

# RETAIL NEWSAGENT

## MY SECRET TO £12 BASKETS

Chilled, meals and beer are driving profits

RETAILER PROFILE

Page 22 >>



**Family retailing**  
'How we combine Dad's experience with my new ideas' Page 24 >>

NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.30

# 23 cigarette pack trend to hit UK



- Retailers told to stock bigger packs to offer customers better value and benefit from higher selling price.
- Irish retailers tell RN shoppers can save 5c per cigarette as focus shifts to stick price. Page 5 >>



TECHNOLOGY

## Gadget stands charge up margins

Stores report triple sales with lockable display case. Page 6 >>



INNOVATION

## Wheelie baskets add £1.20 per visit

David Knight's three basket sizes boost trade in two stores. Page 12 >>



**Our point of difference** Julian and Jackie Taylor-Green have added £300 a week to sales with their own store-branded range, which includes wine, marshmallows and shortbread. Full story page 4 >>

Get your magazines set for Christmas. Page 7 >>

# 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

## We challenge you not to be inspired!

Be there: 1 December, East Wintergarden, London

[iaa@newtrade.co.uk](mailto:iaa@newtrade.co.uk)

#IAA16

CONFERENCE ★ FINALIST  
AWARDS 2016 Best Awards Event



## LEADER



We've looked at the things we do well that we'll keep doing, and what we need to do differently



CHRIS GAMM

Editor

@ChrisGammRN

I spoke on BBC Radio Coventry last week about why people love their local corner store. One reason I gave why independent stores have stood the test of time is their ability to adapt to local trends quickly in a way that big chains can't.

I shared the example of the changes Coventry retailers Yoga and Aman Uppal from One Stop Mount Nod have made to their family business – and why they were all driven by their customers' changing needs.

For example, they've put more emphasis on chilled and meal deals, added different cuts of meat and expanded their fresh offer with winter vegetables. They're adapting to shoppers' healthier lifestyles by introducing items such as protein bars and coconut water. A new coffee machine, wider aisles and better lighting make it a great place to shop.

At RN, we recognise that you, our customers, run a wide variety of different store types – specialist newsagents, c-stores, off-licences, forecourts and many more. Because of this, you all value different types of information, but what you have in common is your commitment to improving your businesses and developing new ideas.

Like the Uppal brothers, we also recognise that we need to adapt RN to ensure it is relevant and continues to meet your changing needs.

From the 2 December issue of RN, you will see our vision for how we do this. We've looked at the things we do well that we'll keep doing, and what we need to do differently to better serve the changing needs in your own businesses.

I'm looking forward to sharing these changes with you on 2 December.

## CONTENTS

## NEWS

- 4 **INDUSTRY NEWS** Spar retailers announce launch of unique own label range for their store
- 6 **BUSINESS NEWS** Gadget fans snap up 40% more goods from forecourt displays
- 7 **NEWSTRIDE** Patience will pay off with bumper festive Radio Times
- 8 **PRODUCT NEWS** Virtue Energy Water launches aim to cash in on healthy alternatives market
- 12 **REGIONAL** Customers' average spend increases 10% after they are offered bigger baskets
- 14 **NFRN DISTRICT COUNCILS** Mersey Dee and Scotland DC reports

## COMMENT &amp; ANALYSIS

- 16 **YOUR STOCK, YOUR SAY SAY** How do you create seasonal theatre in your store. And will the Walkers crisps price rise affect your sales and how you stock them?
- 17 **COLUMNIST** Your future could be a forecourt, writes Brian Madderson
- 18 **INDUSTRY PROFILE** Tony Allen, managing director of training firm Underage Sales, right
- 19 **LETTERS** Mail



18



on Sunday bumper inserts weigh heavily on newsagent and his deliverers

20 **PRICEWATCH** Benchmark your prices and check your profit with retailers around the UK. This week, sugar confectionery

22 **RETAILER PROFILE** Asmat Saleem invested £150,000 bringing his Costcutter bang up to date. Find out how it raised his store's average basket spend to £12

32

## FEATURES

- 24 **FAMILY RETAILING** Some of the most successful businesses in the UK are family run. We look at the way different generations can work together and how every store can have access the same benefits
- 30 **CHRISTMAS FRESH & LOCAL** Locally-sourced items feature in the penultimate part of our seven-part guide
- 32 **PREVIEW**
- THIS WEEK IN MAGAZINES**
- 34 **ROUND-UP**
- 35 **FOR YOUR SHELVES** Free calendar for readers of Guitar & Bass magazine



28

## NEXT WEEK



## IRISH INNOVATIONS

What you can learn from this ahead-of-the-curve market



## BREAKFAST

Give your morning offer some get up and go

“NOT ALL CHILLED PRODUCTS HAVE FOUR OR FIVE DAYS' LIFE”

COTSWOLD FAYRE'S PAUL HARGREAVES SAYS RETAILERS SHOULD NOT BE SCARED OFF STOCKING CHILLED PRODUCTS Page 30 >>

# NEWS



facebook.com/retailnewsagent  
to have your say on the latest news

## Bank site unveiled ahead of new coin

The Bank of England has launched a new website to help retailers ahead of the introduction of the new £1 coin next year.

The site aims to help stores prepare for the new 12-sided coin, which will eventually replace the existing coin in a bid to prevent forgery.

The Association of Convenience Stores said the government needs to clearly communicate the plans to retailers and businesses.

Chief executive James Lowman said: "It is important retailers are given long enough to prepare for any change in currency, as not having the correct information or lead time to adapt their equipment could lead to delays and confusion."

## Target for plastic bags easily achieved

The government's target to reduce plastic bags in supermarkets has been exceeded, according to data from market intelligence expert IRI.

It shows there has been a 90% fall in the number of bags given away for free at the big supermarkets, since the levy was introduced in October last year, down to 1.1bn from 8.5bn.

IRI's head of strategic insight for retail Martin Wood said: "While it still appears that large volumes of plastic bags are being used by shoppers, the government's target of an 80% reduction in plastic bag production was easily met."

## Want to grow chilled? Try alcohol

Alcohol can act as an entry point into selling chilled products and suppliers have a responsibility to help retailers get started, Diageo has said.

Speaking to RN at an event in London this week,

the brewer said alcohol could help retailers aiming to make their stores more progressive begin selling chilled lines.

"Fresh produce isn't necessarily right for every store, but alcohol can be

a way in," said Natalie Briggs, business unit director impulse and wholesale at Diageo.

"We're interested in looking at chilled and education opportunities for retailers. We have a responsibility to

talk to the trade."

Diageo is focusing more closely on chilled alcohol via its Guinness, Smirnoff cider and pre-mix brands, with pre-mix a proven sales opportunity, she added.

**New range generating up to £300 a week** Range includes wine, sweets, jams and chutneys

## Spar retailing duo launch own store-branded range

by Gurpreet Samrai

A Hampshire retailing duo has launched an own label range for their store to add a point of difference and capitalise on the growth in sales in the category.

Spar retailers Julian and Jackie Taylor-Green have produced a range branded with The Taylor-Green's Village Store and the Lindford Parish Council logo which includes wine, sweets, jams and chutney. They are also in talks with a local brewery to introduce an ale.

The range, with margins of 25% to 30%, is already generating weekly sales of £200 to £300.

"I was having a wander around a local farm-style shop a couple of months ago looking at things that were different and



they had a whole range of chutneys, jams, cakes and marshmallows with their own label on it," said Mr Taylor-Green. "I thought that's a real point of difference."

Mr Taylor-Green said

Spar's own label products are already popular in his store, with 60% of wine sales from own label products and more than 50% from fresh food and produce.

It comes as figures from

Kantar Worldpanel show 48.9% of total grocery sales in the 52 weeks ending 9 October were own label products. Meanwhile, research from IGD last year shows 67% of shoppers trust private-label products as much as well-known brands.

Mr Taylor-Green worked with various suppliers on the range including a wine supplier in nearby Liphook.

"Symbol groups are trying to have a much bigger slant towards local products," he said. "Yes, you want to be part of a symbol group because you want the discipline, the promotions and the marketing support."

"But this is a way of trying to soften the corporate image and over-stamp that with your own entrepreneurial independence."

## More unaffiliated stores in town centres

Changing shopping habits and engagement with communities has fuelled a 3% rise in the number of unaffiliated convenience stores in town centres, an analyst has said.

In the first six months of this year, 144 unaffiliated convenience stores opened, while 98 closed, equating to a growth of 46 stores, according to the Local Data

Company's (LDC) report on town centre store growth.

In comparison, 'chains' - including both symbol groups and multiples - saw an overall increase of just three stores.

Tobacconists have seen the biggest leap with 91 new vaping stores opening.

Matthew Hopkinson, director of the LDC, believes this growth is because

shoppers are happy to pay for convenience.

"The data shows there is still a very strong independent presence, it's not a case of chains having killed them off," he said.

However, he said growth would not be easy to maintain due to the amount of competition faced by unaffiliated stores.

"It's about delivering a

decent service and becoming more of a hub where people can get essential items," said Mr Hopkinson.

James Lowman, chief executive of the Association of Convenience Stores, said although this contradicts most other findings in the market currently, he is pleased with the result and is interested to see if the trend continues.

Retailers urged to focus on cigarette stick price 'Customers going for most economical packs'

# Bigger packs 'help fight impact of tobacco laws'

by Charlie Faulkner

Retailers should focus on cigarette stick price and stock up on bigger packs to remain competitive.

That's the message from retailers in the UK and Ireland, where stores are already witnessing the impact of tobacco legislation and changes the industry faces as a result.

Although Royals has long been available in bigger packs, British American Tobacco (BAT) is rolling out

further brands in 23 and 24-packs.

Irish retailer Joe Sweeney, of News Centre in Dublin, who stocks Players in packs of 20, 23, 25 and 28, said the biggest packs are the most popular.

"I find the bigger the pack, the bigger the price point and it seems to be a good selling point with customers," he said. "If you go for the 28-pack, you're saving 5c per stick compared to a 20-pack.

"Customers are going for

the most economical packs because we had another 50c increase on packs two weeks ago."

Peter Robinson, of Robinson Retail in Pembroke, said customers are already seeking the cheapest cigarette packs. His store currently only stocks up to 20, but he plans to offer the bigger packs when they are available because he believes there is a demand for them.

David Worsfold, of Farants in Cobham, Surrey,

began stocking 23-packs a few weeks ago, but said it causes product confusion for customers. "If everyone's got 20s it's easier to compare prices," he said.

He believes it "unnecessarily complicates the market" which in turn makes it more difficult for retailers to sell the product.

Palmer & Harvey added it has seen manufacturers move towards products which offer more value for money through larger pack formats.

## JTI Q&A on cigars market

JTI is giving retailers the chance to put their questions on stocking and selling cigars to its experts to capitalise on a market worth £234m last year.

Retailers can email questions to RN and JTI's responses will be published in our 25 November issue.

It comes in the run up to Christmas, when the manufacturer says sales typically increase, and before the May 2017 EUTPD II deadline. Cigars are not moving to plain packaging, but are subject to new packaging requirements.

JTI's Hamlet holds a 35% share of the cigar category in the independent trade, according to Nielsen Market Track YTD June 2016.

● email [gurpreet.samrai@newtrade.co.uk](mailto:gurpreet.samrai@newtrade.co.uk)

## EUTPD II info guide

Palmer & Harvey (P&H) has launched an information guide for retailers on the upcoming EUTPD II legislation.

Printed in English, but also available to download in Urdu and Gujarati, it has been distributed to P&H's retail and wholesale customers. The guide offers specific details on how the new rules will affect packaging, display, quality and pricing of tobacco.

## Low wage statistics

More than 2% of the 362,000 jobs not paying the minimum wage are in the retail sector, according to the Office for National Statistics. The Association of Convenience Stores said the government should do more to enforce the wage to ensure a level playing field. Chief executive James Lowman said: "We support strong enforcement of the law."

### Linda's recipe for good eating

Edinburgh retailer Linda Williams is displaying a range of breakfast recipes created by local schoolchildren to promote healthy eating. The pages on display at Broadway Premier feature illustrations and preparation instructions for options including porridge with chopped blueberries and fresh fruit with yogurt. The healthy eating initiative, which Mrs Williams said was about "changing children's behaviour" regarding food, is an extension of her healthy breakfasts for schoolchildren programme.



Local schoolchildren's recipes on display in Linda Williams's store

## 'Feed car and driver' is forecourts' future

Providing a convenience store offer at forecourt sites is key for retailers to overcome the challenge of declining oil prices and arrival of electric cars, the head of the Petrol Retailers Association (PRA) has warned.

Around half of the

forecourt retailers in the market are now offering "good quality symbol brand convenience stores on their sites", according to Brian Madderson, chairman of PRA. And he believes this is the way retailers can secure their future against loss of trade.

He pointed to David Charman's store which is near his home.

"It's a Spar retailer, has a fresh butchery, makes bread on the premises, makes its own sandwiches and breakfast items," he said. "And I think this - food to go - is the key

growth area."

Mr Madderson said the organisation's vision is to feed both vehicles and drivers. "What really matters to us is that we feed drivers and also provide top-up shopping and a meal for tonight if they want it."

● Guest columnist - p17.

# NEWS

BUSINESS

 Follow RN  
on Facebook

facebook.com/retailnewsagent  
to have your say on the latest news

## Nisa hols firm deal 'unique'

Nisa Retail Limited has announced a two-year deal with Bourne Leisure to supply the stores across its Haven and Butlin's holiday park resorts.

The two-year contract will see three Butlin's sites and 36 Haven sites trading through Nisa from January.

Steve Leach, sales director at Nisa, said: "The partnership highlights Nisa's unique ability to serve a range of retail operations, which we believe sets us apart as the partner of choice for independent retailers and wholesalers across the UK."

## MD is set to leave Landmark

Landmark Wholesale's managing director Martin Williams has announced he will be leaving the company at the end of the year.

Described by the company as "an instrumental part" of its success, he has been a staff member for 33 years, holding the title of trading director for five years prior to 14 years in his current role.

Mr Williams said: "I am very proud of the group, its members and my record as managing director."

## Dagenham site for JJ

Wholesaler JJ Food Service has opened a new site in Dagenham following a multi-million investment.

It is set to sell thousands of big brands and high-quality own label products across fresh, chilled, frozen, ambient and packaged categories. A promotional brochure has been produced exclusively for the Dagenham branch for November and December.



## Welsh secretary Cairns opens One Stop

Secretary of State for Wales and Vale of Glamorgan MP Alun Cairns opened the first One Stop Franchise in Barry, Cardiff. Selley's newsagents has gone from operating out of a 500sq ft store offering more than 700 HND deliveries a day, to a 1,700sq ft store across the road offering a larger grocery range including fresh and chilled and meal deals for lunch and dinner. Mr Cairns said: "Jackie and Garry Hughes' expansion of Selley's is a reflection of their business acumen and hard work."

