "I know the community and local families here, so taking the trouble to train them makes total sense."

It's not just about helping others, she adds; the targeted training an apprenticeship provides can produce excellent workers.

It's been tremendously successful at my store. We've got one girl doing a management course. Others have gone on to other excellent jobs.

Our latest apprentice, who was very shy when she came, is glowing – she's possible management material. ●

1

### Talk to your local college

Before doing anything else, Kate recommends retailers to contact their local college. "They can guide you through the whole process of taking on an apprentice," she says. "They'll explain how finances work, which can be complicated, as the government will help you with some costs, and you'll have to pay others."

2

### Assess potential candidates

"It's very important to get the right candidate," says Kate. "They are buying into their future and they have to be certain this is what they want." An interview stage will enable you to assess candidates, and it can be helpful to talk with their parents to ensure they are on board too.

3

### Give an induction into the team

Getting an apprentice off on the right foot is vital, Kate adds. "You want to make them feel comfortable and part of your team. But you also need to be specific about what you want from them – give them guidelines on what you expect them to learn on a weekly basis."

4

### Provide ongoing support

A successful apprenticeship is not a one-way street, according to Kate. "You have to be prepared to sit down and work with them, for half an hour, 40 minutes at a time," she says. "It's not just about them being in the store, they have to have time to write up what they are learning."

5

### Provide opportunities for progression

Once an apprentice has finished their first year, it's worth considering avenues for broadening their skill set. "One of my girls has just moved on to a second-year management apprenticeship," Kate says. "She's moving through the ranks in the shop and has become irreplaceable – a highly responsible member of the team."

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

# LAUNDRY

## How much do you know?



Welcome to RN's annual laundry category quiz, designed to give you the inside track on the latest news, trends and advice.

**Dave Songer** sets the questions

**1** How many washes is it possible to get with Best-in's £1 priced packs of laundry powder?

- a) 8
- b) 13
- c) 133

**ANSWER B)**

Bestway has relaunched its Best-in-branded laundry powder with a £1 price point in a bid to win over price-conscious shoppers who want an alternative to the leading brands. Cutting the original £1.39 price by 28%, the 13-wash boxes gives retailers a margin of 29.6% if bought in bulk (£4.69 for six), an offer which is available throughout January.

Each of its four varieties has been formulated for a specific purpose according to Bestway – Lavender Mist to protect colours, Summer Breeze to make ironing easier, Meadow Fresh preserves whiteness and Spring Fresh is a non-bio variant for sensitive skin, all of which are clearly highlighted on the new packaging.



**Value brands are just as effective at stain removal and retaining whiteness**



Value brands are growing their reputations as effective dirt busters

**2**

Liquid-based products are responsible for driving growth in the laundry category according to manufacturers. Which variety of liquid outperformed the market-leading Ariel Actilift brand in tests?

- a) Muvo
- b) Persil
- c) Fairy

**ANSWER A)**

SNG's Muvo bottles of laundry liquid and pouches contain enough for 100 washes and have been proven to offer good results against the leading brands. Muvo Bio laundry liquid beat Ariel Actilift Clean, while its Muvo Capsules came in just behind Ariel.

Bio when its stain removal power was tested. "Our independent testing proves that alternative, value brands are just as effective at stain removal and retaining whiteness as the industry leaders," said managing director of SNG Commercial, Simon Gunter.

**3**

How much is the laundry additive category, which saw Ace register 18% more sales than last year, worth?

- a) £900,000
- b) £60m
- c) £109m

**ANSWER C)**

Ace is the fastest-growing laundry additive on the market and is now in the top five best-selling products in

the category. Its Colours stain remover and detergent booster is formulated to tackle the eight most common stains caused by food, body soils, outdoors, drinks, cosmetics, grease, vegetable oils and trapped dirt.

Suitable for use on silk, wool and cashmere, a one-litre bottle has an RRP of £1.99. Ace has also launched Whites, which promises to help brighten dull clothes while still being gentle on fragile clothes.



