

# RETAIL NEWSAGENT

## THE FUTURE OF FOOD TO GO



Lessons from Hong Kong  
INSPIRATION  
Page 26 >>



Building on our strengths  
Doubling chilled alcohol space grew sales 15%  
Page 24 >>

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### PRICING

## PepsiCo price rise will push shoppers to discounters

Wholesalers say 'opportunistic' Brexit increase will be passed to retailers. **Page 5 >>**



### SYMBOLS

## Small stores fear being left behind

Costcutter retailers concerned three-year rebrand plan is 'out of reach'. **Page 4 >>**

Delivery charges 'out of control' as Smiths News blames hike on labour costs. **Page 5 >>**

### WHOLESALE

## Don't miss non-fascia stores out

Retailers call for better deals for unaffiliated stores.

**Page 6 >>**

Vol 127 No 43  
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## FACES OF SUCCESS

Here are the 34 retailer finalists competing for the top spot in 12 categories in this year's Independent Achievers Academy. Read how the IAA has helped improve their businesses. **Page 4 >>**



# GALA DINNER 2016



“After attending the 2015 Gala Dinner and seeing the quality of retailers and suppliers in the room we were inspired to benchmark our store this year.”

**KATE MILLS**  
HEATH STORES, HORSMONDEN  
IAA TOP 100 RETAILER 2016

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CONFERENCE ★ FINALIST  
AWARDS 2016 Best Awards Event



## LEADER



With the NLW in its infancy, there's no surprise that retailers are feeling some pain implementing it



CHRIS GAMM

Editor

@ChrisGammRN

In the month the government has further increased the minimum wage, I've seen plenty of evidence that its National Living Wage strategy isn't working.

For example, while wages are increasing, research by the Resolution Foundation this week found self-employed people earn less than they did in 1995. This is backed by a recent RN poll, which found 50% of retailers said they had cut staff hours, putting at risk their major USP, while 30% said they had taken a hit to profits.

The debate at this month's Local Shop Summit shows even the very best retailers are struggling. They spoke about the gap narrowing between entry-level staff pay and that of managers and skilled workers.

Adam Hogwood shared his strategy for managing the transition to the NLW with Summit delegates, including how he's improving staff efficiency and extracting value from suppliers.

But is there another way to deal with this pressure? An article in the New York Times explained how notorious penny pincher Walmart turned around sliding sales and customer satisfaction scores by paying its people more. Not only has it increased average non-manager pay to nearly double the federal minimum wage of \$7.25, it has also invested in training, better rotas and more opportunities for staff.

As well as increasing customer service scores for 90 consecutive weeks, perception has shifted from Walmart being the last-ditch employment option to the place ambitious people might want to work.

With the NLW in its infancy, there's no surprise that retailers are feeling some pain implementing it. Walmart has taken much longer to develop its strategy and used some of the world's best economics brains to model it. But maybe it could be sign of where the future lies.

## CONTENTS

## NEWS

- 4 **INDUSTRY NEWS** Smaller stores fear they may lose out in Costcutter rebranding
- 6 **BUSINESS NEWS** No symbol preference, say suppliers and wholesalers
- 7 **NEWSTRADE** National Saturday papers are post-Brexit star performers
- 8 **PRODUCT NEWS** Mondelez brings out its big guns to help give Easter 2017 chocolate sales a boost
- 12 **REGIONAL** How putting margin over sales helped increase one store owner's profits by 20%
- 14 **NFRN DISTRICT COUNCILS** Kent and Northern Ireland DC reports

## COMMENT &amp; ANALYSIS

- 16 **YOUR STOCK, YOUR SAY SAY** What could Camelot do that would make the biggest difference to your store? How easy is it for you to source 'free-from' foods?
- 18 **INSIDE PARLIAMENT** RN reports from the Houses of Parliament where, last week, both sides of the tobacco control debate laid out their stalls
- 19 **LETTERS** Croydon retailer claims £150 of his weekly profit is going to pay Smiths News charges;

24



Coventry newsagent is frustrated in bid to get smaller PoS display from News UK; puzzle

magazines seem to be multiplying

22 **PRICEWATCH**

Benchmark your prices and check your profit with retailers around the UK. This week, ice cream

24 **RETAILER PROFILE**

Harj Gill's store has been at the heart of the Birmingham village of Rubery for 30 years. We find out how investment and changing with the times has helped to keep sales booming

18



32

## FEATURES

- 26 **FOOD TO GO** RN's retail expert travels to Hong Kong, widely regarded as the world's most advanced c-store market, to see if it's possible to survive all day on their food to go offerings
- 28 **CHRISTMAS MAGAZINES** Festive specials feature in the latest part of our seven-part guide
- 30 **WINTER REMEDIES** Cold comfort for customers
- 32 **PREVIEW**
- THIS WEEK IN MAGAZINES**
- 33 **ROUND-UP**
- 34 **FOR YOUR SHELVES** Free REM CD with Mojo; Empire bumper edition



28

## NEXT WEEK



## NEW STORE MODELS

How businesses like yours evolve successfully



## CHRISTMAS

Making fresh and local work this winter

**"THERE'S NO DOUBT TOBACCO CUSTOMERS SPEND A LOT OF MONEY"**

RETAILER JOHN MCCLUREY SAYS, DESPITE HIS PROFITS FROM TOBACCO BEING 'LOW', THE CUSTOM IT BRINGS IS SIGNIFICANT Page 18 >>



# NEWS

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## Tobacco licensing challenged

Tobacco manufacturers and a top retailer training company have cast doubt on Action on Smoking and Health's commitment to not push for a limit on the number of stores allowed to sell tobacco.

Chief executive Deborah Arnott told RN if licensing came into force in England it would not seek to use it to limit the number of stores in an area allowed to sell tobacco products.

However, a spokesman for Imperial Tobacco said: "Imperial Tobacco does not support the implementation of a UK tobacco retailer licensing scheme. We do not believe any potential scheme would achieve its primary aim - to tackle tobacco duty evasion."

Meanwhile, Tony Allen, managing director of Underage Sales, suggested any such move would give power to local authorities to act independently, and could be used to create tobacco retailer-free areas.

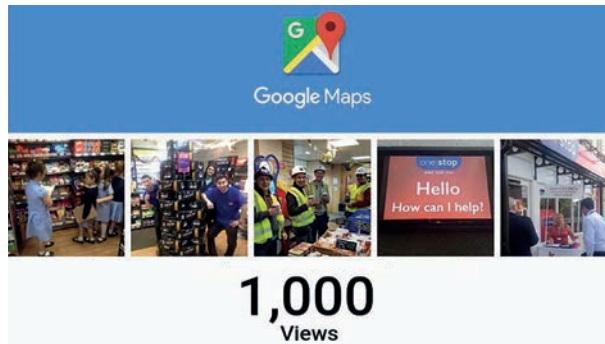
## Chiller to thriller

A wholesaler is hoping to take out the fear factor in stocking chilled produce and encourage retailers to take advantage of the profit opportunity.

Paul Hargreaves, chief executive of Cotswold Fayre, aimed to address concerns around waste, highlighting not everything in the chiller "has a shelf life of four or five days". "Retailers don't have to sell everything within a week," he said.

Simon Mark, of Chellow Heights service station, said his store controlled waste by "keeping an eye on fresh produce" and adjusting orders accordingly.

For more from Mr Hargreaves, see next week's RN.



## All roads lead to Sunder's shop

Leamington Spa retailer Sunder Sandher has seen new faces visiting his store since sharing photos showcasing his community credentials on Google Maps. His One Stop store was viewed more than 1,000 times in 10 days. He said: "We've had people coming in and saying 'We saw you on Google Maps and didn't realise how much you do as a community store'. Everyone goes to Google Maps when they're looking for something new, so niche products such as our homemade samosas have brought people in from as far as Stratford-upon-Avon."

**Symbol group says refit 'not compulsory'** 'Not all owners can afford to spend £100,000'

# Smaller stores fear losing out in Costcutter rebrand

by Charlie Faulkner

Retailers fear smaller stores will be left behind as Costcutter rolls out its rebrand.

The group has unveiled details of its brand transformation, including a new logo, strapline and a fresh approach to the look of stores country-wide, both inside and out, which it is rolling out over the next three years.

Asmat Saleem, of AHU Stores Costcutter in Fife, is the first Scottish retailer to trial the new-look store.

However, he believes smaller retailers could struggle to keep up with the changes. "It does look very nice but it's going to be pretty much impossible for Costcutter to get all their stores to spend up to £100,000 on a refit," he said.

Mr Saleem added while he was not directly told, he was



given the impression stores that do not conform to the new look will be culled.

Robert Maddon has a 300sq ft store in Manchester and has been a part of Costcutter for 14 years. He said: "I paid £12,000 for a refit just 14 months ago. I know it's not much in the grand scheme of things, but I don't intend to undergo another one anytime soon." He believes core issues such as stock shortages need to be

addressed before rolling out a big rebrand. "50% of my chilled order didn't arrive last week," he added.

Yorkshire retailer and Costcutter board member Mark Nicholls is excited about the rebrand, but also expressed concerns over smaller retailers finding the cash. He said the group failed to offer enough reassurance that retailers would be supported, but also said it is important to get a

consistent standard of store in place.

The new design will see fresh brought to front of stores and a new food to go range will be launched. RN understands it will also include new salad packaging, fruit pots from a new supplier and a new meal deal.

Costcutter has said the rebranding is not compulsory. It added retailers also have the option of a phased approach to the refits.

## IAA finalists speak of business benefits

The Independent Achievers Academy has helped store owners train their staff and review all areas of their business, this year's finalists have said.

David Knight, of Knight's of Budgens, who is a finalist in three categories - Staff Development, Responsible Retailing and Merchandising, said the level of detail

in the judging forced him "to review his business properly" and focus on training and development.

"It's about having the right people in the right places at the right times, people who can offer in-depth knowledge on speciality products and the 55 local suppliers we use," he said.

Meanwhile, Christine Hope, of Hopes of Longtown near Hereford, a Digital Engagement finalist, said the independent feedback enabled her to benchmark her shop against other stores, but the greatest benefit has been the impact on staff.

"Our one-to-one chats have been really useful and

it really improves the team feel and morale," she said.

A total of 34 retailers have made the finals, with the winners of each of the 12 categories to be announced at the IAA Gala Dinner on 1 December.

For the full list of finalists, visit [www.betterretailing.com/iaa-finalists-2016/](http://www.betterretailing.com/iaa-finalists-2016/)



**Brexit blamed for 7% wholesale price rise on Walkers crisps** Move criticised as 'opportunistic'

# PepsiCo price rise 'pushes shoppers to discounters'

by Charlie Faulkner

A price hike by PepsiCo has been condemned as an "opportunistic" move likely to push more shoppers towards discount stores by wholesale bosses.

An increase of up to 7% on the wholesale price of Walkers crisps is set to come into effect on Monday, which the company has blamed on the impact of Brexit. Wholesalers told RN they will be forced to pass the cost on to retailers, but fear it could have a detrimental impact.

James Russell, whole-

sale managing director at Blakemore, said: "Brexit has caused uncertainty and I think this is massively opportunistic by PepsiCo considering the current performance of the category and the fact they've taken weight out of the bags not so long ago."

"It impacts the offer we can make for our customers. We have to pass the cost on to them. We've been told if we don't accept the terms it won't supply us. The value message is becoming distorted."

Naeem Khaliq, Day-  
Today symbol group con-

troller at United Wholesale Scotland, described it as a "dire" situation for both retailers and wholesalers.

He said: "I think PepsiCo is boosting its profit. Walkers is a British product and I expect it is made with British potatoes."

Meanwhile, wholesale consultant David Gilroy said questions need to be raised about the reasoning behind the price rise when other big players are not announcing increases.

"It's going to play right into the hands of discounters and make things even more difficult for retailers,"

he said.

Sophie Boxall, of Pelynt Post Office in Cornwall, said: "It costs what it costs and if we keep cutting margins to provide cheap prices customers will never learn the true price of goods."

The news follows Tesco's fight against Unilever's price hike two weeks ago. However, both wholesalers say fighting against price increases is far more complicated for them in comparison to a supermarket giant.

PepsiCo did not respond to RN's request for comment before going to press.

## Calls for tougher measures

The NFRN and Association of Convenience Stores have called for tougher measures to combat the sale of illicit tobacco and alcohol after a new report revealed their consumption has increased.

Quoting figures from HMRC's Measuring the Tax Gaps 2016 report, the NFRN said the consumption of illicit tobacco has increased to a five-year high, representing a loss of £2.4bn in tax revenue to the Treasury.

NFRN chief executive Paul Baxter said: "This is a massive problem and needs to be addressed as a matter of urgency."

## RN makes award list

RN has been named a finalist in the Business Magazine of the Year category in this year's PPA Independent Publisher Awards. It is up against three other titles.

The winner will be announced in December.

RN editor Chris Gamm said: "This is a brilliant achievement reflecting the team's hard work in producing a market-leading title each week."

## Change to laws?

The Great Repeal Bill could unravel laws such as tobacco legislation, according to leading think-tank the Institute of Economic Affairs.

The Bill, which would transfer existing EU laws in British law, would enable the government to decide which ones to keep, amend or scrap.

Director general Mark Littlewood said: "I have a modicum of confidence that we will unravel them once we have Brexit."

## Retailers adopt some scary tactics

Two retailers are using very different ways to promote Halloween and drive sales. Paul Mather, of Sherston Post Office, has a life-size cut-out of him decorated in full witch regalia to add theatre. "The kids love it and it brings attention to our Halloween section," he said. Meanwhile, Paul Gardner's Budgens store has a display of pumpkins outside. "Five years ago we didn't sell a pumpkin and no one asked for them, but today I've sold three pumpkins to three kids," he said.



## Smiths in firing line over new carriage cost

Delivery charges are "spiralling out of control", the NFRN has said, after Smiths News announced it was adding a new cost to its bill.

The wholesaler outlined changes to its annual review in a letter to customers last week, including the introduction of a labour cost into the indexation formula.

The letter states the review concluded the current formula "no longer reflects the key drivers of our distribution costs", adding "various changes in labour legislation over the last decade have not been factored in".

The labour cost will lead to an increase of 1.72%, in

addition to an increase on the standing and maximum charge, which will come into effect in November for retailers who opted for the variable rate last year.

"An alternative has to be sought," said Brian Murphy, NFRN head of news.

"Publishers and wholesal-

ers have a responsibility to ensure a vibrant news market."

Sukhdeep Balaghan, of Long Lane Post Office, said: "I think we're already paying too much for the delivery charges."

"We always assumed that the labour rates would have been included."