More products sold in a month than in previous year 'Profit level makes proper business sense'

# Lockable stands help sell 40% margin accessories

by Charlie Faulkner

Lockable gadget accessory displays almost tripled sales at forecourt stores as retailers benefited from 40% margins without the risk of theft.

During a trial of Fifo UK's counter and floor stands, which enable gadget accessories to be within customers' reach at several Motor Fuel Group (MFG) forecourt stores, more products were sold in a month than previously sold in a year, according to founder Michael Dorsch.

"Retailers don't have a valued way of making these items available to customers without the theft aspect," said Mr Dorsch. "Customers like to be able to pick up items before they buy them so hiding them behind the counter from the point of safety will slow sales."

With a 40% margin and

an average of 85 units sold per month, Mr Dorsch said the square foot stands could be worth more than £3,000 to a retailer.

Paul Cheema, of Malcolm's Nisa in Coventry, was one of the first retailers to introduce the stands.

"We've got both counter stands and the floor stand in our three stores. We are very happy with the figures – the margin is proper business sense. We replenish our stands every two weeks currently.

"Why sell £1 products when you can sell a trusted brand and make that sort of money?"

Fifo said if specific items are not sold they can be swapped out for something else. Retailers can sign up to a 30-day trial, completely free of obligation to sign up permanently.

Mr Dorsch added: "Apple has sold more than a billion iPhones. Nowadays these



items are less of a luxury and more of an essential."

Groups already onboard include Spar, Premier, Nisa, Londis, Costcutter, Simply Fresh, Mace, Budgens and Lifestyle Express.

Meanwhile, Belkin announced it is rolling its products out into 50 WH

Smith Travel stores across the UK.

The on-the-go accessories for smartphones, tablets, ultrabooks and wearables will be available in WH Smith airport and railway stores, including Victoria and Liverpool Street stations in London.

## Conviviality/P&H deal boosts sales hopes

Conviviality has signed a partnership deal with Palmer & Harvey (P&H) – a move aimed at driving alcohol and tobacco sales for their customers.

Under the initial two-year agreement, Conviviality Retail will supply P&H's national distribution centre with beers, wines and spir-

its, while P&H will supply tobacco to Conviviality.

Martyn Ward, managing director of P&H, said as both companies are leading the way in terms of tobacco and alcohol respectively, it made sense to share knowledge and expertise between the two. "We have skills and expertise in tobacco

and the same goes for Conviviality when it comes to alcohol," said Mr Ward. "We decided that something should be done to capitalise on that leverage."

He believes the move will mean a much stronger proposition for both sets of customers.

"Our deal with Costcutter

did significantly enhance our prominence in alcohol, but Conviviality's range is several times bigger than ours and we are constantly looking at ways we can improve and develop our business," said Mr Ward. "By working together we are in the best position to present the categories."

## NEWSTRADE



### Vegas, baby, for MagCulture

Specialist London magazine store MagCulture flew over to Las Vegas to set up shop at a three-day conference and exhibition for graphic designers. Retailer Jeremy Leslie deemed the pop-up shop at the AIGA event a huge success. "We've been working with them on the design side of our business and they wanted to have a magazine shop selling stuff there, so we worked in partnership with them," he said. "It's not a financial project for us, it's about building our brand, letting people know we exist and handing out cards with details of our online shop."

Patience urged as publisher prepares for massive print run 'We're more excited than ever'

# Festive RT will be worth the wait, retailers told

by Tim Murray

Immediate Media is asking retailers to be patient as it prepares to launch Radio Times' biggest selling issue of the year, due to be available from 3 December.

It said the vast print run - which takes five days to complete - means some regions, especially those with larger print runs, may get theirs later.

Last year's Christmas double issue generated more than £6.2m in retail value, making it the biggest single issue of any magazine in the year, with more than three times as much revenue as its nearest TV listings rival.

Publisher Richard Campbell said: "We're more excited than ever. With a huge print run of a bumper 292 pages it can take a few

days to get all copies on-sale, but it is worth waiting for."

The issue will be supported by a TV advertising campaign and further marketing support.

Mr Campbell said: "Radio Times invests in more than 10,000 Christmas free standing display units to help retailers with display - we have a huge once-a-year audience so make sure that

you get your share.

"This message mirrors our key tip to retailers - make sure your customers know that the Christmas issue of Radio Times is on sale. We recommend maximising displays using multiple facings showing the full cover, siting it on any promotional space available including the counter and asking customers if they have bought their copy yet."

## 'Make the most of seasonal specials'

With the first wave of seasonal magazines now on the shelves, retailers are being urged to ensure they are making the most of the festive opportunity.

"Now's the time people are making things ready for Christmas," said Dean Russell, independent retail and sales development manager at Comag, which distributes titles such as Good Housekeeping. "Retailers should be talking to their customers and making sure they know all these magazines are now out. During this period, they should have a full-facing display, and maybe even look at having a Christmas section. As well

as making consumers are aware, availability is key."

Kamal Sisodia, of WH-Smith Local in Coalville, said some craft magazines are already selling well in his store. "Space is a real premium at this time of year, but we try to single face all the Christmas titles.

"We've already got some PoS, little talkers and shelf barkers and so on," he said.

Mark Ansell, of Liskeard News in Cornwall, added: "We have a window display and an end-bay display featuring about 24 titles and we've brought the Christmas issues to the front in their respective sections."



Liskeard News's Christmas magazines display is already taking impressive shape

## River and BBC joint venture

BBC Worldwide has joined forces with content creation agency The River Group for the launch of a new magazine.

The first issue of BBC Earth went on sale on Thursday (3 November) with a retail price of £3.99.

Nicola Murphy, from The River Group said: "It is a privilege to have access to such an extraordinary wealth of BBC content, knowledge and magic and to be able to make this come to life in the pages of a new monthly title."

## Anger at Empire

Empire magazine's December issue featuring a moving video special cover has drawn the ire of retailers after it was given exclusively to Sainsbury's.

The cover, tying in with the release of film Fantastic Beasts And Where To Find Them, costs more than double the price of a standard edition at £9.99.

Cornwall retailer Mark Ansell said: "Customers don't like exclusives, especially when they can't get hold of them because of location."

## News UK is top team

News UK was named Team of the Year at the Field Marketing and Brand Experience (FMBE) Awards.

Its field marketing team also won bronze for its partnership with Weetabix in the best stand/ display section.

Greg Deacon, head of retail trade marketing, said: "We share this award with all the collaborative retailers across the UK. Without their support this award would not be possible."

# NEWS

## PRODUCTS

### Remedies a natural big seller

Retailers not stocking increasingly popular alternative remedies could be missing out on sales, according to store owners reaping the benefits.

Margins of up to 40% can be achieved by stocking products such as cod liver oil and iron supplements, retailers told RN.

Avtar Sidhu, of Simply Fresh in Kenilworth, gets repeat business for his alternative remedies, which include grape seed extract, odourless garlic and chromium picolinate. He said they're popular all year with his customers, due to shoppers being "increasingly well-educated" on the subject.

"We sell them for £4.99, or any two for £8. The margin, even with the deal, is 40%," said Mr Sidhu.

Meanwhile, Peter Lamb, of Lamb's Larder in East Sussex, is also benefiting from the rise in shoppers seeking alternatives. "We have had a real upsurge in numbers," he said.

### Elephant goes Sloe

Elephant Gin is launching its 2016 batch of Sloe Gin this month, with limited editions featuring Maasia beaded jewellery around the neck of bottles.

Elephant Sloe Gin offers a lower sugar content in comparison to other sloe gins, as well as a higher alcohol volume at 35%.

The limited edition bottles, which have been designed with Christmas gifting as a focus, RRP at £35.



### Crabbie's rugby deal

Crabbie's has been named the official ginger beer of Welsh rugby. The partnership will see its range of ginger beer appear on sale at stadiums throughout Wales. There will also be a digital marketing campaign as well as brand sampling. John Bradbury, Halewood Wines & Spirits managing director, said: "With so many high-profile matches coming up this season at club and international level, it promises to be an exciting first year together for Crabbie's and Welsh rugby."

'Natural' drinks have no sugar, calories or sweeteners 'Innovative solution for everyday need'

## Energy drinks to cash in on healthy alternatives

by Charlie Faulkner

Two low-sugar energy drinks have been launched and updated to capitalise on the growing demand for healthy alternatives.

Virtue Energy Water has launched 'natural' energy waters, containing no sugar, calories or sweeteners, with as much caffeine as a cup of coffee (80mg) via natural ingredients rather than taurine.

The drinks also offer added B-vitamins - Niacin B3, Vitamin B6, Biotin B7 and Vitamin B12.

The drinks will be avail-

able in 250ml cans in two flavours - Lemon & Lime and Berries with an RRP of £1.35.

Virtue founder Rahi Daneshmand said: "Consumers are actively looking for ways to increase their energy levels.

"With Virtue Energy Water, we have created an innovative solution for this everyday need, the first naturally sugar-free energy drinks."

Meanwhile, Scheckter's Organic Energy drinks, which have recently undergone a relaunch, have no artificial ingredients, are

suitable for vegetarians, and instead of sugar contain organic agave nectar, which has a lower GI than raw cane sugar.

They come in four flavours - Original, Lite, Green Tea & Mint and Green Tea & Ginger, with an RRP of £1.35 per 250ml can.

Tony Cristofaro, of Spar Landmark Place in Cardiff, has stocked the cans for a year. "They were slow to sell to start with but since the relaunch I've seen a 50% sales uplift," he said. "I get through a case-and-a-half of Original and a case of the Lite each week."

According to Mintel, with 77% of people considering being physically and mentally healthy a key to living a happier, more fulfilled life there has been a shift towards customers looking for healthier products.

Gnaire Mitchell, marketing manager for Scheckter's, said: "The products are full of natural energy that won't bring about the dreaded jitters or crash, and are Informed Sport approved, as well as being non-GMO Project verified and Vegetarian Society approved."

### The holidays are coming... so is Coca-Cola's ad

Coca-Cola European Partners has announced the return of its renowned Christmas TV advert and Truck Tour as it launches festive on-pack promotions.

The Coca-Cola Christmas Truck will visit 43 locations around Great Britain, help-

ing to support retailers located nearby by providing samples of Coca-Cola Zero Sugar, Coca-Cola Classic and Diet Coke.

The tour will be promoted on 1.75l bottles and 330ml can multipacks of Coca-Cola Zero Sugar,

Coca-Cola Classic and Diet Coke. The packs will also give customers a chance to win a visit from the truck to their home a few days before Christmas. A festive gift hamper worth £5,000 is also up for grabs.

A second on-pack promo-

tion will give shoppers the change to trigger a donation to FareShare - a UK-based charity which fights food waste and hunger - by scanning special labels on promotional 500ml plastic bottles and uploading photos.

### Hot products for your shopping list



Elephant Gin launches its 2016 batch of Sloe Gin this month



Virtue Energy drinks are a healthy alternative for consumers



The Coca-Cola Christmas Truck is to visit 43 UK locations



UNLOCK GROWTH WITH THE MONSTER  
ON PACK PROMOTION

# CALL OF DUTY INFINITE WARFARE

MULTIPLAYER  
DOUBLE  
XP



STOCK  
UP NOW...  
IT'S YOUR DUTY TO  
YOUR CUSTOMERS

DOUBLE XP WITH EVERY  
PROMOTIONAL CAN\*

SPEAK TO YOUR MONSTER OR CCEP  
REPRESENTATIVE FOR FURTHER INFORMATION

18  
www.pegi.info

infinity ward ACTIVISION

MONSTERENERGY.COM    

LEVEL UP YOUR CALL OF DUTY®: INFINITE WARFARE EXPERIENCE WITH MULTIPLAYER DOUBLE XP. PROMOTIONAL RING-PULLS ARE ONLY AVAILABLE ON MONSTER ENERGY® PRODUCTS FEATURING THE CALL OF DUTY®: INFINITE WARFARE PROMOTIONAL ARTWORK. Open to residents of UK, IOM, ROI &/or Mauritius aged 18+ only. Promotional ring-pulls available 17.10.2016 to 31.12.2016, or whilst stocks last. Register the code found under the ring-pull online by 31.03.2017. To register and for full terms and conditions go to [www.callofduty.com/monsterenergy](http://www.callofduty.com/monsterenergy). Each single can code provides 1 token of 2XP and each can within a multipack provides 2 tokens of 2XP. \* Each token doubles the experience points awarded within 1 public online multiplayer match of the Game. Max of 150 tokens redeemable per person. Entrants require: internet access; Xbox One, PS4 console or PC and the compatible Xbox Live Gold, PlayStation Plus, PlayStation Network or Steam account; a Call of Duty® account; and a Call of Duty®: Infinite Warfare (PEGI 18) game. Promotion is managed and administered by Monster Energy Europe Limited.  
©2016 Activision Publishing, Inc. ACTIVISION, CALL OF DUTY and CALL OF DUTY: INFINITE WARFARE are all trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

# NEWS

## PRODUCTS

### Sell off to save Blu confusion

Retailers are being advised to sell through their current vaping stock as Blu reveals its next generation of EUTPD II-compliant vaping products.

Launching on 1 November, the new range includes the Blu Pro Kit, clearomiser and range of e-liquids, all fully compliant with May 2017 legislation.

Jennifer Roberts, vice president of customer marketing at Blu (UK), said: "The improved technology will benefit consumers and vaping stockists alike, but it's important for retailers to be aware the new generation of Blu Pro components are not compatible with the existing range.

"Retailers should make sure they sell consumers compatible products and accessories to avoid offering customers new products which will not work with their existing vaping products."

### Kettle's Veg Chips launched

Kettle Foods has launched a new vegetable crisps range.

Kettle Veg Chips include a mix of parsnip, sweet potato and beetroot crisps in three new flavours - Honey & Black Pepper, Lightly Salted and Sea Salt & Balsamic Vinegar.

The vegetable crisps market is worth £15.3m but sales are down by 4.4% on year, and 14% of households buy into the category, versus 55% for premium potato crisps - according to Nielsen data.



### Tetley invests £5m in Super Teas

Tetley has launched a £5m campaign to support its range of Tetley Super Teas. It includes an outdoor campaign, TV advertising, and the distribution of 700,000 samples with a 50p money-off coupon. Alex Snowden, senior brand manager for Innovation at Tetley, said: "We have had a good level of success with our Supers range so far, so our mission now is to extend the appeal of the products and encourage shoppers to explore."

### New R White's includes tax-exempt flavours

Britvic Soft Drinks is re-launching its R White's lemonades with a redesign and new flavours exempt from the proposed sugar tax.

From the end of the month three new flavours will be available - Traditional Cloudy Lemonade, Raspberry Lemonade and Pear & Elderflower - all made with lemon and fruit juices.

