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five supplier
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RETAIL NEWSAGENT

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Baking our own rolls
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Page 42 >>

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Menzies: strikes won't hit sales



- Wholesaler says contingency plans are in place for two days of action set to hit Saturday and Tuesday deliveries.
- Unite union and depot staff tell RN reliance on agency workers will cause service disruption. **Page 5 >>**



NEWSPAPERS

**'Pop-up
papers are
the future'**

Archant eyes more
launches as New
European sales soar.

Page 5 >>



Raised spirits Tyne and Wear retailer Manjinder Singh has achieved a 13% uplift in alcohol sales since re-positioning the category in his Premier Dunston Convenience store. Manjinder designed his own cigarette gantry during a refit - freeing up prime space for alcohol and enabling him to sell tobacco without being tied to one manufacturer. **Page 26 >>**



VAPING

**Suppliers:
We'll make
you e-cig
experts**

Imperial and JTI
pledge support as
retailers call for
education. **Page 4 >>**

200 retailers write to
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Page 4 >>

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Associate editor,
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Paul Edwards
Edwards at Townfield,
Wirral

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Fantastic customer service starts with considering the shopper at every point of their journey. Paul Edwards highlights how his customers' needs influenced the design of his new Premier store.



Adam Hogwood
Budgens of Broadstairs,
Kent

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 that no-one thought about when it comes to the National Living Wage.



Markus Hofmann
Founder & CEO,
New Retail Realities

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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LEADER



While Vogue's future may be digital, today it is magazines and how to sell more of them



CHRIS GAMM

Editor

@ChrisGammRN

One of my favourite quotes from the excellent BBC documentary on Vogue magazine, *Absolutely Fashion*, came from Chanel creative director Karl Lagerfeld. "We're thinking about the today, not the yesterday," he said. "There is no credit in the past."

It encapsulated an interesting dynamic about where the future of Vogue lies, which ran throughout the documentary. The senior editors, who have spent decades at the top, were contrasted with rising stars like fashion features editor Sarah Harris and her 100,000 Instagram followers.

References to the online TV channel, the 100th anniversary edition being a historical document and questions about whether people will even know what a magazine is in 200 years reflect the direction of travel for publisher Condé Nast.

But something that came across strongly was that, for those running the fashion bible now, the newsstand matters. The decisions they make on a daily basis are based on your business and what will sell more magazines. At one point, editor in chief Alexandra Shulman is picking between two potential front covers featuring pop star Rihanna. While her heart is drawn to the edgier, fresher cover, her head says go with the one with the greater newsstand appeal. Her head wins.

This is in contrast to many other publishers who attempt to add value for subscribers through exclusive content. RN's letters page often features retailers saying their regular customers are being lured away with tempting subscriber offers.

At one point in *Absolutely Fashion*, it was suggested that a rejected cover could be used as an exclusive for subscribers, but even this was rubbish.

While Vogue's future may be digital, today it is magazines, and how to sell more of them is the editor's priority.

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out of News Retail Plus, JTI Advance, Cereal Success.co.uk, deliciousdisplay.co.uk and better retailing.com



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CONFECTIONERY

Get ready for Christmas



HEALTH & BEAUTY

Is your range up to scratch?

"STAFF NEED TO BE MORE KNOWLEDGEABLE ABOUT THE PRODUCTS THEY'RE SELLING"

LONDIS RETAILER BHADRESH PATEL CALLS ON WHOLESALE TO IMPROVE DEPOT STAFF'S TRAINING **Page 40 >>**

Staff to walk out on 23 September and 26 September Unite union says impact will be 'severe'

Strike action won't affect deliveries, says Menzies

by Tim Murray

Retailers are facing potential service disruption after union members at Menzies depots around the country voted to take industrial action on two separate days.

The strikes are due to take place overnight on Friday 23 September and again on Monday 26 September, with an overtime ban and two stoppages, affecting Saturday and Tuesday deliveries.

Menzies said it has plans in place and doesn't believe sales will be seriously affected.

"Menzies Distribution

has robust contingency plans in the event that any industrial action by the union goes ahead and we remain confident no disruption to services will be experienced by retailers or publishers," said a spokesman.

But union Unite and Menzies depot staff, one of whom spoke to RN, believe distribution will be affected.

"They're going to flood the place with agency and contract workers, most of them don't give a damn.

It's becoming a major problem. As long as they get the papers out, they won't

worry about the accuracy of the deliveries or what time people get them," said the worker, who asked not to be named.

Unite, whose members voted for the action, expects 300 out of 2,800 staff to down tools.

"The strikes will cause severe disruption to the distribution of newspapers and magazines, particularly in Scotland and the south east of England," said Ian Tonks, Unite national officer.

The dispute is over a pay award and associated changes to pay structure.

Retailers were hoping

Menzies' contingency plans would help. Naresh Gajri, of Cranhill Premier, Glasgow, said: "It's essential we get the papers on time, as we have HND rounds. It could be a problem, but 95% of the time, the service is good."

NFRN head of news and magazines Brian Murphy said: "The NFRN has been keeping members advised of the two strikes and will be monitoring developments to ensure our members are able to service their customers' needs."

Unite was still negotiating to cancel the strike as RN went to press.

Anti-Sun campaign backed by council

The Total Eclipse Of The S*n campaign in Liverpool continues to gather pace, with the organisation claiming 220 retailers have signed up to boycott the paper.

And Liverpool's own city council has now called on retailers to not stock the paper as part of the campaign, while the transport authority in the city is banning stores on its land from stocking The Sun.

The campaign, which seeks to stop retailers from stocking the newspaper in protest at the tabloid's post-Hillsborough coverage, which still outrages many Merseysiders, has gathered pace in recent weeks.

A motion from the council has called on retailers and vendors to stop selling the newspaper.

Get ready to go Mega

A one-off jackpot of £100m will launch EuroMillions' new monthly Mega Week game on 30 September, which replaces Mega Friday. A draw on 27 September will also create 10 millionaires.

Retailers will receive promotional packs and can take part in two store draws featuring prizes worth up to £10,000.

End of the penny?

The UK should abolish the 1p coin, Bank of England governor Mark Carney has said. "The cost of a chocolate bar should go up 2% per year," he told the BBC School Report project, "so at some point it does make sense to get rid of it." The power to do so, however, rests with the government rather than the bank.

Vish and JTI help smokers learn

Islington Best-one manager Vish Patel is helping his customers prepare for impending changes to tobacco legislation with a JTI poster pinned to his gantry. "We've had it for a couple of weeks, since our JTI rep came in," Mr Patel said. "People do ask questions – when it will happen, what they won't be able to buy, how prices will change – so it's helpful to have the information there. We've already run out of branded packs for our most popular brands, like B&H Blue."



Archant eyes pop-up opportunities

Archant is looking for more pop-up newspaper concepts after the success of the New European..

This form of publishing, it said, could be the way forward for publishers as the pro-Remain and EU paper heads into its third month.

Archant's chief marketing officer Will Hattam said

sales of the New European continue to grow, although it was too early to tell what "settled-down sales" will be.

"We had big launch numbers, figures declined in August, and we were determined to continue in September when everyone returns from holiday," he said.

September sales are up, with a print run on 100,000, he added, and publication will continue indefinitely, with editorial being developed and circulation expanding into other European cities.

The paper's retail base in the UK has doubled, Mr Hattam added, after initially

concentrating on pro-EU areas such as London.

"We're now in national newspaper territory," he said. Archant is now keen to explore other opportunities.

"There are no firm plans, but, we like the business model and we're almost certain to do similar exercises in the future," he said.

NEWS

BUSINESS



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Booker sales are up 15.5%

Booker Group's quarterly sales, which include Budgens and Londis, rose by 15.2% compared to the same period last year.

Non-tobacco sales are up 15.5%, while tobacco sales – excluding Budgens and Londis – have seen a drop of 3.5%. Currently, the net cash position stands at £105m.

Steve Fox, managing director, Booker Group – Retail, said: "Overall, our independent retail business has performed well and we're pleased with the progress Booker Retail Partners has made. We have focused on helping our customers make more and save more."

Charity record

Nisa's Making a Difference Locally charity saw a record amount totalling more than £100,000 donated last month.

Throughout August, 25 donations were made to 54 unique causes through the UK, resulting in £108,173 making its way to places in need like charities, schools and sports clubs.

Wholesale growth predicted

The wholesale sector is expected to grow by 1.3% over the next five years, as reported during last week's IGD wholesale conference.

The latest figures from IGD also indicate tobacco, which accounts for more than 30% of total wholesale market value, was down 1.6% in 2015.

● News analysis, page 40



Indies celebrate at Ignite's gala night

Hundreds of retailers descended on London last Friday for the second annual Imperial Tobacco National Ignite Awards and Expo. At the afternoon Expo, held at the Hilton Bankside, retailers spoke to experts on a range of stands about the Imperial brands along with EUTPD II and standardised packaging. This was followed by an evening of awards celebrating the business success of independent retailers across the UK in the past year. Aamir Aslam of Top Whitehead Food & Off Licence in Great Harwood was crowned Ignite retailer of the year.

Digital aid downloaded 4,000 times in less than a year 'It's a better way of doing things'

Today's Plan for Profit app a hit with retailers

by Charlie Faulkner

An app aimed at enhancing communication between retailers and their wholesaler has had more than 4,000 downloads in less than a year.

Plan for Profit, a digital platform launched through the partnership of Today's Group and BigDL in January, provides retailers with advice, information on promotions and updates on products – all at their fingertips.

Mark Bottomley, digital development controller at Today's Group, said: "It's not

about replacing traditional communications, it's about enhancing them.

"We know not all retailers want to communicate digitally, but this complements what we're already doing."

The app keeps retailers up-to-date with the wholesaler's latest offers, and includes tools such as a profit calculator and competitions to win credit, cash or items such as televisions.

Mr Bottomley said: "When retailers are on the move, they're able to understand offers and know what's available. It's a way

of ensuring we are starting to think about digital activation in conjunction with normal communication channels and connecting with the younger generation."

He added: "We are really pleased with the response to the new retailer-focused app – 4,000 downloads is a great achievement."

Retailers spoken to by RN backed the digital initiative.

Randhir Singh, owner of R K News & Off Licence, said although he is not quite so savvy when it comes to technology, his

son uses the app. "I think it's a better way of doing things," he said. "It takes less time, rather than having to go through lots of paperwork."

Today's Group wants "quality downloads" – retailers who don't just download the app, but engage with it on a frequent basis – rather than aiming for specific numbers.

The company also hopes to roll out a facility where vouchers can be sent to retailers using Plan for Profit, which can then be redeemed at wholesaler sites.

P&H plans to fill gaps in core ranges

Palmer & Harvey has developed a new scheme to fill gaps in retailers' core ranges, after identifying stores are missing five key lines on average from one million store visits last year.

The Customer Sales Rep of Tomorrow digital initiative has been developed as an alternative to individual

supplier reps. It is being rolled out by the 350-strong sales team visiting stores and using the programme to identify gaps and areas for opportunity.

Darren Goldney, commercial director at Palmer & Harvey, said: "The programme segments the outlet and delivers a top

range appropriate for its store type. Suppliers can then offer an individual discount to encourage retailers to trial any missing bestsellers. Other features of the initiative include merchandising advice."

The company also wants to improve the way it gets these bestsellers to stores

with its Big Van Little Van initiative.

The dedicated fleet of vans provide top-up deliveries for items including confectionery, snacks and biscuits, working in tandem with P&H's multi-temp main drop service. Around 1,000 retailers have already signed up.

NEWS

NEWSTRADE

MAKE MORE OF
YOUR BREAD
Page
42-43

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Northern & Shell titles lose sales Weekday Star sales down 4.9% month on month as year-on-year sales growth drops 5.3%

Daily Express and Daily Star see sales drop as price rises kick in

by Chris Rolfe

Price rises on the Daily Express and Daily Star in July have cut sales of both titles, the latest Audit Bureau of Circulations figures reveal.

Northern & Shell increased the price of the weekday Star by 10p and the Saturday and Sunday editions by 20p on 23 July. The price of the Saturday Daily Express also rose by 35p and the weekday Scottish edition by 20p.

But the latest figures covering the month of August show the move had an immediate effect on sales.

Sales of the weekday Star were down 4.9% month on month, while year-on-year sales growth fell below 25% for the first time in three months, to 19.7%.

In the previous three months, month-on-month sales varied by between 0.6% and 0.4%, while annual sales rises were between 23% and 26.8%.

A similar pattern was evident on the Saturday edition, where month-on-month sales fell by 2.1%, and annual sales growth, which

had risen by between 20.4% and 25.5% in the previous three months, now stood at 17.6%.

On the Sunday edition, the 4.7% month-on-month and 32.1% year-on-year rises achieved in June fell to -10% and 16.6% in August.

After three consecutive months of year-on-year rises for the Saturday Express, sales fell by 1.3% in August.

Retailer margins for all Star editions and the Saturday Express also fell slightly in August.

Johnston Press's i, meanwhile, continued to post year-on-year gains, of 6.3% on its daily edition and 14.1% on its Saturday issue, despite suffering small month-on-month losses.

The paper is the latest to increase its price, by 10p on both editions, and next month's figures will reveal early effects of this move.

Elsewhere on the table, four Sunday titles achieved small month-on-month sales increases, with the Sunday Mail, People, Sun and Sunday Post combined selling an additional 9,000 copies in August.

August Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	648,300	-0.7%	-13.0%	£94.0	693,300
Daily Record	159,014	1.6%	-11.4%	£22.7	163,984
Daily Star	493,988	-4.9%	19.7%	£35.9	493,988
The Sun	1,515,147	-0.6%	-12.6%	£168.9	1,612,717
Daily Express	389,093	-1.5%	-3.6%	£51.8	389,093
Daily Mail	1,264,761	-1.2%	-6.5%	£183.4	1,341,131
Daily Telegraph	397,443	-6.7%	-9.1%	£129.6	418,554
Financial Times	31,951	-11.9%	-9.6%	£17.3	52,667
Guardian	132,863	-5.6%	-4.5%	£58.5	132,863
i	225,119	-2.7%	6.3%	£22.5	294,070
Times	327,461	-2.2%	-0.1%	£98.6	402,446
TOTAL	5,585,140	-2.0%	-6.6%	£883	5,994,813

August Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	827,646	-0.5%	-12.1%	£173.8	872,646
Daily Record	189,073	1.2%	-11.5%	£37.4	194,043
Daily Star	464,621	-2.1%	17.6%	£56.1	464,621
The Sun	1,937,379	-1.4%	-11.5%	£290.2	2,034,949
Daily Express	488,747	-3.9%	-1.3%	£83.8	488,747
Daily Mail	2,063,313	0.0%	-3.3%	£397.4	2,139,683
Daily Telegraph	571,965	-1.5%	-7.3%	£274.5	593,076
Financial Times	69,607	-9.2%	-4.8%	£55.1	90,323
Guardian	279,588	-5.2%	-5.5%	£178.4	279,588
i	208,846	-1.8%	14.1%	£26.1	277,797
Times	472,259	-2.2%	-0.6%	£166.5	547,244
TOTAL	7,573,044	-1.4%	-5.5%	£1,743	7,982,717

TV boost for 'great' title

One of the latest magazine brands to be the subject of a BBC TV documentary has seen its readership rise by more than a quarter.

Country Life achieved the readership and sales boost after Land of Hope & Glory aired in March.

The three-part series, subtitled British Country Life, followed editor Mark Hedges and the magazine and their regular weekly portrayal of life away from the urban sprawl in the UK.

According to the latest figures released by the National Readership Survey,

total readership stood at 216,000, up 27%, with a 29% year-on-year growth.

A commemorative issue to celebrate the Queen's 90th birthday, which was edited by Prince Charles, also contributed to the rise.

In February, the magazine posted a 0.9% newsstand sales rise in the Audit Bureau of Circulations figures, selling 14,706 copies.

Mark Hedges said: "The success of Country Life has ensured its position as one of the nation's truly great magazines and reflects its bright future in print."

August Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	179,686	2.8%	-12.9%	£64.1	183,530
Sunday Mirror	605,927	-0.6%	-17.7%	£178.1	650,927
People	242,617	0.0%	-16.0%	£71.3	249,617
Daily Star Sun.	297,677	-10.0%	16.6%	£46.1	297,677
The Sun	1,334,870	0.2%	-10.1%	£280.3	1,435,803
Sunday Express	354,465	-3.2%	-4.0%	£105.1	354,465
Sunday Post	151,280	0.6%	-13.8%	£50.8	151,280
Mail on Sunday	1,199,693	-1.0%	-6.5%	£428.3	1,269,029
Observer	181,835	-6.2%	-2.8%	£133.6	181,835
Sun. Telegraph	335,960	-1.7%	-6.6%	£152.9	361,047
Sunday Times	662,757	-1.3%	-7.9%	£347.9	736,142
TOTAL	5,546,767	-1.4%	-8.6%	£1,858	5,871,352

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

NEWS

PRODUCTS

Salsa is Doritos' flavour winner

Doritos' Sizzling Salsa has been officially introduced as a new flavour, after being crowned winner of the brand's flavour campaign, 'A or B'.

Shoppers were invited to eliminate their least favourite of the flavours and, in a close-fought battle, the Ultimate Cheeseburger flavour lost out to the more popular salsa variant.

Shoppers had the chance to win a £20,000 prize by submitting their creative ideas on how to 'eliminate' their least favourite flavour. The winner was Saffron Cullip, a 20-year-old student from Southampton.

Sizzling Salsa is now an official flavour in the Doritos range, with an RRP of £1.99.

A swifter sausage for Wall's

Kerry Foods is releasing a new flavour of its Wall's Ready Baked Sausages, following 8.5% year-on-year growth.

The whole brand is set to undergo a relaunch with original sausage having 10% more meat and an improved flavour, and refreshed packaging.

In addition, Ready Baked Fire Grilled Cumberland Sausages, which take a minute to cook, will launch at the end of the month.

Jessica Lamb, brand manager for Wall's, said: "Wall's is popular at breakfast when we know convenience is key."



Lucozade Sport makes its move to get a million more active

Lucozade Ribena Suntory has launched its £5m 'Made to Move' campaign to help drive sales of its Lucozade Sport brand. A TV advert named 'Orchestra of Movement' is now airing and PoS material is available to retailers to highlight the range. The kits include posters, wobblers and barkers, chiller clings, outdoor banners and aisle fins. The campaign aims to get a million people more active by 2020.

Value packs will help c-stores compete with multiples Aim to grow sales £88m in five years

Potential 40% margins from Pladis pricemarks

by Charlie Faulkner

McVitie's owner Pladis has launched new pricemarked packs and display solutions for independent stores after trials of a unit delivered a 4.8% sales uplift.

The biscuit and cake manufacturer, formerly United Biscuits, has launched its McVitie's Chocolate Digestive range in £1.50 pricemarked packs and a new 89p McVitie's Biscuit Barrel range which contains Bourbon Creams, Custard Creams, Nice, Shorties and Coconut Rings.

The new packs will be available in cases of 15 packs for the price of 12, offering a potential 40% margin for retailers, which the company said enables them to offer competitive prices in line with multiple c-stores.

A McVitie's display stand is also set to be implemented across stores, following trials which delivered a 4.8% category uplift.

Pladis said its aim is to improve value for shoppers while driving sales for retailers. Wes Armstrong, head of managed conve-

nience at Pladis, said: "We know if you get biscuits in front of people they will purchase them."

James Thomas, head of category development at Pladis, added that shoppers need to know they can pick up "top brands" at independent stores.

Kay Patel, owner of Global Food & Wine (Best-one) in Stratford, London, received support from Pladis with a redesign of his category display - reducing his range by 22%. "I've had a 19% increase in sales of that category. Shoppers do see a

difference," he said.

This latest activity follows Pladis's 'Better Biscuits, Best Sellers' initiative, which began in March and includes remerchandising fixtures, ranging best-selling products and improving visibility and availability.

The company also launched its Better Biscuits website in 2014, which offers education, news, a facility for retailers to book fixture relays and quarterly competitions for stores.

Pladis said its aim was to grow biscuits sales by £88m in the next five years.

Four new popcorns flavours from PepsiCo

PepsiCo is the latest manufacturer to enter the popcorn market, with the launch of its Pop Works & Company.

The range of popcorn is available in four variants - Sticky Toffee Pudding, Peanut Butter & Caramel, Apple Pie, and Sweet & Salty

with an RRP of £1.50 (90g).

The sector has grown by 170% in the five years to the end of 2015, according to Mintel research.

Pop Works will be launched with a digital campaign supported by experimental shopper marketing.

Hot products for your shopping list



Sizzling Salsa was winner of Doritos' 'A or B' flavour campaign



PepsiCo has entered the popcorn market with four Pop Works flavours



Wall's has added to its Ready Baked Sausages range



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NO ARTIFICIAL SWEETENERS INVITED

GREAT TASTE



STOCK UP NOW

DRENCH. JUICYSPRINGWATER

*than the average fruit sparkling juice drink



NEWS

PRODUCTS

Lurpak's cooking campaign

Lurpak has unveiled its 'Game on, Cooks' TV ad as part of a multi-million-pound marketing campaign.

Airing from this week, the campaign aims to challenge consumer cooking habits, boost the use of butter and encourage more people back in the kitchen.

Lurpak said the advert would aim to demonstrate that eating food is not as much fun as cooking it.

Louise Goodyear, senior brand manager at Lurpak, said: "We're challenging food lovers to stop spectating and enabling them to start cooking with Lurpak. 'Game on, Cooks' will reinforce Lurpak's position as the champion of good food," she said.

Festive stars for Haribo

Haribo has launched a Mega Stars Selection gift box for Christmas.

In 300g and 600g sizes, the 300g box contains four 75g bags of Starmix, Tangfastics, Super Mix and Giant Strawbs. The 600g box contains six 100g bags of the latter, plus Gold Bears and Jelly Babies.

Haribo is also launching limited edition Starmixmas packs containing eggnog egg, cherry trifle heart, apple strudel bottle, apple strudel and custard rings and gingerbread bears, in 200g bags. The company is also offering a cracker-shaped gift box filled with 120g of Starmix or Tangfastics.



Colman's comes on strong in new TV and print ad

Unilever has launched a TV and print campaign to tie in with the new positioning of Colman's, its mustard, condiments and packet mixes brand. The 'Easy Does it' campaign demonstrates scenarios where mustard fans may 'overdo it' as a light-hearted reminder of the strength of Colman's. A print campaign will accompany the TV ad, with posters drawing attention to the strength of the mustard.

Increasing demand for 'honest' products say retailers New packaging for Feel Good brand

Healthy outlook as juice brands go big on lo-cal

by Charlie Faulkner

Two juice companies have introduced healthy variants into their soft drinks ranges, as retailers report rising demand for lower-calorie products.

Nichols has overhauled packaging on its Feel Good natural drinks brand, refreshing the bottles and introducing more flavours, while Vithit has announced the launch of a sparkling range – expanding its low-sugar and natural fruit juice options.

The Feel Good variants are a mix of 100% natural fruit juice with no added sugar, and prices range from £1.29 to £2.00.

Vithit's sparkling juice drink, also with no added sugar, is available in Lime & Ginger, Strawberry, Elderflower & Mint, and Coconut, Mandho & Lime.

Ravi Kaushal, owner of Nisa Local in Chiswick, stocks Nakd, Tropicana and Saves brands, and said he has seen a gradual uplift in sales. He agreed packaging plays an important role.

He said: "It's about having honest products, clearer labelling and making it appealing to the younger age group. Tropicana's pricemarked £1 bottles are competitive, for example."

Ashil Amin, manager at Londis Carshalton in Surrey, said: "We sell fresh orange juice by Tropicana, but launching more healthy options does give customers more choice."

Meanwhile, David Morris, manager of Harry Tuffin Ltd in Knighton, Powys, who stocks Tropi-

cana Capella said: "It's good that brands are looking at reformulating as long as they're not losing taste."

But half of retailers spoken to by RN said they did not stock fruit juice drinks to go, raising concerns that independent retailers are missing out on the sales opportunity they offer.

Arif Amed, a partner at Ahmed Newsagents in Coventry, said he would trial the drinks as he has noticed demand for products containing less sugar in his store.

Kraft Heinz backs soup with £10.6m media blitz

Kraft Heinz will launch a £10.6m media campaign – a 52% increase in spend on last year – aimed at driving soups sales category.

The Love Soup campaign will air from 1 October and

features a 30-second TV ad.

It includes scenes where people lean in, as if for a kiss, but they are leaning in for a sip of Heinz Soup.

Category growth has dipped since 2013, despite

long-term growth in the years prior to then.

Kraft Heinz wants customers to rediscover soup and to showcase it as a healthy option, promoting Heinz soup as a provider of

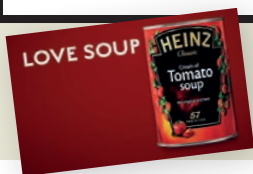
'1 of your 5 a day' and a low-fat meal time option.

Shane Shortman, senior brand Manager at Kraft Heinz, said: "The Love Soup campaign will be supported across a range of platforms."

Hot products for your shopping list



Feel Good natural drinks have a new look and new flavours



Kraft Heinz is spending £10.6m to drive sales of soups



Lurpak has unveiled its Game on, Cooks TV ad



headline partner

learning partners



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NEWS

REGIONAL



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to have your say on the latest news

The West Midlands lead illicit trade area

The West Midlands is the country's illicit tobacco hotspot, while the south west has the least incidents of counterfeit and illegal cigarettes, according to trading standards.

The Chartered Trading Standards Institute has assessed figures from Operation Henry 2, which involved a co-ordinated series of raids across nine English regions, taking in 67 trading standards areas.

The raids, in 2014, led to seizures worth almost £1m, with 42% of premises selling illicit tobacco, more than half of whom were repeat offenders.

Around two thirds of raids in the West Midlands saw seizures, while around 20% in the south west area yielded illicit tobacco.

The biggest single haul was in Derbyshire.



It's festival time and scarecrow Pat's in town

Bedfordshire retailer Stephen Ansell has taken on a southern English tradition by building a scarecrow outside his store in the village of Meppershall. The straw-stuffed model of Postman Pat is Stephen's entry into Meppershall's first-ever scarecrow festival, which runs throughout this week, with competitors including Harry Potter and the BFG. "We've got a post office so Postman Pat was the obvious choice," he said. Stephen is also selling maps of the festival for £2, with proceeds going to charity.

Menzies in the firing line over late deliveries

Retailers in Portsmouth have again called on Menzies to improve its service as late deliveries continue to plague independent stores.

One retailer told RN he was having to choose between shutting up shop, taking on staff to cover him while he went on rounds, or just not delivering newspapers at all.

"My paper boys and girls can't wait a long time because they need to go to school," said Dilip Agrawal. "Some I had to do myself, some had to deliver more and some places I just couldn't deliver to. We're losing money."

When his papers did arrive, he added, some bundles had been missing, forcing him to buy supplies from Sainsbury's.

Mr Agrawal said he had received no supply at all on one day in August.

Menzies apologised, but said this latter incident was a "unique" issue.

"A fatal accident occurred on the A3 in Petersfield, which created substantial impacts on traffic flow. As a result, a number of our packer/drivers faced major delays either in reaching the branch, or in returning from their standard pre-runs; this in turn delayed our distribution," a spokesman said.

● Your Issue, page 19

RN READER POLL

YES
100%

Do brand relaunches help you drive sales?

NEXT WEEK'S QUESTION

How has the 10p increase on the i affected your sales?

Have your vote now

Go to betterretailing.com

Mixed reactions to Johnston Press decision to increase i price 'My sales have dropped off'

Retailers respond to price rise for i as shoppers react

by Tim Murray

Retailers have reported mixed reactions to the latest price rise on the now Johnston Press-owned i newspaper.

The paper's price was increased by 10p for both its weekday and Saturday editions and while some retailers saw sales fall, others even saw sales rise as it became a 50p and 60p publication.

When it bought the newspaper, Johnston Press had initially signalled it

would keep the price at the same level, but attributed the move, which came six months after the acquisition, to increased costs.

Some retailers RN spoke to said sales of the title had fallen following the price change.

"My sales have dropped off," said Kate Clark at Sean's News. "Yes, it's a great paper, it's got a lot of good things, but I fear they may have shot themselves in the foot."

"A lot of people just buy it for the puzzle pages, so they

don't want to pay any more for it. They're telling me what they think and walking away from it - my sales have probably halved in the first week."

But others were more positive about the move. "We actually sold out on a few days last week," said Stuart Reddish, of Baxters Londis, Chesterfield. "Our sales are quite buoyant and we're happy with it."

"It works in the area we're in, which has a lot of students, and we're quite pleased the price has gone

up. It works for us."

Johnston Press marketing operations and content sales director Richard Thomson said: "It's still incredibly early to make a call on whether the cover price increase has had any effect on circulation, however, our early estimates for week one, when the news agenda was relatively light, exceed expectations and we are very grateful to retailers and readers, who continue to support Britain's first and only quality concise newspaper."

REGIONAL

Experts warn some will still see business rates increase 'Bristol will subsidise Bond Street'

11 in 14 rateable value to go down in rates shakeup

by Toby Hill

Retailers in 11 out of 14 cities will see their rateable values decrease when business rates are revalued in 2017, but experts warn some stores may still end up facing increased rates.

Aberdeen, Leeds, Cardiff and Bristol will see the biggest drop, according to analysis from commercial property advisor CBRE, with average rateable values likely to fall by more than 30%.

Retailers in other cities will see an increase, with

rateable values in central London likely to rise by as much as 170%.

The CBRE's analysis comes ahead of the publication of proposed rateable values by the Valuation Office Agency (VOA) on 30 September.

Business rates are calculated by multiplying the rateable value by a multiplier which is set by the government. Accordingly, a drop in rateable value does not necessarily mean the final bill will fall by the same amount.

"The cumulative rateable

value is set to fall across the UK," explained the CBRE's senior director Tim Attridge. "Therefore, to generate the same level of tax, the government is likely to set the multiplier higher than we've ever seen it immediately after a revaluation."

These changes will be brought in gradually through a government transitional relief scheme, which softens the impact of any increases. But the fact this transition must be revenue-neutral by law has raised concerns that retail-

ers in less affluent locations could end up subsidising the wealthiest parts of the UK during the transition period.

"You end up with a ridiculous situation where Bristol will in essence subsidise Bond Street, which is enjoying record rents being paid," said business rates expert Paul-Turner Mitchell.

"The best advice for SMEs is to register with the VOA, so when their new rateable value is live next month they will be immediately notified and can check it."

Final push for charity jumpers

Twelve thrill-seekers from across the newstrade are making a final push for donations as they prepare to fall 15,000ft this Friday.

Participants from Trinity Mirror and the NFRN are parachute jumping to raise money for the NewstrAid Benevolent Fund. The Fund supports people who have been employed in newspaper and magazine distribution and have fallen on hard times.

"We've raised £6,000 so far, which is fantastic, but our target is £10,000," said Dorothy King, from the NewstrAid East Midlands Committee.

NewstrAid's fundraising page can be found on the Virgin Money Giving website.



Mo champions healthy eating for youngsters

Lanarkshire retailer Mo Razzaq is encouraging healthy eating among local children by giving out free fruit after school every Wednesday. "A month ago we gave away bottles of water, and it was such a success we wanted to do it every week," Mo said. He is also teaming up with Healthy Eating Scotland, which will visit his stores on 28 September to promote healthy meal deals and give away goody bags.



No action on waste says ACS

The ACS has responded to the Department for Environment, Food and Rural Affairs' Food Waste Inquiry, insisting that there is no need for new legislation as retailers are already taking action to reduce waste.

An ACS survey of 1,210 retailers found that 20% recycle using a separate food waste bin, 12% consume or give to staff, 10% reduce waste through other initiatives, and 7% donate to a local cause.

Wales small business rate relief extension welcomed

The NFRN and Welsh retailers have welcomed the Welsh government's decision to extend small business rate relief until March 2018, before a new permanent scheme comes into force that year.