# NEWS

## BUSINESS



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## P&H gives an extra insight

Palmer & Harvey has teamed up with a consumer insight and marketing platform to give retailers access to shoppers' buying habits.

Available to 3,000 of P&H's Plus Extra members, the technology enables customers to pay, redeem offers, give feedback and gain loyalty points.

The system, which is Android, iOS and Windows Phone-compatible, works by scanning a unique QR code that uploads the bill straight to users' smartphones.

It is hoped the system will reduce long queues and abandoned baskets.

Simon Harris, business development controller at P&H, said: "We are consistently looking at ways of providing new and innovative ways of driving footfall into stores. The Zapper partnership will add real value to our Plus Extra members."

## BAT buys rest of Reynolds

British American Tobacco has announced it plans to buy the 58% share of Reynolds American it doesn't own.

BAT intends to secure a \$47bn (£38bn) deal to catapult it back into the US market, following the folding of its US subsidiary into Reynolds 12 years ago, the Financial Times has reported. It would make it the world's biggest listed tobacco company in terms of sales.

Analysts believe that low pack prices in the US, a dominant e-cigarette market and receding litigation cost concerns are all factors that will drive sales growth and encourage similar mergers.



## Uday's shop really is Best-one in country

A shocked Uday Lal and his family were crowned Best-one national winners during its awards ceremony in London last week. Lal's Best-one in Wakefield, which is owned by Mr Lal with his wife Bhavika, brother Ashvin and sister-in-law Versha, underwent a refit in February, providing a five metre chiller exclusively for chilled foods and dairy. The store has experimented with emerging categories and supports local charities and sports teams. "It makes all of our hard work feel worthwhile," said Mr Lal.

**Claims of better support for symbols than unaffiliated rejected** Indies of 'critical importance'

# 'Best support' for all, say suppliers and wholesalers

by Charlie Faulkner

Suppliers and wholesalers have hit back at claims they provide more support on deals and merchandising for symbol group stores than unaffiliated retailers.

It comes after unaffiliated store owners told RN they feel smaller stores are being forgotten by large companies.

Pradip Amin, of Birds Newsmarket in Portsmouth, said wholesalers such as Booker and suppliers including Mondelez and Mars need to invest more in unaffiliated stores.

"The prices are sky high if you're not tied in to a symbol. Booker used to

support unaffiliated stores, but now it's much harder to get the prices to compete with unless you're a Premier," he said.

"I used to get visits from merchandisers like Mars and Mondelez, but now they only go to symbol stores."

Gary Pilsworth, of Offley Stores in Hitchin, Hertfordshire, said he has tried unsuccessfully to get hold of merchandising material he has seen advertised in trade magazines.

"When I call up and request it, I'm told it's just not available to shops like mine - independent," he said.

He added that despite

being a Booker customer for 15 years and spending thousands of pounds, he is not able to access any deals at the wholesaler.

Bestway, Walkers, and Coca-Cola were also named by retailers.

A spokeswoman for Booker said: "We have a salesforce that covers both symbol group stores plus unaffiliated stores and our aim is to provide the best possible service to all of these retailers."

Booker added its Retail Club is open to independent retailers, its own choice brands offer 30% margins and its weekly offers deliver 40% margins for retailers.

Bep Dhaliwal, trade communications manager at Mars Chocolate UK, said the company offers advice on category management and merchandising, as well as its Retailer Reward Scheme.

Meanwhile, Bestway and Batleys are in the process of developing a category advice website. Tony Holmes, sales director at Bestway Wholesale, said: "Retailers who have a greater tie-in with their wholesaler receive additional benefits for being part of a symbol or retail club.

"However, independent retailers are still of critical importance to us."

## Retailers get to choose their own PoS

Costcutter is giving retailers complete control of their PoS material, enabling them to make decisions on in-store promotions.

From January, retailers will be able to access PoS material through the current app, rather than being flooded with lots of often-wasted paper promotional

material.

It means retailers will be able to choose which promotions they want to focus on in-store and will be able to design their own promotional material.

Asmat Saleem, of AHU Stores Costcutter in Fife, has welcomed the move. He said: "We can have around

300 promotions on at one time so it will be good to have more control over that."

Mike Nicholls, a member of Costcutter's board, said: "It's good for retailers who are going to back it up.

"Retailers are always throwing PoS material away at the moment and

that money could be better spent elsewhere."

Additionally, interactive billboards, which provide pop-up notifications on shoppers' smartphones, will be rolled out across the country following a trial which saw a sales uplift of 13% in York and Coventry stores.



# NEWS

NEWSTRAD



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**Johnston Press-owned i posts annual sales and margin gains** Growth of cut cover price Star continues to fall away

## Saturday national titles continue to lead on post-Brexit newsstand

by Chris Rolfe

National Saturday newspapers continue to be the strongest performers on the newsstand post-Brexit, with the i posting annual sales and profit growth for retailers in the latest Audit Bureau of Circulation figures.

The Johnston Press-owned title increased year-on-year sales by 14.4% in September on Saturdays, building on 14.1% growth in August and 16.7% growth in July. Retailer profit from the title grew from £230,000 in September 2015 to £306,000 last month.

Saturday titles together posted the smallest year-on-year sales decline of 5.3%, with the Daily Express, Daily Mail, Financial Times, Guardian and Times posting declines of 5% or less.

Month on month, four quality titles increased sales post-holiday season. The Financial Times, Guardian, i and Times were up 5.6%, 2.5%, 0.8% and 0.7% respectively.

Elsewhere on the news-

stand, the growth achieved by the Star while its cover price was cut continued to wane. Sales of all three editions fell month on month, while year-on-year growth was smaller than in previous months. The daily edition grew by 18.8%, slowing from 19.7% and 26.8% in August and July. The Saturday edition grew by 17% compared to 17.6% and 25.1%. Sales of the Sunday edition increased by 14.6%, down on previous growth of 16.6% and 29.2%. Retailer profit earned on the Sunday edition grew, however, standing at £558,000 compared to £512,000 this time last year.

Cover price increases on the Sun, i and Times also resulted in increased profit for retailers on weekday editions, even though News UK and Johnston Press failed to maintain margins pro-rata. Sellers earned £10,000 more from The Sun than in September 2015, despite an 11.2% drop in sales. Retailers earned £55,000 more from the i, and £53,000 from The Times.

## Colourful opportunities

Publishers are continuing to search for launch opportunities as the adult colouring market matures.

The recent launch of Hachette's latest partwork, Art Therapy 50 Mindful Patterns, brought the market into focus again, following a number of successful launches in the past two years.

While some retailers warned the colouring in trend was beginning to die out in their stores, other store owners and publishers have said new titles are helping maintain sales in the sub-sector.

Dev Patel, of This & That, in Plaistow, east London,

said: "Art Therapy did well, the second edition is in now and it's holding up too, the same as the rest of the market."

Eye To Eye Publishing's managing editor Guy Haslam said his company was looking for new opportunities.

"The colouring in market was a big thing last year, and after the initial burst of interest, it's a matter of finding out what variations people like," he said. "It's the same as sudoku a few years ago. It was clear it wasn't going to carry on like that. The question is 'how is it going to settle down?' We're keen to innovate."

### September Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	638,065	-1.6%	-11.9%	£92.5	683,065
Daily Record	155,471	-2.2%	-11.7%	£22.2	160,434
Daily Star	476,617	-3.5%	18.8%	£34.6	477,105
The Sun	1,486,435	-1.9%	-11.2%	£165.7	1,582,709
Daily Express	376,329	-3.3%	-4.2%	£50.1	376,329
Daily Mail	1,243,922	-1.6%	-6.2%	£180.4	1,319,957
Daily Telegraph	393,197	-1.1%	-9.7%	£135.3	414,189
Financial Times	34,118	6.8%	-7.2%	£18.4	55,338
Guardian	130,861	-1.5%	-6.0%	£57.6	130,861
i	224,055	-0.5%	5.0%	£26.9	292,603
Times	323,777	-1.1%	-0.8%	£97.5	398,048
<b>TOTAL</b>	<b>5,482,847</b>	<b>-1.8%</b>	<b>-6.2%</b>	<b>£881</b>	<b>5,890,638</b>

### September Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	818,104	-1.2%	-11.7%	£171.8	863,104
Daily Record	183,107	-3.2%	-11.8%	£36.3	188,070
Daily Star	439,911	-5.3%	17.0%	£53.2	440,399
The Sun	1,922,389	-0.8%	-9.2%	£288.0	2,018,663
Daily Express	477,421	-2.3%	-1.8%	£81.9	477,421
Daily Mail	2,016,163	-2.3%	-5.0%	£423.4	2,092,198
Daily Telegraph	562,052	-1.7%	-7.3%	£269.8	583,044
Financial Times	73,477	5.6%	-3.6%	£58.1	94,697
Guardian	286,544	2.5%	-4.5%	£182.8	286,544
i	210,482	0.8%	14.4%	£30.3	279,030
Times	475,456	0.7%	-0.5%	£167.6	549,727
<b>TOTAL</b>	<b>7,465,106</b>	<b>-1.4%</b>	<b>-5.3%</b>	<b>£1,763</b>	<b>7,872,897</b>

### September Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	176,117	-2.0%	-12.2%	£62.9	179,962
Sunday Mirror	597,624	-1.4%	-16.0%	£175.7	642,624
People	235,606	-2.9%	-16.4%	£69.3	242,606
Daily Star Sun.	280,431	-5.8%	14.6%	£55.8	280,431
The Sun	1,318,040	-1.3%	-9.0%	£276.8	1,417,162
Sunday Express	343,663	-3.0%	-4.1%	£101.9	343,663
Sunday Post	147,253	-2.7%	-14.3%	£49.5	147,253
Mail on Sunday	1,183,155	-1.4%	-7.7%	£422.4	1,251,679
Observer	182,636	0.4%	-5.9%	£134.2	182,636
Sun. Telegraph	327,980	-2.4%	-7.6%	£149.2	353,135
Sunday Times	667,623	0.7%	-8.3%	£350.5	741,769
<b>TOTAL</b>	<b>5,460,128</b>	<b>-1.6%</b>	<b>-8.6%</b>	<b>£1,848</b>	<b>5,782,920</b>

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

# NEWS

## PRODUCTS

### Vimto set for fudge debut

Vimto has launched its first range of fudge as the brand prepares for its 110-year anniversary.

Available to independent retailers now, the fudge comes in two formats – a 170g sharing carton (RRP £3.99) and a decorative 250g tin (RRP £6.99).

Vimto has teamed up with Gardiners of Scotland, a family-run business that specialises in traditional confectionery products, for the fudge.

Helen Hartley, Vimto brand licensing manager, said: “This is a hugely exciting launch as it not only propels Vimto into a new sector but allows us to offer a product that will appeal to a broader age range of consumers. Both formats will be available all year round, but have launched just in-time for the Christmas gifting season for those looking to trade-up.”

### Del Monte and Disney snack time

Del Monte has launched a kids’ snacking range made with 100% fruit and no added sugar or artificial ingredients.

The Disney-branded pouches come with an image of Mickey or Minnie Mouse and have collectable caps. An app has also been developed to provide nutritional information and has games to play.

It is available in apple, banana and strawberry, apple and mango, and apple, strawberry and blueberry flavours.



### Six weeks to seal Blu deal

Blu has launched a six-week initiative it hopes will increase consumer education and engagement with the brand. Named Six Weeks to Fall in Love, the e-cigarette company’s trial at Westfield London shopping centre offers one-on-one product consultations and brand introductions to better inform consumers. Participants will be invited to continue the programme with a Blu kit worth £56 for £8. Those taking up the deal will be sent products each week over a six-week period.

**New products, prizes and ad campaign lined up** Manufacturer aims to beat this year’s £354m

## Massive Mondelez push to drive Easter 2017 sales

by **Charlie Faulkner**

Mondelez aims to boost its Cadbury Easter chocolate sales next year with creative displays, new products and cash prizes for retailers and shoppers.

Easter chocolate sales were up 3% to £354m this year, according to figures from Nielsen, with Mondelez taking a 46% share.

The company is hoping to boost its share of sales with the launch of Cadbury Oreo Egg and Spoon four-

pack, a Double Decker large shell egg, as well as a Roses large shell Egg. Cadbury’s medium Creme Egg shell egg remains the most popular Easter egg for the company, according to Mondelez.

Individual Creme Eggs are also top of the list and 90g packs of Mini Eggs have been described as a must-stock for retailers. Stores are advised to start introducing Easter products from the beginning of January and to go big with display, par-

ticularly focusing on eggs and bunnies, with the help of PoS material.

Mondelez has also announced new Minis Mix bags of four wrapped variants of eggs; Dairy Milk, Oreo, Creme Egg and Daim Bar.

Cadbury’s Easter campaign launched this year will also be returning to TV screens and digital as well as being supported by in-store activity.

Cadbury Creme Egg will launch the season with

new adverts in the new year.

Retailers and customers are also in with a chance of winning a cash prize of up to £1,000 if a ‘goo-less’ Cadbury Creme egg is discovered.

The customer who discovers the egg will receive the cash, as will the retailer who sold the chocolate. There is also an opportunity for retailers to enter ‘Take a Shelfie’ to win £250 Love To Shop vouchers for their innovative Easter displays.

## Gluten-free vegan-friendly lagers launched

Carlsberg is adding two gluten-free and vegan-friendly lagers to its portfolio.

Using traditional techniques, Celia is batch brewed by Czech brewery, Zatecky Pivovar, putting it through a de-glutenisation process that makes it safe for those intolerant to gluten.

Available in organic and dark varieties, the beers will also be suitable for vegans due to a silicon filtra-



tion technique used by the brewer. Celia Organic (4.5% ABV) contains 100% Saaz hops and Moravian malt,

while Celia Dark (5.7% ABV), which also uses 100% Saaz hops, uses toffee Bavarian malt and sand-filtered wa-

ter from the Žatec foothills in the north west of the country.

Liam Newton, vice president, marketing for Carlsberg UK, said: “The fact that they are brewed to be gluten-free gives the brand an added point of difference. We are delighted that Celia will be joining our beer portfolio.”

Celia is available in 330ml bottles and cans and has an RRP of £2.50.

### Hot products for your shopping list



Vimto is marking its 110th anniversary with the launch of its first fudge



Del Monte’s Disney-branded pouches come in a variety of flavours



Mondelez is aiming to beat last year’s £354m Easter chocolate sales



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Sell at £4.49 for 20.1%

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 Sell at 3 for £10 for 24.4%

1 x £4.00	<b>Sell at rrp and earn 37%</b>
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Sell 3 for £2.00 for 28.8%

24 x £1.00	<b>£9.49</b>	<b>Sell at rrp and earn 52.6%</b>
Netts to	<b>39.5p</b> ea	

**Skips Prawn Cocktail 6 Pack**  
 58317



**NO VAT**  
 Sell at 50p for 20%

24 x £1.00	<b>£9.60</b>	<b>Sell at rrp and earn 60%</b>
Netts to	<b>40p</b> ea	

# NEWS

## PRODUCTS

### Halloween cakes' £7m sales boost

The cakes category pulled in £7m in Halloween sales last year, according to figures from Kantar.

