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RN INTERVIEW
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Specialise to make e-cigs top earner

New franchise and gantry solutions will earn retailers more per square metre than any other category, says NFRN Commercial. Page 5 >>



INNOVATION

Delivery robots to hit UK next year

Just Eat first to trial technology, able to deliver in just 15 minutes. Page 4 >>



AHEAD OF THE CURVE

"We've had a deli and coffee offer since 2000. But 16 years on, it's listening to our customers that's helped grow our sales year on year."

Read about Martin Mulligan's Londis store, page 22 >>



SYMBOLS

Simplified Nisa terms to support members

'We'll make Nisa easier to do business with,' retailers told following conference. Page 6 >>

HND retailer creates magazine subscription offer to stop customers going direct to publishers. Page 13 >>

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LEADER



How do you know you're getting it right, which trends are fads and which are here to stay?



CHRIS GAMM

Editor

@ChrisGammRN

Every week RN speaks to brilliant retailers who are investing in their stores and adding new categories their customers are demanding. But how do you know you're getting it right, which trends are fads and which are here to stay? One way is to look at where venture capitalists are investing.

Last week, US banking consultancy SDR Ventures released its quarterly report on the investment trends in the food and drink industry and it points to three key trends where it thinks the future lies.

First is cooking sauces and seasonings. Cooking sauces that provide healthy and convenient meals, easily introduce exotic flavours or offer consumers a healthy way to add flavour to meals are in growth.

Second is baked goods. Consumers may be living healthier lifestyles, but they still want to indulge sensibly. Further growth in free-from and other products that allow consumers to enjoy their favourite treats without unwanted ingredients is also expected.

Third is coffee, which continues to meet consumers' love of innovation. 'Pour over' coffee could be the next big coffee trend to go mainstream.

Meanwhile, energy drinks that infuse functional ingredients is a category to watch that's 'ripe for innovation', according to the report.

If this sounds familiar, it should do. These are three of the key trends RN reports on each week and the areas many of you are investing in. Look at how Dublin retailer Martin Mulligan is tackling one key trend head on in this week's retailer profile (p20-21).

But be warned, much of this growth is coming from millennials, who represent a significant and growing chunk of consumer spend and have quickly-changing tastes. Keep reading RN and we'll help keep you firmly on top of them.

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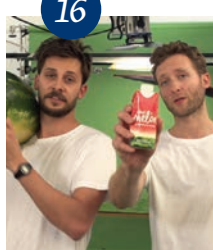
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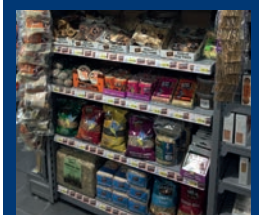
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NEWS

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Pricing approach 'needs to be open'

Retailers and suppliers need to take an open approach to communicating on pricing as the market undergoes a period of uncertainty, an economist has said.

Despite sterling being in decline prior to the referendum, James Walton, chief economist at the IGD, said Brexit will further impact on pricing.

He said British shoppers' big concern was an increase in the cost of food as a result of Brexit and it will continue to be a focus for a number of years.

Using Nestlé's decision to publicise its deliberation around increasing the price of its products last month, he said: "Nestlé has been proactive, it's not normal for a food business to talk to shoppers directly. "The key thing is to talk about the price issue.

"We need to communicate where we can and be transparent where we can't."

Scots face alcohol question

More than half of all alcohol sold in Scotland doesn't meet the new minimum pricing legislation due to be introduced north of the border, according to research from Nielsen. Till data from almost 1,200 retailers suggested that nearly 70% of spirits were sold below the 50p per unit threshold.

Nielsen believes the legislation could spell the end of multi buy deals, an increase in cross-border shopping and "a bumper Christmas for alcohol retailers" as consumers stockpile ahead of legislation.



Spar store all set for the Christmas rush

Hunt's Freshfield Spar is getting its customers into the festive spirit after being the first in the area to get its Christmas display up. The store is now stocking a Christmas range including wrapping paper, crackers and selection boxes. Store manager Chris Greenwood said: "When you put offers around the display people are more inclined to pick them up. We will be adding more to the display over the coming weeks, but wanted to get there early."

Robots could be making home deliveries in 2017 Just Eat to announce partnership news

Robot revolution could hit convenience sector

by Charlie Faulkner

Home deliveries made by automated robots are set to "revolutionise the convenience sector" and could be operating in the UK market as soon as early next year.

Starship Technologies has created six-wheeled robots designed to carry up to three bags of grocery shopping, delivering orders at any time of the day, while being tracked via smartphones.

Keith Cornell, senior advisor at Starship Technologies, told RN this is set to transform the convenience sector and said the company's aspirations include

renting fleets of robots to symbol groups.

As part of its pilot scheme, commercial deliveries have been launched in Greenwich and Milton Keynes in the UK, Germany and Switzerland with companies including The Metro Group, Hermes and Just Eat.

"We have an aging population and sometimes the older generation struggle to get out of their homes," said Mr Cornell.

"By offering this service older customers are still getting their shopping and because they're buying from their local shop the relationship is maintained.

"Or you could be at home and cooking dinner and realise you're short of ingredients."

Just Eat added it would be announcing 'big news' about its partnership with the company at the end of the month.

Sandip Kotecha, who runs a Londis in Cheltenham which offers a Just Eat food delivery service, said: "It would just be fantastic because delivery is so labour-intensive.

"It would have to be cost-effective, but my experience is that people really want home delivery.

"As long as it gets there

when they want it, they don't care how it gets there."

The robots are designed to deliver goods locally as quickly as 15 minutes within a two to three-mile radius. They are also fitted with nine cameras and ultrasound sensors enabling them to detect obstacles and prevent vandalism.



'Stabbed in the back' by parcel firm DPD

Parcel company DPD has come under fire for inking deals with Sainsbury's and Matalan just months after it forced independent retailers to choose between offering its service or those of rivals.

Newcastle retailer Graeme Pentland was forced to choose between DPD and UPS earlier this

year, only to now see Sainsbury's a mile from his store offering the DPD service.

He said: "I feel as if I've been stabbed in the back by DPD, I followed their instructions and now the amount of parcels and customers I have has been decimated."

Sainsbury's announced

its deal with DPD in September, while Matalan was confirmed this week.

Commenting on the latter, DPD chief executive Dwain McDonald said: "Our aim is to create a completely different type of parcel shop experience with big branded stores, in convenient locations, with free parking."

However, in a statement to RN, the company said: "While Sainsbury's and Matalan are now part of the network, there are many more independent stores, and the plan is that parcel volumes will continue to grow further for independent and big brand outlets alike."

NFRN Commercial offers retailers profit opportunity 'Innovation in the market is massive'

E-cigs will make experts more than any category

by Gurpreet Samrai

Independent retailers can make their e-cigarette range deliver more pounds per square metre than any other category by becoming a specialist, according to NFRN Commercial.

Its Shoplink service is helping retailers looking to change direction or create a point of difference to offset increasing costs by creating a dedicated in-store section. It is working with e-cigarette specialist Vaporized, whose products are currently only available in its own stores and franchises, to offer a store-



within-a-store or a behind-the-counter gantry solution for the first time.

"We see all independent retailers being a destination for this type of product," said Carolyn Kirkland, Shoplink head of trading. "It's not enough to just stock one brand now because of the category's growth. The margin for these products is

much higher than standard convenience margins so allows retailers to grow their bottom line."

The full franchise offer costs around £50,000 and the return on investment is less than a year with a net margin of around 35%. The gantry replacement solution costs £5,000, and the store-within-a-store concept will launch next year.

It comes a month after research by convenience data expert EDFM showed sales more than double for those stocking four brands and quadruples for stores with six or more brands.

"Innovation in the

market is massive so it's an opportunity for retailers looking to change direction. It will deliver more pounds per square metre than any other category," said Wayne Harrand, Shoplink sales director.

Vaporized, which launched nearly five years ago, is projected to turnover £40m this year and have more than 40 stores and 100 franchises mainly in Scotland and the north. It also provides training for retailers who stock its brands.

"Product knowledge is what will maximise sales and return," said Mr Harrand.

NFRN sets out priorities for 2017

The NFRN has said its main priorities for 2017 will be to provide retailers with in-store ideas and support to improve their profitability and tackle the challenges they face.

It comes in advance of the federation's national council meeting on Tuesday and Wednesday next week where it will launch new initiatives including a Epay payment system to help retailers save on banking charges.

NFRN chief executive Paul Baxter said: "Ultimately, independent retailers need to raise their profitability. By working with them in-store, and fighting on their behalf within the industry and government, we can help them do this."

The NFRN Awards, which this year features new categories including product of the year and symbol group of the year, will also take place next Wednesday.

● Guest column - p17.

Tobacco margins in the spotlight

Wholesalers are being warned to be cautious when deciding their pricing strategy after retailers criticised a margin drop on cigarettes.

It comes after Sovereign King Size priced packs of 17 were reduced from £6.50 to £5.99, and while Batleys maintained a 5% margin, Booker dropped its to 4%. Frustrated retailers said the margin drop, combined with the loss of 51p from the price reduction, was not acceptable.

Hitesh Pandya, of Tonis Newsagent in Ramsgate, Kent, said: "These kinds of price drops are abusing retailers. The companies

know they can count on our loyalty."

Manufacturer JTI has advised wholesalers to "consider carefully how price-aware their retail customers are when deciding their pricing strategy".

A spokeswoman for Booker said the wholesaler remains committed to helping its customers drive profits. She said: "We regularly promote across the tobacco range to ensure we are delivering high profit on return for retailers and their tobacco purchases also help them earn up to 4% discount on their non-tobacco spend through Spend & Save."



Special packages for Pudsey

A Post Office accepted a package of a different kind as part of its fundraising activity for Children in Need. As well as offering Pudsey fare before the big day today (18 November), the Boscombe East branch in Dorset took part in a nationwide game of pass the parcel. Nine branches were due to play the game, with each challenging the others to tasks as part of the charity fundraising fun. Postmaster Adam Phillips said: "We always try to do something for Children in Need."

PayPoint's Amazon top up

PayPoint has added Amazon Top Up to its range of digital voucher offerings, in addition to Xbox Live, PlayStation and Spotify. Steve O'Neill, group marketing director, said: "With Black Friday on 25 November, this is another great service for our retailers to promote to their customers."

Discount sales are slowing

Sales growth at discount retailers Aldi and Lidl has slowed to its lowest rate for five years, according to data from Nielsen.

The figures, for the 12 weeks to 5 November, showed the pair account for 11.8% of grocery sales, their lowest figure since the end of 2011.

Nielsen's UK head of retailer and business insight Mike Watkins said this was due to three factors – a reduction in the number of new store openings, supermarkets altering their strategies and industry-wide price cuts.

NEWS

BUSINESS



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Secrets of Spar's success revealed

Spar has attributed its recent growth to foodservice, shop layout and its own label products.

It comes after research conducted by the Local Data Company named the symbol group the second fastest-growing retailer in the past 12 months behind only Poundland, with a net change of 112 units.

Ian Taylor, Spar UK retail director, said the group has made big strides in the development of its forecourt retail.

"We've got a number of award-winning formats which is a fantastic reflection on the work we've been doing," he said. "Daily Deli has been a fantastic addition to stores - offering fresh and high-quality food on the move is vital.

"Own label is hugely important in-store and we've won a record number of awards this year."

Invest in creativity, says IGD

Retailers and suppliers need to invest in creativity and product expertise as life becomes more and more automated, according to the IGD's chief executive.

Speaking at the Canadian Grocer Thought Leadership conference in Toronto, Joanne Denney-Finch said greater automation of everyday purchases will push shoppers to seek out a friendly, informative face to provide more of a shopping experience.

"Physical stores will always have the edge for instant gratification and for products we like to see before we buy," she added.



Hancock brothers' aim for sweet spot

Almost four years after the Hancocks Holdings empire was sold to its current owners, the next generation of the family has taken up the baton and launched an online wholesale confectionery business. HS Wholesale Sweets in Nuneaton, Warwickshire, has been established by brothers David (left) and Michael Hancock offering a range including Haribo, Walkers Nonsuch, Swizzels and Millions to buy online. A click and collect service is also available. The range is set to grow as sales build, while customers who spend more than £350 will get free UK delivery.

