

RETAIL NEWSAGENT

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And what else goes in shoppers' baskets

NEWSPAPERS Page 28 >>



A fitting tribute
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EXCLUSIVE

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Invest in training to safeguard your future, food to go expert Markus Hofmann tells RN. Page 5 & RN Interview >>



CONVENIENCE

Get your act together on fresh, symbols told

Retailers demand better quality produce, promotions and partnerships to capitalise on growth of chilled food. Page 6 >>



FROM STRUGGLING CTN TO FOODIE HEAVEN

Retailer Mike Nicholls has harvested a tidy profit since a focus on farm produce has helped turn around business at his Mace Copmanthorpe Village Store. The future was looking bleak until Mr Nicholls, working with Costcutter, gave it a new lease of life, enlisting the help of local suppliers and adding an artisan bakery. Page 11 >>



Telegraph and Mail raise cover prices but chisel margin from independent retailers. Page 7 >>

TERMINAL LAUNCH

'Tap into online growth with One'

PayPoint: We'll help indies compete with mults. Page 4 >>

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Living with the living wage
64% of respondents in a betterRetailing.com poll said they have cut employee working hours. Adam Hogwood explores the four things he's learned since the arrival of the National Living Wage.



How to seize the food to go opportunity
Half of the UK's Top 100 local stores offer hot food to go but is this a trend for every shop? Markus Hofmann will share his experience of creating and establishing Shell's food to go format, deli2go.

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SECOND SESSION
THIRD SESSION

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Adapting your offer to delight your customers
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BROUGHT TO YOU BY

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BROUGHT TO YOU BY

Evolution not revolution
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Plan how to remain a destination for tobacco sales by recognising the most useful insight and support from the key industry players.

BROUGHT TO YOU BY

Keeping the pound local
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LEADER



A decade ago, the expectation of food to go was brought-in, pre packed sandwiches at best



CHRIS GAMM
Editor
@ChrisGammRN

Travelling to a meeting last month, someone asked me what's the biggest change I've seen in the 10 years I've worked in the convenience industry.

I said it's been the changing role of food to go in local shops. A decade ago, the expectation was brought-in, pre-packed sandwiches at best. Today it is fresh hot and cold food to go with the quality and variety to rival a high street eatery.

And with this shift, helping you capitalise on the category, understanding its key components and setting the right strategy for your business has become a major focus for RN. This coming week will provide a great example of three ways we are doing this.

First, in this issue, you can learn from food to go pioneer Markus Hofmann, who helped transform Shell's offer with the launch of Deli2Go and raise the bar for what consumers can expect from a petrol station's convenience food offer.

Second, at next Wednesday's Local Shop Summit, 144 leading independent retailers will be sharing ideas and learning from one another, experts like Markus and suppliers.

I will be leading a session on shopper missions with PepsiCo, where setting the perfect meal deal and getting the right breakfast, lunch, dinner and snack to go offer are all on the agenda.

Third is seeing this advice in action. Last month, the RN team took nine retailers on a Come Shop With Me study tour around three brilliant stores to pick up ideas.

The video from the day will be premiered at the Local Shop Summit, but you can read all about it, plus the things we learned at the summit in next week's issue.

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NEXT WEEK



COME SHOP WITH ME 2016
RN reports on this year's study tour



CHRISTMAS GUIDE
The latest instalment looks at snacks

"THERE IS A NEW DAWN COMING IN RETAIL AND INDEPENDENT AND RETAILERS NEED TO BE PREPARED"

MARKUS HOFMANN SPEAKS TO RN AHEAD OF HIS KEYNOTE SPEECH AT THE LOCAL SHOP SUMMIT NEXT WEEK **Page 22** >>

NEWS

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Sugar tax worries 'justified'

Retailers are "right to complain" about a sugar tax on soft drinks, a leading analyst has told RN.

Neil Saunders, managing director of Conlumino, was reacting to statistics highlighting that 39% of Coca-Cola European Partners' UK sales currently come from lower or zero-calorie soft drinks across all its brands. Additionally, 43% of sales from the Coca-Cola brand are from its sugar-free variants - more than any other country in the world.

"In terms of soft drinks, the market is doing a good enough job on its own," Mr Saunders said.

He also pointed to investment in water brands and clearer labelling as signs of the industry's commitment to promoting healthier lifestyles. "The government's strategy on sugar and obesity falls into the 'let's be seen to do something' category. Retailers are pushing back against the negative consequences they feel will come from it."

'Standards gap' has widened

The number of Independent retailers investing in their stores has fallen to its lowest level since 2012, according to the Association of Convenience Stores (ACS).

The ACS Investment Tracker shows only 13% of independent retailers plan to invest in their stores during the coming year, despite a record £210m spent in store improvements by multiple convenience retailers during the past three months.

It also identified refrigeration is the most common form of investment.



Costume party heads celebration

Staff celebrated National Family Business Day in style at Key-store Highclere, dressing up as store founder Mr JG Ross - who opened the shop in 1962 - and a 'buttery' - a squashed croissant that originates in the northeast of Scotland. The costume party was a light-hearted response to wholesaler Filshill's competition asking for celebratory snaps of the event. The store sells more than 12,000 butteries a week and is now run by Mr Ross' two sons, Graeme and Cameron.

Beacons, apps, loyalty and promotions lined up Sector can 'catch up to the multiples'

PayPoint says new One 'helps indies to compete'

by Gurpreet Samrai

The new PayPoint One terminal will help independent retailers compete against the multiples, according to the company's founder and a tech expert.

Co-founder Tim Watkin-Rees, launching the terminal last week, said it would help retailers adapt to changing shopping trends and make the most of the "way local shops complement online retail".

"I don't know how many people Tesco has in IT," Mr Watkin-Rees said. "Those resources are not available

to independent shopkeepers, but there's no reason why, through businesses like ours and modern technology, they can't be in the same league."

Miya Knights, head of global technology practice at Planet Retail, said the terminal will lead to the sector "catching up to the multiples" when it comes to technology and give them "a level playing field" to compete online.

"As society changes and we live our lives online, we still need somewhere nearby we can do stuff," Mr Watkin-Rees added.

"It's a threat if you don't embrace it, but retailers should think about how to present themselves online to get the best synergy with the store.

"I always think 'how does the online road connect with the local shop?' So we are talking about beacons, apps, loyalty, promotion and parcels, where there's still huge potential left."

The new terminal with EPOS, card payments and PayPoint services also integrates contactless, Apple Pay and Android. The company has received 2,000 advance orders for the

platform - 500 of which are new to PayPoint - with more than 100 being rolled out a week.

For existing PayPoint retailers upgrading, the cost is £15 a week, and £20 for new customers.

PayPoint said it will work with suppliers, from news wholesalers to fuel providers, to add new features to the platform, with conversations currently underway with symbol groups.

"The nature of the platform is it's really broad and hugely flexible," said PayPoint commercial director Lewis Alcraft.

Food and drink in 'sin tax' warning

Industry officials have called for a change in stance on tobacco legislation, warning the UK could face a subsequent battle against 'sin tax' across alcohol, food and soft drinks.

Chris Snowdon, head of lifestyle economics at the Institute of Economic Affairs, spoke last week on the booming black market

during the eighth Annual Global Tobacco & Nicotine Forum 2016, in Brussels.

He described tobacco regulation as a "slippery slope", issuing a stark warning on the high possibility similar regulations will infiltrate alcohol, food and soft drinks.

He highlighted the fact the British Medical Association

has been calling for graphic warnings on alcohol since 2008. "It is well established that sin taxes on alcohol lead to tax evasion, home-brewing and illegal sales," he said.

In addition, Sinclair Davidson, leading economist and a keynote speaker at the event, claimed there is still no evidence plain

packaging in Australia actually works. He said Australians are simply buying cheaper brands instead, according to information gained through a Freedom of Information request.

Mark Littlewood, director general of the Institute of Economic Affairs, argued tobacco policy should be decided at a national level.

Staff are most important asset says food to go expert 'You need to attract the best'

Invest in range of training to attract super-staff

by Tom Gockelen-Kozlowski

Retailers must invest in a range of training for employees to safeguard the future of the sector as rising costs force stores to make staffing cuts, according to a food to go expert.

Markus Hofmann – the man behind Shell's successful 'Deli2Go' brand – said retail in general was undergoing a period of automation that would inevitably see fewer staff on the shop floor. And although he sees community-focused inde-

pendent stores as a possible exception to this, such a change will affect the calibre of employees retailers need to attract.

"Staff are still the most important asset. With automation you need fewer people, but those who remain need to be super," said Mr Hofmann. "It will be those who have the people skills. You need to attract the best."

Retailers should also be prepared to offer emotional and social training, to help provide honest, but tactful recommendations to cus-

tomers, he said. "You have to be much smarter – you have to be authentic. Staff have to be empowered to be more choosy about what they recommend and it needs to be honest."

RN has reported stories of many retailers struggling to afford the higher wages demanded by the National Living Wage. But Mr Hofmann believes retailers who can afford further investment will gain "a different kind of commitment" from staff who will be prepared to go

further for their employer and colleagues.

Before this year's Local Shop Summit in Twickenham next week, Mr Hofmann said he was positive about the independent sector's future. "There's a lot of change happening, but I truly believe the core strength of smaller independents is that they can change quickly," he said. "They adapt to local needs better and they are focused on the longer term. Ultimately, that's what customers want."

● RN interview - p22.

New fiver 'is being hoarded'

The new five pound note continues to be a major talking point in stores, with consumers testing their durability and some even hoarding the new polymer notes.

It comes as stories are circulating about collectors paying thousands for early serial numbers.

"People are hoarding them, we're having problems getting hold of them," said Eugene Diamond, of Diamonds in Ballymena. "I gave someone a plastic fiver and he said 'that's another one, I've got 11 at home'."

● Letters - p15.

PM gets industry lowdown at conference

NFRN delegates have been highlighting retailers' concerns at the Conservative party conference this week.

National deputy vice president Mike Mitchelson outlined the work of the federation to prime minister Theresa May, while the federation also arranged to meet with minister of state for policing Brandon Lewis MP to discuss retail crime.

"PCCs we've been meeting with have been going to him with our concerns about how police respond to retail crime so he was aware of the issue," said Will Pryce, NFRN public affairs manager.

Meanwhile, chancellor Philip Hammond confirmed George Osborne's business rates relief proposal will go ahead.



Federations bosses also raised concerns with planning minister Gavin Barwell and ministers from

the small business department. Mr Mitchelson said: "We have been able to put the concerns affecting our

members to government ministers, and what is positive is we have arranged follow up meetings."

In crime spotlight

Cigarettes and alcohol are still among the most investigated products by trading standards officers, according to the government's IP Crime Report.

The annual state-of-the-nation look at piracy and counterfeiting ranks them at numbers one and three in terms of the most investigated, with clothing in between.

Retail outlets are still the most investigated, although incidents of selling counterfeit goods via websites and social media are increasing.

Menzies adds EAE

Menzies Distribution has added to its logistics services by buying Scottish leaflet distributor EAE (Edinburgh Arts and Entertainment).

The company, which handles arts and tourism leaflets, is the latest acquisition in a number of companies in the parcel delivery and e-commerce markets in the past 12 months.

National Minimum Wage 'turns the screw'

The latest rise to the National Minimum Wage took effect on 1 October.

The rate for 21 to 24-year-olds and 18 to 20-year-olds

increased by 25p an hour, and now stands at £6.95 and £5.55 an hour respectively. The rate for 16 and 17-year-olds rose by 13p to

£4 an hour. Retailers said the increase was a further burden.

Bal Singh, of Nisa Local in Great Barr, Birmingham,

said: "I'm already employing more 18 to 20-year-olds on fewer, more casual hours. This is just turning the screw."

NEWS

BUSINESS

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Franchise shares giveaway

Conviviality plc has awarded almost one million shares to more than 200 franchisees - the first portion to be granted as part of its Franchisee Incentive Plan (FIP).

This first tranche of shares has seen 224 franchisees, representing 318 stores, rewarded for their commitment to running successful stores.

Simon Wallis, of Bargain Booze in Kingswinford, said: "This scheme means the franchisees are the ones who are benefiting and it gives us all a sense of belonging.

"It's pushed up retailers' standards because the more you hit the targets, the higher level of shares you'll receive."

The FIP was initially a three-year plan, but will now be extended for a fourth time next year.

Self-scan tills help shoppers

Self-scan tills can allow retailers to manage their staff more effectively while improving customers' shopping experience, according to a wholesaler.

Spar Lancaster University store in the north-west of England installed four self-serve tills in April in response to significant customer footfall at peak times of the day.

Sheridan Hindle, ICT director at James Hall & Co, a Preston wholesaler, believes other stores should use the technology. He said: "Especially where there is high-customer footfall for smaller basket sizes, it gives a better experience for customers and allows the store to utilise their team more effectively."



Store manager Andrea Simpson

Birmingham University's Costcutter store doubles in size after revamp

Costcutter at the University of Birmingham has undergone a six-figure expansion and refurbishment, to provide a larger offering to students. The university store, which has been a Costcutter for more than 12 years, has doubled in size as part of the upgrade to cater to the opening of a 3,500-bedroom halls of residence. The open-fronted store now offers extended chilled and fresh produce, a large off-licence and an increased Independent range.

80% of retailers highlight lack of promotions Symbol groups need to "get their act together"

Retailers want symbol support for fresh sector

by Charlie Faulkner

Retailers say they are missing out on an opportunity to capitalise on the fresh and chilled sector because of a lack of support from symbol groups.

More than 80% of retailers spoken to by RN echoed similar concerns when it came to fresh and chilled products, highlighting a lack of advertising material and promotions, and a need for wholesalers to improve partnerships with suppliers to provide better quality products.

Jai Singh, of MJ's Go Lo-

cal Extra in Sheffield, said the symbol groups need to "get their act together". His store now operates under Parfets but also receives Nisa deliveries, and was previously a Premier store. Mr Singh said he has had to be proactive in finding local suppliers to source quality food.

"We do it for our customers - to provide more choice - and because we eat from the shop as well.

"I can pick up a cucumber three times the size from a local supplier, compared to one at the wholesaler."

Angela Chilvers, owner of Hemingbrough Londis in Selby, North Yorkshire, said she thinks more fresh products need to be available and more advertising material is needed to let shoppers know about those products.

Meanwhile Bay Bashir, owner of Lifestyle Express Bellevue Convenience Store in Middlesbrough, pointed out better offers would mean better margins for retailers. "We need fresh and chilled delivered, and planograms for those product lines," he said.

"It's a sector that's going to grow and grow.

People are looking for the healthy option and if we can't give them that, we're losing a lot of trade."

Mace Mundeseley owner Raj Siva said shop owners could do much better if there were more promotions available in the sector.

