

RETAIL NEWSAGENT

SMALL & MIGHTY

How I doubled
sales in my
430sq ft store

INSPIRATION

Page 22 >>



My fresh approach

'It's my duty to
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GALA DINNER 2016



Keynote speaker Patrick Grant will challenge retailers to be brilliant at one thing and share the lessons that have helped him rejuvenate the Norton & Sons brand and become a judge on BBC 1's The Great British Sewing Bee.

"Most good businesses do one thing extremely well. If you can't make money doing one thing well, you probably won't make money doing lots of other things as well."

PATRICK GRANT
OWNER AND CREATIVE DIRECTOR
NORTON & SONS, SAVILLE ROW TAILOR

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Email iaa@newtrade.co.uk to confirm your place



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The voice of the independent retailer



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Personalise offer to counter Co-op



- Best-one tells indies to understand shoppers and tailor range and promotions after delivering 20% growth.
- Retailers warned to watch out for Co-op as group announces new focus on local and fresh. Page 5 >>



INNOVATION

I've raised the bar with new lounge

Dan Cock reveals how shoppers' calls for a new pub have inspired a new point of difference for his store.

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#HYPER-LOCAL

Hereford retailer Christine Hope has unveiled a new hashtag to promote her store's wide range of local suppliers.

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FOODSERVICE

Innovate to offset Brexit food to go challenge

Advice from industry leaders at IGD event. Page 4 >>

Give retailers a choice over their terminal, NFRN tells PayPoint. Page 5 >>

The UK's favourite puzzle magazines since 1991



Thanks to all newsagents!
Wishing you a
Merry Christmas and
a prosperous New Year.

LEADER



How easy is it for an independent retailer to change business model with their own money, reputation and livelihood at risk?



CHRIS GAMM

Editor

@ChrisGammRN

“Look at the quality of these steaks”, my mother said to me on Saturday, opening the freezer to show me the goods she’d bought from her new local Aldi.

Her eyes lit up when I told her I’d read about the discounter moving its American stores towards a Whole Foods model, with more fresh, organic and healthy lines, softer lighting and wider aisles.

It’s one of the best examples of a retailer adapting its business model to meet customers’ changing habits. It’s certainly proving successful in dragging shoppers away from the big Sainsbury’s in my parents’ south London town.

But how easy is it for an independent retailer to change business model, with their own money, reputation and livelihood at risk? There are two great examples in this issue.

First, Cornish retailer Dan Cock is extending and adding a licensed lounge bar, serving high quality meals, craft spirits and local beers, inspired by customer research and changing eating habits.

Second, Raaj Chandarana from High Wycombe is switching his Premier to Londis with an emphasis on fresh and healthy goods, driven not by customer demand but a desire to change their eating habits.

The two are good friends who talk regularly and are passionate about swapping and stealing ideas from other great stores.

We recognise the need to adapt too, and will introduce a new refreshed RN next week, with new features and a brilliant retailer to steal ideas from.

Jonathan James, who runs more than 100 stores, has taken RN around two new stores and shown us how he is ensuring they meet their customers’ needs. I guarantee there will be plenty of ideas to help you adapt your own businesses too.

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**RN REFRESH**

Don’t miss the all new magazine

**RETAILER CHOICE AWARDS**

Who wins your vote in our annual awards?

“THERE’S A MISCONCEPTION THAT BARGAIN BOOZE IS CHEAP AND NASTY. PEOPLE CAN BUY A NICE BOTTLE OF WINE HERE”

MARIA LEWIS TELLS RN HOW HER 430SQ FT STORE IS HOLDING ITS OWN AGAINST ITS COMPETITION **Page 22 >>**

NEWS



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to have your say on the latest news

Christine's local and #proud

A village retailer has launched a new hashtag to promote her store's hyper-local range.

Hopes of Longtown has sourced an extensive range of local products within a 30-mile radius, including bread, ham, ice cream, and cider.

The products are highlighted in-store on a board which maps where the local supplier is based, and through stickers.

To further promote the products, store owner Christine Hope has launched #shoplocal30.

"We were using #shop-local, but that doesn't actually explain to anyone what it is because you can shop local anywhere," she said.

"We stock local products because we want to make a difference to the local economy, and make things easier for small producers."



Retailers' first batch of plain packs

Roll-your-own tobacco plain packs are now on shop shelves. Edinburgh retailer Abdul Qadar, of Ramzan & Sons, said: "The implementation of plain packaging is moving slowly, but I picked up my first lot from Booker last week. We buy tobacco daily so we never really have much in the way of stock, which means what we sell is dependent on what Booker has in stock." Mr Qadar said he is still stocking 10-packs.

Local products and indies key to strong high streets

The NFRN has met with major retailers and MPs to champion growth on the high street.

Speaking at this week's NFRN national council meeting in London, chief executive Paul Baxter, pictured, said he had attended a meeting with Brexit minister David Davis alongside retailers including Sainsbury's, Amazon and Asos.

"Our main concern is, whatever happens with tariffs, local authorities are given the opportunity to create an atmosphere that is advantageous to independent retailers," he said. "We want to make sure the investment goes into the high street and supporting local products."

Issues such as business

rates were common concerns for all retail businesses, he added, with Sainsbury's stating it is liable for £540m in business rates and pays £140m in corporation tax, making business rates its biggest tax liability.

Durham retailer Jason Birks welcomed the news.

"Anything that helps us get our opinions over is good news," he said. "The government doesn't understand how things like retail crime and Brexit are affecting us."



Telegraph hikes rate for inserts

The Daily Telegraph has increased the rates paid to HND retailers for third party advertising inserts.

Rates have been increased by 7.64%, to reflect recent increases in the national minimum wage and the introduction of the living wage. The new rate will be backdated to 1 April.

The move was welcomed by the NFRN, which had lobbied for the increase.

Chief executive Paul Baxter said: "We are pleased the Telegraph has accepted our representations and has agreed to increase rates."

"The NFRN can understand why newspaper publishers are keen to accept these advertising inserts, but there has to be recognition in return of the additional costs incurred."

Spar boss tells IGD conference challenges lay ahead Sector to be worth £21.7bn by 2021

Innovate to tackle Brexit food to go threat

by Dave Songer

Brexit will be a "tough gig for all concerned" in food to go, but continuous innovation will drive growth in the sector, according to industry bosses.

Speaking at the IGD's conference in London this week, Spar managing director Debbie Robinson said the volatile nature of the price of butter, which has risen by 93% since the EU Referendum vote, was clear evidence that challenges lay ahead for the industry.

However, she said the sector is in a good place to fight

these challenges. "People come from all over the world to see what we do in the UK. We should be proud of that," she said at the IGD's food to go conference this week.

The IGD predicts the food to go market will be worth £21.7bn by 2021, up from £16.1bn this year. Its added food to go sales at convenience, forecourts and other retailers are forecast to be worth £3.3bn in five years' time.

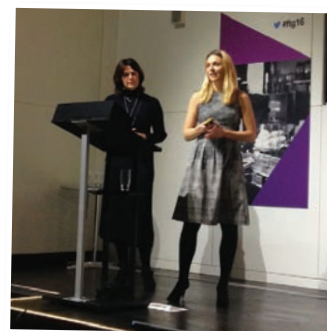
Patrick Coveney, chief executive of manufacturer Greencore, said the sector has grown by 2.3% – twice as fast as the normal grocery

market. "It's possible to make a lot of money in food to go. Growth generates cash, which isn't the same with other industries," he said.

Mike Abselom, BP UK trading director, said its biggest challenge as a business was to make customers return and make a trip to BP "habitual".

He said "75% of shoppers have already decided" what they want before they enter the store, and sales of food had to be completed within 90 seconds if they are to become repeat customers.

He added it has sold



500,000 West Cornwall pasties in 10 months.

Meanwhile, Stuart Forder, M&S trading director, said the rise of gluten-free has been felt in their stores, with its Made Without range making the retailer £500,000 a week, a rate he admits M&S "can't keep up" with.

Expert's advice as rival's market share grows 'Retailers can't shy away from investment'

Focus on customers to fight Co-op resurgence

by Charlie Faulkner

Independent retailers must understand their customers and tailor their range and promotions to drive sales and remain competitive against the threat of the Co-op's resurgence, industry leaders have said.

Bosses from Best-one and Simply Fresh said retailers need to have a targeted offering specific to their store's customer base and to engage with their community to drive sales in a way big supermarkets can't. It comes as Co-op announced

strong sales figures and plans to double the number of local suppliers it works with to 1,200 by the end of next year.

Paul Adams, head of business development at Best-one, said it had seen sales increase by more than 20% in the last 12 weeks after tailoring its stores' offering and promotions to individual customer bases.

He added: "The fact Co-op is in growth simply reinforces our advice to retailers that they should be focusing on fresh and chilled, food to go and evening meal

solutions."

This advice is backed by Simply Fresh managing director Kash Khera.

He highlighted how interest has been generated as a result of Co-op's rebrand, which he believes shows the importance of investing in store development.

"If investment is required, retailers can't shy away from that," he said.

Devon retailer Dan Cock, of Premier Whitstone Stores & Post Office, said he intends to open longer hours following a refit to remain competitive, after

feeling the impact of a Co-op opening nearby.

New data shows Co-op sales climbed 2.2% in the 12 weeks to 6 November, "putting independents under more pressure", according to Fraser McKeivitt, head of retail and consumer insight at Kantar Worldpanel. "The Co-op growth is down to investment in its own label brand and also fresh, which is what people want - it's an area that adds value," he said.

The figures, published by Kantar Worldpanel, also revealed Co-op now has a 6.4% market share.



Best-one reveals new look at London store

Best-one revealed its latest convenience format for members at the opening of Ahmed Nazir's new store in Kilburn, London. The new concept has a focus on food to go, fresh and chilled and take home, with Bestway Wholesale recommending 20% of floor space is dedicated to these categories. Mr Nazir's store has 13 metres of refrigeration for chilled food and seven metres for chilled beers and wines. James Hall, symbol development director at Bestway Wholesale, said: "This is exactly how it should be as we look to help retailers tap into growing consumer trends of little, local and often."



Retailers need choice with PayPoint One

The NFRN is to negotiate with PayPoint to give retailers the option to refuse its new PayPoint One EPOS system as the payment services provider looks to make adoption compulsory for new stores.

Paul Baxter, NFRN chief executive, said he is due to

meet with the company in the next few weeks to try to reach an agreement so retailers can decide if they want to take the new PayPoint terminal by early next year.

"My understanding is at the moment any retailer who renews their contract

has the choice to go with PayPoint One or the older model.

"But if you're a new retailer or you sell your business and transfer your contract, you only have PayPoint One," Mr Baxter said at this week's NFRN national council meeting.

Mr Baxter said that the NFRN wants members to be able to refuse the new system outright if they wish.

"Retailers should be able to choose which system they use," he said.

● Full NFRN council report next week.

Morrisons returns to c-stores

Morrisons is to catapult itself back into the convenience market with the launch of 10 Morrisons

Daily stores, just over a year after its M Local stores were sold off.

The supermarket has announced it will pilot a convenience food offer in 10 petrol station shops owned and managed by forecourt operator Rontec and supplied by wholesaler Palmer & Harvey. Four Morrisons Daily shops will open before Christmas and a further six in January. They will be up to 3,000sq ft and will sell branded and Morrisons own label products.

The supermarket has already been trialling a convenience offer with forecourt operator, Motor Fuel Group. In addition, it will revive the Safeway brand - 12 years after Morrisons' £2.9bn merger - for wholesale to independent retailers, available from early next year.

Camelot's sales drop

Camelot has reported sales for the first half of the financial year totalled £3.4bn, down from a record-breaking £3.6bn during the same period last year.

National Lottery sales have grown almost 50% since the start of Camelot's third licence in 2009, it said.

Camelot chief executive Andy Duncan said: "Despite the challenges we've faced over the last six months, our performance over the half-year still represents one of our best since The National Lottery's launch in 1994."

Correction

Martin Mulligan's Lonsis Athlone store is in County Westmeath, not as stated in last week's RN. We apologise for any inconvenience caused.

NEWS

BUSINESS

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Symbol members 'happier'

Retailers are happier with the support they receive from their symbol group, according to new research from Him!

Two in three (67%) said they "felt like a valued member of their symbol group", compared to 57% last year. Retailers from 10 symbol groups were questioned for the survey.

"Virtually all symbol groups have seen a significant increase in their retailers' satisfaction ratings as they continue to work hard to listen to their retailers and respond to their needs," said Katie Littler, communications director from Him! Shopper Research & Consulting. "Face-to-face interactions and personal relationships are still so important for retailers."

The majority of retailers think their groups offer competitive prices, both to trade and shoppers, while three in four say PoS and support has improved. The findings also showed retailers would like support with websites and social media.

New man for FWD

The chief executive of a foodservice wholesaler has been named the new chairman of the Federation of Wholesale Distributors (FWD) – the first in its 98-year history to come from foodservice distribution.

Bidvest Foodservice chief executive Andrew Selley will take over the reins from Martin Williams, of Landmark Wholesale, whose extended three years at the helm ends in December.

Mr Williams, who is also leaving his role as managing director of Landmark, said: "I'm very proud of what we have achieved together, particularly our engagement with supplier companies."



One Stop's Mark Williams (second from right) with (l to r) SMG's Tom Mabon, Annabelle Bottomley and Jeremy Michael

One Stop customer engagement award

One Stop has received an insight award for its customer engagement by Service Management Group (SMG). One Stop was recognised for converting operational insights into actions that drive loyalty and brand performance, after partnering with SMG to improve the customer experience across its estate. Mark Williams, retail, property and distribution director at One Stop, said: "We are really passionate about serving our local shoppers a little better every day and really value the insight we gather through the survey."

Keep ahead of the game, says Spar man Meanwhile, Heineken makes Deliveroo partnership

Delivery service 'a must' warns Spar's Paul Stone

by Charlie Faulkner

Delivery services are "the future", a leading Spar retailer launching a Deliveroo service has said, as pressure continues to mount for store owners to invest in the offer.

Paul Stone, owner of seven Spar stores in Manchester, went live with The Drinks Factory alcohol delivery service through Deliveroo in four of his stores this week.

"My view is that you've got to try these new sales channels," he said. "We're trying to provide a full drinks offering; customers can buy ice, plastic cups and snacks, as well as alcohol – a

total solution."

Initially, 80 products will be available, but this could be reviewed.

"Order tablets are being delivered this week into each of the stores," said Mr Stone. "The orders will flash up on the tablet screens and then we've got 15 minutes to put it together before Deliveroo comes and collects it."

"I think it's the future, particularly for younger customers. You've got to keep ahead of the game."