The R White's relaunch aims to offer variants to be enjoyed on their own or with alcohol.

The range contains up to 3.9g sugar per 100ml, making it exempt from the proposed soft drinks levy, and is available in 330 cans

and glass bottles and a 1.25l plastic bottle.

Ray Pattinson, marketing manager for Britvic, said: "We've got different price points for different occasions, something we've not seen in lemonade before."

Kevin McNair, GB marketing director at Britvic, added: "With 170 years of experience, a brand new range of flavoured variants and an attractive new look, R White's lemonade is uniquely placed to deliver value growth into the category and further sales for retailers."

From March the relaunch will be supported by a £2m media campaign.

**Store owners enjoying margins of up to 31%** 'Retailers need to shout out about it'

## We can beat the big boys say wine specialist indies

by Charlie Faulkner

Independent store owners should invest in wine and shout about it to show they can do it better than the supermarkets, according to retailers who already boast extensive ranges.

Wine sales at Franck Casonato's store Giacobazzi's in Milnathort, Scotland, account for 8% of its £35,000 weekly sales.

The store offers around 100 variants ranging from Nisa's £4.99 bottles, to independent wine companies such as Liberty Wines supplying bottles up to and above £30.

On bottles above £10 Mr Casonato receives a margin



Franck Casonato's store attracts wine fans

of between 26% and 31%.

"Being French, I like wine and we are well-known in the area for our range because the store has been here for 100 years," he said. "My father-in-law has done a lot of work to build up this area of the store."

The family are well-read when it comes to wine and can offer advice to customers as part of the service. Mr

Casonato and his wife also hold tasting sessions which consist of dinners where each dish is paired with a wine. The most recent tasting involved 18 couples and brought in £3,000-worth of sales during the evening.

"These people are wine lovers and someone recently told me they wouldn't dream of buying wine in other shops because they know

we can offer something different," said Mr Casonato. "It's about the quality of the product.

"Retailers need to shout about it and make people aware they're doing something different."

Asmat Saleem, of Costcutter in Fife, has a range of around 300 wines, thanks in part, to investment in chiller space. Each week he takes around £1,400 in wine sales.

"It comes down to the area but I do think retailers should invest in wine because we can offer a range at competitive prices due to the big margin," said Mr Saleem. "We get a lot of people coming in after work and buying wine."

### Hot products for your shopping list



R White's new flavours would be exempt from proposed sugar tax



Vaping manufacturer Blu's new range includes the Blu Pro Kit



Three new vegetable crisps are available from Kettle Foods

# FORGET THE PAST. SMASH YOUR FUTURE SALES.

R WHITES HAS LAUNCHED 3 GREAT  
NEW FLAVOURS: CLOUDY LEMONADE,  
RASPBERRY, PEAR AND ELDERFLOWER.

**NEW**



AS IT SHOULD BE

*R.White*

# NEWS REGIONAL



@RetailNewsagent for expert advice to help you grow your sales

## Brexit has led to an increase in racism

A Kent retailer says he has witnessed an increase in racism from customers in his store as the fallout from the European referendum continues to make its presence felt.

Peter Lamb, of Lamb's Larder in Tunbridge Wells, said in one incident last week he saw a Polish customer being openly abused in his store, and he had also been subject to abuse himself.

"The Brexit vote seems to have encouraged this kind of behaviour," he said. "Division is unhealthy and you are starting to see overt racism from people. I saw Polish being abused in my shop and I've been told to go back to where I came from since the referendum.

"It's shocking. This kind of behaviour would never have been tolerated in the past."



## Social media helps boost fear factor

Retailers across the country used social media to boost business in the run-up to Halloween with some stores doubling their sales.

Data released by Epos Now showed some areas of the UK more than doubled sweet sales in the week leading up to 31 October.

Singh's Premier in Sheffield used social media and competitions to promote their range in the run up to Halloween. Mandeep Singh said: "We've had a really good response to our activity.

"We had a best carved pumpkin competition through Facebook, we've had close to a hundred entries and everyone's been talking about it in the shop."

Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth, added: "Sales were very good this year, it was a bit of a late starter compared with last year. I think people were combining it with their weekly shop or top-up shop."

Epos Now said data from 1,000 retailers shows sweet sales in the week before Halloween

were almost double the average, with southern England seeing an increase 2.1 times the average.



**Retailer's simple idea pays off** 'We said to ourselves "Why didn't we think of this before"'

## Bigger baskets lead to bigger Budgens spends

by Tim Murray

Bigger baskets mean bigger average spend, according to one retailer who's seen revenue rise since bringing in bigger wheeled baskets at his two Budgens stores.

David Knight, of Knight's Budgens in Henfield and Hassocks, Sussex, has seen spend rise significantly in both stores after adding two sizes of bigger wheelie baskets to the

traditional wire basket.

They were introduced to the Henfield store first, where it had a significant impact. "We've increased the average basket spend by £1.19 a visit, it's gone up to £12.79," said Mr Knight.

The Hassocks store was not quite as sharp, but is up 40p a visit to £9.28.

"Anything over 30p would be categorised as a significant win. It's really one of those things where

we said to ourselves 'why didn't we think of this before?'," said Mr Knight. "We're really pleased with how it's gone."

The move came after he noticed shoppers were using trollies less. "We had customers making shorter trips, more often and they were using baskets more often. It actually started negatively affecting the spend," he said.

That's when he decided

to try to increase the basket spend by increasing the size of the baskets on offer.

"We wanted to increase basket spend, so we increased the size of the baskets. We kept the wire ones as well, they are still popular with the older customers," he said. "The wheeled ones make it easier for families, who are the prominent users of them. Kids really enjoy pushing them around the shop."

### RN READER POLL



What would make you more confident about selling fresh food?

### NEXT WEEK'S QUESTION

Would you consider launching an own brand for your store to add a point of difference?



Have your vote now

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

## Report shows pupils buying less alcohol

A new Scottish government report showing a decline in the number of school pupils buying alcohol directly from local shops has been welcomed by the Scottish Grocers Federation.

The Scottish Adolescent

Lifestyle and Substance Use Survey shows since 2002 the number of 15-year-old pupils buying alcohol from a shop fell from 18% to 6%.

SGF head of public affairs Dr John Lee said: "This marked decline in pur-

chases from shops is very encouraging and clearly shows that retailers have been extremely successful in implementing Challenge 25.

"It also clearly shows how seriously our members take

responsible community retailing and their compliance obligations. Our focus now has to be on supporting retailers and our communities in dealing with more complex issues such as proxy purchasing."

## REGIONAL

**'Nightmare' 2015 in the past thanks to 'slick new operation'** Retailers see changes first-hand

# Stores praise improved Menzies Wakefield hub

by Gurpreet Samrai

The service out of Menzies' super hub at Wakefield has improved significantly since last year's 'nightmare', according to retailers.

Several store owners including James Wilkinson, of Pybus Newsagents in Boroughbridge, visited the depot to see first-hand the changes that had been implemented after a catalogue of complaints were reported with magazine allocation and deliveries.

It came after Menzies closed its Leeds depot last June, with magazine packaging and distribution transferred to the new hub in Wakefield. Other newspaper and magazine hubs in Sheffield, Preston, Chester and York also ceased handling magazines, with these operations moved to Wakefield.

Mr Wilkinson told RN Wakefield now has a 'slicker operation' following changes to the packing pro-



Retailers say the performance of Menzies' Wakefield super hub has 'improved significantly' this year

cess and a new floor with stock cages.

"Are they getting better? Yes, they are getting better. Are they getting it perfect? No, not yet, but we are making strides that way," he said.

"Don't get me wrong, they are still making mistakes, but I believe the only thing they need to tighten up on is the ability to rectify mistakes because sometimes it is taking longer than it should.

"We believe it should only take 24 hours to rectify a mistake if we're short of copies, they quote 48 hours on the helpline, but some newsagents aren't getting it for three days."

NFRN head of news Brian Murphy said while most failings have been addressed, the federation will "keep a watchful eye" on the situation.

Mr Wilkinson added the main bugbear for retailers remains publisher

inbounds. "We are nearly at the end of our tether," he said.

A spokesman for Menzies said: "We are glad to have worked closely with our customers to make these improvements to our services over the past 12 months.

"To hear this feedback following their depot visit is excellent, and we aim to continue this open dialogue with customers so as to improve operations further."

## HMRC's massive raid haul

More than 132,000 cigarettes, 49 kilos of hand-rolling tobacco and 52 litres of alcohol with around £46,000 duty evaded were seized from 22 premises during an operation to disrupt the sale and supply of illegal products in West Yorkshire.

Officers from HMRC visited 37 retail premises across Leeds, Bradford and Dewsbury over two days at the end of October. Officers uncovered a total of 15 concealed compartments used to store illicit tobacco.

A retailer was also referred to West Yorkshire Police Licensing after he was found to be selling alcohol without a licence.

## Pensions reminder

Employers are being reminded to ensure they are adhering to the new workplace pensions rules as the number of penalties issued continues to rise.

More than 6,700 fixed penalty notices of £400 have been issued for failure to comply, while the number of compliance notices issued has risen to more than 26,000.

Charles Counsell, executive director of automatic enrolment at The Pensions Regulator, said: "Employers who are struggling should contact us, we are here to help - do not wait for a fine."

## Post Office strike two

Thousands of Post Office members of The Communications Union staged a strike on Monday in a dispute over jobs and pensions. Picket lines were held across the UK with a rally in London. It is the second time they have taken action.

## £25,000 cancer charity donation

Staff and customers at Manchester retailer Paul Stone's Spar stores have helped raise £25,000 for children's cancer charity Kidscan. The money will go towards the charity's research into finding new, targeted treatments for childhood cancers. Ged Carter, director of development at Kidscan, said: "It's a privilege to be partnered with one of Manchester's best retailers and entrepreneurs." Mr Stone added: "The generosity of our customers and colleagues is truly amazing."



Manchester retailer Paul Stone (right) with charity Kidscan's Ged Carter

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT

### MERSEY DEE 27.10.2016



Glyn Bellis reports from the NFRN Mersey Dee district council meeting

### 'To Camelot, we are a number'

Camelot treats retailers like "just another number", a district member said while others reported a drop in sales since the price of playing increased.

Congleton member Steve Archer said after a burglary at his Biddulph Premier store in North Staffordshire in September, a unit for eight scratchcards had been taken.

He had reported the theft to the lottery operator's helpline, but Camelot hadn't been in touch since apart from an engineer turning up with a new unit twice the size, and too big for his counter.

Mr Archer said: "We have heard nothing from Camelot and not had scratchcards since September. I am £100 a week commission down.

"It's an example of poor customer service. The impression I get is Camelot doesn't care. I am just another number."

Other retailers reported how their lottery sales had dropped after the price of playing increased and the operator was accused of killing the lottery through greed. Shoppers now talk about playing lotteries run by Camelot's rivals, delegates said.

### Commercial row is still ongoing

Hawarden member Kevin Jones, who has sold his shop and retired, told delegates he had become embroiled in a contract wrangle with a



Home baking is enjoying a boom thanks largely to BBC's Great British Bake Off

commercial waste firm which continued to take direct debits and maintained that an agreement still existed.

Mr Jones said he complained to the NFRN helpline but the issue was ongoing. "The new shop owner

**Smiths has realised it's a digital age**  
**Steve Archer**  
Retailer, Congleton

### Your say

What support do you get from suppliers and what more do you need from them?



Booker and Parfett's provide a good service to us. They tell us about good deals and advise us about what is selling well. Good and reliable service is what we need and for newspaper and magazine wholesalers to be more like Booker and more interested in customers.

**Hemalata Patel**  
K & L Newsagents,  
Winsford, Cheshire



Booker is my main supplier after news wholesalers. The support I get from the cash and carry is brilliant. It helps our sales by advising on popular brands. If only Camelot was like Booker.

**John Parkinson**  
Broadway Premier,  
Penrhyn Bay, Llandudno



Danone has given us free stock for selling Evian and Volvic brands. Its representatives visit us and ring inbetween. It is very good at promoting its products. Booker's customer service is also good - it's a partnership for mutual benefit.

**Steve Archer**  
Premier Hightown,  
Congleton

had signed a contract and gave me a copy," said Mr Jones.

### 'Bake Off' effect helping sales

TV cookery shows such as The Great British Bake Off have proved a huge hit with delegates who are cashing in on the public's love of food, the council heard.

John Parkinson said N3 had enjoyed "some fantastic promotions", with one focusing on cook books selling out.

### Late deliveries still occurring

Late deliveries to stores caused by publishers failing to get their newspapers to wholesalers early enough are still causing problems for newsagents.

John Parkinson, whose Penrhyn Bay store is close to a main route, told the meeting that his shop could be open for an hour without any papers. It's feared the situation will get worse due to fur-

ther cost savings. Mr Parkinson urged members to check the accuracy of voucher credits.

Menzies customers also reported problems with damaged and dirty tote boxes. Chris Appleton, NFRN membership services manager, said



**Chris Appleton**

Menzies at Preston had highlighted the problem and was in the process of replacing boxes, some of which had sharp edges and missing lids.

District president Hemalata Patel, and Ruthin member Graham Hardings highlighted the issue of no packing notes in boxes.

Steve Archer praised the Smiths News mobile app, SNapp. "It's good. It's ahead of Menzies," he said. "Smiths has realised it's the digital age."

### 'Sugar tax will have no effect'

Members debated the merits and likely impact of the proposed sugar tax. Former national president Sam Whiteside said: "I don't think a sugar tax will make any difference."

Kevin Jones said soft drinks would be substituted with diet alternatives "loaded with worse chemicals". Meanwhile, John Parkinson said the federation believed the tax would be a major cost on small shops.

### Daily dangers

The daily risks faced by shopkeepers were highlighted by district president Hemalata Patel whose Winsford shop was targeted by two raiders with a machete. Police have arrested two suspects.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT SCOTLAND 26.10.2016



**Pamela Paterson** reports from the NFRN Scotland district council meeting

### Rates relief is set to continue

The Scottish government is to continue with its pledge of rates relief for small businesses during the duration of parliament.

Paisley member David Woodrow and Aberdeen member Jim Maitland, who attended



**David Woodrow**

separate meetings with Scottish government ministers where they discussed the issue of rates relief, shared the feedback they received with the council.

It comes as parliament is in the process of reviewing business rates, with larger businesses expected to pay more.

