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CATEGORY INSIGHT

Stock four e-cig brands to double sales

Exclusive data reveals stores stocking four brands sell twice the average weekly rate and quadruple with six or more. **Page 5 >>**



CONVENIENCE

Creative fresh display changed my business

'I've transformed customer behaviour and doubled sales with meat showcase.' **Page 4 >>**

INNOVATION

Be brave, try niche lines to stand out

Indies urged to
follow food trends.

Pages 4 & 20 >>

TRADING HOURS

Late night customers earn me extra £26k

Paul Stone advocates
24-hour trading.

Page 4 >>



70 YEARS STRONG

Leading Spar retailer Kevin Hunt celebrated his family business' 70th anniversary last week with in-store displays and a party for the staff from his 27 stores. He also took a trip down memory lane with flashback pictures on social media from the 1960s and 1980s (above). **Full interview next week >>**



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20 CASH & CARRY DEPOTS NATIONWIDE AND ON-LINE TOO!

LEADER



I talked about the role of the trade media in the UK and how we share best practice



CHRIS GAMM
Editor
@ChrisGammRN

Back in August 2013, I got in touch with the editor of an Australian convenience magazine to learn about the impact of plain tobacco packaging over there. This helped me shape my own plans for RN and educate British retailers on what it would mean for your businesses.

Because of the value I got from this, I jumped at the chance to pass on my knowledge to a group of journalists from Ukraine, which is introducing its own self-imposed EUTPD II-style legislation.

We met at JTI's head office in Geneva last week, and I talked to them about the role of the trade media in the UK and how we share best practice through digital platforms like betterRetailing.com and events like Come Shop With Me, which you can read about in this issue.

I also shared a case study of how RN championed the position of independent retailers in the plain packaging debate. In preparing for the presentation, I identified three phases during our three years of coverage from August 2013 to today.

First was informing – about our government's intentions, the impact in Australia and how the industry campaigned against plans for the UK.

Second was fighting your corner and challenging MPs like Andy Burnham to explain what convinced him to back plain packs.

Last was educating, and helping you plan for the future.

My resounding message, though, was we're committed to tobacco because retailers are led by consumers, the demand is still there and we'll continue to support your ability to sell tobacco responsibly and profitably. And with legislators already eyeing other parts of your store, with a blueprint – health warnings, unbranded packs and size restrictions – ready to roll out to other categories, we'll fight your corner all the way.

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Ben McKechnie, below

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Size isn't everything for Duncan and Sarah Ellson, whose 345sq ft Shrewsbury store packs a lot of punch for its size. Find paid a visit to find out how they do it

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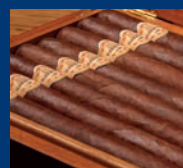
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LOCAL SHOP SUMMIT 2016

All the insight and ideas from the day



CIGARS

Why now is the time to focus on the category

"I WANT TO WORK WITH RETAILERS WHO ARE KEEN TO TAKE ON THE SUPERMARKETS"

EPICURIUM FOUNDER AND MANAGING DIRECTOR BEN MCKECHNIE ON HIS IDEAL RETAIL BUSINESS PARTNERS **Page 20**

NEWS

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Unusual products aid sales

Independent retailers who want to compete with supermarkets should be willing to take a risk and offer products which will distinguish their businesses.

That's the view of Ben McKechnie, founder of north east-based healthier foods wholesaler, Epicurium. Products in Epicurium's range such as Pip & Nut peanut butter represented innovative products that pull customers from supermarkets to independent stores, while brands like London-based Ugly drinks offer new sales opportunities, he said.

"Peanut butter has been around for a long time but the key brands weren't particularly good. Pip & Nut's butter is full of natural protein, with just a few ingredients," he said.

Christmas is a good time to invest in healthier, premium-priced products, he added.

● See Industry Profile, p20

MPs back tobacco action

Ten MPs and lords have pledged to lobby the government to take more action on the black market, following the Tobacco Manufacturers Association's (TMA's) Anti-Illicit Trade event in parliament this week.

Craig Mackinlay MP, who hosted the event, said communities are harmed by the tobacco black market and the government must do more to tackle it.

"The government's high tax policy is shifting more consumers towards illegal sources, costing the Treasury billions of pounds in lost tax," added Giles Roca, director general of the TMA.



Corbyn takes tea at Bardon Mill Village store

Labour leader Jeremy Corbyn took time out after his party's conference and visited a village store in the north east. The MP and his partner, Laura Alvarez, popped into Bardon Mill Village Store and its tea room after he'd been to an event to mark the Jarrow March in Tyneside. Owner Michael Smith said: "It was low key. He had a tea and bought an upcycled item of clothing. They were very friendly."

Meat sales double after display in open chillers Low-cost refrigeration cuts bills by 20%

Get creative with fresh produce to stay ahead

by Charlie Faulkner

Independent retailers need to experiment with new products and be creative about how they showcase their fresh produce to stay ahead of the competition, wholesale bosses and retailers have said.

Birmingham retailer Mark Barnard, of Spar Cosford in Albrighton, said meat sales had doubled since he began displaying the products in open chillers at the front of his store. His meat sales now account for 4% of total sales.

"It's about changing customers' behaviour," he said, speaking at Blakemore's conference in Telford last week. "By putting meat first in our flow we give consumers the message they can get their evening meal solution from us and it gets them putting things in their baskets they would not otherwise buy."

Meanwhile, after receiving an incorrect order, Jean and John Fleet, of Spar Emneth near Peterborough, trialled new lines which they were surprised to find proved popular.

"We now stock chilled meats, black pudding and fruit pots," Mrs Fleet said. "Never believe you fully know what sells and what doesn't."

They have also invested in a low-cost refrigeration system, which has cut their utility bills by 20%, despite giving them six times more refrigeration. They have used the space to open up their whole range.

Managing director at Spar International, Tobias Wasmuht, believes fresh is key for retailers to differentiate from discount stores.

"There has been a growth of convenience stores, but there has also been a growth of discounters, so it's important to drive new value in terms of own brand," he said. "You've got to be in with fresh if you want to compete with discounters."

Jerry Marwood, managing director of Blakemore Trading Partners, added: "Discounters have to do things in one way. What they do is fantastic, but they can't customise their approach for different stores."

Trading 24 hours makes extra £26,000

City centre retailers could be missing out on extra sales by not trading for 24 hours, a leading Manchester retailer has said.

Paul Stone, who operates five city centre stores – all trading 24 hours a day, 365 days a year – described himself as a

"big advocate" of 24-hour trading, boasting an extra £26,000 a week in night-time sales.

"If you've got good multiple competition and they're closing at 11pm, it would give you a competitive advantage and it makes you more convenient," he said.

At his Oxford Road store, Mr Stone's highest portion of sales – 32% – are made between 11pm and 6am, with the highest customer average spend of £6.12 also during that time.

He said: "If you're in an urban area, by a busy main road or serve a lot of young adults, open later."

The most lucrative hour for Mr Stone's City Tower store is between 11pm and midnight, with average sales at more than £5,600 a week, compared with the lowest average sales between 7pm and 8pm, at £2,500. Between 11pm and 6am his average weekly sales are about £14,000.

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advice to help you grow your sales

Thousands of stores missing out on £28.1m market 'The more you have, the more you'll sell'

Stock at least four e-cig brands to double sales

by Gurpreet Samrai

Retailers must stock at least four e-cigarette brands to maximise their sales, new data has revealed.

A store with two brands has average weekly sales of £21.11, according to research by convenience data expert EDFM.

However, sales more than double to £44.46 for those stocking four brands, and quadruples to £80.08 for stores with six or more brands.

However, thousands of stores are missing out on sales with almost 50% only

stocking one brand, just 4.5% stocking four brands and less than 1% stocking six or more brands.

"The annual value of the e-cigarettes market through independent shops is now £28.1m. The percentage of shops stocking e-cigarettes is still only 64%," said EDFM analyst John Eastwood, who compiled the data from EPoS sales from more than 3,000 c-stores across the country.

RN has calculated this is worth an average of £21.10 per week to the 26,000 stockists.

"Those stocking a second

brand sell more than double those selling one and sales rise with a greater choice of brands. In addition, two thirds of e-cigarette transactions were accompanied with buying other items," added Mr Eastwood.

Jacky Sales, sales assistant at Bargain Booze in Dunstable, said her shop stocks five brands and sells hundreds of pounds worth every week.

She added: "It's officially Stoptober, so we've got a demonstration stand in-store to help people considering switching to e-cigarettes and two boards near the

till explaining about them. If we see people taking an interest in the stand, we're able to talk to them more about the products."

Kamal Sisodia, of Belvoir News Loco in Coalville, Leicestershire, said he stocks four brands – Diamond Mist, Blu, E-Lites, and Logic – and makes "a couple of hundred pounds a week".

"We're definitely planning to grow this in the future," he said. "Once the new EU regulations come in, we'll have a lot more gantry space available as a lot of traditional tobacco lines will be going."

President hits out at sugar tax

NFRN national president Ray Monelle outlined why a soft drinks tax would fail to achieve its aim of tackling obesity during the Conservative Party Conference last week.

Speaking at a fringe event, organised by the Policy Exchange and British Soft Drinks Association, he said consumers would not cut back consumption, but instead switch to cheaper, own label brands. He added this would affect the profitability of smaller stores and warned thousands of jobs could be lost as a result of the tax.

Jacob Rees-Mogg MP, a member of the Treasury Select Committee, also spoke against the levy, querying why alcohol and other products that contain sugar had not been included and why raw sugar was not a direct target.

Spar losing out on £1bn

Spar stores are missing out on £1bn of sales, research by Blakemore Trading Partners has revealed. The research found, while shoppers spend a 4.3% share of their 'wallet' in Spar stores, they spend an additional 9.2% in other c-stores.

During Blakemore Trading Partners' conference last week, retailers were advised to focus on food to go, fresh and chilled and engage with communities to drive sales.

IAA finalists

This year's Independent Achievers Academy (IAA) finalists were revealed at the Local Shop Summit on Wednesday. A total of 38 stores made the list, and the winners of the IAA's 12 categories will be revealed at the Gala Dinner on Thursday 1 December. See page 38.

Oktoberfest at Eat 17 stores

Oktoberfest displays in east London's two Eat 17 stores have been created by Leanne Earle-Reid, buyer and communications coordinator. "I went with the traditional look, using traditional table clothes and getting in speciality beers, sauces and ketchups, as well as Bratwurst sausages," she said. The beers are priced at £3.99 and nine had already been sold in the first few days they were on display.

● More on page 13



Call for 'fuller role' for code adjudicator

The Grocery Code Adjudicator should be given a "fuller role" to protect independent convenience stores, a shadow Labour minister has argued.

The current adjudicator, Christine Tacon, is responsible for regulating the relationship between supermarkets and their suppliers.

But speaking at the Association of Convenience Stores' Heart of the Community event in London on Tuesday, Bill Esterson MP, shadow minister for small business, said her role should also focus on creating a "level playing field" between larger and smaller retailers.

This, he added, would

"ensure convenience stores have the ability to pay living wages".

Mr Esterson also praised the role retailers play in their communities.

At the event, ACS chief executive James Lowman celebrated a "very, very rare government defeat" over Sunday trading. He pointed to the engagement of mem-

bers and lobbying by groups including the Church of England in securing the victory.

The ACS also launched "Building Relations with the Local Community", a guide to promote engagement, particularly between retailers and local institutions such as councils, the police and schools.

NEWS

BUSINESS



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Merger of EFR, Euro Garages

UK independent petrol forecourt and convenience retail operator Euro Garages has joined forces with European operator EFR, boasting a combined annual revenue of around €6bn.

A new holding company named Intervias has been established, with a small corporate office in London, while EFR and Euro Garages will continue to operate under their own names.

The merged group will have around 1,450 locations and 8,500 employees, serving more than six million customers a week through the management and operation of retail brands such as BP, Esso, Shell, Texaco, Carrefour, Greggs, Louis Delhaize, Starbucks and Subway.

Tony DeNunzio, chairman of Intervias, said: "We will play a pivotal role in the further consolidation of the petrol forecourt retail sector - we have an ambitious retail growth strategy."

Tesco cuts debt by £0.8bn

Tesco's half-year results have revealed a reduction of £0.8bn in its net debt since the end of the previous financial year.

Tesco's statutory revenue stands at £27.3bn, up 1.4%; and statutory profit before tax is at £71m, down 28.3%.

Like-for-like sales and volumes have seen growth in all regions across the group, with UK volumes up 2.1% and international volumes up 3.3%.

UK supplier satisfaction is at 78% - up from 51% in 2014/15.

Consolidation will create greater choice for retailers Year-on-year sales up 16%

Blakemore EPoS to unite Spar, Landmark and Fine

by Charlie Faulkner

Blakemore Trade Partners has unveiled plans to consolidate its logistics operations and launch its own EPoS system, as part of a £4m investment.

Jerry Marwood, managing director of Blakemore Trade Partners, announced plans to unite Spar, Landmark, Fine Foods and its foodservice arm across the same IT system during its conference in Telford last week. It aims to provide greater choice and a more efficient service for retailers.

Mr Marwood said: "We

have a fine foods division, a foodservice division and a Spar division. Fine foods is a part of the core range and many retailers prepare their own sandwiches, so they need access to foodservice. At the moment they have to order separately from the divisions.

"Consolidating will mean we can operate more efficiently, there will be fewer mistakes and a wider range of products will be available to retailers."

The company is in talks about the launch of an EPoS system once the merged IT system is operating.

Blakemore Trading Partners is continuing to grow with current year-on-year sales up 16%, following year-on-year growth of 12% last year.

"The projection is we will carry on growing at these rates," said Mr Marwood. "This is putting a lot of pressure on our distribution."

He also announced a logistics plan to be implemented across the UK to improve use of the company's warehouses by 2020. A Wakefield warehouse, for example, is used solely for foodservice, mainly to

schools.

When schools are on holiday during peak retail times such as Christmas, these spaces could be used more strategically for Spar.

The company also plans to invest in more warehouse space by 2025.

Mark Trounce, owner of Spar in Stanwell Road, Penarth, Wales, said: "When we joined we thought we'd get access to the whole company and didn't realise they were distinct businesses. Spar's implementation tends to take a while, but 2020 doesn't seem so bad."

Third Bmorelocal store launched

Blakemore Wholesale has opened its third premium-format store under the fascia Bmorelocal, with plans to open 30 more by the end of the financial year.

The former Apex store in Cleethorpes, Grimsby, has officially opened its doors following a £65,000 investment.

The 1,000sq ft store, located on a busy main road, offers the full Bmorelocal package which includes chilled, frozen, EPoS, food to go and drop shipments, together with a free ATM and the National Lottery. There are also plans to



launch a Costa in the next six months.

John Quinn, owner of the store, has been a Blakemore Wholesale member for 14 years and owns two other stores in the area.

"Bmorelocal ticked all the boxes," he said. "I was very impressed with the premium look, layout and offer, together with the strong links with recognised brands such as Costa

and Country Choice."