Meanwhile, Heineken announced its partnership with Deliveroo for its Star Retailer customers.

The agreement will see the launch of Brew House, a

brand through which shoppers will be able to order Heineken beer and cider directly to their doors via the Deliveroo app.

Brew House will launch across 15 of Heineken's partner stores in London and will be rolled out nationwide by the end of the year.

Craig Clarkson, off-trade and category director at Heineken, said: "Deliveroo alcohol delivery has been hugely successful since its launch in June and we identified the service as the perfect partner to help our customers fully embrace the digital revolution and boost their sales."

It comes as Morrisons



announced a partnership with Amazon which will offer customers in London and Hertfordshire grocery deliveries within the hour for £6.99. It also coincides with the news of Amazon's Prime Now service providing an one-hour delivery of more than 7,000 products from local London shops.

Harry Goraya, of Nisa Local in Kent, said: "Retailers who want to innovate should consider this kind of service."

Landmark team up is a special deal

Landmark Wholesale has teamed up with the Good Food and Gift Company to help retailers tap into the speciality food market.

The wholesaler is set to launch Landmark by GFG for the use of its members, offering a range including

free-from, vegan, artisan and organic in smaller quantities.

Les Mohammed, foodservice controller at Landmark Wholesale, said: "This is a fabulous opportunity for our members to have access to products in this very

important market sector. It improves our offer for food service and allows our retail members to not only compete with the major retailers, but offer products that do not suit volume distribution systems."

Gluten-free products con-

tinue to grow in popularity, with around 10% of the UK population cutting down on gluten, Mr Mohammed added.

It comes weeks after retailers told RN stores need to stock free-from ranges to boost sales and drive loyalty.

Publisher uses its own regional titles and others to increase i sales 'Still more to do to get title into people's hands'

Johnston 'happy' with i sales as effects of price hike take hold

by Tim Murray

The i newspaper's latest circulation figures vindicate its price rise, Johnston press has said, as it promised more support for independent retailers in 2017.

The latest Audit Bureau of Circulation figures show the paper was one of the better performers last month, adding 1.2% to its circulation year on year on weekdays and 8.8% on Saturdays.

Johnston Press, which acquired the newspaper in April 2016, used its own regional newspapers to encourage sampling of the i, through vouchers, while in areas where the publisher has no footprint – such as cities including Manchester and Birmingham – it ran ads in other regional papers. The aim was to pick up new readers to replace any lost due to the rising price.

Despite suffering month-on-month declines in September and October, losing around 5% of readers, John-

ston said it is pleased with the figures.

Richard Thomson, the publisher's head of marketing, said: "We're quite satisfied with the numbers. We don't know exactly how many new readers we'll get, time will tell, but we are happy. In terms of marketing, we spent something in the order of £1m to insulate the brand from the cover price increase.

"But there's still more to do in terms of getting it into people's hands. When we bought the i we worked with the NFRN using their channels to support the brand and I'd expect us to do more."

Elsewhere in the ABC data, the Daily Star posted another month of year-on-year growth, up 8.6% during the week, and less than 2% on Saturday and Sunday, although this rate is significantly slower than over the previous 12 months. Fourteen other titles posted month-on-month sales increases.

Big and glamorous

Women's magazine Glamour is moving up to a more traditional size in January, 15 years after its launch as a compact "handbag" size.

Publisher Condé Nast said the move comes in response to customers increasingly viewing reading print magazines as a "luxurious and indulgent" habit.

The size change – now 27.6cm x 20.3cm, the same dimensions as Wired and Vanity Fair – will be supported by a new look and ties in with a new feel and focus for the brand across different platforms.

Richard Kingerlee, Condé Nast circulation director, said: "Although the larger

format should improve Glamour's on-shelf visibility as a matter of course, retailers have a fantastic opportunity to capitalise on the additional sales expected by providing multiple facings and front of shelf displays over the relaunch period."

It is being supported by above-the-line marketing, with adverts in other Condé Nast magazines as well as digital sites in and around London and PoS.

The print and paper stock will also be improved and while it has a new digital strategy, putting mobile first, the publisher said newsstand sales are still crucial.

October Monday to Friday newspaper sales

| | Core sales ¹ | Monthly change | Yearly change | Estimated retail margin (000s) ² | Total sales ³ |
|-----------------|-------------------------|----------------|---------------|---------------------------------------------|--------------------------|
| Daily Mirror | 631,101 | -1.1% | -11.5% | £91.5 | 676,101 |
| Daily Record | 153,161 | -1.5% | -10.8% | £21.9 | 158,131 |
| Daily Star | 465,525 | -2.3% | 8.6% | £33.8 | 465,638 |
| The Sun | 1,473,009 | -0.9% | -12.0% | £164.2 | 1,568,281 |
| Daily Express | 372,450 | -1.0% | -3.4% | £49.6 | 372,450 |
| Daily Mail | 1,234,895 | -0.7% | -5.8% | £179.1 | 1,308,777 |
| Daily Telegraph | 394,127 | 0.2% | -8.7% | £135.6 | 415,028 |
| Financial Times | 34,474 | 1.0% | -6.5% | £18.6 | 56,037 |
| Guardian | 131,640 | 0.6% | -5.3% | £57.9 | 131,640 |
| i | 212,261 | -5.3% | 1.2% | £25.5 | 280,762 |
| Times | 322,399 | -0.4% | -1.1% | £97.0 | 396,460 |
| TOTAL | 5,425,042 | -1.1% | -6.9% | £875 | 5,829,305 |

October Saturday newspaper sales

| | Core sales ¹ | Monthly change | Yearly change | Estimated retail margin (000s) ² | Total sales ³ |
|-----------------|-------------------------|----------------|---------------|---------------------------------------------|--------------------------|
| Daily Mirror | 811,450 | -0.8% | -11.8% | £170.4 | 856,450 |
| Daily Record | 184,219 | 0.6% | -10.6% | £36.5 | 189,189 |
| Daily Star | 425,253 | -3.3% | 1.8% | £51.4 | 425,366 |
| The Sun | 1,932,480 | 0.5% | -10.7% | £289.5 | 2,027,752 |
| Daily Express | 475,932 | -0.3% | -0.6% | £81.6 | 475,932 |
| Daily Mail | 2,049,627 | 1.7% | -4.0% | £430.4 | 2,123,509 |
| Daily Telegraph | 565,354 | 0.6% | -6.3% | £271.4 | 586,255 |
| Financial Times | 73,365 | -0.2% | -4.0% | £58.0 | 94,928 |
| Guardian | 288,469 | 0.7% | -6.0% | £184.0 | 288,469 |
| i | 200,750 | -4.6% | 8.8% | £28.9 | 269,251 |
| Times | 481,164 | 1.2% | -0.6% | £169.6 | 555,225 |
| TOTAL | 7,488,063 | 0.3% | -6.1% | £1,772 | 7,892,326 |

October Sunday newspaper sales

| | Core sales ¹ | Monthly change | Yearly change | Estimated retail margin (000s) ² | Total sales ³ |
|-----------------|-------------------------|----------------|---------------|---------------------------------------------|--------------------------|
| Sunday Mail | 172,367 | -2.1% | -12.9% | £61.5 | 176,185 |
| Sunday Mirror | 587,232 | -1.7% | -16.3% | £172.6 | 632,232 |
| People | 235,178 | -0.2% | -16.1% | £69.1 | 242,178 |
| Daily Star Sun. | 271,772 | -3.1% | 1.9% | £54.1 | 271,772 |
| The Sun | 1,312,467 | -0.4% | -10.3% | £275.6 | 1,410,678 |
| Sunday Express | 342,727 | -0.3% | -2.8% | £101.6 | 342,727 |
| Sunday Post | 147,474 | 0.2% | -13.6% | £49.6 | 147,474 |
| Mail on Sunday | 1,186,042 | 0.2% | -6.1% | £423.4 | 1,252,644 |
| Observer | 188,657 | 3.3% | -0.2% | £138.7 | 188,657 |
| Sun. Telegraph | 330,063 | 0.6% | -6.2% | £150.2 | 354,977 |
| Sunday Times | 678,246 | 1.6% | -5.8% | £356.1 | 754,239 |
| TOTAL | 5,452,225 | -0.1% | -8.5% | £1,853 | 5,773,763 |

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

NEWS

PRODUCTS

Canned drinks' popularity increasing

The popularity of canned drinks has increased over the past 10 years, according to research by GfK.

The market research company said 71% of respondents now say canned drinks taste good – a 16% increase since research was first conducted in 2007, while 52% of energy drink consumers say cans are the format they drink from the most, compared to 34% in 2007.

The research comes only weeks after retailers told RN they are looking to tap in to the new wine in a can trend, which has reportedly taken off in America.

Martin Constable, chairman of The Can Makers, said: "The results are important for drink brands and can be used to benefit marketing strategies, identifying which demographic groups to target in order to drive growth."

£3.6m push for Baileys

Baileys is launching a £3.6m Christmas marketing campaign to drive sales during the festive period.

The new 'Don't Mind If I Baileys' global campaign is rolling out across the UK this month.

Anna MacDonald, Baileys marketing director Europe, said: "The sales opportunity for the brand is huge, particularly during Christmas."

In addition, the 50cl Baileys Chocolat Luxe bottle will be permanently added to the range.



Famous Grouse returns to TV

Maxxium UK has released the second of its Christmas TV adverts for The Famous Grouse as part of a campaign worth more than £2m. The new ad, called 'Smooth', aims to emphasise the whisky's premium quality. It features the iconic bird mascot riding a curling stone as it glides through an idyllic winter wonderland. The campaign is also being featured in 3,000 bus shelters across the UK.

Tobacco firm tackles new legislation 'We have spoken to retailers and listened to their concerns'

JTI to educate smokers about new packaging

by Tim Murray

Manufacturer JTI has launched a new campaign aimed at educating smokers about the raft of changes to cigarettes and tobacco.

Taking the form of paid-for spots across print media as well as online, it will inform smokers about the changes to packaging.

It aims to support retailers and follows research that shows almost half of UK smokers aren't aware

of plain packaging and the impending changes.

Charlie Cunningham-Reid, JTI's UK head of corporate affairs, said: "We have spoken to retailers and listened to their concerns.

"Our retail customers need extensive communications support now that the new packs have started to appear in shops, as it's clear many UK smokers don't yet know these changes are taking place."

The campaign also di-

rects UK smokers – nine million in all – to a specially created website, www.packchanges.co.uk, which outlines all the EU and UK legislation now affecting smokers, taking in smaller pack sizes and changed health warnings as well as plain packaging laws.

The campaign started on 17 November, while plain packaging must be fully implemented by May next year. As previously reported by RN, plain packs are now becoming the only

type available at many wholesalers.

Retailer Praful Mehta, of Meads News in Holborn, central London, said: "I'm starting to sell products in plain packs, but my customers don't know what's happening. We need support so that smokers know that packs are changing. Any help from suppliers like JTI is welcome otherwise there will be a lot of confusion as more new packs come onto the market."

Jack's Beans in the mood for Christmas

Jack's Beans Coffee Company has launched its first Christmas cup which will be available in independent stores and newsagents until 31 December.

Five pence from every Jack's Beans cup sold will

be donated to 14 charities that are part of the Local-giving network, providing hot meals, jackets and places to sleep for homeless people during the Christmas period.

The Pass It On campaign,

a collaboration between Jack's Beans and Pass My Parcel, is also being launched, for which representatives will go out on a countrywide roadshow visiting charities to provide hot cups of coffee and

warm clothes to those in need.

Retailers are being provided new in-store PoS to help support the initiative and are being encouraged to sell as many cups as possible to help the charities.

Hot products for your shopping list



Baileys is spending £3.6m on a Christmas marketing campaign



Jack Beans will donate 5p to charity for every Christmas cup sold



Famous Grouse has released the second ad in its £2m festive campaign

PRODUCTS

January release for new Protein Boost 'We are keen to take the brand to the next level'

Revamp and launches as Boost celebrates 15 years

by Charlie Faulkner

Boost Drinks is undergoing a brand revamp – including the launch of new products, packaging and flavours – as part of its 15-year celebrations.

Protein Boost – a 310ml protein drink with no fat or added sugar – is being launched in January. It will come in strawberry and chocolate flavours and is priced at £1.29.

Kirsty Birks, Boost's strategy director said: "We saw a gap in the convenience sector for protein drinks. Protein Boost provides a simple, convenient and tasty way to take in protein in a format not available in the multiples, a great price point and strong margins."

The launch will coincide with a brand refresh and a new look for Boost products as well as an improved

flavour for its Sport Isotonic drink.

A summer limited edition 250ml priced product and another flavour variant of its standard energy drink line, yet to be revealed, will also be launched.

A Release The Boost campaign will run throughout 2017, which will see further investment across all channels.

Founder and managing

director Simon Gray said:

"In 2017 we are keen to build on the momentum and success achieved to take the brand to the next level.

"Our Champion of the Independents' commitment will remain at the core of the business while we will also invest significantly in extending our distribution – nationally and internationally – and a bigger consumer marketing programme."

Rabbit's vegetable drinks

J.F.Rabbit has launched a new range of vegetable water drinks.

In three flavours – Cucumber, Ginger, and Beetroot – it aims to capitalise on the growing demand for healthy alternatives, with fewer than 15 calories and 95% less sugar than traditional fruit juices and smoothies.

Felix Tanzer, founder of J.F.Rabbit, said: "Our mission is very simple – champion veg. We've all been told to drink more water and eat more veg. We've made that easier."

It comes in 330ml bottles with an RRP of £1.79.

Big brands 'should support indies more'

Boost Drinks' sales director has called on bigger brands to increase support for independent retailers.

At an event last week Al Gunn said it was important for manufacturers to "champion retailers" as the brand confirmed multiples are "not on the radar" in

the near future.

"A big challenge for some of the bigger brands out there, I mean outside soft drinks, is we've currently got a Sainsbury's selling a four-pack of a chocolate bar for £1 and the independent store next door has a four-pack of the same product

priced at £1.79 as a promotional offer," he said.

"If you champion independent retailers, as we do, we don't want to be compromising ourselves in our offer."

He highlighted the importance of trust and commitment to build long-

term relationships, which he said have enabled its success so far.

"There's an ethic about how we are as a brand – we have a vision but we're not controlled by it. We have purpose and values and it's a business you're proud to work for," he said.

Jimmy's ice idea

Jimmy's Iced Coffee has launched a limited edition Christmas-themed Gingerbread flavour.

It comes in a 330ml carton, with an RRP of £1.59, decorated with baubles and candy canes.

Earlier this year, convenience stores offering chilled coffee drinks to go told RN they had seen an increase in demand for the products, with many increasing their ranges as a result.