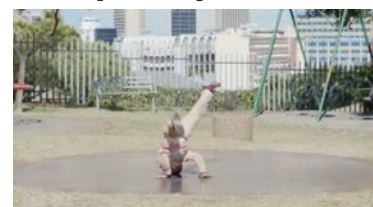
**4**

Which form of dance was used to promote Persil number one detergent brand, Persil Bio Capsules, last year?

- a) Breakdancing
- b) Tango
- c) Salsa

**ANSWER A)**

Breakdancing star B-Girl Terra was the star of Unilever's street dance-themed advert bringing attention to a change in its packaging that uses 70% less plastic after it moved its entire mono-capsules range from tub to





pouch. Unilever's Persil brand holds a 24% share of the capsules market, which along with liquids and gels account for more than half of the total market share (53%).

The updated packs cover all Persil variants including bio, non-bio and colour and will see format sizes increase as a result, with 10 rising to 12, 20 to 22 and 35 to 38 washes. The RRP does, however, stay the same at £4.31, £8.32 and £9.99 respectively.

## 5 Unilever focused on the name of which US town for its social media

campaign for laundry brand Comfort, reaching 780,000 people in 48 hours?

- a) Exciting
- b) Boring
- c) Fascinating

### ANSWER B)

Unilever launched its unorthodox advertising campaign for its Fragrance Burst, tacitly admitting previous detergent adverts have been guilty of being 'Boring'. With tongue firmly in cheek, Comfort released the advert, which included a vox pop with the Oregon town's residents, which quickly went viral.

With an RRP of £4.50, its two different 250g variants, Pink Radiance and Ocean Burst, have been created to be used with other Comfort products.

"Comfort Fragrance Burst has been specifically designed to complement our existing range of fabric conditioners and excite UK consumers by providing freshness like never before," said Fernanda Tubini-Roberts, senior brand manager at Comfort.

## 6 On which fixture or shelf should retailers stock their non-bio laundry ranges for sensitive skin,

according to category management site Partners for Growth?

- a) Pet food
- b) Alcohol
- c) Baby

### ANSWER C)

Unilever recommends positioning ranges of products aimed at those with sensitive skin on baby fixtures as a prompt that could help drive

sales and basket spend. One of the company's biggest sellers is its dermatologically tested Comfort Pure Ultra, a bottle of which provides 38 washes. Unilever says retailers should stock up on concentrated varieties due to the demand for ecologically-friendly products.

"Concentrated liquids are the format of the future for environmental reasons, even though powders remain the biggest format at the moment. Make sure you have concentrated liquids and gels in stock in non-bio as well as bio variants," said the company's laundry category manager, Matthew Desbrandes.

## 7 What was the name of Unilever's liquid and capsule products that helps clothes stay darker for longer?

- a) Black & Vibrant
- b) Dark & Lively
- c) Black & Vigorous

### ANSWER A)

The first UK detergent of its kind created by a major laundry brand, Black & Vibrant is scented with an orchid & lily fragrance and was supported by a £2m marketing spend that included a TV campaign. Its 805ml bottle (23 washes) and capsule pouch (16 washes) was created for the many consumers who sort their washing loads by colour, Michelle Kimber, Surf brand manager, said: "These specially-designed products are set to provide customers with the best of both worlds - delivering a powerful clean but also helping to keep colours looking their best".

## 8 Which Procter & Gamble product advert launched in early 2016 attempted to change the way people think about gender stereotypes?

- a) Tide
- b) Bold
- c) Ariel

### ANSWER C)

Ariel India's #ShareTheLoad advert aimed to raise awareness of how much women do around the home and focused on a busy housewife looking after her husband, cooking and caring for their baby. Also present is her father, who sees the situation and writes a letter for her to read after he has



# Concentrated liquids are the format of the future for environmental reasons

returned home. In it he apologises for his lack of help in the past and promises to atone. "It's never too late for change. I will make a conscious effort to help your mother with the household chores," he said, before the advert cuts to him taking the unwashed laundry from his wife's hands.