Premier Foods is looking to capitalise on sales during the season with the launch of Halloween-themed Cadbury Cakes and Mr Kipling variants. It includes Pumpkin Patch Cakes and Mini Rolls Chocolate Trick or Treat packs, as well as Fiendish Fancies.

Karmel Maletta, innovation controller for Cadbury Cakes and Mr Kipling at Premier Foods, said: "We know our shoppers love to try new products, particularly during occasions such as Halloween, so it is important that retailers create bespoke seasonal sections to attract consumers and drive impulse purchases."

### New look for Tilda

Tilda has revealed a new look as part of a multi-million pound relaunch this month.

The rebrand will take in all of Tildas' products and feature the taglines 'Genuine Goodness' and 'Rice Grain Heart & Hands'. It will be supported by a marketing campaign including TV, print, digital and social media. The rebrand follows feedback from more than 2,500 consumers, according to Tilda.

Rohit Samani, chief executive at Tilda, said: "The Genuine Goodness relaunch will demonstrate Tilda's commitment to the category and our customers."



### Cider fans give Blind Pig a spin

Heineken brought a pop-up DJ deck to London to promote the launch of its range of ciders flavoured with a range of different spirits. Blind Pig comes in 355ml bottles and is available in bourbon and blueberry, whiskey, honey and apple and rum and poached pear flavours. The 5.5% ABV cider was recently promoted at Portobello Market, with passers-by encouraged to try their hands on the decks.

**New variant is a runaway success with customers** 'We've got through cases and cases'

## KitKat ups production to make more from Dough

by Dave Songer

Nestlé has had to increase production of its latest KitKat variant after retailers hoping to cash in on the popularity of the chocolate bars were left disappointed as suppliers ran out of stock.

Retailers have told RN sales of KitKat Chunky Cookie Dough have been very strong since its launch in August, with many struggling to get more stock in the past few weeks.

Avtar Sidhu, of Simply

Fresh in Kenilworth, said the new variant has proved so popular in his store he hasn't needed to offer deals to raise customer interest, an approach he takes with other new confectionery.

"We've gone through cases and cases of them without having to offer any promotion," he said. "It's surprised everybody how well it's been received."

He added despite putting in orders with three suppliers he is still unable to replenish his stock.

Linda Sood, of Falcon News in Portsmouth, also rues the decision not to buy more boxes than normal, now her supplier, Batleys, isn't able to get hold of them.

"I think KitKat has had production problems. I wish I bought more - I messed up there," she said. Anish Parekh, of Londis in Ashton-under-Lyne, said his main supplier, Londis, didn't have any in stock when he attempted to order more.

However, he was able to

stock up through Palmer & Harvey, which has meant he has been able to continue selling them. "I ordered five boxes from P&H around two or three weeks ago, so I've not really needed any as I have two boxes left," he said.

A spokesman for Nestlé told RN it is working very hard to meet demand for the "incredibly popular" bars and will be "making sure that more stock is available over the coming weeks".

## Sweet taste of success for sugar-free jam

A new sugar-free jam has been launched by a start-up supplier looking to capitalise on the growing healthy eating trend.

My Jam, produced in Scotland, has been developed by Shuiken Chan who set out to create a sugar-free jam with a dif-

ference, using her Chinese and Philippine heritage as inspiration.

"People are eating more healthily and are trying to cut their sugar intake. But some people think healthier options will not be as tasty and a lot of sugar-free jam options are not

very exciting. My jams use more exotic ingredients such as goji berries and coconut alongside more traditional ingredients like strawberries."

The jams come in two variants - strawberry, goji berry and ginger, and blueberry, coconut and

chilli. They have an RRP of between £3.75 and £3.95, lower than many other sugar-free jams in the market.

Ms Chan said she is keen to help retailers launch the product in their stores and will provide free tasting samples for shoppers.

### Hot products for your shopping list



Tilda has announced a multi-million pound rebranding campaign



Halloween-themed cakes from Mr Kipling include Pumpkin Patch Cakes



Nestlé has had to boost production of KitKat Chunky Cookie Dough



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NEW



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*R.White*



# NEWS REGIONAL



@RetailNewsagent for expert advice to help you grow your sales

## Top shelf titles are holding their own

Adult magazines are continuing to perform well in some parts of the country despite the closure of well-known titles last year.

Retailers told RN the sector has not slumped as much as they had expected.

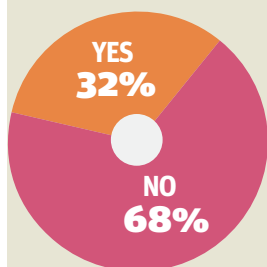
Andrea Monelle, of Orchard News in Weston-super-Mare, said: "Adult magazines are doing surprisingly well for us.

"We've got a lot there, quite a range, about 30 titles. We still get very good margin on them.

"Most magazines retail at £5.99 or £6.99. We haven't got an issue with selling them. Some people disapprove – but as long as they're legal and not inappropriate, we'll stock them."

Pritesh Patel, of Graham's News in Haywards Heath, said: "We don't sell a huge amount, but it's a good business that ticks over."

### RN READER POLL



**Are you sticking to tobacco RRP's following the introduction of plain packs?**

### NEXT WEEK'S QUESTION

What would make you more confident about selling fresh food?



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## GroceryAid lifetime award for Gillian

Outgoing GroceryAid director general, Gillian Barker, was awarded the 2016 IGD Lifetime Achievement Award at a ceremony earlier this month. She worked as a Saturday girl in a local corner shop as well as Sainsbury's and Safeway before joining GroceryAid in 2002. She worked there for 14 years, during which time the charity has trebled its fundraising income and increased its number of beneficiaries ten-fold. She will retire at the end of November.

**It's not all about volume says retailer** Local Shop Summit hears Harj's success story

# Margin over sales sees store profits rise by 20%

by Tim Murray

A Gloucestershire retailer has seen his profits rise by almost 20% since looking at margin rather than sales at his store.

Harj Dhasee, of Village Stores in Mickleton, decided to look at other ways of boosting business at his store when growth started slowing last year.

"I was pretty much enjoying double-figure growth on sales from 2008 through to last year, but there was nowhere else to take it," he said. "I couldn't see a way of taking them any further as the growth slowed. Then we decided to track margins rather



Harj Dhasee

than sales, driving margin rather than anything else."

Mr Dhasee said he started to look at putting profit drivers in rather than concentrating on volume.

"There are a lot of people who get something that sells for £1.50 and decide to sell it for £1 to sell more. You've got to try it at £1.50," he said.

He gave the example of chicken fillet breasts, where the value product is now lower down, while the local product, which has a far better margin, is at eye level.

He said profits have risen as a result of the activity, despite an initial drop-off in sales.

"We did lose about 7% or

8% of sales, but we've even seen those start to come back this year," he said.

"Profit drivers rather than volume sellers worked well in most parts of the store, although there has been a lot of learning. When it comes to booze, big profit drivers don't work, it is very price driven. You need to keep your alcohol prices competitive, but we're really pleased with where it's worked in the rest of the store."

Mr Dhasee shared his strategy with retailers at this year's Local Shop Summit. For more photos and live coverage from the event, visit [www.betterretailing.com/lss/](http://www.betterretailing.com/lss/)

## Digital security system to fight shop theft

Durham police are rolling out a new digital security system to help combat shop theft.

SentrySIS allows the police and retailers to quickly share information, CCTV footage and intelligence about active offenders in their area. Around 30 stores have already signed up to

the system.

"We've been working on it for a number of years with a business crime reduction partnership in Leeds," managing director of the Leeds-based company, Lee Fella told RN. "For now we are working around Leeds, but we're looking to develop the product and roll it out to

other areas."

The constabulary caught its first shoplifter using the system earlier this month, after evidence was uploaded directly to the police via the computerised security system.

"The system makes the process of reporting a crime much quicker," said

sergeant Adam Norris. "You can also get live intelligence updates, for example if a known shoplifter is spotted in your area. And there's an analysis package, helping the police to identify hotspot times and locations. We can then target 15-minute patrols, which evidence shows reduces crime."



## REGIONAL

## Min alcohol pricing for Scots 'closer'

Minimum alcohol prices in Scotland moved a step closer this week after the Scottish courts rejected a legal challenge by the Scottish Whisky Association.

The policy, passed by MSPs in 2012, would set a minimum price of 50p per unit of alcohol, taking a bottle of spirits to at least £14.

However, the drinks industry could still appeal to the UK Supreme Court.

David Frost, chief executive of the Scotch Whisky Association, said: "We continue to believe that minimum unit pricing is a restriction on trade and that there are more effective ways of tackling alcohol misuse."

John Lee, head of public policy at the Scottish Grocers Federation, said the SGF had "reservations" about the policy. "We didn't feel the evidence was sufficiently strong to justify it. We are also concerned about the impact on cross-border illicit trade," he told RN.

However, Motherwell-based retailer Adeil Hussain said: "This is a good opportunity to standardise prices across the board. The multiples attract customers with cheap booze and it stops them being able to do that. At Christmas they sell Smirnoff and Bell's for as low as £10 a bottle, which is cheaper than Costco. This needs to be looked at."



### Customers make a date for Friday tastings

Friday afternoon tastings are helping to drive alcohol sales at Manchester retailer Paul Stone's stores. He holds the sessions most weeks at his Princess Street store and often has them in his other four. This one pictured is with Tom Delahoyde – one of the Princess Street store's student members of staff – giving out samples of Rekorderlig cocktails. Mr Stone said: "It creates a bit of interest and helps to launch new products by getting people to taste them."

## Scheme rollout

The Responsible Tobacco Retailing scheme will be rolled out in Northern Ireland over the coming month.

More than 90 retailers will be visited by mystery shoppers as part of the scheme to identify those at risk of making underage sales.

Retailers who don't ask for ID will be offered free-of-charge training, provided by social enterprise Underage Sales.

The programme is funded by a partnership between JTI, Philip Morris and Imperial Tobacco. It targets independent stores and has already been rolled out in other parts of the UK over the past 12 months. During that time it has achieved a 19.6% improvement in performance from retailers, based on evidence from 4,000 test purchases.

## Food sales grow 1.6%

UK food sales have grown by 1.6% in the third quarter of this year, the biggest increase since November 2013, according to BRC-KPMG statistics.

"Late summer temperatures combined with shoppers continuing to benefit from the ongoing price war has seen food and drink sales in the black for a full quarter," said Paul Martin, head of retail at KMPG.

**Retailers teaching customers about tobacco legislation changes** Imperial cards 'helping'

# Retailers left to educate customers on EUTPD II

by Tim Murray

Customers are still not aware of EUTPD II legislation months after it has come into force, retailers have warned, as 10-packs start to run out.

Retailers told RN while shoppers are trading up to 20-packs rather than cutting down, they are being left to educate them about the new regulations.

"We've been using the cards produced by Imperial Tobacco to give to cus-

tomers to tell them about the changes for three or four weeks," said NFRN president Ray Monelle, of Orchard News in Weston-super-Mare.

"I still don't think the public totally realises what's happening. We've been telling customers for a long time, you've just got to keep banging the message out there."

Mr Monelle added there is a distinct lack of government information being given to consumers, with

little public information telling them what was happening.

Peter Wagg, of News On The Wharf in Canary Wharf, said: "We order an awful lot of cigarettes and tobacco from different wholesalers and 10s have started to dry up.

"We've had periods when we haven't had any 10s. The only habit it's changing is that customers are trading up. Instead of buying a packet of 10, they're now buying 20s."

A spokesman for the Department of Health said it is focused on working with the industry rather than customers.

He said the approach includes updates on the progress of implementation, meetings with tobacco reps and providing training for enforcement officers.

He added this is due to the industry having to enact the changes, while the public will experience it when it happens.

## Trinity titles close

Trinity Mirror has announced the closure of four Local World titles in the past 10 days, part of its drive to make £12m of savings following its takeover of the regional publisher last autumn.

The titles are the Crawley News, Luton on Sunday, the Northants Herald & Post, and Milton Keynes-based One MK.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT KENT 17.10.2016



Greg Wilcox reports from the NFRN Kent district council meeting

### NEM aims to get more involved

Nigel Smith told Kent district delegates his new role as national events manager will help their district to include and involve more members in



**Nigel Smith**

local events such as trade events and training days.

Mr Smith will work with districts in a co-ordinating role to organise events. The hope, he added, was that working this way would help raise retail standards.

North West Kent member Ron Rushbrook praised the move.

"Anything that helps members is to be welcomed. Not everyone can get to national trade shows and this is one way of getting important information back to them," he said.

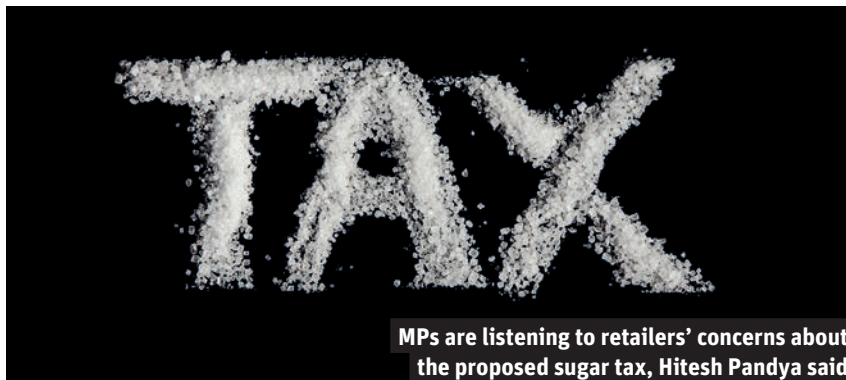
Mr Smith said plans were still at an early stage, but he is working with the NFRN to put them in place for next year.

Gravesend retailer Harry Goraya said such a move was a 'long time coming' but asked what involvement the districts will have in arranging events.

Mr Smith said he hoped districts will be heavily involved in setting up events and that committees would only be filled by members who want the district to be proactive.

### Amalgamation set for February

An amalgamation of the NFRN's Kent and Southern districts will aim to engender fewer but better-quality business-



MPs are listening to retailers' concerns about the proposed sugar tax, Hitesh Pandya said

focused meetings, Nigel Smith told delegates.