Princes' promo

Meat brand Princes has launched a campaign to promote its Corned Beef, Ham and Hot Dog products. The Come Home to Princes campaign offers consumers the chance to win a £3,000 jackpot prize.

Thorntons feels the love in multi-media campaign

Thorntons has returned to UK TV screens with its latest campaign, Pass the Love On. The £4.8m campaign also includes video-on-demand, press and in-store theatre. "Starting with TV, we'll show how much craft and care goes into Thorntons products," said Emma Colquhoun, regional category director at Ferrero.



Hot products for your shopping list



Princes is offering a £3,000 prize in its latest promotional campaign



Protein Boost is being launched in January, priced at £1.29



J.F. Rabbit has announced three new flavours of vegetable water

NEWS

REGIONAL

Follow RN on Facebook

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to have your say on the latest news

A Boxing D-Day for stores

Retailers should have the right to decide whether they want to open on Boxing Day, store owners have said, as an online petition lobbying government to stop shops from opening gathers pace.

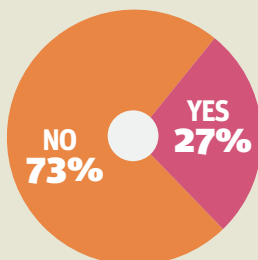
The petition argues that shops – “especially supermarkets” – should not open on the bank holiday to allow workers to spend time with their families.

However, Ben Dyer, of Debbens News in Waterloo, disagreed, stating he believes shop owners should have the choice. He said: “Three of us run the business here and none of us have time off during the year. It’s an important time for us.”

Anish Parekh, of Londis Broadoak and Post Office in Ashton-under-Lyne, agreed that the decision should be down to each store.

However, Mehmet Guzel of Simply Fresh in Bethnal Green, supported the move, but only as a blanket ban.

RN READER POLL



Would you welcome the chance to use robots to deliver shopping to your customers?

NEXT WEEK'S QUESTION

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



Have your vote now

Go to betterretailing.com



Cops and shops to fight festive felons

Merseyside police has teamed up with local retailers to help deter would-be thieves over the Christmas period. DNA security sprays, fogging machines and tagging systems are being installed at selected business premises while plain clothes police officers will be patrolling crime hotspots. Bargain Booze franchisee Diane Nixon has welcomed the initiative. She said: “Any work to prevent robberies of businesses in Merseyside can only be a good thing and I’m giving this my full support.”

Fresh and chilled to tackle c-store stereotype ‘It is our duty to educate customers’

A healthy difference for Raaj’s new Londis store

by Charlie Faulkner

A retailer is taking a tough stance on healthy eating as part of a refit of his store.

Raaj Chandarana told RN he plans to convert his High Wycombe Premier store, Tara’s News, to a Londis fascia – and will also challenge the convenience store stereotype in the process by providing a healthier range of products, despite a lack of demand for it from his customers.

“There is a big push now on healthy eating and it is our duty as retailers to educate customers on how to be healthy,” said Mr Chandra-

rana. “We need to move with the times and the fresh and chilled from Londis is the most appealing thing to me.”

Mr Chandarana admitted his customers probably wouldn’t like it, but added: “I’m less worried about losing customers than I am curious to know how to attract new ones.”

He said it is a bold move but is confident in his decision. “I took over the business three years ago and I’ve



spent that time exploring symbol groups,” he said.

“I’m a progressive retailer; I’m in the Independent Achievers Academy Top 100, I sit on a lot of panels. You can’t just stand behind the counter, there’s a lot more to it, and I’ve done my research.”

He hopes the refitted 800sq ft store will drive change in the industry.

“My product mix needs to evolve and I think by joining Londis I can achieve higher margins with greater loyalty,” he said.

“It’s a really exciting time for us. I believe in Booker, genuinely they are the future and they are going to lead the way.”

Stores join forces to stay in business

Two Cardiff retailers are joining forces as spiralling costs continue to threaten the survival of their stores.

Mark Dudden, of Albany News, told RN he will shut up shop by the end of the year as he integrates his business in to neighbouring retailer Dee Goberd-

han’s WHSmith Local.

“We are looking at calling it something like AlbanyNews@WHSmith Local,” he said.

“The reason is spiralling costs. I was looking back at takings and rates in 1969 for the shop, and the change in rates is outstanding.

“It ends up annihilating the small man. We thought if we adapt, change and join forces we will go on to survive and flourish.”

Mr Dudden will be moving his HND service, specialist magazine and local history books ranges to the store, which will also

undergo a refit next year.

“We want to retain as much business as possible,” he said.

“But there will also be big changes as we merge the two brands. We are looking at growing both brands and making them bigger and better.”

REGIONAL

Cosy seating and log fire to tempt customers 'People don't want microwave meals any more'

Premier store to become a café and weekend bar

by Toby Hill

A Cornish retailer is taking a different approach to food to go with the installation of a café and lounge bar in his store.

The café at Dan Cock's Premier Whitstone Stores & Post Office will serve hot breakfasts, light lunches and home-cooked dinners such as lasagne and cottage pie. It will have similar opening hours to the rest of the store, serving food until 9pm.

The bar, which will share space with the café, will

be open initially on Friday and Saturday nights until midnight, with weeknight openings a possibility if there is sufficient demand.

"We're fully licensed and have cosy seating and a log fire," Mr Cock told RN. "The bar will do mainly premium drinks with a big focus on local. We'll have all the major beer, wine and spirit brands and aim to partner with one leading brand. Then there'll be Cornish gin and locally-brewed ales on draft."

The bar and café area will connect to the convenience

store via a wraparound L-shaped counter. One side of the L will serve customers in the shop and the other will serve those in the bar. A deli stand will be used as a transition between the two.

"Lots of retailers are putting in food to go, but some research I saw showed how far behind we are in terms of the eat-in opportunity," said Mr Cock.

"But you can still take it away. People want quick, convenient food, but they want good-quality - they don't want to eat micro-

wave ready meals any more."

The idea of extending the café to include a bar was inspired by a parish plan.

"Our village doesn't have a pub," said Mr Cock. "There was a parish plan a couple of years back that asked what improvements parishioners would like to see, and something like 90% said a village pub. That was an excellent piece of market research."

Building work is ongoing at Mr Cock's store, but he hopes the bar and café will open early next year.

Tobacco sales up after illicit trade busts

A retailer saw tobacco sales rise threefold in her store after illicit stock was removed from the streets.

Julie Tate told RN tobacco sales in her Stockton-on-Tees store "tripled overnight" following busts in Middlesbrough and Hartlepool last month.

Mrs Tate, who said illicit trade had worsened in her area "over the last three years", added Amber Leaf sales in particular had rocketed.

"We're selling an outer a day. Normally we would sell an outer a week," she said.

"I presume there must be a shortage because we're still selling a lot. I've been told that one in two of every cigarette smoked in the north east is illicit."

Whisky appeal

The Scotch Whisky Association is appealing the Scottish court's decision on minimum unit pricing.

Julie Hesketh-Laird, Scotch Whisky Association acting chief executive, said: "Given our strong view that minimum pricing is incompatible with EU law and likely to be ineffective, we now hope that our appeal can be heard quickly in the UK Supreme Court."

Saturday spotlight

Retailers are gearing up for the fourth Small Business Saturday on 3 December. The campaign encourages consumers to shop at local businesses on the day, with research conducted last year showing around £623m was spent. Retailers can apply for a free marketing pack to help promote the day.

Festive spirit from retailers

Retailers are getting into the festive spirit with the introduction of Christmas gift ranges. S&S One Stop in Lemington Spa is stocking a range of gifts for £5 and under from alcohol sets to chocolate boxes. Owner Sunder Sandher said: "Convenience stores often miss out on the gift trade as suppliers and symbol groups just aren't geared up for it. We've got plenty of £5 gift boxes that sell really well - particularly the David Beckham gift box and Babyham with wine glass gift set."



Anger at Irish News price hike rates cut

The Irish News has come under fire from retailers and the NFRN after a cover price increase was matched by a reduction in retailer terms.

The newspaper became the latest to hike the price at the same time as slash-

ing retailer margins. Its cover price is now 90p, but terms are less than 18%, down by two points.

The NFRN has called for an urgent meeting with the paper's managing director and is planning to take retailers along to quiz him.

The federation said it understands one multiple is already planning to delist the title. Chief executive Paul Baxter said: "It is deeply disappointing that our members' takings are being further depleted by this unexpected, unneces-

sary and arrogant cut in margin and this is a move the NFRN will not be taking lightly."

Eugene Diamond, of Diamond's in Ballymena, said: "It's a ridiculous situation. They just think we live on bread alone."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 17.11.2016



Tony Collins reports from the NFRN East Midlands district council meeting

Call for memorial to war victims

Members of the district council are pressing for a national memorial to be created honouring the lives of former colleagues who died during war or in service.

A motion was tabled at the meeting for consideration at the NFRN's annual conference.

It calls for a memorial at the National Memorial Arboretum in Staffordshire to "all members of the NFRN who have died in service to the public or the nation".

The Arboretum, which Prince Harry attended during the recent Remembrance Sunday service, is home to more than 300 memorials, including the Armed Forces Memorial which honours members of the armed forces killed on duty since World War Two.

The motion was triggered by guest visitor, national president Ray Monelle, who said he was inspired to explore the role of newsagents during World War One after watching the Remembrance Sunday commemorations.

He said: "There are quite a lot of examples where newsagents have gone above and beyond and also lost their lives in World War One."

"It was surprising how many were in prisoner of war camps, and I also found out that the first poppies sold were in newsagents' shops."

"We played a very important role in this and it's something as a



Derby & Burton member Alan Smith (left) and Leicester member Sunil Patel (right) presented cheques totalling £240 to NFRN national president Ray Monelle for the Ratcliffe Fund and victim support. Mr Smith presented a cheque for £40 from a collection at a multi-branch meeting, while Mr Patel presented £200 raised from a collection in his shop which he topped up himself.

federation we perhaps haven't recognised enough in the past and we can do more about in the future."

NFRN structure in the spotlight

The future structure of the NFRN was debated following a presentation by newly appointed national events manager Nigel Smith.

Mr Smith said there was "no magic wand" and "no reinventing the wheel" as he set out ways of trying to involve more members in local events, from joint branch meet-



Nigel Smith



On a trip to Ostend two guys in our coach bought £20,000 of tobacco for their own use

Ken Patel

Leicester NFRN member

ings and curry nights to training days, local awards evenings and news wholesaler open days.

Mr Smith, who said that a district committee would need to be in place for each event, added that Smiths News and Menzies were "really keen" for this to succeed, so would be part of it. Mr Smith added: "Events have to be relevant where members can learn something or get something from it."

Commons trip for tobacco debate

Members discussed organising a coach to the House of Commons for

the parliamentary debate next February which will include the problem of illicit tobacco.

Leicester member Ken Patel, who proposed the idea, said: "On a recent trip to Ostend two guys on our coach bought £20,000 of tobacco for their own use. Coaches are never checked."

National president Ray Monelle said illicit tobacco was a small part of the parliamentary meeting, but added: "We are about to start a big campaign on this because it's only going to grow with new plain packages."

Indies losing out over late papers

Derby & Burton member Alan Smith claimed independent retailers were not being treated the same as supermarkets following an issue over late papers.

He said: "We got no Burton Mails. I rang at 5.20am and they eventually came at 10.05am. But the next day, when they dropped off a bundle for Tesco by mistake, they came pretty quickly to collect them when I phoned them up."



Alan Smith

Scam warning

Members were warned about the dangers of a scam using stolen or fake contactless payment cards after a member in Nottingham became a victim. Advice was given to always ask the customer to enter a PIN number, especially if they haven't been in the shop before, and always get the police involved if a crime has been committed.

Your say

How do you plan to make Christmas a success in your store?



We generally have a lot of promotions, mainly on products such as chocolates, Christmas cards, wines, spirits and beer. We also put decorations up in the store to make it look as festive as possible.

Jack Patel

JRS News, Nottingham



I put lots of offers on and promote those. We put up Christmas decorations every year. We also have a club with children's toys so people can start putting money in from August and they are paid for by the time Christmas comes around.

Sunil Patel

Norwich Road Food Store, Leicester



We are currently having a complete refit so the store will be clean, jolly and festive in time for Christmas. We will also be having decorations, seasonal food tasting and the odd drink sample thrown in.

John Green

JR Green Newsagents, Sawtry, nr. Peterborough

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTH WALES 14.11.2016



Jenny Sims reports from the NFRN South Wales district council meeting

Last meeting before merger

It was an historic occasion as November's South Wales district council meeting in Cardiff was its last ever after 93 years.

In January it is due to form a merged district with the North Wales part of the current Mersey Dee, North Wales and Isle of Man district, which will boost Wales's total membership to 849 (a 235 increase) as it absorbs Welsh members from Shrewsbury and Llandrindod Wells postcodes and some members from the Wirral.

"Everyone who has a shop in Wales will now be in the one Wales district," said Chris Appleton, membership services manager.

South Wales district president Mark Dudden said his recent meeting with Mersey Dee district members had been "a positive one," and he would be attending their last ever meeting in December to pave the way for the merger.

However, Cwm

Rhymni member Clive Birkby said: "We need to set up a joint bank account before the merger, and we'd like guidance from the NFRN on various processes first."

Members agreed to delay the merged branches' first meeting, scheduled for 9 January until 30 January so key members are able to attend.

The meeting will take place one day before the deadline to agree the election of delegates for national positions.



Trade events could increase member involvement, Nigel Smith told the meeting

Business to close after 60 years

South Wales district pre-sident Mark Dudden revealed his family business, Albany News, is to shut down after 60 years. It will merge with fellow Albany Road retailer Dee Goberdhan, district vice-president, of WHSmith Local to create Albany-News@WHSMITHLocal.

He also reported "a new direction of change" after a successful recent meeting with Smiths News. "They want to work with us on



Nobody's just a newsagent these days. Everybody's a retailer

Nigel Smith

NFRN events manager

lobbying publishers on problem issues including late deliveries and returns," said Mr Dudden, who has agreed to advise them at a series of upcoming meetings.

Social and trade events planned

NFRN events manager Nigel Smith said branch meetings and attendance could be revitalised by organising more trade shows and social nights.

"The aim is to include and involve more members in local events. These could be multi-branch meetings; trade shows with Booker; curry nights; local awards evenings; training days – perhaps on retail standards for example; and news wholesaler open days," he said.

This could be achieved by working in conjunction with districts who want to be involved and undertake local events for members working with the MSM, operations and news operations teams, communications

department, NFRN Commercial/NFRN Shoplink, and trade partners, Smiths News and Menzies Distribution.