The extension means small businesses with a

rateable value of up to £6,000 will continue to receive 100% rate relief. Businesses with a rateable value of between £6,000 and £12,000 will receive relief on a sliding scale between 100% and 0%.

NFRN chief executive Paul Baxter said: "We

warmly welcome the Welsh Government's decision to extend the small business rate relief. It is vital for some of our members who serve their local communities throughout Wales, and has been crucial in helping independent retailers remain in business

during the economic downturn and at a time of declining footfall."

"It's very good news for me," said Jeff Oliver, owner of Premier Beechley Stores, Cardiff. "I pay £5 a month instead of £120 - that's more than £1,000 extra a year I can put towards staff costs."

TRA launch

The Tobacco Retailers' Alliance is to launch a Small Shops Manifesto outlining the pressures faced by independent retailers and is launching the document at the House of Commons.

The organisation will highlight its concerns to MPs at the event on 19 October.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTH WALES 12.09.2016



Jenny Simms reports from the NFRN South Wales district council meeting

Promise made on police inaction

NFRN national president Ray Monelle pledged the federation would tackle the problem of police inaction.

Delegates expressed concern police did not appear to take crimes involving small businesses seriously enough, with responses slow, some crimes not logged, and low priority given to them compared with large retail stores and supermarkets.

It came as Alun Michael, police and crime commissioner for South Wales, was due to address the meeting, but had to cancel, to the disappointment of delegates.

Will Pryce, NFRN public affairs manager, said he had only been told the previous day by Mr Michael's office that he had been double booked. Mr Pryce, who is meeting with PCCs nationally, said he would try to rearrange the meeting as soon as possible.

Delegates gave several examples of shoplifting, break-ins and other incidents throughout the district, which mirrored examples given by Mr Pryce in his report of what was happening nationally.

From responses to Freedom of Information (FOI) requests, Mr Pryce said it was evident that police categorisation of crimes was 'not consistent' among different police forces, affecting their priority on how quickly to respond.

Sometimes there was no response at all. And a



District council members said they were concerned police did not take retail crime seriously

common complaint from delegates was they got no feedback from police when they submitted CCTV footage.

Another issue was that some retail superstores, such as Asda and Tesco, had police officers based on site – funded by the public, often as well as a plain clothes police presence. Members suggested these should be paid for by the retailers.



Vyas Sharma
Cardiff delegate

Cardiff delegate Vyas Sharma asked if the NFRN could enquire whether there



We want clear advice on when police will investigate

Peter Robinson

Retailer, Pembroke

was a board or body with oversight of PCCs, and if an NFRN member could get on it.

Pembroke retailer Peter Robinson said typical thefts from his shops were bottles of wine and beer valued £10 to £20. He added: "We want clear advice on when police will investigate."

Rob Holdaway, Merthyr delegate, suggested members might find it 'extremely useful' attending their local PACT (Partnership and Communities Together) meetings attended by local police and PCOs.



Rob Holdaway

Merger will go ahead next year

It was agreed the planned merger of South Wales district and the Mersey Dee & North Wales district will go ahead in 2017. The number of district meetings next year will be cut from seven to four, but the pre-conference

meeting and AGM would continue the same.

Report problems to the Helpline

Delegates were urged to report all problems with news to the NFRN Helpline.

Chris Appleton, membership services manager, said: "It is imperative that members report all problems, even those resolved by the member. If we are not aware of problem areas, there is nothing we can do about them."

Reporting on the average sales of regional newspapers for the first six months of 2016, he revealed substantial year-on-year losses for every publisher – many with double-digit declines.

He said: "It would appear that a 10% fall is now considered something of a success, representing the average level of decline."

Trinity Mirror saw across-the-board decreases – the South Wales Echo saw a 15.2% decrease in sales and the South Wales Evening Post 13.7%.

Cardiff retailer Matthew Clark said: "With the continuing decline in the quality of the South Wales Evening Post and the Echo I'd be surprised if they can survive much longer."

New campaign on illicit trade

Ray Monelle reminded members the NFRN will be launching a campaign to raise awareness of illicit trade in the coming weeks, and urged them – if they suspect it, report it.

Your say

A Mintel report revealed contactless payments have overtaken cheques. What type of payments do you accept in your shop, and which are the most popular?



Our store is also a post office. Cash is most popular, followed by debit and credit cards. We rarely receive cheques. But as people become more comfortable with contactless cards, we expect they'll be using them more.

Dee Goberdhan
Albany Road, Cardiff



We take credit and debit cards in the shop and over the phone, but only take cheques from people we deliver to and know their histories. Cash is still the most popular way of paying, but we also take vouchers for HND.

Matthew Clark
Penylan, Cardiff



I have three shops. We are wary of cheques because of the risk of fraud. Cash is still the most popular way of paying small amounts for small items, but we also take debit and credit cards, probably in the ratio 80% to 20%.

Peter Robinson
Pembroke Dock

YOUR REGION

NFRN DISTRICT COUNCIL REPORT NORTHERN 13.09.2016



John Dean reports from the NFRN Northern district council meeting

Diversity is the key to survival

National president Ray Monelle, who was visiting the district, urged retailers to diversify to increase the sustainability of their businesses.

He said it was an approach the federation had had to adopt in recent years.

"I don't do negative, I want to be positive and I want us to find solutions," he said.

It came as Mr Monelle said while the slowing of the decline in printed copy sales was cause for optimism, he was still concerned about the future of the news-trade.

Newcastle member Graeme Pentland said that his news clientele was dwindling as younger people turned to other sources for news.

He said: "I do not share your optimism about news. I have major concerns, which is why I am always looking at new ideas."

Durham member Glyn Taylor said: "We have to make the point to publishers that we are their route to market."

Battle over sugar tax continues

The federation will continue to fight the sugar tax, Ray Monelle told delegates.

He said that while winning the battle would be difficult, the fight was important.

"The sugar tax frightens me and we have to make a stand," he said.

Tynemouth member



Retailers are concerned about the future of the newstrade

Kieran McDonnell said: "We have to fight this because of what may come next. If the government knows that they will have a tough fight every time, they might think twice in future."

District vice president Mike Brown said: "We have to protect our members. Soft drinks have become big sellers in our shops and, if we are hit, we will be hit hard."

However, Northumberland member Dorothy Scott said: "When you are dealing with the health



I don't do negative, I want to be positive and I want us to find solutions

Ray Monelle
NFRN national president

of the country you are on a losing battle. We should be spending more time and effort on preparing members because it is going to come."

Retail crime high on NFRN agenda

Raising awareness of the impact of retail crime on independent stores is high on the federation's agenda, said Ray Monelle.

"You hear people say that it is mainly petty crime, but if someone steals a Mars bar every day it adds up," he said.

"We have figures that show that police respond quicker to supermarkets than independents. That is the wrong way around because the supermarkets have security staff."

District president Mike Mitchelson said the matter was being given high priority by the federation's public

affairs team, adding: "We should not be second-class citizens to supermarkets."

Teesside member Martin Ward said: "If you talk to people, they think it is petty crime. They do not realise how serious it is."

Major problems with deliveries

Delegates reported problems with an erratic delivery service from Menzies, which they attributed to staff shortages at the wholesalers.

Martin Ward said 'there are major problems' and fellow Teesside member Mike Brown said: "I have never known it as bad."

Ray Monelle said that he would take the matter to his next meeting with Menzies.

Tributes paid to Robert Taylor

Members paid tribute to former national president Robert Taylor.

Mr Taylor had held senior posts in the district and was the father of current district members Barrie and Glyn Taylor.

Mike Mitchelson said: "Bob was an inspiration and a real character in the history of the federation."

Glyn Taylor thanked people for their kind comments.

Praise for Martin's TV appearance

Mike Brown praised fellow Teesside member Martin Ward for his impressive appearance during a recent item on retail crime screened on Look North, the local BBC news programme.



Graeme Pentland



Mike Brown



Mike Mitchelson

Your say

JTI is trialling a modification to its gantries that will allow dedicated e-cigarettes space to be built into existing gantries. Do you think this would help you? What other support would you like on e-cigarettes?



The modification would help as we need to be assured that gantries are designed to comply with the legislation. We also need the legislation to make things clearer and, as there are some lesser-quality products on the market, it needs to control quality.

Martin Ward
Cowpen Lane News,
Billingham



A modification like that would help because this time next year there will be a lot of space in gantries. What is really needed is for us to know the terms of the legislation so that we know what is legal and not legal.

Colin Reed
Hodgsons News,
Carlisle



The modification would help because of the space there will be in the gantries, but the really helpful thing would be for the legislation to bring clarity so that newsagents know that what they are selling is legal. It is not yet clear for e-cigarettes.

Jason Birks
Mosci's Convenience Store,
Horden

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🐦 @RetailNewsagent



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

My local newsagent, Vijay Patel of Maresfield is supplied by Menzies Eastbourne, and has a weekday RDT of 5.45am for his 6 o'clock opening time.

I usually walk up to the shop around 6.15am for my papers, and most days during July and August they have been there.

On Wednesday this week the papers were about half an hour late, and I remarked to Vijay that we were back in the old routine.

On the morning of Sunday 18 September I went up to the shop at 6.15am – no papers. I went up again at 6.45 (an hour after the RDT) – no papers. I walked up again at 7.10am and the van was being unloaded.

I've just checked the National Data Monitor and see that with the exception of the Express and Star all the titles arrived at Eastbourne well before the 4.30am cut-off time. The Express and Star arrived at 5.50am.

The National Data Monitor also shows that 89% of Eastbourne's outlets received their deliveries on time.

The clear implication of this is that Vijay's round was held back to wait for the Express and Star in order to avoid a re-run. As a result, scores of his early customers couldn't get their papers and Vijay lost perhaps £100 in other sales. His carriage charge is more than £8 a day.

Neville Rhodes
RN columnist

Menzies did not respond to RN's request for a response to this letter

Well what can we say? On the busiest and by far heaviest day of the week



I didn't get the Telegraph at all on Sunday. I was desperately trying to call hotlines – both the Smiths one and also the NFRN one – to find out what was going on. On a few occasions, I couldn't even get through to Smiths.

Eventually, Smiths told me that the driver had forgotten to give me my copies, but he'd deliver them after he'd finished the rest of his drops.

I never received them
and didn't see the driver

all the papers ran one hour late, which wouldn't be as hard to swallow if we didn't have all the inserts to deal with.

By the time I've inserted all those critters I'm running two hours behind.

Yes, I know we get paid handsomely for inserting them – cheeky little smile – but you do take the 1p back if we return any.

But back to the grunt
- why were we one hour
late? As far as I can gather
the world didn't stop

again. It keeps happening at the weekend – last week we were short of *The Observer* and the week before that *The Telegraph* magazines didn't turn up. It seems to be the weekends that are the problem.

What's worse is that it gave me false hope that the papers would turn up, but they didn't materialise. I've got HND to sort and what do I tell my customers? You can only put in other newspapers – the Sunday Times – and

hope that they won't get too annoyed. How can I compete with the papers' own delivery services and other retailers when this is the service I'm getting? We're in London and customers have so much choice.

Ravi Kaushal
Nisa Local,
Chiswick, London

A Smiths News spokesperson said: “We have contacted Mr Kaushal directly and are working with him to resolve the issues raised.”

revolving, the birds were still flying in the sky and Coronation Street is still with us.

Answers on a postcard
please.

Graham Doubleday
Newsmarket, Mossley,
Ashton-under-Lyne

A Smiths News spokesperson said: *"We have contacted Mr Doubleday directly to apologise for the inconvenience caused and have resolved the issues raised."*

“

Vijay's round was held back for the Express and Star

RN columnist

#TOP TWEETS

Who's saying what in the retailing world?

Independent
retailers call on
Chancellor @
PHammondMP
to can proposals
for a #softdrink-
staxhttp #can-
thetax
@NFRN_Online

#FunFact - More than a third of shoppers buy Cider on impulse when looking for something else!
@StarRetail

Next week sees major changes to Euromillions, including a 50p rise per ticket but a £100m superdraw to soften the blow!
@Newsonthewharf

A little nugget of knowledge for you: the convenience sector has added £5bn to the economy in Gross Value Added
*ACS Local Shop Report 2016
@FerreroRetail

Try our new range of healthy snacks and protein bars, including GRAZE, Nakd and Sci-Mx Customer feedback in action

@SparCardiff

2 new
@Beavertown-
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- Holy Cowbell & Quelle. Let
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YOUR SAY Have the Daily Express and Daily Star's price flashes impacted your sales?

Nainesh Shah

Mayhew News,
Mayfair, London

The flashes are very misleading. But sales of the Express and the Star are very small in my store, so it's not too much of a problem. It has raised a lot of complaints and comments though. Often people in a rush put 20p down and walk away and you have to call them back and explain. They might get annoyed, but they learn and know next time. They might not buy it, or they pay the extra, but you can feel their annoyance. It leaves a bad taste in their mouth.

Kate Clark

Sean's News,
Upton Upon Severn

It annoys people so much, they go back and swap the paper for something else. You have to tell them to read the small print. They feel conned. We used to sell a lot of the Express, but it's gone down. And judging by the amount of comments, some of



it must be down to this. There's nothing worse than standing in your own shop and being told off for something that's not your fault.

Adrian Rodda

AR News,
Harrogate, Yorkshire

The misleading flashes don't really affect sales, the Express and the Star are both regarded as a

bit of a joke anyway and this is irresponsible. The Express is just full of health stories and immigration and the Star is just topless women, so people don't take them seriously. Occasionally people might put it back and get something else, but generally speaking they just laugh it off. It does get one or two people angry though.

YOUR STOCK Do you think customers looking for cheap under-the-counter illegal tobacco are becoming more open about asking for it?

Arif Ahmed

Ahmed Newsagents,
Coventry

I've noticed it. More customers are asking for it. It would be good to have an official sign, saying that we're a legitimate retailer, it would send a message that's crystal clear to the public that we're fighting

against this sort of thing. You can tell people it's got poison in, but if it's £2.50 for a packet when premium brands are more than £10, they don't care.

Bintesh Amin

Blean Londis,
Kent

All of our customers know it's

not going to happen in our store. It's just not worth our while. There are a few stores near us where it might happen, but they know not to ask us and they know that we're not going to do it.

Jai Singh

Premier Singhs,
Sheffield

There seems to be a culture among some shopkeepers who sell them in their stores. I'm aware of a few near us, customers might say, I can go there to get them. One retailer has been busted a few times. The biggest concern is that customers are starting to think it's acceptable. It's not worth it in the short-term or the long-term. We've had people approach us, both to buy them and offering to sell illicit tobacco to us, we've always declined.



YOUR ISSUE

Tim Murray
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MENZIES TROUBLES 'WORRYING'

As retailers on the south coast ready themselves for Menzies taking over delivery of the Portsmouth News from Johnston Press, the wholesaler is once again experiencing a raft of problems in the area.

Late deliveries, believed to stem from driver shortages, as well as a reliance on temporary staff, are again the cause of complaint.

NFRN members in Portsmouth are demanding further meetings with Menzies as well as urgent action for the latest issues in the area, which has been blighted with delivery problems in recent months.

Retailers with HND rounds are suffering badly. Now children are back at school, late deliveries have left owners with the choice of either shutting up shop or paying staff more to go out on rounds.

"We've had very late deliveries," said Dilip Agrawal, of Cartwright News, Southsea, Portsmouth, after two consecutive days when the papers turned up at 8am or later. "My paper boys and girls can't wait a long time; I have six rounds and need to deliver 148 papers. I had to deliver some myself and I just couldn't deliver some copies at all. I deliver to a nursing home and a hotel, they can't accept late deliveries. I'm losing money."

Mr Agrawal added when his delivery eventually arrived, some copies were miss-



NFRN deputy vice president Linda Sood says Menzies' senior management needs to respond concerning delivery problems

ing, meaning he had to go to his local Sainsbury's to buy some to meet his obligations.

One day in August, he said, he didn't receive any papers all day.

But Menzies explained this specific incident was due to a fatal accident in the area which had a big impact on traffic flow.

"As a result, a number of our packers and drivers faced major delays either in reaching the branch to begin work, or in returning from their standard pre-runs; this in turn delayed our distribution as a whole," said a spokesman. "We apologise to those customers who were affected by the resultant late running. We strive every day to provide the timely delivery service our customers are entitled to expect; this distribution was subject to unique circumstances beyond our control."

