

RETAIL NEWSAGENT

REASONS TO VISIT

15 services to get shoppers through your door

INNOVATION
Page 30 >>



Top 100 in six months
Great deals and a Subway offer doubled turnover
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Cuts to staff hours risks your USP



● Offsetting rising wage costs could undermine your point of difference with multiples, says Conviviality boss Amanda Jones and Today's retail director John Kinney.

● Local Shop report predicts convenience growth. Page 5 >>



NEW TREND

ALCOHOL

Single wine no flash in the can

Single-serve formats bring much-needed innovation to category, say retailers. Page 8 >>



NEWSPAPERS

Express and Star 'fooling shoppers' on price

Retailers hit out, but watchdogs refuse to act. Page 4 >>



Gimme five Stratford Post Office in East London was one of the first stores to receive the new £5 notes on Tuesday. Despite a delay getting the machine to work with the new notes, co-owner Sam Patel was pleased. "People wanted to know what it's all about," he said. "They like the new notes because they're hard wearing."

FOODSERVICE

Dinner to go will earn me 90% profit

Baz Jethwa sets ambitious target for new pizza service. Page 13 >>

Exclusive three page report from NFRN's national council meeting in Dublin. Page 14 >>

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LEADER



Put yourself in your customers' shoes and think about an experience you could give them that they would remember



CHRIS GAMM

Editor

@ChrisGammRN

What's your purple cow? This challenge, made famous by marketing guru Seth Godin, was put to me last week by business coach Gordon Stoddart. Identifying the thing you do that stops people in their tracks and makes them take notice is key to growing a business, he says.

It's one way he helped grow turnover of his family's wholesale business Brakes from £60m to £200m earlier in his career.

He identified four differentiators – product, service, experience and price – but points to experience as the “sweet spot” many businesses are now focusing on. It's the difference between what customers do and what they feel and the thing that makes Harley Davidson fans love the brand so much they get tattoos.

And it's no different for a local shop looking to stand out from the crowd. Product and price are largely difficult to differentiate on, especially with discounters becoming increasingly convenient with a greater fresh offer.

Service is the area traditionally held up as the opportunity for independents to trump multiples. There are some fantastic examples – from recycling to key cutting – of local retailers offering brilliant services that make customers' lives easier in this issue on page 30.

But could you go even further? One retailer offering a brilliant experience is James Brundle from Spar Eat 17. Unique features in his Hackney store include a Burger bar, in-store florist and fill-your-own wine casks. Evidence of a great customer experience can be found on Twitter. One shopper at his new Whitstable store tweeted a picture of the fresh fish shelf, which features pebbles, nets and mini deckchairs.

Put yourself in your customers' shoes and think about an experience you could give them that they would tweet about. It could be as simple as a few pebbles.

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“SERVICES LIKE CONTACTLESS PAYMENTS SHOULD BE AN ABSOLUTE GIVEN”

BLAKE GLADMAN, RETAIL DIRECTOR AT HIM! ON THE NEW STANDARDS RETAILERS SHOULD MEET Page 30 >>

NEWS

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Coca-Cola 'the local brand'

Coca-Cola should be considered a "local" brand, according to Coca-Cola European Partners' sales director for wholesale and convenience, Gary Black.

"97% of Coca-Cola sold in GB is made here. That sustains 4,000 jobs within our business and links to another eight within the industry," he added.

Mr Black's comments came as the company committed to "growing responsibly".

He said: "We are investing £30m between 2012 and 2017 on reformulation and extending our range of low and no sugar products."

This includes the recent relaunch of Coke Zero and Coca-Cola Life's reformulation to 45% less sugar than classic Coca-Cola. The company has also launched a no sugar version of Monster - dubbed 'Ultra' - and a no added sugar version of Capri-Sun in recent months.

He said: "39% of all sales are now of low or no sugar products and 33% of the Coke range".

Fox's 'fat and lazy' backlash

Trade bodies have hit back at secretary of state for international trade Liam Fox's admission that British businessmen were "fat and lazy" and would rather play golf.

The MP, who backed Brexit, said British businesses weren't doing themselves any favours, but his comments have drawn a response from retailers. The Federation of Small Businesses said small exporters were growing, while the ACS pointed out how hard retailers work and the hours they put in.



Simply Freshers at Cardiff and Vale College

Simply Fresh Cardiff and Vale College store welcomed freshers with lots of freebies and competitions. New students were given the chance to win an iPad, £1 coffee, tea and chocolate, and freebies in line with the store's 'eat well feel well' campaign.



Northern & Shell titles accused of misleading over price 'It causes awkward situations'

Star and Express tricking readers with cover flash

by Tim Murray

The Daily Express and Daily Star have come under fire from retailers for tricking customers into buying their newspapers through their price claims - but industry bodies are refusing to act.

The papers both have 20p and 10p flashes on their front cover, which some retailers believe indicates their cover price.

In smaller print underneath the price, it clarifies

that the Express is "10p cheaper than the Mail", while the Star is "20p cheaper than The Sun".

Retailers told RN it could be misleading for customers. "The bottom line is The Express is not 10p. It's the same with the Star. It has this great 20p flash then it says 'cheaper than The Sun,'" Eugene Diamond, of Diamond's in Ballymena, said. "Most People wouldn't know it's more as they never take a receipt. They are

fooled into buying a poor product in my opinion."

Jon Powell, of The Newsagent in Newport, tweeted: "It causes many awkward and embarrassing situations for us and customers. It creates bad feeling."

Organisations including the Advertising Standards Authority, press complaints body IPSO and the Audit Bureau of Circulations, have all said the claims fall out of their jurisdiction. IPSO said it wasn't editorial,

while the ASA said price claims didn't fall under its remit.

The Chartered Trading Standards Institute, the body covering trading standards authorities around the UK, said: "We don't see any way trading standards can enforce this under the rules followed. It's just stating a fact. But we do appreciate what retailers are saying."

Northern & Shell declined to comment.

Kids already cutting down on sugar

Children have reduced their consumption of sugar, according to a new report, raising further questions about the need for a levy.

The National Diet and Nutrition Survey (NDNS), published last week, highlights teenagers' consumption has seen a drop of more than 8% between 2012 and

2014. From 2008 until 2014 boys aged between four to 18-years-old have seen a 4% decline, while children aged 11 to 18-years-old experienced a drop of 3.2% in the same period.

Galvin Partington, British Soft Drinks Association director general, said: "Independent analysis confirms

that sugar intake from soft drinks has been reduced by more than 16% in the last four years. It seems odd to punish progress with a tax which risks job losses and higher prices for consumers when our efforts are clearly having an impact."

A Food and Drink Federation spokesman added:

"The NDNS shows that consumption of sugar-sweetened drinks has fallen compared to six years ago, quite considerably in children aged four to 10."

NFRN chief executive Paul Baxter said the federation would continue to press for a solution other than the tax to tackle obesity.

Cost-cutting measures 'worry' industry leaders RN poll reveals 50% of retailers cutting hours

Cutting staff and hours to cope with NLW 'risks USP'

by Gurpreet Samrai

Retailers cutting staff and opening hours to offset extra wage costs are at risk of losing their USP, industry bosses have warned.

The caution from Today's Group retail director John Kinney and Conviviality chief operating officer Amanda Jones, comes as an RN poll revealed 50% of retailers have cut staff hours following the introduction of the National Living Wage in April.

"When you ask retailers how are you managing the cost of the National Living

Wage?', the majority say I am cutting back on hours. That's a worry if they're doing the wrong action to address that cost," Mr Kinney said. "In many cases the point of difference independents have over the multiples is we know our customers, so there is a danger if we lose that USP."

He said retailers should be using their EPOS data to review their range, exploring if there is an opportunity to introduce more premium products and look at other costs their business incurs to offset the increased wage costs and protect their point

of difference.

The Association of Convenience Stores' 2016 Local Shop Report also revealed three of the top six drivers to stores were friendly and helpful staff, local staff who know me and long opening hours. The report predicts the overall market will continue to grow.

Ms Jones said: "I hear about a lot of independents having to cull hours, not because they think it's commercially right, but because they can't afford it because they have to cut costs somewhere.

"That for me is a real risk.

It's potentially detrimental to the customer."

Blake Gladman, him! research director, added: "The gut reaction is to reduce staff hours and staff numbers, yet we know they are very important in convenience. The danger is if you strip that away you lose your rawness and USP. It should be where retailers are investing."

Baz Jethwa, of Costcutter in Farnworth, agreed with the caution, stating if the quality of his hot food, which is his USP, starts to slip because of a reduction in staff hours he would quickly lose sales.

Pay Fair 'action'

Retailers on the PayPoint Pay Fair Facebook group are considering a further day of action against the company.

Members of the 2,000-strong group are canvassing opinion over whether to take further strike action.

It is understood more than 130 retailers, representing around 300 stores, have already signed up.

