

RN

RETAIL NEWS THAT MATTERS ● £2.30 ● 02.12.2016

**RN
RETAILER
CHOICE
AWARDS**

60 star performers of 2016

Which get your vote?

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Dairy Milk MEDLEY

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Thatcherite victor vows sharp shock for France

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Leendert Den Hollander, GB general manager, Coca-Cola European Partners

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of independent retail
since 1889



Editor

Chris Gamm

@ChrisGammRN
020 7689 3378



Associate editor

Chris Rolfe

@ChrisRolfeRN
020 7689 3362



News editor

Gurpreet Samrai

@GurpreetS_RN
020 7689 3386



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN
020 7689 3361



Reporter

Charlie Faulkner

@CharlieFaulkRN
020 7689 3357



Reporter

Dave Songer

@DaveSongerRN
020 7689 3358

Head of production
Darren Rackham
020 7689 3373

Senior designer
Anne-Claire Pickard
020 7689 3391

Designer
Emma Langschied
020 7689 3380

Production coordinator
Billy Allen
020 7689 3368

Director of sales
Mike Baillie
020 7689 3367

Account director
Will Hoad
020 7689 3370

Account managers
Marta Dziok-Kaczynska
020 7689 3354

Erin Swanson
020 7689 3372
Nathan Gray
020 7689 3363

Audience development executive
Chris Chandler
020 7689 3382

Marketing manager
Tom Mulready
020 7689 3352

Marketing assistant
Tom Thorn
020 7689 3384

Managing director
Nick Shanagher
07966 530 001

If you do not receive your copy of RN please contact **Chris Chandler**
on 020 7689 3382 or email chris.chandler@newtrade.co.uk

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Newtrade
11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600
email letters@newtrade.co.uk

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WHAT'S NEW



Glenilen Farm cheesecake

Glenilen Farm cheesecakes are made with its own cream and cream cheese. It also contains biscuit crumb and Irish creamery butter.

RRP £3.99
Contact local wholesaler



Marqués de la Concordia Gran Reserva

Marqués de la Concordia is celebrating its bicentenary with two additions to its range of Cava - limited edition Marqués de la Concordia Gran Reserva and Blanc de Blancs.

RRP £14.99
Contact 020 3868 3149



Rosebud Preserves Red Onion & Port Marmalade



**“The police were impressed
with my CCTV and said they
could take the shoplifter
to court with it”** Page 22

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WELCOME

It's not just a lick
of paint. It's about
preparing for the future
and we too have been
focused firmly on
our customers

ARE YOU
INVESTING IN
YOUR FUTURE
STARS?

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Editor

Chris Gamm

@ChrisGammRN

020 7689 3378

At a meeting with Coca-Cola European Partners GB general manager Leendert Den Hollander last week, he told a story about his visit to Starbucks on the way.

Christmas music was blaring and he asked the girl serving how she will cope with it for the next five weeks.

"I just block it out and focus on the customers," she replied.

I love this great example of customer service, because it matches the philosophy behind, and work the team has put into, this new-look issue of RN.

It's not just a lick of paint. It's about preparing for the future and we too have been focused firmly on our customers.

The retail world is changing, and so is our audience. Today, RN is read by small stores, big stores, symbol stores, news specialists and everything in between – and we must be relevant to all of you.

As part of the refresh, we've looked at everything we do and checked it helps our different reader types. We've looked at the things we need to start, stop and keep doing to make sure we give you value you can't find anywhere else that's worth paying for.

This includes new weekly sections like What's New to help you capitalise on shopper trends and the products that will make you more money. There will also be more business insight, data and tools to help you run your stores more effectively and profitably, like Advice Centre and Trend on Trial.

We want your feedback on what you like, what's missing and where you need more help. Please let us know what you think, because like that Starbucks barista, we want to give you a brilliant experience every single week.

BREAKING NEWS

Rivalry to 'keep lid on prices'

Competition between suppliers will help ensure price rises are minimised, a senior minister has told RN.

Andrea Leadsom, secretary of state for the Department of the Environment, Farming and Rural Affairs, said: "Food prices are very competitive in this country and we've seen food price deflation in recent years. They do move up and down, but the competition between a broad range of products on offer will ensure we will remain competitive."

Ms Leadsom was speaking at an event organised by PepsiCo this week to celebrate its '5 in 50' initiative which has reduced the carbon and water used in producing Walkers crisps.

The company has also reduced its delivery mileage by four million miles annually through efficiencies.

UK general manager Ian Ellington said he was "open to ideas" on how PepsiCo could support independent retailers to make environmentally-friendly changes to their own operations.

Worry over single market

The retail and wholesale trade could be hardest hit if Britain fails to secure access to the single market, according to a report by Centre for Economics and Business Research (CEBR) and Open Britain.

The report states the biggest sector of the UK economy is retail and wholesale trade, totalling £178bn in 2014.

It states: "If the UK ends up outside of the single market and without a free trade arrangement, importers and exporters would face tariffs and possible regulatory divergence problems."

Payments firm to rollout Advanced EPoS terminal Discussions with symbol groups in progress

PayPoint to set sights on symbol retailers in 2017

by Gurpreet Samrai

gurpreet.samrai@newtrade.co.uk

PayPoint will target symbol retailers with its Advanced EPoS terminal early next year, after hitting its rollout target for its Core proposition months ahead of schedule.

Chief executive Dominic Taylor told RN 3,000 stores have signed up for the terminal – a target it had aimed to achieve by the end of the financial year in March – with more than 1,800 now live, and its target increased to 4,000 sites.

Mr Taylor said the company will now develop its Advanced EPoS proposition,

which will incorporate more apps, with the aim of launching it in the new year.

"EPoS Core is not quite what symbol groups need because it fundamentally deals with the in-store experience – product files, pricing, promotions – rather than stock management and ordering. Our Advanced application is what will drive the whole stock management capability," he said.

"We are in discussions with a number of symbol groups about how that version would integrate into their systems to provide retailers with a complete EPoS system, dealing not only

with stock, but products, promotions and loyalty schemes."

It comes as the payment services provider's half-year financial results to 30 September showed total net revenue was down 1.5% to £58.4m. Bill and general transactions were down 4% compared to the same period last year. Net revenue was up 2.8%, while retail services transaction volume increased 11.8% with net revenue up 14.7%.

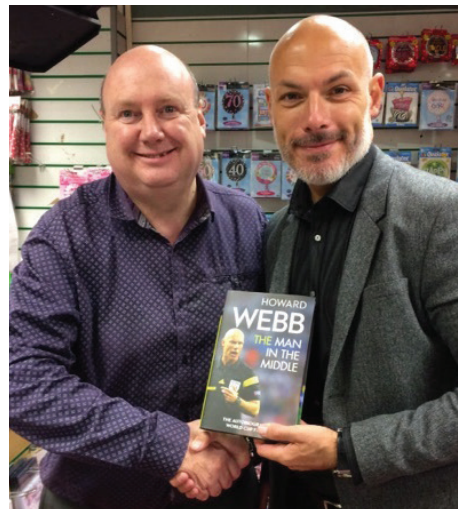
Meanwhile, Collect+ saw a 211% swing in its profit from a loss of £797,000 to a profit of £887,000, and a 5.7% increase in transactions,



to 10.5 million.

Mr Taylor said the company is determined to stay involved with the provision of the service and evolve it further, as it continues discussions with Yodel.

"We are very proud of the service we have built," said Mr Taylor. "It is very important to us as a business and is key to the local retail proposition."



The man in the middle drops in

Former referee turned pundit Howard Webb supported his newly-launched autobiography, *The Man in the Middle*, with a signing at MSR Newsgroup in Louth, Lincoln. Managing director Mick Garton (far left) said: "We sold practically all of the copies we ordered. It's difficult to compete with the likes of Amazon, but signings and signed copies give us a point of difference."

Spar looks to secure a new generation

Spar's managing director says a focus group made up of 18-25-year-olds is helping the business ensure it is meeting the demands of the "challenging" next generation.

Managing director Debbie Robinson said Spar Next Generation aims to improve the company's offering to 15-25-year-

old shoppers.

"This whole generation thing is really, really challenging," she told an IGD conference last week. "We're really excited that we've got them represented in our business."

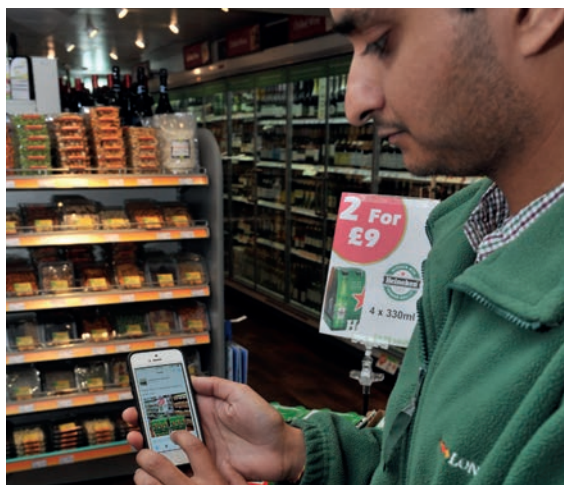
According to Shopper-centric, 80% of Generation Z consumers feel older shoppers are deemed more

important by retailers than 15-25-year-olds – despite them making more visits to convenience stores every month.

Olivia Basten, Spar brand manager and board member, said: "I've grown up in a generation that demands everything 24/7. I want it packaged in a convenient way and to be

able to pay for it with my contactless bank card or phone.

"I'm part of the millennial population that numbers 14.3 million in the UK, so the more I can understand about my generation and what I want as a consumer, the better I can understand what will appeal to more shoppers."



But only 43% of stores use it 'Unique opportunity to engage with customers'

Social media 'can help to boost sales by up to 20%'

by Gurpreet Samrai

gurpreet.samrai@newtrade.co.uk

More than half of retailers are missing out on an opportunity to boost their stores' sales by up to 20% by not embracing social media.

Research by RN's publisher Newtrade found only 43% of convenience stores use social media, with many of those admitting they are not very active or do not fully understand it. Newtrade's State of the Nation research was revealed at the company's Independent Achievers Academy (IAA) gala dinner on Thursday evening.

It comes as Booker's retail managing director Steve Fox told RN successful social media campaigns could



Sunita Kanji: social media helps capture a wider audience for my store

result in an uplift in sales of 15% to 20%, and growing, as retailers harness "paid and organic social networks".

"Social media platforms like Facebook and Twitter offer retailers a unique opportunity to engage with their customers, a channel they didn't have 10 or 15

years ago," said Mr Fox. "It's absolutely key to a retailer wanting to engage their customer base and generate profitable growth for their business." He added Booker has developed quick set-up guides on Facebook and Twitter to help retailers.

A number of retailers in

this year's IAA shared how social media has boosted their business. Kirtan Patel, (above, right) of Londis Ferme Park Road in Stroud Green, said: "We use Twitter a lot. Most of the time it's to either promote our offers or to show off our range. It's definitely worked for us. We've had a lot of people tell us they've read about us online or someone who's read something on Twitter has told them."

Sunita Kanji (left), of Family Shopper in Little Hulton, added: "It helps us capture a wider audience. It adds a few hundred pounds in the till, but it also shows we are a community store. And it gets our name out."

● Read the IAA stars' secrets in next week's RN.

Local Post Offices' stamp of approval

Postmasters are reporting up to 14% increases in retail sales after converting to the Local format under the Post Office's Network Transformation programme.

Speaking to RN last week, programme director Neil Ennis said the Post Office was seeking further partnerships with convenience stores throughout the remainder of the programme, which runs until 2018.

"Our strategy continues to be building relationships with c-store owners, working with symbol groups and building a sustainable Post Office network. Some new post offices are in CTNs, hairdressers, pubs and churches, but our main focus is c-stores because they are the most sustainable and bring in the most customers," he said.

● Industry profile – p30.

PMI gives illicit trade the boot

Tobacco manufacturer Philip Morris has reiterated its commitment to fighting the illicit trade, after revealing it excluded 43 retailers from its trade programmes and sales force call base after they had been found selling illegal cigarettes and tobacco.

The figures, taken in the 10 months to the end of September, equate to more than one a week, with a further seven pending.

The company added it was looking to engage further with authorities to fight illicit trading.

The NFRN has supported the company's zero tolerance approach.

Symbols help stores fight NLW burden

Symbol groups say they are helping retailers combat additional financial pressures following chancellor Philip Hammond's National Living Wage increase announcement.

From April 2017 the wage will rise from £7.20 to £7.50, potentially increasing salary costs by hundreds of pounds each year for

retailers.

Kash Khera, managing director of Simply Fresh, said: "The living wage increase during 2016 impacted on staff hours and potential business investment.

"Simply Fresh retailers constantly receive advice and regular reviews are already in place to weed out slower-selling lines and to

look at profitability, focusing on trends such as in food to go and fresh."

He added all Simply Fresh retailers have access to an online 'toolkit' which provides the latest merchandising advice, social media workshops, advice on maintaining store standards and online training modules.

Meanwhile, Booker said

its 'Save More and Make More' scheme, which runs across all four of its symbol brands – Budgens, Family Shopper, Londis and Premier – focuses on increasing profitability for its businesses. It added Budgens has removed all charges, Londis has removed membership fees and Family Shopper is trialling loyalty schemes.

STORE LOOKBOOK



Temporary store manager Matt Hutchinson has overseen the arrival of an exclusive chiller range



Building for the future

18 months. That's all it took Jonathan James to go from owning a few stores to overseeing the management of more than a hundred. He tells RN about how he reached his position, and how other retailers can grow their own empires. **Tom Gockelen-Kozlowski** reports

Matt Hutchinson has journeyed from working eight-hour shifts on Saturdays in a Sheffield newsagents to becoming a trouble-shooting store manager for one of the UK's fastest-growing retail groups.

"My job involves a lot of merchandising and work on general store standards after a refurbishment, as well as offering support afterwards," he says of his role at James Convenience Retail. "Some of the stores I work with previously lacked investment. When you've got a newly-refurbished shop it's about getting staff to run it the way we need them to."

Matt is giving RN a tour around a "barely 500sq ft" store in Glenfield Hospital in Leicester, where he has been seconded for the past six weeks.

The store, formerly a traditional newsagent, has been transformed into a modern convenience store with an extensive healthier range, including protein snacks, fresh sandwiches, fruit and vegetables.

While much of its layout and management mirrors that in other c-stores, there are elements of running a shop in a hospital which make it unlike any other, says Matt.

"We take a trolley round the wards once a day. Patients come in in such a rush, so we cater for them by stocking toothpaste, toothbrushes and razors. They can be

settling in for a long stay, or their families will be visiting and need bits. Then there are the doctors and nurses who work massively long shifts. They need a caffeine boost."

Matt says this job has created many opportunities for promotion and to increase his skills.

"I started on a Saturday afternoon contract in 2007 in a store in Meadowhall in Sheffield," he says. "A supervisor position came up and I got it, then assistant manager, then manager, then they came to me with this job."

The remarkable thing about Matt's story is that it ties so neatly into that of his new boss, Jonathan James, who took on the Glenfield Hospital site as part of his acquisition of the 77-store Rippleglen estate in March.

His is one of the most spectacular retailing success stories of recent times. The former Association of Convenience Stores chairman and Budgens retailer has gone from owning four forecourts and two supermarket sites to overseeing the management of 110 franchised convenience stores in less than two years.

"It's been a rollercoaster and extremely busy," he says. "It's been quite staggering because alongside that, through my construction business James Construction and Development Limited, I'm in the

I never fail to be inspired by other retailers and always read profiles of stores in RN.” JONATHAN JAMES



“You can work your way up through the ranks to be whoever you want to be. We’ve got team members in head office who came up through the stores and there’s no better way of learning”

INFORMATION

Location

Glenfield Hospital, Groby Road, Leicester LE3 9QP

Size

500sq ft

Points of difference

Healthier snacks, on-ward deliveries

Store manager

Matt Hutchinson

process of developing a new-to-industry petrol station that I’m leasing to BP.”

Jonathan says his original aim was to get more involved in the operational side of retailing, but he was also keen to develop standalone convenience stores.

“I’m quite well-known within the industry and was introduced to Diana Hunter at Conviviality. I had been keeping an eye on Bargain Booze for some time and was really interested in what it could offer,” he says. “It seems to have a real point of difference, and I like the alcohol-led convenience model.”

When the opportunity arose, therefore, Jonathan pounced.

“Diana told me there was a plan for an acquisition and asked if I would be interested. That’s how we bought GT News.”

That was in April 2015, and Jonathan took over 36 stores on behalf of Conviviality as part of a 10-year agreement. James Convenience Retail was born. Then came further acquisition.

“When I took over GT News, their chief executive Mark Titterton, made me aware that Rippleglen may be up for sale. We approached Mike Colley of Rippleglen in July 2015 to open discussions with him, and bought the group in March.”

The good news for other retailers is that Jonathan doesn’t believe his story has to be unique.

18
number of months
it took Jonathan
James to build an
empire of 100
stores



STORE LOOKBOOK

"I've grown to 100 stores in 18 months and we're very acquisitive now, so it can be done. We've got an offer our customers like, which is extremely competitive," he says.

The first step to such success, he says, is having great colleagues – from in-store to the boardroom.

"It's completely about your team. I'm extremely lucky that the two teams I inherited have been superb. They've allowed us to work on the business, not in the business, which is half the battle.

"Internally, we all play to our strengths. Between myself, my chief executive and my chief finance officer, we all have the skills we need. We pool them to make it work.

In this model, Jonathan is able to do what he does best – seek out great ideas and share best practice. "I tend to be really up to speed with what's going on in the industry. I'm out there looking at opportunities, which I guess is the definition of an entrepreneur."