Industry leaders advise store owners on best practice 'The right range at the right price'

Technology vital to keep the supply chain flowing

by Charlie Faulkner

Technology is key to improving the flow of the supply chain and achieving customer satisfaction, according to industry leaders.

Stock availability was a key theme at retail analyst IGD's supply chain conference last week and the key message to retailers was that they need to be utilising technology to achieve a good flow of goods.

Chris West, vice president of commercial operations at Asda, said an upgrade of the supermarket's replenishment system has

allowed it to manage its inventory better, resulting in minimum excess stock levels, fresher stock and better waste management.

"The perfect flow of goods is the sweet spot of maximum availability," said Mr West. He also believes category management - the range, cost of goods, everyday low prices and merchandising - all drive sales in a continuous loop.

Tesco's supply chain transformation director Tom Hebbert said the introduction of software which uses sophisticated algorithms to identify stock

availability, or a lack of, has resulted in a 9% increase in stock availability, a 16% reduction in stock room levels and a £100m increase in available cash for its food stores. "When you take the waste out and simplify it, performance generally improves," said Mr Hebbert. "This is a sales-based availability measure which allows the manager to know how the store did the day before."

He said it identifies when a product stops being sold unexpectedly and the reason could be as simple as the shelves need re-stock-

ing, while using technology to understand shoppers improves both sales and the likelihood of meeting customer demand.

Mr Hebbert added: "Our core purpose is to serve shoppers better every day which means having the right range at the right price available to buy."

Two thirds of supply chain businesses are increasing the use of technology, according to Darren Smillie, supply chain insight manager at IGD, and he believes the industry needs to actively embrace technology.

Nisa seeks a more simple, easier way

Nisa is looking to simplify its members' terms to make the group easier to work with.

The group informed retailers at its Rome conference last weekend that it can now address issues around its "overly complicated" terms and deliver a solution beneficial to its re-

tailers, following a successful financial turnaround.

Harj Dhassee, of Mickleton Village Stores in Gloucestershire, who was at the conference, said the news was "music to his ears".

"We still have a membership fee, delivery fee and rebates which we rely on," he said. "With Booker there

is none of that."

Harry Goraya, of Nisa Local in Kent, who also attended the conference, said: "The current system is overly complicated and difficult to understand.

"We don't want that to be a headache for any member, we want them to focus on retail."

A spokesman for Nisa said: "It is an ongoing area of focus as we work towards making Nisa easier to do business with."

Last week Nisa also announced it had been awarded the contract to supply the 298 Co-op stores acquired by McColl's Retail Group.

NEWSTRADE

Cut-offs extended for US election and football coverage 'We had loss of sales and patience'

Stores question value of two late runs in a week

by **Tim Murray**

Retailers have questioned the benefit of publishers delaying the printing process to include breaking news after receiving newspapers late twice within three days.

Extended cut-offs to cover the aftermath of the US election affected papers on Wednesday 9 November and reports from the England v Scotland World Cup qualifier delayed deliveries on Saturday 12 November resulted in sales being lost, retailers told RN.

Adrian Cooke, of Station

Kiosk in Hockley, Essex, said: "I would like to know if the publishers thought it was worth it, running late with the print run and holding out for the last bit of news?"

"There were no real election results in any of the papers and we had the loss of sales, trade and patience. We lost more than 30 customers across roughly five trains. TV, radio and online sites were all more up-to-date."

Other retailers including Ronnie Salter, of Moor News in Falmouth, said he was left out of pocket after hav-

ing to send his paperboys – who still had to be paid – home and delivering the papers himself.

NFRN head of news Brian Murphy said the federation saw a spike in complaints around the late deliveries.

"The challenge for publishers is to find out what the benefit in doing it was. All they seem to do is alienate regular customers," he said.

"The election result wasn't known until 6am, it could have still gone the other way, so what was the point in delaying? I think in this day and age news-

papers should stop kidding themselves."

Roger Clapham, chair of the supply chain committee and distribution manager at Guardian News & Media, said cut-off extensions are only planned when they are "absolutely necessary".

He added: "The strong news agenda that surrounds events such as the US election do result in greater sales, benefiting all parts of the supply chain, and as such publishers must provide the appropriate content."

● *Letters - p15.*

Johnston boosted by i sales

A rise in the i newspaper's circulation has helped stave off some of the effects of declining revenues and circulation elsewhere within the Johnston Press group.

The publisher's figures for the third quarter showed that circulation revenues had risen by almost 20% in the three months to the end of October.

The big success story was the i, which saw sales rise by 4.6% in September, with sales averaging 290,000 a day.

It said it is looking to further cut costs to offset increased paper prices due to the weak pound.

Johnston also confirmed that it was in discussions with Iliffe Media to sell certain titles, believed to be its East Anglian portfolio.

Winning draw from John Terry

Chelsea legend John Terry has lent a hand to Topps as part of ongoing Match Attax promotional activity. The former England captain was the latest big name to take part in the YouTube series for the Topps Gallery, drawing a picture of a player on a blank Match Attax card. One lucky collector who guesses the identity correctly will win an exclusive signed copy of the picture. He follows younger stars such as Nathaniel Clyne and Harry Kane.



European's bookazine

Archant's pop-up newspaper the New European is adding to its offering by launching a bookazine.

The annual looks back at the year the UK voted to leave the EU, entitled 2016 Year Of Brexit.

Priced at £6.99, Archant has printed 30,000 copies with a retailer margin of 25%. It features a selection of the articles that have won over the Remain community as well as new bespoke features and articles.

Fantasy comics bring real life profits

A retailer is cashing in on the comic book movie boom by going beyond stocking comics and film magazines in his store.

Rushik Parmar, of Kenwins in Herne Bay, has taken on a raft of ancillary products and movie-related merchandising and is sell-

ing them alongside more traditional products in his store.

The latest addition to the shelves are metal posters featuring front covers of superheroes such as Batman, Superman and Wonder Woman.

He has sourced it from a

company called Half Moon Bay. The company has a minimum order requirement of £300 from its vast catalogue.

"They have all the licences for people like Disney and Star Wars, with gift mugs featuring Doctor Who, metal signs, aprons,

towels, coasters, and fridge magnets," he said.

"It's all trial and error, we might not order every month, maybe every other month or quarter, but it looks good and it helps create interest. You have to keep the range looking fresh, but it works."

Fresh look for Field

The Field magazine, one of the UK's oldest publications with a history dating back to the 19th century, has undergone a redesign.

The new look reflects its heritage and knowledge as well as giving it a modern feel.



Digital Engagement

In July, News UK visited Bobby Sood's Falcon Convenience Store in Portsmouth to advise on Digital Engagement and help him understand how to do it most effectively

Bobby's action plan



- Associate the shop with local events on Facebook and link to promotions in-store
- Use Twitter to raise awareness of the HND service and build new relationships with customers
- Install beacon and application technology to send special offers out to attract passers-by into the store

Bobby says

"We have introduced BigDL beacon technology in the store and we have seen some response to this. I'm confident that by pinging our promotions to people's mobiles, we will soon be reaping the benefits. We have produced leaflets to hand out telling people about it and we tell them face to face when they come into the store. I am about to start using Twitter and am hopeful that combining that with BigDL will deliver some more great results."

Your action plan



Visit betterRetailing.com/IAA to find out more about Bobby's and the other retailers' visits from the Academy and develop your own action plan to see similar results in your store

NEWS

PRODUCTS



Comedian Matt heads up £1.5m Bell's whisky campaign

Diageo is rolling out a £1.5m marketing campaign to drive awareness and boost sales of Bell's whisky over the festive period. On screens now and featuring comedian Matt Berry, the two TV adverts promote Bell's blended scotch whisky. The 'Rings True' campaign will feature on TV, online, social media, and outdoor advertising, using the new #WhattheBells tagline.

Reformulation 'game-changer' for manufacturer 'The world has changed'

Cut in sugar will help drinks to bypass levy

by Charlie Faulkner

A soft drink manufacturer has announced plans to cut sugar in its products to bypass the proposed levy.

Lucozade Ribena Suntory has revealed it will reformulate all of its drink brands to reduce the sugar content by 50% to less than 4.5g per 100ml from July next year.

It also plans to offer zero and low-calorie alternatives for each brand and will clearly label calorie content.

Peter Harding, chief operating officer at Lucozade Ribena

Suntory, said: "The announcement is a game-changer for our business and for those people who love and enjoy our drinks.

"The world has changed with consumers now wanting healthier drinks and more action from the brands they regularly enjoy.

"We believe our decision to radically reduce sugar by 50% in Ribena, Lucozade and Orangina is a great moment for our company, consumers and the wider food and drink industry."

Harpal Rai, of Rai Wine Shop in Harborne, Birmingham,

thinks it is a step in the right direction for the health benefits, but is concerned about the taste factor.

This week, Tesco also revealed the sugar content in its own brand soft drinks has been cut by up to 50% over the last five years.

Meanwhile, NHS bosses put forward proposals to ban sugary drinks, including sweet coffees and fruit juices with added sugar, from hospitals last week.

A tax on sugary soft drinks is expected to be implemented in 2018.

Frontera hits right note with Brits

Chilean wine brand Frontera has launched an on-pack competition as part of its partnership with The Brit Awards 2017.

As the official wine of the awards, it will promote the event through 400,000 neck collars on bottles of Pinot Grigio, Sauvignon Blanc, Char-

donnay, Rosé, Merlot, Cabernet Sauvignon and Carmenere, offering a first prize of a £200 Ticketmaster eGift Card every month. There will also be three £100 runners up each month.

James Hick, brand manager for Frontera, said: "We're delighted to be celebrating and

promoting musical talent as part of new activity for Frontera. The Brit Awards will continue to build excitement around the brand, along with a label refresh and new outer packaging."

The competition will run through to February.



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NEWS

PRODUCTS

Festive Twists for CCEP

Coca-Cola European Partners (CCEP) has unveiled '12 Twists of Christmas' cocktail recipes to encourage more shoppers to get creative at home.

As a result of a partnership with Diageo, cocktail recipes will feature on the back of Schweppes labels including Merry Mule, Sour Sleigh Ride and Mistle-Sloe Gin.

To also meet the growing trend for low-calorie cocktails, Schweppes has co-created five of the 12 festive recipes from its Slimline range; including Elderflower Tonic, Bitter Lemon, Ginger Ale, and Lemonade and Tonic.

Cathedral makeover

Cathedral City has undergone a festive makeover which will feature on packaging on its block cheddar range throughout November and December.

The festive packaging will take in 350g and 550g blocks of Cathedral City Mild, Mature, Mature Lighter, Extra Mature and Cathedral City Vintage 20.

Christmas Jägermeister

Mast-Jaegermeister is set to launch a TV advert campaign to drive awareness of Jägermeister over the Christmas period.

The 'Craft the Moment' creative, which originally ran during the 2015 festive season, will go live at the end of the month.



J20 returns with TV ad campaign

Britvic's J20 soft drink has returned to TV screens this week as part of a £1m campaign. It includes three different adverts which showcase the core range, as well as its carbonated variant, J20 Spritz, at a pool party. The range is available in three flavour combinations – Apple & Watermelon, Peach & Apricot and Pear & Raspberry.

Annual double-digit growth target for next three years Festive products and promos to launch

Aston invests £30m in premium and value lines

by Charlie Faulkner

Aston Manor is aiming for double-digit growth every year as it plans to expand with new formats and variants in both the premium and value categories over the next three years.

As part of its continued investment – a total of £30m in the past five years – the company aims to increase its share of the premium category by 3.5% by 2019.

It plans to launch promotional activity for its Frosty Jack's cider, as

well as further customer engagement schemes for Kingstone Press with Tough Mudder and Rugby League.

Friels will also see new sharing formats including bag-in-box and new flavour variants, as well as a new flavour variant for Knights.

"We are very, very focused and are expecting double-digit increases each year over the next three years," said managing director Gordon Johncox. "It is key to the success of the company."

Following its trading

report in September, which highlighted the company out-performed the UK market and saw a 27% increase in export sales despite activity in some overseas markets being scaled back, it believes it is an organisation retailers need to engage with.

Mr Johncox said: "We've invested more than £30m in the capability of our organisation and in our world, that's a lot of money."