But Mr Agrawal said he attributes other ongoing issues to Menzies' decision to use temporary staff.

"They aren't employing permanent drivers," he said. "Today our driver said he was going to leave, he's obviously not bothered."

As noted in last week's RN,

with Menzies set to take over distribution of Portsmouth News from Johnston Press, retailers are worried what will happen next. "It's more things for them to get wrong," said Mr Agrawal.

Another HND retailer experiencing problems is Ray Culverwell, of JG Riley, Milton, Southsea. He has resorted to travelling to the depot to collect his papers.

"I pay carriage charges so I get papers delivered here, I'm not paying to go and collect them. I've put in the restitution forms," he said. "But it's not about the money, it's the inconvenience."

"It's ridiculous the time they're getting their papers," said Portsmouth retailer and NFRN deputy vice president Linda Sood. "It's just not acceptable. We had a meeting with them recently and they said they were taking six extra drivers on, but we didn't know they were doing Johnston Press deliveries then."

"We seem to have it a lot worse than other areas. We're awaiting a reply from them on these issues and we want another meeting. We want senior management to respond now."

“

I just couldn't deliver some copies at all
Dilip Agrawal

Cartwright News,
Southsea, Portsmouth

INDEPENDENT
Achievers Academy

JTI

ACADEMY IN ACTION
Follow up



Responsible Retailing

JTI and the IAA visited Jagjeet Hayre's Leicester store in June to discuss responsible retailing. Two months later, some of the ideas that were suggested are already being implemented in the store.

Jagjeet's action plan

- Create an action plan on staff training, keeping a written record of completion dates
- Provide customers with a recycling and general waste bin
- Review till area to find space to safely install a coffee machine

Jagjeet says

"We're using online training tools to stay up-to-date, but it's mostly been myself and my wife working recently so we're still in the process of implementing our formal training plan. However, we've moved forward with getting new bins and recycling bins for customers, and are just waiting for confirmation. I've also taken Mel's advice to cut down on magazines and greeting cards. When the space is freed up, we'll install eco-friendly slimline freezers and find an appropriate place for a coffee machine."

Your action plan

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

INDUSTRY PROFILE

Diageo

Gin is, without doubt, the most dynamic segment of the spirits market. But how does an established market leader like Gordon's keep pace? Diageo's European brand manager for Gordon's explains all

RETAIL NEWSAGENT Gin seems to have been going through a real renaissance recently. What's been behind this?

NICK MOORE Among many other factors, the growth in gin is driven by the premium end of the spectrum, however the rise in popularity of pre-dinner drinks has boosted the performance of the whole category.

RETAIL NEWSAGENT As consumer habits and preferences change, how is Diageo ensuring that Gordon's retains its relevance?

NM The gin category is the most vibrant and exciting category to be in with new entrants arriving on a rapid basis.

However, as gin continues to grow, Gordon's will continue to lead. With nearly 250 years of history, Gordon's has always had to adapt to consumer trends while maintaining a very high-quality level of consistency.

RETAIL NEWSAGENT What is the value of fractionals and pre-mix cans to a spirits brand like Gordon's?

NM Both of these are extremely important to Gordon's, they form a crucial part of the portfolio and allow the brand to be relevant to consumers in a wider variety of occasions. Gordon's pre-mix cans provide consumers with the perfect solution and offer a convenient way to enjoy a perfectly-mixed G&T on the go or at home.

Fractional sales, meanwhile, are growing and now account for more than half of spirit bottles sold. The 35cl format has become the best-

selling fractional size. Stocking a range of smaller bottles, with their lower price points, is essential in helping to encourage shoppers to buy into the category and is a simple way to meet the needs of more shoppers.

RETAIL NEWSAGENT Do you expect current trends in the UK market generally to benefit Gordon's – and the off-trade gin market – over the coming months and year?

NM The emergence of the cocktail culture and the rise of home entertaining have opened up new opportunities for spirit sales. Gordon's fits perfectly into this as a trusted, high-quality gin. We see this as an opportunity for Gordon's to assert its quality and trust credentials by modernising our most important asset – the signature bottle, improving on-shelf visibility to customers who want to take a bottle home to drink that night.



As gin continues to grow, Gordon's will continue to lead

RETAIL NEWSAGENT What are the most important things retailers need to keep in mind as we approach Christmas?

NM Retailers can maximise the opportunities the festive season brings by stocking a full range of premium spirits options from the key categories of vodka, gin and blended whisky at a time when customers tend to treat themselves or purchase gifts for friends and family.

Cocktails at home is also a huge trend during the Christmas period and retailers should make it easy for shoppers by grouping cocktail ingredients together and suggesting simple serve ideas so that shoppers can see the full spirits offering and make purchasing decisions more easily.

RETAIL NEWSAGENT What is the latest activity for the Gordon's brand?

NM This is an incredibly exciting time for Gordon's. We think our new packaging will give the brand a more premium look and greater presence to make it stand out on retailers' shelves. We will also be supporting the brand further with above-the-line media highlighting the brands' wit and personality to bring it to customers' minds when they're on a shopping mission for the perfect G&T to enjoy on a Friday evening to kick off the weekend.

** Company CV **

Company Diageo
Europe brand manager, Gordon's
Nick Moore

Profile Gordon's is one of the most recognisable alcohol brands in the UK and has been supported with a number of recognisable advertising campaigns through the years.

Latest news Diageo believes Gordon's is "perfectly" placed to take advantage of the current popularity of gin.



**

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You should be compensated if delivery fails

No other industry would be able to treat its customers this way. As retailers are paying up to £8 a week for an often unreliable news delivery service they need recompense when things go wrong

The NFRN has always opposed carriage charges even when, back in the day, most of its members could afford to pay them. The newsagents' case was that wholesalers should use their own margins to meet the cost of deliveries to shops, not take it out of retailers' margins.

Market conditions have altered drastically since those days, however. The combination of cuts to retail terms, declining average newsbills, and regular above-inflation carriage charge increases has created a crisis. With wholesalers' carriage charges now absorbing at least 20% of the retail trade's nominal margins on newspapers and magazines, the news business of thousands of retailers is on the edge of viability.

The NFRN has been warning about this for years, both within industry forums and to the competition authorities, to little effect. Last year Smiths News offered its customers a two-year freeze, but as I pointed out at the time, this would not help retailers whose newsbills were declining.

Menzies Distribution continued to ratchet up its charges, which now cost some of its customers more than £8 a day.

Is this sort of charge justifiable on cost grounds? I doubt it, but the retailers who are paying it certainly have a right to know how it is made up, and the recently-formed News Retailer Group (NRG), a body that includes Asda,

the Co-op and McColl's, along with the NFRN and the ACS, intends to make the transparency of carriage charges one of its top priorities.

The other big issue around carriage charges is the service levels retailers are paying for. Why should they pay full price if a parcel goes astray, or items arrive wet or damaged, or deliveries are late.

In most other industries customers would receive an apology and in many cases some form of compensation, yet news wholesalers just get away with it. Why?

Through the NRG, the NFRN intends to press for compensation from the wholesalers when their service levels fail.

It's not always the wholesalers' fault, of course. If there's a power failure at the printers, or a trunker is delayed



Retailers should receive compensation for copies damaged in wet tote boxes

Retailers are entitled to a good service, and if they don't receive it they should not have to pay

by bad weather conditions or road closures, these are force majeure causes and nobody should be blamed. But if delays are caused by inbound arrivals regularly bunching around the cut-off time, that's not unavoidable: it's just bad management.

Just as damaged copies caused by poor packing or wet totes is simply carelessness.

As for late deliveries to shops caused by a shortage of packing staff, or a driver not turning up for work, this is inexcusable in most cases. A time-sensitive business should have contingency plans to deal with such eventualities.

These service failures need to be viewed in the context of carriage charges that are levied like clockwork even when the level of service provided is disorganised and erratic.

Retailers who are paying £7 to £8 a day for service, or even £4 to £5, are entitled to a good service, and if they don't receive it they shouldn't have to pay for it.

The service would soon improve if the wholesalers had to forfeit all or some of the day's carriage charge every time their deliveries were late, or customers' magazines were ruined by water in the tote box.

Bring on the newtrade's compensation culture...

* Radio Times's RSV

+ In my last column I wrote about the decline in retail sales of the Radio Times, and Kathy Day, the title's managing director, responded to my comments in a subsequent issue. Her response included the claim that the RSV (retail sales value) generated by Radio Times had increased by 32% over the past five years. This is incorrect. Using the standard industry form of measurement – which RN uses consistently – the annual RSV of Radio Times grew over this period from £42.9m to £47.5, an increase of only 10.7%. That's slightly less than the 11.9% rise in the Retail Prices Index over the same period.

Neville Rhodes is a freelance journalist and former retailer

BABY FEEDING

Rachel Barr joined Danone Nutricia Early Life Nutrition at Bestway's Abbey Road depot in London as the company introduced its newly-relaunched Cow & Gate brand to convenience retailers

Enhance category sales



Danone Nutricia Early Life's best-selling Cow & Gate baby food brand underwent a significant relaunch in July. So last month, the company took a trip to Bestway's Abbey Road depot in north-west London to launch its new jars into the convenience market.

It was keen to highlight the sales opportunity to retailers, with baby feeding sales up 5.5%*, newly exceeding nappies and wipes.

Read on to discover more about the new range and the trends driving sales in this key category.

Category

The total baby food category is worth £3m to convenience retailers. Cow & Gate jars represent one third of sales in the channel, so Danone Nutricia Early Life Nutrition's category executive Charles MacDonald says it is a crucial brand for retailers to stock. With 52 different variants, retailers can tailor their range to the needs of their customers. "Cow & Gate is the market leader and the fact the brand has been relaunched is exciting for the channel," he says.

Range

"As part of the relaunch, the recipes for Cow & Gate jars have been reformulated, recipes have been improved and new flavours have been added, such as blueberry and kiwi, with 27 different fruits and vegetables used across the whole range."

"Having transparent labels on our jars is important..."

"The most crucial change we have made is to remove added sugar from all but 3 of our jars and all sweet tastes from savoury recipes- an integral change to the recipes of our jars that fit our core purpose"

Formats

One of the changes in the Cow & Gate relaunch is the introduction of clear jars across the range.

"Having transparent jars is important because it allows mums to look inside the and really see the changes we have made," says Charles.

"You can see the colours, textures and ingredients which helps encourage trust and make them look really appealing."



In association with



Health

With health concerns driving product development in a number of categories, Danone Nutricia Early Life Nutrition was keen to incorporate the trend into its development of Cow & Gate, and appeal to parents with the change.

"The most important thing we have done is remove added sugar from all but three of our jars and all sweetener from savoury recipes," says Charles.

"Our aim is for babies to have healthy eating habits."

Supply chain

The in-depot launch of Cow & Gate is the first of its kind for Danone Nutricia Early Life Nutrition, and was organised in this way to allow the brand to meet retailers in person, explain the changes and promote the category.

"This was important because we were getting in front of retailers," says account manager Ray Pratt. "By having POS we have been able to drive the relevance of the baby feeding category within the channel."

TOP TIPS FROM DANONE NUTRICIA EARLY LIFE NUTRITION

Stock the Big Brands

"Busy parents want brands they trust will provide a convenient meal solution for their baby".

Provide enough space for a credible offer

"Retailers should provide enough space for the different stages of jars to keep them in the feeding journey"

Use POS to highlight your range to parents

"Great POS will inform parents of your products on offer and help them trust the category" ●

FAST COW & GATE FACTS*

£1m HOW MUCH COW & GATE JARS ARE WORTH TO CONVENIENCE

SUGAR HAS NOW BEEN REMOVED FROM ALL BUT THREE COW & GATE JARS



THE COW & GATE BRAND HAS GROWN **13.3%** YEAR ON YEAR

COW & GATE JARS MAKE UP **78%** OF TOTAL JAR SALES IN THE CHANNEL

UP TO **100**

QUALITY TESTS ARE RUN ON EVERY BATCH OF COW & GATE BEFORE IT IS RELEASED TO THE MARKET



Cow & Gate is the market leader



For more information please visit:
www.betterretailing.com/cow-and-gate

*All data sourced from IRI MAT Value Sales to 21.06.16

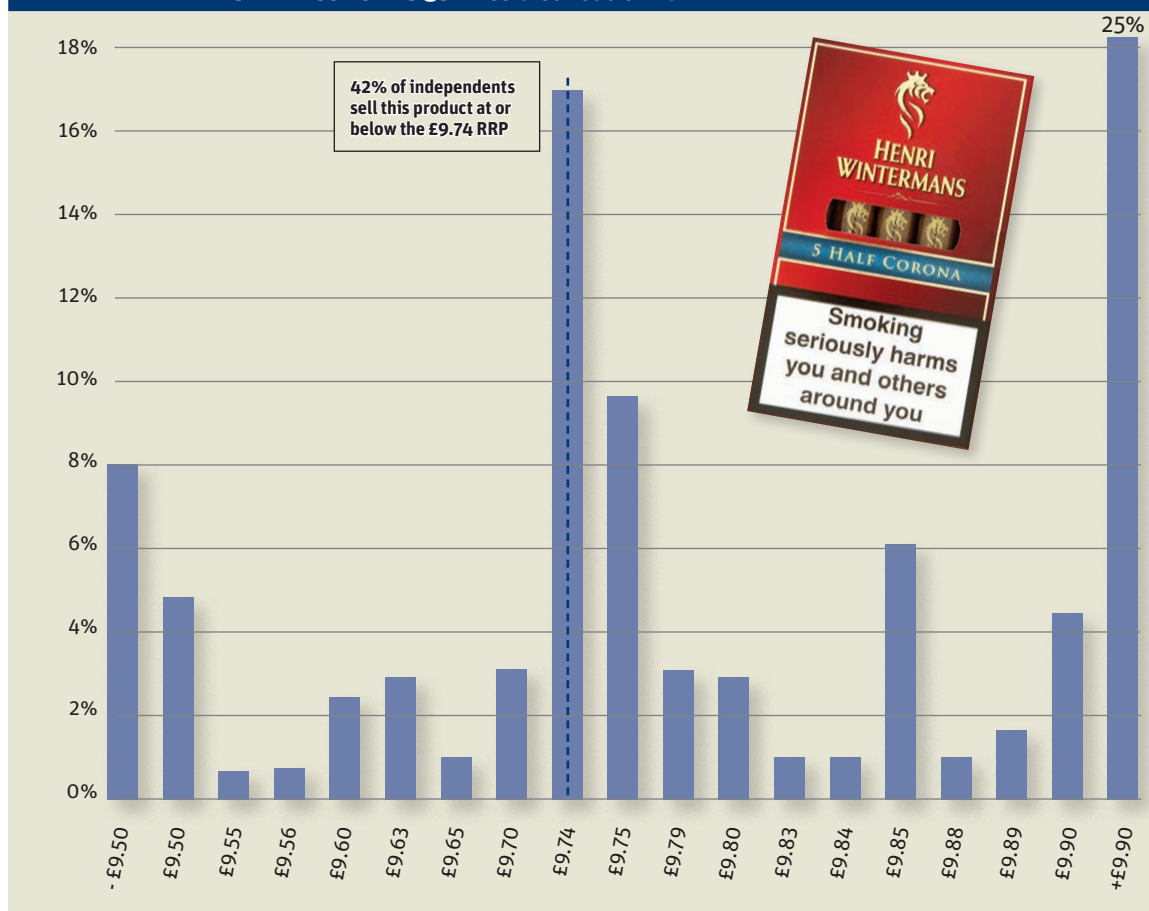
PRICEWATCH

Benchmark your prices against your peers

In focus Cigars

Sample prices

HENRI WINTERMANS HALF CORONAS 5s Price distribution %



PRODUCT

Café Crème Blue
10s

Hamlet 5 Fine Cigars
5s

Classic Cigars
5s

Hamlet Miniatures
10s

Café Crème
10s

Hamlet
10s

Henri Wintermans Half Coronas
5s

Hamlet Single From Drum

Panama Slim Panatellas
6s

King Six Cigars
6s

Hamlet Miniatures
5s

Café Crème Aromatic Filter
10s

Analysis

For years, retailers have complained about the margins available for tobacco and, while they are certainly larger for cigars than cigarettes or rolling tobacco, the above table shows that many store owners are

still boosting their margins where possible – pushing prices above the RRP. One in four retailers are adding at least 14p on to the price of a five-pack of Henri Wintermans Half Corona, with almost 60% going

above the RRP to some extent. This chimes with the fact many of the retailers RN spoke with this week keep this category in stock for an (often dwindling) group of long-standing customers.