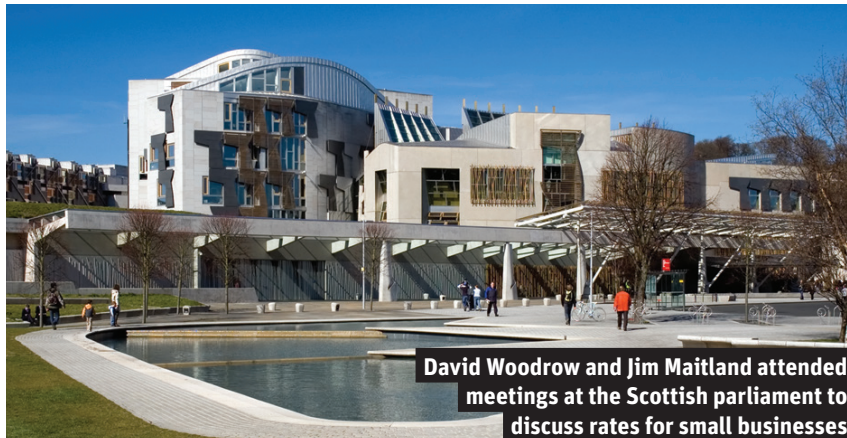
Mr Woodrow, who met with Derek Mackay, Scotland's finance minister, said: "It came over very clearly that the likes of the grocers and bigger organisations are looking for a cut in what they're paying extra in rates.

"He was quite clear that there was no way the small business rate was going to be affected by that."

Mr Maitland said he had been told the same when he attended the Scottish Retail Consortium with Ken Barclay, who is in charge of the review of business rates in Scotland.

He said: "It was made perfectly clear by Ken Barclay any reduction in the levy imposed on the big businesses will only be reduced if they can suggest and find other ways of saving money elsewhere.

"It's not going to be at



**David Woodrow and Jim Maitland attended meetings at the Scottish parliament to discuss rates for small businesses**

a cost to the Scottish government. The big guys are clearly very unhappy with this levy.

"It quite pleases me because it means we get a small business rates relief which has been guaranteed

for the duration of this parliament."

### Wet tote boxes damage contents

Delegates highlighted issues with the tote boxes used by Menzies,



**Jim Maitland**



**Will Menzies stop putting totes out in the rain when the new boxes come along?**

**George McCall**

including water damage and overpacking.

Falkirk member Sharon Sisman said she was told 24,000 new tote boxes had been ordered, at a meeting with Menzies in Linwood. But delegates raised several issues with their current stock of boxes, and were unsure if these would be resolved with the new ones.

Dumfries member George McCall said: "In the eventuality of these tote boxes materialising it's been purported that damage will be minimised, but I seem to

remember on numerous occasions the main complaint is water in the bottom. Magazines were getting damaged. Will Menzies stop the habit of putting totes out in the rain when the new boxes come along?"

Ms Sisman said: "I very much doubt it. They've said before they should be stored upside down to stop the problem of the water getting in. There's still water lying in the bottom."

Mr McCall added: "I know in the Carlisle depot empty boxes are returned to Linwood on a pallet and are shrink-wrapped before they go in the lorry. That's good working practice."

Ms Sisman said she had also heard the suggestion of a hole being putting in the bottom to let water run out.

Another issue raised was some boxes being over filled while others have only got one flyer inside.



**Sharon Sisman**

### Your say

Which magazines sell best in your store?



We sell a lot of Ireland's Own. We must sell about 50 a week, which is quite a lot for that title. It makes sense though because where we come from in Coatbridge is called Little Ireland. There are a lot of Irish people living there.

**Tom O'Connor**

Candy Store, Whifflet, Coatbridge, Lanarkshire



Women's weeklies sell best for me. The majority of my customers are women and a lot of them buy women's magazines. They're so cheap - it's a price-driven thing. But lots of men buy them as well.

**Gail Winfield**

Lybster Post Office, Lybster, Caithness



Ladies magazines sell best - all age groups. The middle age group sells best - titles like Take A Break and That's Life. I have a lot of female customers, but younger girls don't buy them - they're all on social media instead.

**Danny O'Shea**

Danny's Convenience Store, Glasgow

### Awards off

The Scottish Awards, usually held the night before the start of the Scottish Conference, will not take place next year.

Delegates voted to cancel them due to a lack of interest last year.

Some awards had to be collected on behalf of winners because they did not attend. George McCall proposed they scrap the awards on the Sunday night and have a social instead. The district should give out their one award, for news deliverers, on the Monday night at the gala dinner.

This was seconded and agreed.

# OPINION

Do you want to see your views in RN?

✉ letters@newtrade.co.uk  
☎ 020 7689 3350

**RETAIL**  
**NEWSAGENT**

NEWS • CONVENIENCE • PROFIT

11 Angel Gate, City Road, London EC1V 2SD  
Tel 020 7689 0600

email letters@newtrade.co.uk

Annual Subscription

UK 1 year £150 Europe £302  
2 years £237 Rest of world £354  
3 years £333

To subscribe contact 01737 457236

#### Editor

Chris Gamm  
020 7689 3378

#### Associate Editor

Chris Rolfe  
020 7689 3362

#### News Editor

Gurpreet Samrai  
020 7689 3386

#### Reporter

Charlie Faulkner  
020 7689 3357

#### Features Editor

Tom Gockelen-Kozlowski  
020 7689 3361

#### Head of Production

Darren Rackham  
020 7689 3373

#### Senior Designer

Anne-Claire Pickard  
020 7689 3391

#### Designer

Emma Langschied  
020 7689 3380

#### Production

Coordinator  
Billy Allen  
020 7689 3368

#### Director of Sales

Mike Baillie  
020 7689 3367

#### Account Directors

Will Hoad  
020 7689 3370

#### Account Managers

Marta Dziok-Kaczynska  
020 7689 3354

Erin Swanson

020 7689 3372

Nathan Gray

020 7689 3363

#### Sales executive

Khi Johnson  
020 7689 3366

#### Audience

Development

Executive

Chris Chandler  
020 7689 3382

#### Marketing Manager

Tom Mulready  
020 7689 3352

#### Marketing Assistant

Tom Thorn  
020 7689 3384

#### Managing Director

Nick Shanagher  
07966 530 001

Email firstname.surname@newtrade.co.uk

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

Printed by Southernprint, Poole,

on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution,  
2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations  
July 2015 to June 2016 average net  
circulation per issue **13,316**



Winner of the 2009 ACE gold award for  
circulation excellence by a smaller magazine

Retail Newsagent is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied.

Reproduction or transmission in part or whole of any item from Retail Newsagent may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade Publishing accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

newtrade

For trade use only

## YOUR SAY How do you create seasonal theatre in your store?

### Julie Atkinson

Hollins Green Community Store,  
Cheshire

We decorated for Halloween. We had pumpkins everywhere and the store looked really good. We had Halloween hampers we put together on display too. Now the products we've got for Christmas will start coming in. We have a book exchange in the store for the local community and we'll take a bit of space from them to put our Christmas products in. We can really advertise the hampers for that too.

### Jas Bhatt

Simply Local,  
Newton-le-Willows

We don't do a great deal for Halloween, but we had a lot of offers on and we put the promotions at the front. After Halloween, we start displaying all the advent calendars, and then start putting more Christmas stock in. It helps create an atmosphere, but people don't really start buying choco-



lates until a few days before.

### Bhavesh Parekh

Kwiksave,  
Bolton

We take it seriously, we've had Halloween activity, promotional ends, the windows and massive

pumpkins in-store. We have even more space for it at Christmas. Most of our Christmas offers will be in this week and next week. We devote a whole aisle to Christmas gifting and seasonal products, wrapping paper, presents, cards and other things.

## YOUR STOCK Will the Walkers crisps price rise affect your sales and how you stock them?

### Ian Handley

Handley's Newsagents,  
Northwich

Most of our Walkers range is priced at 50p and £1. I don't know what they'll be doing with those, but they are really attractive price points. We tend to include them in our meal deals,

which could be difficult too. They have been around 50p for a long time, so it's understandable, but it's definitely going to affect sales.

### Jon Powell

The Newsagent,  
Newport

I guess I'll have to pass the rise

on, but at the minute, lots of people are buying the cheaper options like Transformers and Space Raiders, and McCoy's which still do well even though they are more expensive. We'll still sell Walkers, but we'll keep an eye on it. It does seem opportunistic, but I do hope it's not."



### Kate Clark

Sean's News,  
Upton-upon-Severn,  
Worcester

Of course, it will affect sales. We try to stock priced packs as it shows our customers we're not trying to fiddle them. As a retailer, you can hold the price, and in the past few years, retailers have absorbed a lot of costs, but there's only so much you can absorb. Sooner or later something has got to give, we are running businesses after all. Shame on Walkers for this, especially now more people are thinking with their feet and their purses.



# BRIAN MADDERSON

GUEST  
COLUMNIST

✉ editorial@newtrade.co.uk

☎ 020 7689 0600

📌 @RetailNewsagent



## Your future could be a forecourt

**Forecourts face challenges that would be alien to most store owners, but get it right and the benefits of a well-run business can be magnified**

**T**here is no denying that forecourt retailers operate in a challenging market, but those who are evolving and adapting to current trends are proving how it is possible to run successful businesses.

As a trade association for independent forecourts, we represent 5,800 – or 70% – of forecourts in the UK, and from this vantage point I would very much recommend retailers to consider taking one on.

Let's begin by looking at the challenges forecourts face. There are three key issues on which we have been lobbying to support our members.

Firstly, business rates have been a concern. But we were instrumental in getting the treasury minister at the time to agree that filling stations would benefit from the £1,000 discount the previous chancellor introduced for retail premises under £50,000 of rateable value.

Secondly, oil prices continue to be important. Brexit has already had an impact, through the weakening of the pound. Happening at the same time as the increase of global oil prices, this has put wholesale fuel costs under great upwards pressure, so we've had to increase fuel prices at the pump. This will probably get worse before it gets better – the producers of oil such as Venezuela, Iran, Iraq and Saudi Arabia all suffered hugely when oil prices plummeted this year. Most of their economies are geared towards having oil prices at higher levels, so I think we can see the beginnings of a push to keep prices at a higher level.

Lastly, tobacco legislation is a major concern. The tobacco category can

represent between 25% and 60% of a forecourt shop's sales, so any reduction on that is of prime concern. As a result of the squeezing of further legislation and regulations by the UK and EU governments we're seeing sales of illicit tobacco rising. The government, through HMRC, seems to be completely underpending in terms of getting to grips with illicit tobacco products. The problem is that, if retailers are losing their mainstream business because of regulation, they might be tempted into the black market. We are seeing increasing numbers of retailers apprehended because of that.

In addition to these challenges, modern trends towards alternative sources of energy and electric cars might also pose a threat. There are lots of alternative fuels in the mix at the moment but until the route ahead becomes more settled we doubt any forecourt retailers will invest massively in any. A few have put in electric charging points, but most haven't seen an electric car yet, because the number on the road is a tiny fraction of the market. However, many of our members are now adapting their businesses to meet this change.

So why am I so optimistic about the sector's future?

Around half of forecourt retailers now have a really good quality symbol convenience store on their site. You've got Spar, Budgens, Costcutter, Londis, Nisa and so on all trying hard to develop these into meaningful seven-days-a-week businesses. That will act as a cushion against any future loss of trade with the decline of fossil fuels and the arrival of electric.



**Around half of forecourt retailers now have a really good quality symbol convenience store on their site**

One Spar store around the corner from me in Kent is a good example of a business using its convenience store to make it stand out. It has a fresh butchery, and makes bread, sandwiches and breakfast items on site. Food to go is the key growth area and, while forecourts remain committed to providing fuel, the philosophy of top retailers is to say 'our vision going forwards is to feed drivers and passengers rather than to just feed cars' and also provide top-up shopping and meals for tonight.

But this is not to lessen the importance of fuel itself. Forecourts remain prime destinations in many instances, particularly with strong branded fuels. And as the price of fuel has come down there has been less of an inclination among drivers to find the cheapest fuel at the nearest supermarket. And many independents are working hard to provide additional parking spots and services such as ATMs and jet washes.

Retailers who are interested in taking on a forecourt should be aware that property values have risen strongly on the back of some emerging acquirers such as private equity investors, making it pretty tough to find a good-quality forecourt for sale with reasonable trade and prospects. That said, I'd definitely advise them to search, because they might strike lucky, and there are rich rewards to be had in this sector.

*Brian Madderson is chairman of the Petrol Retailers Association*

# INDUSTRY PROFILE

**Toby Hill**  
 RNreporter@newtrade.co.uk  
 020 7689 0600  
 @retailnewsagent

## Under Age Sales

With legislation for key categories increasing year by year, it's more important than ever that stores adhere to best practice for responsible retailing. Training firm Underage Sales is on the case, according to boss Tony Allen, offering up-to-date support to businesses nationwide

### RETAIL NEWSAGENT What is the main initiative you are working on now?

**TONY ALLEN** We're continuing to roll out our Responsible Tobacco Retailing programme, which involves using mystery shopper test purchases to identify shops at risk of making underage tobacco sales.

We then offer free-of-charge training to at-risk stores. We're working our way around the country: we started in the north west of England, are just launching in Northern Ireland, and we will finish up in London.

### RN What are your key findings from the roll-out of the programme so far?

**TA** We're not surprised by what we've found, but it is quite concerning. The pass rate is hovering around 50% to 55%.

This is low, but it's partly because we're focusing on independent retailers and so working with many shops that haven't been tested before, including some that don't sell alcohol.

We've also found 90% of stores that have failed two test purchases have no structured training in place for their staff. It shows how absolutely important it is to have that training in place.

### RN How does your training work?

**TA** Independent retailers often don't have the resources to afford training. More importantly, they don't have the resources to release staff to do training courses.

We get past that by doing it in store, using qualified trading standards professionals to do it. We can also put stores through a BTEC in preventing underage sales, which

really helps cement what they learn.

Retailers have been really responsive and we've passed out thousands of qualifications to staff so far.

### RN What are you looking at working on next?

**TA** We're looking at e-cigarettes and vaping, where regulations came in earlier this year.

Research shows very low levels of compliance, so we're talking to the vaping industry about how to bring support to that industry.

It involves very different types of retailers, because there are lots of specialist vaping shops, so it's a different challenge.

### RN ASH recently restated their support for tobacco licensing to be introduced in the UK. Is this a reasonable burden to place on retailers?

**TA** It depends on how the government goes about it. In the case of alcohol licensing, there are four



**We're looking at e-cigarettes and vaping, where regulations came in earlier this year**

objectives when deciding whether to issue alcohol licences: preventing crime and disorder, preventing harm to children, etc.

So the local authority would have to set out the objectives that would guide decisions in the case of smoking.

If these objectives are very one-sided, a local election could produce a situation where a local party pledges to stamp out or at least clamp down on tobacco sales in their area using licensing.

Then if they're elected – and that's just local democracy in action – it would drive up illicit trade and do serious damage to retailers in the area.

So I think what you'd need is balancing objectives. Promotion of public health and protecting children from harm would be guaranteed to be there. You probably also need to have reducing the illicit trade and producing a thriving local economy to give it balance.