He said a district committee would need to be in place for each event, events planned in plenty of time, and co-ordinated by an activity manager.

He also said there was a need to explore and reignite the Booker Days Plus with other cash and carries. "There is no magic wand. Are these all going to work? I don't know, but you don't know if you don't try," said Mr Smith. "Nobody's just a newsagent these days. Everybody's a retailer."

MSM Chris Appleton also gave a presentation on the changing role of RDMs. After a survey found members wanted to be contacted by the NFRN by phone a new role will be created for five retail support officers who will call members regularly, give pastoral care and identify problems. The 14 RDMs will make calls by appointment, do recruitment and solving members' queries. This change will take place from 1 January 2017.



Nigel Smith

Your say

How do you plan to get the best sales from the festive season?



Through Facebook I've been taking Christmas orders for months for made-to-order stuffed balloons. They did well last Christmas and I'm getting repeat orders, but I can't do any deliveries after 24 December. My baby's due on 7 January.

Donna Dudden
Albany News,
Cardiff



Having the right display is really important repositioning to catch impulse buyers. We do really well with specifically Welsh gift items like ceramic hearts on ropes with the word Cariad, meaning love or darling, inscribed on them.

Dee Goberdhan
WHSmith Local,
Albany Road, Cardiff



I'm a small newsagent so I'll be promoting the seasonal publications, TV and Radio Times, and I'll be trying to look after my HND customers with special offers. But I'll also be stocking up on Christmas items like mince pies.

Matthew Clark
Penylan News,
Cardiff

Sniff test

Members got to sniff different tobaccos and cut cigarillos during a presentation by Ritmeester Cigars.

Territory managers Chris Smith and James Walters gave a brief history of the company and a description of the cigar manufacturing process.

Mr Walters said its popular range of Royal Dutch Miniatures, which ranged from mild to full strength, was a "value alternative" to cigarettes, selling at £4.39 and giving retailers an 18% profit.



Clive Birkby

CIGARS



**Sunita
Kanji**



**Harjinder
Dhasee**



**Ian
Lewis**

Light up your sales with expert advice

With good margins to be had, the cigar category is one retailers cannot afford to get wrong. Here, **JTI** addresses some of the questions RN readers have regarding cigars and how to improve their sales

Sunita Kanji

Family Shopper, Little Hulton, Bolton

QUESTION I don't sell cigars, but get asked about them at Christmas time. Is there an opportunity to stock them just for this period?

ANSWER Cigar sales typically increase over the festive period so retailers are encouraged to stock up in the run up to the festive season to profit from the sales opportunities brought by the seasonal holiday.

By checking in with your JTI rep, retailers can find out which brands and formats work best in their area.

Also once retailers have established to their existing adult smoker customers that cigars are available, this will drive repeat purchase and retailers will find that they become a destination of choice.

Harjinder Dhasee

Nisa Mickleton, Gloucestershire

QUESTION Of the top sellers, what's trending and what's the demographic of the customers buying them?

ANSWER Retailers should stock the most popular cigar formats, including miniatures, and cater for existing adult

smokers' growing demand for greater choice and convenience. Miniature cigars continue to grow from strength to strength, owning 69.6%¹ share of the UK cigar market and therefore remain a key line for retailers. Hamlet Miniatures have 18%¹ share of sector so is a must stock for any retailer wanting to benefit from this profit opportunity.

Retailers should also note that the demographic for cigar smokers is no longer as stereotypical as might have been perceived in the past and we are seeing existing adult smokers between the ages of 19-24 also purchasing cigar products.

Ian Lewis

Spar Crescent Stores, Oxfordshire

QUESTION What are the law changes in regards to selling cigars and how will it affect us?

ANSWER Cigars and cigarillos of less than 3g won't be moving to plain packaging but will be subject to new packaging requirements under TPD2.

Larger pictorial health warnings must cover 65% of the front and back of the pack and health warnings that will be positioned at the top edge of the pack.



1. Nielsen Market Track YTD September 2016

2. Full Year 2015 Nielsen Market Track

3. Independent research of 200 UK independent and convenience retailers, October 2015 - commissioned by JTI & carried out by CheethamBell JWT

in association with



**Soban
Shanmuganathan**



**Jason
Birks**



**Linda
Sood**

Further information can also be found at packchanges.co.uk, for when retailers need to communicate these messages to their customers.

Different labelling rules will apply to larger cigars and individually wrapped cigars and cigarillos.

It is difficult to predict how the legislation will affect the cigar market in these early stages, but it is important to be aware of the changes that will be appearing, noting that these will not be the same as other tobacco products, and be able to confidently reassure your customers.

Jason Birks

Moscis Ltd, Peterlee, County Durham

QUESTION Cigars is one of those categories I don't give much thought to because it just ticks over, but I am obviously interested in anything that will increase sales. Are there any innovations on the horizon?

ANSWER JTI continues to be at the forefront of innovative product developments that reflect market trends and consider insight from retailers. 2017 is going to be the year of big changes for the tobacco industry but JTI will there every step of the way to provide support and offer products that are relevant to the market.

Last year JTI refreshed the Hamlet range, and also made Hamlet available in half outers. This offers retailers the opportunity to capitalise on Hamlet's PORs of up to 21.2%, without having to invest as much cash in stock.

Soban Shanmuganathan

Burgess Stores, Goldhurst, Kent

QUESTION I only sell a small range of premium cigarettes, but not cigars. I know very little about the category, other than I can't display them to customers. I'm keen to start stocking them. What would be a good starting point to complement my range of premium cigarettes?

ANSWER By stocking the right brands and check-

ing in on key category trends, retailers can ensure they don't miss out on their share of the profits.

Start with popular formats like miniatures and brands that your existing adult smoker customer will recognise. For instance an overwhelming 72.5%³ of retailers reported that Hamlet is the most recognisable cigar brand, more than five times that of the nearest competitor.

Cigars sales also typically increase at certain points in the year such as the summer months and during the Christmas period, so consider introducing your range around these times to tap into seasonal trends when customers will be expecting these products to be available.

Linda Sood

Premier Falcon News, Portsmouth

QUESTION I have my own gantry and I need to know whether margins will improve if I'm going to continue stocking cigars. How will manufacturers be supporting me to maintain the best possible margins and prices for my customers?

ANSWER Last year the total UK cigar market was worth £234m² and JTI advice will continue to be available moving forward – to access category and product information 24/7 head to JTIAdvance.co.uk or download the JTI app.

Whilst cigars already offer impressive profit margins it'll be vital that retailers make sure that they continue to communicate both the quality and value of cigar products to their customers.

Hamlet offers PORs of up to 21.2% and with the option of the Hamlet half outer retailers can benefit from the high profit margins without having funds wrapped up in stock holding.

Retailers should also be sure to check in regularly with their JTI rep to make sure you're aware of any upcoming wholesale promotions.



Retailers should also note that the demographic for cigar smokers is no longer as stereotypical as might have been perceived in the past



For more information on cigars visit www.jtiadvance.co.uk and download the JTI Advance app at Google Play or the App Store

OPINION

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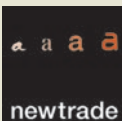
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YOUR SAY Do you think home delivery by robot could be the future of convenience shopping?

Spike Millican

S&A Superstores,
Ultoxeter

I can only see it happening in a perfect world, and that's not the world we live in. It's a brilliant idea – I could get loads of stuff to little old grannies, and save doing it myself, but are they going to be in? And how will they get the shopping out? What about crossing roads? Is it going to save more time? And who's going to say hello to the old granny?

Stuart Reddish,

High Street News,
Chesterfield

I would have thought that's way beyond the scope of the traditional newsagent, convenience store or Post Office. It sounds bizarre, but I'd be interested to see the results of the trials. In the air I could understand, but there are so many different things that could go wrong when it's on the ground. How could you stop people tak-



ing things out of it? What about roadworks? The pavements are in a shocking condition, holes everywhere.

Dave Hiscutt

Londis,
Weymouth

I'd be interested to see if it works, the concept sounds

great, but there would be a lot of concerns. I'd be sceptical, even if it does sound warnings, there's not a lot you can do if it's a mile away. I think drone deliveries might work better, as there are too many risks on the ground. It could run into an old lady and there's a lot more that can get in the way.

YOUR STOCK What would help you drive e-cigarette sales?

Nimit Patel

Londis,
Essex

There is a lack of awareness among consumers. More definitely needs to be done to educate them about e-cigarettes. I can only do so much to tell people about them in-store, I can't convince them in the way a big company can. I'd like to see more advertising to customers, and companies need to do more. I think more support in-store in terms of display would be helpful too.

really good relationship with retailers, but when the big boys took over, it changed. It would be good to get more support on a local level, from reps who can help us educate customers. The supermarkets can't do that, it's only us.

of that. With something like E-lites, once they've bought the kit from you, they have to come back for the cartridges, so it's good repeat business, but I think we need to push the price more.

Hetel Patel

Stop N Shop,
Maidenhead

I only sell the standard E-lites and Blu. I think price is the main issue, they need to be more competitive on price. Customers are more concerned about price than health – cigarettes are going up and up in price and people are deciding to give up because





“

Knowledge is everything, I read RN because it gives me feedback on what top retailers are doing so I can get ideas on what to do next.

DAVID WYATT, COSTCUTTER SNOWHILL, WEST SUSSEX

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In September, PayPoint launched its new retail platform PayPoint One, combining EPoS, card payments and PayPoint services. One of the first retailers to trial the new platform shares their experience.

Why I chose PayPoint One

Paul Birdi

Birdi's General Store,
Chesterfield, Derbyshire.



"We've had PayPoint One in since the beginning of the year and there are so many improvements on the previous model. The biggest improvement for me is that you can now do everything on one terminal. Before we had to keep the Lottery and PayPoint money separate, whereas now it can be stored together.

"It's faster to serve customers too. Before we had to do transactions in a certain order but now we can do it all at the same time. It's really helped us streamline the business. It's so simple to use and I'd definitely recommend it. You don't realise until you experience something new how valuable it is and now I couldn't go back."

My three favourite functions

- The fact we can have everything in one place has made it much easier to keep track of the business and serve customers
- You can change your own buttons, which means we can tailor it to our specific needs
- It's so easy to scan your own items in and add them to the database



To find out how PayPoint One can help your business, go to www.paypoint.one

LETTERS

PUT UP OR SHUT UP ON PAYPOINT

I am writing with regard to PayPoint, as there are valid concerns about the commission rates and the cost of banking.

What we the retailers now need to do is decide whether we put up or shut up.

I did my sums using my TRDP EPoS system and the number of transactions along with PayPoint was more than 60%.

This meant the majority of customers were buying something in addition to using PayPoint.

I have also opened a bank account with 25 months' free banking. This means that with the customer spend and free banking, the PayPoint terminal is more than viable. The freephone line and better customer service has also been a bonus.

I feel retailers need to take stock of what PayPoint does for them. This might work for me

and not for someone else.

The low commission rates are an issue. We will still challenge PayPoint to address this and will only do this by dialogue – rudeness and disrespect are not a positive way of discussing issues. We are business people.

My personal opinion is that if this current PayPoint model does not suit you, the best thing to do is to find a solution. In my case I have a number of people who need and rely on this service.

PayPoint has made inroads and if new products are coming online – such as new PayPoint One – this will suit retailers who do not have an EPoS system. This is relatively cheap compared to other EPoS systems and can represent good value for money. It might not suit me, newer products which bring higher commission rates are of interest to me and I will be

offering them and promoting them both online and by letting staff know of new opportunities for the store.

Mo Razzaq

Subway, Family Shopper and Premier
Mo's Store in Blantyre

A PayPoint spokesman said:

"We appreciate Mo's honesty and we hope that this encourages other retailers to share how PayPoint works for them. The benefits that EPoS can bring to retailers have been highlighted, and providing these valuable insights into customer habits is something that PayPoint One is helping to address. Over the past 12 months we have been listening to retailers and we've put a lot of effort into engaging with our retail community to better understand issues and deliver the best possible service for all 29,000 of them. We encourage retailers to communicate openly and honestly with us so that we can continue to understand and respond to their needs."

Sunday Post no good on a Monday

We got a notification on Sunday morning (20 November) that the Sunday Post was running 24 hours late.

We didn't get our copies until Monday morning, by which time it was just too late.

It's a very specialist title for

us – we get about 20 – but it's not a weekly, it's a newspaper.

What's worse is that other people around the north east managed to get their copies – I know that people in Leeds got it.

But if Leeds can get a copy, why can't we get them in York? It's ridiculous.

James Wilkinson

Pybus Newsagents, York

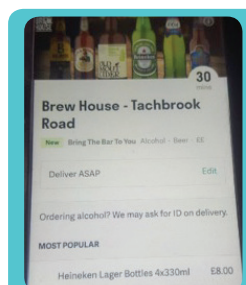
A Menzies spokesman

said: "Unfortunately, the 20 November issue of The Sunday Post experienced production

issues which delayed its arrival at some of our branches. At our Leeds branch, copies arrived just before cut-off and were included in the main distribution; York's supplies arrived 45 minutes after the branch cut-off, missing the main distribution entirely. In such situations, the publisher notifies Menzies Distribution in advance whether or not it will pay for a second distribution of the title. Our guidance in this case was to hold the Sunday Post and distribute it the following day."

#TOP TWEETS

Who's saying what in retail?

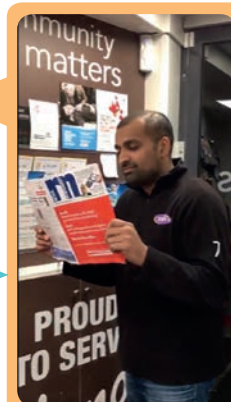


All set to go
[@sundersandher](https://twitter.com/sundersandher)

Like him or loathe him @realDonaldTrump is going to be President - time to accept it and move on #TheAgenda @AmitP327

#Smiths News is a joke! Late everyday. Paperboys go home. Walk-In customers lose faith.
[@TweetingMitz](https://twitter.com/TweetingMitz)

Morning peeps, looking forward to seeing what you buy today #ShopLocal30 can't see it on the shelf ask us
[@HopesofLongtown](https://twitter.com/HopesofLongtown)



Singhs mannequin challenge
[@PremierSinghs](https://twitter.com/PremierSinghs)

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How are you going to pay the NLW?



With five months until the National Living Wage is increased, independent retailers must consider how to budget for this extra cost. But what impact might it have?

With the next increase to the National Living Wage (NLW) scheduled for April next year, and an eventual increase to £9 by 2020 planned, these rises are bound to worry many independent retailers, who will have to work out how to fund them.