"We've been very clearly focused on quality and our factories operate at a world-class standard."

Over the last few years Aston Manor has invested in its logistics, opened a new 85,000sq ft warehouse and purchased 1,000 acres in new orchards.

"We've invested in innovation, new products, in our thinking and in developing our portfolio," said Mr Johncox. "It's about new product formats and it's also about the type of cider in the bottle."

"We've tried very hard to keep it simple and in doing that we're able to hold our cost base at a very sensible level."

Heineken on-pack promo for 'quiet night in'

Retailers need to capitalise on the demand for products for quiet nights in, according to Heineken, which is introducing a new on-pack promotion for its beer.

Beer and cider now account for 19.9% of purchases for quiet nights in, with

an average trip spend of £6.40, according to Kantar research.

To take advantage of this, Heineken is launching an on-pack promotion from now until March – highlighting its partnership with the UEFA Champions

League and offering prizes for shoppers.

Thousands of limited edition Heineken packs will offer prizes including money-can't-buy access to the exclusive Heineken and BT Sport Champions Lounge with four friends,

which features a live link up to the BT Sport studio to chat with the experts.

There will be a weekly draw between now and 3 March, with 4,500 new customers also able to win half-price BT Sport subscriptions.

Hot products for your shopping list



Heineken's on-pack promotion features UEFA Champions League prizes



Schweppes recipes are among CCEP's '12 Twists of Christmas'



Cathedral City block cheddar has been given a festive makeover



“

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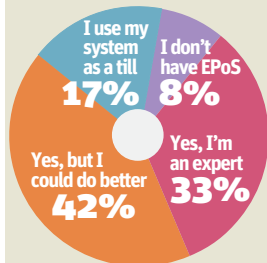
Retailer sleighs rivals in Santa bid

A retailer has secured a win against his supermarket competitor after it was agreed the annual Santa sleigh in his town will stop at his store this year.

Avtar Sidhu, of Sukhi's Simply Fresh in Kenilworth, challenged the organisation behind the event who had always stopped the sleigh at Waitrose. "I got in touch with the chairman of Kenilworth Round Table and said it would be great if Santa could stop at different places every year," said Mr Sidhu. "I have now been told the sleigh will be stopping here this year on 5 December."

Mr Sidhu is organising activities at his store to make the most of the event. "We are very passionate about making sure we are part of the community. Putting these kinds of events on is great and will be fantastic for business," he said.

RN READER POLL



Do you make good use of the functions on your EPOS system?

NEXT WEEK'S QUESTION

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

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Fresh and fridges are Berlin talking points

State-of-the-art fridges and a substantial fresh mix were the key points of difference retailers who visited stores in Berlin believe could help them win customers from the multiples.

A group of retailers including Simply Fresh managing director Kash Khera and Leicestershire store owner Raj Aggarwal visited stores in the German capital as part of a two-day trip organised by the Association of Conve-

nience Stores.

Mr Khera said he was impressed by automatic chiller doors he saw. He said he felt the expenditure involved could be offset by increased sales.

Mr Aggarwal told RN UK retailers could take the lead from Berlin retailers on fresh food. "The fresh mix is quite substantial. I think it's down to the type of people and the size of the stores, which tend to be much bigger than in the UK," he said.



He added by offering more fresh food, c-stores could win custom from multiples, while also enhancing margin and giving customers a talking point.



Canary Wharf newsagent's expansion hopes 'It has grown way beyond what I expected'

New stores plan as Peter celebrates silver jubilee

by Tim Murray

A London retailer has revealed he plans to open two more newsagents as he marks the five-store strong business's silver jubilee.

Peter Wagg is celebrating 25 years since opening the first News On The Wharf store at Canary Wharf. The ribbon on the newsagents, which was the first retail store to open in Canary Wharf, was officially cut in November 1991.

There are currently five branches dotted around the development.

Mr Wagg is now hoping to open another two at Canary Wharf expands further.

"It has grown way beyond what I expected it to," said Mr Wagg. "My ambition was to have three stores and it's beyond that.



Peter Wagg celebrates 25 years of News On The Wharf. Inset, how RN reported the opening

"There will always be a demand for newspapers and magazines, and we've developed additional services. I consider a newsagent now

to be a service provider rather than just a retailer selling newspapers and magazines. The Lottery, payment terminals and everything else

we do makes us a required presence for the services we provide."

He said there were tough times during the quarter of a century, when Canary Wharf developer Olympia and York went bust after two and a half years.

"For the first two years it was full of very hungry and very thirsty workmen. We had just opened our second shop when it went into receivership. It was a difficult time - I was cashing in my pension fund - but it's come good since then," he said.

"I always believed it would eventually be a success - they weren't going to knock it down, were they? It took me two years of knocking on doors to get in there, and I'm the only one of the original tenants that's still there from 25 years ago."

Community events key to growing footfall

Retailers who do not hold community events are missing out on an opportunity to drive new footfall to their stores, a retailer who pulled in dozens of new customers after hosting an

event has said.

Mos Patel, of Family Shopper in Ashton under Lyne, near Manchester, frequently gets involved with his community, including donating to the local food

bank, however since holding a Halloween-inspired family fun day at the end of last month he's drawn in 75 new customers.

"I've had a positive response because we're

on a busy main road and residents saw the event we were hosting," said Mr Patel. "I've had people coming in to the shop who have said they have never come in before."

NEWS REGIONAL

Retailer delivers direct to avoid losing sales Leaflet and ads promote service

HND expert launches direct subs initiative

by Tim Murray

An HND specialist has launched an initiative which will enable its customers to give subscriptions as gifts without sending them directly into the hands of the publishers' circulation departments.

Jackie's News in Tenterden, Kent, is selling magazine subscriptions to customers promising to deliver them to their front doors, complete with all free gifts, some of which aren't sent out with standard subscriptions.

Guy Day, from Jackie's News, said: "We've thought for a while that we should be offering some kind of gift subscription service and it was a case of finding the right way to do it."

As an added bonus to attract customers, it is offering £50 of Jackie's News magazine gift vouchers for £40. It is also offering to send out gift vouchers for its customers to give as presents on Christmas Day, and giving them the freedom to swap magazines they receive as part of the deal - a point of dif-



ference from standard subs.

It launched the initiative with a double-page spread in the local Wealden Advertiser, and further ads will appear, alongside scores of leaflets being sent out to both existing customers of Jackie's News and potential new customers.

Mr Day said: "It's early days yet, and this is a marathon not a sprint. With leafleting you've got to keep going back and putting them through doors to get the message across. But the ad-

vert and the leaflets look great, and we'll see what happens."

He said the idea tied in with the company's tagline of "Proactive HND" - and praised distributor Comag for the support it had given the initiative.

The move comes as Jackie's News, jointly run by Mr Day and business partner Neill Cox, celebrates reaching its 4,000th customer for the HND service. When it acquired the HND business in 2007 there were 1,200 customers.



New store for Simply Fresh

A new Simply Fresh store opened its doors in Old Oak Common in north west London this week, run by award-winning retailer Mehmet Guzel. Located in the new co-living site The Collective, the store focuses on local and fresh products. Mr Guzel, who joined the group in 2012 when he opened Simply Fresh Bethnal Green, has received several awards including a Gold Star rating for the NHS Choices Eat Well Campaign.

Call for rate relief for London stores

The government is being called on to introduce a London Small Business Rate Relief after moving the goalpost which would have exempted 600,000 businesses from the payment.

Following a revaluation of the rates, retailers in London and the south east are facing an increase of more than 20%, which means many will no longer benefit from the relief proposed by former chancellor George Osborne in the spring budget.

The NFRN says its research shows in 2015 a 775sq ft newsagent in London paid £35,743, while a 764sq ft newsagent in Manchester paid £2,376. It added in 2017 the same London store

will pay more than £55,000.

It is calling for the threshold for 100% rate relief to be set at £20,000 in inner London and £16,000 for outer London.

NFRN chief executive Paul Baxter said: "For many smaller retailers there was much delight when the spring Budget revealed that from April next year they would be paying no business rates at all."

"For many of those in the London area this has turned to dismay as the new business rate revaluations means they are no longer eligible."

The call comes as new chancellor Philip Hammond is set to announce his first Autumn Statement on Wednesday.



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



Chloe Ithell

Ruabon Discount Store,
Wrexham

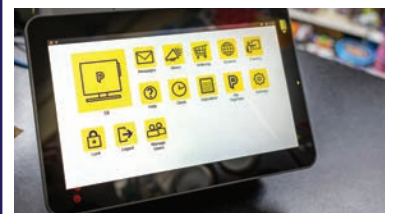
"We installed our PayPoint One terminal two months ago to streamline serving customers and processing payments. It has definitely achieved this and we are able to serve customers quicker and more effectively."

"We needed to scan our products manually to upload them into the system, but this was quite a straightforward process thanks to the quick add button."

"The user guide booklet continues to be very handy and has had answers to any queries we've had."

My three favourite functions

- The quick sell buttons, because they're easy to use, with my most popular items grouped together. This speeds up transactions
- The PayPoint function, which is intuitive and really user-friendly. Even my Mum can use it, and she's not confident on computers
- The data input process, which was really straightforward



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OPINION

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YOUR SAY What impact would a pre-5pm alcohol selling ban have on your store?

Sunita Kanji

Family Shopper, Bolton

We had a customer in at 7.10am trying to buy cans of beer. If people can't buy alcohol here, they'll just go into a pub and have a drink. It would have a massive impact on us. It's madness really, you're not going to stop people from drinking with things like this. It's like tobacco. It will annoy a lot of consumers and just change the way they buy it.

Bay Bashir

Belle Vue Convenience Store, Middlesbrough

I don't think it will get off the ground. Implementing something like this just won't work. What's worse, if you make it more difficult it might just drive people towards the black market as well. Of course, it would affect us if it happens, it makes it harder for us to make a living from it. The money could be spent better elsewhere.



Jayesh Parekh

Jay's Costcutter, Manchester

Most of my alcohol is bought after 4pm or 5pm anyway, so it wouldn't really affect my business that much. Where it would damage it, however, would be at the weekend, which

is entirely different, especially when there's football on. With lunchtime and afternoon kick-offs, you get a lot of people who want to have a beer, but most of my Monday to Friday sales are people buying on the way home from work.

YOUR STOCK How are children's magazines performing in your store?

Rajesh Patel

Brandons Newsagents, Beckenham, Kent

Kids' comics are doing well for us, but for some reason Thunderbirds Are Go just didn't sell. I was expecting it to do well. It had good gifts on the front, they weren't cheap, but for some reason it just didn't happen. The market is still there with kids' titles, we have a lot of families around here.

Chris Shelley

Shelley News, Horsham, West Sussex

We've seen a drop off in magazines generally over the past few years, but comics are one of the few areas that haven't done nearly as badly.

It's very positive compared to other sectors and still a strong performer. We tend to stick to the recognised brands, which seem to do well for us, although the free gifts are still important too.



LETTERS

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The opinions on this page do not necessarily represent those of the editor

Letters may be altered by the editor for reasons of clarity or of length

Not SNapp happy about Smiths News's service

I have written to Smiths News, asking it to please stop sending us multiple copies of items that we have reduced down on the Smiths News app, SNapp. We have shop saves on some items such as Dog World (one copy), Cage & Aviary Birds, (one copy), and I keep amending the quantity on SNapp orders back down to one of each and yet Smiths News keeps on putting the quantity back up again. It's driving me nuts.

I don't have room for the extra copies, I can't sell them and when I try to return them early I often don't get credited. When that happens, I have to log in to SNapp again, reduce the quantity back down to one again, sit on them until the return date and then send them back.

What's the point in us having SNapp if our changes cannot be set to permanent when we reduce orders?

The SNapp team needs to know that they have to make it possible for us to reduce orders as a permanent change unless we log in and increase them again.

This could save Smiths money producing and handling products that we are never going to sell and it will save me wasting time and risking credit loss on these products.

Leon Hill

Spar Fore Street,
Redruth, Cornwall

Smiths News did not respond to RN's request for comment.

I wouldn't allow staff to turn up 90 minutes late

I am writing this email with an empty shop on a Saturday morning. Yet again, the newspapers have called an extension of 45 minutes because of a football game that finished at 9.30pm - which



I'VE BEEN LET DOWN BY DPD

DPD first approached me two years ago, asking if I wanted to be a pick-up and drop-off shop. I was offered 60p per parcel, and I also knew it would bring customers in to my shop.