Manpreet Singh, of Stevenston Convenience Store in North Ayrshire, said: "Not everyone is looking to strike, but a lot are. We're also speaking to retailers not on Facebook, at cash and carries and so on."

NFRN chief executive Paul Baxter said: "We are aware of the group's concerns, which we are discussing with PayPoint. We intend to ensure their views are heard at the highest level."

Linda shares her theft ordeal

NFRN national deputy vice president Linda Sood has featured in BBC TV programme Caught Red Handed, which aired on Monday. She shared an emotional account of the ordeal of her staff member of 11 years giving away thousands of pounds of free groceries. In what was described as an 'illegal supermarket sweep' by Portsmouth Crown Court, Stacey Lajoie was caught helping herself to cash from the ATM and giving out free groceries to her friends.



Don't give away fivers

Retailers have been warned to double check their notes when handling the new fivers.

Angela Simpson, operations support manager at NFRN, tweeted a word of warning on Tuesday as the first of the new £5 notes found their way into shops.

She said: "Remember, the new £5 note comes in to circulation today, as they're new, make sure you don't give out two stuck together."

Partnership approach 'is missing'

There is a partnership approach missing between suppliers and retailers which is stopping stores from trialling new products, a retail director has said.

John Kinney, of Today's Group, made the statement in response to a question about whether indepen-

dent retailers should be leading the way during a panel discussion at the 2016 Local Shop Report's launch event.

"I don't think we have the partnership with suppliers to access those products so we could lead the way," he said. "I think there's a partnership

approach missing from suppliers to get them in stores and reduce the risk for retailers. If all the risk is on the retailer, they will say I'll wait until it proves itself and then sell it."

He said suppliers need to provide practical solutions such as an exit strategy that doesn't leave the re-

tailer taking the full hit, as although some innovative products may have a high margin, they are also very costly because of wastage issues.

Dave Thomas, of McColl's, added the group has had its "fingers burnt in the past" so is now more cautious.

Illicit trade soars by 18%

A total of £1m-worth of illicit cigarettes and hand-rolling tobacco were seized during trading standards' Operation Henry 2 - 18% higher than when the operation was carried out in 2014.

The UK-wide operation discovered 42% of premises visited were selling illicit tobacco products - with 57% of these repeat offenders.

NEWS

BUSINESS



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Free hot drinks on trial for a month

A retailer has been inspired to trial a tea and coffee giveaway to see if it will drive footfall.

Following Waitrose's free hot drink scheme for anyone holding a My Waitrose card, Mandeeep Singh, of Premier Singh's in Sheffield, has decided to give the idea a go during the next month.

He believes the giveaway would help create a relaxed shopping experience without it being a great cost to the shop. "I think it will make a difference," said Mr Singh.

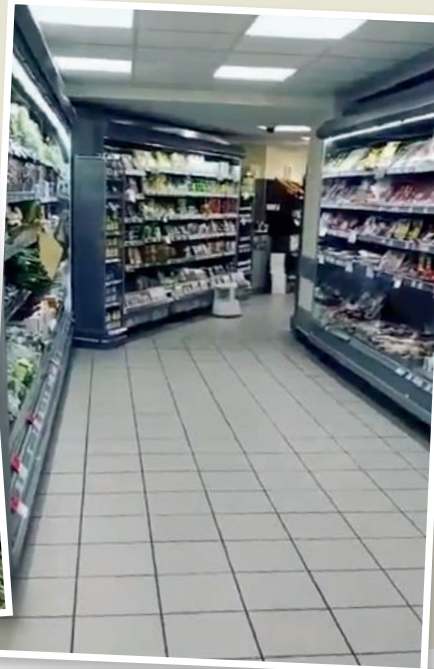
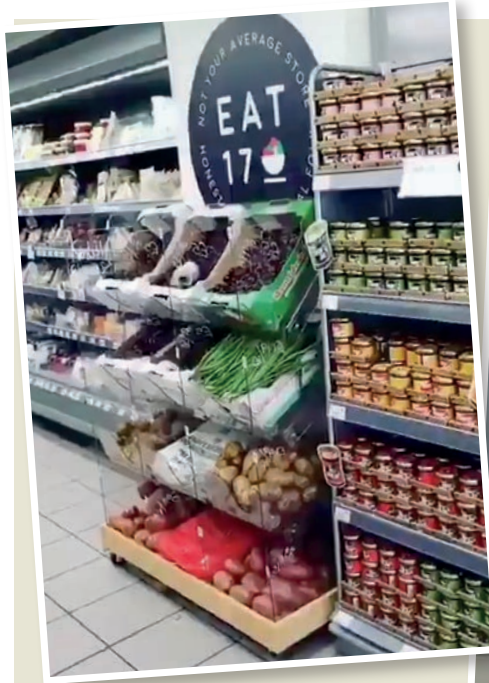
However, Dee Sedani, owner of One Stop stores in Derbyshire, said he'd trialed free hot drinks with every newspaper purchase, without success. "95% of our newspapers are delivered by paper boys so it's pretty worthless," he said.

One Stop singles success

One Stop has increased the number of single pick lines available to its franchisees to 280, saving stores an average of £100 per week on markdown and waste.

The group said the lines account for 10% of sales across the business, with chilled, grocery, and off license categories all benefiting.

John Miller, head of operations, said: "We focus on driving sales, reducing costs and creating efficiencies that help franchisee margins. Single picked lines help with all of the above and, more importantly, delivers a better customer shopping experience through greater availability."



Inside new Whitstable Eat 17 store

Here is an inside look at the newly Eat 17 store in Whitstable in Kent. Stocking 1,800 local and regional lines, the former My Local store also offers homemade ready meals and fresh sandwiches made in-store, artisan bread from a local bakery, as well as wine and prosecco taps from which customers can fill empty wine bottles.

Indies perfectly placed to provide unrivalled level of service £263m accounting drama

C-store opportunitites as Tesco faces fraud scandal

by Charlie Faulkner

Convenience retailers have an opportunity to win supermarket customers' trust and footfall as controversy surrounds Tesco.

Despite multiples "decimating" small businesses, the news of three former Tesco chief executives charged with fraud could present local retailers with a chance to provide a level of service the multiples are hard-pressed to compete with, retailers have told RN.

The charges are linked to the supermarket giant's £263m accounting scandal, when it was discovered the grocer had inflated profits by incorrectly booking payments from suppliers.

Sandy Sarwar, owner of two Premier Pricecracker stores in Dundee, believes this is an opportunity for local retailers.

He said: "You can walk from one supermarket to the other in Dundee. They have decimated small businesses.

"But small retailers, we're on the front line. People see us every day.

"We're scrutinised more than the bigger supermarkets."

Simon Routledge, of J & S News in Hull, believes a large part of his business is communication with his customers in order to bridge the gap and gain trust.

It comes as research from Barbour ABI also reveals all bar one of the combined 20 planning applications from Tesco and Sainsbury's this

year are for convenience stores. Tesco chairman John Allan has admitted to an unhealthy 'race for space'.

However, James Lowman, chief executive of the Association of Convenience Stores, said while the big four multiples are turning their attention to online, the discounters are buying up space to increase their market share, with 112 planning applications this year approved for Aldi and Lidl stores.

Retailers must up game in fresh and chilled

Retailers need to raise their game in fresh and chilled, offer value-added services, and back local suppliers to improve sales, according to a wholesale boss.

Speaking to RN, Jon Moxon, P&H's group finance director, said fresh and chilled is a big product category, and one which is

driving footfall.

He has urged retailers to engage with their local produce suppliers to create a point of difference.

He believes people are prepared to pay the extra price if they feel there is value in what they're purchasing.

"Symbol groups need to

raise standards - they need to be offering good opposition. If they can offer a value-added service like a newsround or Post Office, that is what drives people in.

"Support the local butcher, deal with the local farmer. People are willing to pay a premium and that's

where indies can do quite well if they recognise that. It's not just about price."

He said this is part of the reason why P&H's small drop delivery, which provides retailers with a delivery service which keeps chilled items at a regulated temperature, has been successful.

NEWSTRADE

Specialist titles replacing major launches One shots and specials 'perform well'

Niche launches help rack up £50m in sales last year

by Tim Murray

Magazine launches were worth more than £50m last year, bolstered by an increase in one shots and specials.

The figure has been calculated by distributor Seymour, which added more than 10% came from one-off titles.

Douglas McCabe, head of publishing at Enders Analysis, said big magazine launches with hefty marketing spends may

be a thing of the past, but they are being replaced by scores of smaller, more niche magazines, with higher cover prices, being launched by independent publishers.

He said: "We're seeing lots of launches in more niche areas, such as the luxury and fashion markets. These have £5 or £6 cover prices or higher. They have a relatively small audience, but they also attract advertisers. This model seems to work."

He added that magazines were also looking to extend their brands into specials and live events.