These ideas don't always need to be dramatic, he says, pointing to a recent study tour in Berlin where he saw an innovative way of positioning tongs on a fresh bakery counter that helped ensure the fixture was hygienic.

He's also able to keep up with what's going on across the estate of stores – a key element in his mission to ensure the "family feel" of the business remains.

"We visited every shop before we bought GT News and Rippleglen. We also have company meetings and I make sure I'm at every one I can be."

With 1,000 employees, retaining this intimacy and a sense of a single company-wide community is more challenging than ever – but Matt Hutchinson's story is representative of how Jonathan wants his employees – and his business's culture – to develop.

"We say to staff 'we don't offer a job, we offer a career'. You can work your way up through the ranks to be whoever you want to be. We've got team members in head office who came up through the stores and there's no better way of learning."

After visiting the Glenfields Hospital store, RN sees another of Jonathan's teams in action at another former Rippleglen store in the Leicestershire town of Rothley. Refurbished just one week previously, the business is now a Select Convenience store and boasts a new, extensive alcohol range.

It's another store Jonathan is particularly proud of.

"It was very much a CTN, with an excellent home news delivery service, but desperately in need of modernisation.

"It's now got the most amazing alcohol section – you'll never ever see a spirits section like that in an independently-owned convenience store," he says.



Individual touches such as the "James Sweet Shop" section point to effective head office management, but the cleanliness and tidiness of the store has more to do with the store team. Speaking to them, it becomes striking how far a good business culture can go to motivate and bring together colleagues.

"We've all mucked in and kept the store open through the changes," says Lynne Piggott, a supervisor who has worked at the store for a decade. "There's so much enthusiasm it rubs off on you."

It's not difficult to imagine that, in this store and others newly joined to Jonathan's retail empire, there are many more staff who, coupled with a strong offer to work with, have the potential to secure the company's ongoing success. It's a set-up from which any retailer can benefit.

"If you've got an offer people like and if your service is good, people will keep coming back – whether you've got one shop or 100 shops," says Jonathan. ●



Want to see more of Jonathan's stores? Go to betterretailing.com/glenfields-jonathan-james





Despite switching from a news and card-led model to convenience, the Rothley store retains a 2,000-strong HND service



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*Recommended retail price. 1. Nielsen Scantrack 2016 2. Nielsen Homescan Survey, January 2016
3. Nielsen Scantrack: Total Impulse | Data to 52 weeks to WE 01.10.2016

SYMBOL NEWS

Poundland 'no closure'

Poundland has denied reports it intends to close 80 of its stores.

The Telegraph reported a list of 80 stores across the country had been circulated to property agents as Poundland, which leases them, aims to consolidate its portfolio. However, a spokeswoman for Poundland said: "The stories are property industry chatter."

The news comes a year after shareholders voted in favour of South African retailer Steinhoff International taking over in September in a £597m deal.

New deal for Spar in Thailand

Spar International and Bangchak Retail Company Limited (BCR) Thailand have announced a new partnership.

From 2017, between 50 and 80 stores will be opened each year under the Spar Fresh & Easy Food Market brand, as part of the €74m (US\$78m) investment. A total of 300 new stores are planned over the next five years.

Tobias Wasmuht, managing director of Spar International, said: "In the last decade, Spar International has grown from strength to strength in key strategic markets of Asia."

Vacancies on decline

Shop vacancy rates have fallen below 10% despite a drop in footfall, figures from the British Retail Consortium have revealed.

The national town centre vacancy rate was at 9.5% in October, down from 10.1% in July. It comes after two quarters of consecutive growth, though remains well above the January low of 8.7%. Footfall in October was 0.4% down year-on-year.



Gold standard

From delivery drivers to depot managers, seven individuals were awarded Federation of Wholesale Distributors Gold Medals at its annual event last week. These included Customer Support winner Rob Owen, executive development chef at Creed Foodservice, the Depot Team Member went to Gita Patel of Gilsens Foods, winner of the Cash and Carry Manager was Brett Vigelskas, and the Delivered Depot Manager award went to John Attwater of Batleys Coventry.

Fast payment method becoming increasingly popular 'People just expect it now'

Not offering contactless could cost you business

by Charlie Faulkner

charlie.faulkner@newtrade.co.uk

Retailers who are not offering a contactless payment option could be failing to offer their customers a service they expect, according to retailers who have seen the benefits in their stores.

Peter Lamb, of Lamb's Larder in Bells Yew Green, near Tunbridge Wells, has seen a 20% increase in card payments since offering a contactless option around two months ago.

"It's fantastic, we have lots and lots of customers paying with iPhones and their watches," said Mr Lamb. "So many people were asking for it and World Pay was unbeliev-

ably good.

"Retailers are crazy if they don't want to go that way - it's giving customers more ways to pay."

Mr Lamb also chose to remove the store's minimum payment of £5. He said: "I couldn't have done that before we had contactless because card payments were too time-consuming, but now it makes sense."

Only 41% of convenience store retailers are offering contactless payment, according to the Association of Convenience Stores 2016 Local Shop Report, published in September. This means nearly 24,000 independent retailers are missing out on an opportunity to drive sales.



Kevin Hunt, owner of 28 Spar stores, has offered contactless payment for around two years.

"People just expect it now, they want the convenience. In my Penwortham store we take £40,000 a week and 50% of that is on card," he said.

"Independents are not

expected to have it so much but I'd recommend it 100%. I wouldn't be without it.

"I went into a Sainsbury's recently and they didn't have it. The lad who served me said 'it's really embarrassing'."

McColl's Retail Group announced last week it had completed a rollout of contactless payment across its entire 1,366-store estate, initially starting in August.

Dave Thomas, chief operating officer at McColl's, said: "Customers have told us that they find it the most convenient way to pay, and as contactless transactions take less time, it frees our colleagues up to offer even better customer service."

Kay is latest to sign up to Shopworks

Forecourt operator The Kay Group has become the latest to launch a cloud-based workforce management system across its 17 retail sites.

The staff rostering system, developed by Shopworks, is expected to provide improved efficien-

cies in payroll.

Kay Group senior management accountant Nicola Cotton said: "The structure offers a really versatile rota management system, which has simplified our process, making it easier for managers covering a number

of different sites."

Staff can access their scheduled hours and expected pay at any time, either online or via the company's new dedicated mobile application. It also allows the company to message its employees.

The Kay Group will

also be using Shopworks' biometric time and attendance model, which, according to the tech company, recognises an employee's unique physical characteristics, ensuring 100% accurate attendance record and staff payment.

NEWS & MAGS

Plus initiative runs on 19 titles and picks up 39,000 users 'It gathered good momentum'

Trinity's loyalty scheme wins innovation award

by Tim Murray

RNreporter@newtrade.co.uk

Trinity Mirror's loyalty scheme has picked up an award after launching across almost 20 of its local titles and attracting more than 39,000 users in just over a year.

The Plus scheme, which launched in the Leicester Mercury and Nottingham Post last summer before being rolled out to 19 titles, was awarded Innovation of the Year at the NFRN National Awards 2016 last week.

Through the scheme, which aims to support independent retailers, HND customers are given a special code by their newsagent which can



then be entered into the papers' websites.

The code gives readers access to the Plus site, which features various deals for a given period of time from 30 days through to three, six or 12 months. Long-standing customers will have longer access to the site.

At the moment readers are being offered a free

meal at Pizza Express, but where it has worked best, loyalty operations manager Pete McGrath said, is in its tailor-made local offering. "It gathered some good momentum and other newspapers wanted it very quickly," said Mr McGrath. "The real bread and butter of the deal is the local companies involved on the

high street, independent coffee shops and other indie retailers. Other loyalty schemes can't offer that."

He added the scheme has enabled Trinity Mirror to retain readers without having to resort to telephone canvassing and other means.

The deals are put together by a combination of a national team and local Trinity Mirror sales staff.

Mr McGrath said: "It's all about retention of customers and this has enabled us to steady the ship without going door-to-door or canvassing. We now have just over 39,000 users on our Plus sites, which is great."

● NFRN Awards – p25.



Sun and McColl's charity campaign

The Sun has partnered with McColl's and ToysRUs for a Christmas charity campaign. The retailers' stores will be used as drop-off points for readers to donate toys and teddies as part of the Smiles for Christmas initiative. They will be passed on to four charities.

Hard time ahead for local publishers

Local newspaper publishers still face a further period of consolidation in the months ahead, according to an analyst.

Doug McCabe, from Enders Analysis, speaking to the Daily Telegraph for a piece on the regional press, said: "You can see a scenario where there are two or three, or maybe even one, big players in local newspapers."

Trinity Mirror chief executive Simon Fox agreed with the analyst's suggestion.

Clarification

The i newspaper's former owner spent around £1m on marketing during previous cover price increase periods, not as stated in RN last week.

Kids' mags promo gives 50% sales rise

Retailers have grown their children's magazines sales by up to 50% through a promotion run by Seymour.

For the promotion, which supported Egmont titles and ran for two months in the summer, Seymour sent out a double-sided children's category advisor to 500 independent retailers. It showed how to best po-

sition children's titles on the fixture and gave further information about the sector, a shelf strip and a window poster.

On average, sales increased by 22%, with Manu Sounderajah, of Wimbledon Village News in south west London, seeing more than 50% growth, scooping a £250 voucher from the distributor.



Digital 'kick in the teeth' from Daily Mail

The NFRN has accused the Daily Mail of "kicking retailers in the teeth" after it offered subscriptions to its digital version at half the price of the print edition.

In its 22 November issue, the paper featured an insert promoting its digital edition. The next day, it announced it would be

delivered at 11pm, as the paper goes to print.

The federation has criticised the Mail, saying it has missed cut-off more than 80 times in the first 10 months of 2016.

NFRN chief executive Paul Baxter said: "For too long we have been castigating the Mail for its pitiful delivery performance

and then it gives its loyal sellers another kick in the teeth by making its latest news available to digital subscribers as it goes to press."

A Mail spokesman said: "The Daily Mail and The Mail on Sunday deliver higher retail sales value for retailers than any of their competitors, with

The Daily Mail selling more copies on a Saturday than any other newspaper. We work hard to ensure our newspapers reach wholesalers as quickly as possible and, while we're always aiming to improve, between January and October 99.4% of our deliveries arrived on time."

PRODUCT TRENDS

Crickets in energy bar recipe

Energy bars produced using crickets are the latest innovation to hit the grocery market.

Crobar all-natural energy bars made from nuts, seeds and dried fruits, as well as 6% organic cricket flour, are available in three variants - Cacao & Peanut (40g, £2.29), Coffee & Vanilla, and Raspberry & Cacao (30g, RRP £1.79).

The bars are free from gluten, dairy, soy and grain, and have no added sugar or sweeteners.

Currently, a third of the world's population already eats insects daily but the habit is yet to take off among Westerners.

Insects are high in protein, contain twice as much iron as spinach, more calcium than milk and 10g of crickets contain the daily dose of Vitamin B12 - 20 times more than what is available in beef.



Drinks go back to Roots

Roots Collective, producer of vegetable juice blends, has launched into the market to provide healthy but convenient vegetable drinks.

Available in five variants - Sweet Beets, Garden Greens, Carrot Zing, Green Warrior and Asian Sling, the drinks are made of at least 80% vegetable and herbs and count as one of your five a day.

Retailing at £2.95, the drinks can also be used in cooking or eaten warmed up as a soup.



Two new healthy soft drinks from Coca-Cola

by Chris Gamm

chris.gamm@newtrade.co.uk

Coca-Cola European Partners has unveiled two new lines in response to growing consumer demand for healthier soft drinks.

American organic iced tea brand Honest T launched in the UK last month, primarily in food to go outlets. "That's just our first step in launching Honest T as an organic platform," CCEP's British general manager Leendert Den Hollander told RN.

Meanwhile, a sparkling version of Glaceau Smartwater was also added last month.

"Smartwater is growing

very fast, so we believe there is growth in the sector. There are so many opportunities there. Monster Ultra is another example, which is also growing rapidly," he said.

"That's all about the choice we offer consumers. Everything we do is trying to navigate our portfolio to lower and no-calorie drinks. That's not new. We launched Diet Coke in 1983 and ever since then we've been on that journey. It's important not just because of regulation, it's also because the market is evolving."

However, Mr Den Hollander believes the sugar tax is doomed to fail.

"We very much agree the proposed policy is not going to work. We're saying that based on the data around our different strategies on reformulation, portion and giving more choice.

"In the UK, the industry has reduced calories in soft drinks by 60% in the last few years. It doesn't stop there. There's more to be done."

Despite this, Mr Den Hollander said he believes there is still growth in colas and the firm's leading brands.

"Take Coca-Cola Zero sugar - it's growing very fast. It launched many years ago, but it shows there are still opportuni-

ties to grow."

The brand features prominently in Coca-Cola's new Christmas advert, which premieres on Saturday.

"That's a very intentional choice," he said.



Display key to sales increase

Retailers can boost alcohol sales up to seven times by displaying cocktail ingredients together in-store, according to Campari's boss, as the brand launches a ready-mixed Negroni.

Pietro Mattioni, managing director of Campari UK & Nordics, believes a global resurgence in

cocktail-making can work favourably for retailers.

"They need to have Aperol displayed close to prosecco and Campari next to the gin," said Mr Mattioni. "We've seen sales rise up to seven times when that strategy is implemented."

Negroni Ready To Enjoy (RRP £19) - a readily

mixed Negroni cocktail - launched into off-trade this week after successful online sales this summer.

Campari is the most used brand in cocktails, while Aperol Spritz is one of the fastest-growing cocktails in the UK on-trade according to data from CGA Strategy.

BRAND SNAPSHOT



Reshaping for Squash'd

Britvic is reshaping its Robinsons Squash'd range with the introduction of Orange squash'd. The brand is also unveiling a new design highlighting the portfolio's 0% sugar content.



Gingerbread Butterkist

Butterkist is relaunching its Gingerbread flavour popcorn, following its success as a limited edition product. The 160g Butterkist Gingerbread flavour popcorn bag has an RRP of £1.49.



Vegan-friendly food pots

NutriPot Nutrition has launched vegan-friendly on-the-go food pots containing 20 grams of protein. The pots are low in saturated fats and contain no added sugar, artificial colours or preservatives.



Halls' new Soothers

Mondelez has launched a new Soothers variant into its Halls medicated confectionery brand. Halls Soothers with Eucalyptus Oil is a menthol and eucalyptus flavour candy with a liquid centre.



Star Wars gift sets

Procter & Gamble has launched three Gillette gift sets in line with its global campaign 'Every Story Has a Face' in collaboration with Lucasfilm's global release of Rogue One: A Star Wars Story.



Lees' strawberry launch

Lees of Scotland has launched its first new confectionery bar for several years. Creamy Strawberry is a blend of strawberry and cream flavoured fondant smothered in dark Belgian chocolate.



Halewood handcrafted

Halewood Wines & Spirits has added to its Whitley Neill range, with the launch of a handcrafted Quince Gin. The new gin has real quince juice among its ingredients.



Cîroc's Secret is out

Diageo is launching global campaign 'On Arrival', which will see Cîroc vodka mark the official toast at The Victoria's Secret Fashion Show After Party in Paris.



Festive Febreze

Procter & Gamble has a range of PoS materials to drive sales of its 'Get Ready for Guests' Febreze range which includes Spiced Apple for the festive period.

WHAT'S NEW



Glenilen Farm cheesecake

Glenilen Farm cheesecakes are made with its own cream and cream cheese. It also contains biscuit crumb and Irish creamery butter.

RRP £3.99

Contact local wholesaler



Marqués de la Concordia Gran Reserva

Marqués de la Concordia is celebrating its bicentenary with two additions to its range of Cavas – limited edition Marques de la Concordia Gran Reserva and Blanc de Blancs.

RRP £14.99

Contact 020 3868 3149



Bath Cheese Company Soft Cheese

The Bath Cheese Company's organic, pasteurised Soft Cheese is made in the shape of a square and averages 250g in weight.

RRP £7.50

Contact 01225 331601



Martorana's Pastinos

Martorana's Pastinos are made from 100% pasta, available in Tomato & Sweet Basil, Sicilian Lemon & Cracked Black Pepper, Chianti & Olive, Classic Pesto and Arrabbiata.

RRP £1.99 (150g), 99p (40g)

Contact 01992 801 299



Wild at Heart Sloe Gin Butter

Sloe Gin Butter is one of Wild at Heart's top sellers at Christmas, along with its Hedgerow Mincemeat, made with crab apples and elderberries.

RRP £4.75

Contact Cotswold Fayre 03452 606060



Rosebud Preserves Red Onion & Port Marmalade

Rosebud Preserves Red Onion & Port Marmalade is made from a combination of red onions, mollased sugar and ruby port. It is available in 227g jars.

RRP £3.75

Contact 01765 689174

➔ **Charlie Faulkner**

✉ charlie.faulkner@newtrade.co.uk

☎ 020 7689 3357



Simply Ice Cream Christmas Pudding

Simply Ice Cream's multi-award winning range includes Christmas Pudding-flavoured handmade ice cream, free from additives or preservatives.

RRP £4.99

Contact 01233 720922



Snowdonia Cheese Black Bomber and Ruby Mist

Snowdonia Cheese has its original Black Bomber extra mature cheddar and festive variant Ruby Mist creamy cheddar with port and brandy available in 200g truckles.

RRP £4.50

Contact 01745 360 246

Focus

Gluten-free beer

Free-from is becoming a big trend, with one Cambridge retailer reporting a weekly turnover of nearly £4,000 just from his gluten-free food. As part of this change in shoppers' demand, gluten-free beer is beginning to gain momentum. Carlsberg UK's addition of gluten-free variants to its portfolio is a key indicator of this.



Zatecky Pivovar Celia Organic/Dark

Zatecky Pivovar's gluten-free Czech lager Celia Organic – using Moravian malt – and Celia Dark – using Toffee Bavarian malt – are available exclusively through Carlsberg UK.

