

# RETAIL NEWSAGENT

## BANG UP TO DATE

Why I will keep investing to meet shoppers' changing needs

RETAILER PROFILE  
Page 18 >>



Gluten-free pioneer  
'How I make £4,000 a week from on-trend food to go' Page 9 >>



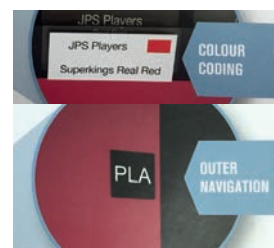
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# Camelot: we must fix service issues



- Lotto operator unveils plans to improve retailer support and help drive sales, including a convenience-only scratchcard.
- 'We must do more and quickly' manager tells RN following widespread shortages and helpline complaints. Page 5 >>



LEGISLATION

## Gantry coding to avoid tobacco mistakes

Imperial Tobacco investigates options for avoiding plain pack mis-sales. Page 4 >>

44 IDEAS INSIDE



CONVENIENCE

## Premier's new app triples order value

Consumer app delivers average baskets of £18 at Mandeep Singh's trial store. Page 6 >>

## STRONGER TOGETHER

144 top retailers gathered at Twickenham Stadium last week to hear insights and advice from leading suppliers and experts including Markus Hofmann (pictured) on the future of the convenience market. Full report page 22 >>



Harj Dhasee from Nisa Mickleton and Jay Patel from Jay's Budgens

NFRN plans to extend exclusive puzzle mag offer following successful trial. Page 7 >>

# GALA DINNER 2016



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

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

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## LEADER



**We had a fascinating debate on meal deals and whether they drive lunch trade or simply erode margins**



CHRIS GAMM

Editor

@ChrisGammRN

Opening last week's Local Shop Summit, Newtrade managing director Nick Shanagher shared a story about his mother's recent visit to come and stay.

He showed her the latest copy of RN, a title he edited for many years, and after spending 20 minutes flicking through, she noted how full of hope and good ideas it was, far more so than she remembered.

For me, this is one of RN's key strengths and where we offer real value for readers. To hear it articulated so well, by a non-reader, is fantastic.

The Local Shop Summit was a physical embodiment of this – an opportunity to share best practice, swap ideas and learn from other retailers – live.

And not just for the 144 retailers in the room, but also for me, and in turn you.

I learned so much from the breakout session I chaired on how to understand and capitalise on shopper missions.

For example, we had a fascinating debate on meal deals and whether they drive lunch trade or simply erode margins. We discussed how to offset margins with other categories, measure basket margin versus deal margin and who does meal deals best.

I returned with a notebook full of ideas to share with you. Like Abdul Arain from Al Amin Stores in Cambridge, for example, who in this issue tells us how he makes £4,000 a week from free-from foods.

We'll be profiling Abdul, some of the other retailers we met and the trends that are driving their businesses forward over the coming months. But in the meantime, you can read 44 ideas we took from the Local Shop Summit in this week's special report.

## CONTENTS

## NEWS

- 4 INDUSTRY NEWS** Tobacco firm looking at ways to avoid gantry mix-ups
- 6 BUSINESS NEWS** New Premier consumer app triples basket spend
- 7 NEWSTRADER** More NFRN-only deals after puzzle magazines' success
- 8 PRODUCT NEWS** Retailers advised to trade up to premium soft drinks to increase sales
- 10 REGIONAL** Hyper-local, food to go and tech are the future says Spar retailer
- COMMENT & ANALYSIS**
- 12 YOUR STOCK, YOUR SAY SAY** What is the best idea you

18 have picked up for your store from a trade show? And after the launch of Skinny Presecco do you think there is a sales opportunity in low-calorie alcohol?

**14 GUEST COLUMNIST** Property expert Barry Frost gives his views on what effect Brexit will have on the commercial property market

**15 LETTERS** Why contract terminations must be made in writing; I want to send back unwanted terminal says Luton retailer; Streatham newsagent says News UK



18

is being paid for a service it is not providing

**16 PRICEMATCH**

RN's essential

guide to prices in a key sector This week: chocolate

**18 RETAILER PROFILE**

Nishi Patel has a council estate close to his shop in Dartford as well as more affluent shoppers among his clientele. RN paid him a visit to find out how he keeps his diverse range of customers happy



20

**20 INDUSTRY PROFILE** Lawrence Hunt & Co



32

managing director Kevin Hunt

## FEATURES

**21 LOCAL SHOP SUMMIT**

All the best insight, tips and business ideas from this year's event, held at Twickenham last week

**26 CIGARS**

How you can light up your sales

**29 CHRISTMAS GUIDE**

All the best festive soft drinks

**32 PREVIEW****THIS WEEK IN MAGAZINES****33 ROUND-UP****34 FOR YOUR SHELVES**

Match Attax Advent Calendar; bumper Starburst



28

## NEXT WEEK

**WINTER REMEDIES**

As the seasonal sniffles arrive, so does an opportunity

**A DAY IN THE LIFE**

Living off the convenience stores of Hong Kong

**"THIS ROOM CONTAINS THE PAST, PRESENT AND FUTURE OF RETAIL. OUR COLLECTIVE KNOWLEDGE IS HUGE"**

BUDGENS RETAILER ADAM HOGWOOD AT LAST WEEK'S LOCAL SHOP SUMMIT ON WHY SHARING KNOWLEDGE IS VITAL Page 21 >>>

# NEWS

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## 80% above tobacco RRP

Wholesaler Bestway has warned retailers to stick to tobacco RRP after finding 80% of stores are charging above.

Managing director Martin Race said retailers should be sensible when it comes to pricing, after figures from suppliers revealed by Bestway showed only one in five retailers were sticking to the RRP. The majority were increasing prices by between 10p and 50p.

Mr Race said: "I firmly believe that it's RRP or RIP for many independent stores as their businesses are at risk if reduced traffic comes through their doors."

But not all retailers agree. John Parkinson, of Broadway Premier in Penrhyn Bay, Llandudno, said: "I ignore RRP all together. I work on a margin of just under 6% and as long as you don't get greedy, it works."

## NFRN calls for sugar education

Education not legislation is the NFRN's response to the government's consultation on its proposed sugar tax.

The federation said that it's better to educate the public about the effects of sugar and alternatives rather than taxing sugary drinks and potentially harming independent retailers.

Chief executive Paul Baxter said: "Education must cover all aspects of the sugary food and drinks sector, not just soft drinks."

Meanwhile, the Association of Convenience Store's chief executive James Lowman said: "We fear that the sugar levy will disproportionately impact smaller retail businesses."



## Food to go, the Hong Kong way

Could you live well by exclusively eating the fresh food to go available in the average convenience store? RN tasked retail expert Simon King with finding out whether this dream is a reality in the world's most advanced convenience store market, Hong Kong. Find out how he got on – and what you can learn from the experience – in next week's issue.

**Tobacco firm looks to address Australian problems** Retailers voice support for proposals

# Imperial proposes ways to avoid tobacco mix-ups

by Charlie Faulkner

Imperial Tobacco has proposed three letter abbreviations and colour coding on tobacco gantries to help retailers prevent mis-sales, as branding disappears from shelves.

The manufacturer announced the solutions it is looking at rolling out in response to potential confusion caused by plain packaging at the Scottish Grocers Federation (SGF) annual conference last week.

The first three letters will be displayed on the outer gantry door to differentiate between brands and colour coding will be used to identify different strengths.

The move comes in response to the large number of mistakes made by Australian retailers when similar legislation was implemented in 2012.

Barry Hanit, of Nisa Local in Coatbridge, near Glasgow, backs the plans, adding he doesn't believe simply stocking packs alphabetically

would work.

"It's ideal for staff," he said. "We need something to give us a signal as to what packet to pick up and using colours is the easiest way of doing so."

Stuart Reddish, owner of Baxter's in Crookes, Sheffield, also supports the proposals. "Obviously they need to do something simple and colour coding is a good idea," he said.

In a bid to combat customers thinking they're being 'ripped off' Impe-

rial Tobacco recommended introducing in-store price boards.

Sam Holden, a representative from the company, said: "Customers assume the cigarettes have changed, but you need to let them know nothing has changed."

Imperial will be providing more than nine million cards detailing information on the changes to tobacco products as a result of the legislation. Retailers are set to receive 250 each to hand out to shoppers.

## NLW cost makes tobacco sales 'vital'

Tobacco sales are vital in paying the National Living Wage, say retailers who have hit back after an anti-smoking group claimed small shops do not need tobacco to be profitable.

Action on Smoking and Heath (Ash) published research this week claiming small shops make only £242 profit on average a week on tobacco products, equating to less than 10% of

their total weekly profits. It argues with tobacco sales declining and 79% of transactions not including tobacco purchases, retailers do not need the sales to stay afloat.

However, retailers have slammed the findings.

"For retailers working on their own £242 can be 33 hours of someone's wages. They need all the help they can get and that could help

them cut the length of their day," said Kay Patel (pictured), of Global Food & Wine in east London at the launch of the research.

Peter Robinson, of Robinson Retail in Pembroke, added: "The idea that you could lose that space and profit, and expect



the same amount of space dedicated to something else to make the same profit is completely unrealistic on every level."

The NFRN and Tobacco Retailers' Alliance have also criticised Ash's report, branding it misleading and "fundamentally flawed in its methodology".



Lottery giant's national sales manager addresses concerns 'We need to help retailers earn more'

# Camelot: we must do more for retailers and quickly

by Charlie Faulkner

Swift action is needed to improve support and drive sales for independent retailers, a Camelot manager admitted as he revealed a raft of new measures to be launched by the company.

Speaking exclusively to RN, national sales manager Henry Chambers admitted the company needs to "do more and quickly" for retailers, after tempers flared at the Scottish Grocers Federation's annual conference last week.

He said the top issues Camelot needs to address in-

clude scratchcard shortages, which leave retailers with empty display units, and complaints about difficulties accessing the customer service helpline as well as the costs involved.

"I want to find out what's making retailers unhappy," he said. "We want to know how to get retailers engaged and the best way of selling the products."

Mr Chambers said in response to calls for better commission rates, Camelot is working with Champion Of Small Businesses in January, an incentive scheme aimed at driving sales.

He said: "We need to help retailers make more money so that, in turn, it means greater profit and more money going to good causes." He emphasised Camelot only receives a minimal amount of money due to being regulated by the Gambling Commission.

John McGowan, of Icon Stores in Aberdeen, said: "I don't think incentives will make any difference to our sales. We can't offer anything different to the competitor down the road."

The launch of a Christmas-themed scratchcard exclusive to the convenience

channel was also announced.

However, the news was met with mixed responses when it was revealed it is too big to be displayed in the normal unit, so sales would be driven through PoS material and retailer up-selling. Only stores that met a certain number of Christmas sales last year will have access to the card.

Mr McGowan offers 20 different scratchcards in his store – the maximum amount – but doesn't believe one which is not on display will work.

● SGF conference report, p11

## Engage emotions

Food and grocery retailers need to do more to engage their customers emotionally, according to industry experts at IGD.

Speaking at the food and grocery research and training charity's Big Debate conference, chief executive Joanne Denney-Finch said efficiency was important, but winning customers' hearts over is important too. She said emotional engagement was responsible for the rise of food to go, because it was a fun treat and stress-free.

At the same event, Tesco chief Matt Davies warned food inflation was hugely damaging to retailers and the economy could prove to be "lethal" for scores of consumers.

## AG Barr sugar-free

AG Barr has announced plans to increase its sugar-free products by nearly 50% over the next two years.

Ian Johnstone, impulse sales controller for Scotland, revealed the soft drinks company plans to increase its sugar-free products from 27% of its portfolio to 75% by March 2018.

He added there will also be a focus on Irn Bru Extra.

## Price drop post-Brexit?

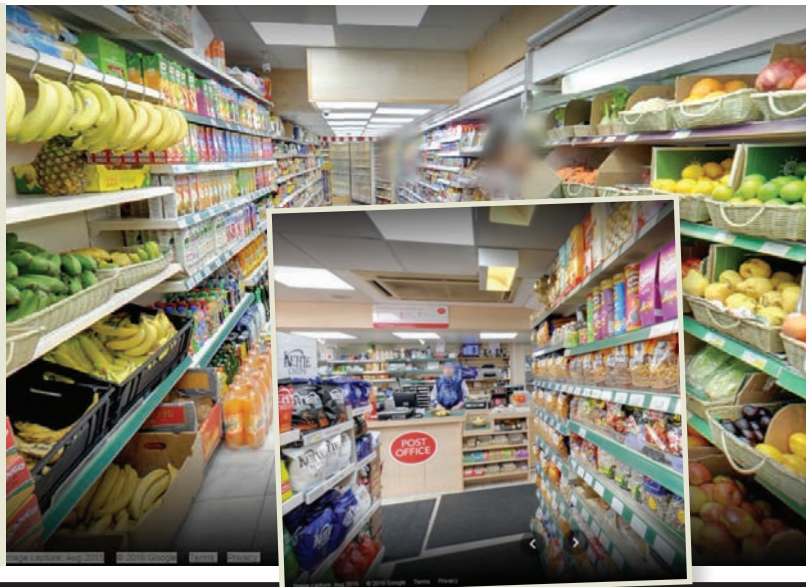
The price of food and drink could fall after Brexit, according to a think-tank.

The Institute of Economic Affairs said Brexit meant the UK could trade with other countries, which will bring prices down.

However, others including former Lib-Dem leader Nick Clegg have insisted that withdrawal from the EU could signify new tariffs, hitting food prices in the UK and affecting exports by manufacturers to Europe.

## Forget street view, this is in-store view

A Cambridge retailer is giving customers the chance to experience a 360-degree virtual tour of his store courtesy of Google. Abdul Arain, of Al Amin Stores, was given the opportunity after a Google photographer, who is also a customer in his store, sang the praises of the online giant's 360 platform to him. He said: "It's added value to the business and given us a talking point in store, as well as letting people see what we do. We're just updating it to reflect changes we've made here."



# Amazon Fresh viability 'in doubt'

A source close to Amazon Fresh has expressed doubts over the viability of the delivery service.