Dean Russell, independent retail manager at Comag, added the one shot market this year was tracking ahead of 2015 by around 3%, buoyed by sporting events and other occasions.

He said: "One shots and specials in line with celebrity deaths (Muhammed Ali, Prince, and David Bowie) and the Queen's

90th birthday celebrations have all performed very well.

"We would all love to see a new major launch, but aren't holding our breath."

Mr McCabe added: "When was the last really mass market launch of a magazine? I'm not even sure I could name it. Publishers see it as a very big risk. In a declining market, you inevitably suffer from a problem of over-supply, which makes it even higher risk."

Johnston backlash

Johnston Press is facing a shareholder revolt as one activist investor met the publisher's chairman.

Crystal Amber, one of the leading investors in the company, has seen the value of its investment fall as Johnston's share price went down. It has called a meeting and will decide a course of action afterwards - in previous instances it has agitated for change, forcing both Thorntons and Pinewood into sales.

The company bought the i earlier this year, but has seen its share price fall by more than 90% in the last 12 months.

Metros returned

Trinity Mirror is giving back four of the eight regional franchises for morning paper Metro.

The publisher handles eight of the franchises around the UK, but it is giving back control of the Bristol, Cardiff, East Midlands and Scotland franchises to Metro owner DMGT, citing profitability issues.

It is not known yet whether DMGT will continue with the editions. There are 14 Metro franchises outside of London.

Newsquest strikes

Journalists at Newsquest papers in south London have voted to strike over proposed redundancies of staff at the regional office.

In the ballot, more than 70% voted to walk out of the south London hub, based in Sutton. Newsquest has said that 27 of the 29 staff at the office, which produces eight local newspapers, could face being laid off, with 11 jobs certain to go.

Wallpaper* all set to celebrate

Design and lifestyle magazine Wallpaper* is marking its 20th anniversary with its biggest ever issue. The Time Inc publication's celebration issue has more than 500 pages and comes complete with a limited edition cover, which can be lifted and stretched out to reveal a special birthday message. The limited edition "friction cover" has gone out to selected stores, while every other issue gives readers the opportunity to create their own version of the cover. It also includes a unique, numbered pull-out poster in each issue.



Radio Times' Olympic-sized uplift

The special Olympic edition of the Radio Times achieved a sales uplift not seen by the magazine since the 2012 London games.

It sold around 44,000 more copies on newsstands than the previous week's issue, an increase of 12% and an additional retail sales value of £364,100. This is the

biggest uplift in four years, outside of its Christmas issues.

The issue included a 72-page Olympic supplement, with an increased cover price of £3, complete with national TV advertising support. In total, it was worth £1.245m through the tills.

The supplement detailed the more than 2,000 hours of online, TV and radio coverage with all the BBC's big presenting names involved.

Radio Times managing director Kathy Day said: "The success of our Olympic special illustrates once again that for the big TV moments that unite

the nation, readers turn to Radio Times as their trusted guide. The production of the special issue was a real team effort and it is terrific to see the hard work and investment we put in to the issue rewarded - and with both sales and RSV up it was a great issue for advertisers, wholesalers and retailers."

NEWS

PRODUCTS

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Nisa's £5 deal for evening diners

Nisa has launched a £5 meal deal in a bid to drive footfall and sales of evening meals.

The promotion offers a different range of products every three weeks for £5.

The first meal deal, which ran in conjunction with Nisa's Back to School campaign, featured Birds Eye Chicken Dippers - or Quorn Meat-free Chicken Nuggets as a vegetarian alternative - Aunt Bessie's Crispy Homestyle Chips, Heritage Petits Pois and Heritage Neopolitan Ice Cream.

The meal deal is supported in-store with PoS, and is featured in the customer leaflet and in adverts across Nisa Radio.

Christmas with Pladis

Pladis, formerly known as United Biscuits, has announced its Christmas range which features new packaging, new products and re-launches.

New additions include McVitie's Victoria Collection - a 200g pack with an RRP of £6, the Snow globe 400g tin of Scottish all-butter shortbread with an RRP of £10, and the Gold Bullion Tin with an RRP of £6.

Returning products include McVitie's Family Circle biscuit selection available in 360g (RRP £3.00) and 720g formats (RRP £6.00), Jacob's Savoury Favourites 200g biscuit assortment (RRP £2.19) and Carr's Assortment in a 500g Christmas box format (RRP £7.50).



Made in Chelsea stars bond over Malibu

Pernod Ricard UK is launching a 'Malibros' campaign for its Malibu brand in a bid to target male drinkers. Made in Chelsea's Jamie Laing and Andy Jordan are part of a YouTube video encouraging men not to shy away from ordering Malibu by forming a 'Mali-bromance'. The duo reveal their love for Malibu, proclaiming themselves as dedicated 'Malibros'.

New trend takes off in USA and is heading our way But some retailers remain sceptical

Single-serve wine is not just a flash in the can

by Charlie Faulkner

Wine is a one-dimensional category in need of rejuvenation. That is the message from retailers trialing new single-serve options.

Wine in a can has reportedly taken off in America due to its convenience, with some retailers in the UK also looking to tap in to the new trend.

Dave Hiscutt, of Londis Westham Road in Weymouth, Dorset, started stocking wine in plastic single-serve glasses last month. He has sold around 45 single-serve glasses each of rosé and white wine a week.



He said: "It goes against the grain of a general wine drinker, but the wine category is quite one-dimensional, there's not really much innovation in that category."

He also believes there is a niche market for cans, par-

ticularly as his store is located in the centre of town, near to the beach, and they are ideal for picnics or a day on the beach.

"We already do good business on premix spirits in cans," said Mr Hiscutt. "Bottles are limiting and I think single-serve products add another element to it for the convenience sector. It's never going to replace a decent bottle of wine."

Mital Patel, of Bargain Booze Select Convenience in Brentwood, who doesn't currently stock single-serve options, added: "It would be good for customers looking to drink their

purchase straight away but don't have wine glasses available. It is simply offering customers a different format for their purchase."

However, Bintesh Amin, of Blean Village Londis in Canterbury, said he thought the idea was "cheap and tacky".

"It will devalue the whole category," said Mr Amin. "Most people drink wine to relax and enjoy themselves. It should be respected in a nice bottle. Cans don't make sense."

He believes there are better ways to make the line more exciting, such as wine ice lollies.

Richmond Shake & Bake puts casseroles in a kit

Kerry Foods has extended its Richmond range with the launch of Shake & Bake meal kits this month.

The new sausage casserole meal kits come in two flavours - Classic Sausage Casserole and Italian Tomato & Herb Sausage Cas-

serole - both with an RRP of £3. The company says meal kits aim to offer an easy solution for an evening meal with the sausages, seasoning mix and baking bag all included.

Sarah Davies, senior brand manager for Rich-

mond, said: "Convenience is a top driver of consumption for evening meals and this is a key pillar for growth for us and the category going into 2017.

"Richmond sausages are enjoyed by millions of families every week, and

we are confident there is a great opportunity to extend the brand's usage and consumption."

Kerry Foods added the launch follows on from the success of Richmond Perfect Bake which comes in a foil tray.

Hot products for your shopping list



McVitie's Victoria Collection is a new addition to Pladis's festive range



Nisa has launched a selection of £5 evening meal deals



Two new sausage casserole kits are available from Richmond



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NEWS

PRODUCTS

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Princes' dietician tie-in

Princes has announced a six-month partnership with award-winning dietician Lucy Jones for its fish and fruit lines.

The partnership began last week as part of Princes' 'Ambient Fruit at Breakfast' campaign and its 'Really Simple, Royally Good' campaign.

The advertising campaign will run across print, radio and digital platforms.



Purr-fect night in with McVitie's

McVitie's has announced the return of Chocolate Digestives. British Blue kittens, as part of a new TV advert for its Digestives Nibbles, which went live last week. The 30-second advert features a girls' night in, where four friends are relaxing on the sofa, watching TV together. One of them reaches for a pack of McVitie's Digestive Nibbles for a mid-movie treat and, as the packet is opened for her to share with her friends, a troupe of kittens appear.

Brancott's new packs

Pernod Ricard UK has unveiled a new pack design for New Zealand wine brand Brancott Estate.

The new-look packaging displays the Marlborough landscape and Brancott Vineyard, which the company says comes after research identified an interest in the brand's heritage.

The company says the new look comes as sales of the Brancott Estate range has grown by 15.3% in value.

Scoffies are kids' stuff

Kerry Foods is launching Cheestring Scoffies with the aim of boosting sales in the snack category.

The 3-in-1 resealable snacks provide both savoury and sweet options in each pack, and are designed to appeal to children.

Scoffies are available in 60g packs with an RRP of £1.50. The launch will also be supported with a £1.5m TV campaign, sampling and in-store campaigns from January 2017 onwards.