A hypothetical increase of 50p an hour for the next scheduled rise, which would cost the employer around 60p when holiday pay, pension contributions and in some cases national insurance are taken into account, would mean another £1,000 a year on the wages bill of a retailer who employs just two part-timers on the NLW, each working 16 hours a week.

For a larger retailer, with staff employment totalling 150 hours a week, the wages bill would rise by about £5,000 a year.

In 'normal' conditions this sort of additional cost could be met relatively easily, paid for out of increased gross profits, resulting from higher turnover or price rises.

But for CTNs and c-stores these are not normal times. The prices of most food and drink items are being held down by competitive pressures from the discounters and supermarkets, and in two key convenience categories where there have been regular price rises, news and tobacco, falling volumes have more than cancelled out the gross profit growth.

Nor has the spread of pricemarked products always been helpful. The manufacturer's price flash does give consumers confidence that they are paying the 'correct' price, but it often comes with a reduced margin for retailers, and it prevents them charging whatever price they need to make stocking the product viable. Note how quickly this is changing now plain pack cigarettes are beginning to be stocked.

Despite the static prices of many traditional c-store products, the convenience market as a whole is buoyant and is forecast by the IGD to grow by more than 30% over the next three years. Growth is being fuelled by fresh produce and bakery, deli and



The moral case for workers to receive a living wage is undeniable

* Off to the supermarket...

+ This is one of those times of the year when small retailers buy popular seasonal products from the supermarkets because they are cheaper than their wholesaler can supply them. It's been going on for years, and has largely destroyed the market for popular brands of boxed confectionery in CTNs and independent c-stores. Retailers should think about this next time they are offered pricemarked confectionery. Why should they help the manufacturer maintain the brand value of its everyday products by setting the retail price, when the manufacturer's seasonal deals with the supermarkets enable them to undermine the independent retailer's own fair prices?

chilled ready meals, and food to go – everything from bog-standard 'meal deals' to chilli with rice served in a cardboard dish with a plastic fork.

As RN's weekly retailer profiles demonstrate, many independents have bought into some or all of these growth categories, but for others their ability to do so is restricted by lack of space in their shop, or the resources to invest in the necessary equipment.

It is this latter group that is most at risk from a rising NLW at a time when the revenues and gross profits of their businesses are static or falling. The moral case for workers to receive a living wage is undeniable, but the 2015 policy of former chancellor George Osborne setting a target for a near-40% rise in minimum adult pay rates within five years when inflation is close to zero is highly debatable.

Whether the policy will survive until 2020 will probably depend on what happens to the economy. If the NLW starts to destroy jobs, new chancellor Philip Hammond may have to slow it down, and revert to the gentler approach adopted by the Low Pay Commission. Meanwhile, both the NFRN and the Association of Convenience Stores are lobbying hard to make sure politicians of both main parties understand the dangers of the policy.

Neville Rhodes is a freelance journalist and former retailer

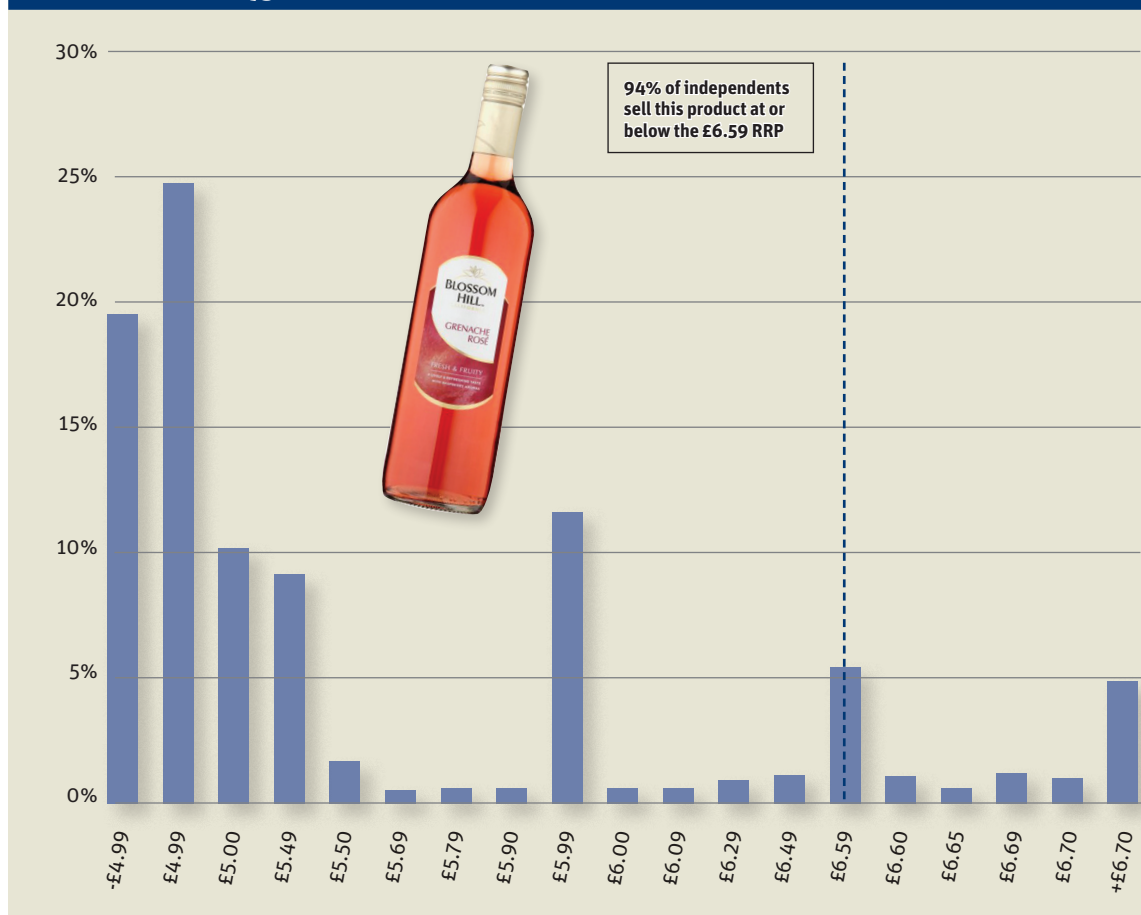
PRICEWATCH

Benchmark your prices against your peers

In focus Wine

Sample prices

BLOSSOM HILL ROSÉ 75cl Price distribution %



PRODUCT

| |
|-------------------------------------------------|
| Echo Falls Rosé 75cl |
| Echo Falls Rosé Summer Berries 75cl |
| Hardys Bin 161 Rosé 75cl |
| Blossom Hill Rosé 75cl |
| Jacob's Creek Shiraz Rosé 75cl |
| Mateus Rosé 75cl |
| Kumala Rosé 75cl |
| Black Tower Rosé 75cl |
| The Straw Hat Rosé 75cl |
| Isla Negra Rosé 75cl |
| I Heart Zinfandel Rosé 75cl |
| Casillero Del Diablo Shiraz Rosé 75cl |

Analysis

The wine category has taken off in convenience stores over the past five years, with rosé in particular becoming a bestseller. As both Kath Hitchin and Faisal Naseem noted, rosé benefits from being a

drink for all occasions – lighter and less formal than red, sweeter than white. Still, the competitiveness of the category is clear in the price chart above: Blossom Hill Rosé has an RRP of £6.59, but barely 13%

of stores price it at that level or above. Almost 25% dive way below, squeezing margins to charge just £4.99. A supermarket assault on the category is undoubtedly among the reasons for such low prices.

How we drive our profit

Peter Mann

STORE Nisa Local
LOCATION Luton
SIZE 2,500sq ft
TYPE town centre

TOP TIP

I've found putting little tags in front of the wine, saying they go great with this or that meal, catches people's attention



Wine is quite a delicate area and we don't tend to get much help from suppliers on ranging or pricing it in c-stores. I find with rosé that cheap entry-level wines don't sell too well; people will often try them once or twice, then move up a tier, first to Blossom Hill, then to Jacob's Creek. It's like in a restaurant – people tend to play safe if they don't know what to buy and go for middle of the range. Margins aren't bad at around 20%, although promotions – which are very popular – can squeeze them to around 10%.

Paul Mather

STORE Sherston Village Stores
LOCATION Malmesbury, Wiltshire
SIZE 1,350sq ft
TYPE village shop

TOP TIP

Have bottles on promotion and adjust depending on the season – so more rosé in summer and less during autumn and winter



Rosé is very much weather-dependent: on nice sunny days it flies, while during autumn and winter it barely sells at all. As with all our wines, we try to keep a good range, to cater for all the different kinds of drinker. Some care more about a straightforward inexpensive purchase, and they'll go for something like Echo Falls, which we get from our main wholesaler. Then we have an independent supplier, Cotswold Wine, which people who know a bit about like to try.

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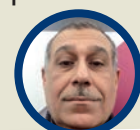
| BOOKER RRP | AVERAGE | RETAILER 1 HIGH STREET STORE IN STOKE SUBURB | RETAILER 2 SUBURBAN POST OFFICE AND STORE IN LINCOLN | RETAILER 3 OFF-LICENCE IN PORTSMOUTH SUBURB | RETAILER 4 CORNER SHOP IN NEWCASTLE SUBURB | RETAILER 5 PARADE STORE IN SOUTH EAST LONDON | RETAILER 6 C-STORE IN SUBURB OF LARGE LANCASHIRE TOWN |
|------------|---------|-------------------------------------------------|---------------------------------------------------------|------------------------------------------------|-----------------------------------------------|-------------------------------------------------|----------------------------------------------------------|
| £5.99 | £4.90 | – | £5.90 | – | £5.99 | £4.49 | – |
| £5.00 | £4.99 | £5.10 | – | £5.69 | £5.00 | £4.49 | £5.00 |
| £5.00 | £5.04 | £5.00 | – | – | £5.00 | – | £5.00 |
| £6.59 | £5.22 | £6.79 | £5.90 | – | – | – | £6.59 |
| £8.99 | £7.82 | £8.99 | – | £8.30 | – | – | – |
| £6.39 | £6.16 | – | – | – | – | £5.99 | – |
| £6.49 | £6.33 | – | – | – | £3.29 | – | – |
| £6.49 | £6.16 | £6.79 | £6.25 | – | – | – | – |
| £3.79* | £4.24 | – | – | – | – | £3.99 | – |
| £5.00 | £5.73 | – | £5.95 | £6.00 | – | – | – |
| £6.00 | £5.83 | £6.69 | – | – | – | – | £6.29 |
| £7.99 | £7.16 | – | – | £5.00 | – | £5.25 | – |

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

John Hanna

Smokemart, Brighton



Tuaca
liqueur
(£24.99)



Where did you discover it?

Tuaca is a very popular drink in Brighton, and very much associated with the city. I didn't so much discover it myself as have customers tell me I should stock it. I live in an area with intense competition – the multiples have various outlets within a mile of my city centre store – so I've really got to stay alert and flexible to customer needs. This was a perfect example of an opportunity to do just that, so I gave it a go as soon as someone mentioned it. And it sells really well.

Who buys it?

It's mainly popular with quite middle-class customers, students and professionals. Over the years the people living around me in Brighton have changed – more middle and less working-class, and this product works well with this newer demographic.

Why is it so popular?

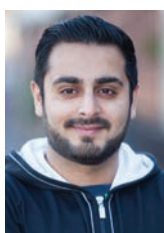
It's quite a light spirit, and suits the fact that drinking culture has become a bit more sophisticated. I've noticed this is even true among students. So it's popular because it tastes and looks good and, at 18%, isn't too strong, and good for people who don't want to get really drunk.

Faisal Naseem

STORE Party Time Off Licence
LOCATION Arbroath, east Scotland
SIZE 800sq ft
TYPE parade of stores

TOP TIP

We separate our wines by grape, and double up our shelves of rosé to catch the extra demand



Rosé is our fastest selling wine variety – in fact I'd go as far as to say that it makes up 60% of our sales in the wine category. This is helpful, because wine sales have generally gone down after reaching a peak four or five years ago. I think it's because it's deemed a casual, refreshing drink – less formal, not something you have to have with a meal with to justify drinking. It's also sweeter, a bit more fruits and berries than grapes.

Kath Hitchin

STORE Lifestyle Express,
LOCATION Caernarfon, North Wales
SIZE 750sq ft
TYPE residential

TOP TIP

To beat the supermarkets you've got to make yourself a nice, welcoming place to drop in and grab a bottle



Rosé is very popular. I think people find red wine very heavy and perhaps good with a meal, but a little too much just for a casual drink. The margins aren't so great these days, though: with crops being so plentiful, and the supermarkets being packed with offers, people don't want to pay £8 or £9 for a bottle of wine. Most of what we sell costs between £4 and £5 – we sell a few more expensive bottles but it's mostly mid-range stuff, like Straw Hat or Jacob's Creek. ●

RETAILER PROFILE



Small... but very effective

In terms of size, Maria Lewis' Bargain Booze in Porthcawl is not the biggest store around. But, in terms of retailing prowess, the former terraced house is mighty, taking on the local Co-op, Spar and One Stop and holding its own.
Charlie Faulkner reports

W edged between Swansea and Cardiff, located just yards from the beach, you will find Maria Lewis' small but mighty Bargain Booze store "filled to the rafters" with prices and variety to rival the nearby Co-op, One Stop and Spar.

Limited to 430sq ft, Maria has had to be creative to enable the success of the Porthcawl store, a former terraced house, which now boasts a weekly footfall of 2,500 people.

"I bought it six years ago this month," she says. "It was already a Bargain Booze and I bought it off another franchisee."

"We made small, gradual changes initially and within the first 18 months we'd doubled the turnover."

"People want a small, friendly store with a big range and to know they can walk in any time and there's going to be a bargain."

A first step was adding five metres of refrigeration – a brand new concept for the store and a factor that's given it an edge as a modern convenience store.

Maria also installed services including the National Lottery, a cash machine, a UPS parcel service and Payzone. "As far as my turnover goes, they're negligible but they do bring people in. Customers who use the UPS service have said they didn't even know we existed until they started using it," she says.

And she was fortunate to inherit enthusiastic staff as a result of the business transac-

tion. "They were a fresh team to the store and I've been lucky because they are very customer-focused."

"What we've found in the last few years is that it all comes down to price," she says. "We make sure we offer a variety of promotions, so we can have three or six-week promotions on wine, spirits and beer. And customers know they're getting consistently cheap prices."

Being a Bargain Booze franchise is easy, she says, because head office does all the work when it comes to pricing and promotions – which saves time for her to meet her customers' needs.

"I make sure I try and fit in the full range because there will always be that one person that will buy the more unusual product," says Maria. "I think there's a misconception around Bargain Booze that it's cheap and nasty. People are quite shocked when they realise they can buy a nice bottle of wine and that we cater for everybody," she adds.