The insider told RN due to its low profit margin and the resources required to run it, the service launched in the UK in June is unlikely to survive in the long-term.

Neil Saunders, managing

director of retail research agency Conlumino, agreed Amazon Fresh faces a challenge of building profitability.

"It is a relatively low volume player operating in a low margin market with high costs from the delivery and fulfilment side," he said. "The mainstream

players have the advantage of profitable stores which balance out any losses made for online."

Mr Saunders believes Amazon Fresh UK is still in a testing stage and it could follow the US branch's move to open small stores and collection centres – a recognition of a need to

reduce costs.

Greg Bromley, a senior analyst at Verdict Retail, said Amazon Fresh is unlikely to become a real threat to established players in the industry.

"The impact of low prices on margins might make expansion of the business less viable," he said.

# NEWS BUSINESS

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## WH Smith's profits up 9% as food to go grows

WH Smith PLC has seen a 9% uplift in profit across its travel business, while further extending its food to go offer.

The company has introduced healthy eating brands into its food to go sector, selling more than 10 million meal deals in the last year.

This success has resulted in the launch of its own brand 'Munch', which was rolled out in the second half.

Stephen Clarke, group chief executive, said: "We have delivered a good performance across the group with earnings up 10%.

"Internationally, we have won a further 32 stores in the year, giving us a total of 232 stores won across 25 countries.

"In the high street business, our profit focused strategy continues to deliver sustainable growth with profit up 5%."

## Tesco price protest is 'beneficial'

Tesco's protest against Unilever's price hike last week has set the precedent for other manufacturers, a retailer has claimed.

John McGowan, of Icon Stores in Aberdeen, believes Tesco's decision to pull Unilever's products from its shelves and website is a good thing for independent convenience stores.

"If we'd have tried to do something similar, we would never have been listened to," he said.

Unilever had wanted to raise its wholesale price of Marmite by 10%, with its reasoning being due to the depreciation of the UK's pound.

However, Tesco refused to agree to the increase in the payment terms. Terms have since been agreed by both parties.



## Lifestyle Express unveils new look

Lifestyle Express has unveiled a new look for its premium stores across the UK. The traditional blue and green fascia colours have been replaced with grey, in the hope of delivering a more modern look. Several stores have now been converted to the new grey fascia, including Uzair Ali's Lifestyle Extra store in Motherwell, Lanarkshire (pictured). The store held a grand opening, featuring a bouncy castle, face painting and a Scottish piper with a queue that stretched down the road.

**App trial delivers retailer rewards** Booker boss says fresh offering also providing opportunities

# New Premier app brings triple basket spend boost

by Gurpreet Samrai

A new Premier consumer app being trialled by Booker Group is pulling in almost triple the average store basket spend and new customers.

Mandeep Singh, of Premier Singh's in Sheffield, is trialling the app and offering both click and collect and delivery options. It has been created using the store's EPOS file with the addition of an extended range from its nearest Makro depot adding products such as kettles and toasters.

Four weeks into the trial,

the average order value on the app is around £18 compared to £6.40 in-store.

"It's early days, but we've already seen extra sales and people who didn't know the store existed using the app," said Mr Singh.

"We normally say an hour to turn an order around, but with some we have been there within 15 minutes of getting the order. That's something the supermarkets can't do."

Exclusive online deals will also be added to the app, which is set to be rolled out to a second store for trial.

Jamil Mohammed, group

digital director at Booker, revealed details of the launch during the company's half-year interim results announcement for the 24 weeks ending 9 September.

The company reported a 13% increase in total sales to £2.5bn and a 10% increase in web sales to £506m. Like-for-like non tobacco sales for the group were up 0.1% with tobacco sales down 5.6%, while profit before tax grew 9% to £81m.

Meanwhile, Booker chief executive Charles Wilson said the group is continuing to build on its fresh offering, with trials in Premier and

Family Shopper stores using the Londis and Budgens supply chain proving successful. Steve Fox, managing director - Booker Group - retail, added during the first six weeks of the trial fresh sales have increased on average by more than 50%, with one Premier store seeing a 99% increase and a Family Shopper store up 71%.

"Footfall of the future is going to come from fresh and things like food to go," said Mr Wilson. "We are building a supply chain which helps drive that footfall over the next five to 10 years."

## Budgens and Londis' 40% sales swing

Budgens and Londis have generated £28m in cash for Booker Group with a near 40% swing in sales in six months.

Announcing its half-year interim results, the group said sales have gone from declining 20% for the fascias in week one to growing 15% in week 24, in the

period to 9 September.

Steve Fox, managing director - Booker Group - retail, said through "a better offer, better consumer prices and better wholesale prices" fruit and veg sales in Londis stores have grown by more than 60%, while the group has also put around £20,000 back into

their businesses. Meanwhile, Budgens retailers are saving on average £50,000 a year in wastage due to a "better meat proposition".

"Londis and Budgens was not in a good place when we bought it, sales were dropping at 20%, it had lost £20m and quite a lot of retailers were leaving both

of the banners," said Booker chief executive Charles Wilson. "It's now in a really good place and back to being a profitable business. But the most important thing is we have seen real progress in the customer satisfaction of the existing Londis and Budgens customers."



## NEWSTRADE

**First joint venture with publisher is sales winner** Range will roll out to more indies

# Puzzle mags success leads to more NFRN-only deals

by Tim Murray

The NFRN is to extend its relationship with Eye To Eye Puzzle magazines after the success of its exclusive launch with the publisher.

The deal saw four titles from the company - Mini Crisscross, Mini Wordsearch, Mini Codewords and Mini Crosswords - being made available exclusively to NFRN members, as part of Eye To Eye's PuzzleLife brand. Retailers were encouraged to stock the magazines with free display units, with prizes up for grabs for those who used the PoS.

Around 2,000 independent retailers signed up to the scheme, and both Eye To Eye and the NFRN are keen to explore further opportunities.

NFRN head of news Brian Murphy said: "Sales



have been in line with our expectations and we've got plans to further expand the reach of the PuzzleLife brand with retailers through the NFRN. There are plans under way and

we're looking at what we can do."

John Parkinson, of Broadway Premier in Penrhyn Bay, Llandudno, said two of the titles had performed particularly well.

"I'm more than happy with the deal. I've got the display unit and one of them sold out completely. The puzzle magazine market is very competitive and anyone who shows faith in the NFRN deserves support."

Guy Haslam, managing editor of Eye To Eye, said: "We're always looking at possible new titles, innovation and new opportunities. We'll look at how the four sold and look at what we can do next. Magazines haven't had it easy in recent months, but the puzzle market seems to be bucking the trend and Eye To Eye has increased its share of the market.

"We have no firm figures on sales as the first issues aren't closed yet, but our intention will be to roll the range out to more independents in the future if all goes well."

## Attax sales head for new record

Sales of Match Attax trading cards have overtaken their record 2015/16 performance.

The Topps range has also seen a hike in RSV on the back of the summer's big football activity.

Rod Pearson, marketing director at Topps, said: "Match Attax has got off to a flying start. Last season was our best ever, however we are already showing significant increases across all SKUs. So far RSV for all Match Attax products are showing a 49% increase year on year."

Peter Wagg, of News On The Wharf in east London, said: "It's very resilient, and I'm pleasantly surprised how well it's doing for us."

## Imagine sale on

Future's proposed acquisition of publisher Imagine has got the go-ahead from the Competitions and Markets Authority. The CMA decided there were no conflicts or monopoly fears over the £14.2m deal, except for two science fiction magazines, SFX and Sci-Fi Now, coming under the same roof. The latter is being ringfenced and kept away from Future until the issue is resolved.

## Strike won't hit papers

Journalists at Newsquest's south London office have voted to continue with their strike for a further five days, with the action set to run through next week from Monday 24 October. The publisher said it will continue to get its newspapers out and has urged staff to reconsider. The dispute centres on restructuring of Newsquest's office in the area.

## Supermarket's exclusive deal questioned

Retailers have hit out at a publisher for giving a supermarket an exclusive deal on one of its titles.

Andrea Monelle, of Orchard News in Weston-Super-Mare, mistakenly received a tote box containing the latest issue of woman&home with a flash on the front advertising the exclusive Tesco offer, with the standard price of £4.30 reduced to £2.99.

The delivery also arrived a day before the magazine turned up for her shop giving the supermarket an extra 24 hours to make more of its exclusive deal.

"It's not a level playing field and it's not doing independent retailers any favours," said Mrs Monelle.

The NFRN said it is seeking answers to why and how the deal was done.

A Time Inc spokesman



said: "We run promotions across all our distribution channels and independent

retailers are important to woman&home, with sales representing more than an 8% share and contributing over £560k in annual sales revenue. We've recently increased our cover price to £4.30 to continue to generate further revenue for independents and regularly supply PoS solutions free of charge to allow them to promote the right brands in their stores."

## Binge TV title launch for 'Netflix generation'

A new magazine aimed at the Netflix and boxset generation is aiming to shake up the TV listings market.

The fortnightly Binge-Box, published by Un-

cooked Media, is breaking viewing down into genres and other areas, as well as covering Netflix, Amazon and other video on demand services.

Editor in chief Nick Rob-

erts said: "It struck us here at Uncooked Media that none of the TV magazines on the newsstand catered for the way we watch TV. There are great magazines for soaps, gossip and gen-

eral listings, but when we started brainstorming ideas for a new magazine, we realised that none of us sit down at 7pm on a Friday night to watch TV any more."

# NEWS

## PRODUCTS

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## Hershey's peanut butter biscuit

Hershey is launching a real peanut butter biscuit this month.

Reese's Rounds, produced under licence by Lightbody Ventures, follows the launch earlier this year of Reese's Creamy Peanut Butter. The two companies already collaborate in the US on assorted bakery goods.

The biscuits, the US company's first move into the biscuit market, are available in 110g packs with an RRP of £1. John Steele, Lightbody Ventures commercial controller, said: "US brands have gained fantastic presence and popularity in the UK."

Peanut butter is the second biggest spread in the UK, according to Kantar Worldpanel, with 17.9 tonnes sold in 2015.

## Craft beer up 130%

Craft beer sales have rocketed by 130% in the last year, according to Tesco.

The news comes weeks after several independent retailers told RN they had seen the category go from strength-to-strength with the launch of new lines bolstering its growth.

The supermarket announced it will be increasing its range from two to more than 30 different craft beers in more than 400 stores across the country.

Peter Bexton, Tesco buying manager for beer, said: "Craft beer is the fastest growing drinks trend in the UK right now."



## Famous Grouse takes flight

The Famous Grouse whisky and its equally well-known bird mascot are returning to TV screens in the biggest ever investment in the brand from manufacturer Maxxium. The £2m campaign will run through until Christmas and sees the grouse in his natural habitat, the Scottish highlands. There will be two creatives for TV spots, with further outdoor activity appearing at 3,000 bus shelters.

**Wholesaler warns stores could be missing profits** Customers spend more at Christmas

# Trade up to premium soft drinks and increase sales

by Dave Songer

Independent retailers could be missing out on extra sales by not stocking premium soft drinks, a wholesaler has warned.

Anna Roddis, category controller at Landmark, told RN retailers could boost their sales by "trading up" on lines such as Appletiser and Orangina, particularly at Christmas when "consumers spend more money".

The growing trend has led to the company improv-

ing its range, now offering glass-bottled drinks including Hildon Water and Fever Tree tonics as part of an attempt to get them in to the mainstream.

She added it's also important to keep them chilled as customers often walk away if they're not.

Kate Mills, of Heath Stores in Kent, is one of a number of retailers who told RN they have seen an increase in demand for premium lines and stocks a large range of chilled premium

drinks, including Fentimans priced £1.45 and Folkington's at £1.10, which both offer a 30% margin.

Mrs Mills said sales at her 1,800sq ft village store total around 25 units a week and often lead to more business. "We're not huge so that's a pretty healthy number. It means customers will come to me rather than anyone else, and they'll buy other things as well," she said.

Dal Singh, who runs a Spar in Coventry with his brother Kam, said his cus-

tomers "love" the Bundaberg Ginger Beer he sells, adding they must be cold. "People don't want warm drinks," he said.

Meanwhile, Kay Patel, of Global Food & Wine in East London, said he has recently invested heavily in chillers, increasing capacity by at least 30% in each of his stores. He added he has seen demand for premium soft drinks rise year-on-year since 2014, particularly among his city worker customers.

## Charities benefit from new Ben & Jerry lines

Ben & Jerry's is launching three new variants for the winter with proceeds of two to go to charity.

The One Sweet World flavour, a blend of Fairtrade coffee, caramel, marshmallow, salted caramel swirls and chocolate, is being

launched in partnership with anti-racism charity Hope Not Hate.

New variant Empower Mint is made at a social enterprise firm in New York aimed at helping the disadvantaged back into employment, while proceeds of the

Bob Marley-themed One Love, containing banana, caramel and chocolate, will go to the One Love Youth Camp helping kids in Jamaica.

All three flavours will join the 500ml Ben & Jerry's classic range with

an RRP of £4.99.

Ben & Jerry's brand manager Alessandro Salvo said: "We like to offer our fans something new for the autumn winter season. We hope this new Fairtrade line-up will surprise and delight our fans."

### Hot products for your shopping list



Proceeds from two new Ben & Jerry's variants will go to charity



Reese's Rounds as a real peanut butter biscuit launched this month



The Famous Grouse is back on TV in a £2m marketing campaign



## PRODUCTS

Gluten free food to go brings in £4,000 a week for retailer 'We've become a destination'

# 'Free from' foods adding extra customer loyalty

by Charlie Faulkner

Stores need to stock 'free from' ranges to boost sales and drive customer loyalty, say retailers including a shop owner whose gluten-free food to go brings in nearly £4,000 weekly turnover.

Abdul Arain, of Al Amin Stores in Cambridge, has offered gluten-free and vegan friendly food to go made in-store for 15 years. It now accounts for 20% of his £1m annual turnover.