### RN What alternative to tobacco licensing could you suggest?

**TA** A more practical scheme is registration, as already exists in Scotland and Northern Ireland.

So rather than licensing and giving permission to do something, you're simply registering that people are doing it, which is a fairer and less burdensome approach.

It lets you know where products are being sold and helps deal with the illicit trade.

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

**Company** Under Age Sales  
**Managing director** Tony Allen

**Profile** Under Age Sales specialises in supporting retailers of age-restricted products in the UK. It offers advice on setting up systems and procedures to avoid illegal sales to children and young people, and is accredited by the Trading Standards Institute to provide nationally-recognised training.

**Latest news** This month, the firm is rolling out its Responsible Tobacco Retailing programme to Northern Ireland.

\*\*

\*\*

# 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

 **INDEPENDENT**  
Achievers Academy

**betterRetailing.com**

ACADEMY IN ACTION  
Follow up



## Shop Layout

In July, betterRetailing's Steve Denham visited Dave Hiscutt at his Londis store in Weymouth, to look at his difficult shop layout and advise on an achievable action plan to help make better use of space. Three months on, what changes has Dave made?

### Dave's action plan

- Clearly signpost craft beer and ale to let people know about the excellent range
- Relocate Cook fridges to show off local and homemade products
- Move crisps to the queuing area and put them alongside confectionery

### Dave says

"I have incorporated a selection of crisps into the queuing system, and after another six to eight weeks I will run a year-on-year comparison to see the results. The summer months are my busiest times, so I am looking forward to autumn where I will look at the relay of my store, including moving the Cook freezers. We have created signage for our craft beers which highlights the unique nature of our selection, and is driving new customers to that area of the store."

### Your action plan

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

## YOU CANNOT BE SERIOUS, MOS

**I would like to send the Mail on Sunday a message: you really know how to take the mickey out of us newsagents, don't you?**

On Sunday, the polybagged You magazine, which included a large Debenhams Christmas brochure, weighed in at a whopping 719g.

If the brochure had been posted it would cost £2.46 by first class or £2.09 second

class. We get a 2p handling fee on every copy sold, while my delivery staff, all 13 to 16-year-olds, risk triple hernias and the odd broken toe.

Unless the MoS pays a decent rate for delivering these items I will extract You magazine and return the rest to you.

**Graham Doubleday**  
Newsmarket, Mossley,  
Ashton-under-Lyne

### A Mail spokesperson

**said:** "As is the agreed industry standard in such instances, Mail Newspapers will make a payment towards the cost of delivering this additional weight to all retailers registered on the Third Party Advertisement Inserts (TPAI) scheme with their wholesaler. Any retailer not currently on this scheme should register with their wholesaler, telling them how many copies of each title they home deliver."

## I pay for my terminal but I'm not getting a good service

I am getting touch following your recent articles on Camelot and the National Lottery.

I agree they need to do something to support retailers.

I agreed to taking up the paid terminal where we pay £50 a month as it is connected through a cellular service rather than broadband. I didn't mind this too much, as I was getting the lottery in my store and it was apparently the only way I would be getting it.

I didn't know the terminal had a completely different set up, and we would have to key in the numbers the customer chooses.

Had the terminal been to the same calibre as the free terminals, it would have been fine but the system is always losing signal, the method of inputting the numbers is incredibly long and frustrating.

I have lost customers who wanted £80 and more of lottery tickets because they just couldn't wait but the support replied with "why not ask them to come back later and you can do the tickets in between customers". Anyone with retail sense knows no-one will do that.

The play sheet is also different to the original one. Many customers have walked out thinking that this is not the National Lottery they are used to and prefer to go to a "safer" / "proper" location to play such as Sainsbury's or Smiths, simply

because they have the old - "original" play slips.

I have contacted them several times and they have just stopped responding now.

It is very distressing seeing the larger stores get systems which are significantly better and easier and more convenient and we have to pay for a rubbish one. It brings in more business but had it been of the same quality, it would make paying for it a little less disheartening.

The issue is not with paying, but the fact that the terminal is not up to the standard of the free ones. I am paying for something which gives me more work, and many customers have walked away because they would prefer to go to somewhere where they have the original terminals. Clearly having the lottery has boosted my footfall, but with the same token losing customers because they can't wait is disappointing.

**Amit Lodhia**  
Jayes News,  
Huntingdon

### A Camelot spokesperson

**said:** "We will be getting in touch with Mr Lodhia as a matter of urgency to talk through his concerns. These smaller terminals are offered to retailers who are not eligible for a full National Lottery terminal because of sales and footfall predictions. We only have a finite number of the full terminals and have to offer those to retailers who we believe will deliver the most in National Lottery sales - and therefore returns to National Lottery Good Causes. These smaller terminals give more retailers the opportunity to have The National Lottery in-store - to see for themselves the benefits that can offer."

## Is Smiths News trying to kill our businesses?

I have just suffered another day of terrible service from Smiths News, Birmingham.

We did not get our RN on Thursday and were told by one of the staff at Smiths that it would be 24 hours late. Then 24 hours later, we were told by someone else that we had been given the wrong information. They said they didn't have any spare copies and so could not get one to me.

Last week, the so-called customer services manager told me he will put me on the check list for RN, but this doesn't seem to have happened.

It seems to me as if Smiths News is the prime suspect in trying to kill the newspaper industry and with it, us newsagents.

Despite numerous requests, Smiths News has never bothered to improve its service.

I have one customer who used to buy £50 worth of magazines every week. But because of the poor service and problems getting hold of magazines they have moved to subscriptions elsewhere and now they are threatening to stop newspaper delivery as well. It is so frustrating. I just don't know what to do anymore. In fact it has got so bad I am thinking of selling my business.

**Kamal Sharma**  
Mary Vale News, Bournville

### A Smiths spokesperson said:

"We are contacting the customer directly to discuss his concerns."

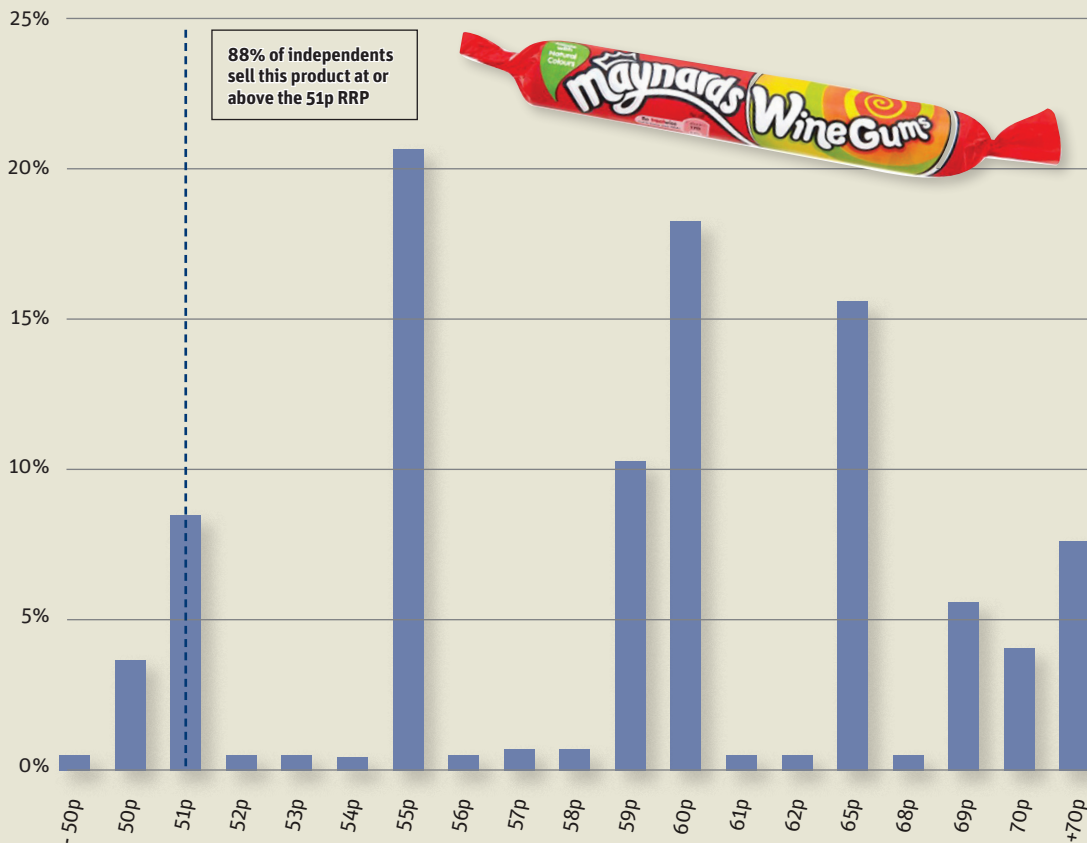
# PRICEWATCH

Benchmark your prices against your peers

## In focus Sugar confectionery

## Sample prices

**MAYNARDS WINE GUMS ROLL 52g** Price distribution %



88% of independents sell this product at or above the 51p RRP

### PRODUCT

**Rowntree's Fruit Pastilles**  
52.5g

**Rowntree's Fruit Gums tube**  
48g

**Skittles**  
55g

**Rowntree's Jelly Tots**  
42g

**Starburst Fruity Chews**  
45g

**Maynards Wine Gums**  
52g

**Vimto Fizzy Rip roll**  
38g

**Bassetts Cherry Drop**  
49g

**Maynards Wine Gums**  
52g

**Rowntree's Randoms**  
50g

**Werther's Original**  
50g

**Chewits Strawberry**  
30g

## Analysis

Always a consistent seller throughout the year, sugar confectionery is a prime impulse purchase for consumers. The range presents a great opportunity for retailers to charge above RRP, with only three prod-

ucts in this week's list selling below it. One retailer achieves 15p, 19p and 20p above RRP for Werther's Original, Rowntree's Fruit Gums and Fruit Pastilles, respectively. This week's featured

product, Maynards Wine Gums, is a prime example with an impressive 88% of retailers charging above RRP. Why? Retailers have reported that customers like to suck sweets now the colder weather has arrived.

## How we drive our profit

### Abdul Qadar

**STORE** Ramzan & Sons  
**LOCATION** Edinburgh  
**SIZE** 1,200sq ft  
**TYPE** main road

#### TOP TIP

We get plenty of reps coming in with deals and my advice would be to grab anything they give you



**We find that** a lot of our customers really like pricemarked packs. It's good because it often encourages them to buy two for £1. We sell a lot of confectionery, especially around this time of year when it's a little colder because we've noticed that more people want sweets to suck on. We carry a really big range of this kind of confectionery, and while nothing specifically sticks out as a bestseller they do account for a big percentage of total sales. As a rule we get a margin of 30-35% from these products.

### Ranjan Patel

**STORE** Marsh Hill News  
**LOCATION** London  
**SIZE** 500sq ft  
**TYPE** high street

#### TOP TIP

All retailers stock the latest ranges, so get the edge by positioning them on the counter really close to the till



**Maynards** Wine Gums are good sellers in tube form but not so much in bags because products similar to those, like Haribo, sell much better. Fruit Pastilles and Softmints in tubes are also popular and sell well for 60p - around 10p above the RRP. Pricemark-wise, we have Extra Strong Mints for 50p and that makes them sell a lot quicker. Any new products we get in get prime position in plain sight. We used to offer free samples on those but stopped doing that because kids were coming in and eating them all.

➔ 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 SWANSEA SUBURBAN VILLAGE C-STORE	RETAILER 2 HERTFORDSHIRE VILLAGE STORE	RETAILER 3 BIRMINGHAM SUBURBAN C-STORE	RETAILER 4 SHEFFIELD SUBURBAN HIGH STREET C-STORE	RETAILER 5 WARWICKSHIRE VILLAGE POST OFFICE AND STORE	RETAILER 6 SMALL NEWSAGENT IN SCOTTISH BORDERS VILLAGE
50p	59p	55p	-	50p	70p	55p	55p
51p	58p	55p	50p	50p	70p	-	55p
49p	59p	53p	49p	49p	60p	55p	-
51p	57p	65p	-	50p	65p	45p	55p
49p	57p	53p	49p	49p	-	50p	-
51p	50p	-	50p	50p	-	-	50p
45p	45p	-	-	-	-	45p	-
51p	61p	59p	51p	51p	-	60p	60p
51p	59p	55p	-	-	70p	-	-
51p	59p	57p	51p	50p	70p	50p	-
55p	60p	63p	55p	55p	70p	-	60p
35p	41p	-	35p	-	50p	35p	40p

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Hayley Forsythe

Dever Stores  
Sutton Scotney, Hampshire



Ambrose sausages  
£3.50  
(approx.)



#### Where did you discover them?

Ambrose sausages are well known in the area because they're sold at the Hampshire Farmers' Market in nearby Winchester. It's a monthly event that's been really well publicised in the media over the years and it attracts a lot of people to the area. Ambrose's traditional range is the only one we sell and they won the Best Sausages in the South East award in 2014. The recipe has been handed down over three generations and are made from a blend of British shoulder and belly of pork with pepper, sage and spices.

#### Who buys them?

We sell around 10 packs a week and most of them are bought by regulars, though it's not unusual for people to buy them after seeing them on display in the store due to brand recognition.

#### Why are they so successful?

Ambrose has a reputation for making excellent sausages, so our customers know they're buying a great product. They were first made in 1920s and its recipe is a closely-guarded secret - the blend of herbs and spices were originally measured out only by Mr Ambrose's wife to keep it under wraps.

## Jason Birks

**STORE** Mosis Convenience Store  
**LOCATION** County Durham  
**SIZE** 800sq ft  
**TYPE** residential

#### TOP TIP

It's all about promotions for us. I'd advise retailers to get on board with them because they always bring a big spike in sales



**Some of the** less familiar brands - Vimto Fizzy Rip Rolls and Cherry Drops - are the sorts of things that I'll get in on promotion, such as four or five packs for £1, but they're not the sort of thing that I would stock on a day-to-day basis. Sweets sales are pretty constant in our store and there haven't been any new lines or innovations that we have seen for a while. It's probably difficult to get new lines of sweets to the market but it's something we'd like to see more of from the manufacturers.

## Paul Mather

**STORE** Sherston Post Office  
**LOCATION** Malmesbury  
**SIZE** 1,350sq ft  
**TYPE** village shop

#### TOP TIP

Our bags hang on an end on the main aisle. We prefer them to tubes and make sure they're right in customers' faces



**Our best lines** are bags of sweets rather than tubes - the £1 price-marked bags fly out, particularly Fruit Pastilles. When customers make the comparison with tubes they see a much higher perceived value. We make sure we get a margin of 25% on those, which we think is pretty reasonable. They're generally most popular with families, as they'll have them for car journeys or going to the cinema. Sweets cost a fortune in cinemas and we sell loads more during half term - I think people must be sneaking them in. ●

# RETAILER PROFILE



## Asmat's cave of wonders

By creating space and focusing more on fresh and chilled, Asmat Saleem has seen his store's average basket spend rise to £10-£12. At the heart of his success has been meeting his shoppers' shifting needs. **Tom Gockelen-Kozlowski and Charlie Faulkner** report

**T**hese days, people don't know what they're eating for dinner until the afternoon of the same day – they are looking to shops like us for their chilled products and they will keep coming back."