RRP £2.50

Contact 0845 820 820



Green's Brewery gluten-free range

Sales of Green's Brewery's ancient grains gluten-free range, including Dry Hopped Lager, India Pale Ale, Discovery, are up 120% in two years.

RRP from £2.40

Contact www.glutenfreebeers.co.uk/shop



Wold Top Brewery gluten-free beers

Wold Top Brewery offers three gluten-free beers: Against The Grain lager, Scarborough Fair IPA and Marmalade Porter.

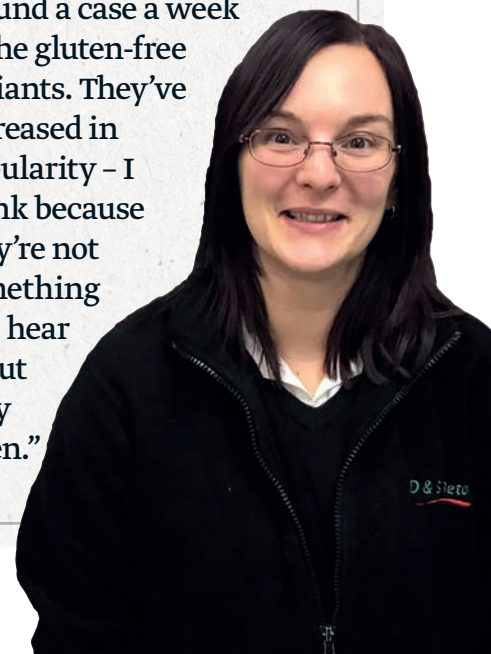
RRP £2.50-£3.50

Contact 01723 892222

Michelle Horsley

Manager at Costcutter, Warrington, near Hull

"The store began stocking Wold Top beers about eight years ago and we sell around a case a week of the gluten-free variants. They've increased in popularity – I think because they're not something you hear about very often."

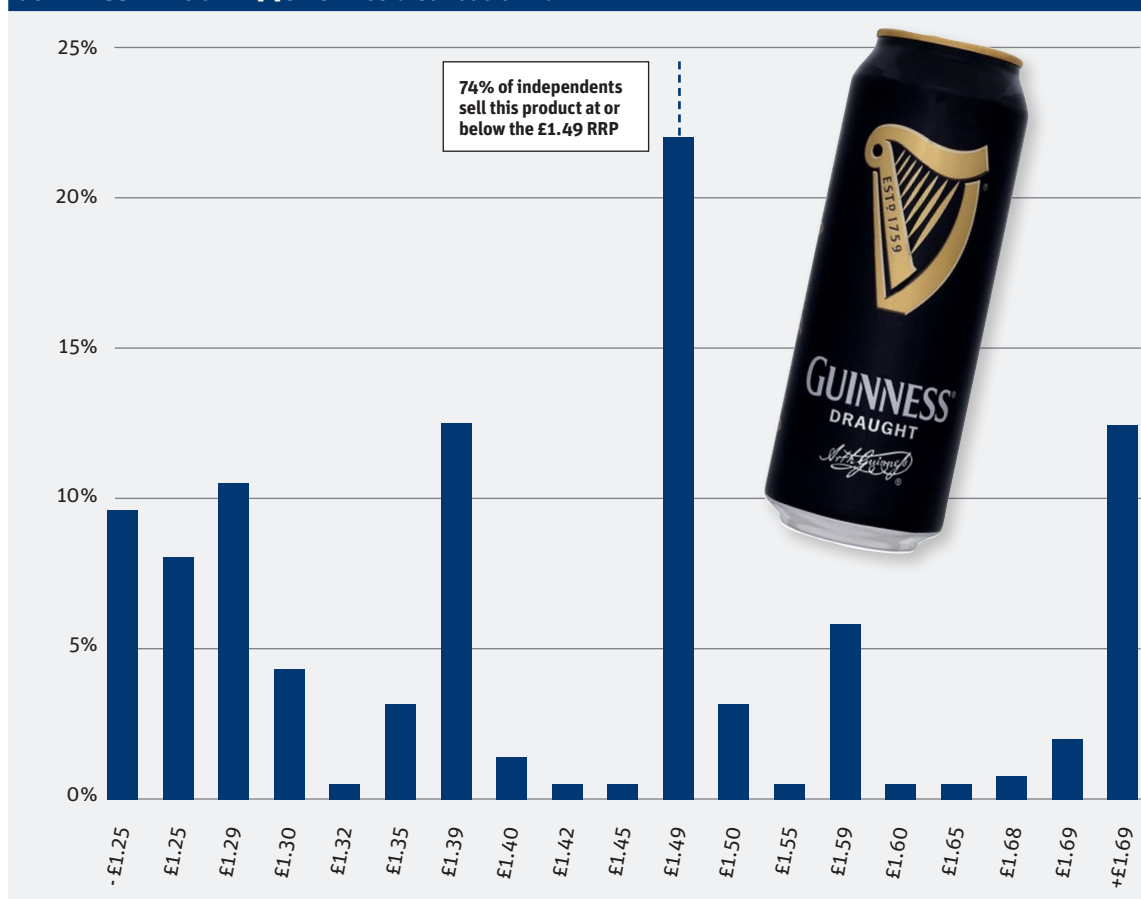


PRICEWATCH

Profit checker Ales and stouts

Price checker

GUINNESS DRAUGHT 440ml Price distribution %



Analysis

The prices charged for Guinness 440ml demonstrate a pattern seen throughout the rest of this week's data: retailers are mostly unwilling to charge above RRP for ales and stouts. In the case of Guinness

440ml, three quarters of stores elect to charge at or below RRP (21.9% at, 52% below). That theme is continued across the other 11 featured products, where just four out of 34, or 11%, are above RRP. McEwan's Export is 23%

below RRP in one Scottish store. For Hereford retailer Josie Chamberlin, this pricing is down to the multiples' ability to sell single units for low prices, leading her to offer multibuy deals to compete.

PRODUCT

Guinness Draught 4-pack
440ml

John Smith's Smooth 4-pack
440ml

John Smith's 12-pack
440ml

Newcastle Brown Ale
550ml

Guinness Draught
440ml

Sharp's Doom Bar Amber Ale
500ml

Old Speckled Hen
500ml

Hobgoblin Strong Dark Ale 5.5%
500ml

McEwan's Export
500ml

Fuller's London Pride Premium Ale
500ml

Guinness Foreign Extra Stout
330ml

Shepherd Neame Bishops Finger Ale
500ml

How we drive our profit

Owen Church

STORE Premier & Post Office Stores
LOCATION Hemsby, Great Yarmouth
SIZE 800sq ft
TYPE residential

TOP TIP

Ales are increasingly popular with younger people, particularly since we introduced regular offers



The main brands we sell are Spitfire, Old Speckled Hen, Sharp's Doom Bar and Hobgoblin, each of which we double-face. Sales vary a lot, but we find the most popular varieties are those on promotion. Deals such as three for £5 dent our margins somewhat, but we'll sell more so it's not a problem. We definitely get repeat custom on these products – sometimes on a daily basis – and it is rarely a solitary purchase. We're in an area which is popular with tourists, so we get a spike in demand during summertime, but other than that it stays pretty constant.

Raj Singh

STORE Londis
LOCATION Banbury
SIZE 3,500sq ft
TYPE main road parade

TOP TIP

Our beers are sold at room temperature and we position them next to crisps and snacks because they go so well together



Hook Norton is our bestseller, because it is a local beer – our customers refer to it as Hooky. Badger is popular all year round and Greene King's Rocking Rudolph ale was really successful last Christmas. Having a large range is important because we're the only retailer in the immediate area who does this, which makes us something of a destination store. We buy from Booker and often sell ales at three for £5. Multibuy affects our margins, but we'll sell a lot because we don't tie customers into buying from one brewery, which is something I've noticed other stores do.

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

Data supplied by



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

AVERAGE	BOOKER RRP	RETAILER 1 OFF-LICENCE IN CENTRAL SCOTTISH TOWN SUBURB	RETAILER 2 VILLAGE STORE IN RURAL DORSET	RETAILER 3 VILLAGE STORE IN ESSEX	RETAILER 4 HIGH STREET SHOP IN NORTH DEVON TOWN	RETAILER 5 NEIGHBOURHOOD STORE IN NORTH EAST TOWN SUBURB	RETAILER 6 SMALL STAFFORDSHIRE VILLAGE STORE
£4.87	£4.89	£4.50	£4.89	£4.89	£4.89	£4.89	£4.89
£4.48	£4.49	£4.00	–	£4.49	–	£4.49	–
£13.53	£15.49	£11.00	–	–	–	£15.49	–
£2.17	£2.35	£2.00	–	–	£2.55	£2.35	£2.00
£1.45	£1.49	–	–	–	–	–	£1.49
£2.41	£2.49	–	£2.49	£2.49	£2.49	£2.19	£2.49
£2.34	£2.39	–	£2.39	£2.39	£2.59	–	£2.39
£2.15	£2.09	–	£2.09	–	–	£2.09	£2.09
£1.38	£1.49	£1.15	–	–	–	–	–
£2.54	£2.49	£2.00	£2.49	£2.49	£2.59	–	–
£1.59	£1.89	–	–	–	–	–	–
£2.25	£2.29	–	£2.29	–	–	–	–

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Keith Ingram

Ginger & Dobbs
Shoreham, Kent



Cavolo Nero
(£1.50)



Where did you discover it?

I first ate Cavolo Nero – black cabbage in Italian – in a restaurant about four years ago and I've been obsessed with it ever since. I enjoyed it so much I had to go and ask the chef what it was and since then I've sourced a local grower and supplier who provides us with big bunches of it for 80-85p. We'll sell up to 25 a week at £1.50 each, which gives us a margin of around 40%. To get it noticed, I display it in front of the shop on our vegetable table.

Who buys it?

There's no set demographic. Often, it's just because, like with me, people aren't familiar with it and they'll ask what it is and how it should be cooked. My preference is to simply steam the leaves, putting the white stem aside to be used at a later date. It's edible but is quite tough, so I soften it up by gently frying it in butter and garlic before adding it to pasta.

Why is it so successful?

The fact it's so good for you must be a big reason. Also, people are a lot more adventurous and this is something a little bit different. It was difficult to get when I discovered it; I think the only stores selling it were Waitrose and Sainsbury's.

Josie Chamberlin

STORE | Roberts & Son
LOCATION Codicote
SIZE 1,700sq ft
TYPE high street

TOP TIP

Use special offers across your range, not just on what you want to sell. It's hard to match multiples on individual bottles so multibuy helps



We've got beers from across the country – Black Sheep, Bishops Finger, BrewDog, Whitstable Bay and the Glorious English and Golden varieties of Bombardier. We sell them at two for £4 and three for £5, and aim to get a margin of at least 20%, but will get more than that if they're bought individually. Next year, we'll run a tasting session in-store, choosing a selection to promote our range. We've done that with our wines to good effect in the past. Crisps and snacks will always sell well with ales and we stock an indulgent adult range to take advantage of that.

Ash Patel

STORE Londis
LOCATION Putney, London
SIZE 1,000sq ft
TYPE main road

TOP TIP

Every month we introduce four new brands. That serves two purposes – we get rid of slow sellers and it makes our range look fresh



Guinness isn't a very fast seller but I sell a lot of ale. The market is strong among my older customers but we've noticed that it's become increasingly popular with young professionals. Much of my range is on promotion at three for £5; it helps me compete with the Sainsbury's stores that are either side of my shop. We can't offer Badger Ale on promotion because the margins wouldn't be good enough. The lowest price we can get it for is £9 for eight bottles, whereas Spitfire is £8 and gives us a margin of around 20% when sold as a multibuy. ●

YOUR NEWS

Retailer to help cops to police the streets

Weymouth retailer Dave Hiscutt is working closely with his local police in a bid to make the streets, and stores, safer.

Mr Hiscutt, of Londis Weymouth, is chair of the Weymouth Shopwatch, which is looking to have a visible presence in the town to help retailers.

The group, which has provided radios for local retailers to keep in touch with each other about potential trouble and other issues, is currently in talks with Dorset police and local authorities about its role.

"We'd like to have a positive presence on the streets and in the town centre," said Mr Hiscutt. "Someone who can answer questions from tourists, but can, at the same time, keep an eye on known shoplifters, interact with them and act as a deterrent."

A bigger world of beer in '17

From breweries based just around the corner from its north London location to craft ales from the US, Londis Ferme Park Road is making a name for itself thanks to its specialist beer selection.

The store, in Stroud Green, has branched out into craft ales. It now boasts a wide selection and is also expanding its wine offering, with more expensive bottles and advice.

It is planning to expand further in 2017 as it becomes even more of a specialist alcohol retailer alongside its convenience offering.

"We keep on researching it and keep an eye on what's happening," said Kirtan Patel, from the family-run business.



Emma's all set to grow her sales

The festive season is in full swing at Emma's News in Burnley, where owner Emma Byrne is selling Christmas trees she expects to bring in around £700 profit. She sold 20 trees after stocking them four years ago but, following year-on-year growth, expects to sell 60 in 2016. "I buy them for £20 and sell them for £35," said Ms Byrne, which means she receives a 43% margin.

Forward-thinking retailer partners with Just Eat App planned for early in new year

Mo on the go as Glasgow store starts deliveries

by Tim Murray

tim.murray@newtrade.co.uk

A Glasgow retailer has become one of the first independent stores in Scotland to offer a delivery service.

Mo Razzaq, of Premier Mo's Store and Family Shopper, both in Blantyre, has partnered with online food specialist Just Eat to launch deliveries from his Subway, while offering telephone orders for the convenience side of the business.

The service was launched in his two stores this week, with plans to develop an app to enable easy on-line ordering.

"We've started properly this week and then the plan is to formalise it a bit more in the new year. We're getting an app made, we

want it up and running early in 2017," said Mr Razzaq. "There's real potential here."

Mr Razzaq said there are few independents offering home delivery in and around the Glasgow area, although there are one or two in Edinburgh, which means his move makes him among Scotland's first.

He said initial food to go and convenience deliveries were working well.

"It's been busy. We have a lot of customers who are pensioners and it's great for them," he said. "It's been very easy working with Just Eat, and it makes sense for us. We can use the same delivery drivers for the Subway food and for the other deliveries. It will keep them busy doing one when they're not doing the other."



Joy at Hammond's rural rate relief decision

Retailers have welcomed the chancellor's move to ensure rural stores receive 100% business rate relief in his first Autumn Statement.

The announcement could mean the difference between closure and sur-

vival some retailers have told RN. Michael Smith, of Bardon Mill Village Stores, between Newcastle and Carlisle, said: "It's a massive help not having to pay a business rate every month. It's almost the difference between survival

and closure."

Paul Mather of Sherston Post Office & Stores, Malmesbury, Wiltshire, added: "It's great the government is listening to the rural voice. Rural shops are the heart of the community."

The move has also been

welcomed by the Association of Convenience Stores. Chief executive James Lowman said: "Over a third of stores in the convenience sector operate in rural areas, playing an essential role in their communities."



SEYMOUR

Congratulations
to RN on their
refresh issue

Getting personal proves popular

An east London retailer has added a new range of bespoke items including baubles, cushions, frames, mugs and cards to his store. Wood Street Post Office in Walthamstow, has introduced the Creation Express system, which it expects will be popular in the run up to Christmas. Manager Aman Sadana has been taking the kiosk out on the road to Christmas fayres and fetes, "It's going really well, we've had no problems and we can create gifts within minutes of someone coming into the store," he said. "We sell greeting cards as well as the Post Office business and it sits really well. What's more, there's good margin in it too."



Covert cameras catch culprit 'It was a bit of an eye-opener'

Couple's shock at discovery of employee theft

by **Charlie Faulkner**

charlie.faulkner@newtrade.co.uk

An award-winning retailing duo has shared how they caught a long-standing employee stealing from them in a bid to prevent other retailers becoming victims.

Samantha and Mark Coldbeck, of Wharfedale Premier in Hull, became suspicious something was amiss when they noticed an unusually high rate of stock shrinkage.

The couple, who won the IAA Availability award two years ago and were named IAA Overall Best Shop last year, decided to install covert cameras – action which can only be taken when theft is suspected – and have since been removed.

"As experienced as we are, it was a bit of an eye opener for us," said Mrs Coldbeck. "We often check the CCTV footage but the member of staff was filling up a plastic bag in the stock room."

"He would take a bottle of wine or six-pack of beer, and even things

like a pack of Rennie and freezer bags.

"At the end of his shifts he was turning the lights out before he left carrying the bag – thinking he couldn't be seen."

The couple caught the employee on camera filling up a plastic bag of items on three consecutive days, at which point they decided to take action.

"The most dangerous thing any retailer can do is to take matters into their own hands," said Mrs Coldbeck. "We sought advice from ACAS and made sure we were getting the disciplinary process right."

The staff member received a caution for theft by employee. Mr and Mrs Coldbeck said they believe they could have lost thousands of pounds throughout the time he was employed.

"It's really made us think, we've always been aware of the figure that one in seven employees is stealing from their employer and we do have policies in place, but you never expect this," she said.

NO.1 FOR
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MAGAZINE
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YOUR VIEWS

■ Menzies only interested in more profitable customers

I have been having big problems with Menzies not delivering my newspapers on time, which began around four weeks ago when it started using agency drivers. When I began trading five years ago, papers were dropped off at 4.40am and I'd open at 4.50am. Now I won't get them before 6.20am. They didn't turn up until 7.40am this morning and despite two calls to them I still haven't had an explanation.