Blakemore Wholesale stores director Nick Rose said: "We are still on track to open a total of 30 stores by the end of the financial year."

Today's debates UK Living Wage

The importance of innovative concepts, creating points of difference and the National Living Wage (NLW) were debated at the latest Today's Group conference.

At the event in Lisbon last month, Jill Livesey,

managing director of Him!, drew delegates' attention to Pret a Manger's success with a vegetarian-only pop-up outlet, and said the convenience sector needs help with such concepts.

John Kinney, Today's Group retail director,

emphasised c-store owners "have to identify what they can do to offer a point of difference" in their local area, such as "having the best e-cigarette range".

Meanwhile, Simon Hannah, managing director of wholesaler JW Filshill,

said the NLW could help delivered wholesalers, citing Him! research indicating the effects of the NLW will likely include c-store owners needing to be at their businesses more often, meaning fewer visits to cash and carries.

NEWSTRADE

Newsstand is key to Vogue Victoria Beckham cover issue was up over 20% year on year

Free mags are 'negative act', says Vogue director

by Tim Murray

Every free magazine given away at a shopping centre or station represents a lost sale to a newsagent and is a "negative act".

That's the view of Vogue publishing director Stephen Quinn, who spoke to RN about the importance of the newsstand following a recent sales uplift for the fashion magazine and its starring role in a BBC TV documentary.

Mr Quinn stated the newsstand is key to the magazine, generating around £4.2m a year.

He said: "Newsstand sales give us the income to sustain high levels of editorial pages and to commission the top fashion photographers, the top models, and the top writers. Newsstand sales reassure the editor that Vogue is a "must buy" at a moment when rival publishers are flooding the

market with free copies. A copy given away free in a shopping mall or at a metro station or a beauty outlet is a lost sale to the newsagent close by. It is a negative act."

He added that the magazine has attracted "record levels of PR in its centenary year".

"The current performance is a significant uplift. Sales of the September Cara Delevigne cover showed an increase

of just under 10% year on year. The October Victoria Beckham cover was up just over 20% year on year," he said.

"According to our circulation team, we generate £4.2m at newsstands. The key to further growth is extra facings for the fashion leader brand as the reward for pursuing paid circulation.

"It puts money in the till for our hard working news industry."

Sport 10p price rise

The Weekend and Midweek editions of the Sport newspaper have become the latest publications to increase their cover price, but its publisher has maintained retailers' percentage margin.

Both editions of the newspaper have gone up 10p to 90p. The rise took effect from Friday 7 October for the Weekend Sport and Wednesday 12 October for the Midweek.

The percentage margin has been maintained, meaning a pro-rata rise in pence per copy going to retailers, with each issue earning more than 21p for newsagents.

Recent newspaper price rises have been matched by a decrease in margins.

Trinity loses 9%

Trinity Mirror has further cut costs across its operations as print advertising and sales revenues both took a hit in the third quarter of 2016. The former fell by more than a fifth over the three-month period, while revenues for the entire group, which includes key regional titles such as the Liverpool Echo and Manchester Evening News, were expected to be down 9% for the quarter.

Johnston Metro win

Johnston Press has won the contract to print copies of the Metro in the south of England. The deal, with Metro owner DMG Media, will see the publisher print 85,000 copies of the title at its Portsmouth print site, five nights a week. DMG Media is planning a 10% increase in the print run for the title.



Immediate Media offers 20%-off voucher for children's Halloween titles

Immediate Media has launched a promotion aimed at boosting the Halloween editions of its children's magazines. The promotion offers readers the chance to save more than 20% across a bundle of titles, taking in the Halloween-themed issues of CBeebies, CBeebies Art and Toybox magazines. It uses a voucher, which customers buy and then use in-store. Fiona Campbell, Immediate Media's assistant publisher for pre-school, said: "Halloween is always a popular time in retail and we experience higher sales from magazines and gifts that tie into the spooky theme."

News UK 'Know your Times' ads

News UK has launched a joint marketing campaign for The Times and its sister Sunday newspaper under the banner "Know your Times".

The campaign takes in TV, outdoor and digital advertising, all of which will feature landmark

images from Times' photographers capturing key moments in history, with new images added throughout the campaign.

Catherine Newman, marketing and sales directors for The Times and The Sunday Times, said: "The Times and The

Sunday Times are bucking the trend in the newspaper market. Subscriptions to both papers continue to grow. The latest NRS figures reveal that The Times' readership is increasing and the title's ongoing profitability points to a strong

future for both readership and advertising.

"The 'Know your Times' campaign aims to demonstrate how our titles ensure readers are not just informed, but well informed, about the fast-changing world we live in today."

NEWS

PRODUCTS

Ferrero at Asian festivals

Ferrero has announced plans to work with retailers to help grow their sales during Asian festivals, such as Diwali and Eid.

The company says after finding 71% of retailers do not capitalise on the occasions, but those who do see their chocolate sales increase, it will provide stores category advice, bespoke PoS and track sales.

Levi Boorer, customer development director, said: "By providing a tailored approach to these occasions – in the same way that we would Christmas or Easter – we can trigger impulse purchases in-store and drive strong category growth."

Cricket theme for Foster's

Heineken has launched a cricket-themed on-pack promotion for Foster's giving shoppers the chance to win a trip to Australia.

As the official lager of the England and Wales Cricket Board (ECB), the cricket-themed packs also feature other prizes including cricket shirts and sets.

Craig Clarkson, off-trade and category director at Heineken, said: "This eye-catching on-pack promotion allows retailers to bring the excitement of the sponsorship deal with the ECB to their outlets. Building on the visibility that Foster's has achieved throughout the summer."

The promotion is featured across 15, 12, 2x10, 2x12 and 20-packs.



Win a visit from the Cadbury Milk Tray Man

Mondelez is giving retailers the chance to win a visit from the new Cadbury Milk Tray Man to coincide with the launch of a £3m campaign. The campaign includes 90-second and 20-second adverts featuring the new star, supported by digital, in-store and social media activity. To win a visit from the Cadbury Milk Tray Man to help at an in-store community event, retailers must register at www.delicious-display.co.uk.

50% uplift in sales of premium spirits 'It's good to build a name for yourself as a destination'

Premium alcohol shows positive sales growth

by Charlie Faulkner

Retailers are expanding their premium alcohol ranges following a growth in demand for the products, with one store reporting a 50% sales uplift for the category.

Dave Hiscutt, of Londis Westham Road in Weymouth, Dorset, told RN he has just added 10 new products to his premium gin range to capitalise on the trend. His store stocks an extensive range of craft

beer, which he built up over several years, and he now has the confidence to experiment with other ranges.

"People are treating themselves more. It's not just about having a load of tinnies – people are drinking to enjoy it rather than just to get drunk," he said.

Mr Hiscutt said he keeps up-to-date with new trends through advice from his staff and via social media.

"Coming up to Christmas, it's good to start building a name for yourself as

a destination for these products," he said. "It's about giving customers more choice and more reasons to come here."

Meanwhile, Kay Patel, owner of Global Food & Wine in Stratford, east London, said he has seen a 50% uplift in sales of premium spirits. He stocks products such as Ciroc, Grey Goose, Tanqueray 10 and Sipsmith, as well as a range of single malt whiskies.

He agreed customers want to treat themselves,

and ensures his store offers long-term low prices. "We have offers on selected premium spirits, one for gin, one for vodka, and so on, and we make sure they're on a good price all year round," he added.

Mr Patel said his advice to other retailers looking to add premium spirits to their range is that Ciroc vodka is a good 'stepping stone' as it is available at an affordable price and encourages customers to explore more high-end products.

Aston Cider joins England Rugby League

Aston Manor Cider has launched a new on-pack promotion and flavour.

Kingstone Press cider is the principle partner of England Rugby League, following the extension of

the company's partnership with the Rugby Football League earlier this year.

The new two-year agreement, which kicks off with the Four Nations tournament this month,

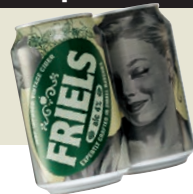
will see the new England shirt emblazoned with the Kingstone Press logo.

Aston Manor has a new on-pack promotion on Kingstone Press cans and bottles to coincide with the

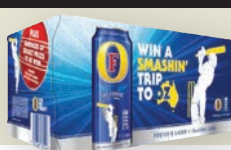
tournament and offering a trip to the Rugby League World Cup.

Meanwhile, Aston Manor is launching new flavour, Friels Hop Infused Vintage Cider, in a 330ml can.

Hot products for your shopping list



Aston Manor has a new flavour Friels Hop Infused Vintage Cider in a 330ml can



Foster's cricket-themed on-pack is on 15, 12, 2x10, 2x12 and 20-packs



Retailers expand their premium alcohol range



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NEWS

PRODUCTS

Spar's 12 festive deals

Spar UK has relaunched its 12 Deals of Christmas campaign. The initiative, which the group ran for the first time last year, offers customers promotions and money-off deals each week for the 12-week run-up to Christmas.

Offers will again run on brands including Smirnoff, Coca-Cola and Budweiser, as well as on Spar's own brand products.

The promotion will be supported by a 12 Deals landing page on the Spar website, a social media campaign, adverts on Spar's in-store radio and PoS materials with an advent calendar theme.

Andy Burt, senior marketing manager for Spar UK, said: "These deals will drive even more shoppers to Spar stores every week from early October until Christmas."

Tropical easy rice

Tropical Sun has launched a marketing campaign to promote its USA Easy Cook Rice range.

The campaign, launched in partnership with the USA Rice Federation, includes a London-wide bus promotion, digital and press advertising.

Jag Singh, Tropical Sun brand manager, said: "This is the first stage in a much wider campaign aimed at raising awareness of the benefits of rice from the US."

"We recommend businesses stock up to take full advantage of the interest we will be generating."



Arla Protein shapes up with Bootcamp Doggy TV campaign

Arla Foods has launched its first TV advert for Arla Protein. The 30-second advert entitled 'Bootcamp Doggy', which shows a man struggling to take part in a bootcamp class, will feature on TV, YouTube and Facebook. Arla Protein launched into the UK in 2015, in line with the growing trend for high-protein diets. The brand is worth £7m.

Skinny Prosecco set for convenience launch next year Selfridges sold out in the first week

Low calorie Prosecco set to burst onto stocklists

by Charlie Faulkner

A new low calorie prosecco set to be rolled out to the convenience sector next year has already caught the eye of several retailers keen to capitalise on the trend.

Skinny Prosecco can now be ordered by independent retailers directly from Thomson & Scott with plans for it to be rolled out to wholesale next year.

It follows its successful launch in Selfridges this

year – completely selling out in the first week.

Kay Patel, of Global Food & Wine in East London, said: "As soon as I heard about it I wanted it. It's something niche and I'd certainly like to trial it."

With an RRP of £17.99 a bottle, Mr Patel said it comes in middle of the range price-wise.

Clive Birkby, of Maesycwmmer Store in Caerphilly, south Wales, who sells about five bottles of Pro-

secco a week, is also keen to trial the low calorie version.

"You've got to stock new things and see," he said.

Vim Odedra, owner of three Nisa stores across the south east, said he would also be interested in trialling the product in his more affluent stores.

Thomson & Scott said Skinny Prosecco contains 67 calories per glass compared with 80 calories in a standard glass of Prosecco.

Some sparkling wine can contain up to five teaspoons of sugar per bottle, whereas, this holds the equivalent of about one and a half teaspoons of sugar per bottle. It is also organic and vegan.

Amanda Thomson, founder, said: "There's been massive demand from consumers to see it available more widely. We've created a whole new category here for people who are keen to reduce their sugar intake without sacrificing quality."

Britvic mixes up its juice and dilutes range

Britvic Soft Drinks is relaunching its mixers and juices range.

Available to retailers from mid-October, the range will come in new bottles in 125ml and 200ml variants as well as 150ml

cans. It will include its Indian Tonic, Low Calorie Indian Tonic, Ginger Ale, Orange Juice, Tomato Juice, Pineapple Juice, Grapefruit Juice, Cranberry Juice, Soda, Bitter Lemon and Lemonade.

The rebranding will also be extended to its dilutes range, featuring Orange Cordial, Blackcurrant Cordial and Lime Cordial.

The brand's Indian Tonic Water has also been reformulated.

Annabelle Cordelli, brand director at Britvic Soft Drinks, said: "We've listened to our customers and shoppers to develop our great tasting tonic to lift guests' spirits – in both senses of the word."

Hot products for your shopping list



Skinny Prosecco has an RRP of £17.99 a bottle



Tropical Rice teams up with the USA Rice Federation for marketing campaign



Britvic's new-look range comes in 125ml and 200ml bottles

THE BEST FILMS THIS CHRISTMAS ARE IN THE CAN

Pringles Movies promotion is back for another successful blockbuster season!

Pringles value sales at Christmas are **MORE THAN DOUBLE** that of the number 2 Large Sharing Crisp brand.

(IRI Convenience Latest 52 w.e 13/08/2016)



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NEWS

REGIONAL

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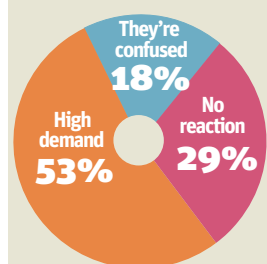


Customers' buckets of charity cash

Kind-hearted customers at Raaj Chandarana's Premier Tara's News have helped the store raise hundreds of pounds for the Wycombe Homeless Connection.

The store in High Wycombe keeps a bucket in aid of the charity at the till and every time it fills up, it hands them the contents. "We must have raised £650 in the past year," said Mr Chandarana, pictured with a representative from the charity.

RN READER POLL



How are customers reacting to the new £5 note?

NEXT WEEK'S QUESTION

How many e-cigarette brands do you stock?



Have your vote now

Go to betterretailing.com



Proud Helen is the Spar star

A Port Talbot convenience store was named Best Spar Store in the Spar Meridian & Welsh Guild, at the annual Blakemore Trade Partners SRS. Their understanding of why their shoppers visit, the in-store environment, their passion and commitment were highlighted as reasons for their success. Owner Helen Williams, said: "We are immensely proud of our link to the local community, and we are proud of what we offer our customers in our store."

Publisher blames 'production issues' for problems Thousands lose sales days after price rise

Daily Mail under fire after no-show angers retailers

by Tim Murray

The Daily Mail has come under fire for the number of times it has been late into wholesale after thousands of retailers were left waiting up to six hours for copies.

The publisher said disruption in the north of England last Wednesday, which affected over 8,500 outlets and left some retailers without any copies for the day, was caused by an "unexpected production issue".

However, the NFRN has obtained data from the

National Data Monitor which shows the Mail missed its cut-off time into wholesale 742 times between January and September and has been re-run on 158 occasions.

The federation has also hit out at the Mail saying it took more than eight hours for an apology to arrive last week.

NFRN chief executive Paul Baxter said: "The response from the Daily Mail was both weak and pathetic. There was no apology for such lateness and its claim

that it continues to invest in technology was particularly hard to swallow when the production issue occurred at the Oldham print site which is actually owned by Trinity Mirror."