This is one of the many ways Fife retailer Asmat Saleem has noticed his customers' behaviour changing and it's this shift that's behind his decision to focus more on fresh and chilled in his 3,000sq ft store.

A year on from opening the store – and after a £150,000 refit – this latest move completes a dramatic transformation for the store and for the Saleem family, who had been a one-site operator for the previous two decades.

On top of the shift to top-up shopping exemplified by the so-called 'meal for tonight' trend, the store is reflecting the growing demand for local and premium products and convenient, modern services.

"We want to promote Scottish suppliers and we find shoppers know the brands so they're more inclined to buy those products. Our milk is supplied by local dairy Graham's. It's a bit more expensive but we stock it because people know where it's coming from," he says.

As well as this, the store stocks local products including fruit and vegetables, Gallo-way cheese and Scottish Borders meats.

And to underline its commitment to the

community – in which Asmat has lived for nearly 20 years – the store also offers a popular parcel delivery service through Collect+. There are an average of 50 to 60 deliveries collected or picked up each week and locals travel from up to 10 miles away to use the service.

But perhaps the most striking sign that this is a store that's looking towards the future is the "beer cave," an eye-catching 15-metre display that's responsible for £1,000 of sales per week. Taken alongside the 300-strong wine selection and extensive spirits range, it means alcohol sales sit at nearly £5,000 every week – not that constructing such an in-depth niche offer was cheap.

"We went quite wild on the refit but you may as well spend it once and get it right," Asmat says.

"The beer cave is something different and it's more cost-effective because I don't have multiple compressors running lots of chillers."

Once again, the changes were also sparked by looking at the way his customers' behaviour was changing – with many coming in after work and picking up bottles of wine.

Having seen his parents build a business that's survived the ups and downs of the economy for more than 20 years, Asmat knows he can't stand still and is already

**“Reading trade magazines has made me realise that food to go is a big thing and I’m trying to build on that.”**

**ASMAT SALEEM**



**“The beer cave is something different and it’s more cost effective because I don’t have multiple compressors running lots of chillers”**

#### VISIT MY SHOP

##### Costcutter

32 Cocklaw Street,  
Kelty,  
KY4 0DD



looking at the next profitable opportunity for his business: food to go.

“We do offer a limited range already but from next week I’m getting in Cuisine de France so we can offer things like freshly-baked bread,” he says.

It’s once again a sign Asmat has his finger on the pulse of what shoppers want.

Twinned with these innovations is the fact the store offers much the same product range as any multiple convenience store, and with alcohol and local produce, more. “The new shop has a lot more space and is opened up, which means people can navigate their way through the store more easily. We now offer 10 metres of chilled and take about £3,000 a week just on that.”

The fact that average basket spend has reached £10-£12 is of yet more evidence of this strategy’s wisdom.

With this in mind it’s unsurprising that Asmat is immensely proud of his new business and customer responses (one called the store’s new look “phenomenal”). Further proof of this can be seen in the repeat custom from new faces.

“I think people come back because it’s a nice looking shop and they enjoy the way it feels,” says Asmat. ●



**Want to see more** of Asmat’s store? Go to [betterretailing.com/costcutter-kelty](http://betterretailing.com/costcutter-kelty)

# FAMILY RETAILING



## THE EXPERIENCED RETAILER

He's seen it all before, survived recessions and come out laughing. Day-to-day problems don't faze him anymore and his customers love the fact he's been a part of the community for decades



Best  
of both

Is it a coincidence that some of the best businesses in the UK are family affairs? There's a lot to be gained from different generations working together but as **Tom Gockelen-Kozlowski** discovers, there are many ways to make sure every store can access the same benefits





**THE YOUNG RETAILER**

Energetic and ambitious, he knows his Pinterest from his Instagram and wants to make his store beautiful enough for both. He dreams of building a business empire and knows it starts in the family store



**E**very few months, RN hears about a retailing anniversary, whether it's the recent 70th celebrations of Spar-affiliated retail group Lawrence Hunt & Co, Surrey family firm Holborn's refit and rebrand to mark 40 years in the trade, or one of countless other community events.

Are these milestones merely numbers that are useful for a bit of in-store promotion or is there something more profound that lies behind a business that's weathered the ups and downs of multiple generations?

That so many of these independent retailers are award-winning, future-focused businesses points to the fact there's an ongoing advantage for stores passed between parents and children.

"They know they've got the support I didn't have," says Harry Goraya who runs a Nisa store in Gravesend with his two sons Jazz and Nin.

He says his sons benefit from the experience he's had - taking a 700sq ft newsagent and post office 32 years ago and building it into a 3,000sq ft modern convenience store where the community can do a weekly shop, pick up hot food to go and still use the post office and pick up a newspaper as they always could.

"My family gave me some support to get up and running but in terms of support with decision making, I didn't have

that. It was something I had to do myself. It's good for them to know they've got some experience to call on in the background, that they can seek some guidance," he says.

And it is not only younger retailers who feel the benefit of working in a business with multiple family generations working together.

Vip Panchmatia, who owns and runs Mace stores in Andover in Hampshire and Stroud in Gloucestershire, certainly feels the benefit of having his son, Anish, join the business after finishing university.

"I've been moving the business over to my son for about a year and a half since he left university. Before that he'd been working in the store since childhood - working during the weekends," he says.

We'll see later on how this partnership is assisting Vip and the business as

a whole, but it's significant that his son has had the experience from a very young age.

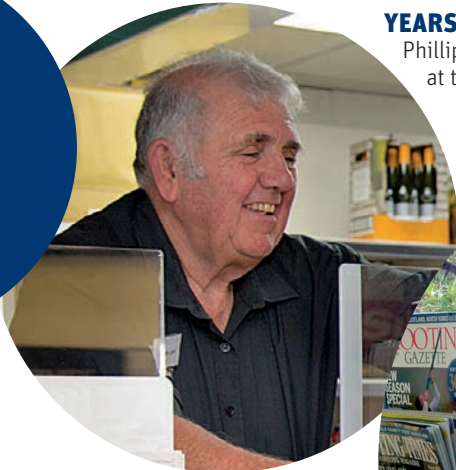
It's an advantage every retailer with this kind of heritage points to.

"I used to do till work when I was eight or nine," remembers Chris Herring, who grew up with his father running a busy post office business in Torquay. "It's obviously illegal now, but when I was that age you could jump on a till and do things like that. I'd help tidy up confectionery when I got back from school. I was brought up into it," he adds.

This lifelong experience on and around the shop floor is obviously something that cannot be replicated later on, but what of the other benefits these older businesses can claim? This week RN takes a look at their strengths, why they're so often the stores which pick up awards, and asks whether retailers of every background can find a way to learn from them and take the same benefits.



# FAMILY RETAILING



## YEARS OF EXPERIENCE

Phillip Herring still runs the post office services at the family's Torquay store

## THE ADVANTAGE:

**You're all committed to the same cause**

For many years, Hampshire-based retailer Vip Panchmatia ran six forecourts for Esso, troubleshooting problem stores for the company and turning them around. For the past 18 months, however, Vip has been working closely with his son Anish and he says the difference between working with store managers and his own family has been huge.

"I couldn't rely on them as much as I can my own blood. It's a partnership, it's the future for both of us," Vip says.

Many retailers in similar set-ups say much the same thing, and only two weeks ago in RN our retailer profile, Nishi Patel, said his store-based upbringing meant he felt the industry was also in his blood.

That commitment is helped by the fact that, for the stores we spoke to, communication between the generation was an almost constant part of life.

"It's a daily thing - in the morning while we eat breakfast, while we're at work or travelling together," says Vip.

Both Vip and Harry point to the fact their sons are enthused by the convenience trade as to the reason for their success in integrating into the business, and this is cemented by bringing them to events and allowing them to bring their ideas into their stores.

"Anish has started to go to the Local Shop Summit and other trade shows because he wants to know what's happening in the market," says Vip. "He's started reading trade magazines like RN, too, because there's a lot to learn."

Anish has also used his own skills to enhance Vip's stores' back office operating system, using his understanding of software and numbers to sharpen up deliveries, stock control to analyse the success of promotions. "It's the kind of thing I never had time for," Vip says.

Harry, meanwhile, has seen Jazz's passion translated into successful marketing ideas.

"He's been running two-hour deals



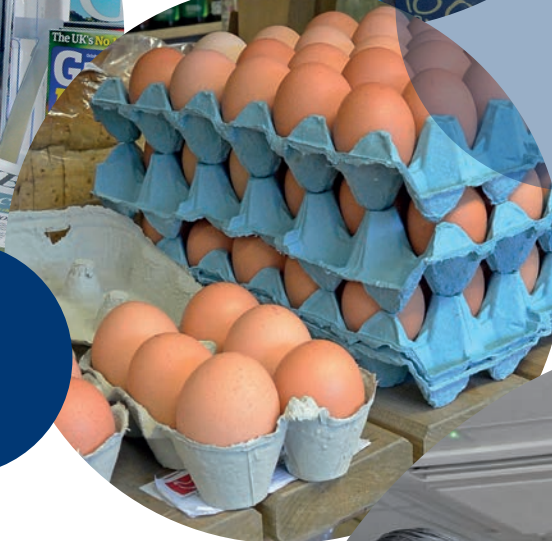
through Facebook and people who like our page get a notification. The last time we ran one of these we had 61 people come to the store and respond to it. That's the sort of thing that really works," says Harry, who adds Jazz has now become an "integral" part of the business.

Yet if working with close family provides the benefit of bringing together people who all believe in the business with the same passion, the economics of employing ambitious, experienced retailers from across the generations makes such commitment essential too.

Joga Uppal joined the business full time after completing a masters degree in accountancy and not long after his newly-graduated brother Aman also began working back with his parents. "To make the business viable for us to both be involved, we knew we would have to take it forward. That's why we decided we'd need to make a big investment," Joga says.

## How can you get the same benefit?

**Not every retailer's child wants to go into the same trade as them, but those that do have the benefit of having a bond with the business from childhood. Yet, there are many fantastic store managers - Adam Hogwood from Budgens Broadstairs and Dave Hiscutt, who runs two Londis stores in Weymouth, come to mind as retailers who show a vast degree of love and commitment. What's their secret? It's surely no coincidence that both men have been given the freedom to put their own marks on the businesses they run, much like Jazz and Anish.**



# “

**I couldn't rely on them as much as I can my own blood. It's a partnership, it's the future for both of us**





**I've been involved in the business 32 years and we were just a 700sq ft newsagent when I started the business**

#### **THE ADVANTAGE: You know you can't stay the same**

It might sound counter-intuitive, but rather than getting stuck in their ways, the businesses RN has spoken to all had experience of shifting their models to survive and thrive over previous decades – and therefore knew it was something they needed to keep doing.

“I've been involved in the business 32 years and we were just a 700sq ft newsagent when I started,” says Harry Goraya. “I bought it primarily as a post office with news as an extra. It was the sort of store where you might want to buy two Mars bars but only find one on the shelf.”

Retailing – and customers' expectations – have become more sophisticated since those days and his large Nisa store has grown to reflect this. But Harry is by no means the only one to shift so dramatically.

In Coventry, brothers Aman and Joga Uppal still work in the business their parents opened as an off-licence in the early 1990s. Over the subsequent years the parade of shops the store sat on lost a newsagents and greengrocer, with the Uppal's business taking on as much of this trade as it could in an awkwardly-sized store.

“The previous shop was basically two units and we've actually split these up now. The dividing wall meant it was split, but because it was structural we couldn't take it out. It meant on one side you had the news and impulse items, the counter in the middle and then grocery on the other side,” says Joga Uppal.

The family had done much to meet locals' needs and re-

flect the growing complexity of modern convenience stores, but were aware this wasn't enough if the store was going to be a success.

“Dad knew if we wanted to push the business on we would have to change and we did have planning permission for the original premises. But around that time the unit next to us – a butchery with some garages behind it – became available and Dad knew it was a better opportunity,” Joga says.

This allowed the family to use the land to build a totally new premises that met their needs exactly. Indeed, working together, mother, father and the two sons created a modern One Stop store with a shop flow that's more progressive than in many stores where the owner is new to the trade.

“The new store flows better so we have chilled all the way around the edge of the shop. It starts with the fresh offering, then the meal deal fridge and soft drinks. It then wraps around with the beers and wines. We pretty much tripled the chilled space we had,” he says.

#### **How can you get the same benefit?**

**There's no doubt that calling on the experience of someone who has already transformed their business many times as trends have changed is a big advantage. Luckily, retailers are getting better at networking and learning from each other. Look at your peers and your shoppers' behaviour to understand how the market is evolving and then seek out a retailer who's already travelled down the same path. ➤➤**

#### **BUILDING ON STRONG FOUNDATIONS**

Joga Uppal, left, with his brother Aman, at the store they rebuilt with their father



# FAMILY RETAILING

## THE ADVANTAGE: You can be ambitious

Joga Uppal may have discussed the necessity of pushing the business on once more than one generation of a family relies on its income. But, more often than not, these are also the businesses with the confidence to grow into second sites or new areas.

"I'm hoping Jazz has got the ambition to add maybe another two or three stores to the business," says Harry Goraya. "He's very good at managing staff, so I think he's of the mindset to leave this business ticking over and look at other sites. We're stable where we are, so there's no reason why we can't operate another one."

Vip Panchmatia is thinking a similar thing about his son, Anish, and the pair have been managing two stores for nearly as long as they have both been working together. He says they're both now actively seeking more sites and it is striking that both Vip and Harry have seen their family's future as multi-site retailers crystalise only once they've had the support, energy and commitment of the next generation.

Joga and his brother Aman are also looking ahead to how the family business can take on further challenges.

"We're splitting the old shop back into two units. At the moment, we've got a coffee shop application for a change of use. And we want to open an Indian takeaway too. This will help footfall for the shop, but it also enhances the parade of shops as a whole and more people are likely to use it. It

all adds to the viability of the businesses overall," Joga says.

The two brothers tragically lost their father just before the new store opened its doors, but these ambitious plans were discussed with him and it's clear that working together on that project has given the family - and the community - confidence in their ability to see such ambitions become a reality.

"They see the reality of our plans and know what we're talking about now," he says. Barely a year after opening the new store, the brothers are on the verge of running a business that provides a whole swathe of services to their community.