"It all started from our

desire to satisfy a bigger market," said Mr Arain. He also has an extensive range of wheat alternative ingredients for cooking and is often asked for advice by his customers on how to adjust their diet.

"We've become a destination. We have a lot of people come in to us because they know other shops won't have the same kind of choice," he said. "There is a huge opportunity there."

Mr Arain said he keeps up-to-date on the latest trends by reading that

magazines and attending organic and specialist food exhibitions, both in the UK and throughout Europe.

Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth, also offers an extensive range of alternative products. "Alternative food products have grown and grown," said Mr Sidhu.

"Nowadays customers are expecting the products to be more widely available."

Mr Sidhu stocks Warburton's gluten-free, as well as Biona products and, more

recently, Gullon.

He also offers egg-free mayonnaise, a number of milk alternatives and a vast range of sugar-free items.

Mr Sidhu has seen a 26% sales uplift in his gluten-free sector, milk alternative sales have grown by a third and sugar-free soft drinks are over-taking the full sugar versions to the point he has stopped stocking some.

"Retailers really need to look at their ranges and experiment with what they have on offer," he said.

## Oxo family back in £3m campaign

Premier Foods has launched a £3m campaign bringing Oxo back to TV screens with two new adverts featuring a "modern-day family". The new adverts, airing on TV until February, featuring a more domesticated dad, mum, three children and their pet rabbit Mr Jefferson, will promote both stock cubes and Oxo's recently launched stock pots range.



## Ritmeester targets 1,000 for training

Ritmeester has announced plans to extend its training programme already rolled out to 250 retailers to help them better inform their customers and boost their sales.

Targeting 1,000 more retailers next year, the cigar

manufacturer's field development manager Andy Swain told RN the course will educate retailers to the opportunities and help them identify consumer suitability.

It comes as Ritmeester plans to increase sales of its

cigarillos, a double-filtered range aimed at cigarette smokers that will still be available in 10 packs following EUTPD II.

Ralph Patel, of The Look In in Woodmansterne, who attended the training in August, said he learned a lot

and now has clear evidence that the latest ranges of cigarillos will sell well.

"We were given a couple of samples to take away and we've run out of most of them, so we'll certainly be stocking them in the future," he said.

## Crabbie's rugby prizes

Crabbie's has launched an on-pack promotion on its single 500ml glass bottles of Crabbie's Alcoholic Ginger Beer, giving customers the chance to win rugby-themed prizes including tickets and weekends away.

The promotion sees the company furthering its relationship with the sport - with Crabbie's already a sponsor of Scottish Rugby Union and is working on club and grassroots initiatives in England and Wales. It will run from October to the end of March 2017.

## Festive Tyrells

Tyrells is launching two limited edition products for the Christmas season.

Three Bird Roast, a twist on the Christmas trio of roast chicken, duck and turkey, joins its crisps range, available in sharing packs with a £2.19 RRP and impulse packs at 79p.

Meanwhile, with the popcorn trend continuing to grow, it is set to launch Bellini Cocktail Poshcorn.

## Stationery is moving

Stationery sales are set to grow by almost £50m over the next five years defying the smartphone and tablet boom, according to research from Verdict Retail. The 2.4% growth, taking the market to £2.1bn will be driven by a trend for buying stationery as gifts, increased product ranges and products driven by innovation and design.

### Hot products for your shopping list



Two limited edition products have been added for Christmas by Tyrells



A new 'modern' family takes centre stage in Oxo's new TV ads



Crabbie's customers can win rugby-related prizes in an on-pack promo

# NEWS

## REGIONAL



@RetailNewsagent for expert advice to help you grow your sales

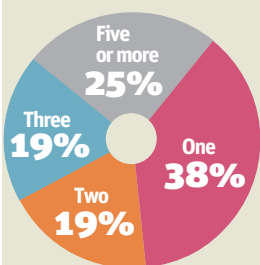
## Menzies strike called off

The proposed strike at Menzies Distribution centres across the UK has been called off after staff voted to accept an improved offer from the wholesaler.

The 300 packers, pickers and drivers from Unite had originally planned to walk out in September over pay after a ballot voted in favour of industrial action. But the two 24-hour stoppages were halted at the last minute for a further ballot on an improved Menzies offer, the terms of which are not being revealed.

Unite national officer Ian Tonks said: "Our members have accepted the improved offer by a significant majority. This victory shows what can be achieved when working people stand together in solidarity. The threat of industrial action has now been withdrawn and our members are working normally."

### RN READER POLL



How many e-cigarette brands do you stock?

### NEXT WEEK'S QUESTION

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

**Have your vote now**

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



## Chancellor takes time out for Selva

Chancellor Philip Hammond took time away from Downing Street to cut the ribbon at the reopening of a newly refurbished Post Office in his Weybridge constituency. Weybridge Post Office and Store now boasts Sunday opening and longer hours and is the latest to be given a new lease of life as part of the ongoing nationwide modernisation scheme. Mr Hammond is pictured centre with postmaster Selva Muttiah, daughter Cara and wife Anjalita.

Convenience industry leader shares his growth plans 'Fresh and food to go 22.3% of my sales'

# 'Hyper-local, food to go and tech are the future'

by Gurpreet Samrai

The managing director of a convenience business celebrating its 70th anniversary has shared its plans for the future with large investments in hyper-local produce, food to go and technology at the forefront.

Kevin Hunt, of Lawrence Hunt & Co Ltd which operates 28 Spar stores, 10 Post Offices and three Subway's, told RN fresh and food to go now equate to 22.3% of sales. He added they are the keys areas he expects to continue to see growth over the coming years.

"The modern consumer will be demanding that all stores be used for a top up shop and their judgement of that store will be very much around it's fresh offer," he said. "We have worked hard to improve our fresh and get it better than a consumer expects from a local independent, but it changes all the time."

His plans include offering more local products such as biscuits, confectionery, cakes and dairy from suppliers his customers already know.

"Our supplier has various locally-sourced products, but there's a real difference

between locally-sourced in the north of England, which could be a 200-mile radius, and sourced from the farm that's a mile and a half away," he said. "It's something we can do that Co-op, Tesco or Morrisons can't."

Mr Hunt is also rebranding the food to go offer in his stores under Spar's Daily Deli and introducing the concept to others, as well as investing in seating areas and wifi.

"Things like cigarettes and news are increasingly difficult to get growth from. You have to steer your business into areas

that are going to give you growth and if you can do food to go really well, it could add an additional £2,000, £3,000 maybe £4,000 a week on your sales," he said.

Meanwhile, self-service tills are also set to be trialled in the company's flagship store next month.

"Customers expect the convenience of being able to self-checkout," he said. "I don't think it's limited to size of store or turnover. Some customers just want to come in, pay and leave, and if we can offer that we are going to do it."

● *Industry profile, page 20*

## Move over B&Q, make room for Sunita

A Bolton retailer is playing B&Q at its own game by selling paint, boosting her store's sales by around £200 a week.

Sunita Kanji, of Family Shopper in Little Hulton, sells up to 45 containers of paint a week, as well as a selection of brushes and rollers, with a 70% margin.

She began stocking the range a year ago after

discovering that some of her customers "don't live in their homes for longer than six months but want to improve their environment", particularly around Christmas.

She currently sells three sizes of paint that all undercut B&Q, with the largest, a five litre container, priced at £16.99.

To improve her range but

not at the expense of shelf space, Mrs Kanji began selling "tubes of colour" that change the shade of white and magnolia paint she stocks.

"The more you squirt in, the darker it gets," she said. "It's great because it means that I don't have to stock big pots of paint."

The dedicated section of Mrs Kanji's 2,000sq ft store



also includes a comprehensive range of other DIY-related items including screwdrivers, tape measures and wood glue.



Charlie Faulkner reports from the Scottish Grocers Federation annual conference

## Presidential 'tour' to find out key issues facing retailers 'Important to work in partnership'

# Let's unite and succeed says new SGF president

The new president of the Scottish Grocers Federation (SGF) has pledged to launch a project aimed at uniting suppliers and retailers to build a stronger Scottish convenience industry.

Dennis Williams, of Broadway Premier Convenience Store in Edinburgh, was appointed at the federation's annual conference last week.

He told RN he plans to set off on the organisation's first presidential tour throughout Scotland, in the hope of gaining a clear idea of issues faced by retailers every single day and strengthening relationships with suppliers.

"I know from my own experience as a retailer how important it is to work in partnership with symbol groups and our suppliers," he said.

Following the organisa-



Pete Cheema, SGF chief exec, new president Dennis Williams and former president Abdul Majid

tion's success in forming the first Scottish Parliament Cross Party Group on Independent Convenience Stores, Mr Williams is keen to continue the work of consolidating the different aspects of the industry.

"I believe we've got to get suppliers out to our busi-

nesses, get them helping retailers with things like planograms or remerchandising.

"I want to see the Scottish sector in a better place and stronger," he said.

During Mr Williams' first speech as president he touched on issues faced

by retailers including auto pension enrolment, bank charges and commission rates for services provided by stores, as key focuses he intends to address. His tour will commence on 1 November.

Meanwhile, outgoing president Abdul Majid paid an emotional farewell to the role. "I've enjoyed my time as president, I've made a huge amount of friends and it's a really exciting time with the cross-party group, but I've done my bit and it's now time to hand over the baton," he said.

"The cross-party is a particularly big achievement for me. It's a game changer for our industry."

Urging retailers to continue their support of the group, Mr Majid said: "It took a lot of effort to get there. I've waited a lifetime for this opportunity."

## Draft bill to protect workers

The SGF plans to use the newly-formed Scottish Parliament Cross Party Group on Independent Convenience Stores to push for retailers to receive the same legal protection as emergency workers.

The SGF has a draft bill ready and waiting in the hope it will encourage an MSP to take it forward.

Pete Cheema, chief executive of the federation, said policies like Challenge 25 can impact negatively on customer relations and is calling for retailers to have the same rights as emergency workers due to the scale of abuse they face.

"The policing of legislation has been a considerable burden for retailers and we need protection," said Mr Cheema. "We know 92% of retailers face crime in store on a daily basis."

## Engage to succeed

Retailers can protect their stores and grow long-term sales through community engagement.

That's the view of Linda Williams, co-owner of Broadway Premier Convenience Store in Edinburgh, who told the SGF conference retailers need to build a relationship with the young generation to drive sales in the long-term.

She has contracts with the two schools local to her store, to supply a healthy breakfast every Monday morning.

"The children in that room will remember you," she said.

"It's an absolutely key tool to engage with the next generation of customers. You become their shop and they're not going to cause trouble in the future."

## Premium spirits 'punt' pays off

Taking a risk with premium spirits can turn you into a destination for these products, a Scottish retailer who has seen a 40% uplift in sales since displaying bottles worth £100 on the shop floor, has said.

Harris Aslam, of Green's of Markinch in Fife, as well as four other stores in the area, took the decision to move his spirits from behind the counter and on to the shop floor 11 months ago as part of a refit.

"We now have hundreds of pounds worth of booze on the shop floor," he said. "If you're expecting cus-

tomers to spend more than £100 you want them to be able to pick up the bottle and have a proper look."

Despite other retailers expressing security concerns, Mr Aslam said the response has been great, thefts have not been a big issue and he now has the confidence to experiment with new products.

He agrees it's not practical for every store, but his advice is to make a feature out of alcohol products.

"The products get put behind the counter, building dust, completely out of sight," he said.



## Breakfast and news success

The trial of display units which bring newspapers and breakfast products together has resulted in a 449% weekly sales uplift in morning snacks, according to News UK. A total of 150 independent stores across the UK took part in the trial which saw newspapers paired up with Weetabix on the go protein drinks and Alpen cereal bars. Ross Edgare, regional field manager for News UK, said: "It's about making your space work a bit harder."

# OPINION

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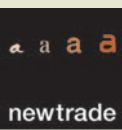
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## YOUR SAY What's the best idea you've picked up for your store from a trade show?

### Mital Patel

Squire's Food & Wine, Kew, Richmond

One of the best things about trade shows for me is putting a name to a face; networking with people you've done business with before but haven't met in person is great for building relationships. In the future, we're planning on installing LED light panels as they're more energy-efficient - it would be great to find out more about this and new technologies to help retailers at the next show we go to.

### Trudy Davies

Woosnam & Davies News, Llanidloes

The range of products that you can find at trade shows is massive, so that can give you a competitive advantage if you find the right ones for your store - we've just started selling gifts and presents. We've also just ordered some new shelving so we can reorganise the store; that way we can guide our customers



past our other products and break the usual door-to-till route.

### Harsh Karia

Best-one Harvil Road Post Office, Harefield

Trade shows are always a bit of an eye-opener in terms of what consumers are looking for. We've definitely seen an uplift in sales

of tea and biscuits since we changed the layout of our store based on feedback from a Best-one seminar we went to recently. It's important for retailers to be open-minded about change and take on board what you can from the shows; every shop is different, but change is good for everyone.

## YOUR STOCK Following the launch of Skinny Prosecco, do you think there's an opportunity in low-calorie alcohol?

### Phil Simpson

Mace Kiel House Stores, Newport

A few people have mentioned low-calorie alcohol to us, but it's quite a new thing. We'd certainly think about stocking it if it became more popular. We're a village shop so our main focus is to stock essentials, although we do have a range of low-calorie

products in other categories. Of all the varieties of alcohol, I think red and white wine would do the best as a low-calorie option.

### Jay Banning

Premier Parans Mini Market, Leeds

It would be good to see some more low-calorie ciders, like Kopparberg, as that's a big seller for us. We also have a few people

ask for low-calorie Beck's so we always get a couple of cases of that, too. People are much more aware of what they eat in general and we've seen an increase in customers asking for things like low-calorie ice creams and soda water - even low-calorie bread. I think it could become more popular as people become aware of it.

### Robert Madden

Costcutter R & D Madden, Chorlton-cum-Hardy, Manchester

It's not very often we get people coming in to ask about low-calorie beer, although a few more do ask about low-calorie wine - it tends to be the same few people though. I think it could catch on if retailers stock more low-calorie alcohol and customers are more exposed to it, though. I think low-calorie wines would probably do the best here, as opposed to beer and spirits, as that's what we sell the most of.