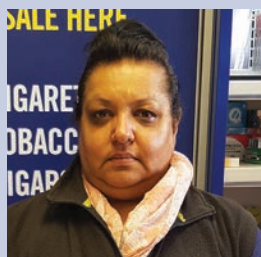
Not having them on time means I can't do my HND rounds, which make me £72 a day, not including the negative impact no papers has on walk-in trade – with lower sales of coffee, milk and fizzy drinks.

A few weeks ago, after a lot of complaining, Menzies sent a manager along with my papers at 5.30am, but it soon drifted back to late delivery. I'm paying £46 a week for this service and if

HOW CAN WE BETTER SUPPORT OUR PEERS?

I read your article about Hitchin retailer Bal Chahal, pictured, whose store is suffering because her local housing association is moving residents out of the area (RN, 11 November).

It prompted me to call her at the time to share some ideas about how she can turn the business around. I gave her contact details to get in touch with her symbol group, Londis, to find out if it can help.



I've just called her back, and the situation hasn't improved. Londis told her she'd need to invest £7,000 in her shop. But she is not making enough to even take a wage from the

business, let alone invest more into it.

I want to know what we as an industry can do to support Bal. We are good at celebrating the best stores, but need to support those in need. She needs a boost, and now, not before it's too late.

Julie Duhra
Premier Jules Convenience Store,
Telford

Steve Fox, managing director, Booker Group – Retail, said: "Over the past 12 months, Londis has through

its "Make More and Save More" campaign enabled all Londis Retailers to make more than an additional £20,000 in 2016 over 2015, through removing membership and marketing fees, reducing the cost of goods and increasing PoR on promotions. This investment has been across the entire Londis estate, so all Londis retailers benefit rather than targeted individual store funding. At a local level our field team may suggest ways of investing in a site to improve the consumer offer."

I had a choice I'd refuse to pay it, but that's not possible with Menzies because it's included in the bill. We're not compensated for loss of business and it seems to me that they don't care; whether they provide a service or not they still get paid.

I feel like Menzies is more concerned with more profitable customers like airports and supermarkets. I managed a supermarket before I

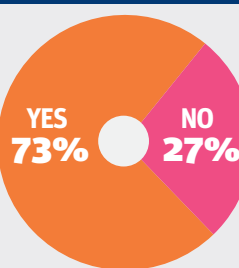
owned this shop so I know the profits that Menzies make on the low return of its stock. I'm really worried that, with the problems I'm having, and the number of papers I send back, I'll be sent fewer because Menzies reassesses the numbers it sends its customers every six weeks.

Emma Byrne
Emma's News,
Burnley

A Menzies spokesman said: "Firstly, I'd like to apologise to Emma for our poor communication on the morning when her supplies arrived at 7.40am; we experienced a breakdown on her run that morning, and knowing about it may have reduced the frustration she felt over this delay. In wider terms, we'd like to speak to Emma about the delivery needs of her business. While arrivals

in previous years may have permitted earlier deliveries, our Preston branch delivery cut-off is 4.30am and the travel time to her store is 45 minutes; under current arrival patterns, we will certainly be unable to reach her by the example time of 4.40am. We believe that through discussion, we will be able to reach agreement about a service offer for her business which is both deliverable and meets her trading needs."

RN READER POLL



Mo Razzaq says retailers need to decide whether to put up or shut up about PayPoint. Do you agree?

NEXT WEEK'S QUESTION

Do you offer contactless payments?

Have your vote now

Go to betterretailing.com

YOUR STOCK Do you think you have a moral obligation to educate customers about healthy eating, or should they be left to make their own choices?

Jacqui Bailey

Spar London Road Bakery,
Boston,
Lincolnshire

I suppose it's a bit of both. I don't feel responsible for their diets – it's up to customers to decide what they do and don't want – but I do feel responsible for offering choice.

We focus more on catering for dietary requirements than 'healthy living'; gluten-free bread and lactose-free milk for example.

Of course we have to cater for the majority, but we don't want to alienate the minority either, whether the reason is a lifestyle choice or for health reasons.



Narendra Singh Jadeja

Londis,
Waltham Forest,
London

I tend to stock healthier produce, but I think most people want to eat healthily anyway without us having to tell them – it's the price that can be prohibitive for some people.

Everyone's definitely more conscious of things like sugar these days – this summer there was a massive decrease in Volvic flavoured water sales, because people were just buying plain water.

The same goes for Walkers crisps – my sales have halved. People will buy organic crisps, even though they're more expensive.

Peter Lamb

Lamb's Larder Village Shop in
Bells Yew Green,
East Sussex

I think the decision regarding healthy eating sits firmly with the customer – it's not for me to dictate what they do and don't eat.

We stock each end of the spectrum, from very healthy, vegan and gluten-free foods to particularly fatty foods like bacon and cheese turnovers.

We sell around 600 to 700 hot food items a week – sausage rolls and steak slices for example – which comes to around £1,500 to £2,000 worth of trade. Why would we ostracise those customers?

■ What has happened to my papers?

Our papers usually arrive about 6am but this Sunday, when we opened the security bin around 8am there weren't any papers there. When I phoned Menzies to ask what the status was, they couldn't give me an explanation, but said they'd contact the branch.

I didn't get a call back until about 9am, when they asked if I'd received anything yet – but they still hadn't arrived.

The papers finally materialised just after 10am, but they were short and there were no copies of the Football League Paper. I asked again if someone could give

me an explanation. But still no reply.

I just want an explanation – there doesn't seem to be any valid reason or an apology.

Amit Patel

Belvedere News & Wine,
Belvedere, Kent

Menzies did not respond by the time RN went to press

100 YEARS AGO

2 December 1916

An all-picture monthly publication called Australia in the Great War was produced on behalf of the Commonwealth of Australia, the story reads, as a pictorial record of the contribution Australasian troops made.

VIEW FROM THE COUNTER with Mike Brown



As I looked out of the shop window at the snow-covered Cleveland Hills on Saturday 19 November, it was clear we were getting our first significant taste of winter. Every year, at the beginning of November I put winter tyres on the van and don't take them off until the temperature is consistently above seven degrees – at which point they are not effective. For this far north it can mean the middle of April.

Winter tyres are essential for my HND operation because, although the council keep the main roads gritted and clear, the side roads are neglected and it's no fun digging out every 10 minutes with a spade.

On Friday 18 November, my wife Rachel and I attended the Northern district's gala dinner at Ramside Hall in Durham. As usual it was a brilliant evening and a great credit to our district president Mike Mitchelson and his social committee, who put such a lot of work in to make the evening a tremendous success.

I got to bed at 2am, but was up at 5am to tackle the papers, which I heard arrive at 4.45am. The morning went very well and I was finished by 10am and tucking into my cereal.

With her recent sporting accolades, my daughter Emma has become something of a local celebrity. The local primary school, of which she is a former pupil, celebrated her successes recently in assembly. Primary children who come in the shop often inquire about her latest exploits and she has become something of a role model. From my own point of view I say no matter how famous you become you still have to do your paper round and take the dogs for a walk.

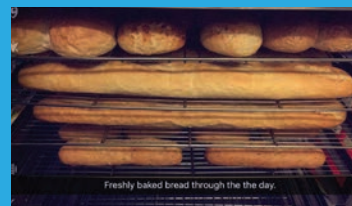
Your social comments this week

contact us @ThisisRN and facebook.com/ThisisRN



@TindaSahota

This is us using our SnapChat account to promote our offer @LondisMax. It's just another great & fun way of promoting



@WhitstoneStores

I really need an Xmas TV mags FSDU. Is anything available?



@OneStopMountNod

@WhitstoneStores We had a solution to this provided by @1StopFranchise. Simple but very effective switchover of FSDU!



Retailer Choice Awards finalists announced

@GregDeacon

Looking forward to finding out how we get on in the 16 December issue of RN – good luck to all nominated #MyPerfectShop



@CTBakerBudgens

Thank you to all who entered our #Aylsham lights night tombola. We're proud to have raised £289 for our 2016 charity, the Aylsham Care Trust

Mo Razaq says retailers should put up or shut up about PayPoint. Do you agree?



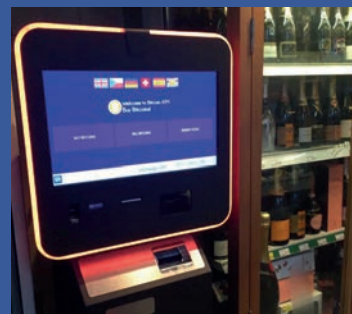
Susan Connolly

"Totally agree with Mo"



SatoshiPoint

Check out our new 2 way Bitcoin ATM at Londis King's Road in Chelsea. Buy or Sell bitcoin with SatoshiPoint, the UK's Largest Bitcoin ATM network



NATIONAL COUNCIL

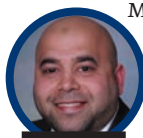


NFRN NATIONAL COUNCIL REPORT 22-23.11.2016

Tom Gockelen-Kozlowski reports from the NFRN national council meeting

Wide variance in police responses

Two delegates highlighted the huge difference in police response times to retail crime.



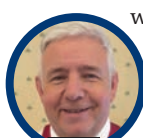
Muntazir Dipoti

North west member Muntazir Dipoti told delegates that after a gang of criminals unsuccessfully attempted to break in to his store at 3am, neighbours who were woken up contacted the police, who, to his shock, did not arrive until 11.30am.

"The response time was absolutely disgraceful," he said. He added the criminals were now free to return to his store or other local businesses.

"Our members should be able to work in a shop without the fear of crime," said national president Ray Monelle. "Why should we have a second-rate response time when supermarkets have a better one? I'm resolved to get this higher on the agenda with the powers that be."

However, Mr Monelle added he had a very different experience following an incident at his store. He said: "The police



Ray Monelle

were impressed with my CCTV and said that as a result of that footage they could take the shoplifter to court and would not need to rely on cross examination of the accused."

Having pulled a knife on one of Mr Monelle's assistants the man was given the maximum seven-year sentence.

'Get local MPs into your shop'

National deputy vice pre-



Police response times vary greatly in different parts of the country



Mike Mitchelson

sident Mike Mitchelson urged retailers to build close relationships with their MPs and "get them into your shop".

He asked retailers to attend NFRN meetings in the various UK parliaments during 2017. "We can give support from head office, but we do need local support," Mr Mitchelson said. There will be a Westminster parliamentary reception to coincide with the next national council in London on 14 February and one on 16 May in Holyrood, Edinburgh.

Council 'political stunt' over Sun

West Midlands member Julia Bywater raised concerns about Derry City and Strabane District Council passing a motion asking newsgroups not to



Why should we have a second-rate response time when supermarkets have a better one?

Muntazir Dipoti

NFRN north western



Julia Bywater

stock The Sun "in solidarity" with the families of Hillsborough victims. "Is this something other councils could do?" she said.

However, chief executive Paul Baxter said: "We respect people's right to demonstrate and retailers' right not to sell it. The Sun is not a big seller in Londonderry, but the fact is that the council has no legal weight behind the motion. It's a political stunt - it's not enforceable."

Negotiations on PayPoint choices

The NFRN said it is to open negotiations with PayPoint to secure the freedom for members to opt out of switching over to the company's new PayPoint One terminal.

Delegates were unhap-

py that under the new system they could be charged up to £20 a week more for the service.

However, Paul Baxter highlighted the value many delegates gained from the terminal.

"There's no universal position on PayPoint, we do have retailers who don't hate it," he said.

Kent member Harry Goraya argued retailers could get better deals if they engaged with the company. "It all depends on how good a negotiator you are as to what kind of deal you get," he said.



Harry Goraya

E-cig company partnership

Delegates heard Shoplink has partnered with e-cigarette company Vaporized to help retailers become specialists at selling the product.

"What does Vaporized do? We run retail outlets as franchise operations with a distribution centre in Edinburgh. We run a loyalty scheme with 70,000 members," said Vaporized consultant Peter Martin.

He added that there were three options for retailers who wanted to get involved, from having a simple "liquids and hardware" range to becoming a full specialist store.

The company added it also provides training for retailers before they become members of the franchisee group.

During a presentation retailers got the chance to see the in-store displays available. "Take a look at it, think seriously and whether you think you can make the most of the opportunity," said national president Ray Monelle.



Ensure you report late deliveries

Delegates were urged to report, complain and document all instances of late deliveries of newspapers as the NFRN promised to campaign hard, particularly on behalf of HND operators.

The call came as the federation revealed it is looking to set up an All Party Parliamentary Group for News and Magazines to look at systemic issues with the industry.

NFRN head of news Brian Murphy said there "had been some improvement", but that problems for many retailers persisted.

One example was provided by south west member John Jackson.

"We had the second biggest national hunt meeting nearby and the delivery times for the Racing Post were absolutely horrendous," he said.

The paper had arrived an hour and a half late, which meant hotels in the area suffered as guests were unable to read the paper before heading out for the day.

He argued that, while papers were held back to include late football scores, in his area there wasn't the level of interest to justify the delay. "Our third division local team doesn't warrant that," he said.

Mr Murphy said this was exactly the kind of information the federation needed. "It's really useful to have our own information as wholesalers will say there aren't problems



The NFRN's new branding was revealed by head of public affairs Adrian Roper

and this helps us prove where there are," he said.

One retailer said the impact of the delays were unlikely to be clear to wholesalers and publishers. "I don't think they understand the stress it causes by having to make constant phone calls, by having to deal with simple things which in their world might be very minor but in our world, they're actually quite big because of the staff costs, the phone call costs dealing with all of these issues," said Edinburgh member Hassan Lal.

Yorkshire member Stuart Reddish, meanwhile, suggested that the federation supply retailers with a template to communicate with HND customers when papers are consistently late.

"It's time we had some level of letter to give to customers that suggests an alternative paper we could deliver on time - publishers would soon get to hear of it," he said.

Mr Murphy said there was a letter on the NFRN website that could be "dusted off". "If we made it more public it would show publishers we are prepared to do some-



We had the second biggest national hunt meeting nearby and the delivery times for the Racing Post were absolutely horrendous

John Jackson

NFRN south west Weston-super-Mare

thing," said Mr Murphy. National vice president

Linda Sood said: "I would also urge members to ask for refunds on carriage charges

when they don't get delivered on time. We pay for our service."

Daily Mail in the firing line

The Daily Mail came under fire as Yorkshire member James Wilkinson shared figures showing the newspaper was responsible for 53.8% of late deliveries in York.

NFRN head of news Brian Murphy raised "real concerns" about a promotional insert the Mail was printing offering a digital version of the printed paper for "less than half the price of the paper".

He said it was particularly worrying that the promotion promises to deliver digital copies by 4am.

"It's not helping at all to keep the printed word going and it's driving people away from our place of work," said

Mr Murphy. He asked retailers to bring it up with Mail reps at any opportunity.

Heritage retained in new strapline

Delegates were introduced to the NFRN's new branding which will see the federation's strapline changing to 'The Federation of Independent Retailers'. NFRN head of public affairs Adrian Roper said the changes "retain our heritage, simplify the colour scheme and tidy up the typeface".



Adrian Roper

Epay boss: we can work together

Epay's UK managing director Richard Robinson told delegates how the company could work with NFRN members to grow their businesses.

"The expertise in terms of what we can do with our terminals puts us at the forefront of not just terminal development but as we look to the future of payments, apps and app development. Our current portfolio includes mobile top-ups, gift cards, pre-paid debit cards and have the capability for sending parcels through a partner too," said Mr Robinson.

Training materials made available

Brian Murphy told members they will have access to training materials for improving display and management of newstrade categories through local branch meetings and written guides after the success of its health and safety and legislative training modules.

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 22-23.11.2016

Tom Gockelen-Kozlowski reports from the NFRN national council meeting

Contracts remain if you sell up

Members who sell their businesses on or cease trading were warned they would still be liable for any outstanding agreements with suppliers.

"Your contracts are not terminated if you sell your business – that's normal business practice," said NFRN chief executive Paul Baxter.



Mr Baxter told the meeting some issues can be resolved if retailers approach suppliers before selling their stores. However, he warned that when dealing with companies such as PayPoint, "the contract is not yours to sell" to any future buyer of a business.

The issue of a former retailer who was being charged £8,000 for outstanding payments on a contract was raised by Mr Baxter, who advised members to adopt a "read it don't just sign it" policy.

If retailers were in any doubt about their contracts, they should ring the NFRN legal helpline and ask an advisor to read their contract, he added.

Is mutualisation on the agenda?

Members debated a proposed motion to mutualise the federation and enable members to vote on decisions by post rather than attend meetings.

"Branches are disappearing," said Mike Garner of Garner's in Eastbourne,



Twickenham Stadium was the venue for this year's Local Shop Summit

who proposed the motion with Portsmouth retailer Nigel Swan.

"I'm a member of Nation-wide and this is how it works for them," Mr Garner said. Making reference to the fundamental changes to governance such a change could mean for the federation, he said: "I know it's not going to happen now, and that it's something for the future. I just want to put it in your minds."

Paul Baxter said the federation wasn't "for or against" mutualisation but there were "some benefits and some challenges to a 'pure' mutualisation model" such as that suggested by the motion.

Regarding postal voting, Mr Baxter said: "We will have postal voting and direct elections in the new South West district because we've got a branchless system there."

Mr Baxter will report back to national council in February on the differ-



Your contracts are not terminated if you sell your business – that's normal business practice

Paul Baxter

NFRN chief executive

ent available options for mutualisation.

Police search causes concern

Scotland district member Hassan Lal raised concerns about a police search of his business.

Mr Lal told the meeting two police officers visited his store in Paisley immediately after a customer had left the smell of 'drugs' in his store while shopping.

He said officers did not believe a member of staff when he explained the cause of the aroma, and instead told him to "own up" to selling drugs in the store. After the employee refused to agree with the officers' version of events they conducted a search of the business.

"The concern I have is that if a search is conducted in my store, the officers must file a report. Is my store now on file for selling drugs?" he asked.