How we drive our profit

Balvir Singh

STORE Atwal News
LOCATION Hatton, Derbyshire
SIZE 800sq ft
TYPE village

TOP TIP

I match the range of other shops in the village to avoid losing custom to them



I have quite a good selection of cigars including Hamlets, Classic and King Edwards. Cigars are not my bestsellers but I won't remove the range because there is a Nisa and Co-op close to here which both stock them too. Because of this close competition, I also stick to the manufacturer RRP, rather than the wholesale ones, to remain competitive. It is mainly men over 40 who buy cigars from the shop on a regular basis. I have definitely seen a decrease in people buying them in recent times though, I think this is because people are more health-conscious now.

Lynne McIntyre

STORE Londis Baillieston
LOCATION Glasgow
SIZE 800sq ft
TYPE high street

TOP TIP

We cut down our range and just stock the brands that sell



This is not the fastest-selling category for us and it has been declining over the last few years. We used to stock a bigger range and have pricemarked products but we stopped doing it. The two main brands we stock now are Café Crème and Hamlet. It is older men that who buy them – regular customers who have bought them for years. We have a customer who spends long periods working away from home and when he comes back he will buy a whole tin. I wouldn't be surprised if we stop selling them in the next year or so if sales don't change.

➡ Rachel Barr

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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 LARGE PRECINCT SHOP IN MODERN MEDWAY TOWN SUBURB	RETAILER 2 SMALL HIGH STREET C-STORE IN WARWICKSHIRE VILLAGE	RETAILER 3 HIGH STREET NEWSAGENT IN ATTRACTIVE N. ESSEX TOWN	RETAILER 4 NEWSAGENT IN ENERGETIC LONDON BUSINESS AREA	RETAILER 5 NEWSAGENT IN CENTRAL CARDIFF SHOPPING AREA	RETAILER 6 LARGE C-STORE IN PRECINCT IN EDINBURGH SUBURB
£5.26	£5.28	£5.26	–	–	–	£5.30	£5.45
£5.21	£5.29	£5.21	–	–	£5.69	–	£5.27
£5.65	£5.69	–	£5.65	£5.89	£6.39	–	–
£4.93	£5.06	–	–	–	–	£5.20	£5.10
£5.26	£5.29	£5.26	–	–	£5.85	–	–
£10.36	£10.40	–	–	–	£11.52	–	–
£9.74	£9.76	–	–	£9.83	–	–	–
£1.08	£1.12	£1.08	–	–	£1.19	–	–
£5.52	£5.60	–	£5.55	£5.62	–	–	–
£4.89	£4.95	£4.89	£4.90	–	–	–	–
£2.53	£2.63	–	£2.55	–	–	£2.65	–
£5.26	£5.28	–	£5.20	£5.46	£5.85	–	–

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

John Stevenson

Nisa Local, Stockton-on-Tees



Flower Box
flowers and
plants, from
£5



Where did you discover it?

We started looking for a new supplier a couple of years ago as we weren't happy with our current selection. They were typical forecourt flowers which were not very varied and quite expensive at around £7.99 for a standard bouquet, which you would see anywhere else for £4.50. One of our directors, who knew the owner of Flower Box, put me in contact and it went from there. We started stocking a Flower Box range about 18 months ago and now sell between 35 and 100 bouquets and plants a week, with a margin of around £35%.

Who buys it?

It is your typical flower buyers – all local people though. We had a great reaction to the range this year in the run up to Mother's Day – we had customers coming back afterwards to regularly buy bunches to have at home because they said the flowers brought for them on Mother's Day had lasted weeks.

Why is it so successful?

The range is better than we had before, the bouquets are double the size and we have a range of pricepoints between £5 and £10.

Donna Palmer

STORE Post Office & village store
LOCATION Lydney, Gloucestershire
SIZE 1,000sq ft
TYPE village

TOP TIP

Let customer requests guide your range



We sell three types of cigars at present – Hamlet and two Café Crème variants. The only reason they are part of the range is because regular customers asked for them – to be honest we wouldn't do a range at all if these customers didn't buy them. We stick to the RRP as they are local people living in the village who come into the shop daily. We would be happy, though, to stock a new brand if a different customer wanted to buy them on a regular basis – this is a principle we have for introducing new products across the whole shop.

Naresh Purohit

STORE Marseans
LOCATION Dartford, Kent
SIZE 1,300sq ft
TYPE residential

TOP TIP

Stocking cigars for more than 20 years has allowed me to build up a loyal customer base



I carry a selection of the main brands such as Henri Wintermans, Panama and Café Crème. I get my cigars from Booker and make a margin of around eight to 10%. I tend to add a bit onto the RRP – around 20p on average. People here don't mind paying a bit more as long as they feel you aren't ripping them off. My customer base of older men will always come in for their favourite brands, usually one specific one. I also get younger people buying them around Christmas. I'm not getting huge sales but I have a steady regular business. ●

RETAILER PROFILE



It's all about USP

With the prospect of a new Aldi arriving on his doorstep, Gateshead retailer Manjinder Singh had to act fast. After some extensive research he set upon a plan to offer products, services and value that Aldi couldn't match. **Charlie Faulkner** reports

News that an Aldi was set to open its doors just a 'stone's throw away' from you would be a scary prospect for most retailers – it certainly was for Manjinder Singh, owner of Premier Dunston Convenience Store in Tyne & Wear. But rather than falling by the wayside, this challenge inspired him to adapt.

After the initial panic had worn off, Manjinder did his research and found ways to offer products, services and value in ways Aldi doesn't.

Located at the 'gateway' to Newcastle and Gateshead city centres, the 1,000sq ft Premier store is surrounded by factories and dealerships but also sits among a hub which includes a Boots store, sandwich shop, Chinese takeaway and a social club.

When Manjinder first took over the shop eight years ago – already owning a Best-one a few streets away – his sales were in the region of £8,000 to £9,000 a week. Perhaps surprisingly, after Aldi opened its doors 18 months ago they went up to £13,000 thanks to the increased footfall it provided.

But he didn't rest on his laurels and following a subsequent £90,000 shop refit, he now boasts sales of around £20,000 a week.

"It was a high-end shop fit, and it looks a bit like a nightclub with spotlights at the counter," says Manjinder. "It's a talking

point and I think people feel nice when they shop here. It provides a feel-good factor."

And friendly service has been integral to the shop's success. "Aldi just want customers to come in, do their shop and go," he says. "We speak to people, take bags to people's cars and sometimes take bags to their front doors."

The refit has meant he has been able to capitalise on the management of space, ensuring bestsellers feature prominently. He put in his own cigarette gantry at counter level, freeing up prime space for other products. And it means the shop isn't tied into contracts or terms with tobacco companies.

"The spirits are along the top, on show – it's silly having a hidden product take up the whole of that area," he says.

Alcohol and soft drinks are big sellers for the store. Products like 2l bottles of Pepsi are priced at £1.69, but when there's a promotion on at the cash and carry Manjinder buys enough that he can sell them at £1 a bottle long after the competition has had to revert to the higher price.

He has 10 lines which are always at a low price – offering branded items at a discount, which Aldi is unable to do. This drives footfall and has a long-term impact.

"Yes, I'm not making a lot but that offer means a guy will buy his wife's wine while

“If you get the right price, the right promotions and the right stock available, it’s a win-win situation”

MANJINDER SINGH



Manjinder Singh has worked hard to create some great USPs and secure the loyalty of his customers



“Aldi just want customers to come in, do their shop and go. We speak to people, take bags to people’s cars and sometimes take bags to their front doors”

he’s here, or the kids’ sweets.”

The reason he opted to become a Premier store is the promotions the symbol group offers and its ‘Spend and Save’ Scheme. The scheme means if retailers spend £10,000 they get a 1% discount, if they spend £20,000 they get a 2% discount, and so on up to 5%. Manjinder is so impressed he’s in the process of converting his Best-one store to Premier too.

As well as Aldi, Manjinder’s store has to battle for trade against a Co-op, Londis, Lifestyle Express, Nisa, a petrol station, and three or four independents all within a one mile radius.

The shop doesn’t sell magazines but it does offer PayPoint, lottery and a My-Hermes parcel service – the latter being an exclusive service for the area which has massively driven footfall. “That was a great initiative for us – it brings people in who would never have come in my shop otherwise and it means they now shop here as well,” says Manjinder.

The store recently made it in to the IAA’s Top 100. “I feel proud and it’s made me and my wife’s hard work feel worth it and given us recognition in a way that’s not just in a monetary value.” ●

VISIT MY SHOP

Dunston Convenience Store

Ravensworth Road,
Gateshead
NE11 9AB



Want to see more of Manjinder’s store? Go to betterretailing.com/dunston-convenience-gateshead

CATEGORY ADVICE



Small changes make for bigger sales

RN rejoins two retailers to see the results Wrigley's Merchandising with the Masters programme has achieved, and whether their gum sales have increased

Back in June we visited two retailers with Wrigley's field sales representative, Steve Stafford, and retailer mentor Gaz Bains, from Select & Save Belgrave Stores, to look at their gum displays

and range, and advise how they could take further advantage of this impulsive category. Here, we catch up with both retailers to see how the advice and changes made have benefited their gum sales.



EXPERT ADVICE STEVE STAFFORD

Field sales representative, Wrigley



"By working with both Joe and Harj to understand their customers and stores, we were able to provide them with tailored solutions that work specifically for them from the many merchandising options we are able to provide. I'm thrilled with the results from both retailers and wish them continued success."



Before

THE RESULT
£2,552
is our predicted sales increase for Joe per year, based on the uplift seen over the past six weeks



After



**FOCUS ON
JOE WILLIAMS**
Village Store,
Hook Norton

CHALLENGES

- **Visibility:** Joe's gum display was below the till area and not at customer eye level, so sales were being missed.
- **Range:** With just four variants, Joe's chewing gum range was very limited, and so customer choice was limited.
- **Multi-siting:** Joe only had one small display and was therefore missing out on impulse sales in other areas of the store.

CHANGES TO DRIVE SALES

- **Visibility:** Increase visibility and impulse purchases by placing a unit on the counter at customer eye level, to increase visibility and impulse purchases.

- **Range:** Cater to customer preferences by extending the chewing gum range and introducing different flavours and formats.
- **Multi-siting:** Encourage customers to think of gum when buying their lunch by putting a new gum display in the sandwich chiller.

JOE SAYS

"The secondary siting near our sandwich chiller is definitely having a positive effect on sales, with customers picking up gum with their lunch. And the new counter display looks fantastic. It has had a positive impact on our customers, increasing their confidence in our store. The support and advice given by Wrigley was great. They gave small achievable bits of advice which have massively increased my sales, by over 202%."

Key lessons for your store

- 1 Make sure your gum display is placed at customer eye level so it is easier to shop and increases impulse purchases.
- 2 Have a large enough range of flavours and formats to cater for a range of customer preferences.
- 3 Introduce a secondary gum site near your coffee machine or sandwiches to encourage additional impulse purchases.

in association with

WRIGLEY
 A Subsidiary of Mars, Incorporated


FOCUS ON HARJINDER DHASEE

Nisa Village Shop,
Mickleton

CHALLENGES

- **Display:** Harj had very limited till space, and his gum was displayed at the bottom of a stand under the till area, meaning it was missed by customers.
- **Bestsellers:** Only small packs of gum and limited flavours were being stocked, which meant not all customer needs were being met.
- **Branding:** A lack of branding on the stand made it hard for customers to identify the top-selling brands.

CHANGES TO DRIVE SALES

- **Display:** Increase impulse purchases by moving the gum to the top of the display so it is in shoppers' eye lines and minds at the point of purchase.
- **Bestsellers:** Highlight best-selling flavours and formats by introducing an acrylic stand by the till.
- **Branding:** Help customers identify the product and brands they are looking for by placing branding and PoS on the acrylic shelving.

HARJINDER SAYS

"Due to my lack of space I haven't concentrated on gum, but I am delighted with the results from working with Wrigley. They tailored a display to fit in my store, and as a result my gum sales have soared by 159%. The bottle format is flying off the shelves and Extra Sugar-free Peppermint has become extremely popular with my customers. The simple steps will help me be a success in this category."



THE RESULT
£4,500
 is our predicted sales
 increase for Harjinder per
 year, based on the uplift
 seen over the past
 six weeks

Key lessons for your store

- 1 Use a counter display to make gum visible to customers and put it in their minds at the point of purchase.
- 2 Stock the bestsellers in different formats and highlight them at the till.
- 3 Use branding and PoS on displays and shelving to help customers identify best-selling brands.



WRIGLEY'S TIPS

- 1 Ensure gum is visible at customers' eye levels to increase impulse purchases.
- 2 Keep gum displays fully stocked with top sellers – customers are more attracted to full and tidy displays.
- 3 Stock a good range of flavours and formats to meet customer needs.



MENTOR ADVICE GAZ BAINS

Select & Save, Belgrave Stores, Coventry



"Joe has stocked a broader range of gum to suit different customers and Harj has showcased his gum more boldly, and both have achieved a fantastic increase in sales. Both retailers now have the tools to continue their success within the category."

DRIVE GUM SALES IN YOUR STORE

For more advice and tips
on how to grow your
gum sales, go to better
Retailing.com



GET INVOLVED

If you would like to take part in a
similar project call **020 7689 3377**
or tweet **@betterretailing**

TEST THE TOOLS

News UK



News UK has invested heavily in support for independent retailers in recent years. **News Retail Plus** brings together a number of strands of this support from sales data analysis to HND management assistance

News Retail Plus

Five reasons why News Retail Plus will help you

Jacob Dankwah
Trade marketing executive,
News UK



Announcements of promotions and new products and services to grow retailers' total shop sales.



It provides up-to-date sales information to allow retailers to keep on top of their stores' performance.



Supports new and existing home news delivery store owners to see how HND can add or increase revenue.



My Perfect Shop delivers a wide range of insight to help retailers learn, grow and implement best practice.



It provides case studies with relevant lessons, beneficial information and tactics to grow sales.

RETAILER Q&A



Bay Bashir

Belle Vue Lifestyle Express,
Middlesbrough, Tyne & Wear

How easy was the website to use?

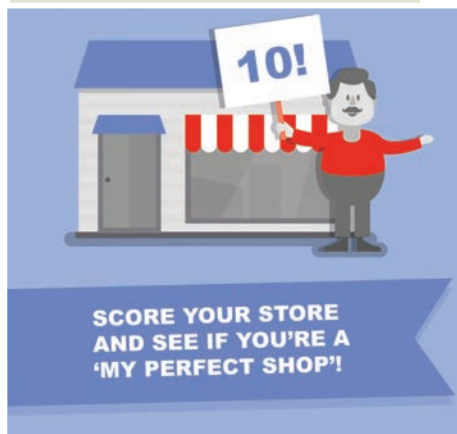
It's really easy and there's loads of help on the site. You just log on and you're able to get information on late suppliers, break down your sales data and give feedback too.

What did you learn from it?

Most of what I've learned has been through looking at our sales data. It's not something I've previously paid too much attention to unless I'm looking at our EPOS data. Using News Retail Plus, we can see whether sales are going up or down and I can work with my staff if there are any areas we can improve. Also it gives us the right information so that we can ask for more copies of a particular title if we're selling out.

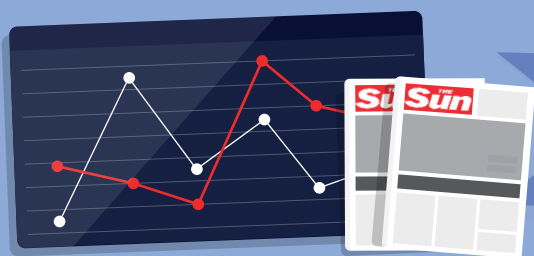
What will you do next to implement what you learned?