However, Nisa retailer Shaan Chaudry, owner of three convenience stores in Nuneaton, said he is happy with the promotions and support received.

No symbol group responded to request for comment before RN went to print.

Nisa pushes fresh and chilled options

Nisa has reported a positive start to the year in its half-year trading update after putting a greater focus on helping more retailers provide fresh and chilled products.

Nick Read, chief executive of the group, highlighted a 17% jump in

its customer feedback score, which he said was due to clear guidelines to retailers and a mystery shopper initiative, which has delivered direct customer feedback.

Sales of Nisa's fresh produce have seen a 21.9% increase, while the company has focused on reducing

case sizes, subsequently reducing waste, to remove retailers' "fear" around the sector.

"We've got to make it easier for our members to get into fresh and chilled," said Mr Read.

He said there had been a greater focus on the

in-store visual representation of those lines.

The group has also recorded a 4% reduction in overhead costs and adjusted earnings were at £4.2m in the first half to October - an improvement on the £3.3m reported for the same period last year.

NEWSTRADE

Telegraph margin decreases from 23.3% to 21.5% Saturday Mail price increases by 10p

Telegraph and Saturday Mail increase cover price

by Tim Murray

Two national newspapers have increased their cover prices in the past week, with both continuing the trend of increasing price and cash margin while at the same time decreasing percentage margin for retailers.

The Daily Telegraph raised its weekday price to £1.60 on Monday. While retailers were set to receive a higher pence per copy margin for every paper sold – up to 34.4p from 32.63p – it represents a decrease in margin terms, down from 23.3% to 21.5%.

According to RN calcula-

tions, the change will result in retailers earning an additional £1,839,366 per year from the title.

But the margin cut means retailers will miss out on a potential additional £2,976,053 which could have been earned had terms been maintained.

Meanwhile, the Saturday edition of the Daily Mail has gone from 90p to £1, the first increase for five years. The cash margin has risen to 21p, but the percentage margin has slipped 0.04% to 21%. It means that although retailers will gain an extra £1,886,885.60, they will miss out on

almost £430,000 in further revenue.

The moves are the latest in a raft of increases across national newspapers this year, following those on the Guardian, Times, Sun, Mail, Mirror and i and continue the trend for margin erosion for retailers.

The NFRN was seeking urgent clarification from the Telegraph and the issue was set to top the agenda at the scheduled meeting between the publisher and the federation yesterday (Thursday 6). It said the Mail decision was a “further blow” and it would be reminding the paper that retailers were increasingly

mindful to put papers to the back of the store.

A TMG spokesman said: “The weekday price increase will allow us to remain competitive in our market and to invest in our product, promotions and successful subscriptions programme. The Telegraph will continue to be the highest revenue-generating quality newspaper in the market.”

A Daily Mail statement said: “The Daily Mail is the UK’s biggest-selling Saturday newspaper, purchased by 2.2m readers every week and generates more RSV and margin for retail than any other newspaper.”

Indies sell 60% of Art Therapy

Almost 60% of sales of partwork Art Therapy have gone through independent stores generating more than £1.3m in sales value.

Publisher Hachette Partworks revealed the figure as it announced the launch of new partwork, Art Therapy 50 Mindful Patterns, which it believes could see indies grabbing an even greater slice of the colouring in market.

Elise Windmill, product marketing manager at Hachette, said: “The launch is supported by a TV campaign which begins on 12 October and will drive footfall into independent stores, which are the traditional destination retailers for partwork collections.”

Yorkshire passports

Country Publications, publisher of The Dalesman and other Yorkshire-based publications, has published its own Yorkshire Passport publication, a book priced at £4.99, giving anyone who buys it the status of Official Tyke.

It is available through Country Publications.

Newsquest strike date

Staff at Newsquest’s south London offices, covering the south-west of the capital and into Surrey, are set to strike for two weeks from this week. The industrial action will affect both paid-for publications such as the Surrey Comet and free newspapers. The dispute is about planned job cuts at the office. Newsquest said restructuring was essential to face the threat posed by Google and Facebook.



Vogue magazine gets real and sees increased sales

Vogue magazine has hit the headlines again, after a two-part TV documentary about the British edition’s anniversary celebrations, with a special issue only using “real” people. The magazine saw improved sales after the BBC aired two episodes looking at the Condé Nast-owned UK edition, with some retailers selling out. Its latest issue, using real people rather than models, has already featured in publications including the Daily Telegraph.

2000AD sells out 2,000th edition

The 2,000th issue of landmark British comic 2000AD sold out less than two days after it was published.

Distributor Seymour was left frantically searching for any spare boxes or copies after what publisher Rebellion said was “unprecedented” demand

for the special variant covers.

The homegrown comic, which launched almost 40 years ago and spawned characters such as Judge Dredd, has become famous across the world.

“This is unprecedented for us,” said Mike Molcher, PR co-ordinator at Rebel-

lion. “The majority of our sales still come through independents – we’re still a newsagents’ magazine, with 70% of our sales from that sector and the majority of those indies. This sector is still very important to us.”

A reprint of this issue has been ordered.

Matt Smith, editor of 2000AD, added: “It’s fantastic to see Prog 2000 has been so well received, and there’s huge demand for it. It’s unprecedented that an issue of 2000AD has had to go back for a second printing, so this really has become a landmark event in the comic’s history.”

NEWS

PRODUCTS

Maynards £1 big bag

Mondelez is introducing bigger £1 pricemarked packs across the Maynards Bassetts range.

The 165g promotional packs are now available across its core bag range, including Maynards Bassetts Wine Gums and Maynards Bassetts Jelly Babies.

Katie Bashford, senior brand manager for Joyful Candy at Mondelez International, said: "Pricemarked packs help to give shoppers the reassurance of clear pricing in-store. The new 165g bags offer great value for consumers on larger pricemarked bags of best-sellers and help drive sales in-store."



Tweet a Stoatally oaty smile on Porridge Day

Scottish oats company Stoats, the official partner of World Porridge Day 2016, served up bowls of porridge to encourage People's Postcode Lottery staff to get involved in its #PorridgeSmiles campaign.

World Porridge Day, which takes place on Monday (10 October), supports Mary's Meals – a charity that feeds school children in Malawi.

The campaign is encouraging people to get creative with their porridge toppings and post a picture on social media with the hashtag #PorridgeSmiles, to raise funds for the charity.

More Cake on the Go

Premier Foods is launching two additions to its Cake on the Go range.

Mr Kipling Cherry Bakewells and Mr Kipling Orange & Cranberry Oat Slices will come in twin packs with an RRP of 89p.

POs will be available for retailers to help drive sales.

Rockstar Gears up

AG Barr has teamed energy drink brand Rockstar up with Xbox game Gears Of War 4 for an on-pack promotion.

The promotion, which will give gamers the chance to win codes for games rewards, will run across one million cans of 500ml Rockstar Original, on both plain and 99p pricemarked packs, throughout October and November.

50% coffee sales lift and rise in sandwich demand "The deals bring the customers back in"

Provide hot drinks with meal deals to boost sales

by **Charlie Faulkner**

Retailers who don't include hot drinks in meal deals are missing out on an opportunity to boost sales, according to store owners making the most of the growth in demand for coffee.

Jai Singh, of MJ's Go Local Extra in Sheffield, has seen a 50% uplift in coffee

sales and an increase in demand for sandwiches since including hot drinks in a meal deal.

"The two lines complement each other," he said.

Baz Jethwa, of Costcutter in Farnworth, Bolton, has seen a 30% uplift in coffee sales since launching a deal on large cups of Costa coffee, offering either a free

croissant, cookie or donuts on a four-week rotation.

"We mix it up, but the croissant deal is the most popular," said Mr Jethwa.

He also offers a bacon butty and coffee for £3.49.

"The deals bring the customers back in again – they can't get a bacon butty like this in Costa," he said.

One quarter of shoppers

would like to see hot drinks included in meal deals, according to Him! research.

Manny Patel, of Manny's in Surbiton, Surrey, said he is looking into launching a meal deal with hot drinks.

He said: "There is a big growth in coffee, even in the lunchtime sales. I have a hot drink at lunch so why wouldn't my customers?"

Kingsmill Toasties launches winter design

Allied Bakeries is launching Kingsmill Toasties this month, which will be the first product to feature a new design for the brand to be rolled out across the range during winter.

The toasties will be available in packs of four in

three variants Mixed Berry, Cinnamon & Raisin and Honey, Oat & Red Berry, with a RRP of £1.19.

Zoe Taphouse, Allied Bakeries category director, said: "We believe the time is now for retailers to seize the opportunity bakery

presents. Our investment in Kingsmill Toasties and exciting future plans echo the scale of our commitment to the category."

The company believes the product will add £3.8m incremental value to the category.

Janene Warsap, Allied Bakeries marketing director, said: "Consumers want variety in what they eat and Kingsmill Toasties are set to disrupt the market by responding to demands for a breakfast option that can be prepared in minutes."

Hot products for your shopping list



Kingsmill Toasties will be available in packs of four at a RRP of £1.19



165g promotional packs are available with a £1 pricemark



Mr Kipling Cherry Bakewells will come in twin packs with an RRP of 89p

PRODUCTS

Flavoured drinks made up 30% of dairy launches in 2015 "People are trying to eat healthily"

Flavoured milk drinks increase sales by 20%

 by **Charlie Faulkner**

Flavoured and protein milk-based drink variants are boosting sales in the category by up to 20%, retailers have said.

Flavoured milk drinks made up 30% of dairy product launches in 2015 - the largest expansion in the category - according to research from Mintel.

Baz Jethwa, of Costcutter in Farnworth, Bolton, said

he has seen a 20% uplift in dairy sales since stocking protein milk-based drinks. He also stocks a wide range of flavoured milk drinks, which he says are popular with his customers.

"People are trying to eat healthily. They want protein and less carbs made easy," said Mr Jethwa. "We've introduced a new range, USN protein mix drinks. We also sell Weetabix On The Go protein

shakes which are price-marked at £1 each. It's about making it easy for customers."

Paresh Vyas, of Paresh's in Droylsden, Manchester, has experimented with a few brands including Yazoo and Fiji. He started stocking Delamere six weeks ago, which comes in a glass bottle and is available in strawberry, banana and chocolate flavours, priced at £1.

"We've seen sales rise since stocking this range," said Mr Vyas. "We're selling 36 bottles a week, mainly to younger customers."

He also sells 30 bottles of Yazoo a week, at 75p. He said: "You can't just stock one range, retailers need to offer different products."

Meanwhile, John Vine, of Newsworld in Church Stretton, Shropshire, said the drinks are popular when on offer.

Med diet boosts fresh food sales

New research promoting a Mediterranean diet presents an opportunity for stores to boost sales of fresh and chilled products.

The study estimated 19,000 of 155,000 deaths caused by heart disease each year could be averted, if everyone in the UK followed the diet rich in fresh fruit and vegetables, with some fish and little processed or red meat.

Jai Singh, of MJ's Go Local Extra, who offers meat from a local farmer as well as fresh fruit and vegetables, said more retailers need to take advantage of the opportunity and be proactive in providing fresh and chilled lines.

Raider challenge

Kerry Foods is launching a £1m digital campaign to drive sales of its meat snacking brand Mattessons Fridge Raiders.

For the eight week 'The Snacker Hackers' campaign, six of the world's biggest YouTube gamers have developed challenges and rewards. The campaign includes online adverts, promotional packs for customers to win prizes including Alienware laptops, PS4s, Raspberry Pi's and unique downloads.



Raise a glass for your Queens with Nrich milk drink

Milk drink Nrich has signed a sponsorship deal with Championship Football Club Queens Park Rangers (QPR) to become 'Performance Partner for QPR' this season. The deal, which covers the club's 2016/17 season, includes LED pitch-side banner advertising, player and fan engagement, and a raft of joint on and off-line marketing activities throughout the year.

Aryzta festive range out

Aryzta Food Solutions has recently launched a 16-strong range of sweet and savoury Christmas bakery products.

New products include the Cranberry Twist, the Raspberry Cheesecake Duet and Chocolat Doublé.

The range will be backed by PoS including secondary display units, shelf barkers, shelf strips and promotional posters.

Vincent Brook, UK retail commercial manager at Aryzta Food Solutions, commented: "Christmas is the ideal opportunity for retailers to boost their in-store bakery profits."

Popcorn sales rise by 13.6% to reach £120m

Popcorn value sales have increased to more than £120m in the UK, with the launch of further variants this week set to bolster the growth.

New figures show popcorn sales have grown in volume and value by 13.6%

year on year.

Metcalf's this week announced its skinny popcorn is expanding its range with the launch of a new Maple Bacon flavour, following a 26% increase year on year in value sales to nearly £13.5m.

Andrew Slamin, marketing director at Metcalf's said: "Trends show a rise in demand for sweet and savoury flavours, and better-for-you snacks, so Maple Bacon - ticks both boxes."

Meanwhile, Butterkist has announced plans to

relaunch its Salted Caramel popcorn.

The figures also show Propercorn has seen a 24.1% rise in value sales to £11.7m, while Nude Popcorn Company, which launched in May, had seen £560,669 in sales by July.

Hot products for your shopping list



Butterkist is to relaunch its Salted Caramel popcorn



Metcalf's Skinny Popcorn has launched a Maple Bacon flavour



Aryzta Food has launched its sweet and savoury Christmas bakery foods products

NEWS

REGIONAL



@RetailNewsagent for expert advice to help you grow your sales

ACS wants 5p bags at all stores

The Association of Convenience Stores (ACS) has renewed its request for the government to make the 5p carrier bag charge compulsory for smaller stores, in line with legislation introduced for large businesses.

Research shows carrier bag usage in England has dropped by 85% since the charges were introduced in supermarkets.

However, under current regulations, businesses with fewer than 250 employees in England are exempt from charging customers for bags, although some do so voluntarily to raise money for local charities.

ACS chief executive James Lowman summarised the charge as "an example of successful legislation" that benefits both the environment and the charities to whom the proceeds go to.



Stores join in to help Macmillan event raise £700k

Simply Fresh in Weare, Somerset, hosted a Macmillan coffee morning last week, along with thousands of other organisers around the UK, to raise money for the cancer support charity. Cakes were donated by suppliers for the event and visitors could enter a raffle to win a selection of goodies including a wine tasting voucher, a fruit basket and a hamper of chocolate. The store raised a total of £700, adding to the total raised of more than £700,000.

Knife-point robbery shows reality of retail crime 'We need consistency and quality of care'

NFRN president: raid has strengthened my resolve

by Matt Hutchings

An armed robbery at his Western-super-Mare newsagent has strengthened NFRN national president Ray Monelle's resolve to fight for improved police support for victims of business crime.