Six months later, I was approached by UPS, so we took them on as well.

It all worked fine until March this year, when I had a visit from a business development executive at DPD. He told me I had to choose, it was either UPS or DPD.

DPD had the higher volume, so I chose it and I had to inform UPS that I wasn't going to use it any more.

Last Monday, our driver said DPD was starting to use Sainsbury's as well, the nearest being a mile away from our shop. Today, for example, I had two items, they had nine. That's nine customers that would have been ours.

I was getting as many as 20 parcels a day, now it's as little as two or three.

I feel as if I've been let down badly by DPD. I followed its instructions and now the number of parcels - and customers - I have has been decimated.

I've heard it's a nationwide deal too, and that DPD has also done a deal with Matalan.

It's a real kick in the teeth. It's a growth business and one that brought in customers, but I've lost this and lost UPS as well.

Graeme Pentland
Ashburton News,
Newcastle Upon Tyne

A spokesman for DPD said: "We are constantly looking to expand and improve the network to give our parcel customers the most convenient collection points. And while Sainsbury's and Matalan are now part of the network, there are many more independent stores like Mr Pentland's, and the plan is that parcel volumes will continue to grow further for independent and big brand outlets alike."

is earlier than some mid-week games - but some bright spark has yet again decided to give them an extension on the busiest day of the week.

I also turned up to my shop at 4am ready for the long day ahead and discovered, having received no advance notice, that the Telegraph supplements were not on my pre-run. Why on earth can't they get here on my pre-run?

I phoned Smiths only to



Newspapers need to start rebuilding relationships

Scott Saunders

Retailer, Norfolk

be told that the Telegraph didn't turn up to the depot until past 1am, which was too late for the pre-run.

The newspapers arrived an hour and 30 minutes late due to the extension and bunched deliveries. Is this acceptable? No, it's a disgrace.

No other business operates this way. I wouldn't allow staff to turn up 90 minutes late, so why is it okay for the newstrade to act like this?

We have five vans on the road and more than 30 deliverers, so the knock-on effect is severe. The newspapers need to start rebuilding relationships with us and start understanding our business as they are happy to take our money.

Scott Saunders
Newsklip,
Fakenham, Norfolk

The Telegraph did not respond to RN's request for comment.

Extensions in 2016? That's just madness!

I am writing this at the end of a week in which we have had two cut-off extensions - one due to the election in the United States, the other for the England v Scotland football match on Friday night - and with a plea to the publishers and wholesalers to end this madness.

On Wednesday, post-UK election, our papers did not arrive until 7.15am. This is simply too late on a school day and I had to send all our paperboys home and do their rounds myself while still having to pay them, of course.

And what for? The papers did not even carry the result of the election - they were never going to.

A cut-off extension may have made sense in 1916 before news was freely available on television, radio and the internet, but not 2016.

It's time the publishers realise they no longer cater for the breaking news market and end this frustrating, wasteful practice.

For retailers who do home news delivery it's this kind of thing which makes us wonder whether offering this service is worth the hassle.

And in an already declining market, can the publishers really risk alienating the people who get their products into customers' letterboxes?

Ronnie Salter
Moore News, Falmouth

INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
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Solution Sciences

Move over coconut water, it's time for watermelon water to make its mark on the UK soft drinks market says Solution Sciences MD Oliver Bolton

RETAIL NEWSAGENT Can you give us some background about your newest product, What A Melon water?

OLIVER BOLTON Solution Sciences is a soft drinks company specialising in health drinks. We'd been looking for opportunities to expand our portfolio, and hit upon the idea of creating a challenger brand to coconut water in the natural hydration category. So we spent a year researching the natural hydration market, which has been growing rapidly. We looked at what was happening in the USA, we talked to consumers and the trade, and we concluded that watermelon water was a great natural alternative to coconut water.

RN Why do you feel watermelon water offers such a strong commercial opportunity?

OB As part of our market research, we spoke to 26,000 consumers in the UK, and two-thirds told us they didn't like the taste of coconut water – so that was a very striking find. Watermelon not only tastes good to most palates, but it has all the nutritional benefits too, with the same amount of potassium as coconut water, plus lots of vitamin C, antioxidants, lycopene and amino acids. One amino acid in particular, citrulline, is good for muscle recovery, so it's perfect if your store's near a gym.

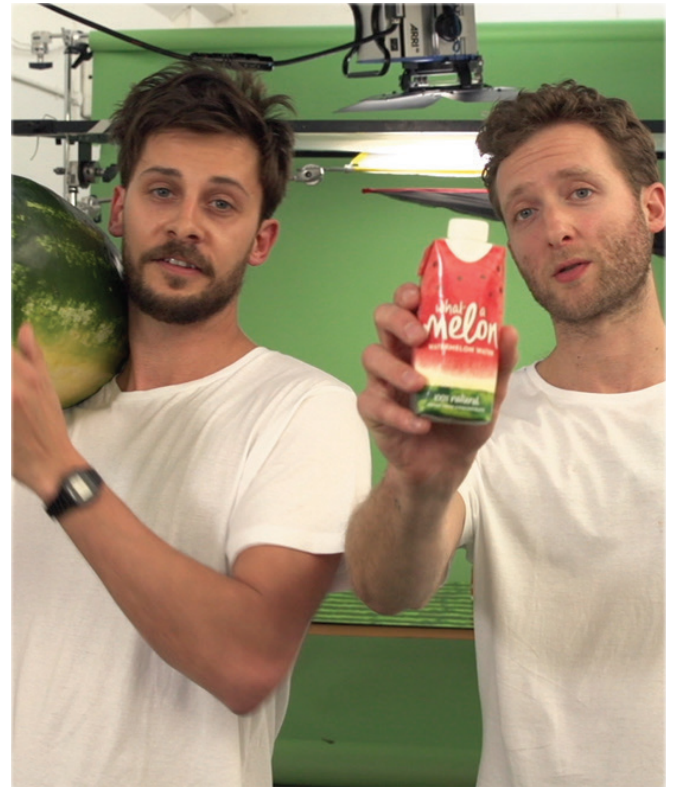
We also found – and this is perhaps not entirely unrelated – that most health drinks are quite samey. They have a serious, perfectionist, Pilates-style image, which isn't very real or accessible. So the whole idea is to create an exciting new mainstream brand that makes natural hydration fun.

RN Can you tell us more about the product itself, and its competitors on the market?

OB It's currently in a 330ml Tetra Pak, but we've got lots of range extensions in the pipeline – we're creating a one litre pack, and are also looking at a 150ml kids' variety. There is a cold-press short-life competitor currently on the market, called Mellow, which is a good product, but quite a bit more expensive – partly due to the need for a chilled supply chain. Our product is ambient storage and distribution, which is partly for environmental reasons and partly for cost.

RN What distribution do you have currently, and where can retailers interested in the product find it?

OB We launched the brand at the beginning of the summer, and are currently stocked in Holland & Barrett, Itsu, the usual premium health food chains such as Wholefoods and Planet Organics, as well as lots of independent health shops. We're going into our first super-



Watermelon water is a great natural alternative to coconut water

market, Sainsbury's, next week. We work through a number of suppliers, including Cotswold Fayre, Epicurium, Simple Simon and Simply Heavenly, so any retailers interested in knowing more about the product can get in touch with them.

RN What category management advice do you have for retailers considering stocking the product?

OB We'd recommend stocking the product alongside Vita Coco water, for example. We're in a 330ml Tetra Pak, exactly the same packaging, so it fits in well. And we find ranging it next to Vita Coca reminds consumers that it's a natural alternative to coconut water as a healthy hydration drink.

RN What other promotional support do you have planned over the coming months?

OB We entered the Virgin Voom competition this summer and won the crowdfunder award after raising £62,000. This means we won an above-the-line advertising campaign with JCDecaux, which should generate lots of interest. But it also means we've got money to fund our own promotional work – such as a double decker bus which we drive around the UK, offering free samples.

** Company CV **

Company Solution Sciences

Managing director Oliver Bolton

Profile Founded by Oliver Bolton in 2008, Solution Sciences is a British soft drinks company specialising in health and hydration drinks. Its newest brand, What A Melon, aims to topple coconut water's dominance of the UK natural hydration category. It also manufactures Alibi health drinks.

**

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PAUL BAXTER

GUEST COLUMNIST

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NFRN focus

The NFRN must help raise standards and profitability in-store and fight on behalf of independent retailers in the wider industry and government, says its chief executive Paul Baxter. Here, he tells RN how the organisation plans to do this in 2017

The NFRN has two main priorities for 2017 – to provide in-store ideas and support to help retailers improve their profitability, and to tackle the challenges independent businesses face in the wider industry and in parliament.

To provide in-store support, one of our challenges is to help retailers access new products which will make and save them money.

This is a constant focus, and at next week's national council NFRN Commercial will launch a new Epay payment system. With this, charges for debit cards are from 0.25%, which is cheaper than some cash banking and will save retailers a lot of money.

We also want to help retailers cash in on growth trends. E-cigarettes, for example, have exploded in popularity over the past three years and there is still a huge opportunity for retailers who become experts at selling them.

NFRN Commercial has been working with a brand called Vaporized which sells a whole range of UK-made, EUTPD II-compliant e-liquid products and already has 60 branded shops in Scotland and the south. Having worked with them on 22 contracts already, we believe this is a proven concept and a robust and workable offer, so at national council, we will also launch three Vaporized franchise opportunities.

Retailers will be able to choose from a standalone store, a store-within-a-store or a behind-the-counter solution. The full franchise offer, with stock, licence and fitting, costs around £50,000 and the return on investment from this is less than a year.

The behind-the-counter offer costs £5,000 and the store-within-a-store is to be launched next year. As retailers

can expect to make a 35% net margin after costs, it's a great concept.

But working to support retailers in-store is only half of the story. Our other challenge is to work within the industry and government to raise awareness of and tackle the challenges independent retailers face.

We recently attended a meeting with Margot James MP from the Department for Business, Energy and Industrial Strategy with several other major retailers, to discuss Brexit and how to revitalise the high street. Our aim is to ensure micro-businesses are listened to. Many of the issues discussed by retailers like Sainsbury's, Argos and Asos were the same as those faced by independent businesses, including the fairness of rates and the threat posed by the internet.

We want a fairer tax economy for business and believe that with so much change we can push for a fairer way for businesses to be taxed. It helps that we're on the same side as big business on this. Total tax should be based on affordability to pay.

There also needs to be a better understanding of small business and the affordability of the minimum wage.

One of the most important campaigns we are working on is the fight against retail crime.

We have just been invited onto the National Retail Crime Steering Group, because we are pushing issues concerning retail crime and are tackling crime at the Home Office. We need to get issues recognised at the highest level and get a more consistent approach to tackling it, so have written to all Police and Crime Commissioners and constables, with Freedom of Information requests to find out how they treat crime. The PCCs are asking



Independent retailers need to raise their profitability. By working with them in-store, and fighting on their behalf within the industry and government, we can help them do this

for more information, and if we can get commitments from them to work on retail crime we can raise it higher up the agenda. We've got updates for different areas and can have a positive impact by highlighting the facts about it. Through this, we can also provide members with information to take back to their own MPs.

Retail crime will remain a priority as we launch our political agenda for 2017. We have agendas for the Republic of Ireland, Northern Ireland, Scotland, Wales, and England and are taking a more co-ordinated approach to convey the same message and share it more widely. These agendas will also focus on supporting the high street, securing government support for employment in retail through training, ensuring profitability via areas like banking and store standards.

We're also look at anti-competitive legislation, unfair contracts and focusing on retailers' issues with the newstrade, PayPoint and Camelot. We've met with several banks, for example. Credit card companies want us to become cashless, but it's our job to say that customers dictate which payment options should be available and they still want cash.

Charges are another big issue, so we are trying to get the banks to listen to their customers and change the charging structure to make it more transparent and obvious how charges are calculated.

Ultimately, independent retailers need to raise their profitability. By working with them in-store, and fighting on their behalf within the industry and government, we can help them do this.