Meanwhile, Adrian Rodda, of AR News, said: "They're always having terrible problems. The problem is you never know if we're getting the whole story from the wholesaler or not."

A Mail statement said: "Mail Newspapers continues to invest in technology to make our printing

processes as reliable and efficient as possible. However, occasionally, issues beyond our control do cause disruption to deliveries. We understand the frustration this can cause for retailers and, if and when these issues occur, we will do everything we can to ensure papers are delivered to retailers as quickly as possible."

The problems occurred days after the newspaper announced an increase in its cover price and reduced retailer margin for its Saturday edition.

Cross-party c-store group for Scotland

Holyrood has backed a proposal for the formation of the first Scottish Parliament Cross Party Group (CPG) on Independent Convenience Stores.

The Scottish Grocers' Federation has been working with MSP Gordon MacDonald for the past 12 months to establish the group.

For the group to be formed it must be approved by at least three MSPs, but it had 11 MSPs registered to become members, and has now been fully endorsed by the Scottish Parliament Standards, Procedures and Public Appointments Committee.

The cross-party group

will focus on four key areas – convenience stores and the economy, retail crime, community engagement, and creating an environmentally-sustainable c-store industry in Scotland.

Mr MacDonald said: "Convenience stores are the

cornerstones of our communities.

"Scotland has more convenience stores per head of population than any other part of the UK and these stores provide more than 41,000 jobs. It is time this important sector in the Scottish economy got the recognition it deserves."

REGIONAL

Cashzone challenged after retailer left with two ATMs 'We no longer live in an age of quill pens'

Emails 'don't count' for ATM contract notice

by Tim Murray

A retailer has been left with two ATMs and is facing potential action from both suppliers after his email to an operator to exit his contract was not deemed as "written" notice.

The retailer, who did not want to be named, emailed Cashzone to terminate his five-year contract believing he was giving notice in the correct way according to his contract with the company.

However, Cashzone has said that it was not ac-

ceptable within the terms of his deal. The retailer, who is now in a rollover contract with the company due to a clause in the contract, had also already negotiated a new supplier, and is now left with two ATMs.

The NFRN is challenging the clause on the retailer's behalf and is aiming to persuade Cashzone that email notice was good enough.

Chief executive Paul Baxter said: "In a modern digital world, emails are an acceptable and reliable

form of communication. Having a clause that does not accept emails as a means of 'writing' is unacceptable - we no longer live in an age of quill pens.

"We will be challenging Cashzone on such a 'well structured' set of words within the termination clause."

The federation is reminding retailers to read the small print in their contracts to make sure the terms for terminating are entirely clear.

A Cashzone spokesman said: "It's important that

our customers know they can rely on what we say in our contracts. When it comes to terminating a partnership with us, our contracts clearly state how notice should be given.

Our customer service team will be happy to help anyone who has questions about their contract.

"We also encourage all retailers to seek legal advice about any contracts they enter into, particularly if they have the opportunity to do so through an industry association, such as the NFRN."

NI stores flout Sun sale ban

Retailers in a Northern Ireland district have continued to sell The Sun despite the council passing a motion calling on shopkeepers to stop selling the paper.

The motion, passed by Derry City and Strabane District Council, was put forward to show support for the families of the Hillsborough football tragedy.

The campaign has gathered pace in Liverpool, however retailers in the Northern Ireland district have said they would cater to the 'personal preferences' of their customers, rather than those of the local council.

JTI urges supplier unity

JTI has renewed its call for other suppliers to take a stand against retailers who flout the law by withdrawing their support.

It comes after the firm removed its gantry from Pall Mall News in Chorley, after it was prosecuted for selling illegal tobacco.

JTI has also told Mala Mini Market in Wembley, it will no longer receive its support after the owner pleaded guilty to selling illegal tobacco.

Bugle gets a polish

The Black Country Bugle newspaper has been given a new look. The Dudley-based paper has been given a more traditional feel to reflect its nostalgic content. Editor Gary Phelps said they have "already had a really positive reaction from readers".

Ram raiders grab cigarettes from Norfolk store

A determined Norfolk retailer opened his store hours after being targeted by ram raiders. Robbers smashed through the doors of Alex McIntyre's Premier store in Mendlesham in the middle of the night before making off with thousands of pounds worth of cigarettes. They destroyed the gantry as well as the front doors.

"The newspapers turned up when I was giving a statement, so I took them and opened the shop on the driveway, grabbing stuff for people," said Mr McIntyre.



Eat 17 stages 'theatre' to boost sales

A London convenience store is taking inspiration from community events to create in-store 'theatre' to drive sales.

Leanne Earle-Reid, buyer and communications coordinator for Eat 17 stores in Homerton and Walthamstow, creates different

in-store product displays each month. The latest coincides with east London's version of Oktoberfest.

"Hackney Wick does a huge event around this called Oktoberfest East," said Ms Earle-Reid. "We do displays like this (see page 5) on a monthly basis in

the store and really look for inspiration from events."

The displays give the store the opportunity to trial new products and it encourages people to spend more time in the shop. She said: "It gives an edge to the store and provides local awareness."

Prior to this the store has showcased a local artist's drinking mugs, which not only created a point of difference for the store but helped her boost her business at the same time.

Ms Earle-Reid is now designing a haunting Halloween display.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTH WEST 04.10.2016



Nick Constable reports from the NFRN South West district council meeting

National papers accused of greed

An attack on national newspapers' handling charges marked the launch of the NFRN's new South West district council, formed following the merge of Devon & Cornwall and Western districts.

President Derek Cook said the Daily Telegraph's decision to give newsagents just 2p of its

20p Monday-to-Friday price increase is "effectively taking money from us".

He said: "If the Daily Telegraph wants support from the NFRN then it's going about it the wrong way."

"I know newspaper costs have risen, but keeping 18p for itself while putting 2p in your till is not acceptable."

Mr Cook said it was an honour and privilege to be elected South West founding president in what is a pilot for further council mergers.

He added: "The eyes of the country will be on us. We must be sure we do things the right way."

Is Smiths giving Tesco price deal?

An alleged 'sweetheart' deal from Smiths is giving Tesco an unfair competitive advantage, retailers heard.

Weston-super-Mare newsagent Andrea

Monelle said a magazine bundle destined for the chain, but mistakenly delivered to her, had a



Derek Cook



£4.30 price crossed out and replaced with £2.99.

It included copies of Woman & Home magazine which her store did not get until the following day. "This sends a signal to customers that we're rubbish because our supplies arrive after Tesco," she said.

Membership services manager Nigel Smith told the meeting: "It is probably morally wrong. But I bet you there's no law against it."

Our supplies arrive after Tesco

Andrea Monelle

Newsagent,
Weston-super-Mare

Times voucher problem solved

The NFRN has resolved a Times vouchers problem after Smiths' call centre staff claimed they were "not permitted to talk to News UK".

North Devon retailer Roy Crawford had spent three months chasing £70.50 in credits.

Smiths eventually told him he must contact the publisher directly.

"But we have no contractual relationship with News UK or The Times," said Mr Crawford.

"Our contract is with Smiths."

"If there's no direct line of communication between them it surely affects every newsagent in the country."

"NFRN officials sorted this out. But why must we go so far up the food chain for a small problem."



Roy Crawford

Depot closure increases re-runs

Newsagents are dealing with an increasing number of magazine re-runs following the closure of a wholesaler depot, delegates heard.

District president and Devizes roundsman Derek Cook said the problem occurred regularly in the Reading area.

He believes the local house is struggling to cope with extra volume following the closure of Smiths' Southampton depot.

"We're all used to re-run newspapers," said Mr Cook. "But magazines? Really? Magazines are now mostly printed abroad, but they reach Smiths quicker than they did under Polestar."

"My message to Smiths is - get your act together or there won't be a magazine market for you to cope with."

"People will go to subscription."

Plain packs 'are too much hassle'

One of the west country's biggest rural newsagents told delegates he will stop selling tobacco before next May's compliance deadline for plain packaging.

National councillor Roy Crawford says cigarette sales have become "too much hassle for the tiny profit involved".

Mr Crawford, a smoker himself, said: "It's not worth the effort selling cigarettes. We're stopping. It may please the health lobby to hear that, but it won't please the government."

"If enough of us do this the cigarette black market will soar."

Your say

Publishers say adult colouring remains a big trend. Is this true for your store? Which other trends are driving magazine sales at the moment?



We now have magazines across 18ft of shelf

space. Adult colouring isn't a big area for us. Hobby and cookery titles are doing well but the strongest sellers are top-shelf magazines. At between £5 and £10 they're valuable stock and local suppliers offer much better terms than Smiths.

Duncan Finlayson
The Paper Shop,
Honiton



The adult colouring fad has rather passed me

by but celebrity interest, led by Hello! and OK!, is doing well. Puzzle and crossword books are also strong sellers - they're a low-tech pastime but customers still love them.

Derek Cook
Roundsman,
Devizes



We've seen a recent slow-down in the adult colouring trend. Currently our top-shelf range is proving very popular - we have a good reputation and these magazines seem largely unaffected by the rise of the internet.

Andrea Monelle
Orchard News,
Weston-super-Mare



Andrea Monelle

YOUR REGION

NFRN DISTRICT COUNCIL REPORT YORKSHIRE 04.10.2016



John Dean reports from the NFRN Yorkshire district council meeting

District structure in the spotlight

Members agreed to hold a review of the district's structure, which could see branches disappear in Yorkshire.

Representatives from the Barnsley, Rotherham, Leeds and Doncaster branches had met before the meeting to discuss dividing Yorkshire into three or four big branches, or having no branches at all.

Presenting their case, Leeds member

Martyn Brown said replacing poorly-attended branch meetings with larger events could attract new blood.

"We need to do something drastic. Personally, I think branches are dead and have been for a long time. We are putting this idea out to debate," he said.

He added there were fears that new national rules governing restructures meant creating 'super-branches' could potentially mean the district losing out on national representation.

Rotherham member Geoff Canadine said:

"We are all branch officials struggling to get members. We are asking for a debate on this."

"We have already been talking about branch mergers in the district, but what we are saying is let us give our members an option. We are losing members, but the federation is not dead yet."

York member Nick Carling said interest in



the federation among members running busy businesses had waned.

"All we can hope is to keep challenging publishers and wholesalers on behalf of the many that are not here," he said.

York member James Wilkinson said current district policy was to allow branches to merge if they wished, but it was a big step to abolishing all branches.

He said any recommendation to abolish branches would have to be formally proposed and taken back to branches for discussion.

I think branches are dead and have been for a long time

Martyn Brown

Retailer, Leeds

The meeting agreed to take the issue to the district executive and branches themselves for further consideration.

Illegal tobacco sales increasing

Sheffield member Andrew Kennedy said he was concerned about the number of retailers reported to be selling illegal tobacco in the city.

He cited a recent case when a trader was found with thousands of concealed illegal cigarettes but, although there was a trading standards investigation, the man had sold the shop and might therefore avoid censure.

Mr Kennedy said he had heard of other shops in the city selling illegal tobacco as well. "People have to be punished," he said.

Ongoing concerns about Menzies

Several members reported ongoing service problems with Menzies, including erratic deliveries of newspapers and

magazines.

York member Nick Carling said a district delegation recently met the company, but came away with little cause for optimism that things would change in the near future.

"We could have been talking a year ago because we are still getting the same problems, more or less," he said.

"They are so short-staffed it is unbelievable. I understand they have to cut costs but it is affecting retailers."

Grimsby member John Grice was among those who also reported problems affecting several shops in the area, including missing papers.

"It seems to get worse. We just seem to be going backwards," he said.

Telegraph price rise criticised

Hull member Roy Turnbull criticised the recent price rise on the Telegraph, saying terms accompanying the increase represented a cut in margins for newsagents.

"A recent report said the news industry has reduced by 50%, down from £4bn to £2bn, and here we have The Telegraph cutting margins to newsagents who are at the end of the line. It's disgraceful," he said.

Tributes to Phillip

Members paid tribute to Phillip Ackroyd, a former Barnsley branch president and Yorkshire district president in 1990, who has died. Tributes were led by Barnsley member Gordon Bird.

Your say

How many tobacco brands are you selling in plain packaging? How are your customers reacting?



We've got two brands in plain packaging

on our gantry at the moment, but the changes are being introduced so gradually that we've not had much of a reaction from our customers.

Kishor Patel
Riddlesden Convenience Store, Keighley



We're selling one brand in plain packaging, but I don't think people realise what is going to hit them yet.

I believe we'll end up going back to the old days of cigarette tins as people seek to identify their favourite brands.

James Wilkinson
Pybus Newsagents Boroughbridge



We are selling three brands in plain packaging now.

Some people knew it was happening, some people did not. It's a little too early to gauge what the overall reaction to the change is yet.

Gordon Bird
Mellor Newsagents Cudworth, Barnsley

OPINION

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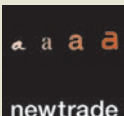


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YOUR SAY What improvements could suppliers make to the way they work with you?

Ben Dyer

Debbens News,
Waterloooville

The most important thing is having a face-to-face conversation with the rep, because they get to understand what will help your business. We were recently put on a reward scheme by one of our reps that meant the more of the product we stocked (in this case, Mars chocolate bars), the more vouchers we got to claim more stock when we next went to Booker, so they're effectively giving us products for free. We'd love to see our drinks suppliers offer something like this.

Naresh Gajri

Cranhill Convenience Store,
Glasgow

We've been dealing with Booker for 26 years now and they visit the store every three or so months to help with PoS, special offers and merchandising. Having a good relationship with the supplier is really important to us



as a small business, as we're able to secure offers that help us to compete with the bigger stores. I'd love to see more single-item offers from suppliers in the future.

Myjinder Braich

Fairfield General Store,
Bromsgrove

I avoid using suppliers where I can and get my own stock as

I've had several bad experiences where I've been sold end of line products, then struggled to sell them. In my experience, once they've made a sale suppliers often lose interest and are hard to get hold of. I'd love to see more customer care from suppliers; a follow up call is all it takes and a good relationship is key for repeat business. It's the customer we're both trying to serve.

YOUR STOCK What extra help would you like from your symbol group to manage fresh and chilled?

Peter Mann

Nisa Local, Luton

With Nisa, one of the main benefits is that we can get six deliveries a week. Having the freshest produce is a big selling point. I'd like to see more split cases in future, particularly on fresh meat; a case of six might take a week to sell, whereas I'd

rather be able to order two cases of three - one at the beginning and one in the middle of the week - so I can keep the use-by dates current for customers.

Vip Measuria

One Stop, Borrowash, Derby

One Stop deliveries are a real plus - they always make sure we get

produce before 12pm, and freshness is key. The promotions we get help with are great, too; we have a great lunchtime meal deal that sells well - a sandwich, snack and a drink for £3. In the future I'd like to be able to order smaller cases; the larger stores can move more stock, but for independent stores, larger deliveries of perishable goods are a bigger risk.