A man entered the store last week on the premise of buying an energy drink, then threatened staff with a knife and stole £160 from the till.

"No-one was hurt, but as for the psychological dam-

age caused - only time will tell," said Mr Monelle.

"Crimes like this cost far more than the goods lost. Obviously, there's the initial £160, but the emotional cost is far greater. We are just lucky that on this occasion no-one paid with their life."

Mr Monelle said the break-in was the seventh such incident in his store in the past 10 years. He now plans to upgrade his CCTV system and install more cameras around the store.

He added the experience has strengthened his

resolve to fight for improved police responses to business crime during his presidency, and he is now even more determined to see meaningful change for independent retailers.

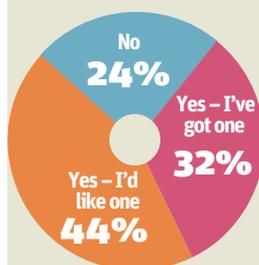
"I was away from the store at the time of the incident, and the four-hour drive home gave me plenty of time to think about whether it was fair to continue putting my family at risk. But ultimately, the point is that I and all the other retailers in the UK should be able to trade

without fearing for our lives," he said.

"The police have been particularly good at responding to crime in my store, but we need to see this consistency and quality of care in all retail crime incidents across the UK.

"Government and police crime commissioners have to realise that, in small independent stores, it's often just one person on their own. Superstores have numerous security staff and more sophisticated surveillance systems."

RN READER POLL



Would a loyalty scheme work in your store?

NEXT WEEK'S QUESTION

How are customers reacting to the new £5 note?



Have your vote now

Go to betterretailing.com

Regional retailers' rates drop up to 6.8%

The Valuation Office Agency's latest business rates revaluation has been welcomed by trade bodies and retailers, who should see an overall decrease in their rates.

Rates in England fell by an average of 4.7%, with those in the North East seeing the highest reduction of 6.8%.

Not all retailers will feel the benefit, though. London businesses will be hit with a rise of 26.2%.

Local government minister Marcus Jones praised the result of the government's month-long consultation, saying the changes would ensure rates were not outmoded and accurately reflected changes

in the property market.

The NFRN said it also supported the new rates and transitional relief measures for those facing price hikes.

Chief executive Paul Baxter said: "Making the business rates system fairer will encourage independent retailers to expand and invest in their business, so

this is a step in the right direction.

"We welcome the opportunity to participate fully in the consultation. However, the revaluation of business rates is just one aspect of it and we will be calling for councils to be held to account when they apply their calculations."

REGIONAL

Chilled turnover doubled £1,000 invested to upgrade graphics and layout at the store

CTN increases sales 25% with farms goods focus

by Toby Hill

A Yorkshire retailer has seen his chilled turnover double since transforming his struggling CTN into a thriving farm-style shop.

Mike Nicholls, of Mace Copmanthorpe Village store, has worked with Costcutter and local suppliers from across the county to turn around the 500sq ft store.

"Things were getting tough," Mr Nicholls told RN. "We were seeing a decline in news from last year, but market costs were

going up and up. We were getting squeezed and we had to do something to get people through the door. So we decided, we're in an affluent village - why not bring in an artisan bakery, and turn it into a farm shop based around local products?"

Mr Nicholls spent £1,000 with Costcutter to change the store's graphics and layout. He then filled the store with local products from companies including Bluebird Bakery, Botham's of Whitby and Yorkshire Baker - which produces

products for Marks & Spencer.

"Mike found our products in a local deli and tracked us down," said Gill Ridgard, founder and chief executive of the Yorkshire Baker. "We've had a couple of orders going through and it seems to be going well.

"He also put us in touch with Costcutter, who are treating his store as a pilot. If everything goes well, they'll consider rolling out our products in more of their stores. We're a local supplier and Costcutter is

looking for a different angle to compete with the big four supermarkets, who are slugging it out from a price point of view."

Mr Nicholls said since the transformation at the end of last month, his chilled turnover has doubled and overall turnover is up around 25%.

"It's created massive noise and some of the local products, like the Yorkshire Baker's pasties, have been flying out the door," he said. "We must have sold 75 sausage rolls in the first week. It's gone berserk."

Robbery warning

Oldham retailer Justin Whittaker, of MJ's Premier in Royton, has warned other retailers to be vigilant as the nights get longer after a break-in at his store last week.

Balaclava-clad thieves smashed the shop's window and stole cigarettes and lottery cards.

His store was back up and running by 10am the next day, but he is warning others to be vigilant.

"Come September, as the nights get longer, this starts to happen more often," he said. "Retailers need to take more precautions - move money out of the store and don't store cigarettes outside the gantry."

Alcohol refusals

The Association of Convenience Stores (ACS) has welcomed the recommendation of the Sentencing Council not to include the number of entries in a refusals book as a culpability factor in sentencing for alcohol offences.

During the consultation, the ACS has contested few entries mean the store has had a robust age verification procedure in place for a long period, resulting in fewer attempts by those underage to purchase alcohol.

Vacant shops up

Store vacancies are almost two and a half times the pre-crash vacancy rate of December 2008, a report has revealed.

The report, published by the Local Data Company, shows store openings have slowed across the UK.

Wales came out worst, with 15.1% of retail spaces vacant, then Scotland at 12.1% and England at 11.3%.

We have a winner for Rio the Bear

Ansell Village Stores' Olympic centrepiece Rio the Bear was won by customer Nigel (pictured) whose partner was expecting a baby the day after he took him away. Through a sponsored marathon run, the Rio the Bear competition and collection jars in each of Steve Ansell's four stores, staff and customers have raised more than £1,000 for pancreatic cancer research. "Research into pancreatic cancer is underfunded, but it's also one of the most aggressive forms of the disease," he said.



'Take category approach, suppliers'

Retailers want suppliers to be transparent, tech savvy and take a whole-category approach.

That was the message from Devon retailer Dan Cock, of Premier Whitstone Village Stores & Post Office, at the Association of Convenience Stores' A Day In the Life event.

It was an opportunity for suppliers to learn more about their customers and what they need from them in a modern retail landscape.

"One of the main things is that retailers need a supplier that's able to take a whole-category approach," said Mr Cock. "We also

need absolute transparency. We're all busy - suppliers and retailers - and an open and honest working relationship keeps things running smoothly and is much more productive."

Mr Cock also explained how important it was for suppliers to keep abreast of technology, with social

media being a big opportunity for many retailers.

"The golden rule of retail is to understand your customers, and a lot of ours are online these days. Working with a supplier that understands that and can help us with the occasional giveaway or competition is a real benefit," he adds.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT NORTH WEST 27.09.2016



Glyn Bellis reports from the NFRN North West district council meeting

Smiths News' app released

Smiths News' SNapp app will now allow newsagents to instantly access orders, extras, claims and the team at the wholesaler whenever they need to, North West delegates were told.

Alison Morris, business manager for Smiths News, gave a presentation on recent updates to the app.

Retailers will also be able to lock in home news delivery figures to ensure supplies are not cut, she added.

John Parkinson, visiting from the Mersey Dee district, said it was time to revise required delivery times so they were more realistic.

NFRN chief executive Paul Baxter said: "We would welcome a general review."

Conflict over new boundaries

Retailers were urged to embrace modernisation as proposed changes to NFRN district boundaries were debated.

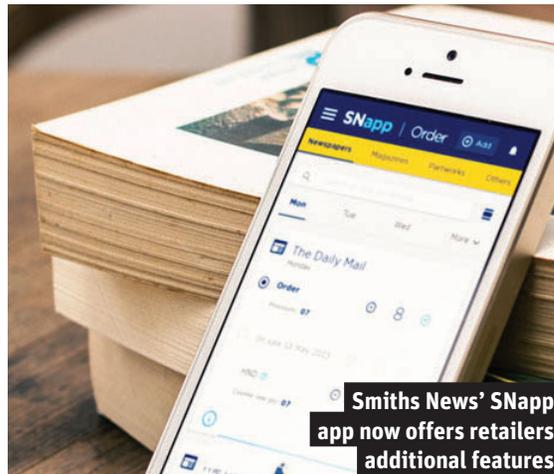


Paul Baxter

The North West district is among areas affected and its vice president Paresh Vyas said: "We mustn't let the politics of boundaries get in the way of supporting members. There's a need for change in these days of uncertain trading. We all need to cut cloth - adapt, change, transform. We mustn't dwell on the past."

Chief executive Paul Baxter said change was being demanded by the membership.

"I'm not asking federation members to axe their



Smiths News' SNapp app now offers retailers additional features

branches, but the vast majority of branch meetings are a waste of time and money," he said.

Mr Baxter questioned why members would need to call a meeting to solve a problem with a depot in their area when support was available for such issues elsewhere in the federation.

He said: "Our job is to help you solve that problem. You let the helpline know. Members shouldn't store up problems for meetings. If you have a problem, you want it solved now."

Suleman Khonat, a former national president,

“
We all need to adapt, change, transform. We mustn't dwell on the past

Paresh Vyas

NFRN, North West vice president

said: "We are not saying we don't want to change. But we can't afford to move and have regrets later."

Delegates, however, welcomed a proposal for Liverpool members to transfer from Mersey Dee to the North West district following planned branch mergers.

Craig Etchells, of Chorlton, said: "The more the merrier."

Helpline is not just for news

The federation's renamed helpline, NFRN Connect, registered 28 complaints from nearly 1,300 district members in a week, prompting fresh calls for more members to report all their retailing issues.

Chris Appleton, membership services manager, told the meeting: "It's so important you tell us about all the problems. They don't just deal with news problems."

The statistics showed 21 of the complaints were about Smiths News at

Stockport, with the main issues involving late deliveries. There were six complaints about Menzies at Preston and just one for Smiths News at Warrington.

Eighty percent of calls to NFRN Connect are about newspaper-related issues. However, the NFRN team also supported members who contacted them about other topics including

the National Lottery, cashback and the NFRN's Credit Union.

More sugar tax action urged

Newsagents have been urged to contact their MPs about the proposed sugar tax on soft drinks.

Chris Appleton said: "It's important you speak to your MP to let them know how this will affect your business."

Opponents have claimed the tax would put 4,000 jobs at risk and insist it will not be an effective way to tackle obesity.

Push to supply bookmakers

The NFRN should engage with the betting industry to try to win a contract to supply bookmakers, chief executive Paul Baxter said.

Mr Baxter was asked if the federation could solve the problem of newspapers at bookmakers no longer being bought from local newsagents, with the example of direct supply of The Telegraph given.

The challenge faced by the federation, Mr Baxter said, was to take the contract itself.

Your say

How will you manage the switch to plain packaging and the ban on smaller cigarette and rolling tobacco packs?



We plan to keep the smaller cigarette and tobacco packs that will be banned in stock for as long as possible. We will phase out slower-selling lines and feel we are prepared for the change.

Karl Crompton

Cleggs Lane Convenience Store, Salford



I am selling leather pouches for 20-packs to make them more attractive. Some customers can't stomach the pictures of lungs on plain packs. We are keeping normal packs in stock as long as possible.

Muntazir Dipoti

Todmorden News Centre, Todmorden



We are informing all our customers that after the end of the year there will be no 10-packs. We are phasing them out slowly and stocking up on more 20-packs. We are well prepared for the change.

Paresh Vyas

Vyas Food Store, Droylsden, Manchester

YOUR ISSUE

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RAAJ'S THIEVES APPEAL GETS A MIXED REACTION

In last week's RN, Raaj Chandarana, of Premier Tara's News in High Wycombe, explained how he had launched a social media campaign – which had gone viral – encouraging thieves who had broken into his store to return the stolen goods, along with a letter of apology.

He said, in return for the stolen goods and apology, he would not prosecute those involved.

Since then, we've been back in touch with him to find out what happened next – how retailers and the local community continued to respond to his unconventional approach to justice, and – perhaps most importantly – if his plea was successful.

"After the initial post encouraging the thieves to come forward and return what they had taken, we did get some of the alcohol returned in a plastic bag, but no apology, which wasn't the deal," he says. "We went back to Facebook to give them one last chance, and eventually, we got a handwritten letter of apology, but unfortunately not the rest of the stolen goods as they had already changed hands by this point."

We were confident the individuals involved were minors, and everyone deserves a second chance

Raaj Chandarana

Premier Tara's News,
High Wycombe



RN, 30 September

The reaction to Mr Chandarana's style of policing from the retail community has been particularly mixed. "We've had plenty of support praising our community spirit and plenty saying we should go straight to the police and to 'name and shame'," he says. "I think the thing to remember is that until you're actually in the situation, it's very hard to say how you'll react."

But, as Mr Chandarana explains, it isn't all about the money: "We were confident the individuals involved were minors, and everyone deserves a second chance. We aren't just a newsagent; our store is at the heart of community life here, and by doing what we did, we've reinforced our role in the community, maintained the good rapport we have with youngsters in the area, and hopefully taught them a good life lesson in the process. We knew we were doing something right, and hopefully the individuals involved will think twice before stealing again in the future."

Mr Chandarana says the police failed to investigate the incident initially, due to what they termed a 'clerical error', and an officer had not been assigned to the case.

"I've heard of other retailers who have had problems with police responding to issues in the past, but this is the first

time I've really experienced it first-hand," he says. "Because of our prominent position in the community, we're used to helping out with enquiries, so their initial lack of response in this particular matter was disappointing, to be honest."

Mr Chandarana's experience is particularly topical, given NFRN Freedom of Information requests to police forces which highlighted the variation in level of response to retail crimes involving supermarkets and independent stores. There was also the recent case of a retailer in Humberside having to wait an astonishing six hours before police arrived after phoning no less than seven times to report a man terrorising him and his customers with a meat cleaver.

Meanwhile, last week, NFRN national president Ray Monelle had his own store broken into (see p10).

A spokesman for Thames Valley Police said: "The offence was reported to Thames Valley Police on 18 September and the incident was crimed the same day. There was an administrative error in assigning an officer to the case, however this has been rectified and the investigation is ongoing. CCTV is being obtained and reviewed, and forensic opportunities are being pursued as well."

INDEPENDENT
Achievers Academy



ACADEMY IN ACTION
Follow up



Availability

In June, Trudy Davies of Woosnam & Davies in Powys received an achievable action plan from Imperial Tobacco's Dean Elson and Rob Taylor on how she can improve her store's availability of best-selling lines. Three months later, we find out how she got on.

Trudy's action plan

- Select an achievable target for availability and keep track of progress
- Use Twitter to build relationships with suppliers and raise awareness of availability issues
- Invest in a tablet to keep track of stock and sell-by dates more easily

Trudy says

"We're moving the shop around at the moment and so we will be focusing a lot more on availability once that's done. Following Dean and Rob's advice, we now use Twitter to message our wholesaler about products we want to stock and we've now got a meeting with them booked. We've also now got a tablet, which is really handy for keeping track of the store, as well as updating social media."