Using the website has given me a better understanding of the support that's out there in the newstrade and I'm really impressed. Working with sales reps too, I'm interested in the opportunities BigDL can give our business, as well as implementing things like dual-siting in store.



NEWS RETAIL PLUS WEBSITE

News UK



**TAKE CONTROL OF YOUR SALES WITH
UP TO 6 WEEKS OF SALES DATA!**

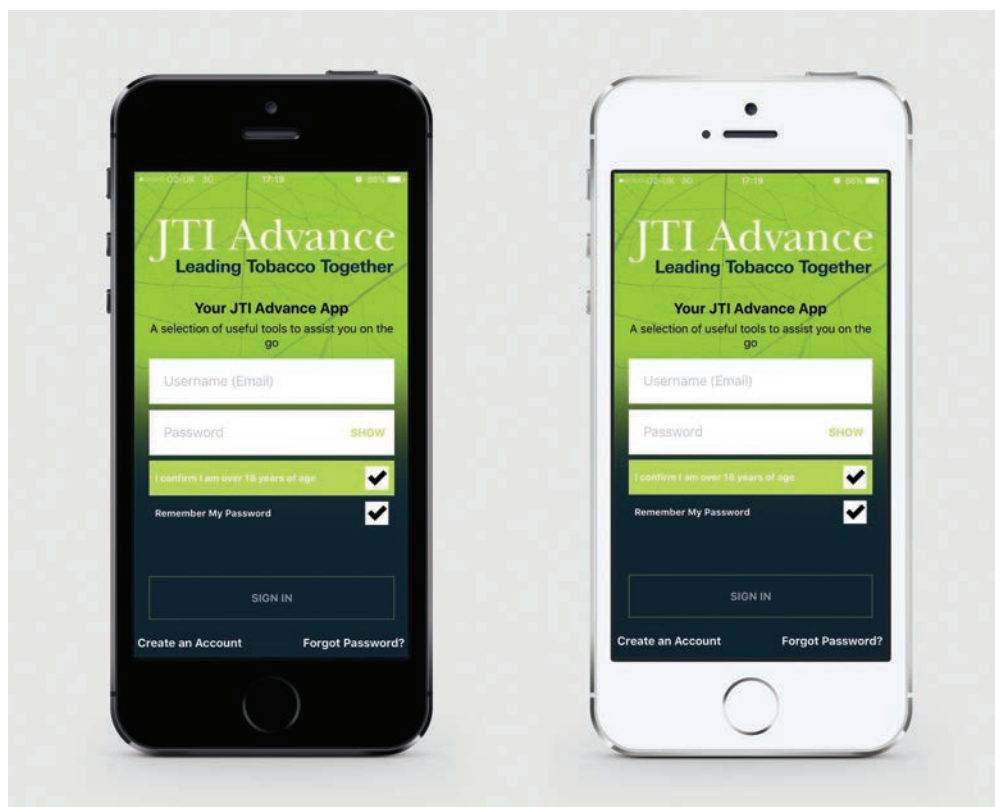
**DRIVE FURTHER FOOTFALL, LOYALTY AND
SPEND FROM SHOPPERS BY JOINING BIG DL!**



**FOLLOW THE TEAM WITH TWITTER
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visit us at www.newsretail.co.uk

TEST THE TOOLS



JTI has a long history of investing in retailer support. With the arrival of the digital age, the tobacco company has utilised the new opportunities for sharing knowledge and insight on multiple platforms to make this support even more in-depth

JTI Advance

Five reasons why JTI Advance will help you

Jeremy Blackburn
Head of communications,
JTI



It is free to use and will ensure you are always up-to-date, providing key category insights, product and legislative updates.



It is a user-friendly site created by listening to retailers, and implementing their ideas to create relevant and useful content.



JTI Advance mobile app features a barcode scanner, personal shopping list and margin calculator and is free to download.



Training modules across the website and app allow retailers and staff to test their knowledge on vital tobacco information.



The app is regularly updated and features a direct Q&A service which allows retailers to receive prompt support.

RETAILER Q&A



Neil Ramlagan

Jay's General Store
Bolton, Lancashire

How easy was the website to use?

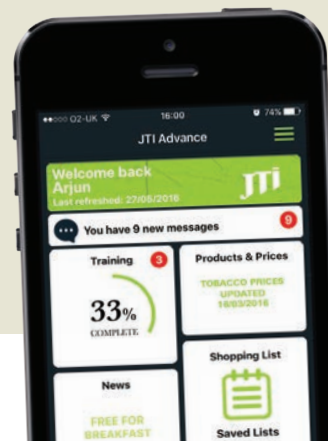
It's fairly simple. I use it on my laptop and through the app and it helps me keep up as there are a lot of changes in the market. I didn't know too much about tobacco but the website helps, especially as more and more customers are asking about the difference between smooth products and different tastes or what our cheapest product is.

What did you learn from it?

There's a traffic light system for the availability of pricemarked and branded packs which lets you know how many packs are still available for particular items. I stocked up on Benson & Hedges Blue when I discovered that a particular pricemark had started to run low.

What will you do next to implement what you learned?

There's a lot to keep up with. As pricemarked products run out, the companies seem to be keeping the RRP's in line with the lower prices so we have to keep up with this. JTI Advance will help my staff and I ensure our range is up to date with all of this.





Your guide
through
change

JTI Advance
Leading Tobacco Together



Helping retailers to be prepared for TPD2



MODULE
3

visit www.jtiadvance.co.uk

available now



JTI Advance App Useful | Convenient | Expert



TEST THE TOOLS



Cereal Partners UK is focused on helping retailers improve their cereal sales and much of its support to the trade centres on its website Cereal Success. By allowing stores to book visits from reps too, the company uses the site to bring together all its retailer assistance

Cereal Success

Five reasons why Cereal Success will help you

Georgia Brown

Customer activation manager, Cereal Partners UK



It provides the latest category insights and advice for the cereals category to help you grow your sales.



Book a free category relay through the website and have our team visit your store to help you re-merchandise.



The website was built with retailers, for retailers – listening to feedback and using it to improve the site.



A score your store quiz provides you with tailored advice on how to improve your cereal sales.



Use it to request free PoS to help your cereals display stand out and ensure sales are maximised.

RETAILER Q&A



Raaj Chandarana

Premier Tara's,
High Wycombe

How easy was the website to use?

It's idiot proof. It's really good that suppliers are using their initiative to offer this kind of support. It has given me a category-wide approach to the category, looking at our customer base rather than just the promotions that are available through our wholesaler. Cereal is a very traditional distress purchase so it's important to understand your customer base.

What did you learn from it?

We took up the offer, through the site, of having a free store relay. There are still a lot of promotions available to us so we need to look at our range regularly. We have a school very nearby and the team suggested we include Cookie Crisp in our range, something we hadn't stocked before. It's now in our top three sellers.

What will you do next to implement what you learned?

There is free PoS and tools you can use for staff training available through the website. I haven't used them yet but it's good to know they're there and I will use them in the future.



AVAILABLE NOW



THE NEW PMP RANGE



WE ARE LAUNCHING A NEW RANGE OF PRICE MARKED PACKS, HELPING YOU TO PUT MORE MONEY IN YOUR TILL.

The new packs are available now and include the new Curiously Cinnamon PMP.

We will also run **EXCITING PRICE PROMOTIONS** during the year* that will help you **ATTRACT MORE CUSTOMERS** to your shops and tap into the increasing consumer demand for **VALUE FOR MONEY**.

 **@Cerealsuccess**

*WIGIGs promo on core range at £1.49;
WIGIGs on big packs Cheerios and Shreddies at £2.

**For more information visit
www.cerealsuccess.co.uk**

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TEST THE TOOLS



Unlock sales through four key areas in store



RETAILER Q&A

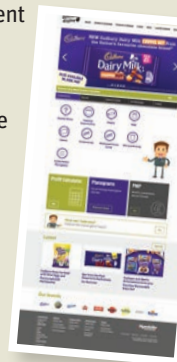


Andy Malik

Gawsworth Store
Didsbury, Greater Manchester

How easy was the website to use?

The site was colourful and easy to navigate. It had a clear toolbar to direct you to the different categories and large buttons to shortcut through to different areas of the site like the profit calculator and planograms. The site was full of information and I spent about an hour reviewing the content.



What did you learn from it?

As an established retailer, it confirmed the approach I take in my store. The bestsellers section was particularly useful and the news banners were good for highlighting new products and advertising. I think this site would be a useful tool for newcomers or retailers who want to improve their in-store offering and sales and refer back to top tips, category advice and planograms.

What will you do next to implement what you learned?

I'll share this with my staff, especially new employees, as it will help educate them on key advice for increasing sales, including what our customers are looking for, new products and ideas for displays.



Mondelez International has a deep understanding of shopper needs, which informs product innovation, marketing and category advice.

This guidance is available at www.deliciousdisplay.co.uk with dedicated category pages to help retailers drive sales



Delicious Display

Five reasons deliciousdisplay.co.uk will help you grow your sales

Susan Nash

Trade communications manager, Mondelez



Category by category advice on confectionery, biscuits, snacks, cheese, hot drinks.



Display advice, including download and printable PoS shopping lists to help drive sales.



Brand and product news, consumer marketing activity, promotions and TV campaigns.



Market data on category bestsellers to help retailers stock the right products in store.



Bespoke planograms for all sectors in different sizes to suit all store spaces.

Take advantage of our widest ever range of over 50 PMPs*



Stock the range

Improved perceived value, speed of sales, convenience and customer trust** make stocking PMPs a great option, and 63 per cent of retailers say they intend to stock more PMPs in the next year.**



For great category advice and a printable PMP shopping list visit www.deliciousdisplay.co.uk

*AVAILABLE IN NON PMP. RETAILERS FREE TO SET THEIR OWN PRICES

**Him! Bitesize Insight; Price-marked packs, August 2015

TEST THE TOOLS

betterRetailing.com


RN's sister website **betterRetailing.com** is home to articles in this magazine and Retail Express as well as many exclusive blogs, tools and breaking news stories from the industry. Free to use, it's become an essential read for thousands of UK store owners

betterRetailing.com

Five reasons why betterRetailing.com will help you

Stefan Appleby
Head of digital,
Newtrade



1

It contains more than 300 profiles of UK convenience stores, with picture galleries and advice to help inspire you and your business.

2

The website features more than 90 videos demonstrating how suppliers and retailers work together to boost sales and improve their stores.

3

Planograms and category management information across key categories allow you to get key advice quickly and easily.

4

There is exclusive comment and opinion from more than 30 retailers who write regularly for the site on the running of their stores.

5

A downloadable toolkit including checklists and appraisal forms to make running your business easier and more profitable.

RETAILER Q&A



Jai Singh

MJ's Go Local Extra,
Sheffield

How easy was the website to use?

I think the website is brilliant. It's easy to use, that's one of the main reasons I go on it, because it's easy to navigate. We as retailers don't have a lot of time, but I go on there every day. I'll usually have a look through latest updates when I'm having my lunch.

What did you learn from it?

It's great to find out what's working well for other retailers. Success stories, product launches, new trends and the experience of other retailers is all really useful. We try to stay ahead of the game as much as possible, so it's good to see what others are doing in their businesses.

What will you do next to implement what you learned?

If we see something has worked for someone else – whether it's a business idea or new product – then we'd look at introducing it. What would be good to see on the site in the future is where people have tried something like that but it hasn't worked. We would definitely look at what other retailers said and decide whether it was worth investing or not.



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WHOLESALE

They supply your store, provide advice and will even put their branding above your shop door – but what is the future of wholesaling and what does it mean for you? Gurpreet Samrai visited IGD Wholesaling 2016 to find out

Rising to the challenge

There is an argument that says this is a nightmare time for wholesaling. The rise of potential challengers such as Amazon Fresh and the technological leaps they are bringing; demands from retailers for more exciting ranges to make their business stand out and – of course – Brexit, all hold the potential to stymie the sector's profits.

In reality, the senior figures at this annual industry meet-up were bullish about their prospects with James Walton, IGD chief economist, opening the event by hailing the number of births and deaths of wholesale firms as a sign that “entrepreneurs and their investors continue to see real financial opportunity in wholesaling”.

James Bielby, chief executive of the Federation of Wholesale Distributors, provided the historical precedent for this optimism. “The climate we are facing at the moment is probably the biggest shock to the system since 2008. But even in that period of immense downturn and serious problems in the marketplace, we saw a whole load of technological innovation,” he said, adding: “Facebook in 2008 had 100 million users and now it has 1.3 billion, which is more than the entire internet in 2008.”

And, according to Mr Bielby, there's no reason to think this time will be any different.

“While we are going to see an uncertain economic period, don't expect technology and the pace of change in technology to slow. If anything expect

it to accelerate,” he said. “There's a danger that as a sector we are behind the curve. But I think that's a challenge for wholesale.”

So what will this mean for store owners? One influential wholesaling boss – John Kinney of Today's – reminded attendees that only 51% of retailers currently use the internet in their day-to-day businesses. If the industry is to evolve as James Walton believes “it has to” then supporting retailers and creating a more sophisticated (yet, ironically, simpler to navigate) supply chain is vital.

Here, RN takes a look at the way leading wholesalers are looking to improve their service for retailers while catching up with the retailers present to find out where the sector could be doing more.

IGD boss James Walton believes this can be a great time for the wholesale industry



THE CHALLENGE

Bringing your order to you

“We are applying more focus on the delivery side of our business,” says Abra director Dee Thaya as he reveals how the wholesaler plans to sustain growth. “Listening to our customers we know they are finding it more and more difficult to spend the time they would like at cash and carry. Concerns about the impact of Brexit, and likely wage increases, result in them having to spend more time in their business reducing the amount of

time they have to pick up things from cash and carry. Plus, the time spent in traffic jams means they are becoming extremely time-poor.”

Mr Thaya says the answer to these concerns is for wholesalers to come to retailers' doors. “The facility to have the bulk of their items delivered to them is becoming more and more attractive and we are now better placed to satisfy their needs,” he says.



THE CHALLENGE

Offering products in the right format

“The challenge to suppliers is when you walk in to a wholesaler what does your product look like? Is it easy to interpret?,” says Nick Dawson, Kellogg's sales director for UK channels, as he shared two innovations for the brand.

“With shoppers looking for their regular buy, we found there's an opportunity for bigger boxes which offer better value. They'll be coming in in the next

couple of months,” he says.

Plus, while getting products in the right format for increasingly-demanding consumers is vital, Mr Dawson also wants to make retailers' lives easier with new pack designs which will enable products to be displayed vertically and horizontally. “Not all fixtures are the same,” he says. “We are trying to evolve our proposition.”



How will your local depot look in five years' time?

THE CHALLENGE

Building a best-selling range

Palmer & Harvey has identified five million instances of its retailer customers not stocking core range items through its Customer Sales Rep of Tomorrow facility. This is a digital initiative which the company is in the process of rolling out and 350-strong sales team are visiting stores and using the programme to identify gaps and execution opportunities.

"The programme segments the outlet and delivers a top range appropriate for its store type," Darren Goldney, commercial director, explains. The supplier can then offer an individual discount to encourage retailers to trial any missing bestsellers. Other features of the initiative include merchandising advice.

"Using an iPad, the strength of thousands of great relationships between our customers and sales representatives, are now fully utilised. Mutual benefit is achieved through the insights led process which provides each store the very best chance of sales growth," he says.

The company also wants to improve the way it is getting these bestsellers to retailers with its Big Van Little Van initiative, which has a dedicated fleet of vans providing top up deliveries for items from confectionery to snacks and biscuits, and works in tandem with Palmer & Harvey's multi temp main drop service.

Around 1,000 retailers have already signed up.



Don't expect technology and the pace of change in technology to slow

THE CHALLENGE

Embracing the smartphone era

There are few companies in the FMCG world which aren't investing in digital tools to improve their services. Today's announced that new features are being added to the group's Plan for Profit app, which is now being used by nearly 4,000 retailers. The app highlights top deals when opened, points retailers to their closest depot, and features a profit on return percentage calculator. The calculator which has been used for 40,000 calculations since January, will also have a cash margin calculator added soon. The company will also start using beacon technology to send retailers deals when they are in depots.