Narendra Singh Jadeja

Londis, Waltham Forest

Londis help us with plenty of long-term promotions on everyday items; we have bacon on buy one, get one free, and cheese on buy two for £3, where individually they are £1.99. The red stickers they provide help to highlight deals to customers - we always use the promotional materials we're given so the more PoS materials, the better. I'd like to see more everyday deals in the future as these sell well for us.

YOUR ISSUE

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RETAILERS' ANGER OVER EPOS FIRM'S CONTRACT

Company contracts have been a constant bugbear for local stores, with RN reporting only weeks ago that retailers are being stung by unfair contracts on a daily basis, costing them up to £23,000 in exit fees.

This week, Canterbury retailer John Caggiano, of Dover Street News, contacted RN after the company behind his EPOS system, E-novations, sent him an invoice for £432, despite signing up off the back of a promotion which advertised no annual or monthly fees, in February.

"I saw the promotion which said no licence fees, no monthly fees, no annual fees for £799 plus VAT up front," says Mr Caggiano. "So I called up the company and when I discussed it with the sales rep I made it clear again I was just after a straightforward scanning device with no annual fees."

However, two weeks ago he received an invoice from E-novations for the outstanding payment, labelled as a "support and licence subscription fee".

"When I questioned the company on the fee I was pointed towards section seven of their terms and conditions," he says.

The section states customers must pay an annual



John Caggiano

licence fee for the software to remain updated and the system in use.

"I tried to explain that I hadn't signed up for that but I had to hang up in the end as I had a shop full of customers and the chap was just not listening to what I had to say," he says.

"I think it's a con. If you're a small business and you start shelling out £432, that's a lot of money.

"I don't have the time to fight this, but at the end of the day I want to stand my ground and stand up for what's right.

"It took me a month to put all the items onto the till system, I can't afford to just get another one. I feel as if I'm trapped."

The full details of the promotion, as seen by RN, state the "no fees" in bold red letters. It says retailers who sign up to the deal will receive a 15" Supertouch EPOS system, cash drawer, Star thermal receipt printer, Emporium EPOS software, Barclaycard

chip and pin machine, free training for life and free remote installation guidance – a deal which is usually priced at £1,799 plus VAT.

"I don't want anyone else to have to go through the same thing," adds Mr Caggiano. "I want to notify other shop owners – it's hard enough with the hours we do."

Mr Caggiano is receiving advice from trading standards and the Advertising Standards Agency said it is looking into his complaint.

However, Mr Caggiano is not the only retailer to report this issue – a quick Google search of E-novations brings up other complainants who have highlighted the same problem via online reviews.

Meanwhile, Amar Amin, of Loveyog, a frozen yoghurt company also in Canterbury, told RN he has found himself in the same scenario. And after a two-year battle he has backed down and paid the fee due, saying he has a lack of time to keep fighting it.

"I explicitly asked them for no ongoing fees and they agreed to that. I set it up by myself so I didn't even use any of their support. I've never used their support," he says.

When RN contacted E-novations, a spokeswoman initially said no complaint had been made by Mr Caggiano. When RN stated it had seen the emails from him to the company she said she would look into it.

Aravind Shivaji, group general manager at E-novations, responded stating there are no monthly fees and no annual fees, however he adds the charge is for a "support subscription, which is known and common within our industry" and "covers the client for the 12-month period and renews".

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“

I don't want anyone else to have to go through the same thing

John Caggiano

Dover Street News, Canterbury



ACADEMY IN ACTION

Follow up



Staff Development

In June, Procter & Gamble's Shelagh Clark and Carla Berry visited Simon Lunn's Simply Fresh store in Weare to discuss how to get the best out of his employees. Three months on, what changes has Simon made, and how have they benefited his business?

Simon's action plan

- Get staff to write their job descriptions, grouping them under five key headers
- Find a staff appraisal template and implement regular review meetings
- Get staff to read trade press and recommend how to improve their own sections

Simon says

"I've written my first job description, and the team have been busy writing theirs. Key staff now have regular meetings every three weeks and all staff have six-monthly appraisal meetings. We also now have clear tick lists for every shift, with five or six jobs that need to be achieved each shift. These help drive the store forward and hold staff accountable. I'm also making sure I go to events like the Local Shop Summit so I can hear from other retailers."

Your action plan

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

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The opinions on this page do not necessarily represent those of the editor
Letters may be altered by the editor for reasons of clarity or of length

LETTERS



PAYPOINT NEEDS TO PAY US MORE

PayPoint is saying it is going to charge £20 a week for its new PayPoint One terminal at a time when our commission is down.

Every week, £15,000 goes through my terminal and I get just £77 of that. I get 5p to 7p for doing TV licence and water payments – from a several hundred pound water bill I'm getting 6p and banking the money is costing me 50p per £100.

I've told PayPoint it can keep its new terminal. I don't want it. If PayPoint can't afford to pay its agents, where

is the money coming from to launch a new terminal?

PayPoint says to me the terminal is driving footfall in my store, bringing in customers I wouldn't have had otherwise. But I have customers anyway and I'm running the service at a loss. I've been with PayPoint since the beginning and it was good back then. Now, no-one even gets back to me when I get in contact.

I want PayPoint to be brought to account, but it never is. It needs to increase the commission it pays to us.

Pam Sandhu
Radleys Supermarket,
Birmingham

A PayPoint spokesman said:

"Our standard commission rates are unchanged and the cost for PayPoint One to existing customers is £15 per week including EPoS or £10 per week without. It is entirely Mrs Sandhu's choice as to whether to upgrade or not and we would encourage her to consider what is right for her business. We're very sorry to hear she has had trouble getting in touch with us so we would be more than happy to discuss this with her directly if she wishes."

Camelot has trapped me in a vicious circle over card sales

I would like to take this opportunity to give a quick overview of a conversation with the Lottery "unhelpful" line.

Me: Can I have a bigger range of instants please, I have an eight-card dispenser but only four cards?

Them: You will need to double-face them, we don't do a range for eight-card dispensers.

Me: Can I have a bigger dispenser then, a 12 or 16-face?

Them: We haven't got any available in your area, and, looking at your sales, you don't sell enough to justify one anyway.

Me: That's because I only have the same four cards day in

and day out, all my customers are complaining and going to Tesco Express a few doors down instead.

Them: You need to sell more cards, you need to upsell them to your customers.

Me: We always ask our customers if they would like a card, however 99% of them tell us they would rather get the cards from Tesco as they have a better range.

Them: you need to sell more cards to get a bigger dispenser. You can download PoS, and can you give your staff more training to up sell.

I then repeat my previous comment.

They repeat their previous comment.

This goes on a few times, with various different attempts to get the robot on the other end of the line to acknowledge the stupidity of the replies they are giving.

The easy solution is the one I'm using – buy full packs of cards from Tesco and sell them myself.

The disadvantage is, there's no commission, it ties up cash and it means I sell fewer of the cards the Lottery send.

The advantage is, if I time it right, Tesco hasn't got that card to sell for the rest of the day, it gives my customers a slightly better choice, it helps arrest declining card sales and keeps my customers out of Tesco.

I will never be able to get the sales figures Camelot wants, under the circumstances given. I don't understand the reasoning it has.

Aidan Staton
Streety Stores, Sutton Coldfield

A Camelot spokesman said:

"We will contact Mr Staton directly to answer any outstanding questions and to help to resolve his concerns."

Cadbury Milk Tray

All because the lady loves...



No. 1 best selling everyday chocolate gift*



New TV campaign starts October

For a chance to
WIN
Milk Tray Man
for your community
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www.deliciousdisplay.co.uk
Full terms & conditions apply. See application form on website.

*360g pack. Pralines database Nielsen Total Coverage MAT 3.09.16

INDUSTRY PROFILE

Epicurium

As retailers have sought to meet the increasingly-discerning needs of health-conscious customers, one wholesaler's name has started to become synonymous with the trend. Epicurium's managing director Ben McKechnie explains his success

RETAIL NEWSAGENT Tell us about Epicurium

BEN MCKECHNIE We're a wholesaler of healthier snacks and drinks. It started about 11 years ago selling all-natural ready meals by a company called Look What We've Found. For the past three years we have found ourselves filling a niche of supplying healthier, innovative products – of which there's currently a wealth in the market.

RN What kind of products make it into the Epicurium range?

BM Well-branded healthier products – with lower sugar, a nice clean ingredients list and often with some kind of nutritional benefit. There's a lot of customers who want interesting products and cooler brands which offer a healthier option for snacking and drinks.

RN Outside of London and other major cities, what's the opportunity for retailers?

BM Where we are based, in the north east, if you're driving and you want to something to eat you're mostly faced with familiar brand leaders which aren't healthy. We aim to bring products that are working in the south east and offer them nationally. More and more customers – particularly commuters or those on the move – don't want to pay the price of having only high-fat, high-sugar options available.

RN What kind of retailers are ideal partners for Epicurium?

BM It's those who understand their customers, create a nice shopping environment and really try to offer

customers what they want, and what they might want, instead of just the brand leaders. They'll be willing to take a bit of a risk to offer products which will distinguish them from those around them. Critically, I want to work with retailers who are keen to take on the supermarkets.

RN Why is that?

BM We love to work with innovative products from what we call category creators and category renovators. It will take longer for supermarkets to stock these products and the companies behind them will often offer promotions which are, nine times out of 10, just as good as you would find in a supermarket.

RN What are category renovators and creators?

BM A category renovator would be someone like Pip & Nut peanut butter. This is a category that's been



We fill a niche of supplying healthier, innovative products

around for a long time but the key brands weren't particularly good. Pip & Nut's butter is full of natural protein, with just a few ingredients and it's got a really cool brand as well. Ugly drinks, meanwhile, is a good example of a category creator. It's totally unsweetened, naturally-infused water. You go into a store and see heavily-flavoured, heavily-sweetened waters which aren't particularly refreshing because they're so sweet. Ugly Waters have created a whole new subcategory.

RN What currently-emerging trends should retailers be aware of?

BM Protein is still a big thing and it's becoming more mainstream across the country. Off the back of the protein trend, meat snacks is something I'm keeping an eye on too because it's gone mad in America. Raw products – using a handful of ingredients formed into a ball or bar to create a tasty and nutritionally-beneficial snack – are getting really big, with Primal Pantry and Deliciously Ella two of the brands which have emerged with raw products. Cold brew coffee and tree waters – we stock maple water and birch water – are likely to be successful because of the number of brands being developed and the success of coconut waters.

** Company CV **

Company Epicurium Wholesale
Founder and managing director Ben McKechnie

Profile Wholesaler of healthier, specialist and niche products based in the north east of England

Latest news Mr McKechnie says the business is focused on growing its customer base, particularly in the north and north east.

epicurium
Distributing Food Innovation

**

**

NICK SHANAGHER

GUEST
COLUMNIST

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020 7689 0600
@RetailNewsagent



Make time for success

Taking time out of your business to attend events such as this week's Local Shop Summit might feel like a luxury, but the work benefits will be evident for years afterwards

On Wednesday, the Local Shop Summit, organised by RN publisher Newtrade, took place at the home of England rugby union, Twickenham. The event is about sharing new ideas and people's passions that may make the difference between the success and failure of your business.

The UK has a large and successful convenience retail sector driven by entrepreneurial family-owned businesses. Everything Newtrade does is designed to help make these stores more successful.

What is interesting about encouraging retailers from around the UK to take a day and a night out of their businesses to share with their peers is how few retailers are actively searching for this opportunity. Most work long hours inside their businesses and have little opportunity to work on new ideas.

This is not a criticism. Seth Godin, the American marketing guru, noted in a recent blog that at medical school, surgeons are taught they will have to keep on studying for the rest of their careers. But in most lines of work this does not apply.

"Knowledge workers...the people who manage, who go to meetings, who market, who do accounting, who seek to change things around them...often act as if they're fully baked, that more training and learning is not just unnecessary but a distraction," Mr Godin writes.

He points out the average "knowledge worker" reads fewer than one business book a year. Mr Godin, who writes business books, says: "Show

me your bookshelf, or the courses you take, or the questions you ask, and I'll have a hint as to how much you care about levelling up."

As a shopkeeper, are you a "knowledge worker"? The answer is you don't have to be. It is a choice. Just as it is a choice for all those people who work in your supply chain. Reading this article in RN may be part of how you invest your money and time in improving your knowledge and your business.

At the NFRN's annual conference in June, I bumped into a couple who beamed at me and said hello. It was their first conference and they had just sold their business after 40 years. The husband said he had read RN every week throughout those 40 years because his father, who had owned the business before him, had put it into his hands as a youngster and told him "read that every week". I was overjoyed and thanked him for being such a brilliant customer. He brushed this off and thanked the teams on RN for providing him with great knowledge and advice for all those years.

Every year the teams of journalists on RN, Retail Express and better-Retailing.com as well as Newtrade's event organisers work with hundreds of independent and symbol retailers around the UK and Ireland on how to make their businesses better. Every issue of our print products comes with a great retailer profile. We try to cover the myriad opportunities for local shops from every angle.

This knowledge underpins the shape of the Local Shop Summit and



Meeting other retailers helps you make sense of what your customers and suppliers are doing

is what makes it stand out in the market. Our teams select the keynote speakers and the retailer panellists based on our knowledge of what they have achieved and how many other retailers are asking the same questions and seeking the similar solutions.

Talking about these issues face-to-face with other retailers is an opportunity that can only amplify what you learn from reading RN or a business book. One thing most local businesspeople who run shops know is they meet lots of people, but most of them are customers or suppliers. Meeting other retailers helps you make sense of what your customers and suppliers are doing.

If the first benefit of attending the Local Shop Summit is to learn what questions to ask and where to seek answers, the second is taking time out of your business to work on your business. Every successful businessman or woman has to learn this lesson. Stepping out allows you to re-energise your batteries, think about altering your course and, most brilliantly, to steal new ideas from others.

The most fantastic thing of all is that most independent and symbol retailers are not competing against each other - the Local Shop Summit and Newtrade events like this are the perfect place to gain a competitive edge in your local marketplace.

Nick Shanagher is managing director of RN publisher Newtrade

CATEGORY ADVICE

A desire for greater speed of transaction led Haris Zafar of Best-one Hatfield to make the switch to PayPoint One.

RN visits Haris with PayPoint's Lauren Menck to see what impact this has had on his business

PayPoint One has exceeded my expectations

The Expert
Lauren Menck
Marketing manager,
PayPoint



The Retailer
Haris Zafar
Owner, Best-one,
Hatfield



Haris Zafar has run Best-one Hatfield with his father for more than eight years. The store is in a high footfall area with a diverse selection of regular local customers, and being able to serve them quickly is essential. During his time running the store, Haris has had plenty of time to get to know the second generation PayPoint system and so was very interested in taking

part in the trial for the new PayPoint One platform. In September, PayPoint's marketing manager Lauren Menck visited Haris, to see how PayPoint One is helping his business.

Why did you take part in the PayPoint One trial?