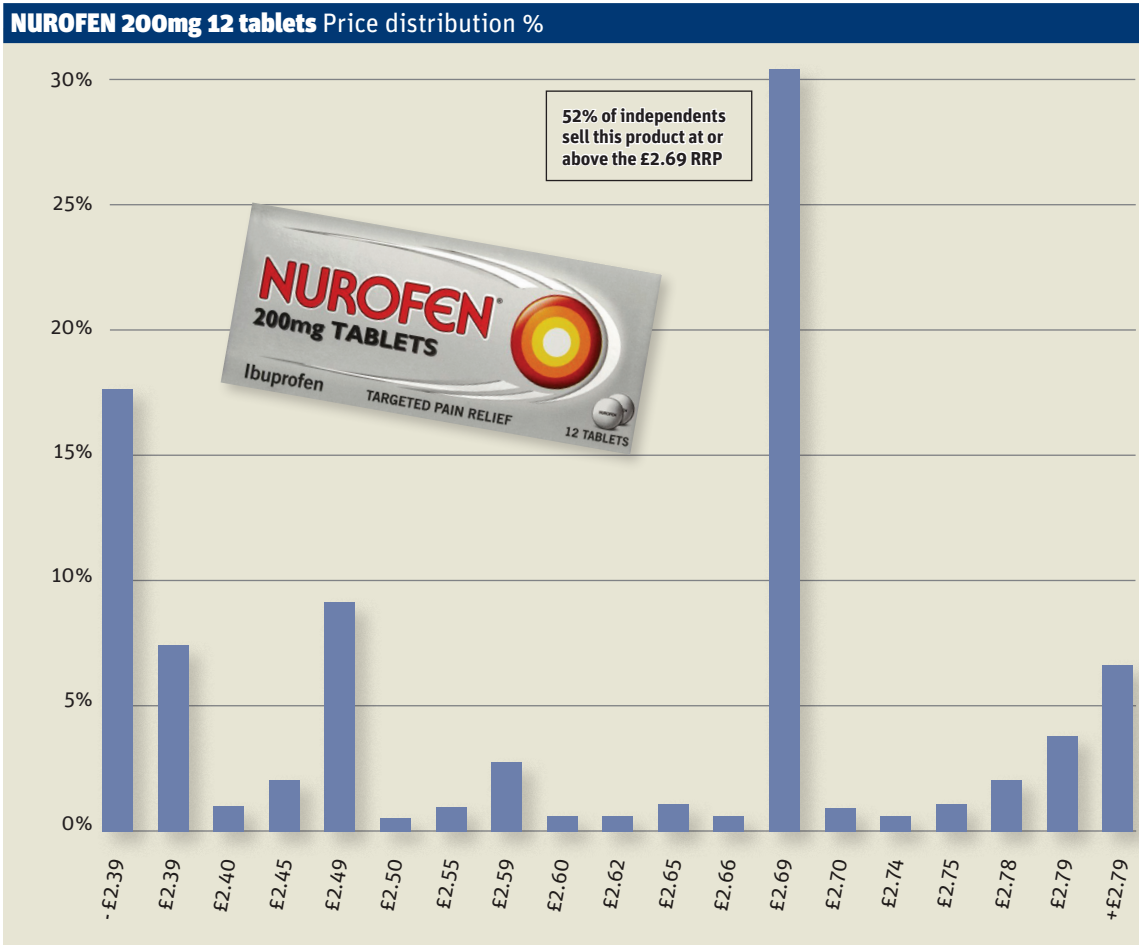
Paul Baxter is chief executive of the National Federation of Retail Newsagents

PRICEWATCH

Benchmark your prices against your peers

In focus Over-the-counter medicines

Sample prices



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Calpol Sugar Free Suspension Liquid 100ml
Happy Shopper Ibuprofen 16 tablets 200mg
Happy Shopper Paracetamol 16 Tablets 500mg
Nurofen 12 tablets 200mg
Lemsip Cold & Flu Lemon 5 sachets
Calpol Sixplus Bottle 80ml
Nurofen Express 12 caplets 256mg
Lemsip Cold & Flu Max 5 sachets
Imodium Original 6 capsules
Happy Shopper Paracetamol 16 tablets 500mg
Gaviscon Aniseen Relief Oral Suspension 150ml
Lemsip Max Strength Cold & Flu Blackcurrant 5 sachets

Analysis

The popularity of this ever-reliable category peaks during autumn and winter when more people rely on them, presenting a great opportunity for retailers to grow their sales. Retailers this week show a general

trend of increasing margins and profits by charging above RRP. If customers need something they'll very likely pay the price asked. This is reflected in this week's featured product, Nurofen, with just over half

of retailers charging on or above RRP. Nowhere is this more evident than with own brand paracetamol and ibuprofen, with 100% of featured retailers charging above RRP - in one case 66p higher, a 111% rise.

How we drive our profit

Meten Lakhani

STORE St Mary's Supermarket
LOCATION Southampton
SIZE 2,800sq ft
TYPE city centre

TOP TIP

There's scope to boost margins to around 45% with this category. Customers need the product and are happy to pay extra



Ibuprofen is our bestseller, with Booker's variety the most popular. We sell that for £1 - just over 40p above RRP. Our range, which includes Venos, Calpol and Beechams, is big and we sell everything you can think of - some of our customers say we sell more than a pharmacy. Impulse purchases make up a portion of our sales but more often customers come in specially, and when they do they'll always buy something else. Positioning everything in the shop, rather than having it behind the till, works really well - we sell two or three times more by doing that.

Raj Aggarwal

STORE Queens Drive Stores
LOCATION Wigston, Leicestershire
SIZE 3,000sq ft
TYPE residential

TOP TIP

Make sure you know your products. Every employee here is able to offer advice and customers really appreciate that



Our extensive range includes Calpol, Imodium, Lemsip and Nurofen, which we get from Spar. We sell loads of branded lines, such as Beechams, Lemsip, Anadin Extra and Nurofen Cold & Flu, which range from just over £2 to around £5. We find higher prices don't deter our customers because it's a necessity product and they know that they're going to pay slightly over the odds in a convenience store. We also have a wide range of children's options including Calpol's Six Plus, Calpol sachets and also liquid varieties, as well as Nurofen Suspension liquid.

Dave Songer
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 @RetailNewsagent
 facebook.com/retailnewsagent

Data supplied by



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

BOOKER RRP	AVERAGE	RETAILER 1 HIGH STREET C STORE IN CENTRE OF MEDWAY TOWN	RETAILER 2 PLYMOUTH SUBURBAN STORE	RETAILER 3 VILLAGE STORE IN PICTURESQUE RURAL NORTH-YUMBRIAN AREA	RETAILER 4 POST OFFICE AND LOCAL STORE IN SUBURB OF WEST YORKSHIRE TOWN	RETAILER 5 LARGELY SEASONAL SHOP IN CORNISH HOLIDAY AREA	RETAILER 6 LICENSED GROCER, NORTHANTS VILLAGE HIGH STREET
£3.59	£3.69	-	£3.59	£4.49	£3.59	£3.65	£3.79
59p	86p	99p	80p	£1.25	99p	£1.30	99p
59p	78p	99p	65p	£1.15	99p	£1.00	£1.00
£2.69	£2.60	£2.99	£2.69	£2.99	£2.31	£2.95	£2.25
£2.49	£2.75	-	£2.59	-	£2.51	£2.69	-
£3.59	£3.71	-	-	-	£3.59	£3.65	£3.59
£3.49	£3.56	£3.99	£3.39	£3.99	-	-	-
£3.99	£3.90	£3.99	-	£4.99	-	-	-
£3.29	£3.54	£3.99	-	-	£3.29	£3.79	£3.79
69p	81p	-	99p	-	-	-	-
£4.09	£4.18	-	-	-	-	£4.29	£4.59
£3.99	£3.96	£3.99	-	-	-	-	£4.29

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Harris Aslam

Greens of Markinch, Fife



Fisher & Donaldson baked goods (£ various)



Where did you discover them?

The bakery is only 12 miles away and they make and sell premium baked goods. Its star product is a fudge doughnut, and what it's best known for. It's one of our most popular items - in the top 10, in fact. The baker delivers to us each morning, like any other supplier, and we get cakes, savouries and rolls. Our only competition comes from a local Co-op that stocks baked goods from a Dunfermline baker which supplies to lots of businesses in Fife. We wanted to make Markinch a bit of a point of difference, a bit more premium.

Who buys them?

It's a very varied demographic, but they will travel to get them. Some of our customers come from around five miles away just to buy Fisher & Donaldson's products.

Why are they so successful?

I think it's because we're offering a premium product that's not in a lot of stores. We're looking at offering linked deals on them. We've got a little seating area and it's a good excuse for them to sit down while having their cake and drinks. There's a café next door and we're offering people an alternative, which is working well for us.

Andrew Taylor

STORE Taylor's Value & Convenience
LOCATION Hull
SIZE less than 1,000sq ft
TYPE main road

TOP TIP

Position stock at eye level so products are clear to see



We sell a good mix of products including cough medicines, cold and flu products such as Beechams, and also paracetamol, Nurofen and Anadin tablets - they're our bestsellers. We do get a spike in sales during winter but our standard range sells year-round. People come in for over-the-counter medicines for necessities sake, so price is the last thing they worry about. Brand awareness is strong. We charge a premium price, but the margins available on over-the-counter products are good anyway - even the 50p paracetamol we sell enables us to make 40%.

Peter Robinson

STORE Robinson Retail
LOCATION Pembroke
SIZE 300sq ft
TYPE community store

TOP TIP

We think it's the right thing to have the brand leaders in our store. Customers will go for them, with little regard for price



We always stock up in autumn for the cold and flu season. It's vital to offer a reasonably comprehensive range, as too little will reduce customers' confidence in your products. One cough mixture isn't enough, keep a selection that can alleviate everything from tickly to throaty coughs. We get our stock from Londis. In the case of cough mixture we have two varieties of Covonia and two of Benylin, while for cold and flu we sell Lemsip Max and Original. For lozenges we stock Strepsils. I would certainly recommend retailers get more cough sweets in for the winter. ●

RETAILER PROFILE



A welcome change

Having worked in his store for 30 years, Irish retailer Martin Mulligan has seen his local town evolve around him. Adapting his store to cater for these changes and being the first to follow new trends is what Martin says has made his store such a success.

Matt Hutchings reports

Martin Mulligan, of Mulligan's Londis Athlone in County Westmeath, has seen the town expand and change dramatically around his business over the past 30 years. The key to retail success, he suggests, is to stay versatile and adapt with such changes. With a forecourt, deli, post office and even a laundry service, Martin explains what he's done to stay in tune with the times.

"We were once what you'd call a rural business – we provided a real service for the community, and it's something we still do today. We completely demolished the store back in 2000 to comply with new legislation and it really gave us the chance to think about how we wanted our store to be designed," says Martin. "Consequently, we ended up with plenty of space for parking and it also gave us the opportunity to open a deli."

Martin's story is similar to many in that the deli has meant big business. "Ever since it was installed, we've seen year-on-year growth from our deli and coffee offering. We were targeting the building trade, workers looking for breakfast and sandwiches, and it's performed really well, adding about 12% to business sales."

Like the deli, Martin's post office also added about 12% in sales to the business when it was installed 10 years ago. He explains that all these services help him to

stay competitive in an area that is becoming ever more crowded with multiples and discounters. "There's an Aldi, a Lidl and two Tesco branches near the store. They all operate unrestricted hours – it's completely unfair in my view. It's important that someone in government listens to the needs of independent retailers."

Staying ahead with technology has also kept the business in good shape: "We actually introduced a scanning system back in the early 90s, through an initiative with the NFRN", says Martin. "We were very ahead of the curve – one of the only stores in the area with that technology. It helped us to stand out from the competition for a long time simply because of the novelty factor."

Although business is booming again now, things haven't always been easy. Martin recalls the struggles of the recession and how his business was affected. "We lost about 30% of our trade at the time. We actually came out of it really well all things considered, but we had to adapt the business quite drastically afterwards; there had been



“Reading Retail Newsagent keeps me up to date with what other retailers are doing and all the latest trends”

MARTIN MULLIGAN



“We sell fire logs in boxes of 10 all year round, but trade certainly picks up around this time of year. I’m hoping to sell around 100 cases a week in the run up to New Year”

three cash and carries in the area – and then there were none. We now rely on one delivery a week, which can be a real challenge. You constantly have to assess stock levels – knowing on a Sunday what you’re going to need on Wednesday for the rest of the week is a real skill.”