5 RETAILERS' IMPROVEMENT CHALLENGES FOR WHOLESALERS

WE WANT: simplicity

Ralph Patel

The Look In, Woodmansterne

"Some of the loyalty schemes are too complex. I just wish wholesalers would give you the best deal possible and be done."

WE WANT: expertise

Bhadresh Patel

Londis, Barking

"Staff need to be more knowledgeable about the products they are selling. They should also be doing better with their fresh and chilled products with the sugar tax coming."

WE WANT: training

Linda Sood

Falcon News, Portsmouth

"There's a lot of vapping products out there, but there's not enough training. We buy these products in not knowing what we're selling. We pick them up because it's something customers want, but we need more training."

WE WANT: personal relationships

Christine Southern

Southern Newsagents, Maidstone

"There has been a big decline in the number of reps. I know a lot of it has gone online and I know the cost of wages has gone up. But reading information online isn't the same as somebody talking to you about a new product and merchandising."

WE WANT: speed

Devendra Patel

This & That, Plaistow

"The biggest problem for me at the moment is time. If we go to cash and carry it needs to be quick. Speed is crucial."

BREAD

Is the range right?

How does your store's location affect bread sales? Rachel Barr speaks to three retailers about customers, trends and ranging to find out



David Wyatt's range meets the needs of locals and travellers alike

Costcutter and Shell Forecourt, Copthorne, West Sussex

The transport hub

David Wyatt's 1,500sq ft store is just five miles from Gatwick Airport and his store is a perfect spot for travellers to stop off and stock up on snacks or essentials

Meet my bread

"In a usual week I will sell around 30 white loaves a day and 15 wholemeal ones."

"The bread market has changed a lot in recent years with price-conscious customers looking for a standard 800g white loaf at a £1 price point. So I look at what's on promotion – by Hovis, Kingsmill or Mothers Pride – to ensure I always have a white loaf available at this price or less."

"These brands only have a place in my range when they are on these promotions, otherwise I stick to a core range of Warburtons products. I chose Warburtons as I found my customers liked it better and see it as a more premium-quality product."

How I do local brands

"I work with a master baker from Fellows Bakery based in a village not far from the shop. He is able to

Spar Winford Ford, Winford (near Bristol)



The Countryside Forecourt

Justin Taylor's 2,500sq ft roadside convenience store excels in its fresh range and offers a Cook frozen food concession – how does his bread range compare?

Meet my bread

"We have a large range of bread in store with, for example, 22 different Warburtons products on sale. This includes different loaf and roll variants including medium white to seeded, along with wraps and pittas."

"We chose the Warburtons brand as it is a good fit for our customers and we get strong sales. Across the whole range we sell around 50 to 60 loaves a day."

"Although we have a big range, the bestsellers are definitely still the everyday favourites such as medium white, wholemeal and the Warburtons Half & Half range."

"To get to our current range it has simply been a case of trial and error, stocking all the different products in the Warburtons range to see which ones customers like best."

How I do local brands

"We use a local bakery, Hobbs House, for customers who are looking for more premium products. They are a good fit for us as they are very well liked in the area and are able to deliver to us throughout the week. From their range we do a selection of loaves, baguettes and Italian focaccia. People tend to look for the more unusual products in this range and we sell around 15 loaves a day."

How I do in-store bakery

"After a major shop expansion in 2015 we were able to put in new services including an in-store bakery. We get the breads delivered to us through Spar, as we also do the Daily Deli food service range of fresh sandwiches and baguettes. We are therefore able to bake fresh loaves in store every day."



deliver products daily so I can change the orders if I need to to keep up with demand. I get a range of premium loaves such as poppy seed bloomers along with ciabattas. All of the Fellows Bakery products are very well received and I sell them at £2 and make a margin of 20%."

How I do in-store bakery

"I work with Cuisine de France and bake French sticks and rolls daily, which are either sold separately or used in our food to go section. Baking in-store allows us to be more adaptable and react to demand straight away – brought-in products are less flexible as the turnaround time between an order can be up to three days."

In the summer we added in hot dog rolls to our range. When there was hot weather we would bake off more to meet demand."

I look at what's on promotion to ensure I always have a white loaf available at £1 or less

**Kwik Save, Great Yarmouth,
Norfolk**

The Local Store in a Coastal Town

Justin Fenn's 1,500sq ft convenience store caters to price-conscious shoppers in a busy seaside location. Having taken over the business from his parents three years ago – how does he manage this core category?

Meet my bread

"We have a good range of both Kingsmill and Warburtons rolls and loaves, with the core range including thick, medium and 'toastie'."

"Sales reps from both companies looked at the space I have available, as well as my customer base, to help me pick the right range."

"We used to stock Hovis, but it didn't sell so I cut it so the space could be used for the other two brands."

"I'm happy to trial all new products to gauge their popularity as I have a sale or return deal with the suppliers. If they are popular then I will add them into the core range."

"We sell around 700 products across the Kingsmill range each week, while Warburtons is significantly less at around 50 products a week."

"I keep the range because customers have said they see it as a premium alternative with the greased paper giving it a quality feel."

How I do local brands

"We now only use a local bakery for fresh rolls, which we sell in a pack of four for £1."

"They are delivered daily and because we put them in vacuum bags they stay really soft, so we now sell around 60 rolls (15 packs) a day. We don't sell them as singles because it causes higher wastage. We used to get more products from this baker, but switched to in-store bakery as we have found customers buy more when products are still warm."

How I do in store bakery

"We bake French sticks in-store throughout the day so customers always have access to warm bread at any time of day. We will only bake off more when we run out to keep on top of waste and demand. This is something we have built up over the last few years. Before when they would come in cold from the local bakery we would sell about two per day but now we sell an average of 60."

“

**We would
sell about
two per day
but now
we sell an
average of 60**

FRESH FROM THE OVEN: new products for your store



Warburtons Protein

The company has launched a new range of loaves, wraps, rolls and thins which have between 7g and 10g of protein per portion. Baked using a blend of wholemeal flour and pulses, Warburtons says the products are "an easy way to introduce more protein into your diet".



Hovis Soft White and Best of Both

The recipe for Hovis' everyday range of Soft White and Best of Both loaves have been improved with the bread now 'even softer' than before. The new recipe has now been launched across the four white variants: 400g and 800g in medium, thick and doorstop along with the two Best of Both 750g loaves in medium and thick.



Kingsmill Sandwich Thins

Launched less than two years ago, Kingsmill Sandwich Thins are a soft, pre-sliced thin roll, available in White, 50/50, Tasty Wholemeal and Seeded varieties. Each thin contains 99 calories. Allied Bakeries says Kingsmill now has a 31% share of the sandwich thins market, with Tasty Wholemeal the best-selling variant. ●



**Justin sells an average of
60 French sticks per day**



COLLECTABLES

Twozies has quickly become a kids favourite



Fans of collectables can be loyal, profitable and regular customers for your store. This week **Rachel Barr** finds out which trends retailers need to cater to and how to ensure they get the most from this major opportunity

Pick up extra sales

Football

Football is a sector that Panini is continuing to invest strongly in, as highlighted by the five different trading cards and sticker collections currently available.

Panini has the rights from the FA for all England-related collections and launched a new range, The England Adrenalyn XL Official Trading Card Collection, back in May after the success of its 2016 official sticker collection last year.

Nik Burnham, group account manager at Panini-distributor Marketforce, says international tournaments have a dramatic effect on sales, pointing to the

sales of FIFA 365 stickers on the back of the Euros in June and July.

This 365 collection has over 800 stickers and features teams from across the world.

Mr Burnham advises retailers to make the most of continued sales by holding onto key collections, such as these football stickers, after supermarkets and other retailers start to remove them.

"Supermarkets are getting more involved in collectables giving them extra exposure," he says.

"Independents can take advantage of consumers that want to finish their albums as supermarkets often de-list after eight weeks."



Independents can take advantage of consumers that want to finish their albums



Paw Patrol

As well as football, Panini invests strongly in collections based on popular children's television shows. Increasingly these are being bought by parents as a reward.

Hugely-popular Nickelodeon show Paw Patrol, featuring the adventures of a group of puppies, is the latest major kids franchise to gain a Panini-made sticker collection.

"A TV programme's popularity has a strong influence on sales of collections such as Paw Patrol," says Mr Burnham, adding: "parents are also recognising that stickers can be given as a healthy treat, as an alternative to sweets."

The latest sticker collection includes 180 stickers of the seven dogs featured in the show, including 36 special stickers.

The collection's starter packs are available for £2.99, with sticker packs at 50p.



Trolls Hair We Go

To coincide with the new DreamWorks animated comedy Trolls, Topps is launching new sticker and trading cards collections this October.

Chris Rodman, vice president and group managing director at Topps, says he expects his company's new Trolls range to do well as it is a brand that will resonate with children.

"It has a great narrative as well as positive and engaging characters that mean something to you - you want them in your life," he says, adding: "At the same time it has the ability to build a large and loyal fan base."

The sticker collection will include over 170 stickers including large, shiny and even fuzzy designs.

The trading card game will have 'colour me in' cards as well as 'awesome colourful hair chalk' in Trolls Trading Game Starter Packs.

There are a variety of cards to collect, from fun fuzzy cards and movie story cards to super shiny cards.

Starter packs for the stickers and trading cards will be priced at £2.99 and £4.99 respectively, with sticker packs available for 50p and cards for £1.



Trolls is expected to be a big hit



Collecting opportunities

Along with the four trends mentioned, RN looks at other new releases available for retailers to stock this autumn.

Lego Ninjago Trading Card collection

On Sale now

Published by Hubert Burdam, this is the first release in a series of Lego trading cards based on the Ninjago Lego sets. The UK release at the end of August followed a successful launch in Germany.

Price starter £4.99, trading card booster box £1, trading card multipack £4.99



Twozies

On sale now

Moose Enterprise launched the first series of this new girls collectable at the end of August.

Twozies are pairs of babies and pets, with collectors tasked with matching them up in the right pairs.

Each surprise pack contains two Twozies, with 140 to collect in total, including rare neon variants.

Price £2.49 for a surprise box.

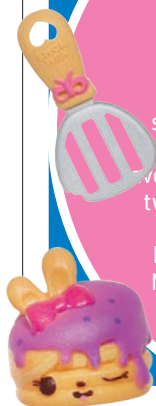


Num Noms series two

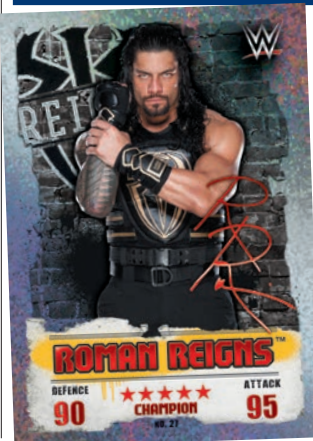
On Sale now

First launched in March these miniature food-inspired, scented, stackable characters were quickly sold out. MGA Entertainment has now launched series two which includes new flavour-themed treats. The launch of Series two is backed by a major TV and digital advertising campaign.

Price £2.99 for a mystery pack of one Num, one lip gloss or stamp Nom, and one collector's menu.



WWE



Wrestling is an area of the Topps portfolio that is continuing to be a popular choice for collectables fans, with the company set to release its ninth collection this week.

This latest line is a WWE trading card collection - Slam Attax: Takeover - and will feature a wide range of WWE superstars.

It will also appeal to fans of all ages as the collection includes original WWE stars such as The Rock.

The range comes with promotional posters to highlight the

range and help retailers to keep it visible to customers.

Topps' Slam Attax: Takeover starter packs are £4.99, including a collector binder, A1 game guide and mat, two championship stands, one superstar mask and one pack of cards, including one limited edition card.

Individual pack are then available for £1 each.

And for retailers who have avid WWE fans among their customer base, the Takeover collection will extend to mini tins, including 39 cards, as well as one limited edition, for £5.99. ●

PREVIEW



Caught on the Hop?

Diageo is introducing two new pack formats for Guinness' Hop House – a 12 pack and a 650ml sharing bottle.

RRP £13, £2 or a promotional three for £5
Outers 8, 12
Contact 0845 7515101



A new Lees of life

Lees of Scotland has launched new packaging designs across its 24 pack of Lees Teacakes and Snowballs and its re-sealable Lees Mini Snowball tubs.

RRP 35p, 35p, £2.49
Outers 24 singles, 24 singles, 18 tubs
Contact 01236 441600



Spicy times ahead

Swedish cider brand Rekorderlig is releasing its new variant, Rekorderlig Spiced Plum.

RRP £2.29
Outers 8, 15
Contact www.rekorderlig.com



Go Wild for beer

The Wild Beer Company has launched its 2016 Shnoodlepip – a barrel-aged with passion fruit, pink peppercorns and hibiscus – in a 750ml waxed bottle.

RRP £14-£17
Outers 6
Contact 01749 838742



Blackthorn launches

Blackthorn has launched new flavours Blackthorn Dark Fruit (ABV 4%) and Blackthorn Super (ABV 7.5%), available in pricemarked packs.

RRP 99p and £5.29
Outers 24x500ml and 6x4x500ml
Contact 0845 601 5959



Bang the drum

Swizzels has introduced a 362g Drumstick Gift Box, which contains a selection of the classic Drumstick variants, for Christmas.

RRP £3.00
Outers 6
Contact available from cash and carry



Get Footballs footfall

Dr. Oetker is launching Chocolate Footballs – its latest decorative item – which can be used for cupcakes, muffins, celebration cakes, or desserts.

RRP £1.59
Outers not given
Contact 0113 823 1400



Energy assurance

Carabao Energy Drink has announced a new multi-million pound integrated marketing campaign entitled 'Free Your Inner Carabao'.

RRP £1.19
Outers 12
Contact 0207 629 4255



Quaker Oats on the box

Quaker Oats is launching a new TV campaign to support the introduction of its Super Goodness range, airing from this week and running for five weeks.

RRP £2.99
Outers 10 and 8
Contact 0118 930 6666

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

THIS WEEK IN MAGAZINES



93 days to go

FESTIVE FAVOURITE IS A CHRISTMAS CRACKER

Preparations for Christmas seem to begin earlier every year, so stocking the most popular special will get your tills ringing

CHRISTMAS, in case you hadn't noticed, is on its way, and, timed to coincide with the autumn winter season kicking off in earnest, comes what has proudly claimed to be the biggest of the seasonal one shots, The Christmas Magazine. The one-off publication sold 80% more than its closest rival and sales were up 25% on the previous year's outing. Appealing to an older, affluent female consumer, The Christmas Magazine features free gift wrap and tags, with editorial containing ideas ranging from recipes and decorations to present ideas.



**THE CHRISTMAS
MAGAZINE**
On sale 30 September
Frequency one shot
Price £4.99
Distributor Seymour
Display with Good
Housekeeping, House
& Garden, Ultimate
Christmas Magazine

Round up



TIM MURRAY
Magazines
reporter

WORD OF MOUTH IS STILL THE BEST

The age of the big magazine launch is, as reported in RN last week, thought to be long gone. I spent the best part of my lunch hour recently going through a lengthy – and excellent – report by Enders Analysis on the magazine market which said just as much.

It noted that big magazine launches were a thing of the past, while also looking at just how many of the current biggest circulation magazines in the UK are freebies – the likes of Shortlist, its sister magazine Stylist, the reborn NME and a welter of others.

I've noted here before how feeble and flimsy most of the giveaway magazines are – the once weighty-in-so-many-ways NME is a pale shadow of its former self. The music magazine market might not see another high-profile launch – you could argue that the market has got as many biggies as it can bear and there certainly aren't any big publishers stepping up to the plate – but there's been a raft of titles making their mark in recent months. Titles with an almost fanzine feel include Shindig!, Louder Than Bombs and Vive Le Rock.

I just discovered Record magazine (aka Record Culture), almost by accident, in Wardour News, in Soho, London. At a £14 price tag it offers a nice margin to retailers and is a thing of great beauty.