To be honest, the second generation system was showing its age, and we were starting to get frustrated with its



It's more straight forward, and it takes about a quarter of the time

speed, so when PayPoint's rep called to explain the greater pace that the new system would offer, and to ask us to take part in the trial, we leapt at the chance.

What effect has the new system had on your day-to-day business?

The speed of the card payment is a significant improvement; I can get customers seen so much faster now. It's like night and day, it's made such a difference. It's more straight forward, and it takes about a quarter of the time. PayPoint One also gives us a lot more control, as we can draw information from the system which means we are more informed on our sales data.

How has PayPoint One helped with your customer service?

Bills can now be paid in a single transaction. This is more convenient for customers, and means they don't have to break it up into separate payments, which can end up taking more time.

Has PayPoint One had an impact on footfall in your store?

Yes, the new system is a lot more secure – so we've seen more people come in to pay their bills this way, knowing it's a more secure option. And the added speed has been a real bonus during peak times, as customers can be served a lot faster.

What features of the PayPoint One system have stood out to you so far?

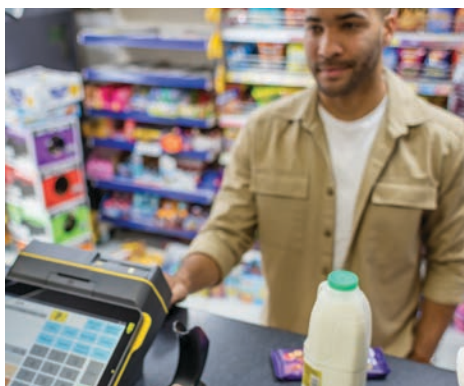
One feature that has stood out to me is the promotion function. Previously these required quite

Why PayPoint One? Lauren Menck outlines six benefits of the new system



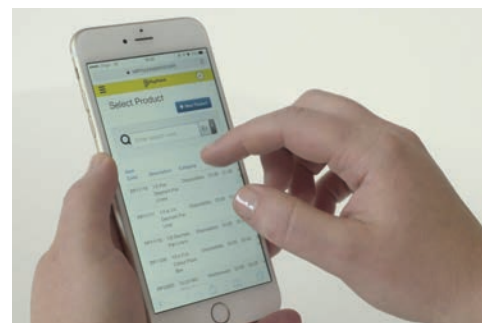
Speed and Accuracy

The integrated services mean PayPoint services, EPoS and card transactions can be completed by one device. This saves time and increases accuracy for retailers when they are completing their end of day reports.



Accessible Technology

PayPoint One is unique because it provides a platform for independent convenience retailers to get the latest in EPoS technology with absolutely no upfront cost.



Cloud-based Access

The cloud system means that all store data is backed up, and also means retailers can access their store information remotely from any device, allowing them to spend more time away from the store, while still monitoring their business.

In Association with



PayPoint's Lauren Menck joins retailer Haris Zafar at his store in Hatfield

elaborate admin, but after being talked through the procedure by a PayPoint rep, I am enthusiastic for the new flexibility that the system will offer us.

Having done the trial, would you recommend PayPoint and the new

system to other retailers?

Yes, the system has exceeded my expectations and making the switch was the right choice. The PayPoint reps have been very responsive to our feedback, and have taken on board my comments for future versions, which is great. ●



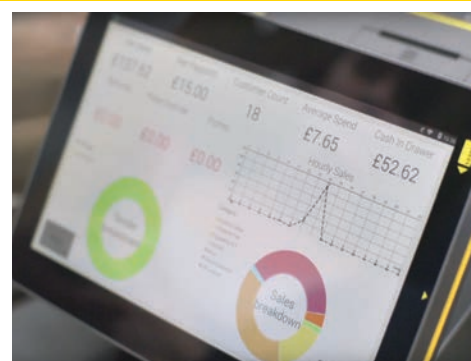
Flexibility and Control

PayPoint One is a retail system which over time, will allow retailers to customise the platform to suit their store, allowing them to have complete flexibility and control.



Easy to use

The touchscreen, built-in training content and on-screen prompts mean that this device is easy to use.



Insight

The advanced sales reporting available on the device means retailers can analyse data to identify slow sellers, monitor staff activities and run tailored promotions, to suit their customer base.

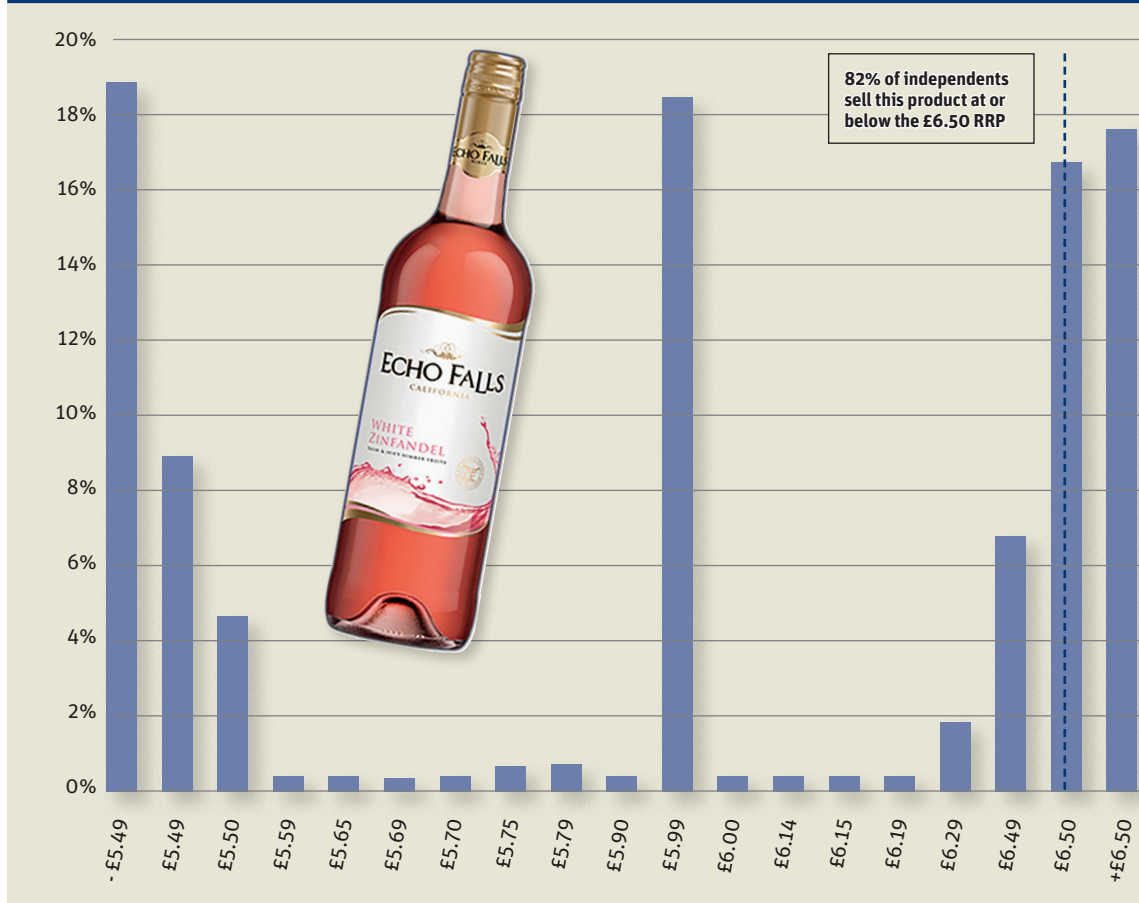
PRICEWATCH

Benchmark your
prices against
your peers

In focus White wine

Sample prices

ECHO FALLS WHITE ZINFANDEL 75cl Price distribution %



PRODUCT

Hardys Bin 161 Chardonnay
75cl

Echo Falls California White
75cl

Isla Negra Sauvignon Blanc
75cl

Blossom Hill White
75cl

Hardys VS Chardonnay
75cl

Echo Falls White Zinfandel
75cl

Blossom Hill White Zinfandel
75cl

Oyster Bay Sauvignon Blanc
75cl

Casillero Del Diablo Sauvignon Blanc
75cl

Distant Vines Pinot Grigio
75cl

Yellow Tail Chardonnay
75cl

Echo Falls Unoaked Chardonnay
75cl

Analysis

Retailers are happy to charge above RRP for Hardy's Bin 161 Chardonnay, Distant Vines Pinot Grigio and Isla Negra Sauvignon Blanc – all budget-priced products – while cutting many other prices by far more than

£1. What's going on? Margins appear as the most likely culprit.

Where profits of more than 30% are available retailers seem happy to squeeze their margins to remain competitive.

Some retailers will always push to be the cheapest and this week's graph shows more than 2% of retailers are taking a whole £2 off the RRP of Echo Falls White Zinfandel, a remarkable discount.

How we drive our profit

Peter Mann

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

TOP TIP
Always chill white wines for added convenience



We tend to stick to RRP's where we can as the wine market is so varied with a massive range of brands and prices to choose between. It's the only guide we have to go by and keeps us comparable to supermarket prices. We'll drop the price a little if margins allow and generally aim for between a 20% and 25% mark-up. Our bestsellers fall in the middle of the range, so Blossom Hill is always a crowd pleaser, retailing at between £4.99 and £7.49. One of the main things we do to make sure we get an advantage over the multiples is refrigerate our wines.

Leanne McGowan

STORE Icon Stores
LOCATION Aberdeen
SIZE 850sq ft
TYPE town centre

TOP TIP
Use bright, bold flashes on shelf edges that catch the eye



The area we are based in has been hit quite heavily by the fall in oil prices, but people still like to indulge. We're part of Batley's Retail Club and try and keep below the £5 mark where we can – Echo Falls tends to hit the spot. By far, our best-selling wines are white wines, which is probably to do with them being chilled; it makes them slightly more refreshing – especially in summer. We run month-to-month promotions and sometimes use 'reduced to clear' stickers. To flag up our offers we put flashes on the shelf edges and point of sale.

Matt Hutchings

editorial@newtrade.co.uk

020 7689 3358

Data supplied by



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

AVERAGE	BOOKER RRP	RETAILER 1 HIGH STREET C-STORE IN SOUTH GLASGOW SUBURB	RETAILER 2 NEIGHBOURHOOD STORE IN WEST YORKSHIRE VILLAGE	RETAILER 3 MANCHESTER CITY CENTRE SHOP	RETAILER 4 SMALL STORE IN SMART AREA OF WEST LONDON	RETAILER 5 SOUTH COAST SEASIDE STORE	RETAILER 6 POST OFFICE AND LOCAL STORE IN CORNISH VILLAGE
£5.03	£5.00	£5.00	£5.00	£5.00	£5.00	-	£5.00
£4.86	£5.99	-	£5.49	£5.49	-	£5.99	-
£5.03	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00
£5.15	£6.15	-	-	£6.30	-	-	-
£5.75	£6.99	-	-	-	£5.50	-	£6.29
£6.04	£6.50	£6.50	£6.80	£6.60	-	£7.00	-
£6.27	£7.49	£7.49	£7.09	-	-	£6.49	-
£9.55	£10.99	-	-	£11.49	£10.49	£10.09	-
£6.89	£7.99	£7.99	£7.99	£7.99	£7.99	£5.99	£6.99
£4.01	£4.00	£3.99	£4.00	£3.99	-	£4.00	£4.00
£6.78	£7.49	£7.49	£7.99	-	-	-	£7.49
£5.89	£6.50	£6.49	£6.80	-	£6.99	£6.50	£6.50

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Vim Odedra

Nisa Local, West Chiltington, Pulborough



Nyetimber sparkling wines



Where did you discover it?

The shop's previous owner sold Nyetimber sparkling wines so it was an easy decision for us to continue stocking them. They're produced just down the road in Pulborough, which is good for us because it's on many of the villagers' shopping lists.

Who buys it?

The people who buy the wine are some of our older customers. At £25-£40 it's an expensive wine, but it's a very affluent area and I still manage to sell around three cases a week. The margins are healthy, too. We get around 25%-30% a bottle.

Why is it so successful?

I think it makes a difference how proud Nyetimber is of being a British wine producer and it's very much part of their brand. For instance, they supplied us with 200 bottles during the Queen's birthday celebrations. The wine is popular all year round and sales stay pretty consistent, but if we do sell a lot we can react very quickly and pick up more direct from the winery in around five minutes. We get a lot of footfall from customers who come in especially for them, many of whom buy other items while they're here.

Susie Hawkins

STORE Spar Highworth Service Station

LOCATION Highworth, Wiltshire

SIZE 2,800sq ft

TYPE forecourt

TOP TIP

Magazines and papers promote wines – so stock what they recommend



We sell a mixture of premium to budget wines. As a general rule, the less premium the wine is, the more competitive we try to be with our prices, as these are the bottles that sell well. In fact, the majority of our wine sales come from promotions, so they're a really important part of our white wine sales strategy. Prosecco is a big seller for us, especially the Spar own label version. Customers these days are particularly price-savvy when it comes to the products they consume, so being able to offer own label products in this category is a real benefit for us.

Vip Measuria

STORE One Stop

LOCATION Borrowwash, Derby

SIZE 1,500sq ft

TYPE residential

TOP TIP

Don't be afraid to stock unusual wines from around the world



Our prices are set by One Stop and we stick to these. Our margins vary but they're usually between 20% and 22%. I have one store in a residential area and one in a more affluent area, so what I stock varies between the two stores. Hardys' Crest range and the Campo Viejo Rioja Tempranillo do really well in the more affluent store, and prosecco and pinot grigio are also big sellers. Our most successful promotions are discounted products. We tend to offer promotions such as 20% off or just a flat reduction like £6.99 down to £5. ●

RETAILER PROFILE



Little but large

Duncan and Sarah Ellson's store may only clock in at 345sq ft, but the positive impact and contribution it makes to the local community is out of proportion to its modest size.

Charlie Faulkner reports

Moving in what some might call a 'backwards' motion – from online to bricks and mortar retailing – Duncan Ellson and wife Sarah offer local food, quality produce and provide key services to their Shropshire community. It is down to these defining factors that Longden Village Stores has been crowned 2016 Regional Champion of the Farm Shop and Deli Awards after just two years in business and despite only having 345sq ft to work with.

Nestled in the small village of Longden, near Shrewsbury, the idea is to keep things simple, letting the community – not profits – drive the store forward. Shelving and racks are wooden and instead of an EPOS system, a traditional till and great mental arithmetic can "do the job just fine", the couple say.

Working with more than 50 local producers (including vegetables grown by the nearby school and nursery), their mission was to challenge the way supermarkets determine the quality of food. Particularly impressive is the fact they grow their own vegetables to sell in the shop – 80% of the eggs on sale are from their own garden and, until very recently, the couple made their own sandwiches to go.

This focus is twinned with a commitment to working with other local businesses: "All of our ale is from local breweries – we have seven or eight in the area – and the cider comes from local orchards as well," Duncan says.

Also, the couple recently commissioned a local caterer to provide takeaway sandwiches and offer fresh pies, pasties and sausage rolls to update their offer.