Mr Smith explained the amalgamation, which will create a new South East district, will take place on 27 February next year. Until then, the two districts will continue to operate as normal.

The aim, he added, would be to move towards a 'no-branch structure', but no decision would be made on this until the results of the South West district's experiment with operating without branches are seen.

Members raised fears the new structure would lead to reduced represen-



**Anything that helps members is to be welcomed. Not everyone can get to national trade shows**

**Nigel Smith**

NFRN national events manager

tation of members.

Ron Rushbrook said it was important the new structure only involved people who wanted to be involved.



**Ron Rushbrook**

Mr Smith said the aim of the re-structure was to generate more and better-attended meetings leading to change and progress.

Ramsgate retailer Hitesh Pandya said another aim was to improve current ways of working.

**Menzies delivery woes continue**

Members reported ongo-

ing issues with Menzies, with Gravesend retailer Jeet Chopra revealing his shop had been plagued by late deliveries and deliveries made on the wrong days.

"Everyone is human and makes mistakes but resolving the problems I'm experiencing is becoming increasingly tough. Some issues take as many as 10 to 15 calls to sort out," he said.

He urged fellow members to check the quantities of newspapers and magazines they receive as a new packing system means errors are being made which are costing retailers a lot of money.

"It seems there is no one at Menzies willing to take the bull by the horns," he added, also raising the issue of claims being disallowed with no excuse given.

Once again, members were told to call NFRN Connect whenever they experience such problems, so the NFRN can take such matters up with Menzies.

### MPs listening to retailer concerns

Plain packaging of tobacco will have a minimal effect on reducing the number of smokers, several members agreed.

But during a discussion about recent tobacco legislation, it was reiterated there would be no changes to any laws that are already in motion.

Hitesh Pandya, who had just spent two days at parliament, said MPs were listening to the concerns of small traders on matters such as the sugar tax.



**Hitesh Pandya**

### Your say

How many e-cigarettes do you stock and how many on average do you sell each week?



I don't stock e-cigs anymore - I only sold

one or two a month so we drew a line about a month ago. A few people went to e-cigs but then switched back to normal cigarettes. People who like a good smoke will revert back to proper cigarettes.

**Jeet Chopra**  
The Paper Shop, Gravesend



We've got three different varieties and sell, on

average, a dozen outers. We've got liquids and capsules and many customers are moving to capsules because there's no spillage. There's an upward trend, especially with people trying to give up and price rises with normal cigarettes.

**Harry Goraya**  
Nisa Local, Gravesend



We sell three or four e-cigarettes a week and

only stock one brand. I'm being squeezed on either side - I've got Tesco on one side and a lot of people buy e-cigarettes there. We're selling less than we used to because of the competition.

**Bob Patel**  
Ramsgate



# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT NORTHERN IRELAND 18.10.2016



**Heather McGarrigle** reports from the NFRN Northern Ireland district council meeting

### 'Don't sell Sun' move opposed

Delegates expressed their opposition to Derry & Strabane Council contacting local newsagents and retailers encouraging them to stop selling and displaying The Sun.

The Council passed a motion raised by independent councillor Paul Gallagher, which also called on Derry & Strabane to support the campaign group Total Eclipse of The S\*n. The move follows a widespread boycott of the paper which has been in place in Liverpool since the Hillsborough disaster in 1989.

Strabane member Seamus McFadden was not at the meeting, but sent a statement which said: "It should be down to the individual retailer to make a decision on what they think is right for their store, their business and their clients." Mr McFadden felt the pressure from the council is unfair.

Portstewart member John McDowell



**John McDowell**

described the council's action as "dangerous", referring to the NFRN's boycott of the Daily Mirror in the 1960s. The newspaper group successfully sued for inducing breach of contract.

Belfast member Pauline Schiefer said: "I wouldn't stop selling it. I've got my bills to pay."

Mr McFadden has asked for a letter to be sent to the council from the NFRN, opposing the boycott. President Gwen Patterson is to contact the NFRN's head office to action this.



### Four through to awards finals

The district was delighted to learn four members have made it to the finals of the NFRN Awards on 23 November. The finalists are Judith Mercer of Belfast, Peter McBride in Omagh, Alison McDermott from Omagh and Brian Savage of Newry.

### Support for anti-sugar tax moves

Delegates added their voices to the NFRN's support for the Face The Facts: Can The Tax



**It should be down to the individual to decide what they think is right for their store**

**Seamus McFadden**

Retailer, Strabane

campaign, opposing the proposed soft drinks tax.

Belfast council member Raymond Hamilton said an East Belfast MP had pledged support. "I got a letter from Gavin Robinson who said that he supported us and would do his best for us," he said.

### Mixed response to initiative

The Northern Ireland + Newspro initiative has seen mixed results, delegates were told.

Marketing consultancy Lucid Group analyses a shop's offering and

provide a recommended range to stock.

A statement from NFRN's head office said: "There has been a positive response from many businesses who have signed up.

"They have seen big changes in their margin and improved cash flow."

Gwen

Patterson reported her own magazine sales were

up by 33%, however Tyrone member James Simpson hasn't seen such change.

It was agreed that the scheme seems most effective at larger convenience stores.



**Gwen Patterson**

### Engagement of politicians

It was agreed that the Northern Ireland district needs "to be more concerted in its efforts to engage its get support from our politicians."

Member Ken Chapman described a recent British Retail Consortium report, stating that "40,000 shops have closed down in the last 10 years" as "scary".

Members are keen to raise awareness of their business pressures, including issues around cigarette sales. They also want to lobby for fairer business deals from utilities providers, and a discussion about minimum wage increases.

The council plans to bring these to the table at a parliamentary reception at Stormont in February.



**Ken Chapman**

### Your say

What product range or service makes your business stand out?



We are the only shop in Lurgan selling pipe tobacco and pipes. We sell Peterson pipes, together with all the filters and accessories, displayed in a glass-fronted unit. We get a good margin on pipe sales - close to 50% - and we also sell a lot of pipe tobacco.

**Raymond Farrell**  
Paperchase  
Lurgan



We dedicate a whole wall in our small shop to displaying magazines, and it is really effective. People buy with their eyes, and they can easily see the choice they have. Because of our location in the Great Victoria Street bus and train station, we get a lot of tourist trade - so we've also started selling souvenirs.

**Pauline Schiefer**  
Rail News  
Belfast



Our deli hot food to go is popular, probably due to our location - it is an industrial and residential area, so lots of workers or people on their way to work grabbing a bite for lunch. Our off-sales also do well and in response to demand we are focusing more on premium and locally-produced beers and ciders.

**Gwen Patterson**  
Spar Clandeboye  
Bangor

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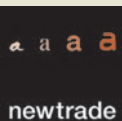
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## YOUR SAY Following Camelot admitting it needs to do more to support retailers, what change would make the biggest difference to your store?

### Ravi Kaushal

Burlington News,  
Chiswick

You can't get through to them these days, there's no point of contact. It makes life very difficult. Similarly, there's often problems with its terminals, and when you get them out, they say it's your fault and want to charge you. The terminals seem to collect a lot of dust, there's static, and it's difficult to clean them - then Camelot blame you. Funnily enough, I got a call from Camelot this morning, so maybe they've started to improve already.

### Raj Dhillon

Westcombe Park Food and Wine,  
south east London

I never used to have any problems with Camelot, but in the past couple of years we have. I'd like to see more rep visits, they're not coming as much as they used



to, and I'd like them to sort out scratchcard supplies, we have more problems now. It creates a bad impression when you have empty stands, even if you double-face them, it doesn't look good.

### Duncan McCutcheon

McCutcheon's Newsagents,  
Winlaton, Blaydon-on-Tyne  
I'm actually happy with the

service we get from Camelot. Even when there was an issue with scratchcards earlier this year, they made us aware of the shortage. My rep is very good, too, and I go online when I have any problems, which are rare. The only thing I'm not happy with is what they've done to the game - customers don't like it.

## YOUR STOCK How easy is it for you to find free from foods such as gluten-free?

### Vip Panchmatia

Wharf Convenience Store,  
Ebley

Warburtons has come out with a range of gluten-free products which is a good start, that's working for us. We are developing the range and we are looking at a dedicated section. It is difficult and we could do with a bit more help, but it looks like suppliers are starting to be

more aware of it and that will help with the range. Once we get a bit more help, it will really start to work.

### Dave Hiscutt

Londis,  
Weymouth,  
Dorset

We've got a bit of a section, we work with Epicurium for a lot of it. I didn't realise how much

gluten-free I already had in my store until I started the section, then I saw a lot of things we were already selling were free-from. We worked with Warburtons on its launch and they gave us support, which helped build sales. It's not a huge or high volume range, but it does service an extra group of customers.

### Paul Mather

Sherston Post Office Stores,  
Gloucestershire

We have a gluten-free section in our shop, and what all retailers can take advantage of is there are hundreds of foods which are gluten-free which they already stock. It's about product knowledge, we have a member of staff who is wheat intolerant, which helps. We only have 20 to 30 items in our range, but have others around the shop. We've printed out tags that point them out to customers.





# Ring in the sales this Christmas!



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EVERYDAY  
ASSORTMENT\*

**NO.1**  
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ASSORTMENT\*



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FOR 2016



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HOUSEHOLDS\*\*



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# INSIDE PARLIAMENT



## The future of tobacco

Last week saw the two sides of the tobacco control debate take to the Houses of Parliament to reach out to independent retailers. RN was present at both meetings to hear what the campaigners had to say



**ash.** Who? Action on Smoking & Health  
When? 4.15pm Tuesday 18 October

**What? Launch of the report Counter Arguments: How important is tobacco to small retailers?**

Anti-smoking group ASH's latest report is designed to show retailers that tobacco provides such small margins that retailers should disinvest in the category.

With data collected from 591 retailers' EPOS terminals, ASH has calculated the average retailer makes £242 profit per week from tobacco. RN invited Best-one retailer Kay Patel along to the launch and he suggested that retailers who were most reliant on tobacco sales would often be the smallest stores, which were least likely to use EPOS terminals.

But even accepting these figures there was widespread questioning of how inconsequential the profit figure – which equates to more than 33 hours paying the National Living Wage – actually is.

Still, ASH's goal from the report turns out to be encouraging retailers to move their gantries. "It's not in retailers' best interest to have a product that's not very profitable taking prime place behind the counter," said Deborah Arnott, the group's chief executive, who added that in recommending moving away from the traditional gantry she was in common cause with trade bodies including the NFRN.

Retailer John McClure spoke in favour of what he called an "interesting and challenging report".

"There's no doubt smokers spend

a lot of money," he admitted, but insisted declining sales and profits from the category meant stores like his had to seek out "other opportunities". ASH itself will not be championing any specific alternative to a tobacco-reliant business model and says this is for individual businesses to decide.

Also during the meeting, Ms Arnott reaffirmed the group's support for tobacco licencing – funded by tobacco manufacturers – though she indicated this would not be a tool they would use to limit the number of tobacco retailers in a specific area.

Bob Blackman MP also announced he had been re-elected as the chair of the All-Party Parliamentary Group on Smoking and Health. "I would never do anything to cause damage to small shops or small shopkeepers," he said.

**TOM GOCKELEN-KOZLOWSKI**

**Who? TRA Small Shops Manifesto 2016**  
When? 2.30pm

**Wednesday 19 October**  
**What? Launch of 2017's A Fair Deal for Small Shops report, which raises awareness about tobacco-related issues that affect retailers**

The Tobacco Retailers Alliance (TRA) represents and campaigns on behalf of legitimate retailers. Its latest event was attended by Conservative MP for South Thanet, Craig Mackinlay, with proceedings opened at Westminster Hall by TRA's national spokesperson, Suleman Khonat.

Mr Khonat highlighted the "integral role" that independent traders played in their local communities and

**On Holloway Road it's easy to buy illicit cigarettes at 50% of their RRP**



praised the moves already made by government to stop criminal traders. However, he was clear in his assertion that illicit tobacco, and the crimes committed against retailers, had to be stamped out to enable the entire network to prosper.

Mr Mackinlay, the son of a grocer whose career was brought to an end by the local supermarket, said that more retailers suffer nationally due to increased tobacco regulation and that store owners and staff – who he said "represent 390,000 members of the UK workforce" – deserve to be listened to more. He said that the rise in popularity for illicit tobacco came as "no surprise", and added that alcohol had been open to the same abuse for some time.

Constituent and friend of Mr Mackinlay, and TRA retail crime spokesperson, Hitesh Pandya, spoke after the MP. To frame his talk he used the plight, as he saw it, of retailers who were "being ignored" on a range of issues. In reference to the lawmakers "just down the corridor" he said they "didn't have a clue".

"I want Craig to be listened to. He's the only man at the moment and we need a voice," he added.

Next to speak was the former president of the NFRN, Mahendra Jadeja. He predicted "things would get much worse" when 10-packs of cigarettes are no longer available and, by way of example, pointed towards an area of London where he said illicit trading was rife. "On Holloway Road it's easy to buy illicit cigarettes at 50% of their RRP," he said.

**DAVE SONGER**



# LETTERS

✉ letters@newtrade.co.uk

☎ 020 7689 0600

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

## I am losing £200 a week of sales to Smiths' fees

Twelve months ago, Smiths News gave us an option of a fixed rate for two years.

I am on the fixed template like many others, and today I received a letter saying while my rate will not change this year, for those on a variable rate the template has changed.

We are being told that the charges will be increased in such a way Smiths is making itself look like saints by not increasing standing charges this year.

But what about next year and percentages on sales can increase quite easily?

I think approximately £200 of your weekly sales profits are lost in charges.

What about claims? We pay these exorbitant charges and wait for four to five hours to receive them, if not the next day.

How do you promote sales on this? Perhaps it's time to look for a claims refund on the DSC?

**Peter Gauntlett**  
P.L. & E.P. Gauntlett,  
Croydon

### A Smiths News spokesman said:

*"The review has concluded that the foundation of the template is still appropriate, but changes are required to ensure an accurate reflection of our cost to serve. Therefore, we will be introducing a labour element to our index calculation, previously made up only of the Retail Price Index and Freight Transport Association index. Alongside the indexation change for 2016 which will be 1.72% we will also be increasing the minimum and maximum carriage charge by £1 and £2 respectively. These changes will take effect on 27 November. Customers who chose to fix their DSC, an offer submitted to all our customers in 2015, will not be subject to the new templated structure until the end of the fixed period in November 2017."*

## Small problem is a big worry

I have an in-store PoS display from News UK for The Sun and



## A PUZZLING MATTER

I am curious if anyone else has noticed this puzzling phenomenon that is occurring.

Every morning when I open my shop it seems like the puzzle magazines have had a house party and had guests stay over – either that or they have mastered the art of procreation.