## 9 The UK is one of the few countries where non-bio washing powder sells, but how is non-bio different from bio?

### ANSWER B)

The enzymes that are present in bio washing powder and liquids, which help break down proteins and starches, aren't included in non-bios as they can irritate sensitive skin. As a consequence of non-bios not having the enzymes that can remove traces of fat, food stains and sweat, washes need to be carried out at much higher temperatures, consuming more energy and raising the cost of each wash.

## 10 Kuldeep Singh Lal has installed a laundrette outside his store; where in the country is his wall of washing machines?

- a) Manchester
- b) Cardiff
- c) Nottingham

### ANSWER C)

To cater for his customers who don't have washing machines in their homes, the 8kg and 18kg units can be accessed 24 hours a day, seven days a week - with users paying £4 and £8 respectively. Also popular with users of the nearby health centre and swimming pool, Kuldeep's two machines have helped him compete with the 24-hour Tesco.

Both machines offer a range of temperatures and spin cycles that can be accessed from a digital screen and, for those in a hurry, a spin in the 18kg dryer costs £1. ●



# ON THE GO DINNER

Serving hot and fresh breakfast and lunch options to shoppers has become a core activity for thousands of retailers nationally. As **Toby Hill** discovers, top store owners are now looking at dinner as the next major opportunity

## Feed their interest

**T**he UK food to go category will be worth in excess of £16bn by the end of this year according to IGD analysis. That's a growth of 6.8% on 2015 and, if store owners can muscle into the market successfully, means they could be in line to reap £400,000 in sales annually.

What's leading to this huge opportunity? Customer lifestyles are becoming more transient and time-pressed, particularly in urban areas. At the same time, UK consumers are embracing a street food and coffee culture like never before. Add this to the general trend convenience retailers are experiencing of a shift towards

shopping little and often – preferably in local stores situated close to home – the reasons why food to go is booming are obvious.

With typical food to go margins topping 40%, according to Bestway's director of symbol retailing James Hall, there are serious profits to be made from embracing this trend. But while much of the recent focus has been on growing trade at breakfast and lunchtimes, the opportunity to serve customers hot, delicious dinners to take home has been taken up by far fewer stores and suppliers. RN tracks down three retailers who are ahead of the curve.



Offering food makes a store a destination for more customers

### Keith's top tip

You've got to go for it – half a job doesn't work. But at the same time, start sensible, and grow. You don't want to try to start too big and then have to shrink.



Retailers who get food to go right could be in line for £400,000 a year sales

## The convenience store takeaway

**Keith Fernie**

Nisa Local, Glenrothes, Falkirk

Keith Fernie has embedded a food to go range in his Nisa Local convenience store in Glenrothes, Falkirk. "We designed our store with food to go at the heart," he says. "We knew we had to offer something different, to be a destination and give people a reason to come here rather than somewhere else."

In focusing on food to go to provide this essential point of difference, Keith and his colleagues have hit upon a winner. The store sits in a council estate, and generally plays the role of a low-cost community store. But beyond local residents, people come from far and wide to pick up their dinner, and the food to go category makes up around 20% of the store's turnover.

The key is to keep people interested, Keith says. "Our dinner range changes all the time. Much as people really like the basics – macaroni cheese, lasagne – people are always interested to try something different. We've just introduced chicken a la king, for example. On Burns Night we'll bring in haggis. Today we're serving Christmas sandwiches, with turkey, bacon and cranberry filling."

It's also a great way to keep staff involved with the store, Keith adds. "We have a couple of great cooks," he says. "But we're also happy for any of our staff to come up with an idea. They've made some really good suggestions."





**Training is vital – Franck and wife Joanna went to Italy to learn how to make great pizzas**

### Franck's top tip

We've a high school across the road so we also sell our pizzas by the slice. We've got a hot self-serve area where people can pick it up and take it to the counter, which helps to keep the queue short.