# YOUR ISSUE

✉ **Matt Hutchings**

✉ RNreporter@newtrade.co.uk

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## HOW I FOUGHT MY £3K PAYPOINT BILL

**R**N often receives calls from retailers in dispute with suppliers, from problems with clauses in contracts to unfair fees and service issues.

This week, East London retailer Kay Patel's challenge over unfair fees has prompted an apology from PayPoint and a promise to review its processes after an issue with Collect+.

"I was contacted by a new rep who said PayPoint was underrepresented in the area and asked if I would be interested in installing a Collect+ point in my store," says Mr Patel, of Global Food & Wine in East London. "We already had myHermes at the store, which the previous rep knew, so naturally I assumed these notes were passed on to the new rep. The rep didn't say anything about it being a problem for us having another similar service in-store, so I didn't think it was an issue."

However, two weeks ago, Mr Patel received an email from PayPoint stating he was in breach of contract for offering a competitor parcel service. The email asks Mr Patel to review both services and determine which one is more beneficial to his business so that one can be removed.

"I replied saying that regrettably, I would stop Collect+," says Mr Patel. "That's when I received the bill."

The bill, seen by RN, shows the itemised 'cost of decommissioning' as £500 plus VAT and 'lost revenue' as £1,953.40 plus VAT, calculated by multiplying the average monthly lost revenue by 24 months, the full length of the contract.

"I was shocked to receive the letter," says Mr Patel. "The tone of the original email made it sound like it was a trivial matter – no one told me there would be an astronomical cost attached for removal. I'm six months into the contract already, so to charge me for 24 months' lost revenue is wrong. And as for the £500 decommissioning cost; Collect+ doesn't have any equipment other than the logo on



Kay Patel was shocked to receive an invoice for nearly £3,000 from PayPoint

my wall sign."

Mr Patel got in touch with PayPoint to challenge the letter. "They were very nonchalant about it, saying that I am in breach of contract and that the rep wouldn't have signed me up if I had myHermes in place, but he obviously did," he says. "The onus should be on the rep to ask retailers the right questions to make sure we're suitable candidates for their service and that we're not automatically going to be in breach of contract. It's not even me that wants the service removed – it's them."

Mr Patel decided to contact the NFRN, who took the issue up with PayPoint on his behalf.

Margaret McCloskey, head of operations at the NFRN, said: "The PayPoint rep should have carried out an analysis of the premises to know that the retailer did myHermes and known that to have Collect+ added would have constituted a breach in the retailer's contract. For PayPoint to suggest that the retailer was then in breach was unfair and unjust,

which included the termination of the terminal. PayPoint was informed by the NFRN to null and void the invoice."

Mr Patel adds: "Every day I looked at my accounts to see if £3,000 had been taken.

"I'm luckily in a position to be able to absorb the cost and take it on the chin, but there are retailers out there struggling to pay their rent. PayPoint has now turned off the Collect+ facility without proper notice, so customers are being turned away. We only found out when a customer tried to drop off a parcel and the receipt told us there was an error and the account had been closed. I think it's disgusting behaviour and a misuse of PayPoint's dominant position in the marketplace."

A spokesman for the company told RN PayPoint has apologised to Mr Patel and there will no longer be a charge for the removal of Collect+ from his store.

He adds: "We expect our team to deliver the best customer and contractual service to retailers

and to offer retail solutions that support the growth of their businesses. On this occasion we have not met the high standards we set ourselves and will be reviewing our processes to ensure it does not happen again."

**I think it's disgusting behaviour and a misuse of PayPoint's dominant position in the marketplace**

**KAY PATEL**

# BARRY FROST

GUEST COLUMNIST

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## The effect of Brexit

**As Britain awaits political certainty about the UK's exit from the European Union, Barry Frost asks what impact the vote is having on the commercial property market, and what this means for convenience stores**

The Brexit vote has cast a shadow over many sectors of the economy and will continue to do so until negotiations for the UK's exit are complete.

The commercial property market has been particularly badly affected, and although London has felt most of the shock so far, the overall effects will make their way around the country.

For many retailers operating their own stores – be it in a rented or freehold property – this uncertain period may cause problems. But for many business owners, it will also create some interesting and unique opportunities to expand.

In a survey published recently on the website of the Royal Institute of Chartered Surveyors, some alarming figures were given for the likely short-term effects of the Brexit vote, with the investment sector particularly badly hit.

The worst effects are predicted in London, with the vote having an almost instantaneous impact on demand, particularly from bigger overseas investors. Investment enquiries are predicted to fall gradually over most areas of the country.

Most experts believe the sector is already experiencing a significant downturn and things will not change until some political certainty is restored and the terms of our exit become clear.

The obvious natural effect is that capital and rent valuations will begin to fall in response to a lack of demand.

There is likely to be a ripple effect as the impact on demand spreads around the country, and over time could cause open market values to fall across the board, with only the limited supply of property, particularly in the industrial sector, preventing values falling further.

So what does this mean to the independent sector, and is it good news or something to be concerned about?

For convenience retail, and particularly those who rent their shops, it isn't the end of the world, and it could even be good news depending upon where a store is located and who the landlord is.

In the rental sector, falling demand for property generally means commercial landlords need to work harder to attract tenants to empty properties and they will also have to work extra hard to keep the tenants they have.

This means offering incentives such as rent-free periods to new tenants and this has a gradual effect of lowering open market values in an area. Most rent reviews in the UK are decided by open market values and although the majority of leases don't allow for rents to go down when a rent review is due, many landlords will take a pragmatic, commonsense approach as they want to keep their properties full.

As a result, I would expect to see many commercial landlords leaving rents as they are, or maybe even offering reductions, at rent review time. Indeed, I have already negotiated



**It isn't the end of the world, and it could even be good news depending upon where a store is located**

a couple of zero-increase reviews that were a direct result of falling demand caused by the Brexit vote. I have covered rent reviews in previous articles, but it is going to be even more important over the next couple of years to query any increase in rental values and to ask for proof from your landlord or their agent.

The fall in rental values is good for negotiation and it can be used to good advantage at rent review or lease renewal time. Falling rental values also create a good opportunity to look at opening new sites and new tenants can negotiate fantastic rent-free deals, so remember to use negative commercial property conditions to your advantage.

On the freehold side, falling demand will also see values falling and the same opportunities will exist and can be exploited.

*Barry Frost is managing director of finance and property consultancy service Commercial Plus*

### Checklist

- + Use falling rental values to negotiate at rent review time
- + Keep an eye on commercial property values locally
- + If taking on a new site, don't accept the first offer you are made
- + The fall in values caused by Brexit is not likely to last long term
- + If you own a freehold property, don't panic. Values will eventually begin to recover
- + Use a property professional to help you negotiate



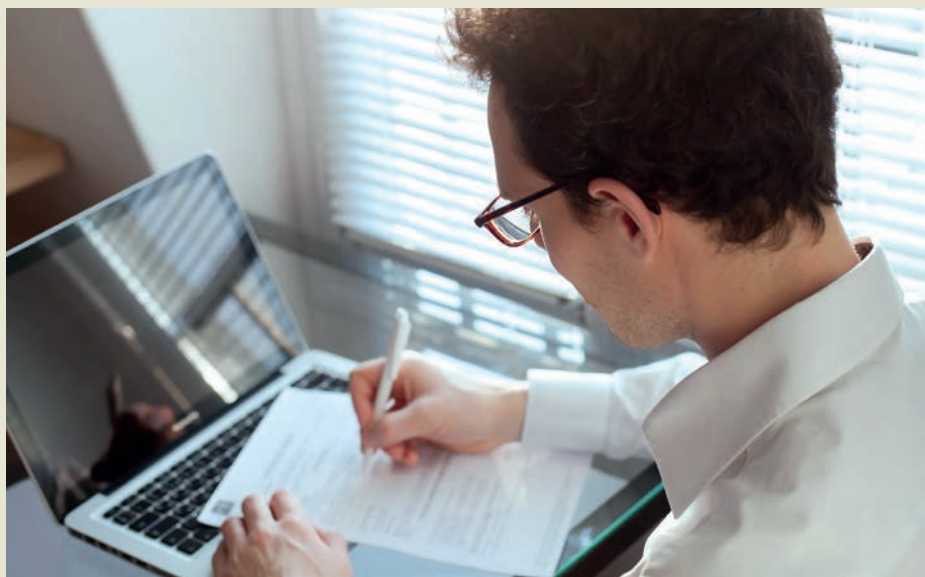
# LETTERS

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



## TERMINATIONS MUST BE IN WRITING

I was interested to see the article in the 14 October edition of RN about Cashzone not accepting terminations by email.

I could have had a similar issue when I terminated my PDQ contract with Hande-pay and World Pay, but they actually sent me an email to

say that I had to send them a handwritten letter.

I was told that once I had written the letter I could either post it or scan it on the computer and email it. I thought this was a bit strange, as it was the same thing and still in the form of an email.

Cashzone should have replied to the retailer informing him that only a handwritten letter would terminate the contract – it seems that Cashzone was not as helpful as it says it had been.

**Vinesh Patel**

Kishan General Store, Northampton

## I don't know what to do with a till I don't need

We bought a till from E-novations for a new shop. It is still boxed and we just want to return it. The purchase of the shop fell through so we don't need it anymore. I've paid out £1,300 for it from someone who gave his name only as 'Ricky', who said he was the sales manager. He wouldn't stop calling until we agreed a deal.

Now we are trying to get hold of someone to return the till to but it is proving impossible. We've asked for 'Ricky' directly and been told he no longer works for the company and no-one will help us. It feels like we are being ignored.

I read the story in RN about the retailer having problems with E-novations (Your Issue, 14 October) and the after-sale costs so I called them up and asked them about it. I phoned up and I asked what they

knew about maintenance fees. They told me they amounted to £30 a month. This was never mentioned to me before I bought the till.

As I say, the shop sale has fallen through and now I'm stuck with a till I don't need. I don't know what to do.

**Tina Taylor**

Costcutter,  
Alder Crescent,  
Luton

**E-novations did not respond to RN's request for comment.**

## We are paying News UK for a service we are not getting

We have been having problems with News UK for months.

Whenever I phone News UK to get credit, I spend a long time waiting for the phone to be answered. After half an hour I give up. I have left several messages, but no one ever gets back to me.

When the problem relates to a few copies of The Sun it is often not worth the time and I can spend more on telephone calls than I am likely to get back, so I give up. But it all adds up.

It has now been three or four weeks in which we have received no credit. As a small shopkeeper, this makes a huge difference to me.

It feels as if News UK is deliberately avoiding me. I understand someone having phone issues for a few days, but not a whole month.

We pay the service charge News UK demands, but it is just grabbing the money and not giving us a good service.

**Manish Mehta**

Williams Newsagent, Streatham

**A News UK spokesman said:**

*"We place great importance on our relationships with retailers and constantly monitor our response times to ensure we deal with queries in a timely manner and maintain a high level of service. We have spoken with Mr Mehta and all the queries raised by him have now been resolved."*

**INDEPENDENT**  
Achievers Academy



ACADEMY IN ACTION  
Follow up



## Retail Innovation

In June, The Post Office's David Gold and Paul Simmonds visited retailer Jack Patel in Goring, to advise on Retail Innovation and help him stand out against competition. Three months later what actions has Jack taken?

### Jack's action plan



- Strengthen marketing on local produce so new customers see the great products on offer
- Create and promote a meal solution by bagging curry sauces with meat and vegetables
- Hold an outdoor tasting event to reinforce local reputation for great beers and wines

### Jack says

"I have put up signs to indicate local products and draw attention to our homemade award winning Swaadish sauces. We put together a meal deal package and promoted this but I was disappointed with customer response. I am rethinking how to do this. I organised an outside event to promote ciders. I am having success with the Chef on Board range of frozen ready meals, instead of Cook. And I am completing write ups for all the specialist beers that I sell, working in co-operation with my supplier."

### Your action plan



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

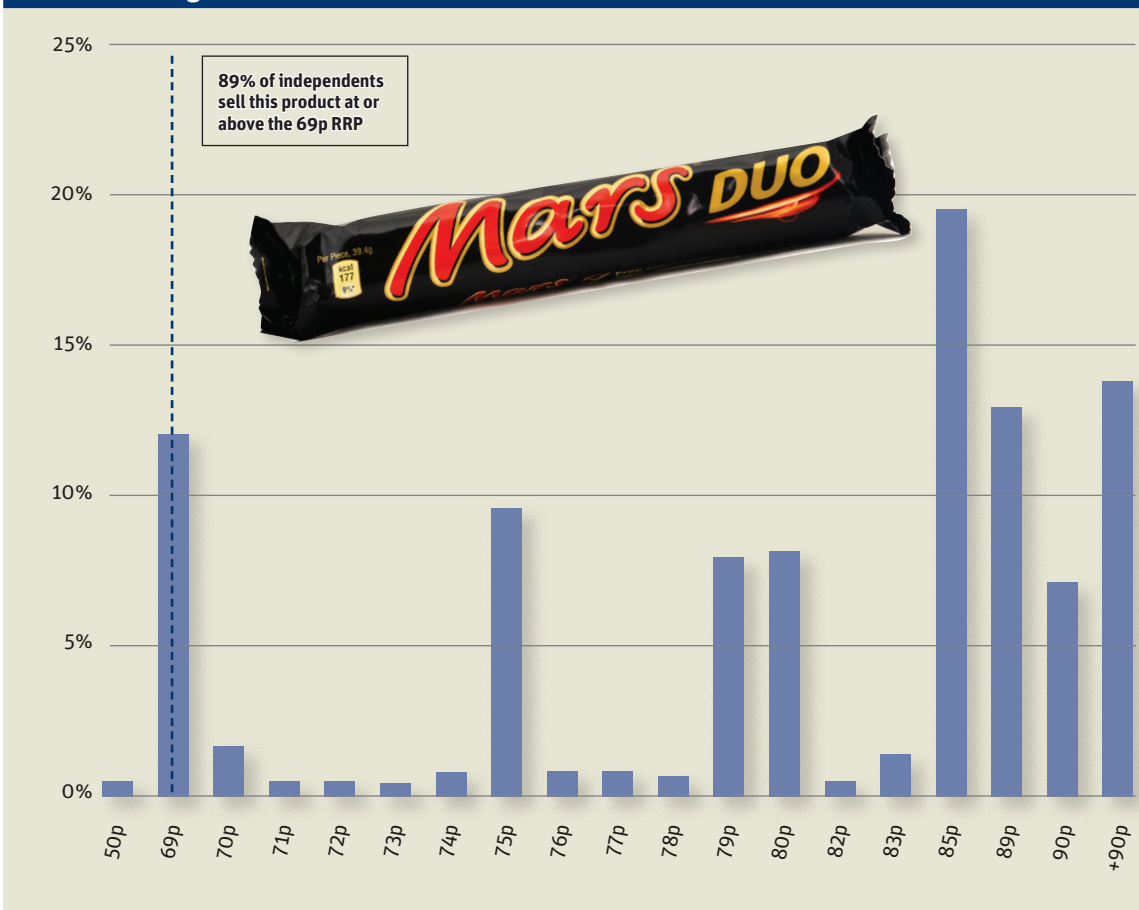
# PRICEWATCH

Benchmark your prices against your peers

## In focus Chocolate

## Sample prices

**MARS DUO 78.8g** Price distribution %



PRODUCT
Twirl 43g
Boost 48.5g
Double Decker 54.5g
Mars 51g
Snickers Duo 83.4g
Crunchie 40g
Snickers 48g
Rolo 52g
Twix Xtra 75g
Mars Duo 78.8g
Milky Way Magic Stars 33g
Fudge 26g

## Analysis

Ever a fascinating category price-wise, this week's Pricewatch reveals the diversity of approaches taken to selling bars of chocolate.