There were 43 titles this morning, against average monthly sales of 15 single magazines across eight titles.

Sarcasm aside, in this day and age, what possible economic and environmental sense can this make? What a complete waste of my time checking them and returning them, and the printing and transport costs.

Another puzzling issue and a further note: if we are given a 2p handling allowance for handling inserts for the papers, then why, if the

papers are returned, do we have the 2p taken back? We have still handled them.

Next point, if the papers are late, and it's a publisher issue, why are we expected to contact the publisher for restitution? We pay the wholesaler for all the papers, and we pay the wholesaler for delivery, then surely simple contract law states that our contract is with the wholesaler?

And now I'm on a roll. If we pay the wholesaler for delivery and the wholesaler is repeatedly late, then the wholesaler is in breach of contract and is liable to be sued, unless of course they issue automatic restitution, because if we have to chase it they should pay us for the time we spend chasing restitution.

**Aidan Staton**  
Streetly Stores, Dudley,  
West Midlands

other newspapers. I've had it for about a year, it was part of a deal with The Sun and News UK from a rep.

The problem is, it's a bit big, I'm looking for a smaller one. I've seen smaller ones in other stores, they just have two shelves, one for The Sun and one for The Times.

I've been trying to get in touch with News UK, through the app and I've left messages and messages and messages, all with no response. It's been like this for at least four months.

The PoS is a good idea, but it just doesn't work in my store. I need a smaller display and I know they make them.

I'm begging them, please come and help me, but I can't get an answer. We're part and parcel of the industry. I think we deserve better than this.

**Arif Ahmed**  
Ahmed's News,  
Coventry

### A News UK spokesman said:

*"Our rep for Coventry has been in contact with Mr Ahmed and will be visiting his store this week to replace the unit."*

**INDEPENDENT**  
Achievers Academy



PHILIP MORRIS  
LIMITED

ACADEMY IN ACTION  
Follow up



## Customer Service

Back in June, Karen Murray, regional sales manager at Philip Morris, visited Naresh Gajiri and Rakesh Sood's Premier store in Glasgow to discuss what steps they could take to improve their customer service. We caught up with them to see what results they've seen.



### Naresh's action plan

- Decide on and write down three customer service values and communicate them to staff
- Introduce recognition awards at staff meetings to reward staff that go the extra mile
- Use social media to capture customer feedback and make changes based on what they say

### Naresh says

"The IAA visit was very useful. We have created customer service values, including values around honesty and offering service with a smile. At the last staff meeting we asked staff to contribute ideas on great service and they're going to feed back to us at the next meeting.

"At every monthly meeting we actively praise the staff members who have given exceptionally good service and, for Christmas, we're planning to reward staff with gift vouchers. Staff are enthusiastic about the changes and customers have noticed too.

"We haven't managed to sort out Facebook yet as we're looking for someone to give us some help with it."



### Your action plan

Visit [betterRetailing.com/IAA](http://betterRetailing.com/IAA) to find out more about Naresh & Rakesh's and the other retailers' visits from the Academy and develop your own action plan to see similar results in your store

**PART  
4**

# PARTNERING FOR SUCCESS...



## NEW PACK DESCRIPTORS UNDER EUTPD II

Owing to the new legislation, the way we refer to our tobacco products is changing, with certain current **names** and **descriptions** no longer compliant from **20 May 2017**.

We understand that consumers use **brand** and **colour** when asking for their pack of cigarettes. With current taste descriptions – **'full flavour'**, **'smooth'** and **'menthol'** – no longer compliant, new standardised pack descriptors have been devised to help differentiate the SKUs.

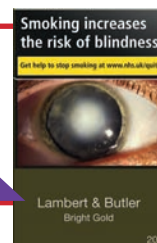
For full flavour products, brands in **Sub-Premium** through to **Sub-Economy** will adopt either the descriptor **'real'** or **'original'**, with the exception of **Carlton Red** (which stays the same) and **John Player Special Black** (which adopts the descriptor **'Legendary Black'**).

For those full flavour products in the **Premium** category whose names are changing, **Superkings Black** will transition to **Superkings Original Black**, **Regal** will transition to **Regal Blue** and **Embassy Number 1** will adopt the descriptor **'Red'**. For our other products the transition will be as follows:

- 'Smooth' products become **'Bright'**
- 'Menthol' products become **'Green'**
- 'Capsule' products become **'Crushball'**



Lambert & Butler  
Smooth Gold,  
WILL BE KNOWN AS  
Lambert & Butler  
Bright Gold.



The name of **JPS Triple Flow**, a smooth cigarette in the **economy** category, remains unchanged. Meanwhile as **'King Size'** is the standard cigarette size, it will no longer be mentioned on pack. **'Superkings'** variants will continue to be referred to on pack. Some examples are:

- JPS King Size Blue → JPS Real Blue
- JPS King Size Silver → JPS Bright Silver
- JPS King Size Menthol → JPS Green
- JPS Superkings Blue → JPS Superkings Real Blue



You should have received a brand descriptors list. It can also be viewed on our trade website at:  
[www.imperial-trade.co.uk](http://www.imperial-trade.co.uk)



For Tobacco Traders Only



## STANDARDISED PACKS, BUT BRANDED TRADE OUTERS...

Branding on individual packs of tobacco will not be compliant after **May 2017**, however, **trade outers** of cigarettes will change their packaging to become **fully branded** – meaning our products will continue to be **easily identifiable** in cash & carries. Meanwhile, any **Codentify codes** on individual SKUs will remain fully scannable.



Examples of standardised pack designs. For illustrative purposes only, and subject to change.

Codentify codes



Back



Front

Examples of standardised pack 200 outer wrap design. For illustrative purposes only, and subject to change.

## START PACK UPDATES & CONSUMER INFO CARDS

START pack updates will include further **materials** to assist retailers with understanding the **transition in descriptors**, and bring to life our **brand variants** in their new format. This will help when adapting to the navigation of new-look gantries and be a useful quick reference guide to support retailers.

Look out for your brand variant wheel, coming soon...

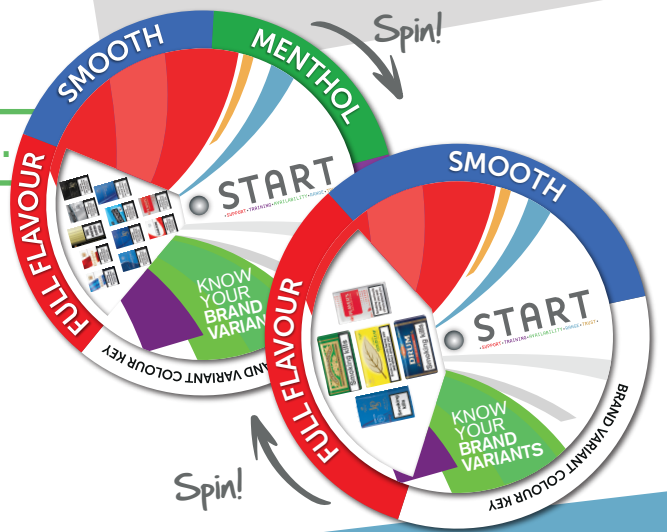
**New consumer information cards** are also now available, which are a useful reference guide to the forthcoming changes for your shoppers.

Examples of standardised cigarette card insert. For illustrative purposes only, and subject to change.



Different Packaging Same Product

**START**  
• SUPPORT • TRAINING • AVAILABILITY • RANGE • TRUST •



# ... THROUGH EUTPD II AND STANDARDISED PACKAGING



[www.imperial-trade.co.uk](http://www.imperial-trade.co.uk)

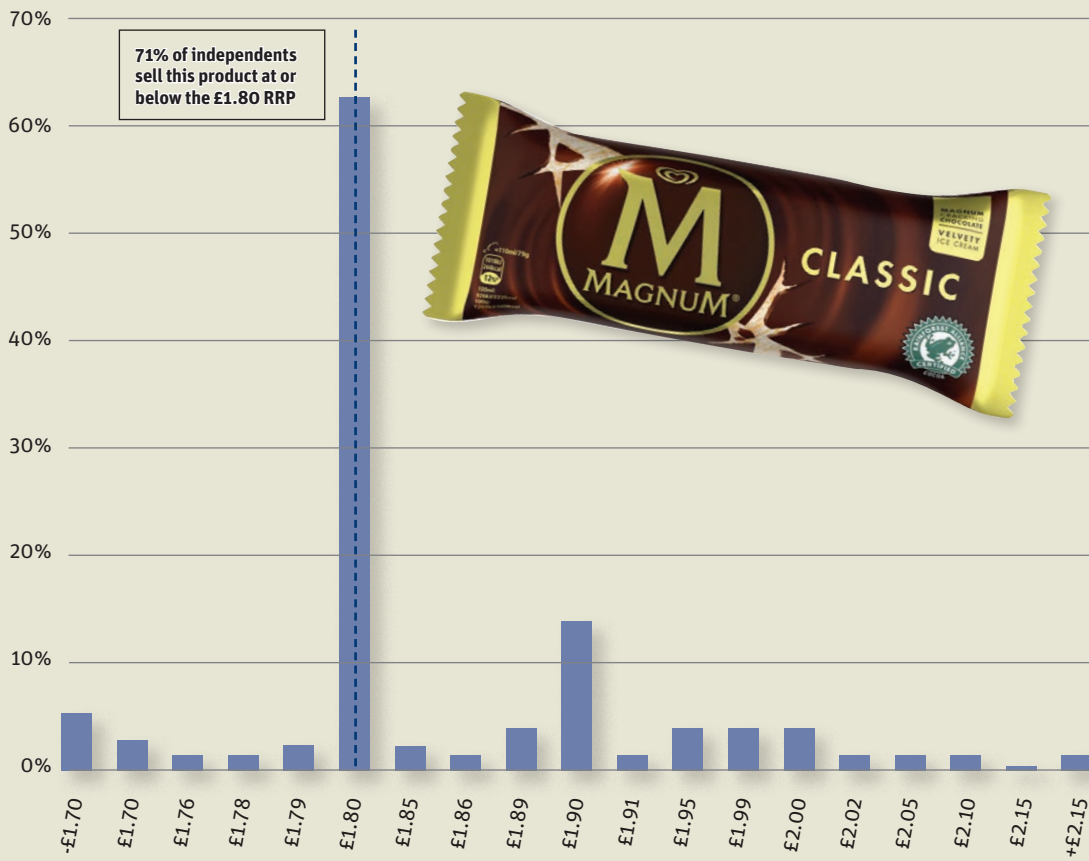
# PRICEWATCH

Benchmark your prices against your peers

## In focus Ice cream

## Sample prices

**WALL'S MAGNUM CLASSIC 110ml** Price distribution %



PRODUCT
Wall's Magnum Classic 110ml
Wall's Magnum White 110ml
Magnum Double Chocolate 88ml
Calippo Orange 105ml
Twister 80ml
Wall's Feast 90ml
Euro Shopper Classic Choc Ice Cream 80g
Cadbury Flake 99 125ml
Magnum Mint 100ml
Euro Shopper Classic White Ice Cream 80g
Solero Exotic 90ml
Orange Pop-up 110ml

## Analysis

Ice cream may experience peak sales during summer, but demand for them remains healthy during the colder times of the year. Why? Retailers suggest many customers choose to have ice creams as des-

sert options, whatever the weather.

Most retailers stick to RRP, with 77% of them doing so in the cases of Walls' Feast, Solero as well as Magnum Classic, White and Double Chocolate. Of the retailers

that did deviate from RRP, only two highlighted here did so by more than 10p. The ice cream with the highest number of retailers pricing above RRP was Twister, with 62% of retailers improving the margin.

## How we drive our profit

### Mike Brown

**STORE** Brown's Newsagents  
**LOCATION** Middlesbrough  
**SIZE** 300sq ft  
**TYPE** high street

**TOP TIP**

I have my own freezer and can stock what I want. Euro Shopper's range gives me a 30% margin – a better return than Wall's



**I have stocked** Booker's Euro Shopper pricemarked range in my 12-basket freezer for around four years – all nine sell well. The strawberry Cornetto equivalent retails at 60p and other favourites are ice pops, at 10p, and Calippo Shots for £1.20, which kids love. I went to a branch meeting recently and most people were sticking with Euro Shopper because they sell well, and have been particularly this year. I don't stock the much more expensive ice creams – a family of five can buy one cheaper ice cream each for under £3 rather than £10 or £15.

### Avtar Sidhu

**STORE** Simply Fresh  
**LOCATION** Kenilworth  
**SIZE** 2,000sq ft  
**TYPE** edge of town

**TOP TIP**

Don't have a range that's so large it makes the freezer messy or untidy because it can affect sales



**We do impulse** and take-home products. Magnum, without a shadow of a doubt, is one of our biggest sellers, even though we sell it for £1.90 – we add 10p on to every RRP. The prices jump up every year and they're quite expensive now. It's really worth having a good range and you would be surprised how much people are prepared to spend; this summer we've had people coming in and buying single Magnums while spending £50 to £60. The cash profit, the bit that goes in your pocket, can be upwards of 80p.



➔ Dave Songer  
 ✉ RNreporter@newtrade.co.uk  
 ☎ 020 7689 3358

Data supplied by



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

BOOKER RRP	AVERAGE	RETAILER 1 VILLAGE C-STORE NORTH OF GLASGOW	RETAILER 2 SMALL CAMBRIDGESHIRE VILLAGE SHOP	RETAILER 3 LARGE TOWN CENTRE SHOP IN LANCASHIRE TOWN	RETAILER 4 LARGE SHOP IN NEWCASTLE RESIDENTIAL SUBURB	RETAILER 5 HIGH STREET SHOP IN S.E. MANCHESTER SUBURB	RETAILER 6 PARADE OF SHOPS IN SMART SURREY THAMESIDE SUBURB
£1.80	£1.83	£1.80	£1.80	£1.80	£1.70	£1.80	£1.85
£1.80	£1.84	£1.80	£1.80	£1.80	£1.70	£1.80	£1.85
£1.90	£1.88	£1.90	£1.90	-	-	£1.90	£2.00
£1.00	£1.05	£1.00	£1.00	£1.00	£1.00	£1.00	£1.10
£1.00	£1.06	£1.00	£1.00	£1.10	£1.10	£1.00	£1.20
£1.00	£1.06	£1.00	£1.00	£1.10	£1.00	£1.00	£1.00
60p	60p	60p	-	60p	-	60p	-
£1.69	£1.70	-	£1.79	£1.60	-	£1.95	-
£1.80	£1.86	£1.80	-	£1.70	-	£1.80	-
60p	60p	60p	-	-	-	60p	-
£1.25	£1.32	£1.25	-	£1.30	-	-	-
50p	50p	50p	-	50p	-	50p	-

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Adam Hogwood

Budgens of Broadstairs



Little Stour Orchard  
cider vinegar  
(£3.50)



#### Where did you discover it?

The producers used to hold a farmer's market very near to the store and this went on to win the Kent Good Taste Awards. It's made from the juice of 100% English apples and can be used in salad dressings, chutneys and for preserving. We sell them in 500ml bottles and we get a margin of 30% – it's really growing in popularity. It's good for business because the producer also makes ciders and wines, so its cider vinegar acts as an effective cross-promotion tool.