Your action plan

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

OPINION

Do you want to see your views in RN?

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YOUR SAY How do you stay within the law regarding HND staff wages and set your delivery charges so it is a profitable part of your business?

David Woodrow

Woodrow's,
Bishopston

We've always made sure we pay staff a fair wage for HND. Runs are split evenly and they only have 20 papers each to deliver. We charge 30p a day for delivery Monday to Friday, 35p Saturday and Sunday. Customers understand everything has a cost and it's about keeping this realistic so we can pay fairly and make a profit.

Tony Rook

Buckley's Newsagents,
Lossiemouth

All my delivery staff are paid £2 for collecting papers, then £7 for the delivery itself. It's getting harder to get kids interested in doing deliveries – I do three out of six a day myself. There's only us and one other newsagent in town, so we always keep our delivery charges the same and raise them by roughly 10p a year to keep profitable and to pay fairly.



John Parkinson

Broadway Premier,
Penrhyn Bay

All my deliverers earn £8 per hour if they are fast and £7.20 if they are slower. We charge 25p Monday to Friday, 30p on week-ends, but time receiving the

papers and arranging them isn't taken into account. We cannot raise prices as people will not have deliveries anymore, but we've found delivery customers are much more likely to spend money in-store, so it's a trade-off that we have to balance.

YOUR STOCK What's your plain and 10-pack strategy? How do you maximise profitability and create a point of difference locally?

Rocky Leach

Chellow Heights Service Station,
Bradford

We're getting rid of branded stock and replacing it with new plain packaging, so we aren't stuck with stock we can't sell come May next year. We're in a high-traffic area, so we sell a couple of thousand pounds' worth of tobacco every day –

we're already running out of 10-packs. We're planning to get a cigarette dispenser that will be in a more obvious place.

Ben Dyer

Debbens News,
Waterlooville, Hampshire

We're selling cigarettes as normal. If we have old stock left over when the laws come into force,

it's up to the manufacturers to take responsibility for replacing that stock: we won't be footing the bill. It's very difficult to create a point of difference now. Getting rid of pricemarks and pictures just makes it harder for retailers. People want what they want and I'm not sure the changes will make any difference to sales.

Kay Patel

Global News & Wine,
Wanstead, London

We have a mix of old and new stock and explain the legislation changes to people if they ask. The thing that's causing the most upset is the ban on smaller packs. A lot of our customers are used to buying smaller packets and they can't afford the bigger, more expensive ones. We're thinking of readjusting our prices to keep them affordable, but generally, once we've explained, customers are very understanding.



LETTERS

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

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

SALES FALLS DOWN TO PUBLISHERS

As branch secretary of the NFRN Southend branch I have had calls from other branch members who are also having delivery time problems, which I will be investigating and following up by phone and email.

I feel, due to publishers' lack of interest, investment or involvement in the system, that sales are not dropping due to customers not wanting to buy, but because publishers are not getting the papers to us on time to sell.

Saturdays, for us, are now beyond a joke. I know, being a station/commuter-driven shop, we are at the mercy of the train company and its ongoing engineering work, but now, due to both delivery times and engineering works, our supply is being reduced.

I feel like I have to explain to my customers what we are doing about the situation and produce evidence of the fact as, it seems, they don't believe we are doing anything.

Adrian Cooke
Station Kiosk, Hockley

What more can I do or say to get you to sit up and take notice of what you are doing to the industry?

As yet I have had no apology, reply or comment from any publishers about our situation and so I get the impression that they don't care.

Publishers – we sell your papers, we want to sell your papers and we want you to facilitate us to sell your papers. Please help us to do so.

Editorial is key to getting people to buy newspapers

If Steve Denham (*RN Letters*, 30 September) is correct, then nobody is making much money out of the sale of newspapers.

On the publishers' side, the Daily Mail has just announced 400 job cuts to make ends meet, and wholesalers have made such deep cuts that a little hiccup becomes a major crisis.

And then there's retailers, where £100 of papers sold every day pays for just 20 hours of the minimum wage a week or a week's rent on a £7,000 lease.

The truth is that although the number of newsagents and the size of the estate will decrease, so will the circulation of the papers. And as the

shops close, their sales will disappear into the ether and nothing will get solved.

By then, the editorial content will have gone on to the internet, but this doesn't pay and without the support of retailers and the sales they give, newspapers will disappear.

The answer lies with the editorial and content of the newspapers. If they can find the kind of stories that make peoples' lives different, that matter to people, then we can live and not merely exist. Who knows, we might even be able to grow our businesses.

Graham Hales
Locks Newsagency,
Portsmouth

Life can be tough on the frontline of lottery sales

I was chatting to another retailer on the phone on Friday afternoon and I have to say we were both surprised to see the stealth rise in the price of the EuroMillions ticket to £2.50.

This increase hasn't really been advertised at all – it just came straight out of the blue.

Camelot makes its decision to boost the prices like this, but it isn't on the frontline trying to explain to customers why the prices have gone up, and often, it is us that gets the abuse for it.

EuroMillions tickets becoming more expensive means fewer people want to buy them, so retailers can end up losing out overall.

Avtar Sidhu
Sukhi's Simply Fresh,
Kenilworth

A Camelot spokesman said:

"I have to say we're very surprised to hear that any National Lottery retailer felt they were not aware in advance of the recent changes to EuroMillions – we announced the planned changes back in July and communicated directly with all of our retailers at this time to tell them exactly what was happening and all about the exciting benefits to players of the new game. There have been numerous communications sent out to retail between July and launch, which have talked about the planned changes and in the run up to the launch itself, every single National Lottery retailer was sent a full information pack, including new play slips and a range of in-store PoS."

Customers find 'indestructible' fiver a challenge

We're a few weeks into using the new £5 note and I've refused to accept my first – supposedly indestructible – one.

The customer presenting the note hadn't seen what appeared to be damage caused by someone chewing one of the corners of the note. Another man told me he'd spent a full 10 minutes dipping his note in red wine to see if it would stain.

I think the Bank of England is responsible for something of a marketing error. Customers see the 'indestructible' label as a challenge rather than a benefit.

Amit Patel
Belvedere News Food & Wine



Over the past three months a selection of retailers across the country have been trialling the new PayPoint One system. In September Retail Newsagent spoke to two of the retailers to find out why they chose to take part in the trial.

Why we took part

HARIS ZAFAR

Best-one,
Hatfield



"The existing PayPoint system was showing its age and we were starting to get frustrated at its speed, so when PayPoint's rep called and asked us to take part in the trial, we leapt at the chance. As well as greater speed, I think the key thing we were looking for was control – the added information that we would be able to draw from PayPoint One would mean we could be more informed on sales data, as well as serving customers faster. The greater pace offered was a huge incentive toward making the switch."

BHRUNIL PATEL

Magnum News,
London



"My brother was the driving force behind taking part in the pilot scheme, he always likes to be an early adopter of any technology. He wanted to bring us into the 21st century. It was explained that the system tallies sales, I wanted it to save me time in my day. Previously, reconciling all our receipts could take from half an hour to two hours – saving that amount of time really does make a difference to my lifestyle."

To find out how Haris and Bhrunil are finding the PayPoint One system and the changes it has made to their business, look out for RN on 14 October and 11 November.

EuroMillions tickets becoming more expensive means fewer people want to buy them

Avtar Sidhu
Retailer, Kenilworth

INDUSTRY PROFILE

Interview by **Gurpreet Samrai**
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PayPoint

As PayPoint rolls out its new three-in-one PayPoint One terminal, the company's chief executive, Dominic Taylor, and founder, Tim Watkin-Rees, spell out the retailer benefits and how it is working to address concerns about poor service



Dominic Taylor

Tim Watkin-Rees

RETAIL NEWSAGENT What sets PayPoint One apart from its competitors?

TIM WATKIN-REES The user interface is fantastic. It has an 11.6 inch screen which is highly responsive. This is a dynamic product and we will be releasing new software variants and upgrading parts continuously. Retailers who have particular specialisms will be able to suggest particular features that will help them, and we will be able to work with people specialised in those areas to integrate their capability on the device.

DOMINIC TAYLOR The three-in-one EPoS, card payments and PayPoint services – this platform isn't just about EPoS, it's about helping retailers drive value. It's designed to be flexible. We will listen, and if retailers want a bell and whistle here or there, we will seek to provide that.

RN Will there be an additional cost for new features?

DT It depends on what the feature is and how bespoke it is. But we launched our pledge recently which states the principals on which we want to run our business and retailers can scrutinise us against. Core to that is driving value to retailers at a competitive price, so whatever we do will be based on that principle.

RN How many terminals are you hoping to roll out by the end of the year?

TWR We are rolling out more than

100 a week, so we're talking about thousands.

RN Why have you gone for a two-year contract for PayPoint One?

DT Primarily from retailer feedback. We made a commitment to listen to retailers so we want to provide a much more flexible agreement. Retailers saw the five-year term as a burden, so we wanted to get rid of that perception and provide a more flexible arrangement where we can be judged on the value we bring.

RN Has the company done enough to rebuild its relationship with retailers?

TWR We've moved on in many ways. We have always said we're about

“
 We've moved on in many ways. We have always said we're about innovation

innovation. At the time of the disquiet, words weren't enough to deal with the underlying issues. Actions are what make a difference, and we have taken a lot of actions in the last year and a half. I'm very proud of this launch because nobody else is investing multi-millions of pounds into convenience retail IT. We were also criticised for our communication and we've done a lot to make sure we are communicating better with retailers. I have no complacency about where PayPoint stands in retail. Every day we have to stand up and earn our stripes and make sure we're delivering.

DT We've come a long way in the right direction. We're working very hard on our service and accessibility.

RN Does the launch mark the start of a new focus for PayPoint?

TWR We have always been about adding more, for example the parcels solutions we pioneered. We are trying to grow more successful and add more value to our retailers, so EPoS is another stage of doing that.

DT Everyone has to evolve. Our business was founded on cash payments and it's still a very significant part of our business, but the reality is consumers are doing things a different way and expect services to be presented differently, so we're trying to help retailers and clients manage that through a much more integrated consumer-facing payments system.

** Company CV **

Company PayPoint
Chief executive Dominic Taylor
Founder and business development director Tim Watkin-Rees

Profile PayPoint offers in-store payment services for consumers, retailer services, and secure mobile and online multi-channel payment solutions for businesses

Latest news The company is rolling out PayPoint One which is a three-in-one terminal offering EPoS, card payments and PayPoint services. It has had 2,000 advanced orders for the platform, including 500 new to PayPoint.

**

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ANDY LOPATA

GUEST COLUMNIST

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Tips for top networking

Ahead of the Local Shop Summit, business networking expert Andy Lopata has some advice on making new contacts at events

Get networking right and you're shortcutting a lot of hard work. A strong network can give you insights you don't have, can tell you what works and what doesn't without you having to learn from your mistakes and it can help introduce you to key people you want to get in front of.

I've been involved in networking training for more than 17 years, as managing director of one of the UK's business networking organisations and also working with a range of clients from PayPal and Deloitte to major chocolate manufacturers. I've written three books on networking, the third one published by the Financial Times. Here are some networking tips for big events.

Know why you're there

My first tip is to have a clear objective – why are you going to this event? You're not just going because it's another industry event. Just being aware that your objective is to raise your profile and meet new people will help you to leave your comfort zone of just talking to your work colleagues. Knowing that your objective is getting more information about a trend or area of your business will help you to take a more strategic approach to choosing the seminars to attend and could dictate the kind of conversations you're going to have.

Leave your colleagues at the door

Unless they're colleagues you don't see every day and one of your objectives is spending quality time with them, you should avoid talking to them from the moment you arrive until the moment you walk out of the door. Don't hide behind your laptop or BlackBerry, either. If this makes you nervous, remember, people have gone

to this event to network too – you have permission to approach them and engage them in conversation.

Use your time wisely

You don't have to go to every presentation. Find out which ones are right for you and find time to network. You can also identify who you want to network with and reach out to them ahead of the event – don't leave it to chance – and create time when you're there to meet for lunch or coffee. It may be during a seminar or discussion that doesn't meet your objectives.

Work out who's approachable

If you're looking for people to approach, look at people who are standing alone. They haven't come to the event for solitude. Also, look at body language. If you see two or three people talking together and they have open body language – forming a semi-circle so you can move in without forcing them to change their positions to include you – then they're the ones to approach. If they're closed, and you'd have to elbow your way in, leave them be.

Be courteous

If you do approach a group, never interrupt anybody who is speaking. Listen to what they're saying, see if you can join the conversation on those terms and if not, wait for the appropriate moment. One of the key things I teach as part of networking skills is just showing some respect for the people who are around you. For example, don't dismiss people because you don't think they can help you meet your pre-planned objective.

Have fun

Once you have your objectives and



“One of the key things I teach as part of networking skills is just showing some respect for the people who are around you

you've worked out how the event feeds into them, go and have fun. If you're relaxed and enjoying yourself you're a nicer person and people will want to engage with you. They will want to see you again and have you in their network. If you're stressed, you will give off negative energy and that's no good. Energy is infectious and you can either be positively or negatively infectious – I know which one I would rather be.

After the event is when the “magic” happens

One of the best tips I ever heard in one of my workshops was “24, 7, 30”. Follow up within 24 hours – people have got to know you're reliable. Then try and have meaningful interactions within a week and 30 days. So there could be an initial email from you asking if they'd like to meet, a personalised LinkedIn request within a week and then maybe a meeting, phone call or email highlighting something they're interested in by the end of the month. At that point you're in their network and they will remember you six months later. The vast majority of these 'touchpoints' should be more about them than you. People are interested in people who are interested in them.