Paul Baxter recommended Mr Lal phone NFRN Legal to clarify his position.



Put Shop Summit date in your diary

Newtrade chairman Mike Mitchelson encouraged NFRN members to put the Local Shop Summit in their diaries for 2017.

This year's event, which took place at Twickenham Stadium on 12 October, attracted more than 100 top retailers who debated key issues about the future of the industry.

"It's a really good event with support from leading suppliers," he said.

Brexit impact on the agenda

The NFRN attended a roundtable discussion about the implications of Brexit with major retailers including Sainsbury's Asos and Amazon, where the issue of 'red tape' had been raised.

Paul Baxter told the meeting that Brexit minister David Davis MP had asked for a list of rules that businesses felt were causing obstacles to the running of their operations.

"People always say they want less red tape but they need to be more specific," he said.

"He asked members to get in touch with the NFRN to provide examples of rules and regulations that they would like to see cut or reduced to forward to Mr Davis."

'Don't miss out on partworks'

Brian Murphy suggested retailers take advantage of any partwork launches as "risk averse" publishers cut the number brought to market. "Those that are launched are likely to be good sellers," he said.

NFRN AWARDS

The NFRN held its annual awards last week to celebrate the best practice of independent retailers and suppliers. Here, we bring you the highlights

Leading lights



The NFRN recognised the achievements of independent retailers and their suppliers

Community Retailer of the Year Kevin Martin

Kevin Martin's G A Jones & Son raises hundreds of pounds for local causes, including Powys Young Carers, Llandrindod Town Band and the Girl Guides. Last Christmas, he installed a 14-foot community tree outside his shop and invited customers and local residents to decorate it.



Newsagent of the Year Brian Moses

Brian and his son Richard sell a huge range of UK and foreign newspapers and magazines for commuters and local residents at Harrogate Bookstall. They stock 1,400 titles, 11 local papers covering Harrogate, Ripon, Scarborough, Whitby and Darlington, along with 31 railway magazines.



Convenience Retailer of the Year Peter McBride

Peter McBride owns 11 Spar stores and prides himself on offering customers a great shopping experience and value for money. His shops support local suppliers and following a refit at McBride's Foodhall in Scaffog, the store offers fresh food and grocery, with a butchery deli and post office.



Responsible Selling Retailer of the Year Bay Bashir

Bay Bashir's area used to suffer from anti-social behaviour and under-age drinking. With the local council, Bay has introduced plastic carrier bags carrying messages to deter customers from buying alcohol for children and staff are trained regularly to prevent the illegal sale of age-restricted products.



MORE 2016 WINNERS

NFRN Member of the Year

Ranjan Patel

Partworks Retailer of the Year

Rushik Parmar

Topps Collectable Product Retailer of the Year

Andrew Howell

WHSmith Local Franchisee of the Year

Jon Healings

S2D Service of the Year

Yakuta Bhajji

S2D News Deliverer of the Year Winner

William Beard

S2D News Deliverer of the Year Merit

Neil Grimmett
Christopher Massey

Product of the Year

Philip Morris
Chesterfield
Cigarettes

Brand Marketing Campaign of the Year

Imperial Tobacco
'Suspect It, Report It'

Innovation of the Year

Trinity Mirror
Regional Plus Scheme

Magazine of the Year

National
Enquirer

Symbol Group of the Year

Booker

Regional Newspaper of the Year

Trinity Mirror
South Wales

New Product Development of the Year

Coca-Cola Zero
Sugar

National Newspaper of the Year

The Telegraph

News Wholesaler of the Year

Paul Latham

Supplier of the Year

NK Supply

Fellowship of the NFRN

Guto Bebb MP

NFRN Retail Champions

Guto Bebb MP
Nigel Evans MP
David Burrowes MP

Liz McInnes MP
Angela Eagle MP
George Osborne MP

NFRN Hero

Wayne Tommans-Porter

Special Services to the Industry

Gill Sherratt

Lifetime Achievement Award

Mike Hopkins ●

OPPORTUNITIES



The Taylor-Greens drive their morning trade by promoting a good mix of hot drinks, fresh food and newspapers

Own the morning

Get your offer right and you can make morning the most profitable time of day in your store. Hampshire retailers Julian and Jackie Taylor-Green invited **Dave Songer** to their store to reveal six easy ways to secure sales in the early hours



1 Know what your morning shoppers are looking for

"We have a good variety of shoppers, from builders and delivery drivers who buy newspapers, isotonic drinks, breakfast and coffee, to pensioners who might just pop in for a paper – most of which are sold between 6.30am and 11.00am," says Julian.

"Increasingly, people come in for frothy coffees from our machine because they know they can get something in our store they can't replicate at home. It increases the chance of them buying something else while they're here, and we'll sell anything from 20-40 cups, depending on the weather.

"Our HND service is worthwhile for the same reason. Besides the revenue it brings in, it also means people come into our store to settle their bills."



2 Design a layout to drive sales throughout your store

"We've recently had a refit, which utilises Spar's Daily Deli model.

It gets customers to pass products that are popular in the morning, such as cold drinks, snacks and hot food," says Julian.

"Shopping habits are changing and people nowadays don't buy enough in supermarkets to last seven days. They want to top up and we're here to offer that, but it's vital we communicate the perception of value and promote our fresh feel across the store."



3 Make your morning products unmissable

"We're capitalising on impulse purchases and installing a newspaper stand that

in association with

News UK



features a Red Bull cabinet within it," says Julian. "It works because they're particularly popular with our grab-and-go customers who like to pick up two or three cans with their paper before they go to work."

"We moved the hot food unit close to the tills for the same reason. Hot food is a big seller and our unit contains freshly-made hot rolls and breakfast turnovers to sausage rolls and burgers, which are strangely quite popular early in the morning. Since moving the hot chiller unit we often sell double the number of sausage rolls."



4 Shout about your offering

"We've tried to get our message across by leafleting at the local building site – where 5,000 homes are due to be built – and we also use social media; sending tweets and posting on Facebook," says Julian.

"Promotion extends to the store, too, and we aim to get across to people that they can come in any time and pick up something they want."

The hot food unit may be stocked, but if someone asks for something else we're flexible enough to do that for them – that will drive up basket spend and tempt people back."

5 Beat the multiples with better service

"We're more reactive and don't have cut-off times for our food, so if someone wants a burger at six in the morning we can do it."

"We're more personable as well; it's far easier for the staff to talk to customers and actually give them what they want, irrespective of the time of day," says Julian.

"However, we do also take inspiration from the multiples. We're looking to introduce meal deals that will tell customers what they need to know and what's available quickly."

The model I like is:

have a burger on its own, or potato wedges, or you can have a bacon bap, wedges, and a drink combined. It's concise and easy to follow."



6 Get suppliers on board to create brilliant displays

"Talk to your symbol group or wholesaler – they'll be able to help and start you on your journey. In terms of food, talk to companies that have display equipment."

Country Choice provided us with our hot dog machine," says Julian.



Morning: the sales opportunity for you in numbers

44%

of newspapers are sold before 11am

£3,000

The value of cross-merchandising papers with confectionery and snacks per year

4.5

The average number of times news customers visit stores per week

£789

The value of getting 10 new HND customers every year

40%

of shoppers would be encouraged to purchase products more regularly from a c-store if it did cross-category promotions, according to HIM

ADVICE CENTRE



How to set up customer wi-fi

Sunder Sandher is using free customer wi-fi to attract new shoppers and offer added value to existing ones



Eighteen months ago, Sunder Sandher hit upon a new way to attract local shoppers into his Leamington Spa store: installing free customer wi-fi and advertising the service outside his shop. It's proven very popular with a whole range of customers, from students to cyclists.

"We have lots of university students round here, and when they first move in they often don't have wi-fi and really need it for a few things," he says. "No other store does it, so we've really found a niche. It doesn't cost me much at all but I think people appreciate that we're providing it." ●

1

Set up the service

Sunder's first step was to install a second router dedicated to his customer wi-fi service. "I linked it up to my other router which I use for the rest of the business, staying with internet provider XLN," he explains. "That way they don't need to put a code in and can just log on and start browsing. We get around 50 hits a day, from university students and staff at Tata nearby."

2

Set up a landing page

Before customers can hit the open web, however, they pass through a personalised landing page that Sunder has set up. "It's not difficult to do, and it gives me a great chance to promote my store," he says. "I use the store branding and keep it updated with my latest offers."

3

Advertise outside the store

To catch passing trade, Sunder puts out a big poster advertising the free wi-fi. As well as attracting new university students, the wi-fi also brings in passing cyclists. "Every now and then cyclists go past the shop, and every Sunday we'll have up to 30 pedalling by," Sunder says. "They'll often drop in to grab something to eat and use the wi-fi."

4

Put out tables and chairs

Sunder's store has space at the front for tables and chairs, so shortly after installing the wi-fi he decided to put out seating where customers can sit with their purchases and use the wi-fi. "It's my land so there's no legal problem with it," he says. "But you could also find room for a seat inside if you didn't have outside space."

5

Link up with the rest of the store

With a wi-fi and seating area set up, Sunder's store has acquired a café-like vibe. "It definitely goes well with our coffee machine," he says. Students or cyclists can grab a coffee and a snack from the store, then sit out front browsing the free internet. Sales of these are up 8% as a result. Next time, they might come back with a book, or a friend.

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

TRENDS ON TRIAL

Customer-facing smartphone apps

85%

of smartphone owners have a retail app on their phone

Customer apps are fast becoming essential marketing tools that put independent stores on a level with high street retail. **Toby Hill** investigates three of the best

When the BigDL app first launched in 2014, many questioned whether it could ever work in convenience. Now, such apps are becoming indispensable tools for convenience retailers seeking to engage with customers. Research by app developer Adapmi found 85% of smartphone owners have a retail app

on their phone, while a fifth of shoppers make use of these at least two days per week. This is a huge pool of potential footfall that many retailers are missing out on. Here, we look at the latest trends in customer-facing apps, bringing together industry daddy BigDL with two of the newest kids on the block – Ubamarket and Booker's store-specific app.



1 BigDL

Big DL gives customers a “bird’s eye view” of the high street, sending personalised offers to shoppers as they move through town. A beacon fixed in your store connects with the app on individual devices within a 20-mile radius, telling customers about your own individual offers.

2 Wharfedale Premier App

Samantha Coldbeck's store in Hull is one of two trialling new customised apps designed in conjunction with Booker and Premier. The apps connect with existing customers to send deals, give them access to in-app competitions for shoppers who download it and enable click-and-collect and delivery services.

3 Ubamarket

At the cutting-edge of app design, Ubamarket asks customers to enter their shopping lists then rearranges them in the order they'll find products in their favourite store. It also allows customers to scan each item as they go, paying with a single scan at the till or, in the near future, directly through their mobile phone.



Retailer Viewpoint

Samantha Coldbeck

Wharfedale Premier,
Hull



It's vital to use apps, especially as an independent retailer. We can be more flexible than bigger stores, and apps help us engage with our customers and give them exactly what they want. We trialled the BigDL app and have the beacon on front of the shop now. It's mainly customers who

are already active with apps who pick up on it. On a weekly basis we have a reasonable amount of people commenting on deals they've seen through it. It's best for getting hold of new customers – next year Hull is the City of Culture so we expect to have lots of people coming here for the first time. BigDL should be a great way of getting in touch with them. We've also just launched our own tailored Wharfedale Premier App which we designed with Booker and Premier. It sends out promotions, customers can do click and collect, and we'll do deliveries within a three-mile radius. We're putting a lot of our power be-

hind that right now, and it's just starting to get off the ground. Booker and Premier are working on it with two stores, ourselves and Singh's Premier in Sheffield. It promises to be a really good way of engaging with regular customers. Ultimately, it's not just about having one app – you've got to get a mix of different apps to reach different customers, regular and new.

Sam's Top Tip

There are lots of apps and approaches available, so it's worth overcooking it – test several and see what works best in your store.

INDUSTRY PROFILE

Post Office

In 2012, the Post Office launched a radical overhaul of its network to ensure its long-term sustainability. Now, partnerships with c-stores, financial services and extended opening times are keeping it as popular as ever, says the man directing the changes, Neil Ennis

RN You're four years into the Network Transformation programme. How are post offices evolving?

NE Post offices were often standalone businesses with a small amount of retail. We're seeing a move towards post offices in c-stores, CTNs and other businesses. With services such as banking and cash withdrawal, customers have cash in hand in-store. Retailers want customers with cash to spend, so the match works really well.

RN What's the effect on sales?

NE Postmasters in Local branches say they're increasing retail business by 13-14%. In Main branches it's 7-8%. There were many sceptics at the start but we've proved the Local model works. A good retailer and a good post office really complement each other.

RN What's behind this increase?

NE We recognised our opening hours weren't good. We were open Monday-Friday office hours, then for a half-day on Saturday, but people working during the week couldn't get in until Saturday morning, then it was really crowded. We now try to match retailers' hours. Across the country we've got an extra 2,000 opening hours a week, which is equivalent to 4,500 new post offices with traditional hours. We've got 4,000 branches open on Sundays too.

RN How important are postal services nowadays?

NE A lot of people don't write letters anymore, but use Ebay instead, and are doing home shopping and returns. That said, mail services are still very popular, more so because

we're open longer. You can do a home shopping return on your way to and from work. It's becoming a really sustainable income.

RN Postmasters tell us financial services are popular too. Tell us about that.

NE Post Office Card Accounts are very popular, and, with longer opening hours, it's amazing how many people now use them early in the morning. Traditional post offices had massive queues outside at 9am, and comedians still do sketches about queues in post offices, but nowadays the average queuing time in a Local is a minute or less. Also, with maybe one ATM or none in some places, many people's source for cash is a post office.

RN What impact are online services having on branches?

NE Our main business is still our branch network and most of our income still comes from this. We've



Our main focus is c-stores because they are the most sustainable

got 11,630 branches. I don't think we'll ever go below 11,500. Over time we'll look to grow our network, although massive expansion is not our strategy. The way forward is partnering with retail chains, or independent retailers who want to have just one post office. We also have community post offices serving areas where they are the last shop in the village. We have a community fund which we'll use to help another 3,000 of these via grants.

RN How important are c-stores to the future of the Post Office?

NE Tremendously important. We will be looking to work as closely as we can with c-stores in future. Some new post offices are in CTNs, hairdressers, pubs and churches, but our main focus is c-stores because they are the most sustainable and bring in the most customers.

RN What's next for the Post Office?

NE We have to finish the Network Transformation programme, which will run until 2018. We were building 50 branches a week, but that will be more like 20-30 from now on. Our strategy continues to be building relationships with c-store owners, working with symbol groups and continuing to build a sustainable Post Office network.

** Company CV **

Company Post Office
Network Transformation programme director Neil Ennis
Profile Since 2012, the Post Office has been modernising its branches under the Network Transformation programme, with the integration of post offices in c-stores and extended post office hours two of its most successful changes.

Latest news As of last week, there were 6,910 modernised post offices. The 7,000th is set to open in early January.



**

**

Offering Post Office services brings in new customers so you can boost retail sales



To find out more, visit:
www.runapostoffice.co.uk

RN AWARDS

The graphic features a stage with red curtains and gold stars. A large, white, diamond-shaped award is centered, with the text 'RN RETAILER CHOICE AWARDS' in blue. Below it is a blue pedestal. Four spotlights illuminate the scene from the corners. The background is filled with gold stars of various sizes.

RN RETAILER CHOICE AWARDS

Back after a roaring success in 2015, it's time for the only awards that put you, the readers, in complete control. It's time to get picking

From the raft of new tobacco legislation to the rise and rise of fresh and chilled produce, 2016 has been a year of major change for independent retailers of all kinds.

With the arrival of each challenge and opportunity, the industry has reacted to provide help to the trade with products that meet a new niche, technology that puts you in control of your business or support that keeps you and your team up to date.

The RN Retailer Choice Awards are

your opportunity to recognise the best of this work. Our editorial team has come together to create a list of nominees across 12 categories, from the footfall drivers that have brought shoppers into your stores to the category innovations that have made them spend their money with you.

Now, it's over to you. Readers have one week from today to log on to betterretailing.com and make your decisions over which nominees claim the prize in each category. Find out your winners only in RN's 16 December issue.

RN AWARDS



Symbol or franchise of the Year

Whether it's driving success or embarking on new ventures to keep retailers on top of the convenience game, suppliers and symbol groups have presented both incredible recoveries and top notch new initiatives this year



Nisa

This year, Nisa made the "biggest swing in profit in the company's history" as presented in its end-of-financial year figures. The report revealed adjusted earnings of £7.2m, compared to losses of £2.9m the previous year. The company attributed the turnaround to a disciplined approach which has made £3.1m available to members. This successful 180-degree turn has been coupled with its supply contract, where it will supply the 298 Co-op stores acquired by McColl's Retail Group.

Did you know?

Clear guidelines to retailers and a new mystery shopper initiative resulted in a 17% jump in Nisa's customer feedback score.



Bargain Booze

Focusing much more heavily on grocery as well as launching a massive recruitment drive this year, Conviviality announced retailers signing up to its Bargain Booze franchise would receive at least £20,000 to invest in their business. It also promised access to more than 4,000 grocery lines and more than 2,500 chilled lines, delivered up to five times a week, for new starters under its Bargain Booze and Bargain Booze Select Convenience fascias.

Did you know?

Conviviality Retail posted a 137% increase in annual sales to £864.5m in a "transformational year" this year. The company now has a total of 716 stores.



One Stop

One Stop has taken steps to improve its fresh offering, both in terms of what it can offer its them and the range of meal deals available to franchisees. This year it has revamped its fresh and chilled range with new products, it has delivered a £3 lunchtime meal deal and, earlier in the year, a two for £10 evening deal. One Stop has also launched an initiative in which funds raised through the 5p carrier bag charge are now donated to local community groups.