Social media has also become a key sales driver and being pretty competent, Maria utilises online platforms to inform the community about her in-store deals.

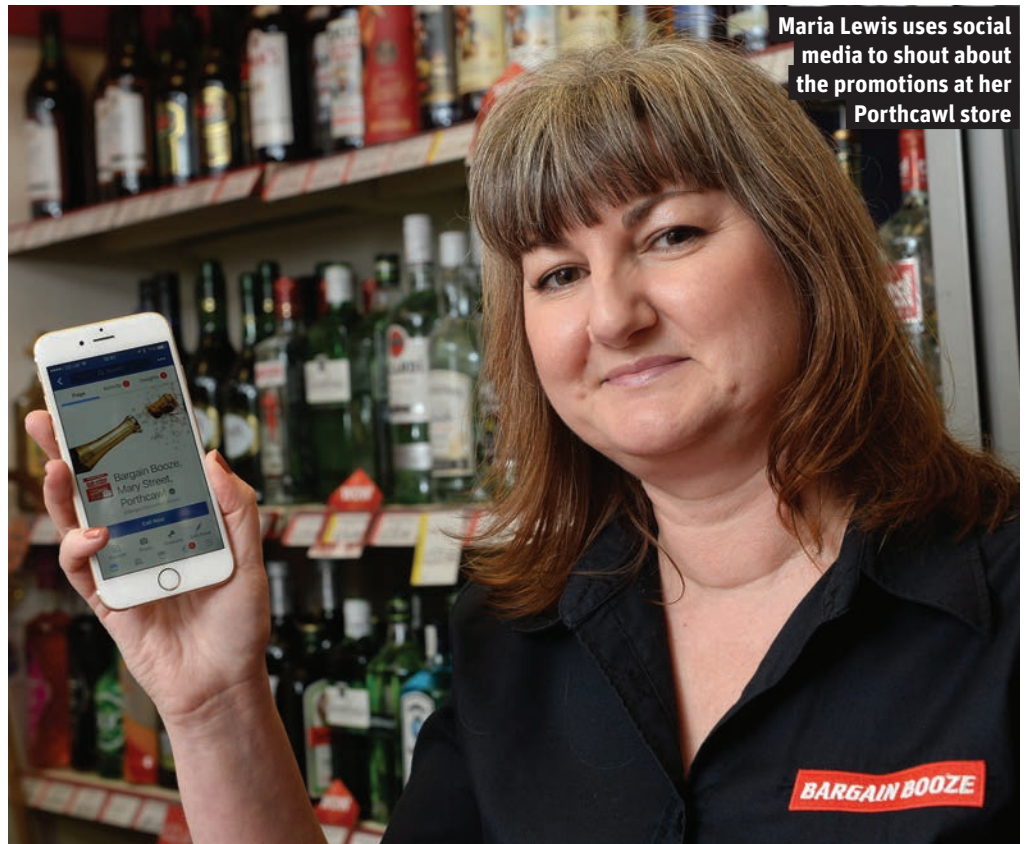
"I post our offers on the shop's Facebook page and then share it in community groups so they get a lot of coverage throughout the local online forums," she says.

Building relationships within the community is a big part of Maria's business



Customers can be so fickle. You get your core that live and die by their favourite brand but it pays to stay ahead of the game for the remainder of your customer base.”

MARIA LEWIS



Maria Lewis uses social media to shout about the promotions at her Porthcawl store



“I post our offers on the shop’s Facebook page and then share it in community groups so they get a lot of coverage throughout the local online forums”

model. “It’s why we do so well,” she says. “Around 60% of customers are people we see on a daily basis.”

Maria gets involved with the community to specifically target potential shoppers. “We’ve reached a plateau with the business because we’re limited on how we can use the space, so I now focus on specific areas of the community rather than wasting costs and time on hitting everywhere with promotional material.

“We sponsor local charities and get involved in community events. I was on the committee for the town bonfire and my son James even helped to build it. We recently sponsored the local rugby team because we know there is a potential customer base there.”

And while much of the effort has been put into bringing people into the store, her husband Nick also delivers to the elderly population who struggle to get out and about – a service that makes up 5% of sales.

“It’s about communicating with people that although we’ve got Bargain Booze above the door the shop is privately owned. It’s a little family-run business and we’ve put our heart and soul into it.” ●

VISIT MY SHOP

Bargain Booze

9 Mary St
Porthcawl
CF36 3YL



Want to see more of Maria’s store? Go to betterretailing.com/bargain-booze-porthcawl

DIGITAL: STAFF TRAINING



Getting up to speed

With time and money often in short supply, digital training tools are an invaluable aid to staff development. **Toby Hill** looks at five key challenges you face, and how online and social media tools can help

At this year's Local Shop Summit, Markus Hofmann, the brain behind Shell's hugely successful Deli2Go range, argued that businesses are becoming more dependent on their staff than ever before.

"Staff are still the most important asset," he said. "With automation you need fewer people, but those who remain need to be super. It will be those who have the people skills who survive. You need to attract the best."

The human touch has always been a key advantage held by independents over their chain store rivals. But retailers today face a raft of challenges when it comes making the most of their employees.

Firstly, with the National Living Wage now in force, staff costs have shot up in the past year. Secondly, with margins squeezed and time at a premium, taking out valuable hours from the working day to invest in staff training is a tricky proposition.

So how do you invest in your staff under such constrained circumstances? There's now a raft of digital

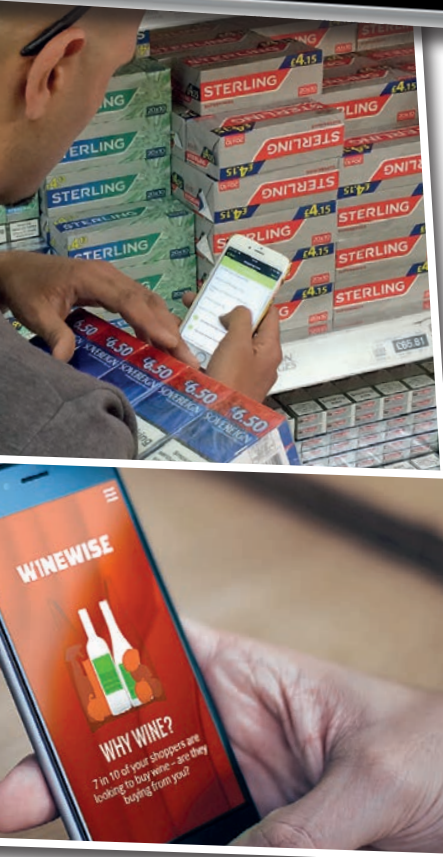
and online tools to help store owners hone their team's skills in a cost-effective and convenient way.

THE CHALLENGE

Mastering changes in tobacco legislation

There won't be a reader of this magazine who hasn't sighed in frustration at some element of the web of prohibitions that make up EUTPD II and plain packaging legislation. As everyone knows by now, the key to a smooth transition lies in clearly communicating the changes to customers. But before you can do this, you need to make sure your staff have it clear in their own heads.

Fortunately, there are a couple of great digital tools to help you achieve this. JTI's JTI Advance app offers retailers assistance in a range of areas, including staff training. "Training modules across the website and app allow retailers and staff to test their knowledge on vital tobacco information," explains Jeremy Blackburn, head of communications at JTI.



With automation you need fewer people, but those who remain need to be super. It will be those who have the people skills who survive. You need to attract the best



Imperial also has a programme, Partnering for Success, with online training videos accessible on the Imperial website.

THE CHALLENGE

Staying within the law

With little time to train staff in how to ensure they're not selling restricted products to minors, many retailers struggle to remain on the right side of the law.

One company, Under Age Sales, tests stores to gauge if they are at risk of breaking the law. "The pass rate is hovering around 50% to 55%," says its managing director, Tony Allen. "Significantly, we've found 90% of stores that have failed two test purchases have no structured training in place for their staff," he adds.

The Under Age Sales website is packed with resources to support retailers. "We have access to an online training school through an app available on our website," Mr Allen says. "It's £18 and takes about 45 minutes to complete. Alternatively, our website is mobile-enabled, so you could just get a member of staff to sit down and have an explore around our website."

The website also offers manuals, posters, stickers, badges, as well as access to fully accredited BTEC courses.

THE CHALLENGE

Keeping up with bestsellers

Many of the biggest manufacturers have developed apps and online platforms to help retailers maximise sales through merchandising and category management. Unilever's Partners for Growth, Cereal Partners Cereal Success and Mondelez's Delicious Display all offer a wide range of advice and assistance for independent retailers and their staff. These include planograms, category advice, market data on bestsellers, printable PoS and news of product development and marketing campaigns.

Dave Hiscutt, of Westham Road Londis in Weymouth, makes particular use of PepsiCo's Counts for More scheme. "It's got lots of advice and suggestions which are helpful, and make us aware of new product development," he says. "Over the summer they brought a new Dorito's Roulette product, featuring it in Counts for More beforehand. That meant I could brief my staff, so they could get behind the product and get some engagement with customers going."

THE CHALLENGE

Creating category expertise

Profitable categories such as wine can be a complex to manage. Stores with a basic range can get away without much knowledge, but if you want to introduce something at the upper end of the scale – where the bigger margins lie – it's essential that your staff can provide a convincing explanation as to why this merlot, for example, is £28, when most other products are no more than £8.

Fortunately, wine manufacturer Concha y Toro has developed an app to help retailers improve their knowledge and that of their teams. Wine Wise contains category advice and is full of "fast facts" to deploy on the shop floor.

Peter Mann, owner of Nisa Local in Luton, has found the app to be a great help with his staff. "I have used it to help staff understand which wines go with which meals, and have heard staff talking to customers about it," he says. "I've also introduced more premium products, costing more than £10, whereas before I struggled. The app has probably helped me increase my wine sales by around 5% just over the past few months."

THE CHALLENGE

Getting your team online

Social media provides a powerful avenue for promoting your store and engaging with your customer base. "It works really well," says Mandeep Singh, owner of a string of convenience stores in Sheffield. "We'll do small giveaways, like a box of Roses or Walkers crisps, which cost us practically nothing – but the competition will get shared 200 times on Facebook. We've got almost 15,000 likes on our Facebook page now."

A number of tools can help you and your staff maximise the promotional potential of social media. Hootsuite enables you to send out posts on several social media platforms or accounts at the same time. Tweetdeck helps you break down the avalanche of Twitter data while Facebook Audience Insights can deepen your understanding of your customer base, providing in-depth profiles of the people who like and interact with your page. Of course, in this instance, you might want to turn the tables, and ask that young staff member with an enormous Instagram following to train you up on the subtleties of social media engagement. ●

PET FOOD

Profits from furry friends

36% of all UK households purchase pet food on a regular basis

There are 18 million cats and dogs in the UK (that's six times the number of vegetarians) and their owners buy £79m of pet food from your stores each year. What do you need to stock to benefit? **Dave Songer** takes a look

Products on promotion

This is a category where promotions can have a massive impact. "They work incredibly well," says James Stead of White's Calver, a Spar forecourt in the Peak District. "They're so successful that, when we run them, pet food becomes one of the bestsellers in the whole store. From one week to another, whether for Whiskas or Felix, when they're on offer, they're always the ones that sell out first," he says, adding the huge rise in rate of sales more than makes up for the halving of margins on popular products.

Dry foods

"The main bulk of our sales come from dry food - Bakers and Pedigree biscuits - and it's a great category for us," says Raaj Chandarana, who runs Premier Tara's News in High Wycombe. With margins of 30% to 40% (compared to 20% or less for tinned pet food), Raaj's range has

been adapted and remerchandised as part of a refit carried out by Mars Petcare. His store has subsequently seen sales rise by 13% for the category. Big brands such as Bakers Complete and Greenies sell particularly well, Raaj says.

Pouches

"We sell a lot of the Whiskas and Felix pouches and we've developed a very popular range. Many of our customers tell us their cats are fussy, but, despite that, those two brands are very popular," Debbie Davies, of Pugh's@Londis in Hay-on-Wye says. Cat food bought in pouches was one of the most frequently repeat-purchased categories in grocery last year, according to Liz Wood, market development organisation director at Felix brand owner Nestlé Purina. "Around 36% of all UK households are purchasing pet food on a regular basis and cats consume close to 1,500 pouches per year," she says.



The main bulk of our sales come from dry food - Bakers and Pedigree biscuits - and it's a great category for us

Dog treats

Described as a "big boon" for retailers by Bestway's category controller for pet products, Peter Brame, these high-margin products provide this category with an impulse option to grow basket spend. "Our dog treats sell particularly well, with pigs' ears one of the most popular," says Chris Shelley, owner of Shelley's Budgens in Horsham, east Sussex. "They come in packs of three and give us a margin of around 40%."

Raaj Chandarana has also seen the benefit of stocking these products, with Pedigree Dentastix a bestseller in the category.



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*The No.1 Pet Food Brand, IRI SIG Pet Outlets 52 w/e 16 July 2016.
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PET FOOD

Local and specialist products

As with other areas of the trade, retailers are finding opportunities to stand out from the crowd with local products. Chris Shelley sources his dog treats from Norfolk-based independent pet supplier Su-Bridge. "The company is great to deal with and makes our life a lot easier; they merchandise and replenish stock every three weeks," he says. Another retailer, James Stead, makes the point that ranges should also reflect the fact that, according to customers, cats are 'fussier' than dogs, making a wider choice of cat food more necessary.

A premium range

Having customers recommend products is always a good sign that an item will work in your store and Kent retailer Soban Shanmuganathan, of Burgess Stores, has been getting repeated requests for a premium pet food of late. "We're looking for a supplier of premium pet food because we've had so many people coming and asking for it by name – Lily's Kitchen and Nature's Menu in particular. It may be that only one or two customers buy it but that means they'll be kept here in the village, rather than going to another store," Soban says.

Products for other pets

Retailer Chris Shelley widened his range after a recommendation from a fellow Budgens retailer. "Our range includes hamster feed, suet logs for birds and fish food and is supplied by a Su-Bridge – we've given it one metre of gondola space and we sell up to £150 a week throughout the year," he says. He's not the only one to benefit from looking beyond the needs of cat and dog owners. "We spotted the opportunity to sell good levels of pet food because we don't have any specialist pet shops nearby," says Meten Lakhani, of St Mary's Supermarket in Southampton. "Though we have a big range, we find that bird food sells all day long, which at £1 for a big bag represents really good value to customers."



Cats are 'fussier' than dogs making a wider choice of cat food more necessary

A wholesaler's view

Peter Brame is category controller for pet products at Bestway and its subsidiary BestPets and thinks getting your category management right today means catering for two very different markets.