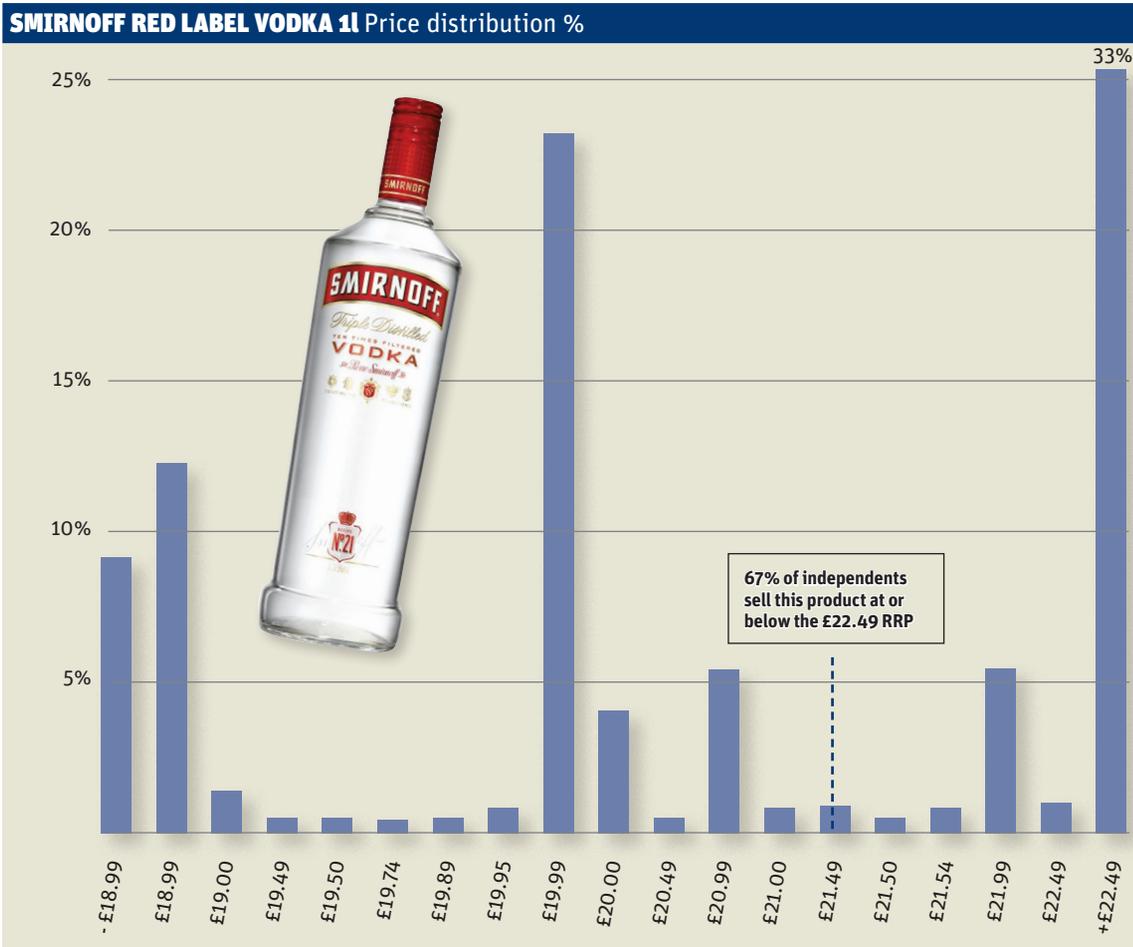
*Andy Lopata was described by The Financial Times as 'one of Europe's Leading business networking strategists'. Twitter @AndyLopata
www.lopata.co.uk*

PRICEWATCH

Benchmark your prices against your peers

In focus Spirits

Sample prices



PRODUCT
Smirnoff Red Label Vodka 70cl
Glen's Vodka 1l
Smirnoff Red Label Vodka 35cl
Glen's Vodka 70cl
Jack Daniel's Tennessee Whiskey 70cl
Chekov Vodka 70cl
Smirnoff Red Label Vodka 1l
Gordon's Gin 70cl
Chekov Vodka 35cl
Captain Morgan Spiced Rum 70cl
Russian Standard Vodka 70cl
Smirnoff Red Label Vodka 20cl

Analysis

Retailers report that spirits is a particularly price-sensitive category. This is reflected in our data: average prices are consistently below RRP, as can be seen in the case of Smirnoff Red Label 1l, with an RRP

of £22.49. Indeed, almost a quarter of retailers choose the price point of £19.99 – a full £2.50 below the RRP. “Supermarkets price their 1l bottles cheaper than we can buy from the wholesaler, so independents are

left competing over 70cl bottles and specific brands,” says Faisal Naseem, owner of Party Time off-licence in Arbroath. Retailers squeeze margins in order to remain competitive on price.

How we drive our profit

Bhavesh Parekh

STORE Nisa Local
LOCATION Little Lever
SIZE 3,000sq ft
TYPE high street

TOP TIP
To compete with the multiples on price, stock up when spirits are on offer from your wholesaler



We've reverted to having about 60% of our spirits pricemarked. People are very price-sensitive – they'll come in and make a remark about the price of a 1l bottle in Tesco or Morrison's, not realising it's probably just a very short-term offer. If there's a 'mega deal' from Nisa, we'll also buy in the stock and knock an extra £1 off the pricemark, highlighting the deal on shelf markers we've made ourselves. In fact, we've got that right now on three core products: Smirnoff vodka, Bell's whisky and Gordon's gin.

Tom Dant

STORE Partney Filling Station
LOCATION Spilsby, Lincolnshire
SIZE 3,000 sq ft
TYPE main road

TOP TIP
Make sure you've got a full range of options to suit all budgets and tastes, especially for vodka and whisky



We pricemark our spirits wherever possible as that makes a massive difference to sales. What people go for really depends on what's on promotion, there doesn't seem to be a great deal of brand loyalty. Smirnoff is an exception though; it sells consistently well. And our own brand Spar vodka is also always popular, though I think that has more to do with its price than its brand. Recently people have been going for more premium Russian vodkas – they seem willing to try something a little different.

Toby Hill
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Data supplied by



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

BOOKER RRP	AVERAGE	RETAILER 1 RESIDENTIAL CAMBRIDGESHIRE ESTATE SHOP	RETAILER 2 KENT SUBURBAN C-STORE AND OFF-LICENCE	RETAILER 3 NEWCASTLE SUBURBAN ESTATE SHOP	RETAILER 4 SOUTH WALES RURAL VILLAGE STORE	RETAILER 5 LARGE CUMBRIAN VILLAGE STORE	RETAILER 6 CORNER STORE IN SHEFFILED SUBURB
£13.79	£13.79	£13.79	£13.79	£13.79	£13.79	£12.99	£13.79
£16.68	£19.29	-	£15.99	£16.99	£14.99	-	-
£7.89	£8.49	£7.89	£7.89	£7.89	£7.89	£7.89	£7.89
£12.14	£13.99	£12.59	-	£10.99	£10.99	£10.89	£14.18
£19.99	£19.99	£19.99	£19.99	£19.99	-	£17.99	-
£12.35	£12.29	£11.99	-	£10.49	-	-	£12.19
£21.34	£22.49	£23.99	-	-	£18.99	£17.99	-
£14.35	£14.49	-	£14.49	£14.49	-	-	£14.49
£7.00	£6.49	£6.99	£7.29	-	-	-	£6.99
£14.19	£14.19	£14.19	£14.19	£14.19	-	-	-
£14.04	£16.49	£13.99	-	-	£13.99	-	-
£4.79	£5.49	£4.79	£4.79	£4.79	£4.79	£4.79	£4.79

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Myjinder Braich

Fairfield General Stores, Bromsgrove



Kindling wood and logs from local tree surgeon, £3.99 for a net



Where did you discover it?

Customers were coming in asking if we had firewood. We often put people in touch with tradesmen here in the village: it's quite a mature area and people prefer not to just pick someone out of the Yellow Pages, they'd rather take someone's recommendation. As a result, I've got to know quite a few tradesmen over the years, who I'll recommend to my customers. The wood comes from a local tree surgeon who I'd got to know in this way. It made sense for both of us to sell his wood in my store.

Who buys it?

We're an affluent village so lots of the householders who live here will come in and buy it. Especially older adults, who want to sit by the fireside. Sales go up a lot in winter.

Why is it so successful?

Because it's an affluent area, lots of people have homes with open fires. They're also keen to support local businesses, although often there's not a lot of communication between different parts of the village - so we I suppose we play that role to some extent. It's just a great-quality product which is excellent value for money. Our customers love it.

Faisal Naseem

STORE Party Time
LOCATION Arbroath
SIZE 1,250sq ft
TYPE residential

TOP TIP
 Create an impression of good value by knocking down prices of one or two bestsellers



Our biggest seller has always been vodka, with Smirnoff at the premium end and a few budget brands at the other. We also sell a fair number of high-end brands such as Grey Goose - we're currently the cheapest stockist in the UK, even comparing online. Price point is very important for us - it's all about turnover rather than margins in the current climate. You can't control your overheads, and if you set your prices too high you can fall behind. So you've got to pinch your own pocket to keep that flow going.

Kamal Sisodia

STORE WH Smiths Local
LOCATION Coalville
SIZE 1,000sq ft
TYPE town centre

TOP TIP
 Pair up spirits with mixers to drive sales of both, particularly around Christmas



Spirit sales are very location-dependent. In a residential area, price is less important - if someone has a mate round and they want to grab a bottle they'll be less conscious of how much it costs. But in the town centre like this, people have come in to shop and it's likely they'll drop into a multiple at some point, so we have to compete with them. We've therefore built a reputation for competitively-priced spirits, bulk buying when they're on promotion and always selling below RRP. ●

RETAILER PROFILE

THIS WEEK IN MAGAZINES
Pages 33-37

7 October 2016 Retail Newsagent



Their father's store

Aman and Joga Uppal overcame building disasters and a personal tragedy to rebuild their family's community store. But now their shop reflects the standards of a modern convenience store.

Toby Hill reports

Brothers Aman and Joga Uppal grew up helping their parents in their Londis store, before setting to work last year on their dad's plan to move the business to an adjoining site. The move would give more room – a gain of 400sq ft to 1,750sq ft – and solve structural issues with the original shop.

"It was two stores joined together with pillars supporting the roof," Aman recalls. "It created an awkward space with no flow."

The family worked out a blueprint for the new store, planning to switch fascia from Londis to One Stop. But they were beset by difficulties while building, including a roof collapse. Then, in November, their father, Balvinder, died.

"Our father was a core part of our family and the community," Aman says.

Their father's passing redoubled the brothers' determination to fulfil his vision. They set to work updating the new store to contemporary convenience standards to provide a pleasant and rounded shopping experience for their customers.

"We wanted to create a brighter, more open and more spacious feeling," says Aman. "So we went for wider aisles, didn't block up the windows, and installed LED lighting. It's a happier space now, very light and clean."

They also took the opportunity to adjust their product range to match modern

trends in convenience shopping.

"Before we were a distress purchase shop, but now we see ourselves as a proper top-up shop," Aman says. "We've put a lot more emphasis on our chilled range, with an area in our fridge devoted to meal deals.

"We've got lots more fresh meat, including five different chicken cuts, three varieties of beef, and a range of barbecue products. And we've expanded our fresh produce, offering a range of winter veg, such as parsnips, for the first time."

Noting customer interest in healthier products, the brothers tested protein bars and drinks such as coconut water. It was an astute move: all these products have become an integral part of the store.

As well as perfecting the products on the shelves, the brothers have paid attention to other details that give the shop the atmosphere they wanted. These include a Tchibo coffee machine, situated at the store's front; new bakery and flower sections; and Araven trolleys, with deep-fill baskets and 360-degree spin.

"It's the little details that give it that supermarket feel," Aman says. "We want to give customers the impression you can do your whole shop here."

These changes have been supported by One Stop, which the brothers switched to after 23 years with Londis.

“We draw on RN for ideas and innovations... and how we can incorporate them into our store”

AMAN UPPAL



Aman Uppal put a high importance on his customers' comfort when designing his family's new store



“It's the little details that give it that supermarket feel. We want to give customers the impression you can do your whole shop here”

“They've been so supportive through the whole process,” Aman says. “We have a monthly meeting with their BDM and it's never just about their latest offers, we're always looking for ways to grow the whole business. We'd noticed that while the shop looks good, offers weren't shouting at customers, and they helped us change that - we brought in moveable promo trolleys, and set up event stands.”

The brothers have also moved into online marketing, cultivating Facebook, Twitter and Instagram accounts.

“Facebook helps us get in touch with customers, not just talking about offers but engaging with the community,” says Aman. “Twitter is great for seeing trends and what other retailers are up to.”

The store opened in February and has become the success the family hoped for.

“Weekly turnover is up 50%, and customers are telling us how much they like the new store. Their comments make it all worthwhile,” Aman says.

Convenience retail is a whole different world since their father opened his Londis store 23 years ago. But with One-Stop Mount Nod doing a roaring trade, Aman and Joga are primed to conquer it. ●

VISIT MY SHOP

One-Stop Mount Nod

67 Alderminster Road, Coventry CV5 7JT



Want to see more of Aman's store?
Go to betterretailing.com/one-stop-mount-nod

THE RN INTERVIEW

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

Among a wealth of retail experts due to share their insight at this year's Local Shop Summit is Markus Hofmann - the man who launched a whole new food to go brand while working at Shell

Markus Hofmann

You always need to be on top of what's happening and your competition as well," says Markus Hofmann - food to go expert and keynote speaker at this year's Local Shop Summit.

As if to prove the point Mr Hofmann is - as he speaks to RN - trying out KFC's new breakfast sandwich alongside a McDonald's Bacon & Egg McMuffin.

"It's interesting - KFC could have been closed but in a busy site you can't afford to be shut so you try and leverage your estate," he says. Though impressed with KFC's new offer, McDonald's edges the battle of the breakfast baps in Mr Hofmann's mind.

We have met at a modern service station in Cobham off the M25, home to a gleaming Shell petrol station where Mr Hofmann's Deli2Go food to go offer is given centre stage.

So how does someone go about building a food to go brand that's been successfully rolled out in more than 20 countries?

“

Who's the perceived market leader for quality on food? We had to be better than them

The humble breakfast sandwich can help maintain sales and footfall all day





The Shell forecourt at Cobham Services boasts an extensive range of hot food and drinks with 1,000 cups of coffee sold each day



“About eight years ago I was tasked with improving the food-service operation at Shell in my role as global head of foodservice and coffee.

“It was already clear the market was moving towards these categories – the task was to improve the business.”

Market research highlighted to Mr Hofmann a fundamental problem with Shell's offer and it was this insight that led directly to the successful Deli2Go concept.

“People were telling us in research that when you see a sandwich with the Shell brand on it they think of a guy who has just cleaned the fuel pumps and is now making the sandwiches. They didn't have any credibility,” he says.

For many independent retailers, stereotypes about convenience and outdated images from sitcom Open All Hours can make credibility in fresh and hot food equally hard to achieve.

Mr Hofmann's approach was to get the brand right first. “It was clear I needed to change perception. The biggest fight I had in the beginning was to say we need to step outside of the Shell brand guidelines. They had a policy that everything needed to be Shell branded, or at least have it as the main brand with sub-brand like Shell V Power,” he says.

It was only when he highlighted evidence to back up his position that he won the battle to

“

There's a new dawn coming in retail and independent retailers need to be prepared

launch a wholly-new brand for Shell's food to go. “With the help of consumer research they agreed and I was then free to create Deli2Go,” he says.