Now, Martin’s shop is back on form, and as part of Londis he’s also able to use the leverage of the brand image to promote it. “We make use of Londis’ promotional leaflets and also run plenty of in-store offers on everyday items to keep people coming back,” he says.

Seasonal offers also play a big part in keeping the store current. “We sell fire logs in boxes of 10 all year round, but trade certainly picks up around this time of year. I’m hoping to sell around 100 cases a week in the run up to New Year.”

With strong sales, expansion is on the cards, with plenty of ongoing and future initiatives designed to grow the business. “We’ve just had new pumps installed on the forecourt and our ATM is now 24/7, even when the store is closed. We’re also planning to completely renovate the inside of the store to give the whole place a facelift.”

VISIT MY SHOP

Mulligans Service Station and Grocery

Roscommon Road
Bogganfin
Athlone
Co.
Westmeath
Ireland



Want to see more of Martin's store? Go to betterretailing.com/mulligans

THE RN INTERVIEW



James Frost

Payment technology company Worldpay has unveiled its new small business-focused system, My Business Hub. Its chief marketing and commercial officer James Frost talks to **Tom Gockelen-Kozlowski** about the future of payments

We've all done it - that audible sigh when a shop or restaurant worker announces the business is 'cash only'. The key question as far as Worldpay's chief marketing and commercial officer James Frost is concerned is whether those businesses still operating without EPOS tills, contactless card machines or other modern technological basics have a realistic and affordable way of updating their operations. With his company's new My Business Hub system, he feels they have.

"High-end EPOS systems can cost thousands of pounds. We want to replace the traditional till and we want it to be at a price point that's not too far from that," he says. In practice, this figure is around £50 per month plus an upfront fee.

According to the company, My Business Hub "consolidates existing cash registers payment devices and receipt printers" and the sleek white machine certainly looks impressive. It even comes with a detachable tablet which, while more suited to traditional restaurant service, could easily be used by a member of staff helping a customer with limited mobility to shop.

But it is the intuitive nature of the system that the company is pushing to the fore in its marketing and Mr Frost sees a lot of scope for unaffiliated convenience retailers to benefit most.

"We definitely realise that chained retailers will have access to this kind of thing but, certainly at the smaller end of the market, most people have what we call a 'dumb' till connected to a receipt printer and a card machine - there's a lot of stuff on their desk," he says.

Clearing space by the till will be a popular prospect for any store owner who covets the space for impulse-friendly items but the simplicity of the system is also designed to clear space in a retailer's diary.

"Life is busy for all small retailers. Solutions like My Business Hub are really there to free up time. We've got a suite of online tools and videos that take you through the features.

"There's educational emails that get sent through as well. The great thing is its software-based, new features are automatically updated, so you don't have to worry that you've bought the wrong generation of kit. When we update the software it just

Life is busy for all small retailers

comes as an overnight update which everyone receives," Mr Frost adds.

Once up and running, there are a number of time-consuming jobs Mr Frost highlights where his system can make a difference.

"One of the things most small retailers do at the end of the day is counting the cash, adding it up, printing a receipt from the card machine. With My Business Hub you just hit a button at the end of the day and end-of-day reconciliation becomes a lot simpler," he says.

The initial set-up process is also a nod to the company's target market. "If you take a contract with us, we will send out an engineer to you to set it up, but it is very intuitive – you can actually do it yourself," Mr Frost says. "All the apps are driven from the Google Play app store and when you log in there's a help screen for first time users that helps you navigate around. In the case that something does go wrong, we have a 24/7 helplines and support."

If all this sounds like a nice-nice message from a firm out to spread the good news of its latest invention, then Mr Frost is keen for store owners to know the perils of being behind the curve. Particularly how easy it is to alienate younger shoppers.

Buoyed by the growth of contactless for major chains such as McDonald's and Tesco, as well as the popularity of it as a payment method on the London Underground, the expectation that retailers will offer a contactless terminal, let alone a card machine, spans the generations. "If there is a difference, the younger generation are possibly more intolerant," says Mr Frost.

"We see with under-25s that one



The system integrates all modern payment systems



We see with under-25s that one in five of them seriously distrust a business that only takes cash

in five of them seriously distrusts a business that only takes cash because the inference is that, if the business couldn't even take the steps to accept the basics, then what does it say of the quality of the business it offers?"

Spending a few hours with Mr Frost and his colleagues, it's clear that there are some pet hates they share – many of which would be familiar to UK shoppers.

Chief among them is minimum charges for card payments, something Mr Frost thinks is now obsolete. "Nowadays there's no real logic

to charging for card payments," he says.

"In the old days the way card payments were charged, there would be a minimum fixed amount but that's changed now and businesses should only be paying a percentage of the amount transacted so if they're only spending £1 then that's fine, it's just a percentage of that."

Again, he warns retailers that these kinds of charges can have an adverse long-term effect on stores – particularly those operating in a competitive area: "It doesn't send out a great message if you're putting restrictions on your customers and how they want to pay."

And a challenge for stores determined to do the bare minimum is that the world moves on. So, although My Business Hub is very

much designed to cater those who may not have embraced technology, it isn't limited to entry-level features. Indeed, the analysis tools collect data like any corporate headquarters would.

"If you set up a product catalogue we can tell you which products sell most, which times of day are busiest for you and what your busiest days of the week are.

"We can see if your business is growing or shrinking and we can even see if you're getting refunds at particular times which might show that you need to keep an eye on particular staff members. There's all sort of ways that small businesses can run their businesses more effectively by using systems like this," James Frost says.

Less the arrival of a new piece of kit, then, My Business Hub is yet another klaxon sounding the end of the tech-free store owner – giving stores all the tools they need to understand their shoppers and their business.

"If you don't go with technology you risk your customers viewing you as backward," Mr Frost says. "And shopping in places that do." ●

Intuitive software is designed to minimise training



Interview by **Tom Gockelen-Kozlowski**
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 tel 020 7689 3361

TOBACCO

From Palmer & Harvey's new tri-lingual guide to the latest legislative changes to tobacco manufacturers' unprecedented consumer-focused education efforts, the industry is coming together to help retailers during this challenging time for the tobacco market. **Tom Gockelen-Kozlowski** and **Toby Hill** get the latest

Helping you to face the challenge



INDUSTRY Q&A



Andrew Miller, head of field sales at Imperial Tobacco, is one of two leading experts to provide the latest advice and insight on the tobacco market

What support are you offering retailers at this time?

Imperial Tobacco is well under way with its retailer support platform Partnering for Success - encompassing trade press adverts, videos, in-depot and retailer engagement evenings, PoS materials and more - and we are continuing to work through our field force and beyond to ensure retailers are prepared for the full implementation of standardised packaging in May next year. Independent retailers visited by Imperial will initially receive 250 Consumer Information Cards to distribute to their customers.



What's your advice to RN readers?

As part of Partnering for Success, Imperial Tobacco is proposing a 'one brand, one shelf' technique that enables retailers to quickly and efficiently navigate their gantries after the arrival of standardised packaging. The first part of the solution is offered before a retailer opens the gantry doors. Simple outer-door navigation labels will help retailers find the correct shelf before they open the doors. Once inside, inner-navigation labels and descriptors on shelf clarify exactly where individual products are located. We're encouraging our retailers to begin to adopt this solution now so by the time May 2017 comes around it should be second nature.



Jeremy Blackburn, head of field sales at JTI, provides his perspective on the best advice and insight for retailers operating in the tobacco market

With plain and EUTPD II-compliant packs already beginning to appear on shelves, JTI has moved into the second stage of its 'Your Guide Through Change' - the 'Be Prepared' phase. This has seen JTI create an informative 'Be prepared' video, online training modules on JTI Advance, a detailed leaflet with information about the new legislation, and a consumer-facing website information on the changes.



With staff accustomed to where stock is currently merchandised we recommend that independent retailers maintain their current planograms. Products are arranged to ensure bestsellers are in the best positions, and the same brands remain together for ease of accessibility, the space available and speed of service. With all the other changes that are taking place, significant alterations to where brands are stocked or where the gantry is positioned could cause confusion, out of stocks and lead to longer service times. Stock rotation is key as plain packs begin to filter through - retailers should sell branded stock first to ensure they don't have any left after the May 2017 deadline.



Retailers should sell branded stock first to ensure they don't have any left after the May 2017 deadline



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This product contains nicotine which is a highly addictive substance.

TOBACCO

Tobacco watch

What we're seeing

How we're preparing

Graham Doubleday
Newmarket,
Mossley,
Greater Manchester



We haven't had many standardised packs in yet. But we are running out of pricemarked packs and that's making a massive difference to sales. People are very conscious of price in cigarettes, and when we run out of pricemarked in one brand they'll switch to another.



There's not much we can do to prepare. There's no point ordering lots of stock – after a certain time, we won't be able to sell 10s or 12.5g packs anyway. We'll just have to live with these draconian regulations. It'll be difficult, using a gantry full of identical looking stock. Imperial provide our gantry and they're going to introduce a tagging or colour-coded system, so that should help a bit.

Janette Tucker
Lifestyle Express,
Winscombe



We've currently only got two or three brands that have sold out and are in plain packs. Customers can be upset by the increase in prices, especially as 17-packs become 20-packs and so on; but it doesn't particularly impact sales. If you're an avid smoker you're going to buy your cigarettes regardless. I think the main change is that the younger generation are going for e-cigarettes, they're not bothering with tobacco.



It's definitely going to be hard for staff – once they all turn it will be difficult to distinguish between them. You've got to be very careful when scanning them, and I've talked to them, reminding them to look at the marking rather than the branding.

Vicky Onions
Vicky's,
Bromsgrove



We've only got two or three lines that are in plain packs at the moment. Benson & Hedges Blue superkings are in plain and are no longer pricemarked, and they're definitely now selling more slowly. We've still got a good range of 10s. In the next few months I guess it will start taking hold.

We've talked to customers about the changes. Some don't believe that 10s are going. With regards to staff, we have a JTI gantry, and they've come in and put signs where the prices are and they've also put descriptions of the cigarettes next to the price so it's easier for staff to find them.

Julie Durha
Julie's Convenience Store,
Telford, Shropshire



We only deal with Booker. Branded stock in my local depot is filtering out, getting thinner and thinner. Pricemarked packs are disappearing too. We're feeling it now, we can't get the stock. Manufacturers have put up the price of 10s, so we're not shopping around for them. It's not worth it for the small margin they give us. It's not going to happen overnight but we're gradually having to get on with switching over.

We're not ordering extra stock – we don't have the funds available to stockpile cigarettes just to please some customer who wants a 10 in his brand – it's not safe security-wise. Our customers will just have to get used to buying 20s.



Carl Pickering
Top Shop News, Hesketh Bank,
Preston



We've not had any issues getting stock, though we were selling a lot of pricemarked stock and that is slowly but surely disappearing. Instead, we're moving towards a new pricing strategy of RRP plus 20p. It's selling through fine, to be honest, and I get a slightly better margin on it; we're still competitive with the shops around us.

We inform customers as much as we can – some packs of 10s have disappeared on certain lines so we try and keep people in the picture. We've got a good market for hand-rolling tobacco, for example; we just got in some new 30g bags of Pueblo, which is quite niche; so we're explaining that there's just going to be 30g available in the future. ●

Palmer & Harvey guide The key stats

Five numbers from the UK's biggest tobacco wholesaler's latest research

75%
of retailers don't think their customers are aware of the upcoming changes

28 seconds

The time it takes Australian retailers to find the right tobacco product after plain packaging arrived, up from just three seconds



34%
of retailers were unaware of the ban on RYO pouches of less than 30g

49%

of retailers were unaware of the upcoming ban on flavoured and menthol cigarettes



8 in 10
cigarettes sold up to this point were in packs smaller than 20 sticks

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For Tobacco Traders Only

PRICING



Coventry retailer Aman Uppal displays his deals in prominent positions

Despite deep controversy when it first began to appear on best-selling products, pricemarking has slowly become popular with retailers looking to gain the edge in a competitive market – provided everyone in the supply chain benefits. **Dave Songer** reports

The perfect price

David Gilroy – a former director at Bestway who now runs an online retailer communications tool, Store Excel – is clear what lies behind a successful pricemark: a realistic price, good margin for retailers and a healthy return for wholesalers.