Did you know?

One Stop has more than 850 shops open seven days a week, employing more than 10,000. It increased its single pack lines available to its franchisees to 280.



Budgens

Following a takeover by Booker in May, Budgens has undergone a drastic turnaround and retailers have benefited from improved cash margins and fewer restrictions. New systems and product ranges have been introduced. Following Booker's acquisition of Musgrave last year, Booker now claims it is "simpler to do business with" as part of its recruitment drive. Budgens retailers are saving on average £50,000 a year in wastage due to a "better meat proposition".

Did you know?

Prior to the takeover Musgrave had lost £20m. But following Booker's acquisition, retailer Guy Warner reported a margin increase of 4%.



Premier

A trial in which Premier has used the Londis and Budgens supply chain to build on its fresh and chilled offering has delivered a 50% sales uplift, according to Booker Group managing director Steve Fox, with one Premier store reporting a 99% increase. Premier's expansion drive boosts sales and footfall for its retailers and the group has approached this scheme with a five to 10-year outlook. Premier retailers have hailed better fresh ranges as the main benefit of the merger.

Did you know?

In August Premier announced its total UK store numbers had grown to more than 3,300. It also recruited 330 new members in the last financial year.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 8 December

RN AWARDS



Supplier salesforce of the year

We often hear about suppliers cutting back their rep teams, but here are five companies who have been active in helping retailers make their stores more profitable via their field teams. Which one has impressed you most?



News UK

The publisher's reps have been introducing retailers to a number of initiatives to drive sales and customer loyalty, and it's a testament to them that a number of these are ahead of target. News UK has signed up 10,000 stores to its MyPerfectShop initiative, 750 stores have been fitted with BigDL beacons, and more than 3,500 retailers were signed up to its newsretail.co.uk trade website in its first four months. Driving cross-category and total store sales has also been a focus.

Did you know?

The company's activity this year helped it become the first newspaper publisher to scoop the gold award at the Field Marketing Awards.



BAT

The arrival of standardised packaging and EUTPD II restrictions this year meant that, from May, branded cigarettes, 10-packs and small-format rolling tobacco could no longer be produced for the UK market. With retailers granted a 12-month sell-through period, tobacco reps have been out in full force to ensure retailers are ready for the May 2017 deadline. RN saw first-hand the work being done by BAT's sales reps to ensure retailers are up-to-date on the changes.

Did you know?

BAT is looking to secure a deal to get it back into the US market, which would, if approved, make it the biggest listed tobacco company in terms of sales.



JTI

Earlier this year JTI told RN it had trained its reps to be store experts to protect retailers as plain packaging legislation begins to impact their businesses. Andy Stevens, JTI's head of sales, said this was to make sure as "legislation becomes more layered, reps understand the workings of the whole shop". Its reps have also been helping retailers with stock rotation to improve rate of sale, ensuring "those brands that get stuck in the cupboard find their way on to shelves".

Did you know?

The JTI Advance App provides up-to-the-minute guidance on legislation between rep visits. It also features a margin calculator and training tips.



Philip Morris

Since employing its first field sales force for 25 years in 2014, the company's reps have been helping retailers prepare for the wave of legislation, drive sales and fight the illicit trade. Earlier this year retailers told RN they saw a massive rise in sales after the company paid retailers £1 for every extra packet of Chesterfields sold above a defined "base rate". Earlier this year Philip Morris launched a nationwide educational programme for independent retailers in a bid to stamp out illicit tobacco.

Did you know?

Philip Morris reps visited 6,500 retailers to give stickers, leaflets and posters that assure customers all their tobacco stock is legal as part of its Ex-It programme.



Imperial

Regional business manager James Hall reiterated the company's commitment to the independent trade earlier this year when he told retailers "we're not going to leave independent retailers to hang out to dry". It came as he gave advice on plain packaging and EUTPD II legislation. Last month, RN also reported the company is looking at three-letter abbreviation and colour coding on gantries to help retailers prevent mis-sales with the disappearance of branding.

Did you know?

Imperial is the only manufacturer to have seen positive growth since plain packaging legislation was introduced in Australia, according to Mr Hall.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 8 December



JTI Advance
Leading Tobacco Together



Nominated for Digital Innovation Award

Over
20,000
retailers
registered



5,000
app downloads
since launch in
June

Proudly supporting our retailers and their businesses

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business tools • prices • training • responsible retailing

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Can't access JTI Advance?
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JTI Advance App Useful | Convenient | Expert



RN AWARDS



Supplier digital innovation of the year

Two thirds of supply chain businesses are increasing their use of technology, while industry leaders are urging more businesses to engage with digital tools. But which one has been getting you logging on?

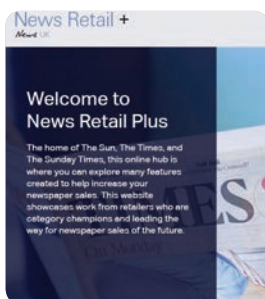


Imperial

Taking a new approach to combating illicit tobacco, Imperial launched a digital campaign to fight the black market and ensure perpetrators are brought to justice. An anti-illicit tobacco website and Twitter feed form part of its Suspect it? Report it! campaign. They provide access to the tools needed to raise awareness which include posters, videos and infographics, all available to download. Its aim is for the website to become a digital focal point for the anti-illicit tobacco fight.

Did you know?

According to HMRC estimates, while overall cigarette consumption is falling, illicit tobacco has hit a five-year high, with five billion sticks consumed in 2015-16.

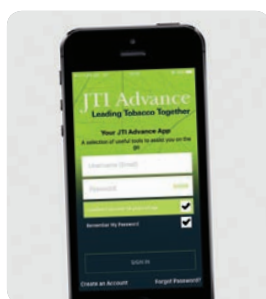


News UK

Launched as a hub to help retailers drive newspaper sales, Newsretail.co.uk went live in July and signed up an initial 1,000 retailers in its first nine days. Available in a website format and a smartphone app, it provides newspaper sales data, direct communication with reps, real examples of My Perfect Shop case studies, distribution updates and a help centre. The company says: "This online hub is where you can explore many features created to help increase your newspaper sales."

Did you know?

News UK is aiming for a total of 10,000 retailers to be signed up to the Newsretail.co.uk site by next June, meaning more retailers than ever will be kept up to date.



JTI

In a move to address the complex changes in legislation heading for tobacco in May next year, the JTI Advance app was unveiled in June. It is designed to create shopping lists using a barcode scanner, access product and pricing information and view training tips, as well as product and industry news, including information on EUTPD II - offering information at retailers' fingertips. As branded packs and small formats have begun to run out, the app has alerted users.

Did you know?

From May next year, retailers will no longer be able to sell pricemarked packs or 10-packs and will only be able to stock plain-packaged tobacco products.



PayPoint

The recently-launched PayPoint One terminal has promised to lead the way in terms of payment service providers, working in sync with today's rapidly expanding online technology. The new terminal amalgamates beacons, smartphone apps, promotions, loyalty schemes and parcels into one tidy bundle which will also see the integration of contactless payments, Apple Pay and Android. The idea is to bring suppliers and retailers on board to provide a seamless, modern payment service.

Did you know?

By 2021, card payments will account for more than 50% of all payments. More than half of people say technology improves their shopping experience.



Booker

An app for Premier shoppers is undergoing trials with the aim of providing both a click and collect and a delivery service. The app will also offer exclusive deals, drive footfall and add an edge to convenience store capabilities. "It's early days, but we've already seen extra sales and people who didn't know the store existed using the app," says Mandeep Singh of Premier Singh's in Sheffield. Along with the acquisition of Londis and Budgens, it means more Britons are coming into contact with Booker than ever.

Did you know?

Trialling the new technology, Mandeep has seen average basket spend triple, as well as being able to offer delivery within 15 minutes of orders being placed.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 8 December

Why should you care about illegal tobacco?



£30k

On average, small and local shops lose around £30k each year to the illicit tobacco trade¹



Criminals target children with illegal tobacco



Illegal tobacco is unregulated, and has been found to contain ingredients like dust, rat droppings and asbestos²

FIND OUT MORE AT OUR WEBSITE:

www.suspect-it-report-it.co.uk

Read the latest AIT news, view infographics, download posters and more...

Follow @suspect_report

¹ Tobacco Manufacturers' Association, 2016
² Local Government Association, 2014

**SUSPECT IT?
REPORT IT!**

The illicit trade impacts:



income



youth



quality



communities

Call the Customs Hotline

0800 59 5000



Working **together** to fight the illicit trade

RN AWARDS



Product launch of the year

Successfully launching products is a difficult art to master, particularly when there are so many channels available with which to do it. Here are some that got it right – but which new product gets your vote?



Logic Pro

In April, JTI widened its presence in the e-cigarette market by launching its first UK tank vaping product, Logic Pro. Fitted with a 'no spill, no fuss' device that enables it to be marketed as a less messy option, the stainless steel Logic Pro includes an integrated coil system and a 'five click lock' to prevent accidental activation. The product, which has long-life battery that can be charged in under three hours, is available in tobacco, cherry, menthol and vanilla flavours.

Did you know?

85% of the UK's estimated two million vapers use tank fuelled products, a market that had grown 161% in the year leading up to Logic Pro's launch.



KitKat Cookie Dough

A new version of KitKat's ever-popular crispy wafer Chunky chocolate bars launched in August, with a cookie dough variant that formed part of the manufacturer's bid to excite the singles confectionery category. With an RRP of 60p, it was the latest in a series of popular limited edition flavours of the bar to be launched in the UK. The launch was supported by a £1m media campaign that focused on social media and outdoor posters.

Did you know?

Sales of KitKat Chunky Cookie Dough were so strong that Nestlé had to increase its production in order to keep up with demand, with many retailers having sold out.



Hop House 13 Lager

Diageo strengthened Guinness's craft beer range, The Brewers Project, in April, as part of its aim to highlight the 'quality and craftsmanship' of its portfolio. Hop House 13, the fourth variant to be released, joined Guinness Dublin Porter, Guinness West Indies Porter and Guinness Golden Ale. The latest lager was marketed as an accessible option for consumers looking to explore the growing craft beer industry.

Did you know?

Guinness launched its golden amber Hop House 13 lager in Ireland in February 2015 and it now accounts for 2.8% of all lager sales in the country.



Cadbury Medley

The range of indulgent sharing bars available to shoppers was given a boost with the launch of Cadbury's Milk Medley brand in February. The range consists of two 93g Dairy Milk chocolate tablets each containing a soft chocolate centre and sweet topping, including caramelised hazelnuts and raspberry pieces. Targeted at 25 to 44-year-old women, both products have an RRP of £1.49 and Mondelez introduced £1 pricemarks when they came to market.

Did you know?

The tablet's launch was supported by a £3m marketing campaign in 2016 that included TV, sampling, outdoor, digital, PR and in-store activity.



Galaxy Duet Toffee & Popcorn

Further strengthening its popular Galaxy Duet range, Mars Chocolate has added a popcorn variety. The Toffee & Popcorn bar has two fingers, one filled with smooth toffee sauce and the other salted toffee popcorn pieces. Mars' latest bar, which arrived in stores in February, retails at 60p and follows on from 2015's double launch of Cookies & Cream and Caramel & Shortcake. Mars' range of PoS to promote it in store included a front-of-store display.

Did you know?

Mars invested in a £600k campaign to support this launch. It included TV ads that featured singers Chanele McGuinness and Bxnjamin, who sang a version of Moon River.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 8 December

logic.

e-cigarette



THE UK's **FASTEST GROWING** CLOSED TANK PRODUCT*

18+ CONTAINS NICOTINE

*Nielsen Scantrack Sales value Sept 2016 vs. June 2016.



For more information on Logic Pro, retailers should speak to their local JTI representative or call the helpdesk on 0800 112 3401. Retailers can also visit www.jtiadvance.co.uk for further information, support and guidance on tobacco and e-cigarette retailing.



RN AWARDS



Growth category of the year

How do you spot a fad from the next big sales opportunity for your store? RN has identified five categories that you have told us are performing well this year. But which is best?



Protein snacks

Your customers are working harder and not eating at traditional times, and so are snacking more. They are also looking for healthier snacks, however, and the result is an explosion in the protein snacks category, which Ben McKechnie from healthy wholesaler Epicurium calls “incredible”. Exciting brands like Bounce, Pip & Nut and Protein Pantry, and new formats from Mars and Nature Valley, mean protein bars needn’t look like they belong in a gym or health food shop, either.

Did you know?

The protein bar category grew in value by 57% in 2016 to be worth £22m a year, according to Mars general manager Michelle Frost making it a must-stock.



E-cigarettes

Ever-present for three years, the growth of e-cigarettes is showing no sign of slowing, with the value of the market up 48% since 2014. Tobacco manufacturers have shown their ambition, with JTI bringing Pro Logic to the UK in April and Philip Morris rolling out its IQOS heat-not-burn technology to Italy and Japan. Tank e-cigarettes are driving growth with 44% of the market, with menthol (37%), fruit (30%) and tobacco (29%) the most popular flavours.

Did you know?

RN research found retailers stocking two brands achieve weekly sales of £21.11, while those with four brands more than double category turnover at £44.46 a week.



Craft spirits

If 2016 was all about craft beer, the next big alcohol trend to watch out for is craft spirits. The focus on premium, non-mass produced, often local lines, is advanced in beer but developing in soft drinks and spirits. Brands like Sipsmith's Gin and Bulleit Bourbon are already widely stocked, and Swansea retailers Marc and Rhonda Winchester used two Welsh whiskies to create a point of difference at their new Bmorelocal store when they opened earlier this year.

Did you know?

Craft spirits currently have a 2.2% market share in the United States, while craft beer has a 12% share of category sales showing the category's potential.



Sugar-free soft drinks

Back in August, RN readers told us they had no fear about the impact of the impending sugar tax, with customers switching to healthier drinks keeping sales strong. Retailers Susan Connolly, Adam Hogwood and Chaz Chahal all said they'd already seen a big change in customer behaviour as they switch to lower-sugar options. Lucozade Zero and Coca-Cola Cherry with Zero Sugar joined the likes of Monster Ultra, Tango Sugar Free and Red Bull Sugar Free in the chiller this year.

Did you know?

Tesco announced it is cutting the amount of sugar in 251 own brand soft drinks to below the 5g per 100ml at which the sugar tax comes in.



Gluten-free

“Gluten free is no longer about health, it's a lifestyle choice.” That was the view of Budgens of Islington retailer Paul Gardner at the Local Shop Summit in October. Paul takes advantage by working with specialist brands like Yummy Tummy Co and Mash Direct, whose high quality ready meals meet the needs of his coeliac customers. Plenty of big brands are following suit too, with gluten-free versions of everything from fish fingers and lager to cornflakes and porridge.

Did you know?

Cambridge retailer Abdul Arah sells £4,000 worth of gluten-free ready meals every week. He started stocking them after his mother was diagnosed with coeliac disease.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 8 December

RN AWARDS



Advertising campaign of the year

Manufacturers and suppliers are always seeking better ways to market their products and boost their reputation. Great promotions equal great sales – but just who is the marketing king?



Pringles

This summer, Pringles capitalised on its World Cup 2014 campaign success (it grew large sharing crisps sales 25%) with another football-related campaign. Tying-in with the UEFA European Championships, Kellogg's hit the back of the net by offering consumers a 'Footbowl' for serving at match-time, and renaming packs 'Pringooals'. If only England had managed a few more 'gooals' too. Kellogg's also unveiled 'The Best Films are in the Can' campaign, offering free movies.

Did you know?

Pringles creator Alexander Liepa picked the name Pringles out of a Cincinatti telephone book, with the address Pringle Drive, Ohio, being the one.



Jack Daniel's Tennessee Honey

This year, Jack Daniel's Tennessee Honey campaign has certainly created a buzz among retailers. Offering price-marked bottles for independents in a variety of sizes, the whiskey brand has proven that it still adapts to stay on-trend, as it has done for over 150 years. Retailer recommendations in the advertisements confirm that stocking the new honey flavour next to other premiums – such as Old No.7 – can complement any convenience store's range. Will it be this year's winner?

Did you know?

Jack Daniel's is the second best-selling whiskey to buy near airports, with a whopping 889,000 cases sold every year to travellers alone.



Bargain Booze

Adorned by a number of recent awards, this year's Bargain Booze campaign has drawn independent retailers from across the UK to sign up to the franchise. Using the power of three, the advertisements ask independent retailers if they want to be famous and have a £20,000 investment. Obviously a popular incentive, but the promotion is strengthened by additional promises, including increased turnover and 2,500 Heritage-branded chilled lines from Nisa.

Did you know?

Bargain Booze started off in 1981 as a small wine and spirits shop in Cheshire. Now, it's the largest off-licence chain in the UK, with more than 600 stores.



Coca-Cola Zero Sugar

Coca-Cola European Partner's 'Taste the Feeling' new global advertising campaign is the soft drink giant's first in seven years. Using emotional product communication, the message focuses on the sense that drinking Coca-Cola turns a simple pleasure into a special moment, this advert takes new branding into consideration with its tinted photograph, but affirms its appeal to contemporary consumers looking for healthier options with its Zero Sugar credentials.

Did you know?

Coca-Cola worked with some of the biggest industry names such as W.C. d'Arcy and Archie Lee to create the brand's most memorable slogans.



Do us a Sarnie (PepsiCo)

This summer, Walkers and Heinz teamed up to launch a limited-edition selection of six, sandwich-flavoured crisps. The campaign uses an exciting incentive for consumers to win £10,000 every week plus unique sarnie prizes or free crisps, which also drives retailers online to find out how they could earn rewards for their store. The limited-edition campaign was also supported by television advertising and pop-up shops in an innovative attempt to attract UK customers.