The final name and design were not in an advertising studio but by Mr Hofmann formed after listening to months of expert consultancy. “We wanted to convey the values of quality and convenience – that's achieved with ‘Deli’ for quality and then the ‘2 go’ highlights convenience,” he says.

As important as the name were the products, and again Mr Hofmann sought help.

“Whenever you go into business it's all about whether you can establish strong relationships. I identified two partners – one for coffee, one for foodservice – and told them the goal was to demonstrate we have the highest quality in the market,” he says.

And this meant having the right benchmarks: “Who's the perceived market leader for quality on food? That's Marks & Spencer and, for coffee, it was Starbucks.

“We had to be better than them. In blind tasting, our sandwiches managed to perform significantly better than Marks & Spencer. With Starbucks we only managed to match them, but that wasn't bad from a standing start,” he adds.

The success of this experience speaks for itself: the category Mr Hofmann led grew sales 62% during his tenure and coffee sales doubled. In the Shell forecourt we meet at, the operator tells us he sells 1,000 cups of coffee every day, out-performing the average sales of a typical Starbucks, Costa or Caffé Nero branch.

Having left Shell, Mr Hofmann now works with a range of companies – he's currently providing advice to an Asian fast food brand – but he is also passionate about taking his expertise from the corporate world and sharing it with smaller operations.

“There's a new dawn coming in retail and independent retailers need to be prepared or they will be pushed out by the big guys like McDonald's,” he says.

With the increased automation and impersonal service offered by larger companies, Mr Hofmann's (only just) tongue-in-cheek prediction is that independent businesses could become “the last place where



More automation means surviving staff need to be 'super'

THE RN INTERVIEW

MARKUS HOFMANN'S DO'S AND DON'TS FOR CONVENIENCE COFFEE SUCCESS

Having launched a hugely-successful coffee offer with Deli2Go, the food to go expert shares his advice for any retailer wanting to offer hot drinks do the same.

Do Have a brand

Sometimes it's good to have a name for what you sell. For example, at Paul Stone's Spar stores he has created his own Cheeky Monkey coffee brand. He did that to demonstrate this isn't any bog standard coffee out of the machine – it demonstrates there's something more, that he's proud of his coffee. That it must somehow be better than the average cup of coffee.



they foam the milk for you. But a machine today can make a perfect foam for you as well.

Don't Go straight for a barista machine

Retailers have a lot to do and it's a complex business. I'd never recommend a barista-style offer for a retailer – it's ridiculous. I once heard someone say they'd had to put one in because his staff wanted it. They felt it elevated the 'craft' of what they do. But you have to be very careful because once they're trained up, if they leave you in a year, you might employ someone who doesn't want to do it.

Rely on a big name

When it was developed, the Costa Express machine was revolutionary – and hats off to the guys who created it. Now, however, the machines are everywhere and more and more consumers want a higher quality of coffee.

That's why we're seeing the independent coffee scene in London developing. It's an answer to that need. Customers want something special.

Share your pride

If I had a convenience shop with a coffee machine, I'd get a good machine, source beans from a farm that I know and put up posters showing where the coffee is from. I'd give my staff all the knowledge about this farm and I would let them try it against a Costa coffee. If you do this your team will feel proud to know they sell a better coffee than Costa.

Stand out

A service station in Germany introduced porcelain cups instead of a paper ones. If you did that in the UK people would think "wow, this is really something". Put it into a convenience shop and it would definitely get attention. Of course you would need a dishwasher, but you can argue it's better for the environment too.



Focus on service

Ideally a store would have staff who could operate the machines so it's perceived by customers as a service. Starbucks is no different – its machines have a push button for espresso and then

Let maintenance slide

You have to train your staff to maintain your machine because, if they mess it up, they really mess it up. If your machine isn't set up correctly it will still deliver good coffee, and most people won't know the difference, but you want your store to be better than average. You need to find the right machine with the right beans and the right milk and if you bring all that together then you have a concept that's fit for the future.



Staff are still your most important asset, Mr Hofmann says

humanity will prevail" as human interaction will diminish elsewhere.

"Starbucks allows you to order on your phone and you don't have to speak to anyone when you go into the store. In contrast, the community convenience retailer with a complex offer that includes grocery, food for later, food for now and bakery can cater as a meeting place for friends or business partners who just want to have some human interaction," he says.

What does this mean for the way businesses operate? Mr Hofmann suggests it puts the onus on staff to step up.

"Staff are still the most important asset. With automation you need fewer people, but those who remain need to be super – it will be those who have the people skills who survive. You need to attract the best."

Mr Hofmann gives the example of this level of service at a restaurant to make his point: "Your staff have to be empowered to be more choosy about what they recommend to customers and it needs to

be honest. If you have a waitress or waiter approach and you ask them for a recommendation and they say – 'oh we have a special, it's a steak and it's £9.99' – it's not really exciting. Instead they should say, 'I've tried all of these things on the menu and personally like the spaghetti bolognese the most. It's got a little kick in it'. They give an honest opinion and have a conversation. You need your staff to do this in today's world," he says.

"You also need your staff to have empathy. If a customer comes in and they're very busy, they don't want to have a conversation. You have to be quick with this guy. Then there's someone who's more relaxed you can ask if they've tried your special coffee blend for the day, for example."

This is one reason why Mr Hofmann believes retailers should provide emotional and social training to staff: "Funnily enough, they see the benefit in their own lives – they get along with their girlfriend better and they get along with their friends better."

For retailers concerned about



Staff are still the most important asset. With automation you need fewer people, but those who remain need to be super

rising wages due to the arrival of the National Living Wage, this approach, though a big investment, can reap important rewards.

"Suddenly you find you get a different kind of commitment from your team. If they're truly sick they will stay away but try and find someone to fill in for them. They tell their team because they don't want to let them down.

"But if they have a headache or hangover after partying then they come in and see it through because it's their fault for partying," he says.

Mr Hofmann is passionate about this vision for the future of the sector and is also exploring opportunities to start his own food to go and coffee business in the future. Before all that however, he wants to spread his optimism to retailers attending the Local Shop Summit.

"There's a lot of change happening but I truly believe the core strengths of smaller independents is that they can change quickly, they adapt to local needs better and they are focused on the longer term. Ultimately, that's what customers want." ●

Elsewhere at the Local Shop Summit

Alongside Markus Hofmann, retailers Adam Hogwood and Paul Edwards will look at major issues facing today's progressive convenience retailer while betterRetailing.com's associate editor Steve Denham will outline the best ideas he's seen while touring the country's independent businesses.

Later in the day a series of breakout sessions will marry top suppliers with some of the best store owners in the country to continue the discussion.

Each session will be chaired by a member of the Newtrade team and here they have each been given an opportunity to argue why their session will be unmissable.

SESSION 1 Shoppers on a mission



Chris Gamm
Editor, Retail Newsagent

Find out how you can help shoppers achieve their mission and increase basket spend by promoting the right product mix at the right time.

Chris says: How do you set up for key missions like breakfast, lunch, dinner and snacks on the go? Do you know the missions you're missing out on because your customers are fulfilling them with your competition? What does the perfect meal deal look like? These are just a few of the questions our panel of retail experts will be answering.

SESSION 2 Differentiating from the multiples



Chris Rolfe
Associate editor, Retail Newsagent

Learn how you can showcase the value you can give your shoppers and find out why understanding

your demographic to differentiate your offer is essential.

Chris says: We'll be asking our panelists how they have tailored their businesses to attract local shoppers. Dan Cock, for example, caters for a rural community whose nearest shop is nine miles away and now his plans for a new cafe and deli. Come along if you want to learn about getting to know your community and winning their loyalty with your range.

SESSION 3 Shaping consumer choice



Louise Banham
Editor, Retail Express

Consumers are increasingly adopting healthier lifestyles. Find out how you can take advantage of this opportunity by offering a varied range.

Louise says: The UK's focus on living healthier lifestyles has dominated headlines and transformed many shopping baskets, but how do you know if a 'trend' is right for your store and your shoppers? My panel of retailers have all tapped into the right trends for their area and, alongside Coca-Cola European Partners, will offer inspiration that you can take back to your own store.

SESSION 4 Evolution not revolution



Tom Gockelen-Kozlowski
Features editor, Retail Newsagent

Find out how you can take on the introduction of EUTPD and plain packaging to become a future destination of tobacco.

Tom says: There are undoubtedly many challenges facing tobacco retailers in the UK, from legislation to

the illicit trade. Yet, this could be the perfect time for engaged retailers to grab a larger slice of the market. Alongside the JTI team, fantastic retailers like multisite retailer Harris Aslam and specialist tobacconist David Worsfold will discuss how.

SESSION 5 Keeping the pound local



Chris Dillon
Features editor, Retail Express

Local produce is becoming vital to have on your shelves; learn how you can choose the right local suppliers in order to satisfy the demands of your customers.

Chris says: Local produce is one of the most effective ways that retailers can stand out from the competition and demonstrate that they are at the heart of their community. Keith Ingram, owner of Ginger & Dobbs in Shoreham, East Sussex; Kate Mills of Heath Stores Londis in Horsmonden, Kent and Sophie Towers of Hillingdon Spar, Burnley will join me to explain the opportunity for your store.

SESSION 6 Shoppers with smartphones



Stefan Appleby
Head of digital, Newtrade

Your customers want to shop when and how it suits them. Find out how technology can give your customers the control they desire.

Stefan says: My topic is exciting because it's so broad, and because it takes retailers away from the day-to-day reality of selling. It's about finding your customers, and your local shoppers, on whatever platform they use. It's about communicating how good you are, the products you sell and your community-focused approach to potential customers.

logic.

e-cigarette



Easy to use
E-Liquid capsules
with integrated coil.



No spill.
No fuss.



Available in tobacco,
menthol, cherry
and vanilla flavours.

18+ CONTAINS NICOTINE

For more information on Logic Pro, retailers should speak to their local JTI representative or call the helpdesk on 0800 112 3401.

Retailers can also visit www.jtiadvance.co.uk for further information, support and guidance on tobacco and e-cigarette retailing.



PREVIEW

rn
RETAIL
NEWSAGENT
RECOMMENDS



Time for a Snowglobe

McVitie's Snowglobe Tin offers Scottish all-butter shortbread in a new 400g tin boasting a 3D Christmas snow globe scene on the front.

RRP £10.00

Outers 5

Contact 0800 1380813



Quick chicken boxes

Crown Foods is launching Wat Kitchen snack boxes microwavable in two minutes, free of MSG, preservatives and containing real chicken.

RRP £1.49

Outers 6

Contact 01590 677616



Spirit of the plain

JTI's Natural American Spirit has become American Spirit as the manufacturer launches its new EUTPD II-compliant packs this month.

RRP £12.50

Outers 5

Contact 0800 163 503



Ice cream that isn't

Nana Nice Cream offers dairy-free banana and avocado-based alternative to ice cream, with no added sugar in 90ml or 500ml formats.

RRP £1.50-1.75, £3.99

Outers 12, 6

Contact 0203 816 0298



Spice and pasta

Spar's evening meals range now includes pricemarked Malaysian Butternut Squash Curry, Piri Piri Chicken & Spicy Rice and Meatball Pasta Bake.

RRP 2 for £5

Outers 4, 6

Contact 0208 4263700



In a flap for Flapjacks

McVitie's has unveiled a Hobnobs Flapjacks Variety Bag, combining a selection of three variants - Oaty, Chocolate and Raspberry.

RRP £2

Outers 6

Contact 0800 1380813



A fresher daily

Always has upgraded its Dailies Fresh & Protect Normal to make the product thinner and more flexible.

RRP £1.99 (32 per pack), £2.99 (60 per pack)

Outers 5, 4

Contact www.always.com



Best Jacob's ever

Jacob's Savoury Favourites, with Mini Cheddars, Tuc and other classics from Jacob's, is a 200g assortment for Christmas.

RRP £2.19

Outers 10

Contact 0800 1380813



Cucumber liquor

English Drinks Company has produced a gin to rival Hendricks. It says distilling cucumber is the way to give a real punch to the flavour.

RRP £35.99

Outers 6

Contact 07769 683020

NEWSPAPERS

What value do newspapers bring to your business? RN columnist and data expert **John Eastwood** takes a look at the data behind newspaper sales in stores like yours

Maximise your add-on purchases

80%

Newspaper readers spend big

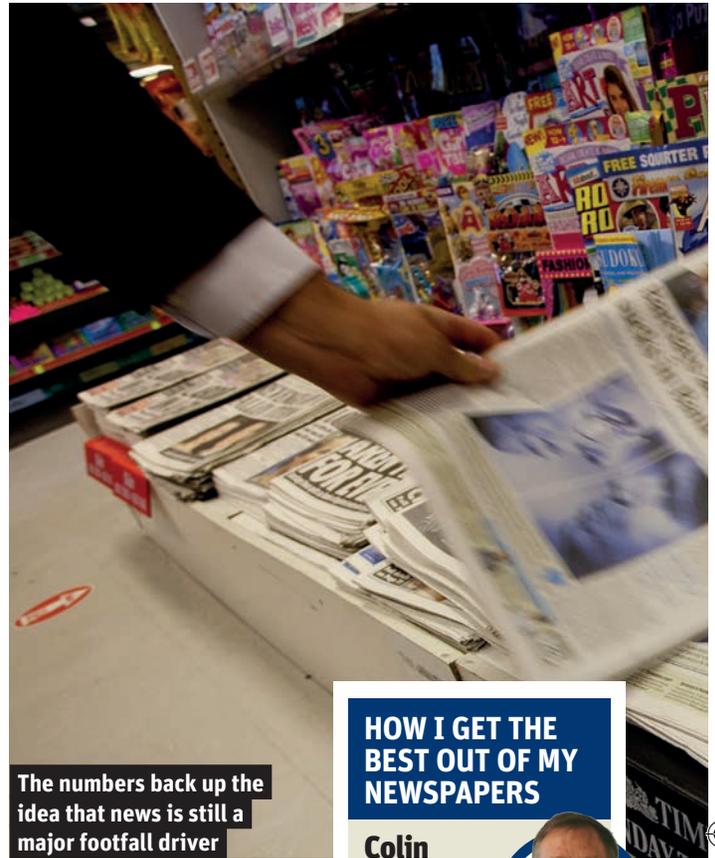
Over a four-week period earlier this year the 211 shops we studied saw a footfall of 2.1 million customers, of whom 220,000 purchased a newspaper.

This means more than 10% of transactions include a daily or Sunday paper. Of these transactions nearly four out of 10 bought the newspaper and nothing else and handing an average of 81p over the counter. Conversely 60% of these newspaper transactions occurred alongside something else.