## The food-to-go specialist

### Franck Casonata

Giacopazzi's, Milnathort, Perthshire

Giacopazzi's first opened as an ice-cream parlour in Perthshire in 1910. Now husband-and-wife team Franck and Joanna Casonata are keeping up the family tradition in their Nisa Local store in Milnathort, Kinross, where they oversee a high-quality food to go operation based around a giant pizza oven.

"Food to go is the main focus for convenience stores now, as it's so difficult to take on the big boys on price of groceries," Franck says. "The margins are excellent, of course, and it gets lots of people coming into the store."

He emphasises quality as key to the success of his operation so far.

"We only get the best ingredients we can find," he says. "We work with a company in Glasgow which imports products from Italy, including flour and yeast."

Having sourced good-quality ingredients and gathered together the equipment, Franck and his wife went to Italy to train in a working pizzeria. This gave them the skill to make top-notch pizza. But on returning to their store, they found this caused as many problems as it solved. Customers began to complain, saying that

the pizza was variable in quality: too much cheese, not enough topping, a poor-quality base.

"We were very well trained but of course we can't always be in the store so sometimes other staff members make the pizza," Franck explains. "And they hadn't been properly trained, which resulted in these complaints. So we gave them extra training to make sure the food was always top-quality. It's vital not to just put the food out, see that it's selling, and let it go. You've got to keep trying it and testing it, listening and responding to customer feedback."

## The franchise

### Sandeep Bains

Simply Fresh, Faversham, Kent

In 2013, Sandeep Bains invested £100,000 to transform a derelict pub into a Simply Fresh store in the picturesque Kent town of Faversham. But even after the store was opened he was far from finished – within a year, he had decided to tap into the take-away market and install a Subway franchise.

"It's been two and a bit years now and it's working out well," he says. "The margins are excellent though turnover is perhaps not quite so good here as in a shopping centre."

Sandeep describes the decision to move into franchising as a "joint one" between himself and Subway.

"They had highlighted the area as somewhere they were interested in opening a store, and we had a meeting with them and talked it through," he says. "It quickly made sense to me to install one in store. You don't have to

pay any rent and the brand speaks for itself – you put up the logo and it does a lot of the marketing work for you."

A franchise such as Subway helps drive a younger demographic into Sandeep's store for a quick dinner, who are perhaps less interested in his carefully selected range of locally-sourced fresh produce. But it works beyond evenings and lunch times: selling coffee and cookies means the older generation can use it as a café, turning a trip to pick up a few household essentials into a pleasant morning out.

Still, a franchise is a serious investment, and a retailer will have to prove themselves both serious and competent before a firm such as Subway will be willing to work with them.

"Subway works well for us but it isn't going to be perfect for everyone," Sandeep says. ●



### Sandeep's top tip

You've just got to be on top of who your shoppers are – figure out their shopper missions, then cater to them as best you can. That goes for food-to-go as it does for any other category.



**It's a big investment but a Subway franchise can keep your business busy around the clock**



# THIS WEEK IN MAGAZINES



## Feast for fans

# PERFECT PARTWORK TO TRANSFORM SALES

**They've been around a while, but there's plenty of life left in the Transformers brand, as this new partwork from Hachette will show**

**TRANSFORMERS**, the ever-popular franchise, is currently enjoying another new lease of life – the original animated film has just been re-released at cinemas, while a brand new, all-singing, all-dancing (and probably very loud) film is due to land at local multiplexes in the summer of 2017. All of which makes the timing of the new Hachette Partwork featuring the robots all the more timely. This partwork features the original characters in their first incarnation, the comic book adventures having both an appeal to an older (and more affluent) market, as well as appealing to younger fans too.



**TRANSFORMERS The G1 COLLECTION**  
On sale 28 December  
Frequency fortnightly  
Price £1.99, issue 2  
£6.99, then £9.99  
Distributor  
Marketforce  
Display with DC  
Comics Graphic Novel,  
Marvel's Mightiest  
Heroes

## Round up



**Tim Murray**  
Magazines reporter  
RNreporter@newtrade.co.uk

## ETERNAL APPEAL OF PARTWORKS

Partworks have been a part of the magazine market for as long as I can remember.