#### Who buys it?

It has a wide appeal so there's no set demographic. It may be people who are new to cooking and want a premium product with which to cook, while for foodies it makes for a good point of difference over other more run-of-the-mill products.

#### Why is it so successful?

People just expect certain lines to be local now and this goes just outside the box a little. For us, stocking the product is important because it shows we work with local people and are making an effort to get the name out there. It's been great aligning ourselves with local markets.

## Shahid Razzaq

**STORE** Family Shopper  
**LOCATION** Blantyre  
**SIZE** 3,500sq ft  
**TYPE** residential

#### TOP TIP

Keep a good stock during the colder months, as there is still healthy customer demand



**For us** multipacks have really taken off pretty sharply, and that's for ice lollies not just ice cream. I do find that sales tail off a little during the colder times of the year, but of the 12 chest freezers we have in the store, the one holding ice creams, desserts and frozen cakes is one of the most popular we have, and we still have to restock every two weeks. The pricemarked Euro Shopper range is one of our most popular; that returns margins of more than 30%.

## Linda Sood

**STORE** Falcon News  
**LOCATION** Portsmouth  
**SIZE** 600sq ft  
**TYPE** town centre

#### TOP TIP

Have the right stock. Know your customers, meet their demand and don't get bogged down by margins



**Pricemarked** items are a big draw for our customers. It's an area that Lyons Maid has just entered into, which is great because its 70p Cornetto-style range has sold really well. As for non-pricemarked ice creams, Feast, Magnum and Twisters are the ones we concentrate on, but for those buying for the family, 60p to 70p is good value so I'm really glad that the big names are now doing them. It's levelling the field. Our store isn't in an affluent area so people won't pay over the odds, for example Mars doesn't sell well because it's too dear. ●

# RETAILER PROFILE



## It's a family affair

The Windmill has been at the centre of the village of Rubery for 30 years. Harj Gill explains how constant investment keeps the offer relevant and sales booming.  
**Matt Hutchings reports**

**F**ew people outside of Birmingham have heard of the village of Rubery and fewer still of the Select & Save on Windmill Avenue. But, as retailers and owners of the store, Harj Gill and his family have served the village for more than 30 years, and if you're a Rubery local, there's a good chance you'll know Mr Gill.

Although the business is going from strength to strength now, Harj describes how it wasn't always plain sailing: "Mum and dad bought the store back in 1983," says Harj. "Things didn't quite go to plan as it turned out once they'd bought the business that the accounts had been falsified, so dad went to work for Rover for a few years and mum ran the store on her own. Dad was getting up at 5am to go to the cash and carry before work. It was a really tough time."

Now, with business booming and the store picking up awards, these early struggles are forgotten.

"The ups and downs make you a stronger person; more determined to make the business succeed. When I look where we started, what my parents - and now me and my brothers - have achieved, we are proud."

Rush and Bob, Harj's brothers, joined the business straight from school, and Harj himself has been in the business for 21 years.

"We each run our own departments - I do fresh and chilled, Bob deals with confec-

tionery and soft drinks and Rush deals with alcohol. Being brothers does make us competitive, but that's great for business. We take pride in what we do and I think that's the real benefit of owning and working in your own business."

The store has undergone several transformations over the years, as Harj explains: "We've had three major refits. Firstly we bought the store next door and knocked the wall through - that made a massive difference to the space we had. Then we extended into the yard out the back. The last extension was in 2011, which allowed us to double the size of our chilled alcohol section to 9.75 metres. Alcohol sales account for about 40% of our revenue so this was a real strategic move for us. Before the extension and refit we took around £19,000 in turnover a week, but we're turning over around £22,000 now."

Being part of the Nisa family, Select & Save is able to offer three-weekly promotional deals and can keep prices particularly competitive on wines and spirits - a big earner for the brothers. "We've got a lot of competition just five minutes away on the high street - a Tesco Metro, a Costcutter, a Farm Foods store and a Co-op. I think what differentiates us is that our customers have always been more than just customers and this store is part of the history of the village.

"We do what we can to give back to the community - last year we gave 460 bottles



“Every time I read RN I learn something different – especially from retailer profiles. You can learn something new from every one.”

HARJ GILL



Harj Gill believes there's always room for change and growth when running a convenience store



**“We see Facebook as a way to connect on another level with the community without spending hundreds on advertising”**

of water to the local middle school for their sports day, and in November we had an open day with wine tasting, for the adults and face painting and goody bags for the kids. The people here are our friends – people we've grown up with and seen grow up – and that relationship keeps people coming back.”

Asked what's next for the business, Harj says there's always room for change and growth. “We're still growing. We've just done a massive range review and we're considering dropping DVDs. We've also just introduced fresh flowers and a coffee machine and they're both doing really well. We're also waiting for an LED screen to be delivered from Highstreet Digital. The figures suggest we can boost sales of our promotions by about 12% by showing them on the screen,” he says.

And with the family keen to keep the store – and their community – up to speed, Harj is looking at getting his store a better online presence. “We're looking at getting into social media as everyone has a smart-phone these days and we see Facebook as a way to connect on another level with the community without spending hundreds on advertising.” ●

**VISIT MY SHOP**

**The Windmill**

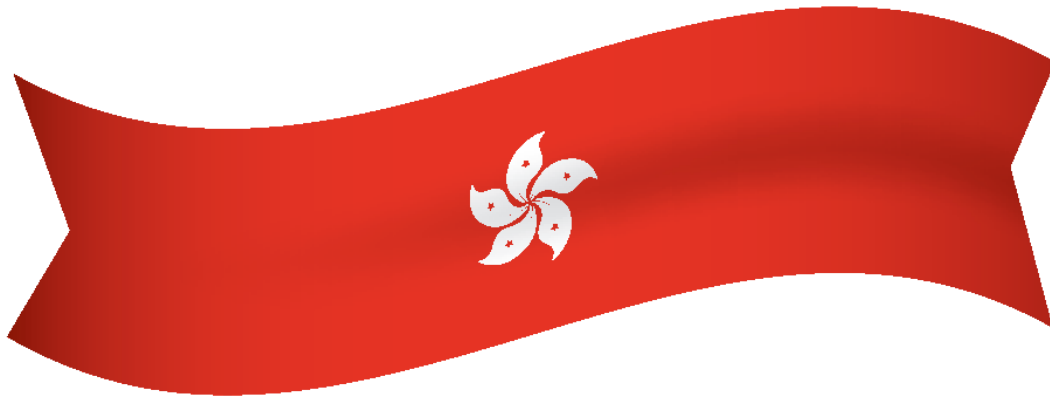
Windmill Ave,  
Rubery,  
Birmingham  
B45 9TA



**Want to see more of Harj's store?** Go to [betterretailing.com/windmill-birmingham](http://betterretailing.com/windmill-birmingham)



# FOOD TO GO



## Living on the c-stores of the future

Hong Kong is widely considered to be home to the world's most advanced convenience store market. But just how advanced is that? Could, for example, retail expert **Simon King** survive on their food to go offerings all day? RN asked him to find out

**H**ong Kong convenience stores are exactly what they're described as, convenient.

They're found on almost every street in the city and have all sorts of things to purchase inside.

One of the great things about Hong Kong is that most things that you need are at a store within a short walking distance of your accommodation.

According to the latest figures, Hong Kong has a population of just over seven million, with a density of approximately 6,300 people per square kilometer - that's almost four times as high as in London.

With space therefore at a premium, most people don't store much food in their homes. It's more convenient to

walk to a store that's less than a block away, get fresh ingredients daily and then cook breakfast, lunch or dinner - or a growing trend is to eat at one of the many

convenience stores in the city.

Close to wherever you are, Hong Kong convenience stores are open 24 hours a day. When you first walk into one of Hong Kong's convenience stores you may notice that it seems a little crowded in there.

These stores carry a lot of products in a small space, and they have to find a way to cram it all in. Hong Kong people are very good at using limited space to its maximum capacity.

Looking around the store you'll find lots of interesting Chinese and Japanese candy, Hong Kong-style drinks, toys, personal hygiene products, magazines, alcohol, Hong Kong-style fast food, and much more. It's pretty much a one-stop shop for almost anything you need.

Visiting the city for business, I was tasked with seeing just how advanced these stores are. Could I survive on their foodservice offers for every meal in a day? And what does the experience tell retailers in the UK about the direction of travel for foodservice operations in the country.

### BREAKFAST

#### 7-Eleven Daily Café

Lippo Centre, Admiralty

Breakfast is a key part of the day in this store. I choose the store as it is located close to a meeting I am due to have in Lippo Tower 1.

Once in store, I can choose what I want to order from three well-lit display screens, a member of staff at a kiosk takes my order. Literally seconds later, an English Breakfast Pot (containing sausage, bacon, scrambled egg, baked beans, tomato and, interestingly, mashed potato) and an Americano coffee is ready for me.

The price of HK\$35 (£3.67) is more than reasonable for the meal, which is sold as a part of a meal deal. In addition to the other breakfast options, which included scrambled egg in a brioche bun, the store sells hot bakery items, such as croissants and Danish pastries, which are available all day and then offered in a two-for-one promotion later in the day.

During the breakfast period, a leaflet on my serving tray, as well as on point-of-sale signs, highlights a lunch

### LUNCH



#### Beautifully Snacks

Paterson Street, Causeway Bay

I want to buy a light lunch, so I head to this outlet, which is located close to one of Hong Kong's busy roads, where the pedestrian crossing stops traffic every 52 seconds.

Food here is served by staff on the pavement, while other staff prepare the wide range of freshly-squeezed juices that are available from behind a counter.

For lunch I opt for five spicy fish balls, covered in chilli sauce, which were served on a kebab-style



Products like juices and hot meals need to be fresh and appetising to look at







**International convenience operator 7-Eleven has hundreds of branches in Hong Kong**

promotion which includes noodles in soup for HK\$28 (£2.93). For that price, you could choose from four types of noodles and from three different soup bases. In addition, a selection of toppings were available, ranging in price from HK\$5 (52p) to HK\$10 (£1.05).

Seven members of staff are working in the store including a barista team,

chef and kiosk staff. Once I've finished my breakfast, staff are keen to hear any feedback which highlights an impressive level of customer service.



**What can Brits learn?**

UK store owners could learn a lot from this store about the importance of in-store merchandising and using display screens to highlight menu options clearly to customers.



skewer, shark fin soup and a freshly-squeezed apple juice – these were priced at HK\$15 (£1.59), HK\$15 (£1.59) and HK\$18 (£1.90) respectively.

This outlet, in a high-footfall area, serves the same menu from around 11am until just past midnight.

There is no doubt that service was quick – something that is key for UK convenience retailers to think about when planning their hot food offering.

But the meal was not good. The apple juice was lumpy and not the colour juice made with fresh apples should be.

The food was lukewarm and with

me picking up lunch at around 1pm, I soon realised that it may have been sat there for up to two hours.

It might sound basic, but if a store is going to offer impressive fresh products like juices or hot meals they need to be fresh and appetising to look at.

**What Brits can learn?**

UK operators can easily promote the same menu all day like this store. Staying on top of the amount of food produced, rather than purchased, is key for offering a great service that's also profitable.

**DINNER**



**Circle K**  
Jardine's Bazaar,  
Causeway Bay



For dinner, I want some traditional Chinese food that I could take back to my hotel room.

Inside the store, the sales assistant, Fong, shows me the menu and explains that I could order individual items from a list of 24 choices. She also highlights the set-menu options that are available, each with a hot beverage, ranging in price from HK\$26 (£2.75) to HK\$31 (£3.28).

She tells me that the menu I was looking at is available from 10.30am, but with the store open 24 hours, she does not say how late in the night it could be ordered until.

The extensive menu is well designed and accompanied by good photography. I opt for soy sauce fried noodles, a portion of two steamed dumplings and five Shanghai wontons, which are priced at HK\$10 (£1.05), HK\$9 (95p) and HK\$12 (£1.26) respectively. I also buy a 330ml can of Coca-Cola for HK\$7.50 (79p).

It takes around four minutes for my order to be fulfilled. With Fong the only person working on the food counter, this was too long as a queue started to form.

Stores like this need to ensure that staff are trained and bottlenecks don't form. The food is also only okay in quality. The noodles have clearly been cooked earlier as they are congealed in the plastic container and it takes some effort to separate them.

**What Brits can learn**

Any UK c-store operators who want to get involved in foodservice needs to know the pitfalls of keeping food too long. Wastage is an issue, but cooking fresh food regularly is a better option than leaving customers disappointed. ●





# CHRISTMAS GUIDE

Magazines

49  
CRACKERS  
(29-35)

Great ideas for growing sales from top industry figures

Christmas is a famously huge opportunity for retailers to increase their sales and a time to highlight the importance of local stores to communities. We take a look at magazines for the fifth of our seven special festive features

## Festive focus on magazines

29



**Perry Thaker**  
Charlotte Street News,  
London

### High-end mags make great presents

We stock very high-end specialist titles on subjects like fashion and music. They're more expensive than standard titles and are often bought as presents for friends and family.

### The magazine specialist

Mark Ansell's 900sq ft store in Liskeard specialises in magazines, with a 2,000-title range that brings in customers from all over Cornwall. He explains how he makes use of displays and units that increase the focus on magazines and drive up sales



**Mark Ansell**  
Liskeard News,  
Liskeard

#### How I plan for Christmas

We increase magazine orders across our whole range in the lead up to Christmas. This is particularly true for Women & Home and Good Housekeeping, as both experience a dramatic spike in sales.

Kids' and adults' titles The Beano and The People's Friend have been in store since the beginning of October and have prominent locations. We'll receive Good Food and Christmas-specific craft magazines from November.

In terms of ordering, we favour Smiths, though we also use Connect 2U on the odd occasion that we have trouble sourcing any titles from them.

#### What my customers want

We do get orders from customers for specific titles the closer we get to Christmas and will keep them back if necessary. We can also give them live information on when they'll be hitting our shelves, as we keep our

ordering system logged in throughout the day.