## How can you get the same benefit?

**There is no reason why any retailer can't have big ambitions for their business - indeed few can survive for long if they're standing still. Store owners such as Jonathan James - who went from operating one to 100 stores in less than a year - are great examples of this, but even these retailers reach out for support wherever they can find it. Whether it's from a symbol group, trade association or a local business mentor, there will be people who can help give you the confidence and resources to make your dreams a reality.**

# “

**I'm hoping Jazz has got the ambition to add maybe another two or three stores to the business**





### THE FATHER AND SON

Harry Goraya has been working with his son Jazz and the family is now considering investing in a second store



“

**Because my son has been educated and brought up here, he understands UK life much better than I did**

### THE ADVANTAGE: You've seen it all before

Harry and Vip both highlighted how working with their sons had helped them better utilise modern technology, whether it is digital marketing or back office number-crunching.

Yet Vip highlights a more profound benefit his son has brought him. “Because my son has been educated and brought up here, he understands UK life much better than I did. He understands how people live. He’s got friends in the community and keeps abreast with what the young generation wants from the shop,” he says.

Although it’s a long time since Chris Herring began to work full-time with his father, he was also able to provide a valuable fresh perspective to the way the business operated.

“I could see 25 years ago that the post office was losing customers and you couldn’t rely just on that if you’ve got more members of staff,” Chris says.

It began a process of diversification – concentrating on categories such as fresh and chilled, long before most experts had identified it as a must-have for convenience stores. “You can’t only rely on one product to keep the business afloat – your product range has to be more diverse than it was 25 or 30 years ago.”

While young people might bring valuable fresh ideas to the table, it’s the decades of experience these multigenerational businesses have that makes them unflappable.

Harry says the family work “side by side” allowing him to provide the guidance his sons can benefit from and remembers a rare moment when this didn’t work to highlight its value.

“There was a time a long time ago, when a rep came in to sell some cleaning stuff and generally Jazz would always ask me before he bought anything. I wasn’t around and the guy sweet-talked him into buying this stuff. We only found out after that we didn’t need it and it wasn’t as good as he said,” says Harry.

While Harry says Jazz quickly learned from that experience, he says there are many other times where his guidance will help Jazz and his brother avoid similar pitfalls. And the experience of an older generation can also provide long-forgotten solutions to very current problems.

“My Dad looks at the old-fashioned ways in which the store used to work and he brings them back, whether with displays or seasonal ranges,” says Chris Herring. It’s a perspective the store often calls for.

### How can you get the same benefit?

**There is a huge amount of knowledge among retailers and luckily a culture that is increasingly relaxed about sharing experiences and advice. If you’ve got a query or need help tweet, email or write to RN and we’ll always try to put you in touch with a store owner or retail expert who knows how to help your business thrive.**

# CHRISTMAS GUIDE

Fresh & Local

49  
CRACKERS  
(36-42)

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 fresh produce for the sixth of our seven special festive features

## Fresh ideas for Christmas

36



**Chris Herring**  
Londis,  
Torquay

### Stock up on local luxuries

We sell much more of our Trewithern clotted cream in the lead up to Christmas. To make sure our customers don't miss out we hand out leaflets in the store giving details on our pre-order service.

### The fresh produce specialist

Joe's shop, in the picturesque Cotswolds village of Hook Norton, has been in the family and served the community for more than 25 years. He explains that although essentials like winter veg are vital, it's also important to stock speciality lines and to offer customers something that multiples cannot: free food and drink and a chat



**Joe Williams**  
Hook Norton,  
Oxfordshire

#### How I plan for Christmas

We make sure we've got all the essentials in store to cover the sort of things people may have forgotten, which includes fresh produce. We prominently display seasonal vegetables in big bucket containers and bushel boxes, but we really don't need to offer promotions on things like potatoes, greens and Brussels sprouts - why take a 10% margin when we could take 25%?

#### What my customers want

It's a funny time because we tend to find people are getting turkey elsewhere, so poultry sales take something of a dip. Boxing Day fresh meat is also affected, with our customers perhaps a little 'meated out'.

However, sales rise from this point because people do top-up shops and stock up for New Year, so we make sure we're prepared for that.

#### How I bring Christmas to life

We offer free mulled wine, mince pies and sausage rolls, a tradition that began 25 years ago when my parents handed out free sherry to warm people up during a power cut in our village.

We find it creates a nice atmosphere that gives us the chance to chat more to our customers; it's a more relaxed time and business flows better. The other bonus is people often spend more when they've got a drink inside them.

#### My new product for Christmas 2016

We do stock speciality lines, but we focus mainly on the basics. It's important to get that right because people more often use supermarkets and farm shops to do their main shop and to buy meat.

Upmarket handmade cakes, chocolates and mincemeat sell well, as do handmade meringues, and these are treats and extras that people splash out on.

37



**Baz Jathwa**  
Costcutter,  
Bolton

### Rival the multiples with cut-price veg

To compete with the big supermarkets, we sell large quantities of traditional vegetables, such as parsnips and sprouts, with big discounts. It brings customers in from miles around.

18 Mini  
savoury eggs



Spar is hoping to capitalise on the slew of Christmas parties with its party food range

38



**Kate Mills**  
Heath Stores,  
Horsmonden

### Use new and old ways to market your range

We promote our Christmas range, which includes free-range turkeys from the local butcher, using newsletters, social media and the new media screen in our shop window.

40



**Linda Williams**  
Premier Broadway,  
Edinburgh

### Bring in the bacon

Lemons, limes and fresh cream are all big sellers, and we'll take advantage of the popularity of Boxing Day cooked breakfasts by stocking up on bacon, eggs and sausages.

39



**Asmat Saleem**  
Costcutter,  
Fife

### Bolster your bakery lines

We'll be pushing the sales of our Stuart's meat and steak pies, which are more popular during Christmas. We'll also be offering free samples of the mince pies available in the store."

## The wholesaler's view

Cotswold Fayre has been working to develop its chilled food offering this year. With festive social events and increased demand for "foody" ranges, now is the time to experiment with local chilled ranges, says the company's managing director



**Paul Hargreaves**  
Cotswold Fayre

### What are the main opportunities for Christmas 2016?

Chilled food. We've been busy developing our chilled offering since April and since then have been extending into new areas one month at a time. We developed the range after conversations with customers, which showed us that no suppliers were consolidating more premium chilled food lines. We'll sell a lot of smoked salmon from our Hebridean seafood range, as well as quails eggs and blinis. Paté is another big seller and we stock an excellent handmade product from an Essex supplier, Dan Hull.

Some of the more "foody" ranges sell well at Christmas but not so well at other times of the year - our truffle butter is a good example of that. Low sugar is a trend that will likely form part of our future range. We stock a low-sugar option called Fools & Queens, which tastes great, however our Country Puddings range has a lot more sugar in them. You've got to get the balance right and not stock too many healthier lines; this market is about indulgence as well healthy eating.

### What is your one big tip for success in this category?

Don't be afraid to take on a chilled offering - go for it. Not all chilled products have four or five days' life and the perception in many consumers' minds is that things in the fridge are better quality than what's on the shelf.

41



**Soban Shanmuganathan,**  
Goudhurst

### Specialise in fruit and veg

We focus on more specialised vegetables, such as carrots in bunches with their tops, courgettes still with the flowers on and mandarins from Spain, which really boost sales.

What's in store for 2016?



Locally sourced pigs in blankets offer a good point of difference at Christmas



A clotted cream pre-order service is a good way to cope with demand



Bel UK is embracing Christmas by creating 12 on-pack festive characters for its Babybel range

42



**Simon Lunn**  
Simply Fresh,  
Axminster

### Goose and duck fat big for Xmas

Local butcher, Ploughman's Farm Shop, supplies us with pigs in blankets which sell incredibly well, as do goose and duck fat - customers now see them as Christmas essentials. ●

NEXT WEEK:

THE ESSENTIALS

# PREVIEW



## Eggs-citingly mini

Mondelez has revealed it will be launching Minis Mix bags containing four wrapped variants of eggs; Dairy Milk, Oreo, Crème Egg and Daim Bar.

RRP £4.19

Outers 8

Contact 0870 600 0699



## Give it a shot

Temperance Spirit Company has launched Teetotal G'n'T for gin lovers who want to abstain - an alcohol free gin and tonic.

RRP £1.50

Outers 12

Contact 01756 649578



## Butter them up

Spar is launching a range of three all butter cookies under their own brand. The range includes Triple Belgian Chocolate.

RRP £1.59-£1.75

Outers 12

Contact 0208 426 3700



## Fudge gets fruity

Vimto has launched a fudge range to mark its 110th anniversary.

RRP £3.99 (carton) £6.99 (tin)

Outers 12

Contact 01925 294005



## Del Monte caters for kids

Del Monte has unveiled a 100% fruit snacking range for kids, promising no added sugar or artificial ingredients.

RRP 79p

Outers 16

Contact 01784 447 400



## Patch up your cake range

Premier Foods is launching a limited edition Halloween range boasting a packaging refresh with a new spooky festive theme.

RRP £2.49

Outers not given

Contact 01727 815850





### Double deck your shelves

Mondelez is launching a Double Decker large shell egg for next year's Easter celebration.

**RRP** £6.15

**Outers** 6

**Contact** 0870 600 0699



### Spar's healthy launches

Spar is launching a fruit, nuts and seeds snacking range, tapping into consumer demand for healthier snacks.

**RRP** £1-£2

**Outers** 14

**Contact** 020 84263690



### Jam packed with potential

A new sugar-free jam has been launched in two variants; strawberry, goji berry and ginger, and blueberry, coconut and chilli.

**RRP** £3.75-£3.95

**Outers** not given

**Contact** 07828 686 129



### Straight up sales

Urban Fruit is launching 100% natural coconut chips in two flavours; Straight Up, made with sea salt and coconut nectar; and Sriracha Chilli.

**RRP** £1.97 (90/100g) or £1.00 (35g)

**Outers** 14

**Contact** 0203 727 9050



### Rollover celebrates 25

Rollover is celebrating its 25th anniversary with an on-pack promotion offering more than 1,000 cinema tickets throughout November and December.

**RRP** £1.79

**Outers** 80

**Contact** 01753 575558



### A Very tempting offer

Lambrini has launched an on-pack offer with online retailer Very.co.uk on 75cl bottles of Original, Strawberry and Cherry variants, running until the end of the year.

**RRP** £2.00 (Original), £3.29 (Cherry & Strawberry)

**Outers** 2, 12

**Contact** 0151 480 8800

# THIS WEEK IN MAGAZINES

✉ RNreporter@newtrade.co.uk  
 ☎ 020 7689 0600  
 @RetailNewsagent  
 facebook.com/retailnewsagent



Get app and Go

## POKÉMON ONE SHOT IS GO FOR BIG SALES

It was a talking point the world over when Go mania took over the planet. This one shot is bound to capture the imagination of fans

**IT HAS JUST** celebrated its second birthday, and to help mark the milestone, primary boys game-friendly magazine 110% Gaming is launching a special one shot which will cash in on the ongoing Pokémon craze. With the Pokémon Go app giving a new lease of life to the franchise, which shows no signs of diminishing, this 52-page special is poised to further capitalise on the buzz around the game. It features tips on collecting and playing the game, previews, puzzles, competitions and more, including sneak previews of two forthcoming new console games, as well as looking back at the history of the brand. It also features the magazine's regular YouTube contributors.



**110% GAMING PRESENTS POKEMON SPECIAL**  
**On sale out now**  
**Frequency one shot**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with 110% Gaming, Beano, Lego Nexo Knights**

### Round up



**TIM MURRAY**  
 Magazines  
 reporter

## WHEN YOUTUBERS TURN TO PRINT...

I must admit to having something of a vested interest in this week's top launch, as 110% Gaming is my youngest son's favourite magazine and he also contributes to a website featuring some of the publication's younger correspondents.

It's been going for a couple of years now and where it really seems to have scored is in managing to work out a way of making the phenomenon of YouTubers work in a print environment. Games reviewers and experts such as Dan TDM (ask your kids) are worshipped by their young audience, with hundreds of thousands of subscribers to their YouTube channels. It's all digital - strangely, the eight-year-old would rather watch his heroes talking about and playing Minecraft than playing it himself.

In such a digital-friendly environment, it's good to see DC Thomson has managed to succeed with a physical magazine, getting children back into reading actual print publications rather than just watching a screen. As, when launching its first one-off brand extension (expect more in 2017, I'm sure), editor Lucy Galloy said: "In sharing age-appropriate content to an emerging generation of core gamers, 110% Gaming has proved to be a huge success for us since launch." The age-appropriate idea is key here - as a parent, the world of YouTubers can be a minefield (no pun intended) so the idea that a magazine from a trusted publisher is pointing my kids in the right direction is important.

And, of course, as I'm only too aware, Pokémon is showing no signs of slowing down either. DC Thomson deserves every success this title is likely to bring it.

# THERE IS ONLY ONE ORIGINAL ARROWWORDS MAGAZINE

# ARROWWORDS

The World's Favourite Puzzle

## STILL THE UK'S No 1



## GUITAR & BASS MAGAZINE

Anthem Publishing says its regular publication for budding bassists and guitar players seems to have struck something of a chord with readers recently, on the back of a string of supplements and what it describes as “enhanced editorial”. The next issue features a calendar, giving its readers the chance to mark down key dates in 2017.



FREE GIFT

**On sale 4 November**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Guitarist, Sound On Sound, Total Guitar



## COUNTRY HOMES & INTERIORS

The free gift in the next issue of Country Homes & Interiors is perfect for starting the new year with a bang. The free calendar offers up “seasonal moments” for readers throughout the year. In terms of the issue itself, it looks at ways to make readers’ country homes as Christmassy as possible.



FREE GIFT

**On sale 3 November**  
**Frequency** monthly  
**Price** £4.20  
**Distributor** Marketforce  
**Display with** Ideal Home, Country Living, Homes & Gardens



## FUN TO LEARN THE SNOWMAN AND SNOWDOG BAG-O-FUN

That most enduring of all Christmas characters, Raymond Briggs’ The Snowman, has enjoyed a new lease of life thanks to the arrival of all-new adventure, The Snowdog, in recent years. And his return means it’s the perfect time for this bag containing puzzle books, a miniature tree, stamper set, stickers and magazine.



FREE GIFT



ONE SHOT

**On sale 17 November**  
**Frequency** one shot  
**Price** £4.99  
**Distributor** Comag  
**Display with** Paw Patrol, Fun To Learn With Peppa Pig, CBeebies Weekly



## TAKE A BREAK'S MY FAVOURITE RECIPES

The latest issue of Take A Break’s most recent successful spin-off, My Favourite Recipes, should enjoy the seasonal boost being anticipated across the whole cookery and home sector. There’s more than 60 recipes in all, suggested by readers who win cash prizes for their ideas.