Total basket spend for transactions, which include newspapers averaging at **£5.37**

News is known to be a hugely important category for the independent sector since it brings in customers in the morning, the majority of whom buy other things at the same time. At EDFM we recently undertook a study of transaction data from 211 shops to see what this means in practice. Here's what we discovered.



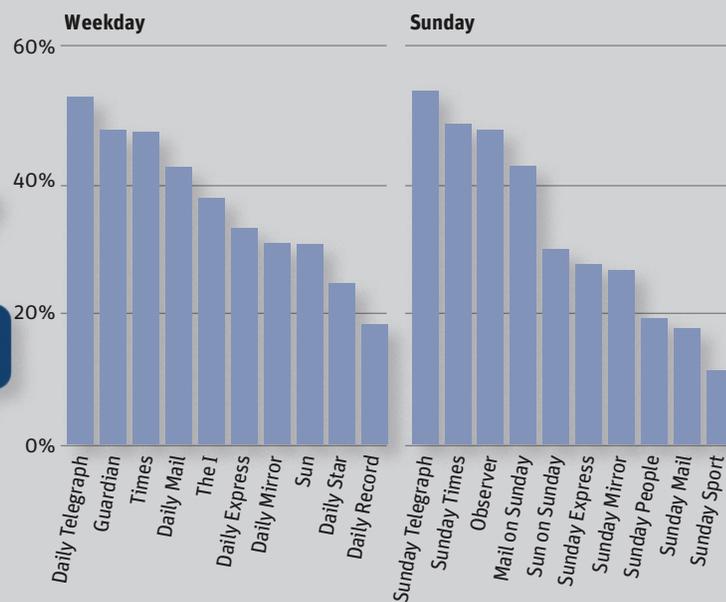
The numbers back up the idea that news is still a major footfall driver



Red tops spend more

Newspaper-only transactions are far less common among buyers of the red tops. For example, only 24.3% of Daily Star readers buy the paper only, whereas in the case of the Daily Telegraph this figure rises to 53.5%. On Saturdays and Sundays slightly more people buy a newspaper and nothing else than on weekdays.

% of newspaper-only transactions



HOW I GET THE BEST OUT OF MY NEWSPAPERS

Colin Reed

Hodgsons Newsagent, Carlisle



We've got regulars who buy the papers but we've also got a hotel about 50 yards away and if you get a tour in then people like to stroll out to buy a paper. I've got one of those old paper racks outside my store so people passing by know they can buy them here.

We're a small newsagents so papers make up about a quarter of our turnover. One of the biggest challenges we face is just getting availability right. What happens around here is places sell out of the most popular papers, such as the Mail, and people come into our store and tell us they can't find one anywhere.

So I really try and keep on top of it, keep an eye on what's selling out, and increase my order if I need to. Though it isn't always possible – Menzies aren't always very flexible.



HOW I GET THE BEST OUT OF MY NEWSPAPERS

Carl Pickering
Top Shop
News, Preston



News is a really important part of our business, both in terms of home delivery and driving footfall. There are still a lot of customers who prefer hard copy – I've had a few people who went online then switched back to paper, telling me they much preferred it that way.

Home delivery is an important part of the business as you're guaranteed a sale as long as you can keep the customers, so we have a board outside and do leaflet drops advertising that. Then in the store we have full-facings of all the titles, so customers can see the headlines and photos.

We'll also push any promotions that the papers do, working with the reps and taking on board their suggestions. It's a bit hit and miss and promotions don't always work, but with solid home delivery sales, we've got the freedom to try other things out.

% paper-only transactions

Weekday	38.6%
Saturday	39.2%
Sunday	40.0%

63%

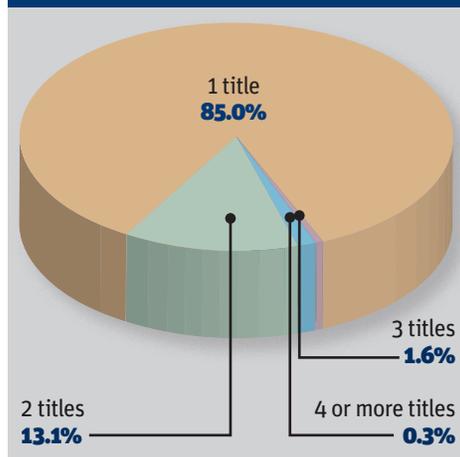
One paper is often not enough

Our research shows that 15% of people buy more than one title but, interestingly, this varies by title. The highest incidence of buying more than one paper is in the case of the Sunday People where 63% buy it with another title – 33% with the Sun, 29.1% with the Mirror and the rest with the Express, Mail or Star. However only 16% of Guardian buyers buy a second paper most commonly with the Mail or Times, almost identical to its Sunday stablemate the Observer.

Tobacco is a common link purchase...

Around 17% of newspaper consumers buy a second daily title or a magazine at the same time, but the next-highest associated category is cigarettes and tobacco. In contrast, fairly low down the list, is alcohol. This is certainly related to the fact that almost 90% of newspaper sales occur before 1pm whereas in the case of alcohol only 18% of business happens in the morning.

No. of newspapers per transaction



HOW I GET THE BEST OUT OF MY NEWSPAPERS

Mike Nicholls
Costcutter,
Dringhouses,
York



We're a big convenience store, and papers continue to play an important role in our shop. Still, it's a challenge getting people to take up buying them.

The problem is people can get news online for free, so young people especially aren't getting into the habit of buying hard copy. We've tried all sorts of things – sending the paper kids out with incentives to get people on deliveries, offering 13 weeks on half price with the local paper – and people sign up for a few weeks, but it quickly drops off again.

Still, we're managing to maintain sales: we've got four paper rounds in the morning, and in total news brings in about £1,500 a week. So the category is holding its own at the moment.

...And red top readers smoke more



The tobacco link is interesting and worth analysing. The heaviest smokers are readers of the Daily Record, the Daily Star and the Sun. At the other end of the spectrum are those who pick up the Guardian, Times and the Daily Telegraph. On Sundays the three least likely reader groups to smoke are again the readers of these three upmarket dailies while the highest association between smoking and readership (with nearly 25% of purchases coming together) is the Sunday Sport.

So, what are the best-selling linked purchases?

Carlton Superkings, L&B Kingsize Silver and Mayfair Kingsize are the cigarettes newspaper readers are most likely to buy. Meanwhile, 9.1% of people buy confectionery with their paper, with Cadbury Dairy Milk 95g the most common purchase, in soft drinks Red Bull 250ml and in crisps Walkers Ready Salted 32.5g are most popular. ●



Do you stock these top link-sale items?

CHRISTMAS GUIDE

Alcohol guide

49
CRACKERS
(8-14)
Great ideas for
growing sales
from top industry
figures

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

The spirits of the season

8



Parminder Walia
Senior Category Manager
at Carlsberg UK

Make sure your selection is easy to navigate

Ensure your selection of beer and cider is easy to navigate for consumers who are likely to increase their basket spend during the festive season.

The alcohol specialist

Dave Hiscutt runs a 2,000sq ft Londis convenience store in the seaside town of Weymouth. Alongside the usual staples, he's brought in numerous locally-sourced products, especially in the alcohol category. He stocks a range of fruit wines from the nearby Lyme Bay Winery and a huge selection of craft beers



Dave Hiscutt
Westham Road Londis,
Weymouth

How I plan for Christmas

I have a huge selection of craft beers and I'm talking with my suppliers, companies like Brew Dog and Siren Craft Brew, to see what kind of special editions they might have. Normally, the price point for a bottle is between £3 and £4, whereas during Christmas, with people seeking out gifts, you can sell one for £12 or £14, so there's a terrific opportunity for big margins. It's all about enhancing what we're already doing to take advantage of the extra spend people are willing to go with over Christmas.

What my customers want

We've got a broad spectrum of customers. Many are looking for large multipack formats, so we make sure we've got them at decent prices, which is obviously driven by symbol group promotions. Then, of course, customers are looking for gifts so

we'll build up our gifting craft beer section. Then we'll make sure we've got Prosecco on promotion, and availability of champagne and some nice cream liqueurs.

How I bring Christmas to life

Staff will decorate the store and they also wear Christmas jumpers right through December, which adds to the theatre. Then we'll use the themed Londis promotional packs to add some colour. And finally it's just about merchandising what we've got carefully, highlighting the special edition craft beers and Christmas wines on the shelves.

My new product for Christmas 2016

I've just ordered a Christmas pudding wine from Lyme Bay Winery. They happened to mention it in the middle of an alcohol order so I thought I'd try it out - hopefully it will go well!

Highlight traditional Christmas classics

Last year we tried some traditional Christmas classics like Babychams and Snowballs and they went down brilliantly. They can stand out in a small store in a way they don't in the supermarket.

9



Julie Atkinson
Hollins Green Community
Shop, Warrington

10



Barjesh Kumar
Lifestyle Value Fairway Post
Office, Port Talbot

Make sure your bestsellers are chilled

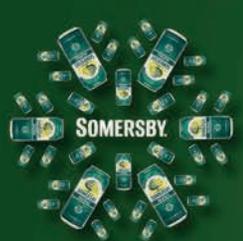
I've noticed our alcohol sales have been hit by supermarkets, but one advantage we can have is presenting our chilled alcohol prominently.

LET THE

TILLS RING OUT

FOR
Christmas

Stock and display
Mid-packs from
November to drive sales!



Small packs are the biggest selling format but
Mid-pack Beer & Cider sales increase in the
run up to Christmas in Impulse*



*Nielsen Scantrack Impulse Value 8we 26.12.15 versus previous 8 weeks

CHRISTMAS GUIDE

Alcohol guide

11



Jack Matthews
Bradley's Supermarket,
Quorn, Leicestershire

Put together a gift pack

Last year we worked with a local brewery to put together a gift pack, with five bottles of ale and a glass for a fixed price. It made a great present for men.

12



Dennis Williams
Premier Broadway,
Edinburgh

Conduct tastings of premium products

We'd do tastings in the run-up to Christmas. Last year someone came in on two separate Fridays with a malt whisky costing £20 or £30 a bottle and we ended up selling several bottles.

Product news for 2016



SHS drinks is promoting its Merrydown Cider as the perfect alternative to wine for mulling this Christmas

The franchise view

Bargain Booze has a reputation for selling a broad range of alcohol at value prices. What do they make of the opportunities this year?



Matthew Cain
Head of licensed buying,
Conviviality Group

What are the main opportunities for 2016?

This year our franchisees really capitalised on the summer of sport and during the Euros and developed innovative in-store decorations and store displays to do so. Looking forward to Christmas, we're expecting a huge increase in demand for more premium wines, champagne and prosecco.

How have you adapted your range to meet this?

The team here have been working hard to secure exclusive listings, including the new Duca Del Poggio processo and a Heidsieck Monopole Grande Cuvee champagne - two quality products which we're

expecting to fly off the shelves over the Christmas period and New Year. We've also boosted our offering of miniatures and gift sets to target the market for Christmas gifting. Over the past 12 months, there's also been a focus on extending our range of premium wines and locally-sourced, craft beer which allow festive shoppers to trade up.

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

The key to success lies in retailers creating a curated range targeted specifically at the local market. Our understanding of the category as a whole, coupled with franchisees' knowledge of their own customers, helps to perfect this.

13



Mital Patel
Bargain Booze,
Brentwood

Extend your range of creamed liqueurs

Seasonal lines like Baileys, along with other cream liqueurs such as Sheridan's, Kahlúa and Frangelica, sell very well at Christmas.



Diageo has revamped the packaging of its best-selling gin brand Gordon's



Pernod has launched Christmas tree-packaged miniatures for its Malibu and Absolut brands

14



Kate Mills
Heath Stores,
Tonbridge

Make up Christmas hampers

We'll put together Christmas hampers with local wine and local food products, and they're always very popular.

NEXT WEEK:

Snacks guide

Carlsberg has now taken over distribution rights for popular craft beer Brooklyn Lager. The company is also encouraging retailers to stock larger formats as sales increase at this time of year

THIS WEEK IN MAGAZINES

Tim Murray
 RNreporter@newtrade.co.uk
 020 7689 3386
 @RetailNewsagent
 facebook.com/retailnewsagent

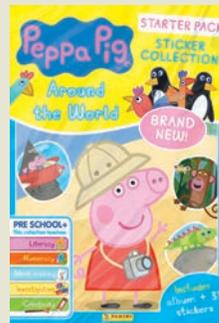


Porcine profits

AROUND THE WORLD WITH PEPPA PIG

A little pig goes a long way – and Peppa Pig is about to hit the road with a new sticker collection from Panini. Grab a slice of the action

THERE ISN'T A PARENT of young children around who hasn't experienced the porcine magic that is Peppa Pig. Now Peppa is going global – from snow-covered mountains to tropical jungles – with the launch of this sticker collection from Panini. It is aimed at pre-schoolers and is designed to help them practice their numbers, letters and shapes while also developing their language and observational skills. Starter packs are £2.99 and sticker packets are 50p.



PEPPA PIG AROUND THE WORLD
On sale out now
Frequency one shot
Price starter packs £2.99, sticker packs 50p
Distributor Comag
Display with Peppa Pig Bag of Fun, Fun to Learn Peppa Pig

Round up



TIM MURRAY
 Magazines
 reporter

PUBLISHERS BRING MAGAZINES TO LIFE

The last weekend of September was a busy one for the magazine sector, although much of the action took place away from the newsstands and in the wider world. While some may not be aware of what the likes of the Beano and Empire were up to, their separate activity points a way forward for the magazine sector.

The Beano was hosting a high-profile launch for its new look, its revamped website and more, with celebrities getting gunged earning the magazine and the brand key column inches and heralding the new activity.

Meanwhile, over in The O2 complex, film mag Empire was holding a weekend-long event for its readers, with a whole host of exclusive screenings and associated events. It was, essentially, like a "live" version of the magazine, recreating its regular features on stage and screening films upfront.

Both show that mainstream magazines are looking at their brands as a whole, how to further boost not just sales but the overall coffers, with huge events. But they also show how joined-up thinking can protect the traditional print (and latterly tablet-friendly) editions of magazines from the advancement of online activity.

The Beano's new look and website adds further content to the mix, but keeps a distinction between what's online and what's in the magazine. Empire, on the other hand, was creating a living, beating version of its publication to give its fans more of what they want, without ever forgetting that the £4.50 that customers hand over through the tills is what pays the bills.

While their activity now may not directly involve the printed pages, at least they're not giving it away and hoping for the best.

BRAND NEW!