This aim of providing fresh and trustworthy food was a result of Duncan's previous role as a logistics manager at a food factory, before it was closed down and he was subsequently made redundant.

"The factory was producing food for the main supermarkets and I got fed up of the way the big stores were dictating the quality of the food," says Duncan. "We wanted to promote good quality, sustainable, local food."

Equipped with this knowledge of the food industry – not to mention experience of reducing wastage and calculating costs – the pair launched their online 'farm shop' in 2012 with the aim of sourcing all products locally.

Then, in 2014, they were approached by the former postmaster who asked them if they would be interested in taking over his shop as he was retiring – enabling a vital lifeline for such a rural area to continue.

Duncan and his wife gave themselves 12 months to get the business to a level where it was turning over enough for them to make a living. In fact, they achieved this target within just a few months.

"We did better than we expected," says Duncan. "Unlike the supermarkets who are in the game to make a killing, our aim is simply to make enough to earn a living."

“Stock control and replenishment is essential. Using smaller suppliers means we can buy little and often, which reduces waste

DUNCAN ELLSON



After finding success online, Duncan and Sarah made the move into convenience retailers



“I got fed up of the way the big stores were dictating the quality of the food. We wanted to promote good quality, sustainable, local food”

Other than pricemarked packs of branded items such as tins of beans, the shop doesn't offer many promotions. Instead, the store continuously tries to deliver quality food at affordable prices.

“Our sliced ham, which is again sourced locally, is cheaper than the stuff in the supermarkets,” says the couple.

They add: “The average margin is 20%, and we aim to get a bit more. We also try and make sure the farmers are getting their fair share too.”

The shop tries to offer items which might be harder to find in the bigger grocery stores. For instance, you can still find standard Hartley's strawberry jam, but you will also find an extensive range of locally-sourced jams boasting a more exotic combination flavours such as apple pie, gooseberry & ginger, and rhubarb & fig.

Community plays a big part in how the couple operates the business too. The shop has a post office and small newspaper round, which while not huge profit drivers, are vital services for customers and which drive footfall.

The next step is for the couple to bring their website www.shropshiresown.co.uk up-to-date so it can work hand-in-hand with the store and hopefully keep driving the business forward. ●

VISIT MY SHOP

Longden Post Office

Shrewsbury
Road,
Longden,
Shrewsbury
SY5 8EX



Want to see more of Aman's store? Go to betterretailing.com/longden-post-office

COME SHOP WITH ME

Get great advice

What do you get when you combine two suppliers, six retailers and three amazing stores? It's RN's Come Shop With Me study tour. **Tom Gockelen-Kozlowski** guides you through the best ideas from this year's event

Last month, RN brought together six fantastic retailers and two market-leading suppliers to undertake our latest Come Shop With Me study tour.

Visiting three stores in Berkshire and Surrey, retailers from Kent to Coventry met to learn, analyse and probe the owners and managers – providing the opportunity to take dozens of ideas and lessons back to their own businesses.

If you didn't make it to this year's event, don't worry. Over the next six pages RN provides you with highlights of the day and tonnes of pictures of the three very different businesses. With advice and comment from Mondelez's head of trade communications Susan Nash and JTI's national account manager Mark Neale, this is an invaluable tool for any ambitious retailer who wants to move their store on to the next level.



What I'll try in my store

Thusy Subramaniam

For a store this size it was really impressive that there were so many premium alternatives to mainstream brands. I'm going to look out for a supplier to work with on this as I think my customers would like the option to trade up sometimes.



The tour was impressed at the range of products available

THE RETAILERS

Joe Williams

The Village Shop,
Hook Norton



About my store: Our store is in an affluent area. We're not on a main road and are reliant on local trade. We recently had a full store refit and I now want to add more character to the business.

Thusy Subramaniam

NK Convenience,
Kent



About my store: My shop is really small so there isn't much space. We stock a few local products such as eggs and beers. Before it disappeared earlier this year, I was also store manager of M Local Whitstable.

Philip Constantine

Nisa Local,
Hither Green



About my store: My store is by the train station so customers want to be in and out quickly. I haven't got any specialist areas, but I'd like to make my displays more appealing for customers.

Jonathan Fraser

The Fraser Group
Stores, Berkshire



About my stores: We have three Spars and three Budgens Stores in Reading, Brides Norton and the surrounding areas. The business started in 1952 when my grandfather opened his first forecourt. Our latest store opened in June.

Aman Uppal

One Stop Mount Nod,
Coventry



About my store: Our store is in Coventry, a typical midlands town. It's near good transport links but we don't see much passing trade. We rebuilt our old, awkwardly-shaped store and made a 2,000sq ft purpose-built store.

Nishi Patel

Londis Bexley Park,
London



About my store: We cater to a lot of office workers coming in for snacks at lunchtimes. It's a 1,300sq ft store and it'll be interesting to see how stores of a similar size can make themselves as appealing as possible.

THE SUPPLIERS

Mark Neale

National account
manager, JTI



With Amber Leaf, Sterling and Benson & Hedges, JTI is the UK's biggest tobacco supplier

Susan Nash

Head of trade
communications,
Mondelez



Owner of brands including Cadbury and Kenco, Mondelez is one of the UK's biggest FMCG titans

In Association with

Mondelēz
International

JTI

STORE ONE

Simply Fresh

Manager: Gurjeet Singh**Location:** Thames Ditton, Surrey**Store size:** 1,300sq ft**Opened:** 2013

This local business in the heart of the leafy village of Thames Ditton offers a huge range of products on a relatively small site. With sports cars and Land Rovers outside most of the nearby homes, this is an area where customers are willing and able to pay more for quality products – a fact reflected in the large range of local, niche, organic and gluten-free produce.

My business

We have a lot of regular, local customers. We stock a wide range of fresh meat and fish as well as ready meals, snacks and sandwiches and juice. Our biggest sales come from this chilled area and customers often do a bigger shop with us. Our average basket spend is £7 to £8. At the weekend this can rise to £13.

We have a team of five staff plus me and everyone is trained throughout the store. We added a post office last year and now have a

lot of new customers coming in to use this service. People come from nearby towns to use it and just to visit the area and the store – even people who've moved away like to come back.

The next thing we want to do is add a coffee machine and a juice machine. It will hopefully bring more customers in and if someone comes in for a coffee, and we put muffins or croissants from our bakery section nearby, we can get them to buy those things as well.

Supplier viewpoint

Mark Neale

National account manager, JTI



This store is very modern, very well merchandised and the lighting makes the whole store look really professional. Talking to one of the retailers here, we felt it would benefit from having meal deals – for an evening meal, for example.

Supplier viewpoint

Susan Nash

Head of trade communications, Mondelez



What's really impressed me is the order and neatness of the merchandising, which makes the store easy to shop, and it has great theatre to inspire purchase as soon as you walk through the door with a great fresh range. It has a display stand near the counter with great visibility, but there is a mix of 'top up shop' and 'on the go' packs on the fixture. I would suggest the gifting range is placed on the top not bottom shelf to increase visibility. Where alcohol is displayed there's an opportunity to create a big night in display.

What I'll try in my store

Nishi Patel

It's a small thing, but the fake grass on the fresh produce gives the section a lift and makes it really inviting. All the signage as you go into the store and above the fridges was really good too.

What impressed our retailers



Fresh produce

Gurjeet says his range of meat and dairy is the part of the store he is most proud of. The retailers were also impressed by the fruit and vegetables the store has available.

Thusy: The fresh produce – particularly the fruit and vegetables – looked really good. The manager explained he goes to the market for it which is something I'm looking to do.

Ranging

Inside this relatively small store is an extraordinary number of products which offer choice to customers who use it for their weekly shop.

Aman: This store shows how large a range you can get in a smaller store. A few years ago all the advice was about stocking fewer products and more facings – like a supermarket. Now, if you've got a local or niche product that sells, why not stock it?

Bake-off

The in-store bakery was displayed with wicker baskets and was well-filled when we arrived. Though almost every retailer praised it, there was a consensus that something was missing.

Thusy: The bakery section looked really good, but it was missing a coffee machine. If there was one I would definitely pick up a pastry with a cup of coffee in the store.

Layout

With space at a premium the retailers were all impressed by the flow of the shop. A number commented on the fact it encouraged shoppers to take longer shopping in the store and spend more.

Aman: Even though it's a small store you can walk around it easily and know what route to take. Fresh is immediately on your left, then as you go in you can pick up sauces to go with this, and then you come to snacks. It's really impressed me.

COME SHOP WITH ME

What impressed our retailers



Trollies

The store uses baskets which can be constructed into a three-part trolley that saves space and helps customers buy a bigger shop more easily.

Nishi: They would be great for old ladies. When we have customers collecting a few items I always pass them a basket – half the time they will pick up another five items.

Window

Roli used an image of the inside of his store as a graphic for the outside – allowing customers to ‘look inside’ even when the store is closed.

Aman: If you’ve got to have the window closed, this is the way to do it. It’s brilliant and the way forward.

Unique selling points

There are a number of areas of the store which allow customers to interact with products, such as a grind-your-own-coffee section.

Joe: Roli’s found key things to draw customers in, whether that’s the coffee grinder, oil and vinegar range or fresh fruit and vegetables. They engage customers as they’re walking around.

Décor

From rustic displays of his Covent Garden-sourced fruit and vegetables and local cakes to spot-lit bowler hats, Roli has put a lot of effort into displays.

Philip: It’s very appealing and you want to spend more time in the store. There are a huge amount of bakery products on display, for example, and that will attract customers to come in and browse.

Healthy eating

While the store maintains a strong core range of best-selling confectionery, snacks and soft drinks, Roli has also worked in a number of healthy eating ideas.

Aman: Kids will go into the store and parents can show them how to make orange juice. There’s salads available and an olive oil range. It’s a risky offer because you can’t be afraid of waste on fresh food like this, but if you display healthier products like Roli does it really engages customers.

What I’ll try in my store

Joe Williams

The way this store does grocery has given me some ideas. We could put in new shelving and increase our range. It’s interesting to see how Roli can get a big choice of products into a tight space – it’s something we can take a look at.



Eye-catching displays are at the heart of this business

STORE TWO

Londis Sunninghill

Retailer: Roli Ranger

Location: Ascot, Berkshire

Store size: 1,600sq ft

Opened: 2015



This is the second store opened by multi-award winner Roli Ranger. The bespoke branding and store design was developed by Roli himself after months of research. The business is in an affluent area but also benefits from its location – Ascot racecourse is just a few miles away and the store’s sales jumped to £27,000 per week during this year’s event.

My business

Every detail of the store was my idea and I approached the shop designers to make what I’d planned. In terms of turnover, we achieved the target we’d set ourselves for the end of our first year in our second month. During Ascot racing

we achieved £27,000 in sales. The biggest risk we took was opening up the back area of the store. The premises had been an arts and crafts store with a store room at a lower level at the back and originally the owner had planned to divide it into two units on different levels.



Elements that gained universal praise included the store's oil and vinegar range and local meats



What I'll try in my store

Jonathan Fraser

The lesson I'm going to take away from this store is the use of unique products. One example is the display of local meats. These products can often get lost in a fixture but the way he's displayed them on hooks in the chiller works really well.

Supplier viewpoint

Mark Neale

National account manager, JTI



This store fits in with its community, offering a huge range of products at prices to suit its customers. The layout is really impressive, as are the fridges and the trolley system. Roli engages his customers with his oils, vinegars and coffees – I'd struggle to find fault with this store.

Supplier viewpoint

Susan Nash

Head of trade communications, Mondelez



Roli had the vision to turn what was a shell into this inspirational shop. He's given it a café feel by using materials such as brickwork-style wallpaper and added theatre throughout without taking away from the convenience side of his business. Roli is really good at testing, learning and checking that things are working in his store – that's a continual process.



I'd struggle to find fault with this store



COME SHOP WITH ME

STORE THREE

Budgens Mortimer

Retailer: Charles Mills

Location: Mortimer, Berkshire

Store size: 6,000sq ft

Opened: 2014



The last store we visit is a sprawling purpose-built Budgens store owned by Charles Mills, formerly a senior figure in Budgens. His task had been to sell off the group's corporate-owned stores and he was enamoured enough to buy one himself. With the help of a local family who have worked in the store for generations, the business is now a highly-successful local supermarket.

My business

We used to operate out of two stores, one on one side of the road and one on the other. People would take their trollies over the road between the two businesses. Over a period of eight years we rebuilt this site to turn it into a 6,000sq ft store. Because we're such a large store we get two deliveries every day - ambient and chilled. Our store manager Jason has been involved in the business for generations. His mum,

dad and niece have all worked in the business too. Our points of difference include a butchery counter run by a local business, a Laith-waite's fine wine concession and a huge range of Cook frozen meals. The next thing we're doing with the business is adding a post office counter. During our first Christmas as a larger store we took more than 200 fresh meat orders - that's orders of £50 to £100 each. I couldn't believe it.

Supplier viewpoint

Mark Neale

National account manager, JTI



This is a super shop and clearly very popular with locals. I just saw a really big delivery coming in so business is obviously very good. The butchery is very impressive. They have engaged with a local butcher instead of doing it themselves - using their expertise - and its obviously bringing a lot of footfall.

Supplier viewpoint

Susan Nash

Head of trade communications, Mondelez



They have the most fantastic range - it's really comprehensive and in most categories they stock everything from high-end premium products to a value offer. The store has a logical order which is easy to shop. They've also got some specialist products and, from talking to the management team, this is because they really listen to their customers. One example is wool - local customers demanded it so the store agreed to take on a range.

What I'll try in my store

Aman Uppal

What I'm taking away from this store is from the way they display their wines in crates. It makes me want to look again at how we display our produce to make it shout out from the fixture a little more.

What impressed our retailers



Local bakery foods

Among a full range of well-known bestsellers the store has many local or specialist brands and, thanks to its size, Charles and his team are able to build full ranges of many of these products.

Jonathan: It's quite amazing to have such a full range of Wilton Foods cooking ingredients. There's bay of herbs from the same company too. It's the bit and pieces which set the store apart.

Cook frozen foods

The store was one of the first to have a range of Cook premium frozen meals and Charles says these handmade products "knock the socks" off products available even in Waitrose or Marks & Spencer.

Nishi: We really want to get these products into our store although the company won't let you stock them unless you have Cook-branded fridges. It's a really great range to have, particularly if you've got a lot of older people.

Breakfast products

The retailers were impressed at the number of niche products and brands available - even in categories where they might not usually be expected.

Jonathan: The size and type of store warrants the large range of breakfast products it's got but I always feel like the pots should be put near snacks. The Wolfy's range looks smart and there's gluten-free options too.

Butchery

The store has teamed up with a local butcher which runs a counter in the store. With products also available pre-packed in the chiller and freezer, the store is able to offer meat exactly as customers want it.

Philip: With the butchery counter Charles is able to meet his customers' needs exactly. For example, if they want a special cut of meat the butchers are able to offer it.