I can recall TV adverts for assorted easy-to-collect, first-issue-with-a-free-gift and ongoing series right back to the 1970s. As time has gone on they've become further honed and sophisticated in what they bring to the table, but there's no denying the category can still deliver – when the publisher and distributor get it right.

After covering assorted NFRN district council meetings for the past year or two, I can understand retailers' frustrations with this sector, not least because of the problems over missing parts and issues where customers can't get their hands on one often, when it comes to models, containing a crucial part.

Too often I've heard one or two bemoaning the fact a regular customer can't get hold of a missing back issue – number 33 didn't turn up or something similar – and weeks later the retailer and the customer were still waiting for it.

But after talking to the PPA about the issue, and chatting to some of the publishers about it, the thorny problem is being addressed.

The Holy Grail is, of course, the complete collector – when it comes to Art Therapy, for example, a customer buying into the complete collection is worth almost £300 to the retailer, while even the initial enthusiast, someone who bought into it for just three months, can deliver more than a tenth of that amount in stores.

And furthermore, the sector brings excitement to stores.

When the post-Christmas blues are setting in, the mere fact that there are exciting new things, often weird and wonderful shapes and with exciting free gifts, adds a bit of colour to the proceedings.



*A very Happy Christmas and  
prosperous New Year to all newsagents  
from **Take a Break's** puzzle magazines*



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## FUN TO LEARN FAVOURITES

Fun To Learn Favourites once again pulls together all the best-loved characters in the target three to seven-year-old category, with the likes of Paw Patrol, Boj and old favourites such as Sooty and Peppa Pig all present and correct. It comes with a free Pppa shopping set, with a further Paw Patrol mask goodie too. There's also a free workbook.



**On sale out now**  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Comag  
**Display with** Fun To Learn Friends



## THE ART OF CROSS STITCH

Craft magazines continue to be a profitable category, worth, publisher Hachette says, more than £33m each year. This new partwork, which starts at 99p then goes up to just under £2 for its second issue before continuing at £2.99 from the third issue, fits neatly into that sector. The magazine aims to include both designs for use in the home as well as plenty of giving ideas too.

**On sale** 28 December  
**Frequency** partwork  
**Price** £0.99  
**Distributor** Marketforce  
**Display with** Beautiful Cross Stitch, Ultimate Cross Stitch, Love Sewing



## AUTOCAR

A new year means new cars to motoring enthusiasts, and there's an expected retail lift due from Autocar with its first issue of 2017, thanks to a feature looking at all the major car launches due in the 12 months ahead. Sales are, Frontline notes, expected to be some 15% ahead of the previous outing, both in terms of sales and RSV.

**On sale** 4 January  
**Frequency** weekly  
**Price** £3.80  
**Distributor** Frontline  
**Display with** Autosport, Auto Express, What Car



## SCREAM

Specialist film genre magazine Scream, which, if the title wasn't enough of a giveaway, specialises in horror on screen in all its weird and wonderful forms, with this, the 40th issue, features Kate Beckinsale on the cover in advance of the release of the latest instalment in the Underworld franchise, Blood Wars. It also looks at classic Italian horror, with news, reviews and interviews.

**On sale** 22 December  
**Frequency** bi-monthly  
**Price** £4.50  
**Display with** Starburst, Empire, Total Film



## RUNNING

A new year means a new season for keen runners, as well as newer participants with New Year's resolutions, which bodes well for the first issue of Running magazine with a 2017 cover date. The magazine is bagged with a free supplement offering a training guide for the months ahead.