The perfect price will be “in line with what’s going on everywhere else” according to Mr Gilroy, and certainly within 10% of what multiples charge. “Without that, consumers will lose confidence that pricemarked products are fair or competitive.”

But just as important is ensuring a retailer’s margin is “something that they can live with – around 20%”, he adds. Add to this the need for a wholesaler to make a profit themselves and the challenge becomes clear – how do you find the right price for a pricemark?

One advantage the industry has when setting prices is that there are many products where customers simply don’t know what to pay. That’s the argument put forward by shopper psychologist Phillip Adcock, managing director of Shopping Behaviour Explained Ltd (SBXL). “If I asked a

shopper the price of a loaf of bread, how much would they say it was?”

It’s “context and stand out” that gets people buying, he says. “A big offer in a convenience store saying ‘sliced bread for £1.20 for one week only’ will be popular. It’s a trigger; it looks cheap and they don’t”



PHILLIP ADCOCK'S FOUR CLEVER WAYS TO USE PRICING PSYCHOLOGY

Make every syllable of your communication count

“Whether on a dump bin or poster, people will remember a £1 poster price. If it’s £1.37 they have no chance.”

Orientate promotions to emphasis the saving

“In shoppers’ brains, a ‘was £2, now £1’ written vertically means the ‘now’ price is physically lower than the list price, appearing as a bigger saving.”

Multibuy can hide price increases

“You can increase individual prices in a ‘three for £6’ deal, for example, with each separate product rising to

£2.50 each. Many people don’t buy three.”

Encourage trading up with anchoring

“It’s important for retailers to have a £50 bottle – it’s there to ‘anchor’ customers so that other items don’t look too expensive, enabling retailers to sell an awful lot more of their £30 bottles, for example.”

Take advantage of our widest ever range of over 50 PMPs*



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*AVAILABLE IN NON PMP. RETAILERS FREE TO SET THEIR OWN PRICES

**Him! Bitesize Insight; Price-marked packs, August 2015

PRICING

THE THINKING BEHIND OUR PRICING STRATEGY



Pricemarked packs are available across Mondelez's portfolio including its Ritz, Mikado and new increased-size £1 Maynards sharing bags.

"Pricemarking helps to make it easier to shop as customers do not have to ask the price."

Susan Nash

Trade communications manager at Mondelez



Wrigley is launching £2 pricemarked 46-pellet bottles of its Extra range across its core spearmint and peppermint varieties.

"Purchase intent in the gum category declines significantly when products are priced above £2."

Dan Newell

Confections marketing manager, Wrigley



Halewood International has made its Red Square Slow & Lemonade and Toffee & Apple Vodka Pre-Mix cans available on a price-marked two for £3 promotion.

"Price-points need to be carefully considered, in order not to devalue a quality product but offer convenience and help customers make quick choices."

Tina Connolly

Brand manager, Halewood Wines & Spirits



Coca-Cola Zero Sugar was launched in a limited edition 49p promotional can – making it 16p cheaper

than the rest of the core Coke range.

"An irresistible offer can often encourage a shopper to buy an item they had no intention of picking up when they entered the store."

Amy Burgess

Trade communications manager at Coca-Cola European Partners



Dairy Crest has launched a £1 pricemarked Utterly Butterly format. At 250g it is designed for top-up shoppers.

"More recently we have seen many retailers focusing on executing fewer, better promotions with fewer multibuy, enabling simpler choices for consumers."

Amy Fisher

Senior shopper marketing manager, Dairy Crest



McVitie's-owner Pladis has launched a range of 89p-pricemarked 'barrel' biscuits including custard creams and bourbons.

"Multi-buys, despite being a great driver of value, are less relevant now as retailers seek to compete through base price cuts, overlaid with price-down promotions."

Sarah Lonorgan

Customer marketing director at Pladis



Earlier this year Red Bull reduced the RRP of its pricemarked 355ml cans to £1.49.

"38% of shoppers agree that pricemarking reassures them that they're not being over charged in a convenience store."

Richard Fisher

Category development manager at Red Bull



SHS Marketing is using pricemarking to encourage customers to pick up Zip firelighters and wrapped firelogs their local shops.

"A new range of pricemarked products have been introduced to build customer perception and trust."

Richard Harris

Sales and marketing director, standard brands



If I asked a shopper the price of a loaf of bread, how much would they say it was?

need to know the price," Mr Adcock says.

He argues that it's the convenient nature of convenience stores that drives footfall, not price. The perception of cost being key is down to the supermarkets' "wrong belief" that that's what customers want, says Mr Adcock.

"Give them convenience – if a store offers porridge pots for £1.50 but for £2 will allow customers to fill it up with hot water, then they'll go for that. They won't care about 50p."

If pricing is so subjective why is there a role for pricemarks? According to Diageo's head of category development, James Cragg, having a range of pricemarked products in store "instils a sense of confidence and trust" between retailers and shoppers that creates a perception of value. That's particularly true of new products he adds, with "53% of consumers" more likely to try new products when they're pricemarked. Meanwhile, research and consulting company, Him!, found that 83% of retailers say that pricemarked packs sell faster than equivalent unmarked packs.

It's the role of the supplier to ensure this "trust is maintained" and David Gilroy remembers a pricemarked pack in one convenience store close to double the available price in a nearby pound store. This disparity has a "corrosive effect on consumers' confidence," he says.

With pricemarking clearly here to stay – and with the number of categories it effects rising – this is a balance there'll be many hoping the industry continues to get right. ●

PREVIEW



Stock a cracker!

Haribo has launched a limited edition Christmas cracker-shaped gift box of Maoam Stripes.

Price £1

Outers 8

Contact 01977 600266



Bag camembert chic

Kettle Chips Baked Camembert & Oak Smoked Garlic is being launched for the winter, which replaces the summer flavour of Chorizo, Feta & Olive.

RRP £1.99

Outers 12

Contact 01977 600266



Jingle bells, Stella sells...

InBev has launched limited edition packaging across its Stella Artois range and Christmas gifts for the festive period.

RRP various

Outers various

Contact 01582 391166



It all ads up

Rustlers is rolling out a £2.5m marketing campaign over the next 12 months which will also include a TV advert.

Price £1.99

Outers 8

Contact 01772 688300



Christmas lunchtime

Urban Eat has launched six limited edition sandwiches including Piggies Under Blankets sub roll and Boxing Day Brunch panini.

RRP £1.99-2.99

Outers not given

Contact 0333 003 7843



Sharing's caring

Mentos is launching a £2.3m campaign, which includes a TV advert, to promote its sharing bag format.

Price £1.09

Outers 7

Contact 01753 442100



A new spin on the bottle

Pernod Ricard will be launching a band highlighting Jacob's Creek's title as 'Winner of over 7,000 Awards' on its bottle necks.

Price various

Outers not given

Contact 0208 538 4484



Snap, crackle and profit

Kellogg's has unveiled plans to release bigger, pricemarked cereal boxes.

Price £2.99

Outers not given

Contact 0870 240 2393



Juicy announcement

All new Volvic Juiced variants will contain reduced sugar levels of 4.9g per 100ml.

Price 99p

Outers 12

Contact pick up from your cash & carry

THIS WEEK IN MAGAZINES

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Euro info

THE INS AND OUTS OF BREXIT EXPLAINED

In June the UK's population made the historic decision to leave the European Union. This one shot tells the full story of what took place

THE LAUNCH OF The New European newspaper has been hailed by many retailers as one of the most successful launches of recent years, and, thanks to the smart pop-up newspaper strategy developed by Archant, shows a potential route forward for newspaper publishing. What's more, on the back of some of its scoops – most notably its recent Tony Blair exclusive – its reputation and name among consumers is growing (it's even earned coverage in such prestigious publications as the New York Times). So this bookazine publication, dressed in a Sgt Pepper-style Beatle spoof front cover, has plenty of potential. It features new and exclusive articles and has some of the best from the publication so far.



2016 THE YEAR OF BREXIT
On sale out now
Frequency one shot
Price £6.99
Distributor Smiths and Menzies
Display with The Economist, The New European, Private Eye

Round up



TIM MURRAY
 Magazines
 reporter

FOR THE RECORD, VINYL IS BACK...

I'm a diehard music fan with thousands of records so I, for one, am eagerly awaiting the launch of Long Live Vinyl, the forthcoming publication due from Anthem Publishing, featured in last week's RN.

It's a smart idea and backed up with more clever thinking too – its 12-inch packaging mirrors that of a proper record and that makes it even more exciting to diehard collectors.

That same packaging worked for Jazz At 33 And 1/3, the partwork now up to its 22nd issue – I bought the first two, and mighty fine they were, too. Sure, the packaging can get a bit tatty on the corners, but it certainly achieves standout on the shelves – a similar idea in recent years has seen me picking up limited edition vinyl offerings from Q and Mojo. Heck, I even remember free singles on the front of the then paid-for NME and the short-lived Flexipop magazine.

Long Live Vinyl will be priced at just under £10, which might seem at the higher priced end (for a consumer), although the kind beloved by retailers for the margin it offers.

And after baulking at the price of some of those music magazine specials and one shots recently, I shelled out for an Uncut History Of Rock special on 1980 recently. I must admit I was pleasantly surprised with what I got for my money. So much so, I'm thinking of ordering a back issue. My reluctance to fork out £9.99 had stopped me from buying it, while, on a whim, I got the latest one. Now? Well, after realising the value there is from £10, there's every chance I'll spend that much on magazines again and again.

Maybe some album-sized, 12-inch packaging would have helped persuade me, or, better still, a free record.

THREE OF THE FOUR TOP-SELLERS THROUGH INDEPENDENTS

PLEASE STOCK AND DISPLAY PROMINENTLY





ULTIMATE SPIDER-MAN

The latest issue of Panini's Ultimate Spider-Man comic features not one but two gifts, both an "epic dart blaster" and a sheet of Spidey-related stickers. Within its pages, there is a wealth of Doctor Octopus-themed puzzles, as well as a comic strip seeing the web-slinging superhero taking on Orka. With a new film set to arrive at cinemas in 2017, interest in Spider-Man is set to reach new heights.



FREE GIFT

On sale 24 November
Frequency every three weeks
Price £3.99
Distributor Marketforce
Display with Beano, Star Wars Adventures, Lego Nexo Knights



OUTDOOR FITNESS

Outdoor Fitness is the first of two Kelsey publications due to feature a fitness gift guide in the run-up to Christmas. The publication, under the banner of Active, features more than 100 different ideas for presents for the runner, the athlete, the triathlete, the walker and the "adventurer". These include scores of ideas for clothing, accessories and all manner of gadgets.



FREE GIFT

On sale 25 November
Frequency monthly
Price £4.50
Distributor Seymour
Display with Trail Running, Running, Women's Running



AUTOCAR

It's a 100-page bumper issue of weekly publication Autocar, with a full report from the Los Angeles Motor Show looking at the models unveiled at the big event on the motor industry's calendar. In terms of further editorial, there's a look at which offer the best value - new cars or used motors. It's expected to deliver a 15% sales increase on the previous issue.



BUMPER

On sale 23 November
Frequency weekly
Price £3.80
Distributor Frontline
Display with Autosport, Auto Express, What Car?



THE FIELD

The field sports specialist magazine gets a new lease of life and a new look throughout its 200-plus pages, but not forgetting the heritage it has after more than 160 years on the shelves. The redesign is matched with a new, more modern outlook and has a special gold foil cover to make it further stand out on the shelves. In keeping with the time of year, the magazine is offering a Christmas special, with a themed cover.



RELAUNCH

On sale 17 November
Frequency monthly
Price £4.50
Distributor Marketforce
Display with Shooting Gazette, Country Life



LITTLE WHITE LIES

Managing to combine a clutch of different crazes and fads, the latest issue of high-end film magazine Little White Lies features the forthcoming Star Wars film, Rogue One, on its front cover, but also has a colouring pattern featuring the film's star Felicity Jones as the main design. Fans have the opportunity to colour in their favourite film, before going on to read the magazine's coverage of the forthcoming blockbuster.