Specialist tipples going from strength-to-strength Brewery reports 110% annual growth

Cheers! Craft beers are brewing up bigger sales

by Charlie Faulkner

The craft beer category is continuing to go from strength-to-strength with the launch of new lines bolstering its growth, according to retailers and brewers.

Andrew Cooper, co-founder of Wild Beer which launched four years ago, told RN its products boast a 110% year-on-year sales growth and he believes there is still huge potential for retailers to capitalise on.

It is a statement backed by those already stocking the category.

Dave Hiscutt, of Londis Westham Road in Weymouth, Dorset, stocks just under 200 different beers, including lagers and ales – a range he has built over the last six years.

He said the "innovative" category is going from



Some of the 200 beers stocked at Dave Hiscutt's store in Weymouth

strength-to-strength with more variants available to the convenience sector than ever before.

"There is so much excitement over these beers, it's crazy," he said. "More and more breweries are getting on the back of it. There is

more experimentation with flavours and the processes in the making of the beers.

"I tried a salted caramel stout from Wild Beer brewery the other day – that was beautiful."

He said he hasn't seen a growth in sales since it first

shot up in his store, however he believes the category is becoming a 'big thing' and new entries maintain customers' interest.

Meanwhile, Paul Mather, of Sherston Post Office Stores in Wiltshire, only stocks craft beers from within a 15-mile radius of his shop.

"We wanted to create a point of difference. Being a village, people are hard-pressed to get what I've got and it's a talking point. We often get people coming in and they'll say 'Oh I've never heard of this one before'."

He updates his selection by requests from customers and the latest additions in the local pub. Mr Mather also values being able to offer a product unique to the area for gifts and guests looking to purchase a souvenir of their visit.

Hot products for your shopping list



Brancott Estate wines have been given a new pack design



The snack category gets a new addition with Kerry's Cheestring Scoffies



Princes has linked up with dietician Lucy Jones on its fish and fruit lines

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NEWS

REGIONAL



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NFRN has top talks in Ireland

The NFRN met senior executives from Irish newspaper, magazines and wholesalers last week to raise retailers' concerns about carriage charges, service issues and the impact on retailers.

Federation bosses told the supply chain excessive carriage charges are undermining the importance of newspapers and magazines in-store and alternatives must now be considered.

Speaking after the meeting, NFRN chief executive Paul Baxter said: "The NFRN left publishers and wholesalers in no doubt of the impact that some of their current practices were having on independent retailers throughout Ireland.

"We were pleased to get so many representatives in one room to discuss our concerns frankly and that they have promised to take these away for further reflection."

RN READER POLL



What impact has the National Living Wage had on your business?

NEXT WEEK'S QUESTION

What would encourage you to trial more new products in your store?

Have your vote now

Go to betterretailing.com



Pictured left to right: JJ Food Service general manager Terry Larkin, FWD chief executive James Bielby, assistant branch manager Ruhel Ahmed and Shabana Mahmood MP

MP gets a first hand insight into job opportunities

Birmingham Ladywood MP Shabana Mahmood visited JJ Food Service's Aston branch as part of an investigation into what more can be done to support jobs and skills in the city, in advance of the election of Birmingham's first directly-elected mayor next year. Ms Mahmood has a background in the sector with her father owning a convenience store. The National Living Wage and the soft drinks levy were also highlighted as key issues, with a potential increase in sales on the fraudulent market raised as a particular concern.

Retailers fear changes will cause problems 'If papers are late they won't wait'

Cost and delivery worries as Menzies takes on News

by Tim Murray

Retailers are calling for more information from Menzies and Johnston Press after it was confirmed the wholesaler is taking over handling of distribution of the publisher's Portsmouth News title.

Menzies revealed it was recruiting extra staff to help it take on Portsmouth News' distribution at a meeting between the wholesaler and NFRN delegates last week.

Retailers have expressed

fears the move will lead to increased carriage charge costs and potential problems with late deliveries.

"Menzies told us it was taking extra drivers on and we thought it was to stop the papers coming late," said NFRN national deputy vice president Linda Sood, of Falcon News in Portsmouth. "But then we found it was taking over delivery from Johnston Press. We thought it was to sort our problems out, because papers are getting so late to our members. We're await-

ing a meeting to find out more."

NFRN Southern district national councillor Nigel Swan added: "Obviously, carriage charges are a concern for our members. The News does have days when it is late, and if it is late, Menzies won't wait for the papers."

Retailers served by Menzies on the south coast have been in constant discussion with the wholesaler over problems with distribution in recent months and have raised long-running issues

over late deliveries and other service problems.

A Johnston Press spokesman said: "I can say that I would expect deliveries to be completed earlier via wholesale, which should represent an additional sales opportunity.

"I would also hope that a single supplier arrangement for news and magazines, in terms of goods in, returns and invoicing, would be seen as a positive."

Menzies was unavailable to comment as RN went to press.

JCB ram-raiders' £25,000 ATM haul

Thieves escaped with £25,000 in cash after stealing a JCB and smashing in to a store in another ram-raid.

Retailers believe it is part of a spate targeting ATMs in the Cambridgeshire area. The latest incident occurred at a

Spar in St Neots and followed the same method as other attempted robberies. Thieves stole a JCB, drove it into the store and put the cash machine on a stolen lorry.

Tony Scopes, who works at the store, said: "There's a hole in the wall where

our hole in the wall once was. We were pleasantly surprised how quick we got the store up and running and open again. The police said there's been a spate of similar incidents. They think there's a gang doing the rounds."

It follows a similar incident at John Green's JR News store in nearby Sawtry, where a stolen JCB was driven into the front, in a failed attempt to steal the ATM. He is still waiting for repairs.

● Your Issue - page 22.

REGIONAL

Enterprising retailer expects returns of 90% 'We thought "let's try something different"'

Baz is aiming for a pizza the evening food market

by Gurpreet Samrai

A Bolton retailer whose breakfast and lunch hot food sales have soared by 30% is hoping for similar success as he launches a new dinner option.

Baz Jethwa, of Costcutter in Farnworth, is set to launch a call and collect pizza service next month.

With the majority of the outlay and equipment needed already in place, Mr Jethwa is expecting returns of around 90%.

"We have a morning and afternoon solution, but we've never really had an evening solution that's made in-store so we thought let's try something different and this is what we came up with," he said.

"The cost will be minimal because we already have ovens and most of the equipment needed in



Baz Jethwa is launching a call and collect pizza service at his store next month

place, so all we need to do is get leaflets designed and distributed, pizza boxes, ingredients and pay for staff hours."

The service will be launched with a promotion offering customers a large pizza and a bottle of wine or four-pack of beer for £10.

As well as cooked pizzas to takeaway, they will also be wrapped and sold for

customers to take home and cook. "We are going to trial it up to Christmas, and if it is successful we'll carry it on," Mr Jethwa said. "Success would be if we can do more than 20 pizzas a day. If we exceed that we will look at offering delivery."

Mr Jethwa is also hoping to create a seating area at the front of the shop

where customers can sit and eat the products they have purchased.

"We have some room by the windows at the front of the shop, and we want to create more theatre in-store," he said.

"Hot food has really taken off for us and our busiest time now is between 12pm and 1pm so our mission is to build on that."

Customs failure

Customs staff have come under fire after reports they were failing to act in line with the zero tolerance policy on people going over the limit when bringing alcohol and cigarettes into the UK.

A report by the Independent Chief Inspector of Borders and Immigration, David Bolt, said that staff were using their discretion rather than following the policy of seizing all tobacco and alcohol from people who didn't declare goods. The report stated that many believed it would alienate passengers and lead to confrontation.

Hitesh Pandya, of Toni's News in Ramsgate, said: "Customs staff are letting retailers down by only prosecuting the most serious of smugglers."

Use laws, says ACS

The Association of Convenience Stores (ACS) has called on the House of Lords Licensing Act Committee to focus on retailers not abiding by the law instead of imposing new restriction on responsible retailers.

Speaking in Parliament, ACS chief executive James Lowman said: "The licensing act is not used enough to take away licences from those engaged in duty fraud." He added a lot of problems would be solved if existing powers were used better.

Amazon at the double

Amazon has more than doubled the number of Greater London postcodes AmazonFresh is available to since the service first launched in June. The service is now available in 190 postcodes across south and southwest London.

Sign of the times for illicit tobacco buyers

A retailer has become so fed up with customers asking for illicit tobacco and boasting about how easy it is to get hold of counterfeit cigarettes he's put up a sign highlighting the dangers of such products.

Roger Singh, of Nisa Local Saltaire in Shipley, Yorkshire, which is part of a five-strong chain of family-owned stores, snapped when three customers

within two hours of opening asked for under-the-counter tobacco.

He made the sign and stuck it up on the gantry in the store after becoming increasingly concerned about the growth in the illicit tobacco business and the impotence of authorities in tackling the problem.