**On sale** 23 December  
**Frequency** monthly  
**Distributor** Seymour  
**Display with** Men's Running, Trail Running, Women's Running



## Bestsellers News and current affairs

Title	On sale date	In stock
1 Private Eye	21.12	<input type="checkbox"/>
2 The Economist	06.01	<input type="checkbox"/>
3 New Scientist	03.01	<input type="checkbox"/>
4 Weekly News	04.01	<input type="checkbox"/>
5 The Week	23.12	<input type="checkbox"/>
6 Spectator	30.12	<input type="checkbox"/>
7 Irish Post	04.01	<input type="checkbox"/>
8 Investors Chronicle	30.12	<input type="checkbox"/>
9 Irish World	04.01	<input type="checkbox"/>
10 The Gleaner	29.12	<input type="checkbox"/>
11 New Statesman	06.01	<input type="checkbox"/>
12 The Voice	29.12	<input type="checkbox"/>
13 Barbados Nation	22.12	<input type="checkbox"/>
14 National Geographic	30.12	<input type="checkbox"/>
15 BBC History	03.01	<input type="checkbox"/>
16 New Yorker	28.12	<input type="checkbox"/>
17 The Oldie	05.12	<input type="checkbox"/>
18 Newsweek	23.12	<input type="checkbox"/>
19 Nature	23.12	<input type="checkbox"/>
20 Monocle	19.01	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

From the Movie

# Disney FROZEN

MAGIC OF THE NORTHERN LIGHTS

*Sticker Collection*

**BRAND NEW!**

**Sticker Packet**  
50p<sub>TP</sub>

**Starter Pack**  
£2.99<sub>TP</sub>

**ON SALE NOW!**

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# THIS WEEK IN MAGAZINES



## GET THE LOOK

A special handbag-sized one shot publication from Look magazine, it lasts for the Christmas season right through into the New Year, taking in London Fashion Week and Valentine's Day. The 100-page publication has make-up tutorials and a look at the latest trends in this area, beauty tips and lots more, all conveniently compact enough to carry around.



**On sale out now**  
**Frequency one shot**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Look**



## COUNTRY LIFE

The Christmas double issue of Country Life is now out on the shelves, boasting exclusives including an interview with Pointless presenter Alexander Armstrong and a Jack Reacher story from writer Lee Childs. It also contains a 68-page travel supplement, as well as its own weighty 300-plus pages, further justifying the premium price.



**On sale out now**  
**Frequency weekly**  
**Price £4.95**  
**Distributor Marketforce**  
**Display with Country Homes & Interiors, The Field**



## BBC GOOD FOOD

The BBC Good Food name goes from strength to strength, with assorted spin-offs and extensions to the brand continuing to come through thick and fast. On top of its Christmas issue, with everything for the festivities, the publication goes into the new year with a raft of healthy eating suggestions for its readers weighed down after following all its party season suggestions



**On sale 29 December**  
**Frequency monthly**  
**Price £4.35**  
**Distributor Frontline**  
**Display with Olive, Delicious**

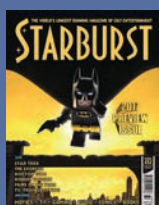


## MUNDIAL

The compact-sized, high-end football magazine is on its eight issue and shows just how stylish it is by offering two different covers both featuring that most elegant and stylish of football players, Italian exile in New York, Andrea Pirlo. The bearded veteran features in an exclusive interview in the globe-trotting magazine, which takes in all ports from New York right to Chesterfield.



**On sale out now**  
**Frequency bi-monthly**  
**Price £7**  
**Display with The Soccer Bible, Four Four Two, When Saturday Comes**



## STARBURST

The Lego Batman Movie, is set to be one of 2017's box office highlights at cinemas, and genre magazine Starburst acknowledges that fact on the front cover of its first cover-dated issue of 2017, with the character dominating proceedings. The film is featured as part of a preview of the year ahead counting down the most eagerly awaited movies and events of 2017. There's this and all the usual columns, reviews and news surrounding the worlds of sci-fi, horror and fantasy.



**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Empire, Total Film, SFX**

## Industry viewpoint

**Sophie Sheach**

Product manager,  
Hachette



**C**hristmas and New Year is a fantastic time of year for newsagents who support partwork launches, and 2016 into 2017 will be no exception. At Hachette, we fully support the new-trade and place great value on its importance in ensuring the success of our titles.