Did you know?

It is not coincidental that Walkers Crisps uses Gary Lineker in its adverts as the crisps are still made in Lineker's home town of Leicester.

Which company is your winner? Log on to

betterRetailing.com

to cast your vote by 8 December

RN AWARDS



Newsstand performer of the year

This year, two national newspapers have launched, adult colouring has remained an obsession and enduring toy brands have engaged a whole new generation of kids. But which newsstand title is your star performer?



New European

It's been hailed as the most successful print launch of the year. Archant's New European launched in early July, claiming it would give "dismayed" EU Referendum Remain voters a voice. The Independent initially dubbed it "the UK's first ever pop-up newspaper", but the New European succeeded where The New Day and 24 failed and is now a permanent title. It is now launching a Bookazine called 2016 Year of Brexit, with a retail margin of 25% on its £6.99 cover price.

Did you know?

The first issue of the New European is thought to have sold more than 40,000 copies. "We will continue to publish into the zeitgeist until it passes," it told the Guardian.



i

2016 has been a strong year for the i, newly-acquired by Johnston Press. The title has achieved successive sales increases according to monthly Audit Bureau of Circulation figures. Saturday editions showed the strongest results, up 8.8%, 14.4%, 14.1% and 16.7% in October, September, August and July, respectively. And despite a 10p price rise in September shaving 1% off retailer margins, sellers still earned an extra £1,203,446 on weekdays and £210,096 on Saturdays from the move.

Did you know?

At launch in 2010, the Lebedevs said they would judge the i a success if its circulation topped 150,000. Its weekday circulation was 212,261 in October.



Star Wars Lego

Star Wars was revealed as the standout children's newsstand trend of 2016 when this summer's national sales charts were released by the Audit Bureau of Circulation. Star Wars Lego leapt to second place in the children's category and 48th place in the overall top 100, while Lego Nexo Knights and Lego Ninjago also put in sterling performances. The trend looks set to continue with Lego topping many Christmas lists and parents in need of stocking fillers and holiday entertainment.

Did you know?

Retailers sold nearly 250,000 copies of the top four Lego magazines in August's ABCs. Lego was named the world's most powerful brand by Brand Finance last year.



Ultimate Dot2Dot

After a year of storming the newsstand to buy colouring books, adults were showing no sign of losing their rediscovered appetite for childhood activities, so publishers hit on a new retro activity to drive further sales. The dot-to-dot craze for adults was born, and a raft of titles quickly launched. Ultimate Dot-to-Dot is testament to the popularity of this trend. Last month, it ranked third on the adult colouring charts, after Relax With Art and Colouring Heaven.

Did you know?

Dot-to-dot puzzles are said to have the same benefits as yoga. Australia has taken adult relaxation one step further and launched play dough for grown-ups.



The Times

With origins back to 1785, The Times has earned its nomination here for its consistent sales through retail this year. Arguably the most stable quality newspaper, Audit Bureau of Circulations figures show the paper has posted circulation changes for its weekly edition of between just -1.6% and 1.9% in the past six months, for example, while other titles have folded or posted higher losses. Similarly strong, the Saturday edition's performance ranged from -0.5% to 6.1% in the same period.

Did you know?

Ten Times seven-day HND customers are worth £6,800 per year, and 10% of people who read The Times are aged between 15 and 24.

Which company is your winner? Log on to

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NEWS RETAIL PLUS WEBSITE

News UK

RN
RETAILER
CHOICE
AWARDS

FINALIST

Supplier digital
innovation of
the year

Merchandising
initiative of
the year

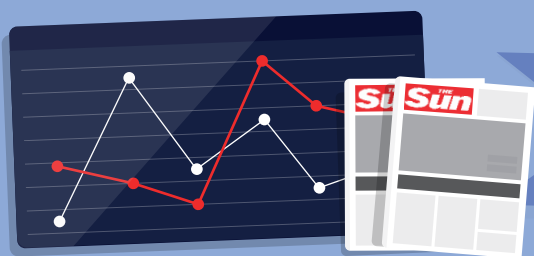


RN
RETAILER
CHOICE
AWARDS

FINALIST

Supplier
salesforce of
the year

Newtrade star
performer



**TAKE CONTROL OF YOUR SALES WITH
UP TO 6 WEEKS OF SALES DATA!**

**DRIVE FURTHER FOOTFALL, LOYALTY AND
SPEND FROM SHOPPERS BY JOINING BIG DL!**



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RN AWARDS



Innovation of the year

By implementing new ideas, suppliers can breathe new life into products, attract new customers and increase opportunities for retailers – as the following five prove. But which one is the best?



BAT smooth flow filter

British American Tobacco (BAT) launched a new filter for its Pall Mall range in May which it says gives smokers a firmer “in-hand feel” and improves filtration. The Taste Plus Filter – the first product of its kind for Pall Mall and a first-to-market innovation for the UK – was part of an upgrade undertaken by BAT that followed the launch of its Double Capsule in 2015. The manufacturer has promised to continue to innovate its portfolio despite the arrival of plain packaging in 2017.

Did you know?

BAT was the first major manufacturer to bring a EUTPD II-ready 30g roll your own tobacco pouch to the market, a £10 pricemarked format of Cutters Choice.



Blu retailer guide

Blu launched a retailer guide in November that aims to help store owners make sense of e-cig legislation and understand sales opportunities. Designed to help retailers fully comprehend the changes which will be introduced when EUTPD II legislation comes into force, the guides were created in response to feedback and questions from retailers. The comprehensive four-page guide includes keys stats, and dates and what a compliant device looks like.

Did you know?

Around a third of all e-cigarette sales are carried out in traditional retail environments and the category is growing at around 20% year on year.



Warburtons protein range

To feed millions of consumers' demand for protein-enriched food, Warburtons launched a new range of bread products that includes a big portion of our daily protein requirements. Baked using wholemeal flour and pulses, the range includes four-packs of Protein Wholemeal Rolls, Protein Wholemeal Thins and Protein Wholemeal Soft Wraps, as well as a Protein Wholemeal 400g loaf, all of which have an RRP of £1.20.

Did you know?

At £8.47 per average basket, Warburtons calculates bakery customers spend £2.08 more than typical convenience store shoppers.



Marlboro Pro-Seal

In a bid to give itself the edge over the competition when EUTPD II and standardised packs regulation comes into force, Philip Morris has introduced resealable packs to its core range. Pro-Seal enables smokers to reseal their packs and keep them fresh by encasing them in foil wrap. This is designed to remove the need for foil to be torn off when smokers open a pack. The new system will be available in 20-packs of Marlboro Red, Gold and Silver Blue.

Did you know?

The UK is the first market in the world in which Marlboro-brand owner Philip Morris has transitioned its core variants to this latest packaging design.



McVitie's To Go

Pladis' core McVitie's products were relaunched in new formats for the on-the-go cake category in July, with six flavour combinations available in 12-pack cases. The slices were introduced to market in '2 for £1' permanently pricemarked packs and are available in flavour combinations including Chocolate Hobnobs, Milk Chocolate Digestive and Digestive Caramel Millionaire – all of which now last longer, thanks to their longer shelf life.

Did you know?

McVitie's brand-owner Pladis identified the on-the-go category as a £102m opportunity. Its Better Biscuits, Better Business platform will help retailers capitalise.

Which company is your winner? Log on to

betterRetailing.com

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RN AWARDS



Footfall driver of the year

Rate of sale, margins – of the many ways to judge the value of a product or category, footfall is one many suppliers like to associate their products with. Which of the following footfall drivers works best for you?



Post Office

There may be many companies jockeying to help retailers offer parcel delivery service but the Post Office's modernisation project has seen many more retailers dedicate a counter and embrace the new Post Office system or transfer their business over to it. With banking, parcels, letter delivery and collection of pensions and benefits all rolled into the one-counter system, it is designed to provide footfall that can help boost retailers' sales elsewhere in store.

Did you know?

It is expected that 8,000 post offices will transfer to this new local-style service, with each branch able to offer extended convenience store opening hours.



Tobacco

It is a testament to the importance of tobacco as a footfall driver to most convenience stores that even a report by anti-smoking lobby group ASH couldn't help but state the case. In Counter Arguments: how important is tobacco to small retailers? the organisation says more than one in five customers in convenience stores buys tobacco and, of them, 62% buy other items. Whether these figures are accurate or not – it makes a strong case for the importance of this core category.

Did you know?

Eight in 10 cigarettes sold in the UK are in packs of less than 20 – all of these smaller formats will be illegal from May alongside branded packaging.



Newspapers

Much is made of the decline of the newstrade but newspapers are still worth a mighty £1.8bn in retail sales value to the trade and 2016 has seen publishers embrace new technology to improve retailers' understanding of their shoppers, encourage extra sales and ultimately boost footfall. News UK's tie-in with beacon technology firm Big DL allows retailers to send targeted promotions to customers helping boost sales of newspapers alongside confectionery, meal deals and much more.

Did you know?

Three million more newspapers were sold in the aftermath of Britain's decision to leave the EU in June, highlighting the continued important of events to copy sales.



Lottery

In the summer Camelot admitted to RN that it had a number of issues to fix as a continuous stream of letters arrived in our offices to make complaints and highlight bad service. Yet, for all this the service is still valued by the vast majority of retailers – as it brings in customers to regularly take part in draws and buy scratch-cards. Indeed, according to data commissioned by RN, seven in 10 customers pick up additional items when they buy a scratch-card.

Did you know?

When the National Lottery was set up in 1994 it needed an act of parliament to allow it to operate legally. It would be joined in 2011 by the Health Lottery.



Food and coffee to go

Getting the most out of the morning trade has encouraged many retailers to install in-store coffee machines. From Costa Express machines to Tchibo, Jack's Beans and Nescafé – there are a wealth of companies stores can work with to supply a modern machine. In October, former Shell forecourt boss Markus Hoffman revealed to RN that many of the petrol giant's convenience stores outsold the drinks sales of typical Starbucks and Costa stores, highlighting the opportunity available to the sector.

Did you know?

Approximately 80% of coffee drinkers visit a coffee shop at least once a week, and 16% of visiting one every day – an impressive level of footfall driving.

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*80% of UK adults play our games on an annual basis
**2014/2015 fiscal Good Causes returns over the year. © Gambling Commission 2016

LIFE CHANGING

RN AWARDS



Merchandising initiative of the year

Every business wants to grow sales, so suppliers have invested in a tranche of merchandising initiatives this year to help you do so. But which ones have had the biggest impact on your sales?



Wrigley

You'd struggle to find a manufacturer whose top tip for sales isn't to stock the bestsellers and display them well, but what effect does following this advice actually have? Wrigley's Merchandising with the Masters project can provide the answer. This year, Wrigley and retail mentor Gaz Bains worked with Joe Williams and Harjinder Dhasee to assess their gum displays and advise how to grow sales. The result? Sales growth of 202% and 159% over six weeks for Joe and Harj.

Did you know?

Bottle packs of chewing gum are this year's success story in this category, according to Wrigley, with sales up by 26% in the past year.



PepsiCo

PepsiCo is one of a diminishing number of suppliers which still invests heavily in its field force and this year, to help independent retailers grow savoury snacks sales, it armed its reps with a brand new category guide. Designed to help retailers understand trends, perfect their ranges and improve the layout and position of displays, Walkers reps are twinning advice in the guide with stores' individual sales data to help retailers plan the best range. Eye-catching PoS draws attention to it.

Did you know?

Around 25% of shoppers buy savoury snacks on impulse, and spend just 20 seconds looking at the fixture – which is why it pays to get your merchandising right



Pladis

Pladis – once known as United Biscuits – believes there is potential to increase biscuit sales by up to £88m in the next five years, and so launched this new bestsellers initiative to help independents take their share of it. Better Biscuits Best Sellers provides ranging and merchandising advice by store type and fixture size and isn't afraid to include rival firms in its recommendations. The initiative links to the company's wider Better Biscuits Better Business website.

Did you know?

A recent Telegraph poll found shortbread, Viennese whirls and chocolate Hobnobs are among those considered to be the best biscuits in the world.



News UK

'You need to view newspapers like croissants', News UK said earlier this year – they're fresh every day, customers are hungry for them every morning and prominent displays with related products will drive cross-category sales in the morning. Hence its launch of a display unit which allows full-page display of newspapers and display space for confectionery and snacks. Position it next to a coffee machine and/or a bakery display and you can drive basket spend with multi-category purchases.

Did you know?

44% of newspapers are sold before 11am, and when it comes to sales versus display space, they are one of your highest earners per square foot.



Logic Pro

While the trade While the trade braces itself for the full onslaught of plain packaging and EUTPD II compliance, JTI shed a ray of light onto retailers' gantries. It announced the launch of a new e-cigarette merchandising display, built into gantries, with space for JTI's Logic brand, as well as competitor products. It comes as vaping sales continue to climb – retailers who trialled the unit reported several benefits, including sales of up to 20% plus the ability to showcase a wider range.

Did you know?

EDFM data shows stores with six or more e-cig brands make an average £80.08 in sales per week, four brands generate £44.46 and two brands generate £21.11.

Which company is your winner? Log on to

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RN AWARDS



Supplier of the year

Every business wants to grow sales, so suppliers have invested in a tranche of merchandising initiatives this year to help you do so. But which ones have had the biggest impact on your sales?



Mondelez

A raft of festive product launches, including Dairy Milk Snowballs, caps a bumper year for new products from Mondelez, which has also seen the launch of Trebor Mighties, Ghoost Eggs and Medley. In addition to adding new Ritz Crisp & Thin flavours and a 30g format, the manufacturer extended its 50p pricemarked Cadbury singles range and brought back its Tiffin tablet. Category advice, meanwhile, comes from its deliciousdisplays.com trade website.

Did you know?

Firefighter Patrick McBride beat 20,000 applicants to land the role of the Milk Tray man, which debuted in October as part of a £3m campaign.



News UK

Highlights from the year include signing up 3,500 retailers to newsretail.co.uk, converting 10,000 My Perfect Shops with merchandising material and fitting BigDL beacons in 750 stores. The Times is performing strongly on the newsstand. Meanwhile, 150 stores trialing dual news and breakfast displays have seen morning snack sales grow 449%. The publisher's salesforce won a gold award at the Field Marketing and Brand Experience awards in October.

Did you know?

More than 50% of retailers signed up to newsretail.co.uk use it to monitor sales every week, according to head of retail trade marketing Greg Deacon.



Wrigley

Launching new bestsellers every year, Wrigley's 2016 launches included the return of Doublemint, Extra hanging bags and in-car gum holder and Skittles and Starburst variants. Meanwhile, back for its third year, its Merchandising with the Masters initiative continues to help independent retailers improve their gum offer. Hook Norton retailer Joe Williams grew sales by £2,500, while Harj Dhasee from Mickleton added £4,500 to his gum sales by following Wrigley's advice.

Did you know?

Now in its 11th year, Wrigley was a founding partner of Newtrade's Independent Achievers Academy, where it sponsors the merchandising category.



CCEP

In a tough year for the soft drinks industry, in which then chancellor George Osborne put a sugar tax at the centre of his spring budget, Coca-Cola European Partners has led the fightback. As well as helping shape the debate around choice at industry events like Local Shop Summit, the company's associate director for public affairs Jim Fox told retailers about the importance of getting behind the industry's Face the Facts, Can the Tax campaign.

Did you know?

The UK was the first market to sell reformulated and rebranded Coca-Cola Zero Sugar, which CCEP backed with a £10m marketing campaign.



JTI

JTI's presence across this year's categories is testament to another solid year for the company. The manufacturer brought top US e-cigarette brand Pro Logic to the UK in April, backed with a new merchandising unit. Its Advance website and app helped guide retailers through EUTPD II changes, while its packchanges.co.uk website, a national campaign and PoS material educated customers on the new legislation. Regional press campaigns have highlighted the impact of the illicit trade.

Did you know?

With a 42.4% share of the £15bn tobacco industry, JTI overtook Imperial Tobacco as the UK's number one manufacturer in February.

Which company is your winner? Log on to

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RN AWARDS



Wholesaler of the year

Wholesalers are perhaps the most important partners any independent retailer has. But with the industry evolving ever-more quickly, who is keeping pace with retailers' changing needs most effectively?



Blakemore

Alongside launching its own new Bmorelocal fascia this year, Blakemore has made a £1m investment in its Penrith depot in Cumbria. The recently-acquired depot will see its staff soar from 15 to 50 and will serve retailers alongside businesses in the local tourist industry. These moves highlight the ambition that has driven the company throughout the past 12 months. January will also mark the first anniversary of Russell Grant becoming Blakemore's managing director.

Did you know?

In 1920 AF Blakemore made its first foray into wholesaling when co-founder Arthur Blakemore bulk-bought paper bags to sell on to other businesses.



Booker

Much of the attention Booker has attracted this year has been related to last year's acquisition of the Budgens and Londis brands and the opportunities this has brought. With the Euro Shopper brand now firmly in place across the estate and a greater focus on fresh, the effects of this merger will continue to shape the destiny of this wholesaling giant. Looking to the future, same day delivery trials in Norwich have been a big success, with a nationwide roll out likely next year.

Did you know?

Added together, the different elements of the Booker Group business empire have a combined customer base of 1.3m people in the United Kingdom.



Bestway

Maintaining a steady ship is most crews' main aim when they lose their captain but, Martin Race, named as new Bestway managing director, is taking the helm from Younus Sheikh at a busy time for the wholesaler. As well as winning the Park Garage Group contract from Palmer & Harvey, Bestway has also trialled a new value fascia in three stores – Best-one Value – to challenge the discounters. One adopter, Darren Briggs, said the customer response has been "overwhelming".

Did you know?

The Bestway Group has also invested in building businesses in a number of other industries including pharmacy, land and property, and even cement manufacturing.