The sign, pictured, states that they're not interested in hearing about illicit

tobacco and outlines what might be contained in it before reminding customers they only sell legal cigarettes.

"It's becoming such a problem now, it's increased a lot recently," Mr Singh said. "The worrying thing is that everyone's so open about it. If you were burgling someone, you wouldn't go around broadcasting it."

WE'RE NOT INTERESTED IF YOU CAN BUY FAKE TOBACCO/CIGS. IT'S ILLEGAL AND THEY ARE COUNTERFEIT THEY HAVE RAT POISON, FAECES, TAR, AND OTHER CRAP IN THEM. WE SELL LEGAL STOCK ONLY

Shoppers love store's custom mag bags

A magazine specialist is publicising its business with custom-made carrier bags.

Wardour News in London's West End is giving

customers plastic bags emblazoned with a picture of the store, its name and contact details. The bag is also perfectly-sized for magazines.

Ash Patel, from the store, said: "It's a bit different from the normal size, we got it from a packaging company based on the magazines we sell.

"It's gone down really well with the customers."

The bags also highlight the store's range of fashion, art and design magazines.

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL
DUBLIN

06-07.09.2016



Neville Rhodes reports from the NFRN national council meeting

Communities value c-stores

Newsagents and convenience store owners provide a valuable and valued service to their communities, sustain a huge number of jobs, and bear the brunt of financial hardship during recessionary times, an Irish government minister told NFRN national council members meeting in Dublin last week.

Sean Canney TD, an Alliance party minister in the Irish coalition government, said his country's economy was based on small businesses, and congratulated the NFRN's Republic of Ireland district on achieving its centenary.

Mr Canney said local retailers across the British Isles not only made a living for themselves and their families and provided jobs for other people: their shops also played a valuable role in sustaining their communities.

Referring to the competition small businesses faced, Mr Canney urged the NFRN to work with other similar organisations to counter the power exerted on governments by conglomerates and multinationals.

Also welcoming the NFRN to Ireland was Mr Canney's Alliance party colleague Kevin Boxer Moran TD. He said politicians needed to hear from small businesses on issues such as the sugar tax, and urged NFRN members to talk to their parliamentarians.

Carriage charges under scrutiny

News wholesalers' carriage charges will come under increased scrutiny from a wide range of retailers now the topic has become a key agenda item for the



Alliance party minister Sean Canney told the NFRN national council that Ireland's economy was based on small businesses

recently formed News Retailer Group (NRG).

Members of the group, which includes Asda, the Co-op and McColl's, along with the NFRN and the Association of Convenience Stores representing independents and symbol groups, want to know what they are paying for and how the charges are calculated.

NFRN head of news Brian Murphy told council the federation intended to step up the challenge to the wholesalers over the charges, with more articles in the trade press, demands for discounts for service failures, and a wider campaign against charges that are unfair.

National president Ray Monelle assured members the NFRN would never drop the issue of carriage charges. Mr Murphy said a survey



Brian Murphy



Ray Monelle



Local retailers not only made a living for themselves and their families and provided jobs for other people: their shops also played a valuable role in sustaining communities

Sean Canney TD

Alliance party minister

of members showed a very low level of satisfaction with wholesalers' response to complaints, and it was clear the service standards multiple retailers receive are similar.

In her report to council, news operations committee chairman Linda Sood said she was confident the NRG's joined-up approach to trade issues will help the NFRN to bring about reforms.



Linda Sood

Lottery changes prove unpopular

Lottery players are unhappy with changes to draw games, and retailers are concerned about Camelot's relationship with them, council was told.

Yorkshire member James Wilkinson said he had reported players' criticisms of the latest prize structure for Lotto and the forthcoming



James Wilkinson

price increase for EuroMillions, and he felt their comments had not been taken seriously.

Sales of draw games were "going down the pan", and Camelot needed to wake up, he said.

Concern was also expressed about Camelot's dealings with retailers when stores changed hands. Peter Robinson, South Wales, said both vendors and buyers faced uncertainty.

Camelot should be asked to set a target for each store, and if the target was being met, the terminal would remain in place for the new owner, Mr Robinson said.

NFRN chief executive Paul Baxter said he would raise the issue of players' dissatisfactions and press Camelot to set minimum transaction targets for individual stores at a meeting with the company scheduled for this week.

Landmark for credit union

The NFRN Credit Union is on course to reach a key landmark next year, its executive president Tom Searle told council.

Assets of £1m would allow the savings and loans mutual to make loans of up to £15,000. The current limit is £5,000. Mr Searle said the mutual, which has lent NFRN members more than £600,000 since it was formed 10 years ago, currently has assets of around £750,000.

Profits from loans are distributed to credit union members in the form of dividends, and savings are protected by the Financial Services Compensation Scheme.



Peter Robinson

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NATIONAL COUNCIL

NFRN NATIONAL COUNCIL DUBLIN

06-07.09.2016



Neville Rhodes reports from the NFRN national council meeting

Police get to multiples quicker

Police response times to retail crime incidents reported by large multiple retail groups are 45% quicker on average than responses to independent retailers, an NFRN survey shows.

The survey, based on analysis of data supplied by police forces across the UK in response to Freedom of Information requests, also shows that 89% of incidents did not result in prosecution.

NFRN public affairs manager Will Pryce told council the federation had set three main objectives to raise the profile of retail crime: to engage directly with police forces and police and crime commissioners (PCCs); to persuade police forces to establish Business Crime Partnerships; and to promote links between retailers and their local police.

An NFRN report on retail crime, Victims in Retail, is being sent to MPs and PCCs.

Sugar tax 'will cost £8k a year'

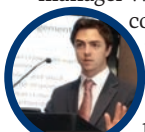
Although the government's proposed sugar tax on soft drinks would be levied on manufacturers, its impact would be greatest on retailers, a senior industry executive warned.

Jim Fox, Coca-Cola's public affairs director for Europe, said the tax as outlined in the government's consultation document would be 'a big leap', adding 58p to the retail price of a 2l bottle of Coke, and 10p to a standard can.

According to estimates by Oxford Economics,



Jim Fox from Coca-Cola European Partners presents to national council



Will Pryce

citing research by the Economics and Social Research Council, the tax would result in the average small retailer losing £8,100 a year in soft drink sales.

The tax would also cause a serious upheaval in the UK soft drinks market – as a similar tax had in Denmark – by encouraging 'grey market' imports, Mr Fox said.

He also warned retailers a sugar tax would not stop with soft drinks: it would be extended to other sugar products such as confectionery.

Urging retailers to fight the tax by supporting the industry's 'Face The Facts, Can the Tax?' campaign, Mr Fox admitted it would be hard to win.

"Obesity is a serious issue and Coca-Cola has stepped up to the challenge of fighting it by reformulating our products. But this tax is about politics," Mr Fox said.

NFRN improves field support

The NFRN is aiming to boost quality contact with members by making major

Obesity is a serious issue and Coca-Cola has stepped up to the challenge of fighting it by reformulating our products. But this tax is about politics

Jim Fox

Coca-Cola public affairs director, Europe

changes to its field support structure.

The changes will involve a reduction in the number of retail development managers (RDM) territories from 23 to 14 and the appointment of five regional support officers (RSOs) who will work from home, contacting members by phone and email.

Chief executive Paul Baxter said the changes were necessary because only half of members are available when their RDM visits their premises. "Members are asking: 'Why can't my RDM help me when I need him?', and we need to align members' needs with our RDM support structure," he said.

The changes should achieve improved contact availability by reducing wasted visits, and the introduction of outbound telephone contact starting in 2017 should help to achieve this, he added.

Announcing the changes, head of operations Margaret McClo-

skey, said the NFRN's RDMs would be expected to work towards a recognised business qualification. Recruitment of RSOs would begin in October after being advertised internally.

What kind of legal advice?

The NFRN is reviewing the scope of the legal help it offers members, Paul Baxter told council.

It was a question of what legal help most members wanted. "Is it simply advice, or a more detailed involvement dealing with their claims?" he asked.

The NFRN's national executive committee is evaluating a number of options, including the existing service, and any changes will be announced in due course.

Yorkshire member Stuart Reddish described the NFRN's legal helpline as "a fantastic service" and a huge benefit to members.



Paul Baxter



Margaret McCloskey



Stuart Reddish

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL
DUBLIN

06-07.09.2016



Neville Rhodes reports from the NFRN national council meeting

News category problems aired

Members' problems with the news category were emphasised by the wide range of queries raised by national councillors following a comprehensive report on the news operations committee's activities by NFRN head of news Brian Murphy.

A chart showing the number of missed cut-offs and re-runs was met with the suggestion by Yorkshire member James Wilkinson that inbound arrival statistics did not tell the whole story.