Around 89% of retailers sell Mars Duo at or above its 69p RRP, at an

average price of 83p, but some go as low as 50p, while 1.9% top the £1 mark. Why? Our retailers below attribute their approaches to margin-chasing via higher prices and volume-chasing via the growing

number of 50p price-marked bars. The profit earned on a case of 32 bars is vastly different as a result - at 50p it is £1.01, at RRP it is £7.09 and at £1 it is £17.01 - so it is crucial to get the right balance for your store.

## How we drive our profit

### Mital Patel

**STORE** Bargain Booze  
**LOCATION** Brentwood  
**SIZE** 700sq ft  
**TYPE** main road

**TOP TIP**

Stock multipacks to encourage weekly shoppers to buy in bulk



**The £1 bars** sales from Cadbury are doing really well - Chopped Nut is the most popular. Customers are moving away from buying individual 72p bars and instead going for larger, better value ones. To cash in on impulse buys we also do four packs for £1. Discounting is the way to do it, in our opinion, and we really encourage the use of pricemarked packs. We always ask people buying chocolate if they'd prefer a multipack and most do. The bonus is it takes business from the supermarkets because multipacks is the main way they sell chocolate.

### Anish Parekh

**STORE** Londis  
**LOCATION** Ashton-under-Lyne  
**SIZE** 1,000sq ft  
**TYPE** residential

**TOP TIP**

We've improved visibility of the confectionery on the main stand by splitting kids' sweets and adult's chocolate across two bays



**We primarily** stock Cadbury and Mars products and that's really thanks to their reps. They spend a lot of time in our store and the merchandising they reward us with makes a marked difference to our sales. Industry innovation makes an impact because customers are often curious and receptive to new lines, which gives us a sales spike. For example, we're going through cases and cases of Kit Kat Chunky Cookie Dough. I won't put them on offer straight away, though, because when customers are interested in a product, they'll buy it regardless of the price.



➔ Dave Songer  
 ✉ RNreporter@newtrade.co.uk  
 ☎ 020 7689 3386

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 WARWICKSHIRE VILLAGE POST OFFICE	RETAILER 2 BEDFORDSHIRE POST OFFICE & SHOP	RETAILER 3 SCOTTISH HIGHLAND COASTAL VILLAGE SHOP	RETAILER 4 CENTRAL MANCHESTER NEWSAGENT	RETAILER 5 SHOPPING PRECINCT C-STORE IN DEVON VILLAGE	RETAILER 6 CAMBRIDGE SUBURB POST OFFICE & STORE
54p	65p/50p (PM)	50p	67p	69p	50p	65p	50p
55p	65p/50p (PM)	50p	69p	67p	50p	62p	50p
54p	65p/50p (PM)	50p	50p	55p	50p	65p	70p
58p	63p/55p (PM)	63p	69p	64p	69p	62p	65p
84p	69p	85p	85p	81p	99p	82p	85p
55p	65p/50p (PM)	50p	50p	67p	-	50p	50p
58p	59p/50p (PM)	69p	50p	64p	50p	59p	65p
67p	65p	65p	65p	65p	69p	65p	70p
83p	69p	85p	89p	84p	99p	82p	69p
83p	69p	69p	85p	81p	-	82p	69p
63p	59p	60p	69p	69p	69p	62p	70p
25p	25p	25p	25p	25p	25p	25p	25p

## MY LOCAL HERO

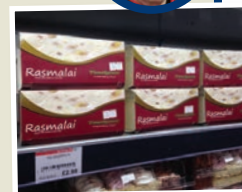
Retailers reveal the most profitable produce on their doorsteps

### Rocky Leach

Chellow Heights, Bradford



Rasmalai sweets (£2.99)



#### Where did you discover them?

We saw them being sold in another petrol station so we rang up the producers, Yaad Gaar, and they came and visited us. Rasmalai is a sweet white cream with dough-style balls in with the liquid, and we sell around 30 boxes a week. We get a weekly return of around £200, inclusive of other Yaad Gaar lines we sell. The margins are in the region of 25-30% but drop to around 20% when we run promotions.

#### Who buys them?

They're very popular with the Asian community, but not just them. In fact, we get great feedback from everyone who comes in for them. Yaad Gaar may only have one factory but it has made a real name for itself, and that helps sales.

#### Why are they so successful?

Primarily because all Yaad Gaar's products are halal. It's vital for many of our Asian customers to have confidence that there's no animal fat used in production - they get that with this brand. They don't want to have to look through the ingredients, something they would otherwise have to do.

## Julie Duhra

**STORE** Premier  
**LOCATION** Telford  
**SIZE** 1,500sq ft  
**TYPE** parade of shops

#### TOP TIP

We strongly advise listening to reps because they always have good advice that works



**Cadbury and Mars** products are definitely our biggest sellers, with Twirl and Dairy Milk the two most popular. We sell a lot of 50p pricemarked packs because customers tend to buy two at a time. That pricing strategy makes up about 85% of my chocolate sales and brings in more profit - we still get a 25% margin on a pricemarked Twirl. We may make less on one box, but we're making just as much profit because we're selling more. Having the latest display is a must. Since Mondelez did my fixture in January, sales have grown.

## Ruairi McBride

**STORE** Eurospar  
**LOCATION** Dungiven, Londonderry  
**SIZE** 5,500sq ft  
**TYPE** forecourt

#### TOP TIP

A well-stocked and comprehensive range of Cadbury bars always attracts interest



**Mars, Dairy Milk** and KitKat are the big three for us. Our core well-known brands fly off the shelves, even without a promotion. We try and avoid pricemarking so we can get the best margin possible, but we make an exception if our confectionery supplier, Henderson Group, recommends a deal. Our four-bar multipacks for £1 have a 25% margin, while individual bars can return as much as 48%. We use side units and dump bins close to the till that increase impulse purchases. They enable us to sell between 600 and 1,000 packets a week. ●

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63p	59p	60p	69p	69p	69p	62p	70p
25p	25p	25p	25p	25p	25p	25p	25p

## MY LOCAL HERO

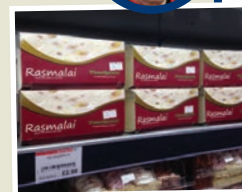
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# RETAILER PROFILE



## Nishi's happy mix

With a council estate nearby and more affluent shoppers also among his customers, Nishi Patel's Bexley Park store caters for everyone.  
**Matt Hutchings reports**

**A**fter his career in construction was thwarted by the worldwide economic downturn, and with three years' work in the US under his belt, Nishi Patel decided to return to the UK to take over his father's business.

That was 12 years ago, and he hasn't looked back since. "My father, Kieran, came to the UK from Uganda when he was aged 15. He studied for a pharmaceuticals degree and eventually opened his first store in Thamesmead in 1974," says Nishi. "He has retired now, but he was in the business for more than 35 years. I grew up in this environment so it really is in my blood."

The family owns two stores, but the one Nishi spends most of his time at is the Londis store in Bexley Park, south east London.

"Things have changed a bit since dad opened his first store. We are in a fairly big premises now - around 1,200sq ft. We get a real mixture of people coming in - it's what we love about our area; there's a council estate nearby and also a more affluent area around the corner. There's also a school behind us and a gym next door, so people from all walks of life visit us here," he says.

With such a diverse range of customers, Nishi says he's been perfectly placed to see consumer trends change and he's made sure the businesses adapted with them.

"We have had six major refits over the years. The latest cost around £25,000 for

some new freezers and new signage. One of the biggest areas for us now is food to go. It doesn't compare to five years ago, and it's this area of the business we're looking to grow.

"Sandwich sales have grown by 15% to 20% in that time. We are planning to bring more lines in and have just recently had a fridge unit for food to go installed.

"Our magazine sales were following the national trend and dying off, so it made sense for us to cut these shelves back from four metres to two metres to make way for a new cold unit."

It's not just chilled foods that are selling well, though. "We have also had hotplates installed so we can serve hot food, sales of which have quadrupled," says Nishi. "We now do more than £10,000 a month just in hot food."

Ever the entrepreneur, Nishi has plenty of ideas about how he can maximise revenue in this area of the business. "I always visit other stores to pick up new ideas for ours, and I was recently at a retailer summit where retailers come together to share ideas about how to grow their businesses. These events are really valuable to store owners like me.

"We want to expand to serve more popular hot food items beyond our current offering - particularly pizza - and we are also working on a coffee and croissant deal



**“RN helps me keep track of the positive as well as negative aspects of changes in government legislation that will impact retailers.”**

**NISHI PATEL**



**The store has had six major refits over the years. The latest cost £25,000 for new freezers and signage**



**“We get a real mixture of people coming in – it’s what we love about our area”**

to catch commuters on their way to work. If we had the space here we would undoubtedly open a café,” he adds.

With two stores under their ownership, could this be the beginning of a larger family empire? “If the right location came up we would definitely think about expanding,” Nishi says.

“For us, that definitely means having on-site parking. It’s a massive bonus for customers and we have found people are willing to drive slightly further to come to us than go to a closer store that doesn’t have parking.

“We’re very fortunate where we are at the moment as we are just off the motorway and don’t have much in the way of competition nearby, so it’s a hard location to beat.”

Although there are no immediate plans to expand, Nishi has enough to keep him busy at the moment.

“We will be installing a third till soon and moving the cigarette gantry under the counter as it is taking up display space where it is at the moment. Business is going really well, every day is different, and our master plan is to keep offering the best we can offer.” ●

**VISIT MY SHOP**

**Londis Bexley Park**

Maplehurst Close,  
Dartford  
DA2 7WX



**Want to see more of Nishi's store?**  
Go to [betterretailing.com/londis-bexley-park](http://betterretailing.com/londis-bexley-park)



# INDUSTRY PROFILE

Interview by **Gurpreet Samrai**  
 email [gurpreet.samrai@newtrade.co.uk](mailto:gurpreet.samrai@newtrade.co.uk)  
 tel 020 7689 3386  
 @GurpreetS\_RN

## Lawrence Hunt & Co.

As the leading Spar group passes a special milestone, managing director Kevin Hunt looks to the future challenges and opportunities it faces

**RN Your business has survived for seven decades – how do you decide where future developments in the business should be focused?**

**KH** Whether its own brand, new lines, food to go or introducing things like Costa Coffee machines, we embrace anything that we see a consumer need for. I go on lots of study tours and we are not proud, we will copy other people's ideas and incorporate them into our business.

**RN How do you know whether something you see elsewhere will work for your store?**

**KH** With 28 stores, which are all quite different, we need to be aware of particular demand in certain areas. Some of our stores are very much in transient sites, some are neighbourhood sites, so we don't put the same offer in all of them. If we find something that will work in three stores we just try it in those.

**RN And what areas have you identified to work on in the future?**

**KH** Fresh food – it has to be. Even though you might not be known for it now, you have got to keep plugging away at it because it's the one area that we will see growth in.

So whether it's just the basic pre-packaged chilled products in a fridge or it's loose produce and a food to go offer, modern consumers' judgement will be very much based around a store's fresh offer.

We have worked hard for 10 years to improve our fresh range to get it to a better standard than a consumer would expect from a

local independent business – but it changes all the time.

**RN Tobacco legislation is changing. How do you ensure such a large estate of stores remains compliant and profitable through such changes?**

**KH** By talking it through with our customers and staff. There's nothing we can do about it so we just need to be ready for any change that happens.

We've been talking to our staff for 12 months, explaining what the changes will mean. The only unknown is the ultimate impact on the business and I can't help but think it's going to be extremely negative.

**RN How have you trained your teams?**

**KH** It's telling them that, if a customer



**Consumers' judgement will be based around a store's fresh offer**

comes in and says "10 Lambert and Butler, please," and we don't have any in stock, we explain that they are no longer manufactured due to a change in legislation. You can't say "I don't know, we probably haven't ordered any".

**RN Local produce has become a major area for your business – will this still be the case in another 70 years?**

**KH** There's a difference between locally-sourced produce within the north of England, which could be a 200 mile radius, and locally-sourced milk from the farm that's a mile and a half away, and everybody knows the farmer.

If we're paying money back to a local farmer then he spends his money in the local community, he gets an extension done on the dairy and uses a local tradesman.