Therefore, on 28 December, we will be launching a brand new partwork collection, The Art of Cross Stitch, adding to our very successful portfolio of craft collections. This is set to capitalise on a sector in which sales are up by 18.3% year on year and currently worth more than £33m per annum in RSV.

The Art of Cross Stitch will be targeting craft loving women aged 30 to 60 years old. From beginner to seasoned stitcher, everyone is catered for within this superb new collection.

Having listened to retailers from across the spectrum, for us this will be a groundbreaking launch as all copies of part one will be produced in a smaller A4 format rather than using the traditional large backing board. This is a big break from the norm for us, but we have great confidence that, with your help, it will be a tremendous success.

With the change in size, it will make it easier for you to create eye-catching in-store displays of this title. Although we may have changed the size from the norm, readers will still enjoy the great quality partwork they have come to love from Hachette.

With a low introductory price for part 1 of just 99p, along with the extensive TV advertising and social media campaign, The Art of Cross Stitch is certain to drive footfall into independent newsagent stores, the traditional destination retailers for partwork collections.

**Top tip**  
For maximum sales, encourage your customers to sample part 1 at its special low price. Each customer who buys the whole collection from you is worth more than £265 in RSV.

## COMING UP IN NEXT WEEK'S RN



## WHY LONDONER VINCE MALONE DECIDED TO LEAVE THE CITY TO SAVE A VILLAGE SHOP

Plus, discover how much you remember from this tumultuous year with our fun annual quiz and top industry experts help you get set for the next 12 months with our exclusive 2017 guide

# 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	51	100	<b>8.99</b>
Jazz at 33 and third RPM	25	70	<b>14.99</b>
Simply Stylish Knitting	52	90	<b>3.99</b>
Star Wars Helmet Coll'n	26	60	<b>9.99</b>
Zippo Collection	34	60	<b>19.99</b>
<b>Eagleboss</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	88	85	<b>10.99</b>
<b>Kelsey Partworks</b>			
Rulers of Britain	24	50	<b>5.99</b>

Hachette

Title	No	Pts	£
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	121	150	<b>5.99</b>
Dr Who Complete History	34	80	<b>9.99</b>
Draw The Marvel Way	26	100	<b>4.99</b>
Judge Dredd Mega Collection	51	80	<b>9.99</b>
Marvel's Mightiest Heroes	79	100	<b>9.99</b>
Warhammer	8	80	<b>9.99</b>

RBA Collectables

Precious Rocks, Gems & Minerals	100	100	<b>5.99</b>
Real Life Bugs & Insects	18	60	<b>0.99</b>

Panini

F1 Collection	19	60	<b>9.99</b>
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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>

Toppo

Title	Starter	Cards
<b>Toppo</b>		
Shopkins Sparkle Sticker Collection	<b>2.99</b>	<b>0.50</b>
UEFA Champions League Official Sticker Collection 2016/17	<b>2.99</b>	<b>0.50</b>
Star Wars Rogue One	<b>4.99</b>	<b>1.00</b>
Trolls Trading Card Game	<b>4.99</b>	<b>1.00</b>
Trolls Sticker Collection	<b>2.99</b>	<b>0.50</b>
WWE Slam Attax Takeover Match Attax 2016/17	<b>3.99</b>	<b>1.00</b>
<b>DeAgostini</b>		
Magiki Mermaids		<b>2.50</b>
Frogs & Co		<b>1.99</b>
<b>Magic Box</b>		
Zomlings Series 4		<b>0.50</b>
Star Monsters		<b>1.00</b>

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>

Saturday newspapers

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>

Sunday newspapers

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>

Weight Watchers 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	–	–	–	–	–

Scale of third-party advertising insert payments

Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulative?	no	yes	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.15p	2.75p	2.93p
101-200g	2p	3p	3.36p	3.3p	2.75p	3.35p	3.65p
201-300g	4p	5p	6.09p	5.5p	5p	5.75p	6.26p
301-400g	5p	7p	7.43p	6.7p	6p	7p	7.06p
401-500g	*	7.5p	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*
* By negotiation							

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Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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