Peppa Pig

STICKER COLLECTION

Starter Pack

£2.99 rrp

Sticker Packet

50p rrp

ON SALE NOW!

www.paninigroup.com

Official Peppa Pig

THIS WEEK IN MAGAZINES



Bestsellers Primary girls

Title	On sale date	In stock
1 Frozen	12.10	<input type="checkbox"/>
2 Pink	26.10	<input type="checkbox"/>
3 Disney Princess	19.10	<input type="checkbox"/>
4 Barbie	12.10	<input type="checkbox"/>
5 My Little Pony	21.10	<input type="checkbox"/>
6 Girl Talk Art	12.10	<input type="checkbox"/>
7 Shopkins	20.10	<input type="checkbox"/>
8 Girl Talk	12.10	<input type="checkbox"/>
9 Hello Kitty Mag	12.10	<input type="checkbox"/>
10 Cute	12.10	<input type="checkbox"/>
11 Whisker Haven Tales	26.06	<input type="checkbox"/>
12 Angelina	19.10	<input type="checkbox"/>
13 Love From	03.11	<input type="checkbox"/>
14 Lego Friends	19.10	<input type="checkbox"/>
15 Pets 2 Collect	21.10	<input type="checkbox"/>
16 Littlest Pet Shop	21.10	<input type="checkbox"/>
17 Sparkle World	27.10	<input type="checkbox"/>
18 Disney Presents	27.10	<input type="checkbox"/>
19 Girls Love	25.10	<input type="checkbox"/>
20 Jacqueline Wilson	26.10	<input type="checkbox"/>

Data from independent stores supplied by Smiths News



DREAMWORKS ANIMATION'S TROLLS MAGAZINE

Launching just before Halloween, DreamWorks Animation's Trolls magazine is the counterpart to the new animated comedy of the same name. It includes puzzles, quizzes and crafts featuring the characterful trolls and is aimed at girls aged five to nine years old. It includes sticker sheets and a sticker album, glitter pens, and creative design booklet.



On sale 19 October
Frequency monthly
Price £3.99
Distributor Seymour
Display with Sparkle World, Pony Friends, Jaqueline Wilson



GT PORSCHE

The November issue of GT Porsche will come bagged with a 'RS Evolutions' supplement - dedicated to the modern Porche 911 RS cars. This collectors' edition features the most up-to-date views, models, latest pictures and information on the entire RS range from Zuffenhausen from the air-cooled 993 to the latest water-cooled 991 GT3 RS.



On sale 13 October
Frequency monthly
Price £4.80
Distributor Seymour
Display with BBC Top Gear, Audi Driver, Modern Classics



STUFF

The country's best-selling gadget magazine, Stuff, has launched its iThemed November issue, giving readers the lowdown on 2016's hottest mobile gadget. Love it or hate it, the iPhone 7 is one of the most talked about tech releases this year and this 'Ultimate Guide' covers everything from the new airpod earbuds to the 100 best free apps.



On sale out now
Frequency monthly
Price £4.99
Distributor Frontline
Display with T3, Men's Health, Wired



RELAX WITH ART YEARBOOK

For those starting their Christmas shopping, this special from Bromleigh House is the perfect stocking filler for art lovers. More than 70 original patterns feature in this 148-page book, and all the patterns are printed single-sided to prevent show through. Last year's version of this title produced £143,389 in RSV.



On sale 13 October
Frequency one shot
Price £7.99
Distributor Marketforce
Display with Creative Dot to Dot, Zen Colouring, Simply Colour



YOUR HOME CHRISTMAS MADE EASY

From publisher Hubert Burda, the company behind Your Home, comes this branded seasonal magazine. The equivalent Your Home spin-off in 2015 sold 49,000 copies, a year-on-year increase of 30%



On sale 13 October
Frequency one shot
Price £3.50
Distributor Marketforce
Display with Christmas at Home, Homestyle Christmas, Your Home



Take a Break's

ARROWWORDS

The World's Favourite Puzzle

WIN A £5000 MICHELIN STAR JET FLIGHT

ARROWWORDS GROWING IN SALES THROUGH INDEPENDENTS

THANKS TO YOU!

PLEASE STOCK & DISPLAY THE UK'S No1



SHINDIG

Specialist music magazine Shindig is marking a series of anniversary events for Pink Floyd, including 50 years since the band formed, the 70th anniversary of the birth of legendary member Syd Barrett and 10 years since he died, with a special edition with a wealth of pages devoted to the mad-cap genius. Other features in this issue include Tim Buckley and Supergrass singer Gaz Coombes.



On sale 6 October
Frequency monthly
Price £4.95
Distributor Warners Distribution Ltd
Display with Mojo, Uncut, Record Collector



VOGUE

Fresh off the back of its appearance on a high-profile documentary looking at its UK anniversary edition and the drama surrounding its front cover, Vogue is once again hitting the headlines with its current issue, which boldly proclaims to be a "model-free zone". The Real Issue, as it is dubbed, features Emily Blunt, making waves in The Girl On The Train, and has real people in its accompanying fashion spreads.



On sale 6 October
Frequency monthly
Price £3.99
Distributor Comag
Display with Elle, Marie-Claire



ART THERAPY 50 MINDFUL PATTERNS

Following the ongoing success of its Art Therapy title, Hachette Partworks is launching a spin-off under the Art Therapy banner, 50 Mindful Patterns. It will, the publisher promises, help restore inner calm to readers as they colour in the patterns featured. Each issue - there will be 80 in total - has a different theme, with the first costing £1.99 before rising to £4.99.



On sale 12 October
Frequency fortnightly
Price £1.99 launch, then £4.99
Distributor Marketforce
Display with Art Therapy



ROOT + BONE

Specialist magazine Root + Bone continues with its unique approach to gastronomic journalism with regular features such as Midnight Cowboys, where readers talk about their own late-night, inebriated versions of dishes and similar drunken inventions, through to its Foodporn centrefold offering artfully photographed pictures of scrumptious food - for its 11th outing. It also features David Bowie on its cover.



On sale out now
Frequency quarterly
Price £3.30
Distributor Root + Bone
Display with Noble Rot, Le Pan



DAZED & CONFUSED

It's another milestone for homegrown, independent publishing as Dazed & Confused celebrates its silver jubilee. The 25th anniversary edition is its biggest issue ever, with a whopping nine different covers to choose from, taking in everyone from Pamela Anderson to Marilyn Manson.



On sale out now
Frequency quarterly
Price £4.50
Distributor Comag
Display with i-D, Pop, Love, Wonderland

Industry viewpoint

Elise Windmill

Product marketing manager,
Hachette partworks



On 12 October, Hachette Partworks will be launching a new partwork collection, Art Therapy 50 Mindful Patterns, capitalising on the continuing adult colouring phenomenon. The partwork sector is exceptionally buoyant at the moment, with some very high quality collections on sale capturing the imagination of consumers. With retailers' support, Art Therapy 50 Mindful Patterns will continue this trend.

After the tremendous success of our Art Therapy Collection, which started the adult colouring market craze, this new sector has now driven an estimated £12.2m to the newstrade in the last 18 months.

Art Therapy 50 Mindful Patterns combines adult colouring with mindfulness. Not only does it contain 50 new patterns every fortnight, but also provides readers with inspirational quotes and ideas to help them find their inner calm.

As with all of our collections, the launch is supported by an extensive TV ad campaign which begins on 12 October and is certain to drive footfall into independent newsagent stores, which are the traditional destination for partwork collections. The first issue has a striking design and is mounted onto a backing board which will really stand out and attract a great deal of customer interest. We know the independent sector will be hugely important to the success of the Art Therapy 50 Mindful Patterns collection and we anticipate it will exceed the 58% share of the sale and £1.3m in RSV it has so far generated for our Art Therapy collection. In order to do this though, we really need retailers' support in giving the title a prominent display and promoting it to customers.

Top tip

Take part in our exclusive independent retailer display competition and you could win an iPad as well as increasing your sales! Look out for details from your supplying wholesaler

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



DUNCAN AND SARAH ELLSON'S AMAZING 345SQ FT LOCAL PRODUCE PARADISE

Plus, get all the ideas and insights from this year's Come Shop With Me study tour, and, make the most of the snacks opportunity this Christmas



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	39	100	8.99
Build the Millennium Falcon	92	100	8.99
Jazz at 33 and third RPM	19	70	14.99
Simply Stylish Knitting	40	90	3.99
Star Wars Helmet Coll'n	20	60	9.99
Zippo Collection	28	60	19.99

Eaglepress

3D Create & Print	90	90	6.99
Build A Solar System	60	104	7.99
DC Comics Graphic Novel	30	60	9.99
Disney Cakes & Sweets	161	160	4.99
Doctor Who Figurines	82	120	8.99
Marvel Chess Collection	91	96	8.99
Marvel Fact Files	186	200	3.99
Military Watches	69	80	9.99
Star Trek Ships	82	83	10.99

Hachette

Art of Crochet	58	120	2.99
Art of Knitting	89	90	2.99
Art of Quilting	40	90	3.99
Art Therapy	81	120	2.99
Build the Mallard	110	130	7.99
Build the U96	110	150	5.99
Dr Who Complete History	29	80	9.99
Draw The Marvel Way	20	100	4.99
Judge Dredd Mega Collection	45	80	9.99
Marvel's Mightiest Heroes	73	72	9.99
My 3D Globe	91	100	5.99
Warhammer	3	80	9.99

RBA Collectables

My Zoo Animals	57	60	5.99
Precious Rocks, Gems & Minerals	89	100	5.99
Real Life Bugs & Insects	6	60	0.99

Collectables

DeAgostini		
Magiki Mermaids		2.50
Frogs & Co		1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter £4.99
Cards £1.00



Shopkins
Cards £4.99
Stickers £1.00



Force Attax Extra
Starter £3.99
Cards £1.00



Star Wars Force Attax
Starter £4.99
Cards £1.00



Hero Attax
Starter £4.99
Stickers £1.00



Star Wars Stickers
Starter £2.99
Stickers £0.50



Match Attax 2015/16
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Official UEFA Euro 2016 Sticker Collection
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England Trading Card Collection
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Disney Tsum Tsum Stickers
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Stickers £0.50



FIFA 365 Sticker Collection
Starter £2.99
Stickers £0.50



Secret Life of Pets
Starter £2.99
Cards £0.50



FIFA 365 Trading Cards
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Cards £1.00



Lion Guard Sticker Collection
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My Little Pony
Starter £2.99
Stickers £0.50



Peppa Pig Around the World
Starter £2.99
Stickers £0.50



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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	£1.40	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 1-2 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,320g	790g	175g	5	75g
Telegraph	1,260g	945g	70g	4	30g
Mail on Sunday	885g	330g	155g	5	75g
Guardian	850g	320g	105g	2	55g
Mail	800g	220g	240g	7	50g
Times	780g	510g	10g	1	10g
Sunday Telegraph	730g	415g	75g	3	55g
Observer	560g	100g	10g	1	10g

Insertion payment guide

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

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Back in the day

100
YEARS AGO



7 October 1916

A series of six postcards depicting the destruction of a zeppelin during an air raid was published in association with the Daily Mail. The cards featured pictures "showing the various stages of the zeppelin's destruction".

50
YEARS AGO



8 October 1966

Muriel Box, the well-known film director and writer, formed Femina Books - a publishing company that would concentrate on books for and about women. "We hope authors with subjects covering a wide feminine range will come to us," she wrote. "We are interested in books by men, but only if they are written about women."

25
YEARS AGO



5 October 1991

Confidential Labour party plans outlining the introduction of a statutory minimum wage should the party come to power in the next general election were revealed in The Guardian. The suggested minimum was £3.40. Then federation secretary, David Daniel, described the proposals as "excessive in the extreme".

Riot on Quality Street after Toffee Deluxe gets the axe

Many Quality Street fans will be leaving behind the coal in Nestlé's stocking this Christmas after the confectionery giant announced it would be axing a firm favourite from the iconic chocolate box collection.

The Toffee Deluxe (that's the hard toffee, coated in chocolate in the brown foil) was dropped from the collection after Nestlé received customer feedback that there were enough toffee-based sweets in the box.

Outraged fans protested on Twitter. "Why don't Nestlé just cancel Christmas?" wailed one, while another



tweeted "first Brangelina then GBBO now toffee deluxe has gone #christmaswont-bethesame".

Nestlé defended itself, saying the move created room for a new addition, the Honeycomb Crunch.

A spokesperson for Nestlé told The Mirror: "We wanted to celebrate Quality Street's 80th birthday by introducing the first new sweet for nearly a decade. Honeycomb Crunch was the most popular option for a new sweet."

Toffee Deluxe lives on in Quality Street Toffee & Fudge packs.

Will classy crisps worry Walkers?

If you think you need an alternative to your usual salt and vinegar or cheese and onion crisps, why not take a leaf out of Fortnum & Mason's book.

Well-known for being one of the most luxurious department stores in the world, it has upped its offering of premium snacks with posh alternative Savoursmiths snacks, which come in a variety of exotic flavours, including Parmesan & Port, Wagu Beef & Honey Mustard

and even Truffle & Rosemary for those used to the finer flavours in life.



The makers are particularly proud of the range, with the potatoes used hailing from the family farm in Cambridgeshire, all hand-cooked in small batches in rapeseed oil, giving each packet an extra crunch, as well as a healthy dose of Omega 3, 6, 9 and Vitamin E.

At £1.50 for a 40g bag, though, the range brings a whole new meaning to the phrase 'credit crunch'.

VIEW FROM THE COUNTER with Mike Brown



This week I have been to the dogs at Sunderland Greyhound Stadium where NewstrAid (Old Ben) put on a charity fundraising evening organised by Tony Pucci. A total of 50 tickets were sold to newsagents, their staff, family and friends and £385 was raised.

Out of 11 races, eight were sponsored by the NFRN's Northern District, NewstrAid, Smiths News, Northumberland, Newcastle, Sunderland & South Shield branches.

I wore two hats that evening both as an almoner for Old Ben and as district vice president of the Northern district. I was asked to present the trophy to the winner of race four, which was my first successful bet of the evening.

Anyway, many thanks to Tony and everyone who came along to make it a very enjoyable evening. Stokesley Show and street fair at the end of September signals the end of summer and things can seem a little flat in the run up to Christmas. But the parish council kept the momentum going with the second Food Week which ran from the 1 to 8 October. Our award-winning Farmer's Market kicked off the week with more than 50 stalls and food demonstrations throughout the day and for the rest of the week a variety of restaurants, cafes, pubs and other food-related businesses showcased themselves.

Events like this bring the town together, strengthen community spirit and keep the tills ringing.

My youngest daughter Emma was recently awarded the Victrix Ludorum (sport) at the school annual prize-giving ceremony. The prize was presented by our local MP Rishi Sunak. I was tempted to tackle him over the proposed sugar tax, but I have written to him, so it will be interesting to hear his response.

Match Attax trading cards and starter packs have arrived. Hopefully sale will be even better this year with Middlesbrough's return to the Premier League.



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