It all just works as a story for us and we want to be part of that and I think it will be really important to us for the next. Well you can't put a figure on it.

We are not going to stop doing it whether it's important for the next 10 years, 20 years, 30 years or 70 years, we think it's something we can do that the Co-op, Tesco or Morrisons can't do.

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

**Company** Lawrence Hunt & Co  
**Managing director** Kevin Hunt  
**Profile** The retail group celebrates its 70th birthday this month. With 28 Spar stores and 10 Post Offices within its estate, the company employs more than 500 people.  
**Latest news** The company's focus for the future is on hyper-local produce and fresh and chilled.



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# LOCAL SHOP SUMMIT



Where the  
best comes  
together

Over the next four pages, RN brings you all the best insight, tips and business ideas from this year's industry-leading Local Shop Summit





# LOCAL SHOP SUMMIT

## KEYNOTE SPEAKERS

This year's Local Shop Summit sponsored by Booker Wholesale opened with three speakers who provided insight and advice on modern retailing, from making higher wages under the National Living Wage work to succeeding with food to go



Steve Denham

Steve Denham has been involved in retail for more than 50 years and for the past seven has been the associate editor of [betterRetailing.com](http://betterRetailing.com). In this latest role, he has travelled the country meeting retailers of every kind, and presented seven lessons he'd gained on the journey to the Summit.

### LESSON ONE:

#### Customers buy products first

Getting your range right trumps everything in this industry.

### LESSON TWO:

#### The store of yesterday isn't right for today, and the store of today won't be right for tomorrow

Keep up-to-date with changes and make sure your store does too.

### LESSON THREE:

#### Look in your local area for opportunities that will enhance your business

Who's stopped providing a vital service? What products are your customers crying out for? Your next great business idea might be under your nose.

### LESSON FOUR:

#### Constantly challenge your store's performance at every level

"What could I be doing better?" It's a question you can always ask yourself.

### LESSON FIVE:

#### Have a clear vision for your future

Where will your store be tomorrow? Next year? In a decade?

### LESSON SIX:

#### Shout about what your store is good at

If you don't tell anyone how good you are, how will they know?

### LESSON SEVEN:

#### Don't do retailing alone

From the Local Shop Summit to meetings with suppliers and symbol groups, use the expertise and ideas that surround you.



# “

Constantly challenge your store's performance at every level





Adam Hogwood

The store manager of Budgens of Broadstairs in Kent isn't alone in having struggled to work out how to maintain his store's success while paying the National Living Wage. He outlined some areas retailers may not have thought about where cost savings could be made.

**CONSUMABLES**

Take a look at all of the consumables you use – talk to your suppliers and see if they can give you a discount for bulk purchases. If you have storage space, perhaps a pallet of till rolls or blue towels will be a decent saving in the long run. These items have no expiry date and are sure to get used.

**REP VISITS**

Do you have a good relationship with your local reps or suppliers? If so, they can merchandise sections of your store for you, using their expertise and insight and saving you and your staff a few extra minutes in the day.

**MEETING OTHER RETAILERS**

There is massive collective knowledge within the industry, so while independents may not have the legions of head office staff that the major grocers do, retailers can learn from each other's successes and failures by coming together at industry events.

**CONTRACTS**

Do you have maintenance contracts in place or are you on single call-out charges? Can you renew any existing equipment by signing up to a better contract? Added together these savings can be considerable.



Markus Hofmann

Interviewed in RN last week, Markus Hofmann is the man behind Shell's Deli2Go concept and helped retailers to think about what they can do to develop an engaging, popular and profitable food to go section in their own businesses.

**HOW CAN YOU SEIZE THE FOOD TO GO OPPORTUNITY?**

**Understand your customers!**

This isn't always easy as customers can behave strangely. Deli2Go sandwich sales went up when a healthy option was on offer – even though that healthier option didn't sell itself.

**Excel in delivery and operations**

Great displays mean accepting a certain level of wastage to ensure displays are always full and appetising. At the same time, invest in great photogra-

phy to show your products at their best and use prominent branding to ensure your customers get the message.

**Get great staff**

Retailers need staff who will move beyond the scripted up-selling service provided by the likes of WH Smith and have intelligent and honest conversations about your products and business. Store owners can get more out of their staff by making them feel involved in the development of the business.



**The Twitter verdict**

**Dan@WhitstoneStores**  
@whitstonestores

Follow

I have heard this before and again today from @steve\_d123 "Be famous for something" great great #retail advice #LSS16 @betterRetailing

RETWEETS 3 LIKE 1

4:17 AM - 12 Oct 2016

Richmond, London

3 1

**Greg Deacon**  
@gregdeacon

Follow

Staff are "influencers". Prefer this to sell. No one likes being sold 2. Give them the tools 2 influence & encourage. #LSS16

4:40 AM - 12 Oct 2016

3 1





# LOCAL SHOP SUMMIT



Chris Rolfe

Brought to you by

**BOOKER  
WHOLESALE**

## Five things we learned about being different from the multiples

- 1 Keep up with changing trends**  
Be aware of how your customers' shopping behaviour and your local area is changing and adapt to it. If your customers struggle to find time to cook meals from scratch, could you serve store-cooked breakfasts, meals and sandwiches, or improve your frozen and ready meals range?
- 2 Get involved with your community**  
It could be as big as throwing a street party. It could be sports team sponsorship. You could become a parent governor at your children's school or work with local councillors. However you do it, entrench yourself in your local area.
- 3 Don't try to do everything**  
Focus on what works for you and your customers, and make your business famous for it. You can't and shouldn't try to do everything. What are your specialisms – your magazine range, your freshly-cooked burgers and hot dogs?
- 4 Get feedback on how to change**  
You need other peoples' ideas on how to improve your business. Customer surveys are an effective way to get them, as is asking staff what you can do better. Networking events like the Local Shop Summit are fantastic places for getting inspiration – it's okay to steal other people's ideas.
- 5 Work with suppliers**  
Take advantage of the advice, products and support suppliers and symbol groups can offer. If you need more support from them, ask for it, and engage with companies which provide genuine category-wide or total-store advice.



Louise Banham

Brought to you by

**Coca-Cola  
EUROPEAN PARTNERS**

## Five things we learned about healthier stores

- 1 Don't be scared of introducing healthier and speciality lines**  
Speak to your customers about gluten-, lactose- and dairy-free products and healthier lines to find out what they want, then try stocking some core products to see if they work for your store.
- 2 Know what you're already doing**  
You probably stock gluten-free products, but you just don't know it. Have a look at which products are gluten-free that you already stock and make sure shoppers know about them.
- 3 Get advice from specialist wholesalers**  
Companies such as Tree of Life and Epicurium can advise you on the key lines to stock.
- 4 Give away healthy alternatives**  
Introduce 'free fruit Friday', giving away free fruit with specific purchases, such as sandwiches. It doesn't cost much to implement and shows customers you're a responsible retailer.
- 5 Don't wait for legislation**  
With the growing government focus on health, you need to be ahead of the game. Look at your whole store to make sure you have low-sugar and healthier lines in all categories.



Tom Gockelen-Kozlowski

Brought to you by

**JTI**

## Five things we learned about the future of tobacco

- 1 Tell your customers what's happening**  
Everyone in the audience had sold their first plain pack but no retailer was certain their customers knew what was going on. Retailers can use the [packchanges.co.uk](http://packchanges.co.uk) website, in-store conversations and leaflets to explain the law changes.
- 2 Don't panic on prices**  
With the debate on tobacco pricing re-emerging with the disappearance of pricemarking and branded packs Arjan Mehr of Londis in Bracknell advised retailers to look locally for guidance on what to do: "Don't panic on prices – just make sure your immediate competitors aren't undercutting you."
- 3 People will drop out**  
"We made the judgement that people would drop out of the tobacco market and we'd be able to take their business," Surrey retailer and tobacco specialist David Worsfold told the audience. Retailers who invest in tobacco – even if that means only maintaining a large range and good availability – will reap the benefits in the months ahead.
- 4 Keep fighting bad laws**  
Many customers, who are only occasional or weekend smokers, are now buying 20-packs as 10-packs begin to run out, London retailer Peter Wagg said. It showed how EUTPD II regulations could, in fact, increase consumption.
- 5 Keep up-to-date with the category**  
With the market changing fast, keeping up-to-date through the trade press is more vital than ever. Retailers across the country are making major decisions about tobacco now and RN will keep you up-to-date with developments.



Chris Gamm

Brought to you by  
**PEPSICO**

### Five things we learned about shopper missions

- 1 Not every store wants a meal deal**  
While Harj Dhasee from Nisa Mickleton says they only erode his margins, Jay Patel from Budgens Crofton Park uses meal deals to grow sandwich sales from 10 to 40 units per day, alongside boosting water, fruit and samosa sales.
- 2 A meal deal's margin isn't easily calculated**  
Look at the whole-basket margin rather than the margin made purely on a meal deal. Jay Patel offsets eroded margin by encouraging extra seasonal sales, and he is the local destination for high-margin pumpkins. Harj groups wine, chocolates and cards to turn a £5 basket into £15 full gift sale.
- 3 Stores need help to beat Boots**  
Retailers need more support from symbol groups and suppliers to offer a credible meal deal offer, said High Wycombe retailer Raaj Chandarana. They need products, margins and PoS that stands up next to the major high street lunchtime deals, he added.
- 4 Wake up to breakfast sales**  
Croissant sales die after 11am, so think about how to use bakery space after then, such as soups during autumn and winter. Equally, be prepared for customers buying lunch at the same time as breakfast – your sandwiches need to be fully-stocked first thing.
- 5 Understanding shoppers means extra sales**  
Wiltshire retailer Paul Mather's first customers of the day are time-pressed van drivers. Leave a basket of fresh cakes on the till and they won't be able to resist, he advised.



Stefan Appleby

Brought to you by  
**News UK**

### Five things we learned about working with smartphones

- 1 Keep it local**  
Understand your community, your location and what is relevant to them, and be that community link through social media. Understand what the local conversation is about, and help to drive it. And keep customer conversations and supplier conversations entirely separate – don't confuse customers by talking to both through one platform or account.
- 2 Social media conversations are human-to-human, just like they are over the counter**  
People choose to shop with you because they like and trust you – you should give the same great human experience no matter where they are interacting with you, in person or online.
- 3 A small budget can go a long way on Facebook**  
You can target people within a mile of your store, or those interested in certain products or with certain interests. For £1, you can boost a post that can be seen by thousands.
- 4 If you're on Twitter, BE on Twitter**  
You need to respond to enquiries (and, indeed, potential complaints) quickly to show you use the medium and that you can make it work for them as well.
- 5 Don't be afraid to make mistakes**  
You can always delete something, you can always go back and apologise. But don't be afraid of trying things and starting the conversation.



Chris Dillon

Brought to you by



### Five things we learned about local produce

- 1 Local does not just mean fresh produce**  
Local products can be found in every food and drink category, which means local products can work in any size store or in any location.
- 2 Talk to your symbol group about introducing local products**  
Share your vision with them and come to an agreement about how you can introduce local lines while still meeting their requirements.
- 3 Use your staff's knowledge**  
Rather than deciding the best products for your store yourself, get your staff and customers involved. Give your staff the chance to tell customers what their favourite products are by giving them a space in your newsletters.
- 4 Look at suppliers' online presence**  
Select your local suppliers by how active they are on social media and how willing they are to work with you. Give them the opportunity to launch their products in your store with sampling, and make sure your customers know the story behind the products.
- 5 Build relationships**  
The advantage of working with local suppliers is you are able to contact them directly. This means you can give them feedback on things that are going well and tell them what needs improvement. ●



#### Want to know more?

Catch up with all the day's events and insights with the BetterRetailing.com LSS live blog at [betterretailing.com/lss](http://betterretailing.com/lss)



#### Relive the Come Shop With Me Study tour

Find out what RN readers thought of three of the UK's best stores at [betterretailing.com/come-shop-with-me-2016](http://betterretailing.com/come-shop-with-me-2016)

**Interested in developing your business?** To attend events like the Local Shop Summit email [events@newtrade.co.uk](mailto:events@newtrade.co.uk)



# CIGARS

## Sparks of light

With legislation in the tobacco market increasing yet again, could cigars represent a rare positive story for the category? **Dave Songer** investigates



A cigar pack at £4.75 could be enticing to price-conscious consumers



### A BETTER RANGE DRIVES FOOTFALL

The key to retaining – and increasing – the numbers of customers buying cigars in your store is doing the basics well, according to Jens Christiansen from Scandinavian Tobacco Group (STG). The company behind Café Crème and Henri Wintermans is clear that “good stock levels, knowing your customers and never running out of stock is absolutely essential. Live by those rules and you can’t go far wrong”.

“A standard range will service most of your customers, but it would make that little difference if you talk



### The best form of advertising is through word of mouth

to them and ask if they’d be interested in trying something else,” he says. It’s those steps he thinks will give retailers the “last little bit of added value” in terms of customer experience and will show an attention to detail that will “bring people back to your store”.

One sure-fire way to lose out, though, is to not have any on the shelves at all – and bad availability is area Mr Christiansen cites as “the major reason” for losing custom. “The best form of advertising is through word of mouth and there’s nothing that tobacco smokers do better than chat while they’re having a smoke. Something like this will come up and they’ll share their experiences,” he warns.



### GOOD RETURNS

Cigars offer favourable returns, says Jeremy Blackburn, from JTI, “with margins of up to 21.2%” available on the company’s best-selling cigar, Hamlet. The brand holds a 35% share of the cigar category in the independent trade.

Miniature cigars, meanwhile, are the most popular on the market and enjoy a 69.7% share. “They’re continuing to grow in popularity,” says Mr Blackburn, who advises retailers include them in their range. “Hamlet Miniatures have almost a 20% share of the sector, therefore Hamlet is a



must-stock for any retailer wanting to benefit from this profit opportunity,” he adds.

STG’s Café Crème Blue remains the best-selling miniature cigar brand on the market – with around a 23% market share. Stocking a miniature range that suits all budgets is also important, however, and the company recommends retailers stock its value-for-money offering, Moments Blue. The brand has increased its share of the market by 2% over the last 12 months – growth that, if it continues, would make it STG’s second-most popular within a year.