The bunching of deliveries close to the cut-off time, sometimes coinciding with the arrival of totes from the magazine packing centre, meant warehouse staff were under intense pressure and rounds were going out late.

"We are beating our heads against a brick wall over late deliveries and our members are fed up," he said.

Martin Ward, Northern district, said a shortage of packing staff and drivers was causing lateness all over the country.

Scottish national executive committee member David Woodrow asked whether publishers who planned to pull out of direct delivery were co-operating with the NFRN to place customers' orders with members.

Jason Birks, national executive committee member from the Northern district, said retailers' own rounds often overlapped with publishers' direct delivery areas, so co-operation was



The NFRN has launched a survey into the impact of the National Living Wage

vital.

Mr Murphy said Store-2Door would be tendering for various titles when publishers planned to give up direct deliveries, and he would liaise with Store-2Door-registered members as opportunities arose.

Mr Woodrow also argued that in the digital age there was no longer a valid reason for extending wholesalers' cut-off times and the practice should cease.

Stuart Reddish, Yorkshire district, said members were still not satisfied that enough was being done to counteract sales of magazines on market stalls.

Mr Murphy said a great deal of work had been done to find the market traders' suppliers, but tracing how and where they obtained their supplies was a huge challenge, and so far nobody was willing to meet the costs.

A publisher's letter about a cover price increase mentioning the support the newspaper provided to retailers prompted



We are beating our heads against a brick wall over late deliveries and our members are fed up

James Wilkinson

Yorkshire NFRN member

Kent district member Christine Southern to ask the publisher what support they were talking about. "We support you by giving you a paper to sell," Christine was told.

National Living Wage survey

The NFRN has launched a survey on the impact of increased National Living Wage rates on members' businesses, and have encouraged members to take part online at www.surveymonkey.co.uk/1/55C7XH5.

Tom Searle, London district, said there were cases where rogue retailers were paying well below the legal minimum, out of the till, thereby showing reduced sales and profits, and paying less tax.

"This is unfair competition and it is affecting us," he said.

Stuart Reddish, Yorkshire district, said one effect of the higher living wage was mem-

bers were either working longer hours themselves or employing young people rather than adults.

Ray Crawford, Devon & Cornwall district, urged the NFRN to make a strong submission to the government opposing HMRC's proposals to require incorporated businesses to submit accounts on a quarterly basis.

Helpline renamed NFRN Connect

The NFRN is renaming its helpline as the NFRN Connect to highlight the point that it is the first stop for members' queries and enquiries, and to differentiate it from the helplines used by the news wholesalers and other suppliers.

The number of calls received by the contact centre has risen by 45% over the past 12 months to 85,000, and the service has saved more than £350,000 of members' money.

Commercial's positive outlook

Trading conditions for NFRN Commercial during the first half of 2016 were extremely challenging, but the outlook is reasonably positive for a small surplus at the year end, chairman Ian Shaw reported.

Trading manager Carolyn Kirkland said Shoplink had almost 4,000 unique visitors during the first half of the year, and an average basket spend of £224.

Snowshock, Diamond Mist and Expotutto's overhead gantries were among the best-selling lines.

The company is working on the development of a new symbol, Everyday, and its Model Shop programme is being rebranded as Shoplink Store Development.



Martin Ward



Jason Birks



Christine Southern



Tom Searle

OPINION

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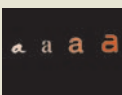
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YOUR SAY Retailers diversifying to offer a wider variety of services has helped the convenience sector grow. Have you introduced any new services this year?

Paul Mather

Sherston Post Office,
Malmesbury,
Wiltshire

We've not so much diversified as deepened our offering. So rather than do something completely different, we're offering a wider selection of things we've already stocked. We've got a deeper range of greetings cards now and we're getting a reputation for value and choice with them. We're offering a better range of things like batteries and lightbulbs too.

David Lewis

Spar Crescent Stores,
Minster Lovell, Witney,
Oxon

We haven't done a great deal. We added a coffee machine a while ago and we're now selling about 150 to 160 cups a week, which is good. The major change in the past 12 months



came when we got rid of two of the big Coke fridges and bought one of our own. It looks fab, it's reduced the heat in the store and it's cut down on our electricity bills. Turnover is still going the right way too.

Peter Lamb

Lambs Larder,
Bells Yew Green,
Tunbridge Wells

We do a lot of diversification,

but it's just as much about differentiation, selling products you can't get in the supermarkets. We've just got some local honey that has honeycomb in it, you can't get that anywhere else. We sell t-shirts, selfie sticks, memory cards for cameras, we even started a book and CD exchange - we sell them too. We've got local business cards on the wall, that generates £200 a month for no outlay.

YOUR STOCK Are you still stocking tobacco lines disappearing as part of EUTPD II? Do you think shoppers would pay a premium price for them?

Carl Pickering

Top Shop News,
Hesketh Bank,
Preston

We've stopped stocking some of the premium brands in 10s, such as Silk Cut, but we're still stocking the more budget brands. There's still quite a demand for those. They're selling just as well as they

did before. I think people will continue buying them until the stock is no longer available.

Bhavesh Parekh

Kwiksave,
Little Lever,
Bolton

I don't think enough people know about the legislation or that 10s and menthol will

be disappearing from the shelves. When they can't get them anymore, I'm expecting complaints, but everything is still available from every supplier. You can tell people it's coming, but they won't notice until they've gone.

Louisa Keys

Key News and Stores,
Sheffield

It's business as normal for us on cigarettes. We're getting to the end of our Marlboro Reds in 10s, and we might not get more in once they've gone, as they are slow sellers, but everything else is still in stock at the wholesalers. A lot of people still don't know about the changes. We've reorganised and rationalised a bit, we've put everything in alphabetical order ready for plain packaging, which gets some people talking about it.





headline partner

learning partners



12 October 2016

LOCAL SHOP SUMMIT

London



Shaping consumer choice

Growing profits from the latest shopper trends

TRENDS show that consumers are increasingly adopting healthier lifestyles and are thinking carefully about what products they put in their basket. How can you take advantage of this opportunity to make sure you provide a choice of healthy alternatives to drive profits?

Find out at the must-attend live session hosted by Coca-Cola European Partners (CCEP) during the **Local Shop Summit at**

Twickenham Stadium, London on Wednesday 12 October.

Alongside expert panellists and retailer influencers, CCEP will be discussing how retailers can take a responsible approach to stocking decisions by offering choice through the availability of lower and sugar free drinks in order to keep up with changing shopper attitudes.

“Consumers are increasingly focused on health and wellbeing, and brands are investing

in product innovation and reformulation to meet this demand.

“The soft drinks category is leading the way and we look forward to sharing with retailers how to drive sales growth at the Local Shop Summit.” says Gary Black, director of wholesale & convenience at CCEP.

How do you currently cater for growing specialist trends like dairy and gluten free? How much do you know about the changing

habits of your customers? And are you aware of the healthy alternatives available within each category?

Whether you’re looking for advice on how you can offer choice to your shoppers, how keeping up with consumer trends helps you to stay competitive, or guidance on getting your product mix right, attending CCEP’s Local Shop Summit session will give you the insight you need for future sales success.

Book your place today at betterRetailing.com/LSS/register

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LETTERS

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

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

Radio Times is not helping newstrade by direct delivery

I think it was disingenuous to say the least of Radio Times to claim that they are helping the newstrade.

I think Neville Rhodes got it spot on as usual (RN, 26 August). Twenty-five years ago we had a healthy ordered sale of about 60 Radio Times delivered and eight shop saves.

While I know that an odd one or two customers have moved on or died, the biggest cause of our declining Radio Times sale is customers coming in and saying 'I have had an offer to buy the magazine for four weeks for £x, so we're very sorry, but we are cancelling our sub'. And so it goes on. We currently deliver 10 Radio Times and have two reserved copies.

John Parkinson
Broadway Premier,
Penrhyn Bay,
Llandudno

A Radio Times spokesman said:

"We're always happy to hear from independent retailers, however John's comparison of sales figures from 25 years ago is misleading. The TV listings magazine market was a completely different world, the market was still regulated and there were only two brands on sale - Radio Times and TV Times. There were no free listing supplements in newspapers, no EPGs on televisions and no internet. Consumer habits were completely different.

"As we've previously stated, Radio Times - like many other magazine and newspaper titles - looks to deliver our product to our customers through a variety of different channels, whichever way is most convenient to them. Subscriptions are just one element of our sales strategy. The newsstand remains overwhelmingly the biggest driver of our sales, with indies an integral part of this, accounting for more than 30% of total



EXPRESS AND STAR IN FIRING LINE OVER 'PRICING' FLASHES

I started a flurry of tweets after complaining about the flash on the Express and the Star, telling people it just costs 10p or 20p.

The bottom line is it's not 10p. It says in the small print, it's just 10p cheaper than the Mail. It's the same with the Star, it has this great 20p flash then it says "cheaper than the Sun". They do fool the public.