SPECIAL

On sale Out now
Frequency bi-monthly
Price £6
Distributor Comag
Display with Empire, Total Film, Starburst



Bestsellers TV & Soap

Title	On sale date	In stock
1 Radio Times	19.11	<input type="checkbox"/>
2 TV Choice	22.11	<input type="checkbox"/>
3 What's On TV	22.11	<input type="checkbox"/>
4 TV Times	22.11	<input type="checkbox"/>
5 TV & Satellite Week	22.11	<input type="checkbox"/>
6 Inside Soap	22.11	<input type="checkbox"/>
7 Total TV Guide	22.11	<input type="checkbox"/>
8 All About Soap	29.11	<input type="checkbox"/>
9 Soaplife	29.11	<input type="checkbox"/>
10 TV Spielfilm	21.11	<input type="checkbox"/>

Colouring & Drawing

Title	On sale date	In stock
1 Relax With Art	08.12	<input type="checkbox"/>
2 Colouring Heaven	01.12	<input type="checkbox"/>
3 Ultimate Dot2Dot	01.12	<input type="checkbox"/>
4 Creative Colouring	14.12	<input type="checkbox"/>
5 Zen Colouring	13.12	<input type="checkbox"/>
6 Creative Pastimes	14.12	<input type="checkbox"/>
7 Simply Colour	14.12	<input type="checkbox"/>
8 Simply Colour Mini	14.12	<input type="checkbox"/>
9 Creative Colouring	14.12	<input type="checkbox"/>
10 Colour Me Collection	18.11	<input type="checkbox"/>

Data from independent stores supplied by



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THIS WEEK IN MAGAZINES



TOUCHDOWN

American football is enjoying a major surge in popularity in the UK – it's the fastest growing sport on these shores – with games selling out at Wembley. Perfect timing, then, for the arrival of the latest issue of UK-based US football publication Touchdown. This issue looks at the top 50 NFL players, with local flavour coming from Neil Reynolds of NFL UK and Sky Sports helping in the judging.



SPECIAL

On sale 18 November
Frequency bi-monthly
Price £6.99
Distributor Seymour
Display with The Rugby Paper, Forever Sports, Four Four Two



THE NME INTERVIEWS

More from the archives of NME, which the people behind Uncut magazine have successfully mined for a number of products for this branded one shot featuring the old New Musical Express logo on the front. After Beatles-solus specials, this has a wider brief, taking in classic interviews from the music paper during the 1960s, with the Fab Four joined by the Stones, Hendrix and Dylan.



SPECIAL

On sale out now
Frequency irregular
Price £5.99
Distributor Marketforce
Display with Mojo, Uncut, History Of Rock



ULTIMATE MUSIC GUIDE: PJ HARVEY

With more from the pages of old music magazines NME and former arch rival Melody Maker, this one shot is brought to the shelves by the team from Uncut. This special covers PJ Harvey, whose career spans 20 years and still sees her enjoying huge success. It looks at every album she's released, gives an overview of her life in music and features archive interviews.



ONE SHOT

On sale out now
Frequency one shot
Price £7.99
Distributor Marketforce
Display with Mojo, Uncut, History Of Rock



MOANA STICKER COLL'N

You may not have heard of adventurous teenager Moana yet, but given that the animated character is the eponymous star of the forthcoming Disney Animation feature film, you soon will have. The Panini sticker collection arrives just as the film hits UK cinemas and, with seven sticker packets in the starter pack, fans are certain to be queuing up to get more of their new favourite heroine.



LAUNCH

On sale 2 December
Frequency one shot
Price starter pack £3.99, stickers 50p
Distributor Marketforce
Display with Disney Princess Sticker Collection, Frozen Northern Lights



FROZEN: MAGIC OF THE NORTHERN LIGHTS

The Frozen franchise needs no introduction to retailers. It has, in just a few years, become one of Disney's biggest brands and, after a raft of successful outings in the collectables world, it returns with another sticker collection from Panini. The latest strand is called Magic Of The Northern Lights, part of a new spin-off series of books, and features more than 190 stickers.



LAUNCH

On sale 24 November
Frequency one shot
Price starter pack £2.99, stickers 50p
Distributor Marketforce
Display with Disney Princess Sticker Collection, Disney Tsum Tsum Stickers, Secret Life Of Pets

Industry viewpoint

Darren Pitt
 Business director,
 Autocar



Autocar connects with car enthusiasts in its own unique way. It has the longest history in the magazine business of road testing and motor industry reporting, making it a must-read for anyone who loves cars. Autocar is the car enthusiast's weekly fix and the independent sector has been instrumental in Autocar's success.

This month the world's motoring press converged on the LA Motor Show, clamouring to get the latest news and pictures from one of the most influential and best-attended motor shows in the world. With major new reveals from Jaguar and Alfa Romeo, as well as all

the latest electric cars, Autocar covered the subject with all the enthusiasm, insight and quality that makes it the world's greatest motoring magazine.

With so much going on and car enthusiasts eager to find out what the show had to offer, this issue will be a strong driver of retail sales for the motoring category.

As Christmas looms, we see another key opportunity for sales of Autocar. The premium-priced bumper double issue (£4.99) is out on 14 December – yet another key week for you to support the magazine and see profitable sales uplifts.

If that wasn't enough – on 18 January Autocar will carry with it a 68-page book, charting the development of the new Nissan Micra. This exclusive supplement will include development stories about the car, including the design process, validation drives and interviews with the project team behind the car. This supplement is free with the specially promoted issue of Autocar, which will be packaged to appeal not only to our army of loyal readers, but beyond the core audience too.

Top tip
 Display motoring magazines more prominently around key times of the year: in the lead-up to plate changes every March and September and around times when big motor shows take place – usually March, October, and November.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



BESTWAY'S PETER BRAME'S SIMPLE ADVICE TO GROW PET FOOD SALES IN YOUR STORE

Plus, with the National Living Wage raising the cost of pay, retailers and digital experts reveal how online training tools are revolutionising the way they develop their staff



Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	46	100	8.99
Build the Millennium Falcon	99	100	8.99
Jazz at 33 and third RPM	23	70	14.99
Simply Stylish Knitting	47	90	3.99
Star Wars Helmet Coll'n	23	60	9.99
Zippo Collection	32	60	19.99

Eaglemoss

3D Create & Print	98	100	6.99
Build A Solar System	67	104	7.99
DC Comics Graphic Novel	34	60	9.99
Doctor Who Figurines	85	120	8.99
Marvel Chess Collection	96	96	8.99
Marvel Fact Files	193	200	3.99
Military Watches	73	80	9.99
Star Trek Ships	86	85	10.99

Hachette

Art of Crochet	65	120	2.99
Art of Knitting	96	90	2.99
Art of Quilting	47	90	3.99
Art Therapy	88	120	2.99
Art Therapy 50 Mindful Patterns	4	80	4.99
Build the Mallard	117	130	7.99
Build the U96	117	150	5.99
Dr Who Complete History	32	80	9.99
Draw The Marvel Way	24	100	4.99
Judge Dredd Mega Collection	49	80	9.99
Marvel's Mightiest Heroes	76	100	9.99
My 3D Globe	98	100	5.99
Warhammer	3	80	9.99

RBA Collectables

Precious Rocks, Gems & Minerals	96	100	5.99
Real Life Bugs & Insects	13	60	0.99

Panini

F1 Collection	17	60	9.99
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Collectables

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

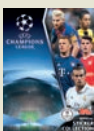
Topps



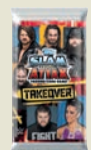
Shopkins Sparkle Sticker Collection
Starter £2.99
Stickers £0.50



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

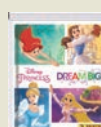


Star Wars Rogue One
Starter £4.99
Cards £1.00



Trolls Trading Card Game
Starter £4.99
Cards £1.00

Panini



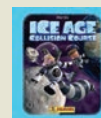
Disney Princess Sticker Collection
Starter £2.99
Stickers £0.50



Frozen Sticker Collection
Starter £2.99
Stickers £0.50



Doctor Strange Trading Card Collection
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Cards £1.00



Ice Age
Starter £2.99
Cards £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
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Stickers £0.50



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Back in the day

100

YEARS AGO

18 November 1916

With soaring costs due to wartime shortages, and most publishers said to be running their newspapers at a loss, The Times announced it was to go up in price to one and a half pence (or three halfpence, or a penny and half penny). Other publishers were set to meet to decide whether to follow suit.



60

YEARS AGO

24 November 1956

The trade feared planned petrol rationing could harm business when it was introduced in December. Wholesalers and publishers were aiming to band together to save petrol. In better news, retailers were buoyed after publishers agreed not to print papers on Christmas or Boxing Day.



25

YEARS AGO

23 November 1991

Viz magazine – the second best-selling publication in the UK, had launched an eight-week Do You Measure Up promotion for independent retailers, offering a trip to New York to which ever independent best supported the comic in stores. It was producing a further 2,500 T-shirts for retailers to wear.



Don't pooh-pooh Tesco's mulled wine loo paper

Christmas is nearly here. You know the way it works, the way the Yuletide season hoves into view: first come the Christmas telly ads (Tesco, Asda and John Lewis are all among those revealing their wares), then the incessant playing of Slade and Mariah Carey records that accompanies any shopping trip, and then the likes of Pret unleashing its Christmas sandwich.

And this year, everything Christmas-related is coming up smelling of mulled wine. For there's a wealth of



scented products hitting the shelves that boast the aroma of the drink that includes a bunch of stuff we're not really sure of (Cinnamon? Cloves? Er, wine?).

Chief among these, and alongside Waitrose's mulled wine-scented bleach, comes Tesco's mulled wine-scented toilet paper.

Why anyone would appreciate the smell of the drink that always gets made, then left behind, then thrown away at Christmas parties is beyond us, but the move has certainly earned the supermarket giant plenty of PR.

Crisps shaken, not stirred...

Ever asked for your favourite crisps shaken, not stirred? These may be the words on many customers' lips over the coming years following Lidl's release of its cocktail-flavoured Negroni crisps.

The launch follows the recent trend for other alcohol-flavoured crisps including gin and prosecco. The store's non-alcoholic Deluxe With Love Negroni Hand Cooked Crisps launched on 3 November and retail at 99p a bag, competing with traditional luxury crisp brands like Tyrrells and Burts Chips, as well as own brand providers such

as M&S and Waitrose.

The move will delight shoppers who enjoyed Tesco's own brand fizzy Prosecco and elderflower-flavoured crisps last year.

But not all customers shared the same view, lambasting the cocktail crisps on social media with the hashtag #NegroniCrisps: "Negroni crisps. The world has gone mad. Stop it!" wrote one Twitter user. The new addition will join the rest of the Lidl Christmas crisps line up, including Goats Cheese and Apple Chutney, and Pigs in Blankets.

VIEW FROM THE COUNTER with Mike Brown



I have one customer who buys The New European every week. Last week he showed me a full-page advert which read – "sign up today and get The New European delivered to your door every week from just £10 for the first 10 issues".

My customer was sorely tempted by this half-price offer. As the most successful post Brexit launch, which has built its circulation via the newsstand, why do we constantly get kicked in the teeth with subscription offers which bypass us?

Every time we naively get sucked into the hype associated with a launch and give it our full support. Surely with publisher support a title can grow sales without having to resort to subscriptions.

The legendary and world-famous Scott motorcycle trial (the toughest in the world) took place recently in Swaledale. Out of 200 riders only 88 finished. The best-placed local rider was Guy Kendrew, who improved on last year's 10th place to come third this year.

Guy's regular tippie prior to a trial, when he picks up his Trials & Motorcross News, are jelly babies.

This year he switched to jelly beans. Even his mum was surprised by this deviation from his regular fix, but it obviously worked.

A couple of weeks ago I mentioned my youngest daughter, Emma, had been nominated for Junior Sportsperson of the Year in Hambleton District Council's sports awards. It was hosted by Paul Addison from BBC Tees, with special guest the cricketer Paul Grayson. Emma won her category – wow! November is turning out to be a great month.

On 16 November she made her international football debut for England women's U16s against Norway. With gold pathways for Yorkshire cricket starting on Sunday at Headingley there is no time to work – I am just a full-time chauffeur.



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