### MORE FREQUENT VISITS TO YOUR STORE

Forthcoming changes mandated by EUTPD II legislation will mean cigars, available as singles, fives and a variety of other formats, will have a considerable advantage over 20s-only cigarette packs. Cigar smokers >>



# RELAX. WE'VE DONE THE **LEGAL WORK**

It's taken a lot of work. All of our cigar and pipe tobacco products are exempt from plain packaging. Some, such as Henri Wintermans Half Corona, don't require Pictorial Health Warnings. We've spent a lot of time ensuring that all of our stock is fully compliant - so that you can purchase with confidence.

**ALL OUR PACKS ARE  
TPDI COMPLIANT**



**TPP**  
TOBACCO  
PROFITS  
PROTECTION

For the information of tobacco traders only.

SCANDINAVIAN TOBACCO GROUP  
UNITED KINGDOM



# CIGARS

buying in smaller quantities will also need to visit stores more frequently as they're likely to run out quicker, which could lead to secondary purchases in store, suppliers suggest.

"When 20-packs are the only option, it's likely those consumers will effectively half their business in stores," says Mr Christiansen. "You

we're going to be around £4 – our Royal Dutch miniatures will be priced at £4.39."

It is educating cigar retailers where Mr Swain thinks there are real opportunities to increase sales. "This year we've trained 250 retailers to tell them about the category, tell them about the opportunities and explain to them which consumer type is suitable for each product. We'll be targeting over 1,000 stores next year. Retailers

are all we've got and if we want to sell products we have to work closely with them," he says.



6

## INCREASED GANTRY SPACE

Stocks of 10-packs of cigarettes are already selling out fast, with STG forecasting that stocks could run out by as early as February – four months before the official ban comes into force. This could, potentially, free up space on gantries that retailers could use to position cigars in new, more prominent spaces.

"Position cigars so they make an impact on the gantry," says Mr Christiansen. "There's an opportunity to entice customers to a product that in principle makes them spend more money, and more often, so it makes sense for them not to be hidden away. It could be a really good traffic builder."

7

## CIGARILLOS – AN UN-EXPLOITED MARKET

In the quest to make cigars more attractive to cigarette smokers, Andy Swain points to the case of cigarillos (which "are sold in huge volumes across Europe but which have never really taken off in the UK").

These filtered products are labelled "perfect" for cigarette smokers by Mr Swain, and Ritmeester's own cigarillos feature a double filter and have one distinct advantage over cigarettes: "they will be still available in packs of 10," he says. He is clear that Ritmeester products are squarely aimed at dual smokers and doesn't predict a 'big switch', but opportunities remain he adds. "Traditional cigarette smokers will not switch to a cigar but what they will possibly do is enter and try and experiment in the category." And the strategy to make cigars more attractive to them? "Again, it's about education" – a process the company is reliant on retailers to instigate with customers in the months ahead. ●



5

## INCREASED SALES TOWARDS CHRISTMAS

With many cigars associated with celebrations for many, it's little surprise that sales spike in the weeks leading up to the festive season, and JTI advises retailers to think ahead to avoid being caught out by any festive rush in sales. "Cigars are an important and profitable category for retailers, especially in the run up to Christmas when sales typically increase. Retailers should therefore look to stock up on cigars during this period in order to profit from this sales opportunity," says Mr Blackburn. And, if retailers get it right over the next few months, he also suggests festive customers can become regulars. "It's vital the range of cigars are well stocked to help guarantee repeat visits from local customers and maximise the profit potential of the category," he says.

don't have that with cigar smokers because they still have 10-packs available to them, meaning they'll come in on a more regular basis."

4

## LOWER PACK PRICES

Pack size changes will give the impression to some that cigars are better value, with their prices in some cases being significantly lower than that of cigarettes. This presents a clear opportunity to sell more cigars to cigarette smokers who may be getting disenchanted with the rising prices of their usual brand and product.

"For consumers worried about cigarettes getting ever-more expensive, all of a sudden a cigar pack coming in at around £4.75 could become very interesting to them," says Mr Christiansen.

It's a point echoed by Andy Swain, general manager for the UK at Ritmeester, producer of Royal Dutch cigars. He says cigars will become available for half the price of cigarettes. "By default we become the cheapest product on the shelf. The cheapest pack of cigarettes will go up from £5.90 to around £7.50 to £8.00 per packet whereas



The festive season is an opportunity to attract new customers to your store



# CHRISTMAS GUIDE

Soft drinks

49  
CRACKERS  
(22-28)

Great ideas for  
growing sales  
from top industry  
figures

With impromptu gatherings and regular celebrations, the festive season is full of moments when customers might need to stock up on soft drinks. Toby Hill takes a look at the opportunity

## Christmas Soft Drinks

22



**Tom Dant**  
Partney Filling  
Station

### Make the most of promotions

Spar are doing '12 deals at Christmas' over four weeks including multipacks of Coca-Cola and Pepsi, so we've pre-ordered tonnes and will have a big display to catch people stocking up for Christmas.

### Retailer expert

Meten's store is on a busy road in the centre of Southampton and caters to local families and students in nearby halls. Last year, he used a £200,000 refit to build a "local supermarket" where his customers can always get what they want, making Christmas even more important.



**Meten Lakhani**  
Premier,  
Southampton

#### How I plan for Christmas

We've got a large store and people expect products to always be available, so it's vital we don't have out-of-stocks – particularly at Christmas. We plan ahead and get bestsellers like Coca-Cola and lemonade ready early. As Christmas approaches, I'll talk to customers about it – it's that personal touch that makes a store like this work, so I'll ask them about their Christmas plans. People come to my store rather than Asda. They tell me they don't need to go there, that we've got everything here and it's not any more expensive. Over Christmas, when people are flocking in, all that time chatting with customers really pays off.

#### What my customers want

We've got a broad range of customers who all want different things, but at Christmas, people are generally looking for big take-home bottles and multipacks of cans, as well as cartons of juice to use as mixers, so we make sure

we're well-stocked with those. They want value too, so I'll do really good deals on big lines like Coca-Cola: two for £2, even a 1.75l bottle for £1. I'll do a big promotional display at the front so it hits customers as they walk in.

#### How I bring Christmas to life

Christmas is massive for us so we'll do some stupidly good deals to get people through the door. We'll distribute leaflets to houses and highlight the products on big Premier promotional bays. Then I'll have music to create a Christmassy atmosphere and hand out mince pies or other snacks.

#### My new product for Christmas 2016

We had some great sellers last year that I'll definitely bring back. We never used to keep 15-packs of Coca-Cola, but we put out a massive display and they flew out. Then J20 was really good – they had a Midnight Forest version that was really popular, so I'll look at what they have this year.

23



**Faisal Naseem**  
Party Time,  
Abroath

### Swell stocks of premium soft drinks

Soft drinks availability is vital at Christmas. People are looking for premium alternatives for kids and non-drinkers. We increase stocks of J20 and Shloer – which sell much faster at Christmas.



With gin and tonics gaining in popularity and many customers holding parties during this time, CCEP describes its core Schweppes range as a "must stock"

24



**Bhavesh Parekh**  
Nisa Local, Little Lever,  
Bolton

### Bank stock ahead of time

The two top brands at Christmas are Pepsi and Coca-Cola and it's vital to have them on good promotions, so we start actively banking stock ahead of time to guarantee we can have them on offer over Christmas.

Soft drinks company Purdey's is undertaking its biggest ever digital and outdoor campaign to capitalise on the festive period





## CHRISTMAS GUIDE

Soft drinks

25



**Peter Mann**  
Nisa Local,  
Luton

### Keep the basics covered

Certain lines will see a big sales increase without any effort – mixers like tonic water and multipacks of soft drinks, for example – so it's vital to make sure you've got the stock to cover that.



**Anna Roddis**  
category controller  
Landmark Wholesale

### The wholesaler's view

Landmark has worked with independent retailers for more than 40 decades. The wholesaler is strengthening a range of premium soft drinks that can bring great returns

For designated drivers or those nursing an Christmas Eve hangover, energy drinks have a critical role over Christmas

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

Aside from 2-litre take-home products like J2O and mixers, which will be big sellers this Christmas, we're seeing a big push towards more premium products that encourage consumers to spend more.

#### How have you adapted your range to meet this?

We have increased our range of glass-bottled lines such as Fever Tree, Appletiser and Orangina, and bottled mineral waters Hildon Water and Harrogate Water, as we look to get them into the mainstream. If we get a national deal on mineral water or Fever Tree, for example, then retailers can easily order them in and position them in their depots alongside other leading ranges.

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

Always be fully stocked and have your bestsellers in the fridge because nowadays, if it isn't cold, customers will walk away. This is especially true for distress purchases including 2-litre carbonated drinks.



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**#THRIVEON**

PURDEY'S BIGGEST DIGITAL AND OUTDOOR CAMPAIGN TO DATE IN PARTNERSHIP WITH IDRIS ELBA



26



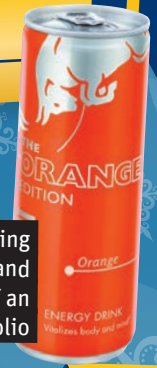
**Justin Entwistle**  
M.J.'s Premier,  
Oldham

### Focus on big brands and pack sizes

As we're near discounters, we don't want to fight on price across our whole range, so will focus our merchandising on big brands and big pack sizes, such as 15-packs of Coca-Cola.

Offering customers a trusted brand at a lower pricepoint, AG Barr's soft drinks range comes pricemarked to emphasise its value

Red Bull has been innovating its range in recent years and this year saw the arrival of an orange variant to its portfolio



NEXT WEEK:

MAGAZINES

28



**Maurice Newton**  
sales and marketing  
director, CBL Drinks

### Cross-merchandise with other products

Placing soft drinks and snacks together encourages incremental and impulse sales. Where space allows, stores should introduce secondary sites outside of soft drinks display areas as Christmas approaches.

27

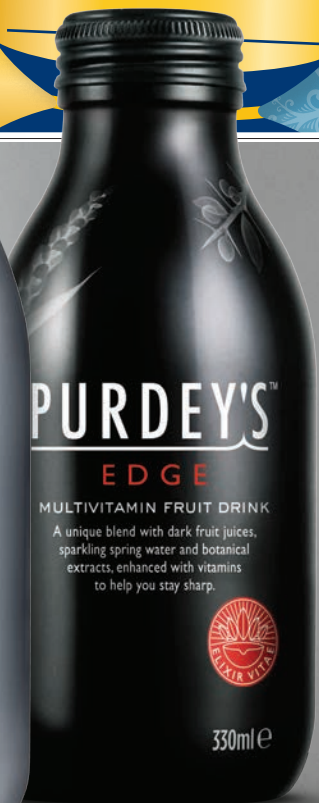


**Saleem Sadiq**  
Spar Renfrew,  
Glasgow

### Bring in extra lemonade

Scots don't traditionally drink lemonade but at Christmas people go for it, so we'll bring lots of extra bottles in and include it on our multibuy deals.

LOW



**PURDEY'S™**  
**THRIVE ON**



# PREVIEW



## Mango joins line-up

Diageo Reserve has added Ciroc Mango to its variants, it follows the recent launches of Ciroc Pink Grapefruit, Ciroc Apple and Ciroc Pineapple.

**RRP** £38

**Outers** 6

**Contact** 0845 7515 101



## Aston Manor can do

Aston Manor Cider has expanded its award-winning Frieels Vintage range by releasing it in a 330ml can.

**RRP** £1.99

**Outers** 12

**Contact** 0121 328 4336



## Nice and Easy does it

World Foods brand Tropical Sun is launching a marketing campaign to drive sales for its USA Easy Cook Rice range.

**RRP** £2.99

**Outers** 6

**Contact** 020 8988 1100



## Maxxium at the Double

Maxxium UK has launched The Macallan Double Cask 12 Years Old this month, which is a new interpretation of its signature 12 Years Old Macallan.

**RRP** £55

**Outers** not given

**Contact** 01786 430 500



## Spar's Speciale

Spar is launching Prosecco Speciale, alongside its seasonal alcohol range, in time for the festive season.

**RRP** £9

**Outers** not given

**Contact** 020 84263690



## Welly unusual contest

Welly has launched a 'Puddle of the Year' photography competition, where customers can win prizes for a pic of their favourite puddle.

**RRP** £1.19-£3.00

**Outers** 6, 8 or 12

**Contact** 01226 3444000



## Plenty of pots

Potted fruit brand Nature's Finest has revealed the launch of its first multipack, offering four 113g fruit pots.

**RRP** £2.25

**Outers** 6

**Contact** 01753 245516



## Kirsberry relaunch

London Pilsner has signed a distribution agreement with Pernod Ricard to relaunch Kirsberry, a cherry liqueur.

**RRP** £12-13

**Outers** 6

**Contact** 01923 836 850



## Mushroom bubblegum

Bubblegum Mushrooms is one of eight products being launched as part of Spar's confectionary range revamp.

**RRP** 45p or three for £1

**Outers** not given

**Contact** 0208 4263690



# THIS WEEK IN MAGAZINES

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



## Round up



**TIM MURRAY**  
Magazines  
reporter

## A BROWSER? OR A NON-PURCHASER?

"Do you want to see independent publishers put out of business?" a retailer in a busy London newsagent asked a customer who was spending ages browsing through one magazine.

It was one of those busy West End retailers I frequent, as I often talk about here, and yes, the person in question wasn't even flicking through, rather reading the whole thing.

But it got me thinking about browsing. "This isn't a library," the refrain used to go, as I was going through the weekly inky music papers, Melody Maker, Sounds and NME, all those years ago.

I'd always buy one, though – after a quick nose I'd decide which one had the best articles in it. I'd already learned not to trust cover lines, as the promise of something inside might not be the feature I was hoping for and just a review instead (years later, I'm still getting the same feeling of disappointment, a recent airport purchase on the promise of a major feature left me let down when it was just a two-page update).