Layout

With 6,000sq ft to play with, aisles are generously placed apart and there's room for a prodigious number of products. Some retailers felt improvements could be made.

Nishi: It's a beautiful store, nicely laid out and kept really clean and tidy. Some products, like sandwiches, were quite difficult to find but I guess that tells you his clientele aren't coming in for a quick lunch. I also thought it was strange to have pet food positioned before alcohol.

Community

Like any independent business Charles' store thrives thanks to the loyalty of his customers. He looks to the community to suggest his range - with knitting wool one of the sought-after products he now stocks.

Thushy: Charles has obviously spent a lot of time making sure the store meets the needs of his community, has everything they need and serves them well. It feels like a local shop that you might find in any village but it's just on a far bigger scale.



Customers can request the cuts of meat they want, or select a premium frozen ready meal from the large Cook range



What I'll try in my store

Philip Constantine

One thing that's inspired me is the Cook range – they have so many varieties. My store is near a train station and I think customers could come in for a meal at the end of the day or even just a good quality apple pie from the freezer, for example.

FINAL VERDICT



Susan Nash

We've seen three fantastic stores today and each of them has shown they're using a number of three key marketing principles.

We tend to look at things in terms of making it easier for shoppers to shop, inspiring shoppers to buy, and giving shoppers better choices.

Simply Fresh had a fantastic layout and they had really good clean lines in terms of merchandising, making it really easy for shoppers to select products.

In Roli's Londis Sunninghill, there were great merchandising principles in practice, but what his store had in spades was inspiration to help drive extra purchases. That's because he's got some really fantastic features and throughout the store you see those principles being followed through.

In terms of making the most of missions and making it easier for shoppers to buy, the Budgens store works really effectively. They've got spaces for a big night in display and they've been very careful with their layout.

In terms of providing better choices, all three stores had a really great range. I think they'd all agree that knowing what the bestsellers are is an important focus, but finding niche products that make your range interesting and differentiated often requires testing and learning and really understanding the local dynamics, but if you get it right, can set your store apart.

It's been a really good exercise today to see how stores can put our three marketing principles into practice. ●



This is a super shop and clearly very popular with locals



CHRISTMAS GUIDE

Snacks guide

49
CRACKERS
(15-21)
Great ideas for
growing sales
from top industry
figures

Large gatherings of friends and families during the festive season present an excellent opportunity for retailers to make extra sales. In the third of our seven part Christmas features we focus on snacking

Christmas snacks

15



Ben Dyer
Debbens News,
Hampshire

Trust what catches your eye

If something catches our eye at the cash and carry we'll pick it up and put display it prominently. If it has caught your attention, it will probably catch your customers' too.

Retailer Expert

Karen Bull's store is a family business where every member contributes their own strengths and expertise, Christmas is a time when the family get together to chart what they hope will be a profitable course



Karen Bull
Spar Crescent Stores

How I plan for Christmas

We pre-ordered our snacks back in May, so there is inevitably a lot of guesswork involved. We draw on our past experience of what works and what doesn't. I work here with my Dad, Ian, and we're really on the same wavelength. So we'll sit down and talk it through and decide on how much stock we're going to buy - sometimes we'll just hold up our fingers up and come up with the same number at the same time.

What my customers want

You get to know your customer base, although it is changing constantly so it's never really predictable. Last year we had a disaster with long Jaffa Cake tubes, for example: the year before they'd flown off the shelves to the point that we ran out. So we upped our order - but ended up with loads left over. In general, our customers are guided by a combination of price and brand. So if you can get

round-pound prices on premium brand goods they'll sell very well, especially if they're supported with a marketing campaign.

How I bring Christmas to life

We totally decorate the shop, with a mix of strip advertising and general Christmassy colours and decorations. We've got a big central promotional bay which we'll pile high with biscuits and nuts, and other bays which we'll put the selection packs and chocolates on. It totally takes over the store.

My new product for Christmas 2016

We always make sure to stock new products - people don't want to see the same tired old stuff every year. This year we've brought in tubs of turkey and chips-flavoured crisps. Though, how do you know how many of those you'll sell? We just have to guess - then wait and find out.

16



Bob Sykes
Denmore Premier,
North Wales

Make your stock stand out

We position our snacks on gondolas at the front of the store to catch people's eyes and awake their appetites, usually mixing one or two promotions in to get a little extra attention.

17



Rocky Leach
Chellow Heights Service
Station, Bradford

Stack up big sharing packs

We find bigger sharing packs of biscuits and nuts sell really well, and we've got a couple of big promotional bays so set them up on those at the front of the store.



Winner Savoury Snacks Category.
Survey 11,586 people by TNS



NEW*

**PMP
NOW
AVAILABLE**



▶ **NO.1 DRIVER OF
CATEGORY GROWTH
IN CRISPS & SNACKS
IN CONVENIENCE****

▶ **£13M RSV IN MARKET
SINCE LAUNCH IN
MAY 2015****

▶ **SWEET RED CHILLI
NOW AVAILABLE IN
30g PACK**

FROM THE RITZ *Bakery*
EST 1934

*New price marked packs available in single (30g) format. Non price marked packs available. Retailers are free to set their own prices
**IRI, Data to 24.1.16

CHRISTMAS GUIDE

Snacks guide

18



Chloé Féminier
head of insight and
planning, Bel UK

Piggyback on the massive investment in Christmas marketing

Campaigns including themed packaging, TV advertising and targeted social media marketing are all proven to drive sales.

19



Bimal Patel
Ferme Park Road Londis,
London

Bring in specialist products for the Christmas season

I always introduce a range of premium German biscuits from Bahlsen over Christmas. They have a great range and I can use them to build a display in my store.

Products
for 2016



Border biscuits is hoping its range of premium British biscuits will help it grow its position in convenience.

Wholesaler's view

Spar has a reputation for delivering an excellent range of fresh and chilled products to its stores. This year it is offering a range of fresh snacks for the festive season



Susan Darbyshire
Spar UK brand director

What are the main opportunities for Christmas 2016?

Many consumers have impromptu parties and get-togethers over the festive season, so a casual eating, sharing and snacking range is ideal at this time. Being stocked up on key lines is absolutely vital as shoppers are therefore often on the lookout for last-minute party food inspiration.

How have you adapted your range to meet these opportunities?

We offer a top-quality selection of traditional Christmas snacking products. This year our Christmas range includes handcooked crisps in a variety of flavours (RRP: £1.29), large salted peanuts (RRP: £1.59), sweet chilli peanuts (priced at £1), and our range of premium cookies (RRP: £1.75).

Fresh products in the Spar Christmas range include a range of mixed olives (RRP £2), mini savoury eggs, mini cocktail sausages and mini chicken bites (all RRP £1.50), as well as dips and continental cold meats. All these products will be available from the end of October.

To fully take advantage of the festive sales opportunity, we've created limited edition Christmas packaging and PoS to help create eye-catching in-store theatre.

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

By merchandising these products together and creating festive-themed displays, retailers can signpost to their customers that they can find all the items they need for their Christmas shopping missions.

20



Thusy Subramaniam
NK Convenience, Kent

Expand into premium products

Last year was my first Christmas with the store and now I know my customers better I'm developing more premium options.



UB has developed a range of products across its Jacobs, McVitie's and Carr's brands.

21



Dean Holborn
Holborn's
Redhill

Invest in festive bakery items

Working with Country Choice is a good start for us. It offers great novelty products like thaw-and-sell Snowman biscuits alongside mince pies to give our in-store bakery a Christmas feel.



Spar's own brand fresh snacks range includes mini chicken bites, mini Scotch eggs, sausage rolls and mixed olives.

NEXT WEEK:

Soft Drinks

JOIN US FOR A Nisa 2016

“

THE RELATIONSHIP WITH NISA IS ABSOLUTELY FANTASTIC. I'M REALLY PLEASED WITH THE ADVICE WE'VE BEEN GIVEN.

”



“On both ends of the road outside us there's a big housing estate. But there are also around 2,000 houses around that as well, so it's a big area and that's largely where our customer base comes from, as well as the lunchtime trade from the police headquarters which is behind us. They have a limited lunch offering there, so we cater for them.

We have a food-to-go section in store. We're currently making close to 500 rolls, baguettes and sandwiches a day, which tend to clear out by two or three in the afternoon. There's most definitely a demand for that.

The relationship with Nisa is absolutely fantastic. I'm really pleased with the advice we've been given. It's certainly increased trade for me over the last 18 months. They also recommended a Costa Coffee machine, which we've had installed in the last four months, and I've been delighted with how well that's taken off.”

Paul Cornell

NISA LOCAL

To find out why joining Nisa is as easy as 1-2-3 visit **www.join-nisa.co.uk**

Nisa
Just what you need

SETTING THE BENCHMARK FOR THE INDUSTRY

Congratulations to the 38 businesses recognised for their excellence in the 12 IAA categories below! 13 of these stores are recognised as an IAA finalist for the very first time. Winners will be announced at the prestigious IAA Gala Dinner in London on 1 December. Book your place today at iaa@newtrade.co.uk.

MARKETING TO CUSTOMERS

C T Baker Budgens of Aylsham, Aylsham
Londis Ferme Park Road, London
Shingadia's Londis Caterways & Post Office, Horsham
Wesley Road King Family Store (Spar), Retford

CUSTOMER SERVICE

Edwards at Townfield (Premier), Wirral
Knights of Budgens, Henfield
Sherston Post Office & Stores, Sherston
Shingadia's Londis Southwater & Post Office, Horsham

SHOP LAYOUT

Edwards at Townfield (Premier), Wirral
One Stop Mount Nod, Coventry
Premier Woodcross Convenience Store, Coseley
Sukhi's Simply Fresh, Kenilworth

MERCHANDISING

Knights of Budgens, Henfield
St Mary's Supermarket (Premier), Southampton
Today's Extra Gloucester Avenue, Northampton
Village Stores Mickleton (Nisa), Mickleton

IN-STORE DISPLAY

C T Baker Budgens of Aylsham, Aylsham
Shelley's Budgens, Horsham
Shingadia's Londis Southwater & Post Office, Horsham
The Village Shop, Hook Norton

EFFECTIVE RANGING

C T Baker Budgens of Holt, Holt
Ordsall King Family Store (Spar), Retford
Shingadia's Londis Caterways & Post Office, Horsham
Tenby Stores (Premier Express), Tenby

AVAILABILITY

Hexagon Stores & Post Office (Mace), Andover
One Stop Draycott, Draycott
Premier Jimmy's Store, Northampton
Sherston Post Office & Stores, Sherston

RESPONSIBLE RETAILING

Knights of Budgens, Hassocks
Lifestyle Express Belle Vue Convenience, Middlesbrough
Londis Westham Road, Weymouth
The Village Shop, Hook Norton

STAFF DEVELOPMENT

Budgens of Broadstairs, Broadstairs
Family Shopper Little Hulton, Little Hulton
Knights of Budgens, Hassocks & Henfield
Ordsall King Family Store (Spar), Retford

SERVICE TO THE COMMUNITY

Nisa Malcolm's Stores, Coventry
One Stop The Prior Way, Borrowwash
Premier Jules Convenience Store, Telford
Sukhi's Simply Fresh, Kenilworth

DIGITAL ENGAGEMENT

Hopes of Longtown, Longtown
Max's Londis, Minster-on-Sea
One Stop Working with Royals, Leamington Spa
Premier Singh's, Sheffield

RETAIL INNOVATION

C T Baker Budgens of Holt, Holt
Dunston Convenience Store (Premier), Gateshead
Greylees Convenience Store (Premier Express), Sleaford
Pike's Newsagents, Porthmadog

Be there!

Book your seats now for the IAA Gala Dinner on 1 December in London at iaa@newtrade.co.uk

#IAA16

PREVIEW



Heads up

Chupa Chups is adding a new £1 pricemarked pack to its Airheads range, setting the seal on five years of growth for the brand.

Price £1

Outers not given

Contact 01753 442100



Spirit of '66

Halewood Wines & Spirits has bolstered its rum portfolio by agreeing import and distribution rights for the Rum Sixty Six brand.

RRP £35

Outers 6 x 70cl packs

Contact 0151 480 8800



Liquid pricing

Procter & Gamble has released three pricemarked laundry liquid variants for the c-store sector, with Ariel, Fairy and Bold 2in1 all at £1.99 each.

Price £1.99

Outers not given

Contact 0800 597 3388



Cleaning Up

Andrex has redesigned and relaunched its Classic White brand under the Classic Clean banner, complete with its own logo on every sheet.

Price various

Outers various

Contact 01732 594000



Heads Up

Head & Shoulders is introducing a new 3-action Formula range aimed at female shoppers and supported with TV and other marketing.

Price various

Outers various

Contact 0800 597 3388



A Mini Marvel

Ribena has developed a new "less spill, less mess" bottle cap for its Minis drinks, available in Brilliant Blackcurrant and Amazing Apple and Mango flavours.

Price 69p

Outers 12

Contact 0800 096 3666



Best of British

Horlicks has teamed up with ceramics company Emma Bridgewater for an on-pack promotion celebrating British heritage.

Price various

Outers various

Contact 0800 783 8881



Coining It In

Spar has launched its own range of essential Christmas stocking items with 'gold' coins part of a range of seasonal confectionery.

Price 75p

Outers not given

Contact 020 8426 3690



Amazing Grace

Pampers is teaming up with UNICEF and former Girls Aloud singer Kimberley Walsh for a fundraising on-pack promotion under the Amazing Babies banner.

Price various

Outers various

Contact 0800 597 3388

THIS WEEK IN MAGAZINES

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New from Topps

MAKE SHOPKINS AT HOME IN YOUR STORE

They're back. And with a massive fanbase this collection, aimed at girls of six years and older, is going to be a fast-moving line

SHOPKINS need little introduction to retailers following the success of previous collections featuring the characters based around stores, grocery, fashion, bags, baskets, backpacks and more. Now they're back in a brand new collection from Topps. The company has noted the growing fan base – more than 500 million miniatures sold and counting – and this collection offers more than 200 stickers to collect, with shaped and shiny stickers part of the range. It's one of Topps' more popular franchises within its portfolio, and, aimed at girls aged six years old and over, provides a nice counterpoint to its Match Attax football cards.



SHOPKINS
On sale 13 October
Frequency one shot
Price starter packs
£2.99, stickers 50p
Distributor Seymour
Display with other
collectables

Round up



TIM MURRAY
 Magazines
 reporter

MULTIPLE COVERS: GOOD OR BAD?

The dazzling array of different covers for the latest, 25th anniversary issue of Dazed & Confused looks remarkable when they're face on, side by side in stores. Nine different variants laid out both on the shelves and in the window of a newsagents shows just how well the idea of different covers can work.

But it's something of an outlay – at £4.50 per copy, for a consumer to collect the lot will cost more than £40, and would smaller, less urbane retailers really want to have all of them?

There are a few core arguments for the different variants. Chief among these is that it makes someone who may not be landing to buy the magazine plump for one they hadn't even intended to buy. I purchased one of the Dazed & Confused covers where maybe I hadn't planned to, purely because the choice on offer made me choose one.