A lot of retailers don't know that convenience stores stock pet food so clear signage is key.

Good PoS, even something as simple as "we sell pet food" can make a big difference – a pet food shopper is the third most valuable of all shoppers and they will spend more in store if they know that pet food is in there.

There are two sides of the pets market: people who want cheap and cheerful and those who want to trade up.

It's getting harder for convenience stores to meet the needs of that first group because the multiples are putting pressure on prices. Pricemarking is a great way to combat this and it's possible to stock 90% of a one or two metre display with pricemarked packs. Even though shoppers aren't as price-sensitive as they are in multiples, it plays a massive part in cementing consumer confidence.

For those who want to trade up, there is a slight difference with cats compared to dogs. Cats are very fussy eaters and their owners like to treat them. We would suggest stocking a much wider selection of cat food, don't just have chicken and beef. Variety is the spice of life with cats.

Wholesalers and retailers both benefit from selling gourmet pet food because there's more cash in it for us. With products like Sheba there is a better cash margin because of the higher ticket price. ●



PREVIEW



Festive awareness

Mast-Jägermeister has launched a TV campaign to drive awareness over the festive period.

RRP £18

Outers 6

Contact 02031 899500



Anniversary party time

Teapigs is celebrating its 10-year anniversary with a limited edition blend of strawberry jelly and ice cream tea.

RRP £5.25

Outers 6

Contact 0208 568 1313



Upgrade for Always

Procter & Gamble has upgraded packaging on Always Ultra which is being promoted in a marketing campaign running until March 2017.

RRP various

Outers various

Contact 0800 181 184



Diageo duo on the box

On screens now are two new TV adverts featuring Bell's Blended Scotch Whisky from Diageo.

RRP £14.99

Outers not given

Contact 0845 7515 101



Carabao's EFL deal

Carabao has announced a new three-year partnership with the EFL, which will see the Thai energy drinks brand become Official Title Sponsor of the EFL Cup.

RRP £1.19

Outers 12

Contact 0207 629 4255



Highland Park's on Fire

Highland Park, distributed by Maxxium UK, is releasing a special Fire edition single malt Scotch whisky, matured in Port wine seasoned casks.

RRP £190

Outers 3

Contact 01786 430500



Frontera's Brit tie-in

Frontera has launched an on-pack promotion in conjunction with its partnership of The Brit Awards 2017.

RRP £5.99

Outers 6

Contact 01865 873 713



Time for a Twist

Coca-Cola European Partners (CCEP) has launched '12 Twists of Christmas' recipes on bottles of Schweppes.

RRP various

Outers various

Contact 08457 227222



Christmas Cathedral

Cathedral City has undergone a festive makeover to celebrate the Christmas period.

RRP various

Outers various

Contact 08457 811 118

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THIS WEEK IN MAGAZINES



Timeless appeal

PLENTY OF PLAY-DOH FUN FROM SHOWCASE

Aimed at children aged three-to-six, the latest edition of Egmont's series focuses on a favourite that's been around since the 1950s

SHOWCASE MAGAZINE Egmont's ever-changing publication which moves from brand to brand and yet manages to retain its position as one of the leading pre-school publications, is now switching its attention for its next edition towards one of the most enduring of children's franchises, Play-Doh. The sweet-smelling modelling material has been around since the 1950s, meaning instant recognition among parents as well as their toddlers. It's a Christmas-themed issue, with lots of puzzles and other fun elements for its three-to-six-year-old target market, but its impact is really boosted by the free gifts, not just a sheet of stickers, but three tubs of Play-Doh.



SHOWCASE – PLAY-DOH

On sale 7 December

Frequency monthly

Price £3.99

Distributor Seymour

Display with CBeebies,

Paw Patrol, BBC

Toybox

Round up



TIM MURRAY
Magazines
reporter

FAREWELL TO THE MINI-MAGAZINE

Size, as the old saying goes, is everything. Or, alternatively, size doesn't matter. Whichever way you view it, Glamour's announcement that it is changing size is a big story. And following its ground-breaking use of the handbag – or compact – size, offering, it's now reverting to a more normal size – the same dimensions as Vanity Fair and Wired, no less.

The handbag size helped drive Glamour and really create a niche in the marketplace. The similarly-sized post-lads' mag Jack ploughed the same furrow, but didn't have the longevity. I launched a trade magazine in 2002 of the same dimensions. It created a huge point of difference and consumers loved it.

Others followed suit, albeit with compact editions, carrying on in standard sizings too. These are now the only ones left in the marketplace, separate SKUs, which always felt a touch too difficult to read, especially for an old bloke with failing eyesight such as myself. These were merely scaled-down versions of their bigger brothers and sisters, Glamour (and Jack) were created and designed specifically for that size.

So why has the handbag size gone the way of the broadsheet newspaper? Well, Glamour says it's recognising the changing trends, that reading an actual magazine is now more "luxurious and indulgent". The paper weight and quality is being upped too. You can see the magazine's point – the bookazine concept has proven that point – but I can't help but mourn the loss of the standalone, solus handbag size. Similarly, I miss different sizes such as recent (now folded into digital) freebie magazine Fact (a seven-by-seven inch publication). As a lover of anything gimmicky, let's hope someone can come up with something similarly different and unique for the future.

THREE OF THE FOUR TOP-SELLERS THROUGH INDEPENDENTS

PLEASE STOCK AND DISPLAY PROMINENTLY





NEXUS

The increasing distrust of the “mainstream media”, as those on both the left and right refer to the current national newspaper landscape, means it’s the perfect time to relaunch Nexus, which bills itself as the “alternative news media”. The new look and new focus sees it covering all manner of leftfield topics, taking in health, science and technology, the environment, conspiracy theories and suppressed news, as well as the paranormal and unexplained and history and ancient mysteries.



On sale 2 December
Frequency bi-monthly
Price £4.50
Distributor Seymour
Display with Private Eye, Fortean Times, BBC Focus



SPIRIT & DESTINY

If a new year is on the way, then it's time to look forward to what the next 12 months will hold and the public's appetite to see into the future is sated by the New Year issue of Spirit & Destiny. The bumper issue is expecting a sales uplift of more than 30% and will drive an additional £30,000 plus RSV. It features plenty of “new year, new you” ideas and 15 pages of horoscopes.



On sale 24 November
Frequency monthly
Price £3.80
Distributor Frontline
Display with Psychologies, Fate & Fortune, Watkins Mind, Body & Spirit



FATE & FORTUNE

Another magazine set to deliver a soaring sales increase thanks to the arrival of a new year, as those astrologically-inclined want to find out what's in the stars and on the cards for 2017. The magazine features a 20-page horoscope from astrologer Rosalie Jones, and is expected to deliver a 45% sales increase, delivering a further £53,000 in retail sales value for the issue.



On sale 24 November
Frequency monthly
Price £3.80
Distributor Frontline
Display with Psychologies, Watkins Mind, Body & Spirit, Spirit & Destiny



TAKE A BREAK COLLECTIONS

There's a whole wealth of seasonal fare on offer from the Take A Break Collections range due on 1 December. Four titles in all, each priced at £2.30 and featuring themed covers as well as the opportunity to win a bank-busting £5,000 in each title. The four titles are Codebreakers, Criss Cross, Crossword and Wordsearch.



On sale 1 December
Frequency monthly
Price £2.30
Distributor Frontline
Display with Take A Puzzle, Puzzler Collection, TAB Mini Puzzles



OLIVE

It's Christmas and the seasonal issue of Olive arrives with a special touchy-feely cover, the soft-touch cover has spot-varnish and a raised foil logo, which highlights the image of a white velvet snowball cake. The issue includes a free 2017 recipe calendar, while inside there are the results of its Christmas supermarket awards and lots of Yuletide fare.



On Sale 29 November
Frequency monthly
Price £4.25
Distributor Frontline
Display with delicious, BBC Good Food, Eat In



Bestsellers Home interest

| Title | On sale date | In stock |
|-----------------------|--------------|--------------------------|
| 1 Country Living | 01.12 | <input type="checkbox"/> |
| 2 Ideal Home | 29.11 | <input type="checkbox"/> |
| 3 Your Home | 02.11 | <input type="checkbox"/> |
| 4 House & Garden | 08.12 | <input type="checkbox"/> |
| 5 Homes & Gardens | 01.12 | <input type="checkbox"/> |
| 6 Elle Decoration | 08.12 | <input type="checkbox"/> |
| 7 Homes & Antiques | 01.12 | <input type="checkbox"/> |
| 8 Living etc | 01.12 | <input type="checkbox"/> |
| 9 Homestyle | 04.01 | <input type="checkbox"/> |
| 10 Country Homes | 01.12 | <input type="checkbox"/> |
| 11 House Beautiful | 03.01 | <input type="checkbox"/> |
| 12 Style at Home | 30.11 | <input type="checkbox"/> |
| 13 The English Home | 30.11 | <input type="checkbox"/> |
| 14 Period Living | 24.11 | <input type="checkbox"/> |
| 15 World of Interiors | 01.12 | <input type="checkbox"/> |
| 16 Landscape | 14.12 | <input type="checkbox"/> |
| 17 Beautiful Homes | 01.12 | <input type="checkbox"/> |
| 18 Real Homes | 24.11 | <input type="checkbox"/> |
| 19 Good Homes | 25.11 | <input type="checkbox"/> |
| 20 Landlove | 01.12 | <input type="checkbox"/> |

Data from independent stores supplied by

SmithsNews

Disney MOANA STICKER COLLECTION

BUMPER STARTER PACK

ON SALE NOW!

STARTER PACK: £3.99 RRP

STICKER PACKET: 50P RRP

PANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



STUFF

It's the all-important Christmas gift guide issue of gadget magazine Stuff, with the issue talking its readers through all the essential presents for the geeks in their lives, offering more than 100 goodies. It's expected to enjoy a 10% sales uplift on the back of this and the accompanying competition to win the top 10 gifts.

SPECIAL

On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with T3, Esquire, GQ



AUTOCAR

It's a special double issue of Autocar, with twice the pagination, all the normal features and loads more, including a guide to Ari Vatanen's best roads, as the legendary rally driver takes the Autocar editorial team out for a spin. The double issue is expected to have a sales increase of 10% on the previous issue, delivering a 10% rise in RSV.

BUMPER

On sale 7 December
Frequency weekly
Price £3.80
Distributor Frontline
Display with Autosport, Auto Express, What Car



FOURFOURTWO

The end of the year means it's time for a raft of Best Of 2016 features and FourFourTwo has a special in its January issue, looking back at the past 12 months in the beautiful game, with a special focus on the Men Of The Year in football. Given the raft of seismic events in football throughout 2016, not least the triumph of Leicester City in the Premier League, there should be plenty to write about. Other features include a kickabout with FC Santa Claus, and how YouTube changed football.

SPECIAL

On sale 7 December
Frequency monthly
Price £4.99
Distributor Frontline
Display with Match Of The Day, When Saturday Comes, World Soccer



CLASSIC & SPORTS CAR

There's a special buyers' guide in the January issue, looking at seminal sports car the Lotus Esprit and offering information on everything anyone needs to know about the vehicle. Other features see the magazine following an E-Type Jaguar around the coast of the UK on a charity mission.

SPECIAL

On sale 1 December
Frequency monthly
Price £4.90
Distributor Frontline
Display with Classic Car Weekly, Top Gear, Classic Cars



RECORD COLLECTOR

Now with an added strap line that further enhances its credentials within the much vaunted vinyl revival ("don't buy a record deck until you've read this mag!" it proudly states), the January issue of Record Collector looks forward to the year ahead with a calendar offering images of rock icons. Its cover feature is a look at 101 records due out in 2017 which can make its readers money, due to limited availability and the likes. Other features and stars covered within its pages include the likes of Super Furry Animas, Prince, Kate Bush and the recently departed Leonard Cohen, as well as more on punk and glam.

FREE GIFT

On sale 1 December
Frequency monthly
Price £5.50
Distributor Marketforce
Display with Uncut, Q, Mojo

Industry viewpoint

Chief executive,
Anthem Publishing



As the UK's leading independent music magazine publisher, Anthem communicates with hundreds of thousands of music fans on a monthly basis, whether via print, email, web or social media.

And that unique insight helps us to understand and spot emerging trends. Well, there are few bigger than the Vinyl boom right now.

According to the Official Chart Company, vinyl sales have grown five-fold in the past three years from 400,000 a year to more than two million in 2015 – with the expectation of reaching 3.4 million this year – the highest level since the mid-90s.

Our new magazine is directly targeted at new collectors as well as established completists. Printed in a unique 12" square, collectable format, the magazine will be a true celebration of the album as a physical artform.

Last Christmas HMV sold a turntable every minute, Tesco is stocking vinyl for the first time ever and Sainsbury's has it in more than 170 stores – again for the first time since the 1980s.

These changes signal the transition of vinyl collection from a small niche of middle-aged men to a much wider and younger audience who will see Long Live Vinyl as an extension of their analogue collecting experience.

Anthem is the UK's second fastest growing publisher, thanks to our close eye on emerging trends, strength in core food, drawing and music markets, and willingness to experiment and bring new magazines to market.