Palmer & Harvey

The delivered wholesaler's partnership with Conviviality was one of wholesale's big stories this year and Martyn Ward, managing director of P&H, has described it as a deal between two "leaders in their own right". The two-year deal is hoped to give both franchisees and other retailers the best of both operations. A new tobacco guide, meanwhile, underscored the level of support customers give the industry while it also agreed a new parcel delivery agreement with Parcelly.

Did you know?

The company's 1,300-strong fleet of vehicles makes 55,000 deliveries to retail and foodservice customers every week and is the UK's biggest tobacco wholesaler.



Epicurium

Ben McKechnie's healthier wholesaler has only been operating fully for three years but is already gaining a reputation for being one of the go-to businesses for independent retailers in search of interesting and on-trend products that can give a store that all-important point of difference. Based in the north east, the wholesaler highlights how niche healthier produce is no longer the preserve of affluent London stores but is meeting a far more national demand.

Did you know?

Epicurium's boss Ben McKechnie has identified tree waters, popcorn and meat snacks as three major trends for retailers to watch out for during 2017.

Which company is your winner? Log on to

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**Available from
January 2017**

IMPULSE EASTER

Price slashing of shell eggs in the supermarkets has made many independent retailers wary of stocking Easter eggs, but did you know sales of small formats grew by 3.3% this year? Here, **Dave Songer** brings you six ways to make Easter work for you

Eggstatic solutions

1 Know what sells in local stores

Much is made of the multiples' ill effect on the Easter market, but avoid mid-range shell eggs on loss-leading promotions and independents can profit from this season. Mondelez says sales of mini egg confectionery varieties are now worth £56m following a 3.3% rise in sales earlier this year, making these an essential part of your range. Cadbury's Creme Egg, meanwhile, tops the charts as Easter's best-selling impulse purchase. These products are in stock without fail in Paul Matthews' Bradley's Supermarkets in Quorn. "Mini Eggs sell better than actual Easter eggs," he says. "We order them in pre-filled hods and put them by the checkout. We'll get a 20% margin, or a bit less if it's a multibuy."

Sales of mini egg varieties grew 3.3% this year according to Mondelez

2 Know your customers

According to Mars, three out of four consumers will give chocolate as a gift over the Easter period. An Easter range should therefore appeal to a wide range of customers, with options for all ages and budgets. The manufacturer of M&M's and Galaxy advises retailers to stock small, medium, large and luxury eggs, while Hancocks adds small, low-cost chocolate is popular with customers setting up children's Easter egg hunts. Manjit Samra from Smethwick Supermarket in Smethwick agrees tailoring your range to your unique customer base is key. He ensures he caters for his Eastern European customers, for whom Easter is "absolutely massive".

"My sales of Easter products are higher among them than with my English customers."



We get our stock in from the beginning of the year, because it gets people thinking about it

3 Get displays in place early

If impulse Easter confectionery products such as Creme Eggs and MaltEaster Bunnies are available to buy, shoppers will pick them up, so the consensus among manufacturers, wholesalers and retailers is to get them on sale by the till from January. Manjit Samra says: "We get our stock in from the beginning of the year, because it gets people thinking about it." As long as you avoid the formats promoted on mass by the multiples, independents can still sell shell eggs well. Hancocks recommends displays in high footfall areas, while Mars says displays close to the till will "put Easter on consumers' radars".



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IMPULSE EASTER

WHAT TO STOCK IN 2017



Mars

Mars' Easter line-up for 2017 includes **Ripple** and **Galaxy** varieties, as well as its ever-popular **M&M's Easter eggs** come combined with small, medium and large hollow eggs and peanut or chocolate M&M's, depending on your customers' preference.



Mondelez

Cadbury's Creme Egg and **Mini Eggs** are among the bestsellers heading up Mondelez's Easter range this time around, and will be available in the stalwart foil-wrapped format, 89g mini bags of **Oreo, Creme Egg** and **Mini Eggs** and a 231g plastic sleeve respectively.



Ferrero

Ferrero's centre piece is its **Grand Ferrero Rocher**, a 240g chocolate and hazelnut shell that holds four 12.5g Ferrero Rocher within it. Its range of boxed Rochers is also available for customers looking to give confectionery gifts.



Hancocks

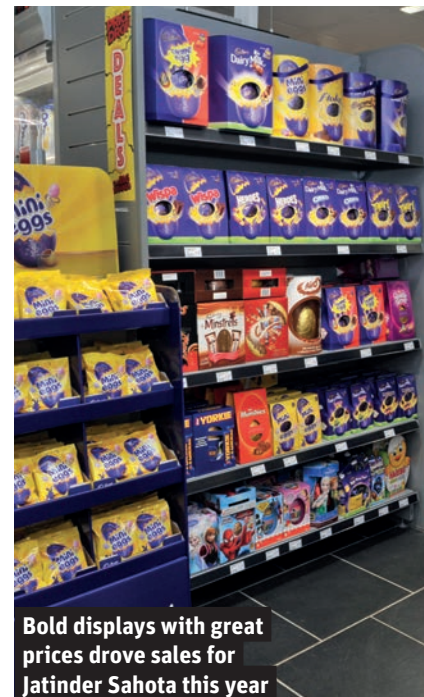
Starting from as little as 10p, **Hancocks'** selection of hollow chocolate eggs and animal characters is designed to help retailers make the most of impulse purchases and is ideal for Easter egg-style hunts. Also on offer is a hollow chocolate bunny that sold well this – keep an eye out for its 63cm-tall counterpart that weighs 2.5kg.

Wrigley

While eggs grab most of the headlines at Easter, Wrigley reminds independents to remember to keep sharing bags in stock during this key sales period for confectionery. Its **Skittles** 45g bags continue to grow in popularity and are available in Tropical and Fruit flavours.

4 Make displays unmissable

According to Wrigley, 90% of retailers agree logical, easy-to-follow layouts are important for encouraging purchases. The key to getting products noticed, the Skittles and Starburst manufacturer adds, is twinning bold displays and PoS, to create theatre and actively encourage shoppers to buy on impulse. Hancocks adds that displays should be changed regularly to keep them looking fresh and enticing, with "PoS and merchandising creates theatre and gives consumers a sense of escapism". It's a strategy that worked well for Kent retailer Jatinder Sahota earlier this year. He stocked a range of competitively-priced large big-brand eggs from Booker and displayed them in prime position on an aisle end, with clear pricing to highlight this strong offering.



Bold displays with great prices drove sales for Jatinder Sahota this year

5 Never be out of stock

During Easter 2016, sales rose by 3%, according to Wrigley. To make the most of this opportunity, retailers need to keep on top of demand and restock every morning and prior to peak traffic times, it says. Paul Matthews from Bradley's Supermarkets in Quorn says demand really increases 10 days prior to Easter Monday. "We'll sell more than in the previous three months," he says. He predicts mini eggs such as Oreo eggs will be big sellers in his store in 2017.



6 Know what's on TV

PoS and merchandising creates theatre and gives consumers a sense of escapism

Brand recognition is a big factor behind purchasing decisions and retailers should take advantage of products backed by media campaigns. It is certainly something that influences Manjit Samra as he chooses his range, and he allows space for any product that's had exposure on TV or radio. Manufacturers have already begun to unveil their advertising plans. Next year's line-up will include a TV, digital and experiential campaign for Cadbury's Creme Egg from Mondelez, while Ferrero has announced it will invest £5m in its Easter campaign. ●

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THIS WEEK IN MAGAZINES



Historical viewpoint

A COMPACT LOOK AT AN EVER-CHANGING WORLD

Helping readers to take a new perspective on historical world events, this new handbag-sized magazine is set to make its mark

THE BBC History brand has become one of the most enduring and is now instantly recognisable – it's still a stellar performer in the magazine world, posting circulation growth year on year for a decade, with it now selling nearly 100,000 per issue. The branded podcast boasts an audience of around 150,000 a week. This launch takes a more global view of history, tying in current trends in the subject. Priced at £6.99, it's also handbag-sized, a welcome comeback for the format. The debut issue takes in everything from Donald Trump to the Beatles and Chernobyl to India.



BBC WORLD HISTORIES
On sale 2 December
Frequency bi-monthly
Price £6.99
Distributor Frontline
Display with BBC
History, History Today,
History Revealed

Round up



Tim Murray

Magazines reporter
RNreporter@newtrade.co.uk

YOU CAN'T CURL UP WITH AN IPAD

Luxurious and indulgent. Those were the words used by executives at Condé Nast and its Glamour magazine to describe what readers were looking for in a publication these days.

Last week, I talked about the magazine's size change, but this phrase, luxurious and indulgent, has stayed with me all week.

After mentioning it on Twitter, a few journalists replied to me, one saying that it was the way they already viewed magazines, rarely having time for them anymore or, for that matter, buying them.

But let's face facts, when was the last time you curled up with an iPad on the sofa?

Glamour has hit the nail on the head and could really be on to something here – while I don't necessarily read magazines on the train anymore (a newspaper or an iPad is good enough), I will happily spend a whole evening curled up in my living room, telly on in the background, reading a preferably perfect bound, glossy publication.

As a regular buyer of Entertainment Weekly, the US's finest publication and one that I still can't believe isn't more widely stocked (US import, available through Marketforce, retails at £2.95), I'm always disappointed at how cheap the paper is, how easily it rips and tears. I often feel it would be even more pleasurable to read if the publisher used a sturdier paper.

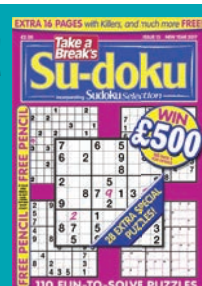
I've often been looked at quizzically for smelling a magazine when it comes back from the printers (still one of the greatest joys in life, as far as I'm concerned), that's all part of that luxurious and indulgent feeling, as far as I'm concerned.

Sure, in a time of cost-cutting and, at best, stagnant sales, reducing the paper weight, cutting size, making a magazine cheaper may save money and add a bit to the bottom line, but all it may also do is stop it being that little bit special for the reader...



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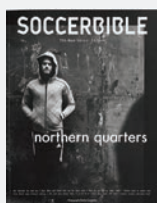


RADIO TIMES

It's here. The biggest single selling magazine delivering the highest RSV in 2015 was the legendary Radio Times Christmas issue, and you'd be a fool to bet against it performing the same feat this year, particularly seeing as it offers a free Raymond Briggs book, the timely Father Christmas, with every issue. It boasts almost 300 pages covering two weeks over the festive period.



On sale 3 December
Frequency weekly
Price £4.50
Distributor Frontline
Display with What's On TV, TV & Satellite Week



SOCCER BIBLE

High-end fashion and football magazine The Soccer Bible's seventh issue is devoted to all things northern, with its three different covers all featuring Manchester-based figures – José Mourinho, Juan Mata and David Silva. The trio appear again within its pages, alongside Leicester star Jamie Vardy, Liverpool's Roberto Firmino and, from a more left field perspective, a look at mascots, classic football shirts and Northern Soul.



On sale out now
Frequency quarterly
Price £10
Distributor Marketforce
Display with When Saturday Comes, Four Four Two



DOT

A magazine that's about as different from the rest of the pre-school market as you can possibly get, Dot comes from the makers of children's magazine Anorak. Like its big brother, it's a design-friendly, activity-laden publication, with lots for boys and girls aged five and under to do. It has a strong parental seal of approval. This, the seventh issue, is themed around the farm.



On sale out now
Frequency quarterly
Price £5
Distributor Comag
Display with Okido, Anorak



OKIDO

Another children's magazine with a difference, Okido is aimed at the three to eight-year-old children's market, with plenty of activities for both pre-schoolers and primary school kids. It has a distinct art and scientific leaning, aimed at engaging children in the world of discovery. This issue looks at dreams and sleep, and how to make a dreamcatcher mobile.



On sale out now
Frequency bi-monthly
Price £4
Distributor Marketforce
Display with Dot, Anorak



JOCKS & NERDS

Singer, songwriter, producer and all round renaissance man John Legend stars on the cover of the latest issue of men's style magazine Jocks & Nerds, which has now been around for five years. Also included is a look at boxing films to tie in with the release of the high-profile film Bleed For This. Music comes in the shape of The Second Sons and film composer Johan Johannsson.



On sale 1 December
Frequency quarterly
Price £5.95
Distributor Comag
Display with Another Man, GQ, Dazed and Confused



Bestsellers Primary boys

Title	On sale date	In stock
1 Beano	07.12	<input type="checkbox"/>
2 Star Wars Adventures	21.12	<input type="checkbox"/>
3 Lego Nexo Knights	14.12	<input type="checkbox"/>
4 Transformers Robots In Disguise	23.12	<input type="checkbox"/>
5 Lego Star Wars	14.12	<input type="checkbox"/>
6 Lego Ninjago	21.12	<input type="checkbox"/>
7 Cars	28.12	<input type="checkbox"/>
8 Mega	04.01	<input type="checkbox"/>
9 Ultimate Spider-Man	15.12	<input type="checkbox"/>
10 Skylanders Universe	07.12	<input type="checkbox"/>
11 Horrible Histories	07.12	<input type="checkbox"/>
12 Teenage Mutant Ninja Turtles	08.12	<input type="checkbox"/>
13 WWE Kids	07.12	<input type="checkbox"/>
14 Marvel Avengers Assemble	08.12	<input type="checkbox"/>
15 Thunderbirds Are Go	07.12	<input type="checkbox"/>
16 Get Busy	14.12	<input type="checkbox"/>
17 Doctor Who Adventures	05.01	<input type="checkbox"/>
18 Wild Wheels	13.01	<input type="checkbox"/>
19 110% Gaming	07.12	<input type="checkbox"/>
20 Scooby Doo	15.12	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

From the Movie

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THIS WEEK IN MAGAZINES

Industry viewpoint

Duncan Shearer

Client services director,
Seymour Distribution Ltd



BE CERTAIN TO PUT CONSUMERS FIRST

To drive innovation and sales at retail you have to put consumers at the heart of what you do, not only to stand out from the crowd, but to deliver the basics brilliantly too.

Encouragingly, we have established that more than three quarters of the UK population are still engaged with printed magazines, however, the challenge we face is that customers are visiting the newsstand less frequently. If we could convince each shopper who bought a particular magazine to buy just “one more issue”, the opportunity runs into the tens of millions of pounds across the category.

Going into 2017, we believe there are five key areas for independent retailers to focus on and the new-look RN provides a great tool to support this. If people are visiting the newsstand less frequently, what can retailers do to “pull” people into your stores?

Top tip

With the Christmas holidays fast approaching, this is a great time to give prominent displays to children's magazines

The magazine category provides a rich and diverse range of products, but what is the right “choice and display” for your customers?

Almost half of magazines are bought spontaneously, so capitalise on seasonal peaks and the latest trends, driving more “impulse” purchases.

Launches continue to be very important for our category, so how can we work better, together, telling customers about the great “new” products coming soon. Then, once customers have bought a magazine in-store, what can you do to encourage them to buy the next issue?

Shop saves and home delivery are unique services independent retailers have to drive “repeat” purchase and loyalty to your store.



TAB'S TAKE A CROSSWORD

There's a raft of great prizes in the latest issue of Take A Break's Take A Crossword, which can proudly lay claim to being not only the country's best-selling crossword publication, but also the top puzzle title in the independent newsagent sector. Prizes totalling £5,000 are on offer, including a holiday for two in Rhodes, cash and a chocolate making workshop.



On Sale 15 December
Frequency monthly
Price £2.30
Distributor Frontline
Display with Take a Puzzle and Puzzler Collection



TAB SEASONAL PUZZLE COLLECTION

It's a hefty sized special edition of the Seasonal Puzzle Collection for the New Year, offering 164 pages containing all manner of different puzzles. These include Sudoku, crosswords, core breakers, arrowwords and all manner of puzzles featured in the Take A Break range. There's also a free pen to complete the puzzles and a £500 prize crossword.



On Sale 15 December
Frequency irregular
Price £2.30
Distributor Frontline
Display with Take a Crossword, Take a Puzzle and Puzzle Selection



DISNEY PRINCESS

More free gifts from the ever-popular magazine featuring all its fans' favourite Disney characters. The next issue offers a high value set of Christmas-themed princess secret wrapped presents. Elsewhere, within its pages, all the normal Princesses feature in assorted stories, activities and games from the classic Snow White through to more recent heroines. There's also a competition to win a Disney Princess bed.



On sale out now
Frequency monthly
Price £4.99
Distributor Seymour
Display with Frozen, Pink, My Little Pony



THOMAS & FRIENDS

The Thomas The Tank Engine train keeps on rollin', with the next issue of the magazine offering a high value free gift in the shape of a special Christmas train pack featuring the eponymous train alongside his pals Percy and Toby. Within its pages, the magazine has its usual mix of stories as well as puzzles, games and activities for its loyal band of pre-school readers.



On sale out now
Frequency monthly
Price £6.99
Distributor Seymour
Display with Paw Patrol, CBeebies, Showcase



TOXIC

Still the number one title for pre-teen boys, Toxic goes from strength to strength. Its next issue features a free gift of two mini-disk shooters, which gives its primary-aged readership the chance to battle off against each other. And the magazine itself has the normal selection of stories featuring popular characters among its target audience, as well as competitions and activities.



On sale out now
Frequency monthly
Price £4.99
Distributor Seymour
Display with Beano, Star Wars Adventures, Lego Nexo Knights

COMING UP IN NEXT WEEK'S RN



HOW PAUL EDWARDS UNITED HIS SHOPPERS AND SUPPLIERS TO CREATE A UNIQUE STORE

Plus, after this year's IAA winners have been announced, we share their best retailing secrets, and RN speaks to Great British Sewing Bee's Patrick Grant about crafting success in 2017

RN

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