Where publications such as the ones I've mentioned need retailers' help, however, is not just in stocking them, but helping push them. I took a chance on Record, and have been singing its praises to fellow record-loving mates since, as well as on social media. A push in the right direction would have helped me discover it sooner. Word of mouth, from in-store recommendations through to Twitter, is still one of the most powerful weapons you have in your armoury.



THIS WEEK IN MAGAZINES



Bestsellers Music

Title	On sale date	In stock
1 Kerrang	28.09	<input type="checkbox"/>
2 Mojo	27.09	<input type="checkbox"/>
3 Q	18.10	<input type="checkbox"/>
4 Record Collector	06.10	<input type="checkbox"/>
5 Classic Rock	05.10	<input type="checkbox"/>
6 Uncut	25.10	<input type="checkbox"/>
7 Metal Hammer	11.10	<input type="checkbox"/>
8 BBC Music	29.09	<input type="checkbox"/>
9 Guitarist	14.10	<input type="checkbox"/>
10 Music Week	26.09	<input type="checkbox"/>
11 Gramophone	12.10	<input type="checkbox"/>
12 Mixmag	20.10	<input type="checkbox"/>
13 Sound on Sound	22.09	<input type="checkbox"/>
14 Prog	28.09	<input type="checkbox"/>
15 Rock Sound	12.10	<input type="checkbox"/>
16 Country Music People	06.10	<input type="checkbox"/>
17 The Northumbrian	30.09	<input type="checkbox"/>
18 Vive Le Rock	28.09	<input type="checkbox"/>
19 The Wire	13.10	<input type="checkbox"/>
20 Jazz Journal & Review	23.09	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



TELETUBBIES

Eh-oh! After a high profile relaunch last year, the Teletubbies have now re-established themselves as a force to be reckoned with. As well as boasting strong viewing figures, Dipsy, Tinky-winky and co are the stars of a raft of licensed products. The magazine, aimed at children aged between six months and three years, includes activities to help development and each issue will come with a free gift.



On sale 5 October
Frequency Monthly
Price £2.99
Distributor Seymour
Display with Paw Patrol, CBeebies



HASTINGS 1066

It's the 950th anniversary of a battle that even the most dim-witted history student could name, the Battle of Hastings, and to mark the event, Key Publishing has put together a 100-page special one shot looking at one of the most significant moments in British, if not world, history. It looks at the battle itself, the Norman Conquest and how it shaped the destiny of the world.



On sale out now
Frequency one-shot
Price £5.99
Distributor Seymour
Display with BBC History, History Today, History Revealed



HOMESTYLE CHRISTMAS

The brains behind HomeStyle magazine have put together a one-off publication to get readers in the mood for Christmas. The seasonal publication looks at every element needed for the perfect Christmas, taking in crafts, food and tips on gifts and decorations. Keenly priced at £3.60, it's targeted at anyone operating on a budget and keen to make a splash over the festive season.



On sale 29 September
Frequency one-shot
Price £3.60
Distributor Marketforce
Display with Woman & Home, Ideal Home



THE LION GUARD

The magazine featuring the ever-popular characters from The Lion King and assorted spin-offs, return in the third issue of this offshoot starring Timon, Pumbaa and co. It features a free gift of a hippo grab game, as well as stickers and posters. In addition to free prize competitions, parents will be enticed by its educational value, as the magazine offers pre-school readers the chance to practice writing letters and numbers.



On sale out now
Frequency
Price £3.50
Distributor Marketforce
Display with Frozen, Lego Nexo Knights, Disney Presents



SHIPS OF WAR

A new partwork collection from Amercom UK, the first issue of Ships Of War is due to arrive on 5 October. Each issue of the fortnightly publication comes complete with a replica scale model of a warship. As well as the detailed model, the accompanying magazine includes facts and details. The first issue is £2.99, the second £5.99 then £11.99.



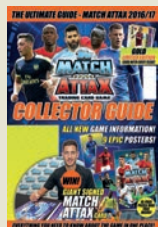
On sale 5 October
Frequency fortnightly
Price £2.99
Distributor Marketforce
Display with Build the U96, Military Watches



**THIS ISSUE
FEATURES A UNIQUE
ON COVER PRIZE PUZZLE
ON SALE NOW**

**HAVE A GO:
TV SHOW?**





MATCH ATTAX COLLECTOR GUIDE

Football sticker collections are up and running and this, the Match Attax Collector Guide, is launching around Topps' collections under the Match Attax banner. The magazine comes with six cards, including a limited edition, highly collectable gold card.



On sale 28 September
Frequency one shot
Price £3.50
Distributor Seymour
Display with Match of the Day, Match, Kick



UEFA CHAMPIONS LEAGUE STICKER COLLECTION

Lionel Messi and co are back as the Champions League group stage dominates midweek football action around the whole of Europe. Messi is writ large on the Official 2016/17 trading card collection from Topps. The starter pack features the album and a clutch of stickers, with individual packs costing 50p.



On sale 27 September
Frequency one shot
Price £2 starter pack, stickers 50p
Display with Match Attax, Official Premier League Sticker Collection



THE CHRISTMAS BAKING MAGAZINE

With the Great British Bake Off back on screens, and also in the headlines, baking is an increasingly popular pastime. This one shot offers a plethora of ideas and recipes for Christmas-themed goodies, ranging from the traditional (mince pies, Yule logs, Christmas puddings and fudge) through to newer and more unusual ideas.



On sale 30 September
Frequency one shot
Price £1.99
Distributor Seymour
Display with Olive, Good Food, Delicious



CHRISTMAS AT HOME

Christmas at Home joins the list of increasingly lucrative and busy seasonal publications. It aims to stand out from the crowd by offering free gifts in the form of a free Christmas Crafting magazine as well as four Christmas-themed coasters. In editorial terms, it contains decorating ideas, tips for the best dining table, gift solutions, food and recipe ideas and a look inside real homes.



On sale 23 September
Frequency annual
Price £4.99
Distributor Seymour
Display with Woman & Home, Ideal Home, Your Home



DISNEY PRESENTS TOY STORY

The ever-enduring Toy Story stars in Disney Presents, with the magazine coming complete with a free gift - a Buzz Lightyear Buzz Blaster toy. There's the usual editorial for children, including a guide to how to make an alien using paper.



On sale 29 September
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Beano, Lego Nexa Knights, Lego Friends

Industry viewpoint

Helen Stables
Marketing director - magazines, Egmont UK



TELETUBBIES SET TO GO - EH OH!

In an increasingly competitive market dominated by strong children's properties, it is brilliant to be working with such an iconic brand as Teletubbies.

The monthly magazine launching in October from Egmont, embodies the Teletubbies brand and it's all about exploring, experimenting, experiencing and enjoyment.

Teletubbies magazine is aimed at boys and girls aged six months to three years. We are very proud of the package we have created.

Editorially, the magazine is packed with activities that are specially designed to help with a young child's development and encourage creativity while having fun. Also, we are particularly proud of the cover-mounted gift programme for this new title.

Teletubbies magazine comes with a free gift in every issue, specially designed to encourage learning and help develop key skills through play. We have worked closely with child development professionals at Fundamentally Children, to create a unique programme of cover-mounted gifts which support the developmental aims of the magazine, while being suitable for very young readers.

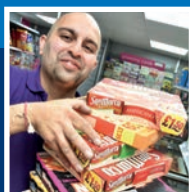
Retailers should remember, Teletubbies magazine sits in the pre-school sector of the children's market and should be placed alongside CBeebies and Fun-to-Learn Peppa Pig magazines.

To maximise the potential RSV from this launch, ensure the copies are fully-faced and at the front of the fixture.

Top tip

Keep up to date on new launches. In 2015 RSV from launches accounted for nearly 10% of total market revenue

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW METEN LAKHANI MAKES 14 METRES OF FROZEN WORK IN HIS STORE

Plus, our seven-part Christmas guide kicks off with an in-depth look at the confectionery market, and is your health and beauty range fit for purpose?



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	38	100	8.99
Build the Millennium Falcon	91	100	8.99
Jazz at 33 and third RPM	19	70	14.99
Simply Stylish Knitting	39	90	3.99
Star Wars Helmets Coll'n	19	60	9.99
Zippo Collection	28	60	19.99

Eaglemoss

3D Create & Print	89	90	6.99
Build A Solar System	59	104	6.99
DC Comics Graphic Novel	30	60	9.99
Disney Cakes & Sweets	160	160	4.50
Doctor Who Figurines	81	120	7.99
Marvel Chess Collection	90	96	8.99
Marvel Fact Files	185	200	3.50
Military Watches	69	80	9.99
Star Trek Ships	82	83	10.99

Hachette

Art of Crochet	57	120	2.99
Art of Knitting	88	90	2.99
Art of Quilting	39	90	3.99
Art Therapy	80	120	2.99
Build the Mallard	109	130	7.99
Build the U96	109	150	5.99
Dr Who Complete History	28	80	9.99
Draw The Marvel Way	20	100	4.99
Judge Dredd Mega Collection	45	80	9.99
Marvel's Mightiest Heroes	72	72	9.99
My 3D Globe	90	100	5.99
Warhammer	3	80	9.99

RBA Collectables

My Zoo Animals	56	60	5.99
Precious Rocks, Gems & Minerals	88	100	5.99
Real Life Bugs & Insects	5	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
Starter **£3.99**
Cards **£1.00**



Star Wars Stickers Part 2
Starter **£2.99**
Stickers **£0.50**



Match Attax Extra 16
Starter **£3.99**
Cards **£1.00**



UEFA Champions League Official Sticker Collection
Starter **£2.00**
Stickers **£0.50**



Merlin Official Premier League Sticker Collection
Starter **£2.50**
Cards **£0.50**



WWE Slam Attax Then, Now, Forever
Starter **£4.99**
Cards **£1.00**



Shopkins
Starter **£2.99**
Stickers **£0.50**



WWE
Stickers **£2.99**
Cards **£0.50**

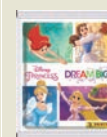
Panini



Captain America: Civil War Stickers
Starter **£2.99**
Cards **£0.50**



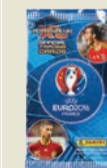
Finding Dory
Starter **£2.99**
Cards **£0.50**



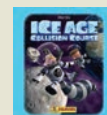
Disney Princess Sticker Collection
Starter **£2.99**
Stickers **£0.50**



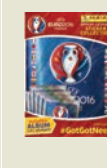
Frozen Sticker Collection
Starter **£2.99**
Stickers **£0.50**



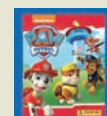
Official UEFA Euro 2016 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



Ice Age
Starter **£2.99**
Cards **£0.50**



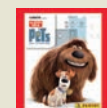
Official UEFA Euro 2016 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



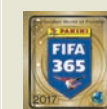
Paw Patrol Stickers
Starter **£2.99**
Stickers **£0.50**



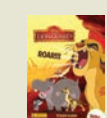
England Trading Card Collection
Starter **£4.99**
Cards **£1.00**



Secret Life of Pets
Starter **£2.99**
Cards **£0.50**



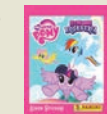
FIFA 365 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Lion Guard Sticker Collection
Starter **£2.99**
Stickers **£0.50**



FIFA 365 Trading Cards
Starter **£4.99**
Cards **£1.00**



My Little Pony
Starter **£2.99**
Stickers **£0.50**

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

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	£1.40			32.62p
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			23.30%
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	90p			19.26p
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	90p			21.40%
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	70p			15.47p
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	70p			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								

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

Weight Watchers 17-18 September					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,790g	1,300g	240g	8	85g
Sunday Times	1,605g	915g	365g	6	170g
Guardian	1,195g	625g	20g	2	15g
FT	935	590g	0g	0	0g
Sunday Telegraph	845g	475g	90g	4	65g
Times	820g	445g	125g	5	70g
Mail on Sunday	745g	375g	15g	2	10g
Observer	690g	200g	80g	4	55g

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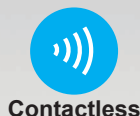
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Back in the day

100
YEARS AGO

23 September 1916

Disapproval was highlighted at the executive committee of the Retail Newsagents' Association on the topic of irregular charges by wholesalers. It was considered to be "most unfair to members, and unless discontinued would be the cause of serious trouble".

50
YEARS AGO



24 September 1966

'Practical' magazines were the new trend with the launch of monthlies Practical Boat Owner and Practical Decorating & Building. "Expert guidance on the choice of boats and engines... realistic advice on repairs and maintenance... everything from seamanship to sea clothing, from galley-stores to engine overhauls..."

25
YEARS AGO



21 September 1991

Swords were drawn between Rowntree and Trebor in a battle of promotions. Retailers were warned they were contracted to promote the Rowntree mint Master display, despite Trebor Bassett staging local counter promotions for its mint range.

Wood you believe it? Buy a condom and save a tree...

'Sewing seeds' has taken on a whole new meaning with the launch of a new condom company aimed at saving the world.

It turns out we can all save the earth by using condoms.

A company has been launched by a man who, first and foremost, describes himself as a 'Millennial' – you know, because that's the first word that comes to mind when you're trying to present yourself as a person serious about protecting the environment – and his name is Daniel Zengel.



Daniel's condom company, Condoms for Trees – honestly – promises to plant one tree for every condom they sell by donating 100% of profits to reforestation.

His epiphany came when he realised that although he was happy to practice a zero-waste lifestyle he just couldn't say goodbye to condoms.

The aim is to plant 250,000 trees worldwide with a further plan to plant millions annually. So you Romeos and Juliets, make love and plant trees...

Hang on. I didn't order *that*...

Members of staff at a manufacturing firm were given a fright when they discovered a huge huntsman spider.

The black monster of a spider was found in a shipping container as staff unloaded a shipping container at the Dumbarton firm last week.

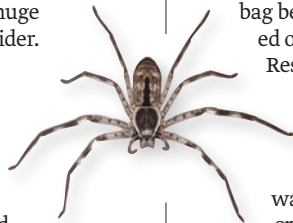
Alarmed it could be dangerous the Scottish SPCA were called in to save the day.

Luckily, although it can deliver a very painful bite, the species is not venom-

ous – just very intimidating in size. Workers managed to capture it in a plastic bag before it was handed over to the Animal Rescue Officer at the scene.

Fiona Henderson, SSPCA chief inspector, was impressed the critter had managed to survive the extremely cold conditions it would have endured while waiting for the container to be opened.

So the moral of the story is always check your deliveries in case you've received more than you ordered.



AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Well it has happened. The change on delivery rounds from Smiths News at Wednesbury has taken place and it is certainly not for the better.

I have come to the conclusion that the only person in management with any common sense is Stan. He can see there was no need for these changes, but apparently someone decided that if they changed the way things worked, money could be saved.

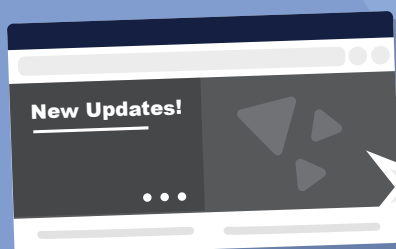
I think if they had thought about it in a logical manner they could have done it quite simply without altering the drivers' rounds.

I am fortunate that I still have the same driver, but in order to get my papers at a decent time I now have to travel five miles to the service station at Lammascote Road to meet up with him. Then, of course, I have to travel five miles back to sort them out and put the round together, which makes 10 extra miles a day, or 70 extra miles a week, adding a lot more wear and tear on my van, not to mention the extra diesel.

Maybe I should ask for my carriage charges to be cut. One thing is for sure – if I treated my customers with the same disregard that Smiths News treats theirs I would be out of business in less than a week.

Norbury Wharf is set on the Shropshire Union Canal and there is a small shop where I leave a few papers each day. There are also a fleet of narrowboats for hire if anyone wants a boating holiday or a day's boat hire if anyone just wants an odd day out on the water. One of the men who works in the boats was getting one ready to go out last Monday when there was a loud splash – he had slipped off the side of it and fallen into the water. Other members of staff hastily pulled him out and he was quickly rushed indoors to get dried out.

As he said, it's a good job he always has some spare clothes in his car. Maybe he was a boy scout as he definitely knew to 'be prepared'.



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