I could see the retailer's point – and I liked the message of support for independents, both publishers and by inference, retailers too.

It didn't help that the store was experiencing an afternoon rush, and yet I remembered what retailer and sometimes RN Retailer Viewpoint contributor Mark Ansell had told me when I visited his excellent store in Cornwall.

"People might be here an hour, they might not buy anything. Another day, they might come in and spend £15."

That may be a bit too far for some. It's about getting the balance right, ensuring that you don't scare genuine customers away, but weeding out those that have no intention of ever buying anything.

## Box-ing clever

# BINGE TV FANS GET NEW GUIDE TO FEAST ON

Back in the day there were only terrestrial TV channels to watch. Now the choice is unlimited, paving the way for this new magazine

**TELEVISION** and the way people view it has changed immeasurably in recent years, with the growth of internet-related services, such as subscription video on demand (Netflix, Amazon *et al*) and the likes of the BBC iPlayer and beyond. But, new magazine Bingebox says, TV listings magazines haven't kept up-to-date with trends. And so the launch, starting priced at under £1 before going up to just below the £2 mark, looks at Netflix, DVD box sets, and, among its listings and 68 pages, breaks television down into different categories and previews the coming fortnight's viewing.



**BINGEBOX**  
On sale 27 October  
Frequency fortnightly  
Price £0.99 then £1.99  
Distributor Seymour  
Display with TV Quick,  
TV & Satellite, Radio  
Times

**FIFA 365**

# 2017

## STICKER COLLECTION

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# THIS WEEK IN MAGAZINES



## Bestsellers Leisure

Title	On sale date	In stock
1 Dog World	21.10	<input type="checkbox"/>
2 Tractor & Machinery	28.10	<input type="checkbox"/>
3 Cage & Aviary Birds	26.10	<input type="checkbox"/>
4 Classic Tractor	28.10	<input type="checkbox"/>
5 Empire	27.10	<input type="checkbox"/>
6 Railway Modeller	10.11	<input type="checkbox"/>
7 Steam Railway	04.11	<input type="checkbox"/>
8 Rail	26.10	<input type="checkbox"/>
9 Hornby	10.11	<input type="checkbox"/>
10 Flypast	01.11	<input type="checkbox"/>
11 Amateur Photographer	25.10	<input type="checkbox"/>
12 Total Film	21.10	<input type="checkbox"/>
13 Steam World	11.11	<input type="checkbox"/>
14 Navy News	01.11	<input type="checkbox"/>
15 Old Glory	17.11	<input type="checkbox"/>
16 Our Dogs	21.10	<input type="checkbox"/>
17 Heritage Railway	17.11	<input type="checkbox"/>
18 Model Rail	17.11	<input type="checkbox"/>
19 Tractor & Farm Heritage	11.11	<input type="checkbox"/>
20 Earthmovers	04.11	<input type="checkbox"/>

Data from independent stores supplied by



### STARBURST

It's that time of year again, as Halloween is fast approaching and, as well as a raft of children's magazines with seasonal-themed covers, the smart folk at Starburst have got a major celebration of the legendary Universal monsters. It includes Frankenstein, Dracula and the Wolfman on the front cover of the next issue, out just in time for 31 October. There's also current hot series such as Stranger Things and Westworld featured.



**On sale 21 October**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** SFX, Total Film, Empire



### TOTAL GUITAR

Total Guitar has given itself a new lease of life with a redesign and relaunch, as well as a "fresh" look. It has also added extra content and improved its reviews and buying advice. The relaunch issue, to be supported in the independent trade with PoS, is bagged and includes several free gifts, including a further supplement, a keyring, a CD and the chance to win a Fender Stratocaster worth £700.



**On sale 21 October**  
**Frequency** monthly  
**Price** £4.95  
**Distributor** Seymour  
**Display with** Guitar World, Guitar Magazine, Guitar Player



### MODERN GARDENS

Modern Gardens, launched in the spring, is moving into its first winter with its first Christmas issue, giving it the opportunity to celebrate in style. Aimed at the more lifestyle-based gardener, the seasonal issue of Modern Gardens includes a four-page Christmas gift guide, a look at growing holly, hanging baskets and more.



**On sale 26 October**  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Frontline  
**Display with** BBC Gardeners World, Ideal Home and Country Living



### MOJO 60S

The 60s-themed younger – or is that older? – sibling of Mojo arrives for one of its quarterly outings, with Pink Floyd leading the way for this issue, which will be on the shelves until early in December. It features the kind of in-depth features the magazine has made its name on and, as ever, comes free with two quality art prints (Tyrannosaurus Rex and Cream).



**On sale out now**  
**Frequency** quarterly  
**Price** £7.99  
**Distributor** Frontline  
**Display with** Mojo, Uncut, Q



### VEGAN LIVING

Vegetarian Living is the country's best-selling offering for non-meat eaters and this new spin-off is targeting the stricter veggies out there. Vegan Living is aimed at the half a million plus vegans and features all aspects that have made its sister publication such a winner, and strives to take out the trickier elements of following a strict diet.



**On sale 27 October**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Seymour  
**Display with** Vegetarian Living, Good Food

# THINKING PINK TO BRING YOUNGER READERS TO THE PUZZLE WORLD

# THIS WEEK IN MAGAZINES



## CREPE CITY

Crepe City – the magazine aimed fairly and squarely at trainers and sports shoe fanatics – has tweaked its size, content and price for the third issue. It is a taller and wider publication giving its stylised photoshoots and spreads the chance to stand out as well as giving it more stand-out on shelves. It's now priced at £8, down from £10, making it more affordable.



**On sale 27 October**  
**Frequency bi-annual**  
**Price £8**  
**Distributor Seymour**  
**Display with Esquire, Forever Sport, Mens Fitness**



## THE ESSENTIAL DOCTOR WHO

The good Doctor is on his way back to TV screens meaning it's perfect timing for the latest edition of Panini's bookazine featuring the Time Lord. This 116-page effort, the ninth, is subtitled Invasions On Earth, with the lavish publication looking at the Doctor's assorted enemies who have tried attacking our planet.



**On sale 27 October**  
**Frequency irregular**  
**Price £9.99**  
**Distributor Marketforce**  
**Display with Doctor Who Myseries, Doctor Who Adventures, SFX**



## SUPERFOOD CHRISTMAS

Superfood magazine is celebrating its first birthday with a specially-themed Christmas edition of the magazine. The publication includes everything the healthy eater needs for the season, with almost 90 recipes from all around the world. It includes low-calorie cocktails, international takes on Christmas dinner, as well as other articles offering tips and advice on topics such as how to stay healthy during the Christmas period.



**On sale 26 October**  
**Frequency bi-monthly**  
**Price £5.99**  
**Distributor Seymour**  
**Display with BBC Good Food, Easy Cook, Olive**



## MATCH ATTAX ADVENT CALENDAR

More from the Match Attax stable as, following the recent launch of the latest season's trading cards, Topps has unveiled another special, in the form of a brand new idea, the Super-Box Advent Calendar. The calendar counts down to Christmas as well as offering up 120 new cards, including a gold, limited edition player.



**On sale out now**  
**Frequency one shot**  
**Price £20**  
**Distributor Seymour**  
**Display with Match Attax cards, Match Attax starter packs**



## HUCK

Huck magazine has a special issue out now devoted entirely to photography and the work of leading photographers in its field and beyond. The magazine celebrates the work of contemporary photo-journalists with features on war zones and beyond, and personal essays from almost 20 snappers.



**On sale out now**  
**Frequency bi-monthly**  
**Price £6**  
**Distributor Comag**  
**Display with Ski, Ski And Snowboard**

## Industry viewpoint

Stuart Williams

Editor,  
Total Guitar



**T**otal Guitar was the first guitar magazine launched by Future Publishing, in December 1994. Twenty-two years on, the title's evolution continues with a fresh new look, and a focus on helping beginner and improving guitarists achieve their goals.

Today's aspiring guitar players are eclectic in their tastes, with progressive attitudes towards an instrument that embodies the spirit of rock 'n' roll. Advances in technology and better availability at affordable price points means that picking up a guitar has never been easier.

Total Guitar represents the best value proposition on the market: packed with accessible lessons, classic and contemporary songs to learn, interviews and advice from the world's leading guitar players, and a dedication to showing its readers how to get more from the kit they own. All that, plus expert, transparent and trustworthy reviews of the most affordable new gear on the market.

The redesign introduces new beginner and intermediate lessons, a brand new Total Guitar Unplugged acoustic section, spurred on by the acoustic guitar's surge in mainstream popularity, plus no-nonsense product round-ups and group tests.

Every lesson and song inside the magazine is accompanied by studio-quality audio on the revamped Guitar Skills CD, offering more tracks to learn than any other guitar magazine on the market.

With a customer-friendly new low price of £4.95, plus three free gifts included on the UK newsstand (Guitar Skills CD, 32-page supplement and Blackstar Amplification keyring), Total Guitar issue 286 – on sale 21 October – carries massive mainstream appeal to new starters, regular readers and returning players.

Future is the UK's largest publisher of music-making titles including Total Guitar, Guitarist, Future Music, Computer Music and Rhythm.

## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



## HOW HARJ GILL AND HIS FAMILY PUT THEIR STORE AT THE HEART OF THEIR COMMUNITY

Plus, could you survive on the hot food offerings of the world's most advanced c-store market? Simon King is in Hong Kong to find out, and read Neville Rhodes' latest column





# THIS WEEK IN MAGAZINES

## Newspaper terms

### Daily newspapers Margins/pence

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

### Daily newspapers Margins/percentage

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

### Saturday newspapers Margins/pence

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

### Saturday newspapers Margins/percentage

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

### Sunday newspapers Margins/pence

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

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 16-17 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,865g	1,400g	220g	11	45g
Sunday Times	1,210g	820g	55g	4	25g
Mail on Sunday	940g	430g	175g	6	50g
FT	875g	540g	0g	0	0g
Guardian	855g	305g	155g	4	75g
Times	810g	425g	125g	4	50g
Observer	715g	285g	0g	0	0g
Sunday Telegraph	685g	395g	20g	2	15g

### Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
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## Back in the day

100  
YEARS AGO



**21 October 1916**  
Police action was taken against a news crier in Nottingham for crying false news about the war. Street seller William Twigg, then 20 years old, was sent to prison for the offence, which was exacerbated by him charging double for the paper.

50  
YEARS AGO



**8 October 1966**  
The exciting arrival of computer typesetting was announced at the Bristol Evening Post. Half of the company's linotype staff volunteered for retraining in the new technology. Walter Hawkins, chairman of the paper at the time, said the move was aimed at "increasing productivity".

25  
YEARS AGO



**19 October 1991**  
The Newspaper Society argued against the banning of tobacco advertising in a letter to the House of Commons Select Committee on European legislation. In it, it cited public health concerns, saying "the current proposal would withhold consumer information about low-tar, 'healthier' brands," and that the ban would increase consumption.

## Will chocolate cake replace full English for breakfast?

You can indeed have your cake and eat it - for breakfast. Or at least, that's what industry experts are predicting will be the next big food trend.

Liz Moskow, culinary director at Sterling-Rice Group and food trend expert, explained to Food Business News that a recent study by Syracuse University into the benefits on cognitive function of eating dark chocolate will likely translate into people considering chocolate as a normal breakfast table staple.

"What better day part to

incorporate dark chocolate into your meal than breakfast?", says Liz. "We predict that breakfast might start seeing brunch amuse-bouche chocolate cakes," she goes on to say, in light of other research from Tel Aviv



University that says eating dessert for breakfast could aid weight loss because you have the rest of the day to burn it off.

Could retailers soon be stocking gâteau breakfast bites? Only time will tell, but who are we to argue with science?

## Meet Gary, the new vegan cheese

Cheese-loving vegans may well have to change what they search for in shops, after

a woman's Facebook rage against Sainsbury's vegan dairy offering went viral.

"As a real cheese fan it's really annoyed me that Sainsbury's have bought out a 'Vegan Cheese' made with coconuts. Cheese is not made with coconuts," wrote the unidentified social media user. "Call it Gary or something. Don't call it cheese."

The vegan community responded with particular enthusiasm to the sugges-



tion, making a series of memes featuring the dairy-free delight, sharing the original rant on social media

hundreds of times and creating the Facebook page, 'It's Not Vegan Cheese, It's Gary'.

Even Sainsbury's got in on the joke: "Thanks to customer feedback, we're excited to introduce our new range of #Gary", the company posted on Facebook - including a Photoshopped version of the new Gary cheese packaging.

Spoof, it may have been; we're still hoping for some Brian sausages and Keith nuggets to join the range.

## VIEW FROM THE COUNTER with Mike Brown



The Next returns service I offer through the Payzone terminal finishes on 24 November. This is hugely disappointing for us because we have looked for alternative sources of income and this one has been a huge hit with our customers. The business is transferring to myHermes so I will look into becoming a parcel shop with them.

I have just been notified that a member of my branch, Teesside, has been nominated for an award in the NFRN National Awards due to take place in London in November.

Bay Bashir who runs Belle Vue Convenience Store in Middlesbrough has been nominated in the category "Responsible Retailer". As Teesside branch president I will be joining Bay at the awards evening so on behalf of the branch and the Northern district I wish him luck.

This will only be my second visit to the national awards so I am quite excited and looking forward to a great evening.

Plans for Christmas in Stokesley are well advanced. The Christmas lights will be switched on on 24 November. In the market square will be stalls and entertainment with all the shops staying open.

For the Tour de Yorkshire most shops purchased a bracket with a Yorkshire flag in it. The idea now is to display a small Christmas tree with lights. We pinched the idea from Helmsley, a market town about 20 miles away, who did it last year and their town looked very festive. I have volunteered to help put up the trees - well hold the ladder anyway.

November must be the month for award ceremonies. My youngest daughter Emma has been nominated in the category of Junior Sports Personality of the Year in Hambleton District Council's Sports Awards 2016. We have been invited to attend the award ceremony at the Civic Centre in Northallerton on 2 November, so fingers crossed.

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