And then there's the collectors too – I've actually stood at a newsstand, rifling through different covers trying to get the one I wanted (this year's Entertainment Weekly selections, say).

I was sceptical about the use of variant covers until I saw some RSV figures from Empire on how much extra its Hobbit-related versions had yielded. And a look at any comic book store shows that the deluge of different variant covers isn't going away.

The one thing I'd remind publishers is less is sometimes more – too many covers, for not a big enough phenomenon and you're looking at wastage.

And why not try more of the subscriber covers used by some magazines, with less text and more collectability on the newsstands too.

Now featuring synchronised on sales!

**Please display these together
to maximise cross purchase**

ISSUE 11s ON SALE FROM 20 OCTOBER





WHAT HI-FI

It's the awards issue of What Hi-Fi magazine, traditionally the biggest issue on the magazine's calendar and one that's expected to help it to a sales uplift of around 80%. The issue features the best of the past 12 months in terms of home entertainment kit and beyond, rating the gear any hi-fi enthusiast needs.



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



MAKING

The latest edition of the craft magazine is a seasonal special, as Making gets all Christmassy with no less than 77 different projects. It takes in everything from home decorations, through to gift ideas and recipes, as well as the right looks for the party season. It also features ideas on how to get the table just right on 25 December.



On sale 20 October
Frequency bi-monthly
Price £5.99
Distributor Seymour
Display with Christmas At Home, The Christmas Magazine



RECORD COLLECTOR

Proudly proclaiming itself to be the "home of vinyl", Record Collector features early Pink Floyd on its latest cover, looking at the band's psychedelic 1960s years with founder member Syd Barrett. As well as the usual mix of features, taking in everything from seventies glam and pre-punk rockers Mott The Hoople to the recently deceased ska legend Prince Buster, it also includes scores of records for sale and classified ads for the vinyl junkie.



On sale out now
Frequency monthly
Price £4.40
Distributor Marketforce
Display with Q, Mojo, Uncut



SCOOBY DOO

If there's one time of year when Scooby and the gang from the Mystery Machine come into their own, it's Halloween, and this year is no different. The next issue of the magazine comes complete with a special oversize cover, giving it the opportunity to stand out even more on the shelf. It includes a free wind-up centipede, as well as a sticker sheet.



On sale 20 October
Frequency three-weekly
Price £3.99
Distributor Marketforce
Display with Beano, Lego Nexo Knights, Star Wars Adventures



SHOPKINS

There's more from Shopkins, with a bumper issue of the official magazine on the way as well as the imminent sticker collection. Timed to coincide with the school half-term, it features a stack of free goodies, taking in a collectable toy, a sticker album, hair chalks and a tin. There's also the full range of stories, puzzles and more.



On sale 20 October
Frequency monthly
Price £4.99
Distributor Marketforce
Display with My Little Pony, Frozen



Bestsellers Women's Weeklies

Title	On sale date	In stock
1 Take A Break	20.10	<input type="checkbox"/>
2 Woman's Weekly	19.10	<input type="checkbox"/>
3 People's Friend	19.10	<input type="checkbox"/>
4 Chat	20.10	<input type="checkbox"/>
5 Hello!	17.10	<input type="checkbox"/>
6 Closer	18.10	<input type="checkbox"/>
7 That's Life	20.10	<input type="checkbox"/>
8 Heat	18.10	<input type="checkbox"/>
9 Bella	18.10	<input type="checkbox"/>
10 My Weekly	18.10	<input type="checkbox"/>
11 Woman	18.10	<input type="checkbox"/>
12 New	18.10	<input type="checkbox"/>
13 Woman's Own	18.10	<input type="checkbox"/>
14 Real People	20.10	<input type="checkbox"/>
15 Best	18.10	<input type="checkbox"/>
16 Grazia	18.10	<input type="checkbox"/>
17 Pick Me Up	20.10	<input type="checkbox"/>
18 National Enquirer	18.10	<input type="checkbox"/>
19 Reveal	18.10	<input type="checkbox"/>
20 OK!	18.10	<input type="checkbox"/>

Data from independent stores supplied by

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THIS WEEK IN MAGAZINES



DOCTOR STRANGE OFFICIAL MOVIE SPECIAL

Arriving on the shelves just as the latest Marvel blockbuster arrives in cinemas, this is a 68-page special devoted to the comic book supernatural character. The fact he's played by Sherlock, Benedict Cumberbatch, featured on the front, will heighten its profile, as well as the usual brouhaha created by Disney around its characters.



On sale 20 October
Frequency one shot
Price £4.99
Distributor Marketforce
Display with Empire, Total Film, SFX



HUNGER

The 11th issue of bi-annual fashion magazine Hunger has arrived, under the banner of the Unlocked issue. Its cover star is Anya Taylor Joy, the young star of recent horror film hit The Witch. The magazine, launched by noted British fashion photographer and style genius Rankin, is shortly approaching its fifth birthday. Rankin himself, as ever, has plenty of involvement with the fashion shoots.



On sale out now
Frequency bi-annual
Price £6.95
Distributor Comag
Display with i-D, Dazed & Confused, Love, Pop



GARAGE

The 11th issue of weighty fashion tome Garage is on the shelves, and at distributors, now, and features something of an innovation. Readers using the magazine's app can see a fashion show come to life on its pages after an initiative put together with fashion giant Burberry. The look appears on the pages, with clothes modelled by Rosie Huntington Whiteley.



On sale out now
Frequency bi-annual
Price £10
Distributor Marketforce
Display with i-D, Dazed & Confused, Love, Pop



WOMAN & HOME VEGETARIAN ENTERTAINING

Popular magazine Woman & Home has devoted an entire one shot to vegetarian cooking for all kinds of occasions. It's packed with a lot more than nut roasts too – there's input from a whole wave of top chefs, taking in Mary Berry, Rick Stein, Paul Hollywood and James Martin with gluten-free, dairy-free and vegan all joining in the meat-free party.



On sale 12 October
Frequency one shot
Price £5.99
Distributor Marketforce
Display with BBC Good Food, Olive, Delicious



ANOTHER MAN

The men's offshoot from similarly-titled fashion publication Another Magazine has joined its sister publication on the shelves a week or two after its elder sibling. It features three different covers the autumn/winter issue, of One Directioner Harry Styles and his various hair styles (no pun intended).



On sale out now
Frequency bi-annual
Price £5.95
Distributor Comag
Display with Dazed & Confused, i-D, Pop, Love

Retail viewpoint

Gay's Newsagent,
Hertford



SPECIALITY MAGS ARE PAYING OFF

The magazine side of the business is ticking along very nicely. The celebrity side is not doing so well with things like Heat and Closer down. But where we're doing really well is the more specialist, niche side. This has been very good for us.

We do quite a lot on the fashion side, with the big magazines with not much editorial and loads of pictures, things such as Hunger and Garage.

We haven't expanded as such, but we carry a lot of them. It's a long-term thing we've built up over a few years. You can't just move into it, and we've gradually increased it over time.

We've got a good display and good margin, and the sales are strong too. It's about building customer loyalty. You have to put in the effort, give it a decent display, and it'll pay off.

The Olympic Games in Rio were good for us and everything associated with them. Cycling magazines have been amazing sellers since 2012 and they're still going. We do 10 or 12 copies of Cycling Weekly, as well as others.

On the partworks side, it's been a bit disappointing. The Downton Abbey one hasn't done that well, even Real Bugs & Insects hasn't sold as well as we thought it would.

There's only a few that are doing well – Jazz At 33 And A Third and the F1 models are both good.

The strongest area for us at the minute is children's. We get lots of young families in, they pick them up, everything from the pre-school titles to ones for older children too. Most of the titles are around £4 a throw, which is good. I talk to a lot of the children, so we find out what they like. Children are our best customers.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOT FOOD, CHILLED AND MEAL DEALS: HOW NISHI PATEL UPDATED HIS FAMILY'S STORE

Plus, all the best ideas and insight from this year's Local Shop Summit, and RN takes a closer look at the opportunity the cigar category presents



THIS WEEK IN MAGAZINES

Partworks








Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	41	100	8.99
Build the Millennium Falcon	94	100	8.99
Jazz at 33 and third RPM	20	70	14.99
Simply Stylish Knitting	42	90	3.99
Star Wars Helmet Coll'n	21	60	9.99
Zippo Collection	28	60	19.99
Eaglepress			
3D Create & Print	91	90	6.99
Build A Solar System	62	104	7.99
DC Comics Graphic Novel	32	60	9.99
Doctor Who Figurines	83	120	8.99
Marvel Chess Collection	93	96	8.99
Marvel Fact Files	186	200	3.99
Military Watches	71	80	9.99
Star Trek Ships	84	83	10.99
Hachette			
Art of Crochet	60	120	2.99
Art of Knitting	91	90	2.99
Art of Quilting	42	90	3.99
Art Therapy	83	120	2.99
Build the Mallard	112	130	7.99
Build the U96	112	150	5.99
Dr Who Complete History	30	80	9.99
Draw The Marvel Way	22	100	4.99
Judge Dredd Mega Collection	46	80	9.99
Marvel's Mightiest Heroes	74	72	9.99
My 3D Globe	93	100	5.99
Warhammer	3	80	9.99
RBA Collectables			
My Zoo Animals	59	60	5.99
Precious Rocks, Gems & Minerals	91	100	5.99
Real Life Bugs & Insects	8	60	0.99

Collectables

Magiki Mermaids	2.50
Frogs & Co	1.99
Magic Box	
Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps

	Hero Attax Starter £4.99 Stickers £1.00		Trolls Sticker Collection Stickers £2.99 Cards £0.50
	Shopkins Sparkle Sticker Collection Starter £2.99 Stickers £0.50		WWE Slam Attax Takeover Stickers £4.99 Cards £1.00
	UEFA Champions League Official Sticker Collection 2016/17 Starter £2.00 Stickers £0.50		Match Attax 2016/17 Stickers £3.99 Cards £1.00
	WWE Stickers £2.99 Cards £0.50		

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	Captain America: Civil War Stickers Starter £2.99 Cards £0.50		Finding Dory Starter £2.99 Cards £0.50
	Disney Princess Sticker Collection Starter £2.99 Stickers £0.50		Frozen Sticker Collection Starter £2.99 Stickers £0.50
	Official UEFA Euro 2016 Adrenalyn XL Starter £4.99 Cards £1.00		Ice Age Cards £0.50
	Official UEFA Euro 2016 Sticker Collection Starter £2.99 Stickers £0.50		Paw Patrol Stickers Starter £2.99 Stickers £0.50
	England Trading Card Collection Starter £4.99 Cards £1.00		Disney Tsum Tsum Stickers Starter £2.99 Stickers £0.50
	FIFA 365 Sticker Collection Starter £2.99 Stickers £0.50		Secret Life of Pets Starter £2.99 Cards £0.50
	FIFA 365 Trading Cards Starter £4.99 Cards £1.00		Lion Guard Sticker Collection Starter £2.99 Stickers £0.50
			My Little Pony Starter £2.99 Stickers £0.50
			Peppa Pig Around the World Starter £2.99 Stickers £0.50



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Back in the day

100

YEARS AGO

14 October 1916

A newsagent in Holloway was fined 10 shillings for selling a birthday card after 1 o'clock on the weekday half-holiday. The proprietor sent a letter of apology for non-attendance of the hearing.



50

YEARS AGO

8 October 1966

The national council began looking into raising profit margins on confectionery and tobacco. The editor writes: "The authorities say price cutting could lead to increased consumption which would antagonise those who say a smoke is bad for our health." He also notes the government didn't mind people "smoking themselves to death, providing we pay for the privilege".



25

YEARS AGO

12 October 1991

The NFRN Kent district council's complaint against the Sunday Sport's story on cannibalism, headlined 'This Nun Is About to be Eaten' was upheld by the Press Complaints Commission. This was taken further by members in Kent, many of whom took the paper off sale.



Poo on earth would leave a disgusting deposit like this?

A shopkeeper in Dublin is on the hunt for a man who has repeatedly defecated outside his shop.

Alan Buckley, who owns Clever Buys in Finglas, arrived twice at his store to find the presents left by his mysterious night-time visitor, and has said he hasn't had any altercations with customers.

"I haven't a clue why anyone would do this," he said in an interview with the Belfast Telegraph. "It was humorous. And the smell of it. It nearly made me sick."

He then went on to speculate that maybe the disgruntled customer had taken offence at the price of the store's toilet rolls. "I wouldn't mind but we're the cheapest around for toilet roll. We do 40 rolls of toilet paper for a tennor. We're famous for toilet rolls."

Luckily, Mr Buckley has a sense of humour; he has since stationed a toilet bowl on the store's forecourt with accompanying toilet roll, just in case the phantom pooer gets caught short again.

Red hot chilli chip makes its mark

If you've ever felt the disappointment of opening your favourite snack to find so few crisps you can count them on one hand, you'd best stay clear of Paqui Chips; as each pack contains just one tortilla chip. If however, you're a spice lover, read on.

The chip, delivered in an ominous coffin-shaped box, is the hottest chip in the world courtesy of the Carolina Reaper Pepper – the Guinness Book of World Records holder for the hottest chili on the planet – ouch.

"The reason that we're selling this as one chip is because quite honestly, that's all that you need," said brand manager Jeff Day, in an interview with Mashable.

To further intensify the burn, ghost peppers are added to the mix, along with some chipotle seasoning for good measure.

Mr Day recommends

washing the deadly chip down with a side of yoghurt to tame the heat, and whatever you do, don't drink water; it spreads the spice, effectively fanning the flames.



AROUND WITH THE ROUNDMAN with Blanche Fairbrother



I am writing this on Wednesday. It's the day our local weekly newspaper, The Staffordshire Newsletter, comes out, only on this occasion the newspaper won't appear until the next morning (Thursday). The reason for this is unknown. My delivery driver simply informed me that it was late, he didn't know why, and what a palaver that caused. I had to write the words "Newsletter late" on top of every newspaper for people who were expecting theirs to be delivered, otherwise I would have been inundated with messages of complaint.

Last Saturday, we had a very wet and windy night and into Sunday morning, so bad that a large oak tree came down across the road at Knighton.

It was just past a bend in the road and when Mr Shaw was on his way to work at 4.30am he smashed straight into it. His car was written off and his hand was seriously injured, to the extent that on Sunday he had to have an operation and will be off work for quite a number of weeks.

Last Sunday the annual Stafford 10k race took place. Approximately 1,500 runners took part, which meant a lot of extra traffic when it was finished and everyone was making their way home. It also meant it took me longer to get home after my round.

I am finishing this on Thursday and I've just read the letters page in this magazine, and I can tell Steve Denham which direction daily newspaper sales are going. They are going down because the shortsighted publishers have put them online.

Many people are not going to buy them from a shop or have them on HND when they can push a button and read them on a computer. I have had a few cancelled for that very reason, the younger generation aren't interested in them and I can see in the not too distant future the printed copy will fade into oblivion.



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