People are always looking for better value and this plays on that.

I still sell them, because I stock every newspaper, but it's not fair. The majority of my customers are in their 60s, they

want a bargain. I usually tell people, "you know it's not 20p or 10p, don't you?" It's unfair to older people who might buy the paper for the health stories and so on. When I point it out, people often say they'll just leave it then.

People don't like to be taken for a fool. They might take it home and then look at the small print and see it and feel like someone's made them look stupid. It just makes people feel silly and it doesn't help anybody.

Eugene Diamond
Diamond's Newsagents,
Ballymena, Northern Ireland

sales on a typical issue.

"Radio Times is the UK's most valuable magazine at the newsstand: in 2015 Radio Times was worth £14.5m RSV for independent retailers and retailers now pocket a mighty 58p per copy. Our RSV is 66% higher than any other title in market. Radio Times continues to be a committed supporter of UK retailers."

Thanks for all the kind words and tributes to Bob Taylor

On behalf of my sons Barrie and Glyn, may I take this opportunity to thank all members of the NFRN

for the cards and floral tributes sent by so many.

We were very touched that so many districts and branches remembered him.

I was unaware that chief executive Paul Baxter and national president Ray Monelle were present at the church service and the reception afterwards as I would have liked to have spoken to them.

Bob loved the NFRN and he was very happy that Barrie and Glyn followed in his footsteps.

Thank you for the obituary published in 2 September's Retail Newsagent.

Bob would have said: "Good job, well done."

Margaret Taylor

#TOP TWEETS

Who's saying what in the convenience retail

Let's see how long we have to wait to take our first new £5 note #newfiver
@TindaSahota

Watch an emotional @Sood-Linda talk about her experience of employee theft on the BBC programme Caught Red Handed
@NFRN_Online

Don't forget to grab your coffee for Monday morning! @GrumpyMule @Unionroasted @stroudgreen @LondisFPR

This month's best is the courgette! Here's some help with making your veg as delicious as possible!
#Biddles...
@BiddlesSimplyFre

Stay cool at binnys canterbury with cold ice tea and loads of other cold drinks.
#canterbury #arizona #icetea @binnysshop

Displaying our @IAAcademy Top 100 independent certificate! #IAA16 #proudretiler @shophooky

Sugar tax @NFRN_Online day of action announced for 16th September, inviting politicians to members' stores
@abduul_qadar



We were very touched that so many districts and branches remembered him
Margaret Taylor

Which missing products are costing you money?



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

Buy your copy today for £4.99

Print edition – contact Tom Thorn 020 7689 3384 tom.thorn@newtrade.co.uk

Digital edition – order at betterRetailing.com/what-to-stock



Marketing to Customers

In April, Paypoint's regional development manager Joe Pniok visited Jingsh Patel's store in Ickleford to advise on how to better market his store to customers, three months on, what changes has Jingsh made?

Jingsh's action plan



- Create a chalkboard sign to communicate fresh sandwich deals outside the store
- Remove and reduce slow-selling lines, lower middle aisle shelf height and magazine display
- Create a marketing plan to ensure Facebook is updated regularly and track reports

Jingsh says

"I found the visit and action plan very helpful. I have discontinued slow-selling lines including coconut milk and sauce sachets and stopped re-ordering some other unpopular lines. I haven't put up a chalkboard or updated Facebook, but with the Christmas season coming up, I'll be sure to advertise my Christmas trees. I've also taken down my posters from outside so people can see in to the store. This has increased visibility and made my store more attractive to customers."

Your action plan



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

YOUR ISSUE

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RNreporter@newtrade.co.uk
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facebook.com/retailnewsagent



IMPACT OF RAM-RAID STILL COSTLY TWO MONTHS LATER

Two months of upheaval began for Cambridge retailer John Green at the end of July – and it's still yet to be resolved. It started when a JCB, stolen from a nearby farm, was crashed into the front of his shop JR Green in Sawtry, Huntingdon, in a failed bid to rob his cash machine, causing structural damage.

It came as Mr Green was preparing to undergo a refurbishment and switch to a Premier fascia, which has had to be put on hold until the insurers calculate the cost of repairs following the ram-raid and pay out.

"We're still waiting for the repairs. We need to rebuild the front of the shop," he says.

"The damage is quite considerable; we need to take the window out and then rebuild from the ground up to the first floor. We then need



to put the window back in and put the cash machine back in."

While the exact bill for the damage is still not entirely clear, Mr Green says it is certain to be hefty for the insurers. A fact which might be behind some of the delays.

"It's a long process if the insurance company is paying out, it's all got to be approved. You get the assessors out and see what needs to be done. We had someone in to take down the plasterwork, to see if there are any structural problems," he says.

A long-standing NFRN member and national councillor Mr Green has remained trading ever since, albeit with reduced takings and footfall.

While he praised his loyal customers for still visiting the store, the lack of a cash machine has had an impact on trade.

"It's affected the business," he says. "It's not only the cash machine footfall. If someone's going shopping and they need cash, they'll go where they

can get cash and get their shopping there too. People can't get cash to get their top ups, so we've lost on the card sales, and the Lottery is down as well for the same reason.

"But we carried on trading, that's the important thing."

Mr Green says he has now been told repair works will get underway shortly and is expected to be completed in October when he will be able to start work on the store's refurbishment and move to Premier.

"I've moved stuff back to give the assessors and workers space, when that's finished, we'll be in Premier mode from October," he says.

A spokesman for the Association of British Insurers said it didn't comment on individual cases, but added: "In general, insurers understand it can be stressful if a business is damaged, so will do everything they can to get a business back up and running as quickly as possible and settle the claim within a reasonable time."

“The damage is quite considerable; we need to take the window out and then rebuild from the ground up to the first floor. We then need to put the window back in and put the cash machine back in.”

John Green

JR Green, Sawtry, Huntingdon

BINTESH AMIN

COLUMNIST

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📧 @RetailNewsagent



Students and pupils? I've studied them

September is a key time for both my stores and I've been working hard to make sure my range, promotions and layout are fit for purpose

My Londis is near a school and my other shop, Binnys, is near a university, so I've been working to make sure both stores are ready for the new term.

In my Londis, I've looked at ranges, prices and offers in every category to attract extra sales throughout the day, particularly with children's lunchboxes in mind.

I've added more than 100 products around the store, rejigging the stock in my chiller, for example, and adding fresh ingredients for packed lunches such as ham and other meat. I have more yoghurt, fruit and veg, and a better range of DairyLea Dunkers and sausage rolls in there too.

A lot of my fresh produce comes from local suppliers, and now I've got a deli counter I've been able to cut up my own stock of meat and cheeses for sandwiches too. I've also tried a new bread range.

With basic fresh and chilled products, I run back to school multibuy promotions every year – bread and milk for £1, or a deal on bread and cheese, for example. For me, it's about making things easier for customers.

In my snacks range, I've added multipacks which, at £1 and £2, offer parents great value and help them save money. I've added new flavours like Walkers Ham & Mustard and Cheese Toastie & Worcester Sauce as a way to help parents make lunchboxes a bit different too.

With chocolate, I've added to my standard range with multipacks of

brands such as Mars and Snickers, which sell at three or four for £1. I've also got treat-sized bags of sweets like Fruit Pastilles and family fun packs.

Customers want easy options at the end of the day too, so I've made sure they can grab ingredients or whole dinners from me rather than having to go to the supermarkets. I've expanded my range of frozen meals by sourcing frozen curries from a local firm that supplies farmers markets in Kent. These are more premium lines, but at the other end of the scale, I've got more £1 pricemarked stock too.

I'm also benefiting from the bigger range of stock I can get from Booker now they've taken over Londis. I get most of my chilled range from them and they have good prices and dates, which means I've been able to increase my microwave range from eight products to 24. That's going well because when people know you've got a decent-sized range to choose from, they will come in and browse.



“ Much of the work I've done has been to have Binnys ready for the new university term

Over at Binnys, the shop is much more student-driven. I've had this shop open for nine months now and have a good range of food to go, drinks, energy drinks, crisps and snacks established. My range and prices are fine, so as students start to come back this week and I get a whole set of new potential customers I need to work on marketing. I've linked up with some clubs and taxi firms to run promotions and do leafleting to get my name out.

I checked the shops nearby and noticed they don't stock pricemarked packs, so I'll also make sure I market things like my £1 energy drinks and run offers like 'spend £5 and get something free'.

I also want to stock more novelty products, because I've noticed things like Clipper lighters have been a hit at Binnys. Most people charge £1.50 for them so I charge £1 and students have gone mad for them – I had one person buy four at once the other day. I'm wondering what other novelty products will sell.

I'm excited about the next few months because this year, much of the work I've done to set Binnys up has been with the aim of having it ready for the start of this new university term.