#### How I bring Christmas to life

We've dedicated the end bay of our magazine section to our Christmas titles and our free-standing units stand alongside them. We aim to keep our magazines in customers' faces from now on, so I've utilised our newspaper cube to create a three-tier display.

#### My new product for Christmas 2016

Simply Christmas is a new title for 2016, and we'll be interested to see how well that sells, but overall it's a very busy time for magazines - it seems all of them are producing Christmas specials this year.

To keep up with demand, I tend to use our ordering system to get in anything with Christmas in the title - they're so popular, we're confident we'll sell them all.

30



**Kay Patel**  
Global News,  
London

### Make way for kids' titles

We always look to upsell during Christmas and we leave a stack of Radio Times on the counter - they always sell well. Another favourite at Christmas are children's mags, so we make more room for them.



A one shot from Hubert Burda that features 300 gift ideas

31



**Paul Patel**  
WH Smith Local,  
Southampton

### Lifestyle titles always a big draw

I fill a two-foot-high mobile stand with magazines like Ideal Home, Homestyle Christmas and Good Housekeeping. I find that 10 copies of the most popular titles is enough.



33



**Jon Powell**  
The Newsagent,  
Newport

### Make plans for the future

I leaflet all 400 of my delivery customers to tell them about TV guides, as it's an opportunity to add value and potentially get long-term subscriptions. I may use the list in future to highlight offers on other items.

32



**Ian Lewis**  
Spar Crescent Stores,  
Witney, Oxfordshire

### Be a trendsetter

We have 63 linear-metres of storage, stock between 700 and 800 magazines and largely follow Smiths' advice on what to stock. To give us the edge we try to stock magazines that follow popular trends.

## The publisher's view

The 93rd Radio Times Christmas issue hits magazine stands on 3 December. By investing in retailer support, the team behind it expects great sales from the biggest issue of the year



**Richard Campbell**  
Publisher (Radio Times), Immediate

### What opportunity does the Radio Times offer this year?

Our Christmas double issue will be in shops from Saturday 3 December and we're more excited than ever. Our 2015 Christmas edition generated over £6.2m in RSV: by far the biggest figure for any magazine all year and over three times as much revenue as the second-biggest Christmas TV listings title.

### How do you maintain this success year after year?

It comes from investing in market leading editorial boosted by exten-

sive marketing, including fantastic support from retailers to maximise sales.

### What's your best tip for success?

We recommend maximising displays using multiple facings showing the full cover, siting the magazine on any promotional space available, including the counter, and asking customers if they have bought their copy yet. Immediate invests in over 10,000 Christmas free-standing display units - we have a huge once-a-year audience so make sure that you get your share.

34



**Mike Mitchelson**  
Brampton Post Office,  
Cumbria

### Generate visual impact

We group the best-selling titles and specials together to try and make the most of this one-off opportunity. Space is tight in our store and this approach generates real visual impact.

Magazine launches for 2016



14 projects for anyone determined to make their own presents



A Christmas take on the popular colouring in market



A special edition of Making features 77 projects for the festive season



Contains 700 ideas across craft, cooking and decorating

35



**Adrian Rodda**  
AR News,  
Harrogate

### Keep an eye on local events

Harrogate's craft and food festivals shortly before Christmas mean that magazines like Knit & Stitch, Simply Crochet and Good Food fly off the shelves. We'll add shelf talkers and may have a food-focused window feature too.

NEXT WEEK:

FRESH & LOCAL



# WINTER REMEDIES

## How you can be their hero

Half a million more children will receive the annual flu jab this winter alongside millions of other elderly and vulnerable adults. But what about everybody else? Dave Songer speaks with three retailers about how to range and display vital remedies over the next few months



**“This is an all-year opportunity”**

Peter Mann, who runs a Nisa Local in Luton, ensures he's ready for the winter upturn in illnesses but knows there's an opportunity to gain sales from suffering customers at all times.

We stock lozenges all year round in our store, with Lockets our most popular brand. We increase the range of these from around October when the temperature drops, doubling the number of flavours we offer from two to four.

Sales naturally tend to tail off when the weather improves, but our lozenges won't disappear from the shelves entirely because people still get colds in summer.

In the case of medicines, they're also always available but we're not permitted to sell everything so that restricts us a little bit. However, being just a few doors along from a pharmacy that closes at 5.30pm, we get a steady flow of business from commuters returning home who need cold or flu relief when they're closed.

To raise the number of impulse and distress purchases we've recently installed a three-tier tower on the counter, which really drives sales. Our two-metre-long bay is well stocked and customers will nearly always leave with something - it would be a missed opportunity not to be well prepared.

We run promotions during winter including Lockets for 50p per pack. The deals are set by Nisa so we take the lead from them. There's often a deal on Fisherman's Friend, too.



**Peter Mann boosts basket spend by stocking cough mixture alongside lozenges**



**We get a steady flow of business from commuters who need cold or flu relief**

### What else goes in the basket?

Our customers buy additional, non-medical items along with winter remedies including sweets and drinks, but in the main they buy other remedies to be used in conjunction with each other - such as using throat lozenges with cough mixture.







## “Customers are split into brand loyal and not”

At David Wyatt's Costcutter store near Gatwick Airport in Crawley there is a careful balance to be found between stocking trusted brands for those willing to pay a premium and catering to value-seeking customers with own brand products.

I would have said that, as a category, winter remedies are necessity purchases and not products that go through big changes or innovations, meaning our core range stays pretty constant. Our range covers pain relief, cold and flu treatments and products to combat allergy symptoms, all of which really add to our overall basket spend.

Winter remedies aren't the sort of items that are bought on their own, they're distress purchases so we position them clearly on display directly behind the counter. People are pretty organised and they tend to stock up on cold and flu and related products; we're only five miles from Gatwick and we get have zero business from those using the airport because they've already bought them.

Pain relief is definitely our bestseller, with

Nurofen the most popular of those. The own-brand varieties of painkillers that we stock also do well, however. This is a relatively recent change that we've noticed, thanks in part to stores like Aldi and Lidl which for years have been selling lesser-known brands at much cheaper prices. Our discount brand paracetamol costs 70p and many customers are happy to buy these instead of a major brand. There is a clear split, though, with a significant number of customers happy to pay up to three times more for recognised brands, believing that they work more effectively.

We have a wide range of cold, flu and headache tablets, including Lemsip Max Cold and Flu, Benylin Cold & Flu capsules and Nurofen, while for the kids we stock Nurofen for Children and Calpol. We don't sell huge quantities of children's remedies but, as a father myself, we think it's important to have them. Other staples include Strepsils for the treatment of sore throats, and to clear congestion we stock Sudafed and Vicks VapoRub and Vicks Breather Tubes.

### What else goes in the basket?

Our store is on a garage forecourt and we find that our customers will generally only buy winter remedies on impulse as they fill up their cars with petrol.



Some customers see them and seem to think that they'll work better if they have advertising campaigns behind them



## “Customers are attracted by products they see on TV”

In the Shropshire town of Telford, retailer Julie Duhra finds customers at her Jule's Premier store often prefer products that are seen on TV - even believing that this advertising is a mark that a product will work more effectively to sooth or relieve symptoms

December is always the busiest time for us in terms of winter remedies, with adult ranges accounting for the majority of our sales. We get in more Buttercups cough syrups around October for children - to coincide with them returning to school - and Covonia for adults, both of which are good sellers.

As for cold and flu relief, Lemsip powders have good uptake but we don't sell them in capsule form because our customers prefer Booker's own brand, which is ideal for us because, at 65%, the margins are better. Again, we get more of those in from around October and stock them in greater numbers until the end of February. During this period we also increase our range of Strepsils and Halls Soothers, introducing more flavours before stocking only the most popular flavours for the rest of the year.

We base what we're going to buy from my bestsellers according to our EPOS terminal, however we also react to market and customer demand. This often happens when a new product or brand is being advertised on the telly - some customers see them and seem to think that they'll work better if they have advertising campaigns behind them. We'll make the decision on whether to stock any product depending on its margins and the time of year.

We stock very little of the branded ibuprofen, instead opting for Happy Shopper's lower-priced alternative; our customers don't want to spend £2.50 on painkillers. If we get asked for the branded variety we'll speak to our customers, advising them that our cheaper alternative will give the same results. ●

### What else goes in the basket?

Our medicated sweets are positioned on the main fixture so they're close to the sweets. For those coming in for Halls Soothers they'll also pick up Haribo, for example, and often mints or chewing gum from the counter as well.



# PREVIEW



### Round we go

Hershey's, the makers of Reese's brand, is rolling out a real peanut butter biscuit, Reese's Rounds, in the UK this month.

**RRP** £1  
**Outers** 8  
**Contact** 0141 331 5280



### Good eye for pies

Lancashire Baker Holland's, has launched three new variants of frozen pies - Chicken Balti, Chicken & Vegetable and Steak Pies.

**RRP** £2  
**Outers** 6  
**Contact** 01706 21359



### A stamp of approval

Spar's award-winning Luxury Mince Pies, which will be launching on October 24, have been recommended by the Good Housekeeping Institute.

**RRP** £2  
**Outers** 12  
**Contact** 020 8426 3700



### Always staying ahead

Always Soft & Fit is being rebranded as Always Sensitive and launching a new-look packaging.

**RRP** £1.39 or 2 for £2.50.  
**Outers** 20  
**Contact** 0800 521366



### Sweet additions

Country Choice caterers has revealed its new thaw and serve confectionery which includes gingerbread muffins topped with toffee icing.

**RRP** £1.39 or 2 for £2.50  
**Outers** 20  
**Contact** 0800 521 366



### Add some heat

Market Deli is extending its range of pita and classic potato chips with the addition of a Cayenne Chilli with Spanish Tomato flavour in a 40g potato chip format.

**RRP** 83p  
**Outers** 18  
**Contact** 0118 930 6666



### Healthier Nurishment

Grace Foods is relaunching its Nurishment Extra - offering new packaging and up to 50% less sugar.

**RRP** £1.09  
**Outers** £12  
**Contact** 01707 326 555



### Try this one

Crabbie's fans have the chance to win a range of rugby themed prizes as part of an on-pack offer on 500ml glass bottles of Crabbie's Alcoholic Ginger Beer.

**RRP** £12.49  
**Outers** not given  
**Contact** 0845 6000 666



### Grouse investment

Maxxium UK, distributors of The Famous Grouse, says this year will see the largest ever Christmas marketing investment in the brand, valued at more than £2m.

**RRP** £17.14 for 70cl or £23.01 for 1 litre  
**Outers** not given  
**Contact** 01786 430500



# NEVILLE RHODES

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☎ 020 7689 0600  
@RetailNewsagent



## Putting on a show

**The future of newspapers long term may be in doubt but thousands of stores still benefit from the footfall and turnover they bring. It's therefore vital retailers and publishers continue to invest in maximising sales**

Visiting a shop I've used occasionally over the years to buy a newspaper, I went straight to the usual place, past the counter and about half way down the shop, only to find the papers weren't there.

"Where have they hidden them now?" I muttered to myself, as I walked to the back of the shop, before returning up the other aisle to the counter, still looking.

I was about to share my thoughts with the manager when I spotted the papers. Their new site is a wall display, facing the customers as they open the door, each title with a full facing, so with the windows left clear – as they are following a recent refit – the public can read the headlines from the pavement. Magnificent, particularly in a shop that's slowly morphing from a newsagents into a c-store.

Newspapers need this sort of support, now more than ever before. Circulations have been in decline for 50 years or more, slipping at first, then sliding and now tumbling down.

Twenty five years ago UK news retailers were selling 100 million national newspapers a week; five

years ago those sales had dropped to 60 million; now they are down to 41 million.

Since the ABC introduced more detailed reporting for the national dailies in April 2012, average Monday to Friday copy sales have fallen by nearly a third, Saturday sales are down by 26%, and the Sunday market has plunged by

35%. The financial impact on retailers has been mitigated to some extent by cover price rises, but overall the retail trade's profit from sales of national newspapers has fallen over the past four and a half years by around 16%.

That's a loss to the retail trade of around £1.6m a week or £80m a year.

### ★ Einstein and the newstrade

✚ **The maxim attributed** to Albert Einstein – that it is madness to keep doing the same thing and expect to get different results – is now routinely ignored by most of the national newspaper publishers. Assuming the minimum aim for their print editions is to stabilise sales, it's madness to keep being late into the wholesalers, unless they have convinced themselves that it doesn't result in any significant sales loss. A saner approach would be to stop being late and see what benefits it brings. It's also madness to keep on raising cover prices well above inflation, and expecting not to lose sales. For example, the cover price of the weekday Daily Telegraph is now 25% higher than it was in April 2012, against a rise of only 9% in the Retail Price Index, and its sales have fallen by 29% – leaving retailers £90,000 a week worse off. On the other hand, the cover price of the Saturday edition of The Times has remained unchanged over the same period, and its sales are down by only 2%. I'm no Einstein, but the great man would have probably agreed with the newspaper mantra that was drummed into me: never give the readers a reason not to buy the paper.



Against this background it may seem perverse of me to be suggesting that retailers should be doing whatever they can to support newspapers. The publishers certainly don't deserve it, but many retailers, particularly neighbourhood stores, need the additional sales that newspaper footfall produces.

The alternative to giving newspapers every chance to sell is that fewer will be sold, causing faster falls in circulation, and hastening the demise of more titles.

Retailers can't save newspapers, but it is in their interest to try to sustain them for as long as possible.

With the red-top and mid-market titles now relying heavily on impulse sales, only good displays in prominent positions will help retailers make the most of the national newspapers category, which is still worth over £1.8bn in annual RSV.

"Where have they hidden the papers?" is a question shoppers should never have to ask.

*Neville Rhodes is a freelance journalist and former retailer*

# THIS WEEK IN MAGAZINES

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## Round up



**TIM MURRAY**  
Magazines  
reporter

## RANGE KEY TO BIG STORE EXCLUSIVES

Someone I know well through my other work, in the video and film industry, used to work for one of the big supermarkets. And among the roles he carried out at one stage of his career, was as its news and magazines buyer. A few years ago, after starting to freelance here at RN, I bumped into him and told him what I was up to. This was long after he'd left the grocer in question but he threw his arms up and, still exasperated, said it was the strangest business he'd ever worked in. "There's no excitement, there's no negotiation, they just tell us the price and we say what we want to stock," he recalled.

I was reminded of his words when I saw the latest supermarket exclusive from a retailer, as Empire announced its motion cover featuring the forthcoming Potter-related spin-off Fantastic Beasts And Where To Find Them was going exclusively through Sainsbury's. Hot on the heels of the exclusive Tesco price for Woman & Home, it might appear as if the grocery chains are now using the magazine sector as the latest territory for their battles over exclusivity and market share.