Following the success of our Classic Pop Presents tributes to Bowie, Prince and Abba and the recent launch of Country Music, we're confident that Long Live Vinyl will generate substantial new revenue for the industry and for retailers who stock it and take the opportunity to highlight it to their music-loving customers.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



JONATHAN JAMES TALKS TO RN ABOUT HOW HE'S MODERNISING HIS STORE PORTFOLIO

Plus, the Post Office's Network Transformation programme director Neil Ennis on how to keep a historic brand relevant, and find out how you can grow your morning trade



Partworks

| Title | No | Pts | £ |
|-----------------------------|-----|-----|--------------|
| DeAgostini | | | |
| Build the Ford Mustang | 47 | 100 | 8.99 |
| Build the Millennium Falcon | 100 | 100 | 8.99 |
| Jazz at 33 and third RPM | 23 | 70 | 14.99 |
| Simply Stylish Knitting | 48 | 90 | 3.99 |
| Star Wars Helmet Coll'n | 24 | 60 | 9.99 |
| Zippo Collection | 32 | 60 | 19.99 |

Eaglemoss

| | | | |
|-------------------------|-----|-----|--------------|
| 3D Create & Print | 99 | 100 | 6.99 |
| Build A Solar System | 68 | 104 | 7.99 |
| DC Comics Graphic Novel | 34 | 60 | 9.99 |
| Doctor Who Figurines | 86 | 120 | 8.99 |
| Marvel Chess Collection | 97 | 96 | 8.99 |
| Marvel Fact Files | 194 | 200 | 3.99 |
| Military Watches | 73 | 80 | 9.99 |
| Star Trek Ships | 86 | 85 | 10.99 |

Hachette

| | | | |
|---------------------------------|-----|-----|-------------|
| Art of Crochet | 66 | 120 | 2.99 |
| Art of Knitting | 97 | 90 | 2.99 |
| Art of Quilting | 48 | 90 | 3.99 |
| Art Therapy | 89 | 120 | 2.99 |
| Art Therapy 50 Mindful Patterns | 5 | 80 | 4.99 |
| Build the Mallard | 118 | 130 | 7.99 |
| Build the U96 | 118 | 150 | 5.99 |
| Dr Who Complete History | 33 | 80 | 9.99 |
| Draw The Marvel Way | 24 | 100 | 4.99 |
| Judge Dredd Mega Collection | 49 | 80 | 9.99 |
| Marvel's Mightiest Heroes | 77 | 100 | 9.99 |
| My 3D Globe | 99 | 100 | 5.99 |
| Warhammer | 7 | 80 | 9.99 |

RBA Collectables

| | | | |
|---------------------------------|----|-----|-------------|
| Precious Rocks, Gems & Minerals | 97 | 100 | 5.99 |
| Real Life Bugs & Insects | 14 | 60 | 0.99 |

Panini

| | | | |
|---------------|----|----|-------------|
| F1 Collection | 17 | 60 | 9.99 |
|---------------|----|----|-------------|

Collectables

| | |
|-----------------|-------------|
| Magiki Mermaids | 2.50 |
| Frogs & Co | 1.99 |

Magic Box

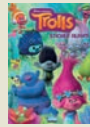
| | |
|-------------------|-------------|
| Zomlings Series 4 | 0.50 |
| Star Monsters | 1.00 |

Collectables

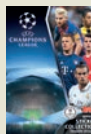
Topps



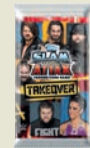
Shopkins Sparkle Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Trolls Sticker Collection
Stickers **£2.99**
Cards **£0.50**



UEFA Champions League Official Sticker Collection 2016/17
Starter **£2.99**
Stickers **£0.50**



WWE Slam Attax Takeover
Stickers **£4.99**
Cards **£1.00**



Match Attax 2016/17
Stickers **£3.99**
Cards **£1.00**



Star Wars Rogue One
Starter **£4.99**
Cards **£1.00**



Trolls Trading Card Game
Starter **£4.99**
Cards **£1.00**

Panini



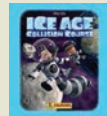
Disney Princess Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Frozen Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Doctor Strange Trading Card Collection
Starter **£4.99**
Cards **£1.00**



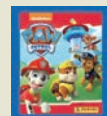
Ice Age
Starter **£2.99**
Cards **£0.50**



Moana
Starter **£3.99**
Stickers **£0.50**



Fantastic Beasts and Where to Find Them sticker collection
Starter **£2.99**
Stickers **£0.50**



Paw Patrol Stickers
Starter **£2.99**
Stickers **£0.50**



FIFA 365 Sticker Collection
Starter **£4.99**
Cards **£1.00**



Disney Tsum Tsum Stickers
Starter **£2.99**
Stickers **£0.50**



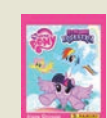
FIFA 365 Trading Cards
Starter **£4.99**
Cards **£1.00**



Secret Life of Pets
Starter **£2.99**
Cards **£0.50**



Finding Dory
Starter **£2.99**
Cards **£0.50**



My Little Pony
Starter **£2.99**
Stickers **£0.50**



Frozen Northern Lights Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Peppa Pig Around the World
Starter **£2.99**
Stickers **£0.50**

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

THIS WEEK IN MAGAZINES

Newspaper terms

Daily newspapers Margins/pence

| | | |
|--------------------|-------|--------|
| Sun | 50p | 11.15p |
| Mirror | 65p | 14.5p |
| Mirror (Scotland) | 70p | 15.61p |
| Daily Record | 65p | 14.30p |
| Daily Star | 30p | 7.26p |
| Daily Mail | 65p | 14.50p |
| Express | 55p | 13.31p |
| Express (Scotland) | 50p | 12.10p |
| Telegraph | £1.60 | 34.4p |
| Times | £1.40 | 30.10p |
| FT | £2.70 | 54p |
| Guardian | £2.00 | 44.0p |
| i | 50p | 12p |
| i (N. Ireland) | 50p | 12.5p |
| Racing Post | £2.30 | 54.0p |
| Herald (Scotland) | £1.30 | 29.90p |
| Scotsman | £1.50 | 33.75p |

Daily newspapers Margins/percentage

| | | |
|--------------------|-------|---------|
| Sun | 50p | 22.30% |
| Mirror | 65p | 22.30% |
| Mirror (Scotland) | 70p | 22.30% |
| Daily Record | 65p | 22.00% |
| Daily Star | 30p | 24.20% |
| Daily Mail | 65p | 22.308% |
| Express | 55p | 24.20% |
| Express (Scotland) | 50p | 24.20% |
| Telegraph | £1.60 | 21.50% |
| Times | £1.40 | 21.50% |
| FT | £2.70 | 20.00% |
| Guardian | £2.00 | 22.00% |
| i | 50p | 24.00% |
| i (N. Ireland) | 50p | 25.00% |
| Racing Post | £2.30 | 23.48% |
| Herald (Scotland) | £1.30 | 23.00% |
| Scotsman | £1.50 | 22.50% |

Saturday newspapers Margins/pence

| | | |
|--------------------|-------|---------|
| Sun | 70p | 14.98p |
| Mirror | £1.00 | 21.00p |
| Mirror (Scotland) | £1.00 | 21.00p |
| Daily Record | 90p | 19.80p |
| Daily Star | 50p | 12.085p |
| Daily Mail | £1.00 | 21p |
| Express | 80p | 17.152p |
| Express (Scotland) | 80p | 18p |
| Telegraph | £2.00 | 48.00p |
| Times | £1.50 | 35.25p |
| FT | £3.50 | 79.10p |
| Guardian | £2.90 | 63.80p |
| i Saturday | 60p | 14.40p |
| i (N. Ireland) | 60p | 15p |
| Racing Post | £2.60 | 61.00p |
| Herald (Scotland) | £1.70 | 39.10p |
| Scotsman | £1.95 | 43.88p |

Saturday newspapers Margins/percentage

| | | |
|--------------------|-------|--------|
| Sun | 70p | 21.40% |
| Mirror | £1.00 | 21.00% |
| Mirror (Scotland) | £1.00 | 21.00% |
| Daily Record | 90p | 22.00% |
| Daily Star | 50p | 24.17% |
| Daily Mail | £1.00 | 21.00% |
| Express | 80p | 21.44% |
| Express (Scotland) | 80p | 22.50% |
| Telegraph | £2.00 | 24.00% |
| Times | £1.50 | 23.50% |
| FT | £3.50 | 22.60% |
| Guardian | £2.90 | 22.00% |
| i Saturday | 60p | 24.00% |
| i (N. Ireland) | 60p | 25.00% |
| Racing Post | £2.60 | 23.46% |
| Herald (Scotland) | £1.70 | 23.00% |
| Scotsman | £1.95 | 22.50% |

Sunday newspapers Margins/pence

| | | |
|--------------------------|-------|--------|
| Sun | £1.00 | 21p |
| Sunday Mirror | £1.40 | 29.40p |
| People | £1.40 | 29.40p |
| Star Sunday | 90p | 19.89p |
| Sunday Sport | £1.00 | 24.3p |
| Mail on Sunday | £1.70 | 35.70p |
| Sunday Mail | £1.70 | 35.70p |
| Sunday Telegraph | £2.00 | 45.50p |
| Sunday Times | £2.50 | 52.50p |
| Observer | £3.00 | 73.50p |
| Scotland on Sunday | £1.70 | 39.95p |
| Racing Post | £2.60 | 61.00p |
| Sunday Herald (Scotland) | £1.70 | 35.70p |
| Sunday Express | £1.40 | 29.65p |
| Sunday Post | £1.60 | 33.60p |

Sunday newspapers Margins/percentage

| | | |
|--------------------------|-------|--------|
| Sun | £1.00 | 21.00% |
| Sunday Mirror | £1.40 | 21.00% |
| People | £1.40 | 21.00% |
| Star Sunday | 90p | 22.10% |
| Sunday Sport | £1.00 | 24.30% |
| Mail on Sunday | £1.70 | 21.00% |
| Sunday Mail | £1.70 | 21.00% |
| Sunday Telegraph | £2.00 | 22.75% |
| Sunday Times | £2.50 | 21.00% |
| Observer | £3.00 | 22.00% |
| Scotland on Sunday | £2.15 | 23.00% |
| Racing Post | £2.60 | 23.46% |
| Sunday Herald (Scotland) | £1.70 | 21.00% |
| Sunday Express | £1.40 | 21.18% |
| Sunday Post | £1.60 | 21.00% |

Newspapers

Scale of third-party advertising insert payments

| Insert weight | Original scheme | Mail | Mirror | News UK | Express | Guardian | Telegraph | Independent |
|---------------|-----------------|------|--------|---------|---------|----------|-----------|-------------|
| Cumulative? | no | yes | no | no | no | no | no | no |
| 0-69g | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 70-100g | 1.5p | 2.5p | 2.57p | 2.7p | 2.15p | 2.75p | 2.65p | 2.49p |
| 101-200g | 2p | 3p | 3.36p | 3.3p | 2.75p | 3.35p | 3.30p | 2.77p |
| 201-300g | 4p | 5p | 6.09p | 5.5p | 5p | 5.75p | 5.66p | 5.32p |
| 301-400g | 5p | 7p | 7.43p | 6.7p | 6p | 7p | 6.38p | 6.65p |
| 401-500g | * | 7.5p | * | * | * | * | * | * |
| Over 500g | * | 8p | * | * | * | * | * | * |

* By negotiation

Weight Watchers 19-20 November

| | Total weight | Supplements weight | Ad inserts weight | Number of Inserts | Heaviest ad insert |
|------------------|--------------|--------------------|-------------------|-------------------|--------------------|
| Sunday Times | 1,370g | 560g | 250g | 5 | 175g |
| Telegraph | 1,265g | 210g | 230g | 8 | 135g |
| Sunday Telegraph | 1,125g | 250g | 345g | 10 | 115g |
| FT | 1,010g | 675g | 0g | 0 | 0g |
| Times | 940g | 250g | 105g | 5 | 45g |
| Guardian | 910g | 320g | 205g | 4 | 65g |
| Mail on Sunday | 840g | 360g | 70g | 5 | 30g |
| Observer | 780g | 260g | 110g | 2 | 90g |

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.

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

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Back in the day

100

YEARS AGO

25 November 1916

Founder of the Scouts Sir Robert Baden-Powell had announced plans to expand the movement to take in eight-to-11-year-olds, known as the Wolf Cubs. A handbook and monthly newspaper were planned for the new Cubs, whose aim was "stamping out juvenile crime and making up for the grievous absence of parental control".



61

YEARS AGO

1 December 1957

Petrol rationing had already returned, and although government rationing was set to end on 1 December, publishers, suppliers and others had all agreed to continue a voluntary rationing scheme for a further three months.



25

YEARS AGO

30 November 1991

The National Magazine Company earned praise from the NFRN for its decision to put all its magazines on full sale or return from March the following year. Titles included Good Housekeeping, Cosmopolitan and Company, and the NFRN urged members to be sensible with their orders.



Newsweek's cover blown after Democrat disaster

It's sensible journalism and publishing practice to prepare different versions of a publication dependent on the outcome – most newspapers will have had, say, alternative front pages for the EU referendum results, one hailing a Brexit vote, the other Remain.

Heck, even Boris Johnson wrote two different articles on the EU vote when he was undecided.

But the risk any publisher runs is when the public gets to see the other version that wasn't used... And that's just what happened to Newsweek.

The weekly magazine prepared two different front

covers, one hailing a Hillary Clinton win ("Madam President", ran the headline), and the other a Donald Trump win. Unfortunately, however, some 125,000 copies of the former were printed and then distributed in anticipation of a Democrat victory.

History, as everyone now knows, will record that Donald Trump and the Republicans were the winners, while Newsweek was left with 125,000 magazines to get rid of and a whole heap of embarrassment when the cover was given a public airing.

Meanwhile, expect anyone who's got a copy to be flogging it on eBay as we speak.

A new high point for posh crisps

Another week, another new raft of crisp flavours, as another independent manufacturer attempts some market standout by offering unusual variants.

Step forward, then, Cambridgeshire-based Savour-smiths, which has produced a quartet of posh flavoured snacks.

The four are Wagyu Beef

& Honey Mustard, Truffle & Rosemary, Parmesan & Port, and Champers & Serrano Chilli. If you ordered that lot in a chi-chi restaurant it would set you back a small fortune, but this lot, currently only available at Fortnum & Mason is priced at £1.40 for a 40g bag.

We can only wonder where this is all going to end...

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



I would like to start this off by saying thank you to Michael Williams from Smiths News for reading my articles each fortnight. On doing so he picked up on the problems we have had with the new delivery service we are receiving from Wednesbury and also the problem I had when trying to speak to management at head office in Swindon.

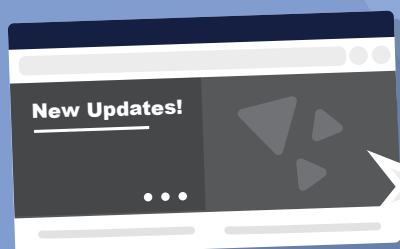
He very kindly phoned me and also brought it to the attention of Jonathan Bunting, managing director of the company, who in turn wrote me a very nice letter full of apologies explaining how he couldn't understand why I was unable to speak to him, so thank you goes to him as well. But as yet I have still not been able to converse with him because he never seems to be there to answer the phone when I ring the number he gave me. But who knows, one of these days he might be at his desk, then I will be able to air my grievances to him, not just for myself but for a few other newsagents who also feel let down by the alterations.

I bet the folks at the Daily Express are feeling pleased with themselves. They have had their doom and gloom weather predictions going for a while now and this week they were right. Thankfully, we haven't had snow here yet, but my goodness it's turned bitterly cold and it rained so hard today that the two lads I had putting a new fence up for me were literally dripping wet.

At one stage Andrew was ringing his coat, bless him, and to their credit they carried on until the job was finished. They did an extremely good job considering the atrocious conditions they found themselves working in.

I have got to take my van to the garage tomorrow as a new set of spark plugs are needed to persuade it to burst into life now that the mornings have turned decidedly colder.

I wonder if I could have a new set fitted so they could have the same effect on me.



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