SPECIAL

**On sale 3 November**  
**Frequency** monthly  
**Price** £1  
**Distributor** Frontline  
**Display with** Delicious, Eat In, Easy Cook



## FUN TO LEARN PEPPA PIG MAGAZINE

As any Peppa Pig fan or any parent who’s had to clean dirty socks, wellies or shoes after their pre-schooler has jumped into a muddy puddle will know, if there’s one thing the young piglet and her family like, it’s jumping in muddy puddles. That’s the subject of the latest issue of the title. It comes with a free palmtop magic slate as well as a sheet of shiny stickers.



FREE GIFT

**On sale 3 November**  
**Frequency** fortnightly  
**Price** £2.99  
**Distributor** Comag  
**Display with** CBeebies Weekly, BBC Toybox, Disney Story



## Bestsellers Motoring

Title	On sale date	In stock
1 Motorcycle News	09.11	<input type="checkbox"/>
2 Autocar	09.11	<input type="checkbox"/>
3 Classic Car Weekly	09.11	<input type="checkbox"/>
4 Speedway Star	10.11	<input type="checkbox"/>
5 Autosport	03.11	<input type="checkbox"/>
6 Motorsport News	09.11	<input type="checkbox"/>
7 Auto Express	16.11	<input type="checkbox"/>
8 What Car	17.11	<input type="checkbox"/>
9 TMX News	03.11	<input type="checkbox"/>
10 BBC Top Gear	30.11	<input type="checkbox"/>
11 Classic Sports Car	03.11	<input type="checkbox"/>
12 Commercial Motor	03.11	<input type="checkbox"/>
13 Practical Classics	30.11	<input type="checkbox"/>
14 Classic Bike	23.11	<input type="checkbox"/>
15 Classic Cars	23.11	<input type="checkbox"/>
16 Classic Car Buyer	09.11	<input type="checkbox"/>
17 Land Rover Owner	30.11	<input type="checkbox"/>
18 Classic Vintage Commercial	18.11	<input type="checkbox"/>
19 Truck & Driver	08.11	<input type="checkbox"/>
20 Practical Sportsbikes	16.11	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

From J.K. ROWLING'S WIZARDING WORLD

# FANTASTIC BEASTS

AND WHERE TO FIND THEM

**WARNER BROS. PAKINI**  
www.paninigroup.com

STARTER PACK INCLUDES ALBUM +31 STICKERS

**Starter Pack: £2.99**

**Sticker Packet: 50p**

## ON SALE SOON!

Copyright © 2016 Warner Bros. Entertainment Inc. FANTASTIC BEASTS AND WHERE TO FIND THEM character, name and related indicia use © & ™ Warner Bros. Entertainment Inc. WB SHIELD™ TM & © WB®. JK ROWLING'S WIZARDING WORLD™ is a Rowling and Warner Bros. Entertainment Inc. Publishing Rights © (WJ) 2016. HARRY POTTER character, name and related indicia use © & ™ Warner Bros. Entertainment Inc. Harry Potter Publishing Rights © (WJ) 2016.



### CLASSIC POP PRESENTS ABBA

The Classic Pop brand will be enjoying its own personal Waterloo from 3 November as it publishes a special devoted entirely to Swedish popstars Abba. It charts their career from pre-Eurovision and success with the aforementioned Waterloo, through the glory years and global fame, right through to the success of musical Mamma Mia. Given the seasonal flavour of the group, the title also has gift potential.



**On sale 3 November**  
**Frequency one shot**  
**Price £6.99**  
**Distributor Marketforce**  
**Display with Classic Pop, The Story Of Rock, Mojo**



### FOOD HEAVEN CAKE DECORATING HEAVEN

Following on from its successful relaunch and redesign, which has given it a new lease of life thanks to its new look, Food Heaven is celebrating its Christmas issue with a special calendar supplement that should give it a further boost. Meanwhile, alongside the calendar, the issue offers the chance to win a set of airbrush cake decorating accessories worth £116.



**On sale 3 November**  
**Frequency monthly**  
**Price £5.99**  
**Distributor Marketforce**  
**Display with BBC Good Food, Delicious, Olive**



### FUN TO LEARN FRIENDS

There are plenty of free gifts with the latest issue of the magazine that offers up an assortment of different children's brands and franchises, including a Ben & Holly space rocket set, as well as a Peppa Pig pull-out workbook and stickers. Other characters on offer in the comic include Fireman Sam, Paw Patrol, The Snowman and The Gruffalo, there's also a competition to win Sooty prizes.



**On sale 10 November**  
**Frequency fortnightly**  
**Price £2.00**  
**Distributor Comag**  
**Display with Fun To Learn Favourites and Peppa Pig**



### SNOW

Imagine's annual guide to the best slopes around the world for both ski and snowboard enthusiasts hits the shelves, complete with competitions to win holidays and kit worth more than £5,000. As well as reports from as far afield as America, Georgia and Japan, there are 143 reviews of skiing and boarding gear within its 150-plus pages.



**On sale 4 November**  
**Frequency annual**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Ski, Ski And Snowboard, Trail**



### BBC EARTH

BBC Earth is a launch that's come out of a new partnership forged between content creation agency The River Group and BBC Worldwide, itself a former magazine publisher with a good knowledge of the sector. The Earth brand is one of the key BBC arms, with many of its natural history documentaries coming under this banner. The magazine will feature all that is best about BBC Earth.



**On sale 3 November**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Comag**  
**Display with Nature, BBC Wildlife, World of Animals**

## Industry viewpoint

Jeremy Leslie  
 MagCulture,  
 Farringdon



## FIRST YEAR SUCCESS WITH THE NEWSSTAND

Things are going very well for us at the minute. We're just coming up to the first anniversary of the shop, which is a landmark for us, and we've really exceeded expectations.

We're constantly expanding the range, we've just had a meeting and we're wondering how we can fit more magazines into the shop.

We're getting people approaching us, people are keen to be here in our shop. They'll be in other shops as well, but they want to be in ours because of the company they'll be keeping. And we're trying to give them as much care and attention as the publishers put into the magazines themselves.

We're getting new titles in all the time, a lot of them are quarterly titles, which takes some of the pressure off space, we can stock them for six weeks or so until they sell out and then replace them. It's not an exaggeration to say that we're getting something new in every day.

In terms of titles doing well, there's a little architectural magazine called The Real Review which launched in late summer and is selling really well for us.

We're also up to issue nine with Mushpit, a magazine made by young women for women in their 20s.

Elsewhere, we spent three days in Las Vegas at the AIGA conference where we helped select titles and run a pop-up shop.

It went really well. Our aim was to break even and we sold a lot of magazines and had a lot of interest. People were really impressed with it. They have shops that might sell magazines, especially on the East Coast, but maybe not anything in the way we do it.

We had a lot of interest, we gave away lots of flyers and discounts for the online store and we're already talking about doing it again.

### 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 store is ready with the right range for last-minute Christmas shoppers, and RN takes a look at what's new in the innovative Irish c-store market



## 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 29-30 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,235g	215g	30g	2	25g
Sunday Times	1,065g	370g	95g	2	55g
Mail on Sunday	940g	445g	75g	2	40g
Sunday Telegraph	820g	280g	5g	1	5g
Guardian	770g	80g	280g	5	205g
Mail	730g	245g	150g	7	50g
Times	715g	155g	35g	2	20g
Sun	515g	180g	5g	1	5g

### 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

**STOCKTAKING**

**STOCKTAKING**

**Special low prices**

Your first call for all your stocktaking needs.

**COUNTABILITY UK  
NATIONAL HOTLINE 01707 333665**

or 07775 60 60 60

A name you can trust and rely upon for a professional and accurate stocktaking service at unbeatable prices!

**www.stocktaker.com**

e-mail: [info@countabilityuk.co.uk](mailto:info@countabilityuk.co.uk)

"A service that counts so you don't have to!"



**STOCKTAKING**

**\*\*\* VERY LOW FEES GUARANTEED \*\*\***

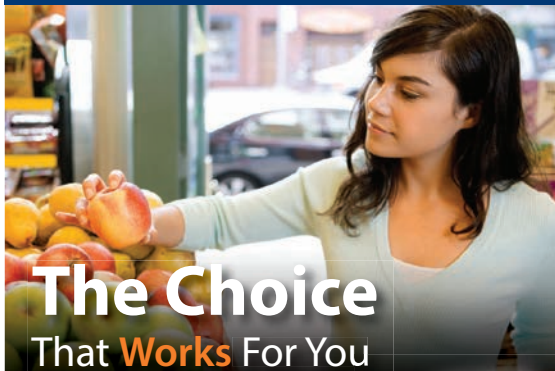
Henderson Stocktakers provides high quality stocktaking, stock audit, mystery shopper and other retail services nationally.

Telephone now for unbeatable services at unbeatable fees

**FREEPHONE  
0800 298 7544**

[www.stocktakers.com](http://www.stocktakers.com)  
[enquiries@stocktakers.com](mailto:enquiries@stocktakers.com)

**FINANCE**



**The Choice**  
That **Works** For You

Increase profits with a tailored **ATM solution** that allows you to compete with banks and your direct competitors.

Contact us for a free quote and to find out more...

**0800 542 9637**

[www.dcpayments.co.uk](http://www.dcpayments.co.uk)

**DCPayments**



**Which missing products are costing you money?**



**Retail Newsagent's What To Stock examines exclusive sales data to show you the top 25 selling products across 29 different categories.**

**Buy your copy today for £4.99**

Print edition – contact Tom Thorn  
020 7689 3384  
[tom.thorn@newtrade.co.uk](mailto:tom.thorn@newtrade.co.uk)

Digital edition – order at  
[betterRetailing.com/what-to-stock](http://betterRetailing.com/what-to-stock)

FINANCE

# WE WILL INVEST £1K-£100K IN YOUR BUSINESS!

Immediate  
access to  
**working  
capital!**

Approval  
within  
**24  
hours!**

MIN  
**2**  
MONTHS

Trading at least two  
months?

MIN  
MONTHLY  
SALES  
**£3,000**

Gross at least £3K  
monthly?

**YOU QUALIFY.** It's that simple.

- ✓ Free application
- ✓ Minimal documentation required
- ✓ Approval in just a few hours
- ✓ No personal guaranty or collateral required - sales based funding

**CALL US**

**0800 368 9695**

[www.gotcapital.co.uk](http://www.gotcapital.co.uk)



BUSINESS FINANCING  
**MADE SIMPLE**



# EXTRA! EXTRA!

✉ RNreporter@newtrade.co.uk  
☎ 020 7689 3358  
@RetailNewsagent  
facebook.com/retailnewsagent

Vol 127 No 44  
FOR TRADE USE ONLY



IN ASSOCIATION WITH

**betterRetailing.com**

## Back in the day

# 100

YEARS AGO  
4 November 1916



The next issue of Pearson's Weekly magazine would carry an article titled 'The Man Who Filmed Death on the Somme', telling the story - and showing the photos - of Mr Malins, the official photographer of that legendary battle. "This issue, if properly handled, should bring big sales," it said.

# 60

YEARS AGO  
10 November 1956

New Scientist

Preparations were being made for the launch of a magazine, New Scientist, which aimed to "bridge the gap of understanding between the scientist and the businessman". The first edition came out on 22 November, at a cost of one shilling to customers and terms of 25% for retailers.

# 25

YEARS AGO  
9 November 1991



The Tobacco Advisory Council ran a full-page advert opposing EU proposals to ban tobacco advertising. "The word 'dog' never bit anybody," the advert states, quoting Aristotle. "Advertising is not the same as the product it sells. It may seem obvious, but opponents of smoking often miss the point."

## Obama slings the mud with his c-store insult

The insults have been flying thick and fast in the US presidential election campaign, with all kinds of slurs - sex pest, drug users and more - being thrown around between Hillary Clinton and Donald Trump and assorted followers and politicians.

But there was one notable insult, one that would have made anyone in our industry sit up and pay attention.

Current US head of state President Barack Obama said that Mr Trump's sexual peccadillos (and the extreme allegations against him) would rule him out of a job at a convenience store.

We're not quite sure of the evidence he was basing this on, and there was, certainly

in much of the coverage, an implication that Mr Obama meant "even" in a c-store, somehow denigrating the good work done by many retailers.

His statement came as a survey showed that one in six Americans had worked in a c-store at some point or another, with many believing it helped them learn how to work with people and also how best to run a business.

Maybe the president can even look at it as a next career option when he steps down after the election, or perhaps Trump himself can have a bash at working behind the counter.

Assuming, of course, he could get a job anywhere.

## £10 a crisp? You'll be lucky



We're not sure how many UK stores will be stocking these, but the world's most expensive crisps have just been unveiled in Sweden.

Microbrewery St Erik's has created the lavishly packaged set of just five crisps using exclusive ingredients, including India pale ale and truffles. And the

cost? Well, the five in the box (not a pack, perish the thought) will set customers back a whopping £46.

It's not clear what the wholesale price is for retailers from their local cash and carry, nor the outers details. But if we were retailers, we'd definitely be asking for a pricemarked variant.

## VIEW FROM THE COUNTER with Mike Brown



Mr Harforth, my oldest customer, died recently at the age of 103.

Fortunately, I have a young pretender in the guise of Wilf Westbrook who is a mere 101. Until recently, Wilf called in the shop every afternoon with his little dog to pick up his local paper, the Gazette. These days he is enjoying the luxury of home delivery, but he still calls in to pay his bill and I often see him around town doing his shopping.

Continuing the theme of the elderly, my mother, who is 87 years old, has been obsessed recently about the state of the paintwork outside the shop - she says it needs a good clean. Well, we live on a busy main road and it is difficult to keep on top of it. Anyway, I couldn't stand her nagging any longer so the other day I tackled it - in hindsight, the best bit of free PR I have ever done.

Everyone who passed engaged me in friendly banter. Shall I hold the ladders? Have you done a risk assessment? Will you come and do mine? Are you selling?, etc. Cars tooted, people stopped then went in to the shop to buy something. The shop was noticeably busier. This type of activity certainly resonates with people, especially when the owner is doing it. I'm investing in a good sweeping brush now to help maintain this high profile.

I have just heard that our local paper, The Teesside Gazette, is a regional finalist in the publisher awards category at the NFRN awards in London on 23 November, so congratulations and good luck to them.

I am just recovering from a nasty cold and sore throat. It's difficult in this business. You just have to battle through it and keep going. It's the same with holidays. You know when you need one, but can't get away so you keep going until the feeling passes.

Never mind. We'll soon all be enjoying a day off at Christmas.

MY PERFECT SHOP

USE NEWS TO MAXIMISE SALES OF  
FOOD TO GO AND CONFECTIONERY

Find out more at [www.newsretail.co.uk](http://www.newsretail.co.uk)