What can independents do about it? I've seen them go down a similar route with other industries, wading into other sectors all guns blazing, and it's not easy to compete.

But, having said that, magazine sections of the supermarkets are notoriously messy, by mid-morning at the weekend particularly, they're all over the place. The children's sections are impossible to navigate, with comics shoved back in willy-nilly and a right mess.

As ever, range is key. Sure, Sainsbury's might have Empire, but they won't have Little White Lies, Sight & Sound, Starburst, US film, TV and more magazine Entertainment Weekly.

## Profit on the menu

# GET SET FOR A TASTY FESTIVE SALES BOOST

The Christmas issue of BBC Good Food is coming very soon and with it a welcome end-of-year bumper issue to give you bumper takings

**JUST LIKE** Immediate's other big seller, Radio Times, the Christmas issue of BBC Good Food, on shelves for longer than the month, sees a notable uplift in sales. There's a free gift too, the Good Food Recipe Calendar, with a brand new seasonal recipe for every month. The contents include the basics - and most important - parts of Christmas, such as turkey, through to post-Christmas carol hot chocolate and peppermint polar bears. Panel blind taste-testing of Christmas products makes for strong talking point and PR opportunities.



**BBC GOOD FOOD**  
**On sale 28 October**  
**Frequency monthly**  
**Price £4.35**  
**Distributor Frontline**  
**Display with BBC Easy Cook, Olive Magazine, Delicious**

Take a Break's **Christmas PUZZLE COLLECTION**

on sale 4 November at a premium price

THE BEST-SELLING CHRISTMAS COLLECTION OF PUZZLES

£3.39 x 30,000 sales!







## SHOWCASE

Egmont's ever-shifting monthly Showcase publication this month devotes itself to one of the current crazes for seven to 10-year-old boys, namely the anime franchise Yo-Kai Watch. It encompasses, like the best Japanese series (think Pokemon) a TV series, game, toys and, now, a comic too. It features stories and information about the different Yo-Kai characters, puzzles, masks, a competition to win a Nintendo 2DS with Yo-Kai Watch game and a free disc spinner.



**On sale 18 October**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with Hi-Fi News, Hi-Fi World, Hi-Fi Choice**



## MOJO

The now departed REM feature as cover stars on the latest issue of rock magazine Mojo, with the publication doing one of its major in-depth features on the US guitar group - 15 pages and counting - as well as an REM-friendly CD covermounted too. Other features include the obligatory David Bowie and Brian Wilson articles, which should further boost interest.



**On sale 20 October**  
**Frequency bi-monthly**  
**Price £5.99**  
**Distributor Seymour**  
**Display with Q, Uncut**



## NOBLE ROT

The 12th issue of luxury food and wine magazine Noble Rot has a lobster wine waiter as its striking cover image, and is subtitled the You Gotta Say Yes To Another Excess issue. Inside its award-winning writers turn their eyes to Beaujolais, looking not just at the wine region and the products it produces, but also at restaurants and food in the French city of Lyon at the heart of the area. It also includes celebrity chef Yotam Ottolenghi within its pages.



**On sale out now**  
**Frequency bi-monthly**  
**Price £9**  
**Distributor Marketforce**  
**Display with Decanter, Monocle, BBC Good Food**



## EMPIRE

It may have signed over its groundbreaking motion-style front cover to Sainsbury's as an exclusive, but the mere fact that the limited edition-style cover is certain to sell out within hours should create plenty of interest around the December issue of Empire. The cover features the forthcoming spin-off from the Harry Potter franchise, Fantastic Beasts And Where To Find Them.



**On sale 28 October**  
**Frequency monthly**  
**Price £4.50**  
**Distributor Frontline**  
**Display with Total Film, Sci-Fi Now, SFX**



## FOOD TO LOVE

It's the first Christmas edition from relatively recent launch Food To Love and the magazine is planning to celebrate in style. The seasonal issue contains everything from the traditional turkey with all the trimmings to more unusual variations, as well as everything readers will need to have the perfect New Year's Eve party. As publisher Bauer notes, sales of titles such as this can enjoy as much as a 90% sales uplift.



**On sale 28 October**  
**Frequency monthly**  
**Price £4**  
**Distributor Frontline**  
**Display with BBC Good Food, Delicious, BBC Easy Cook**



## Bestsellers Cooking & kitchen

Title	On sale date	In stock
1 BBC Good Food	28.10	<input type="checkbox"/>
2 Delicious	01.11	<input type="checkbox"/>
3 TAB's My Favourite Recipes	03.11	<input type="checkbox"/>
4 Eat In	28.10	<input type="checkbox"/>
5 Olive	04.11	<input type="checkbox"/>
6 Easy Cook	27.10	<input type="checkbox"/>
7 BBC Home Cooking Series	27.10	<input type="checkbox"/>
8 Food & Travel	27.20	<input type="checkbox"/>
9 Jamie	27.10	<input type="checkbox"/>
10 Superfood	28.12	<input type="checkbox"/>
11 Decanter	02.11	<input type="checkbox"/>
12 Cake Decoration	27.10	<input type="checkbox"/>
13 Healthy Food Guide	01.11	<input type="checkbox"/>
14 Free From Heaven	27.10	<input type="checkbox"/>
15 Vegetarian Living	03.11	<input type="checkbox"/>
16 Food Heaven	03.11	<input type="checkbox"/>
17 Cakes & Sugarcraft	10.11	<input type="checkbox"/>
18 Great British Food	04.11	<input type="checkbox"/>
19 Quick Bite	02.11	<input type="checkbox"/>
20 Vegan Life	24.11	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

**DOCTOR STRANGE**

TRADING CARD COLLECTION

**ON SALE SOON!**

INCLUDES: COLLECTOR'S ALBUM PLUS! 16 TRADING CARDS

PACKET: £1.00  
STARTER PACK: £4.99

**BRAND NEW!**

**MARVEL**

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**PANINI**

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# THIS WEEK IN MAGAZINES



## CLASSIC & SPORTS CAR

The year-end issue of Classic & Sports Car is traditionally the year's biggest seller, helped by the free calendar that comes with the edition. This year is no different, with publishers expecting a sales uplift of somewhere in the region of 50%. As well as the free calendar, the magazine – the biggest issue of the year – features pictures and reports from its writers on a driving trip to France.



**On sale 3 November**  
**Frequency monthly**  
**Price £4.90**  
**Distributor Frontline**  
**Display with Top Gear, Classic Car Weekly**

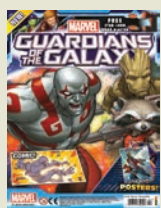


## STUFF

The magazine for the gadget fan, the December issue is, according to Haymarket and Frontline, expected to deliver an increased volume of 15%. The reason? It's the publication's year-end awards special, unveiling the best tech buys of the year, taking in everything from Apple Watch 2 through to the Amazon Echo, rating the best phones, computers, cameras, fitness gadgets and more from the past 12 months.



**On sale 3 November**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with T3, Men's Health**



## GUARDIANS OF THE GALAXY

The hype has started in earnest for the second Guardians Of The Galaxy film, due in cinemas in 2017, with the trailer for the Marvel title just out. With lots of on-set pictures, posters and more the second issue of the magazine has therefore arrived at a perfect time. It comes complete with a free Star-Lord Quad Blaster and the magazine itself features comic strips, puzzles, fact files and a whole lot more.



**On sale out now**  
**Frequency quarterly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Incredible Hulk, Batman Magazine**



## MAKING JEWELLERY

It's the 100th issue of Making Jewellery and the publication is marking the event with a substantially increased pagination, as well three free packs of beads. What's more, its enjoying a strong performance in 2016, thanks to its redesign. This bumper-sized issue is a biggie and, with 120 different projects for its readers to get involved with, including lots of seasonal ideas for the party season, GMC and Seymour firmly believe it will be the biggest of the year.



**On sale 10 November**  
**Frequency monthly**  
**Price £5.50**  
**Distributor Seymour**  
**Display with Crafts Beautiful, Bead & Jewellery, Making**



## EAT IN

It's another seasonal cookery guide for the shelves, with this Eat In Christmas special offering up a massive 85 different recipes and ideas for yuletide treats. These include the more traditional as well as twists on Christmas themes – chestnut and butter bean wellington and parsley-crust turkey – as well as scores of puddings, including free-from offerings.



**On sale 28 October**  
**Frequency monthly**  
**Price £2.90**  
**Distributor Frontline**  
**Display with BBC Good Food, Delicious**

## Retailer viewpoint

**Simon Carrington**

Publisher, BBC Good Food Magazine



## GOOD FOOD FOR A GREAT CHRISTMAS

Christmas is big news for food magazines, and for the UK's best-selling food magazine, BBC Good Food. And 28 October signifies the start of the festive season when the legendary Christmas issue hits the shelves.

The food magazine market in the UK is worth more than £13m and there is no better time for retailers to get the most out of this huge sector than in the run up to Christmas. Sales of Good Food magazine are worth more than 28% of the total food market, generating two and a half times more RSV than the nearest competitor.

Over its six week on-sale period, sales of Good Food's Christmas issue will triple as readers look to the BBC as they plan their perfect festive celebration.

Packed with more than 100 inspirational recipes that always work, Good Food is the nation's must-have companion this Christmas. Plus, of course, BBC Good Food magazine has the added benefit of coming with a free calendar which we know makes our magazine a must-buy for our readers.

But it's not just Good Food magazine. BBC Vegetarian Christmas, BBC Easy Cook and our brand new BBC Good Food Christmas Collection mean that the BBC's food magazines really do offer something for every reader this Christmas. Worth more than £1m in RSV, the BBC's Food magazines are set to make a huge impact on retailers' shelves this Christmas.

**Top tip**  
 As the UK's number one food media brand, BBC Good Food has Christmas covered. Ensure you place this issue front of fixture to capitalise on the success of the cookery market.

### COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



## HOW GIACOPAZZI'S AWARD-WINNING NISA LOCAL BRINGS A TASTE OF ITALY TO KINROSS

Plus, make sure your magazines range is ready to take advantage of Christmas sales opportunities, and learn how the best decades-old businesses keep ahead of the curve





## Newspaper terms

### Daily newspapers Margins/pence

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

### Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	70p	22.30%
Daily Record	65p	22.00%
Daily Star	30p	24.20%
Daily Mail	65p	22.308%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.60	21.5%
Times	£1.40	21.50%
FT	£2.70	20.00%
Guardian	£2.00	22.00%
i	50p	24.00%
i (N. Ireland)	50p	25.00%
Racing Post	£2.30	23.48%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.50	22.50%

### Saturday newspapers Margins/pence

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

### Saturday newspapers Margins/percentage

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

### Sunday newspapers Margins/pence

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

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 22-23 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,620g	840g	545g	10	340g
Sunday Times	1,155g	620g	215g	3	115g
Mail on Sunday	1,085g	320g	430g	5	335g
Guardian	880g	340g	145g	5	55g
Sunday Telegraph	860g	550g	45g	1	45g
FT	810g	450g	0g	0	0g
Times	730g	460g	0g	0	0g
Mail	635g	225g	95g	5	40g

### Insertion payment guide

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

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## Back in the day

100

YEARS AGO

28 October 1916

Retailers were warned by the Times – in a full-page advert – that they needed to keep their returns down to the absolute minimum. Strict guidelines on the importation of paper had been further toughened, meaning that publishers needed to be even more careful about wastage.



60

YEARS AGO

27 October 1956

The federation gave the PPA one last chance to try to stop retailers from selling magazines ahead of publication date as they arrived. The problem of news vendors and kiosks' early selling of magazines was raised at a fractious London district council meeting.



25

YEARS AGO

26 October 1991

With Sunday trading for bigger stores still not a regular occurrence, supermarkets were looking to open on the Sunday before Christmas. And worse for newsagents, it looked as if grocers such as Tesco would be stocking newspapers on the Sunday, much to the ire of independents.



## Crisps boycott falls flat after Lineker starts Jungle rumble

There's nothing like an ill-fated or daft boycott to set the pulses racing. And this week it's been an attempt at boycotting Walkers Crisps, instigated by a few Brexiteers and their ilk, outraged at Gary Lineker's comments about refugees at Calais and the British response to the crisis.

And as well as a campaign to get the former footballer turned telly pundit (and reasonable human being by the looks of his supposedly controversial tweets) turfed

off Match Of The Day, some brave souls decided to organise a boycott of the crisps he helps advertise.

But it seemingly failed to get off the ground, and, what's more, many social media users vowed to eat more of the snacks rather than any others.

An online poll voted in his favour and to continue buying them, until its creator pulled the plug, seemingly unhappy with the result. We're off for a pack of Ham & Mustard flavour...

## Gorilla tactics a weighty matter



The sugar tax may be on the horizon for retailers, with, as professed by the government, the intention of stamping out childhood obesity.

But will no-one think of the gorillas? For it seems as if Kumbuka, the simian that escaped from its enclosure in London Zoo, helped himself to a whopping five litres of undiluted squash.

We're not sure of the effect it had on the gorilla's weight, but it certainly didn't seem to fire him up that much

and there was no rampage after getting hopped up on the drink – the animal was tranquillised and returned to its enclosure shortly after it had gone on its blackcurrant binge.

It is not clear whether or not manufacturers would be studying the results of Kumbuka's blow-out, although there must be an interest – it must be a record for the largest amount of undiluted squash ever drunk in one sitting.

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I have come to the conclusion that all members of management at Smiths News' head office in Swindon are some kind of endangered species. It appears they must at all times be protected from marauding customers who would like to speak to someone in authority about this wretched change over with our deliveries.

It is costing me considerably more in fuel because I have to travel so far to meet up with my driver. But it's either that or get my papers far too late. I have tried telephoning Swindon more than once, but I keep being told I cannot be put through to anyone on the management team.

I have to say times have really changed, when Mr Handover was head of Smiths News I spoke to him. When Mr Fitzmorris was in charge I spoke to him. These days customer respect seems to have come to an end. At least my customers know that they can speak to me at any time. It's called personal service.

My vehicle has had its MOT. With what was needed to be done for it to pass, my bank balance has had a nervous breakdown and will be in rehab for weeks.

There is a small Methodist Chapel at Woodseaves and although it has a service every Sunday morning it is quite a rare occasion for a wedding to take place there, but it had one last Saturday that caused a bit of interest in the village. Fortunately, the weather was lovely and a good time was had by all.

Last Wednesday morning Mr Astbury went to go out to work only to find that where his car should have been there was just a pile of broken glass that had been the side window and his car had been stolen.

With it went his tool box that was locked in the boot, his favourite CDs and his radio. It was a great shock to him and very upsetting. At the end of the day I just wonder how these criminals can live with themselves.

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