Bintesh Amin runs Binny's in Canterbury and a Londis store in Blean

★ Making a festive profit

✚ **I need to** get my plans in place for Christmas now. This will be my first Christmas with Binnys so I'll use it as a test. The big challenge for me is how to make it profitable – it's not just about being busy. In previous years, I've bought stock from the supermarkets because it's cheaper than the wholesalers. But this year, in both my stores, I want it to be about offering convenience rather than creating a price perception. It's about making it profitable.

Be Prepared for TPD2



Your guide through change

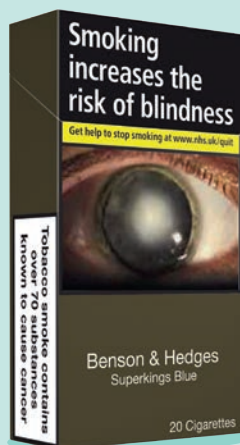
The latest advice from JTI

With TPD2 compliant stock beginning to appear on gantries, JTI is urging retailers to begin preparing now.

To help retailers, as part of its *Your Guide Through Change* initiative JTI has created an informative video and detailed leaflet to offer clear advice on the steps to take. These resources, free to watch, read and download, are hosted on the JTI Advance website and app, meaning that retailers can access them 24/7.

Here, JTI provides industry leading advice and practical steps to ensure retailers can be prepared and continue to profit from the tobacco category.

What will the pack changes look like?



Stock Rotation will be key as plain packs begin to filter through. **Always sell branded stock first.**

From 20 May 2017 it will be illegal to sell branded stock.

The importance of competitive pricing

Price

Price is a key factor for existing adult smokers to choose where they shop for tobacco¹



RRP

JTI's recommendation is to sell their products at or below the recommended retail price to maximise sales



Keep stocking a wide range

Tobacco shoppers can be worth £2,000² a year but 26% of existing adult smokers³ will choose to buy elsewhere if their brand is unavailable



Informing your customers

With more than a quarter of existing adult smokers³ choosing to buy elsewhere if their brand is unavailable, it is crucial for retailers that their customers understand the changes and do not look elsewhere for their preferred brand or pack size.

To help retailers communicate these changes to customers, JTI is launching a consumer awareness campaign that includes a new website (packchanges.co.uk) as well as informative posters and leaflets.

Available to all retailers nationwide, these should be displayed in store, with retailers making use of the leaflet dispenser that JTI will be also supplying as part of its support.



Direct your customers to packchanges.co.uk for TPD2 information

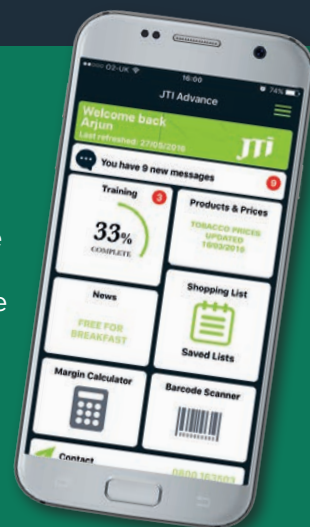
Support from JTI

JTI sales teams

JTI's sales force will provide updates and advice about the changes to the tobacco category. Retailers should speak to their rep about JTI's consumer facing posters, leaflets and leaflet dispensers to ensure that their customers are well informed of the changes.

JTI Advance Website & App

Available 24/7, the JTI Advance website allows you to check the latest news and TPD2 information at your leisure. Featuring videos and training modules, the website contains the information that you need, when you need it. Now available for mobile too with the new, free to download, JTI Advance mobile app.



JTI has created a **new video** containing everything retailers need to know to be prepared for TPD2. To watch the video, visit the legislation section of JTI Advance (<https://www.jtiadvance.co.uk/article/tobacco-products-directive>). Here retailers will also find a training module which they can use to ensure staff are well trained on the law and regulatory and legislative changes.

If you haven't signed up yet, speak to your sales rep or contact JTI's Customer Care Line on **0800 163 503**.

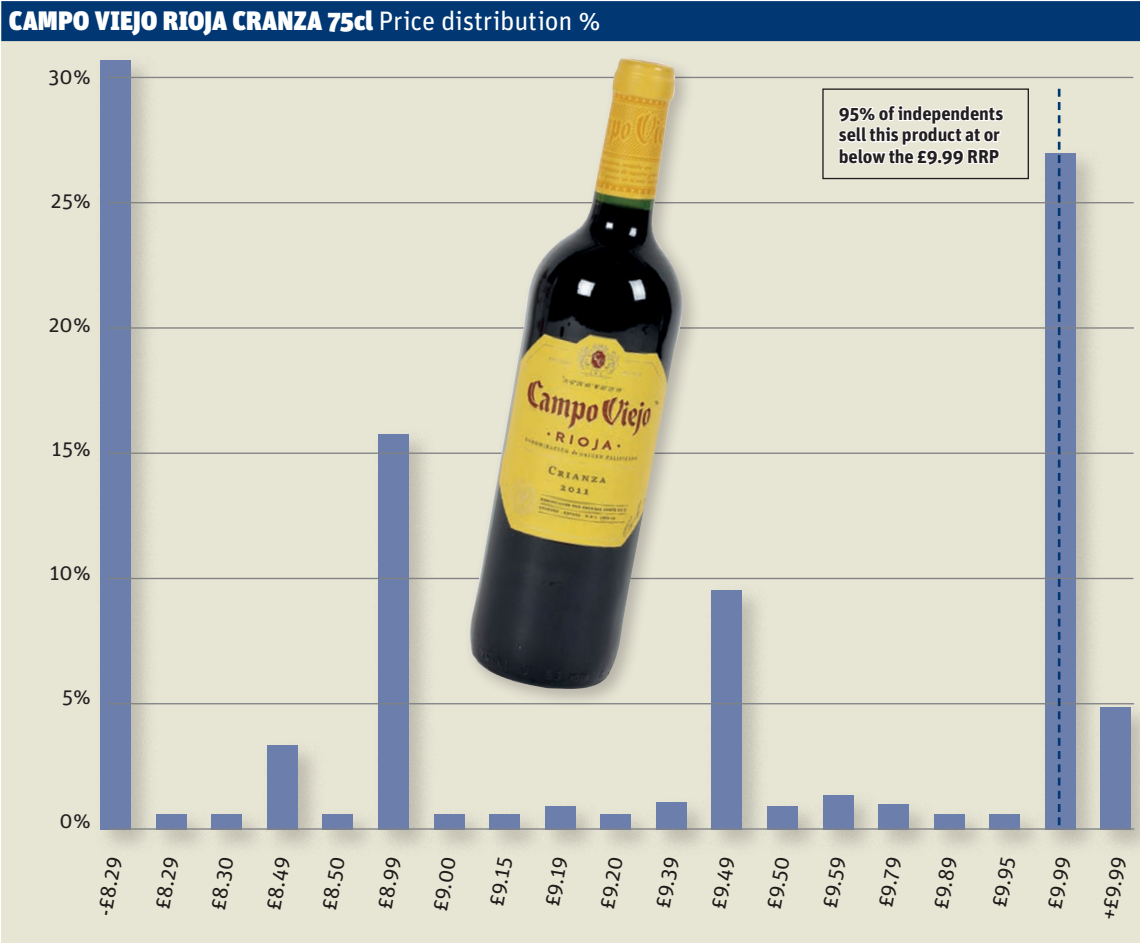
1. JTI Shopper Missions Research (n=818) S22. Which of the following is most important to you in a store where you shop for tobacco products?
2. JTI Estimates. 3. IPSOS Q2 2014 to Q1 2015. JTI's UK trading company is Gallaher Limited.

PRICEWATCH

Benchmark your prices against your peers

In focus Red wine

Sample prices



| PRODUCT |
|--|
| Hardys Bin 161 Shiraz 75cl |
| Hardys VR Merlot 75cl |
| Blossom Hill California Red 75cl |
| Hardys VR Shiraz 75cl |
| Isla Negra Merlot 75cl |
| Echo Falls Red 75cl |
| Campo Viejo Rioja Cranza 75cl |
| Yellow Tail Shiraz 75cl |
| Hardys VR Merlot 75cl |
| Casillero Del Diablo Cabernet Sauvignon 75cl |
| Jacobs Creek Merlot 75cl |
| Casillero Del Diablo Merlot 75cl |

Analysis

As a category, red wine is largely unaffected by pricemarking and retailers have a large selection of brands and prices to choose from. Unusually, the RRP seems to be the price cap for this category, with

67.5% of retailers undercutting it. The 16.3% pricing Campo Viejo Rioja Cranza – the product in our graph this week – at £1 lower than the RRP at £8.99 will be missing out on a potential £312 extra profit

a year, on the assumption of selling an outer of six each week. Retailers we spoke to said despite this profit drop, acceptable profits margins were still achievable at the lower prices.

How we drive our profit

Andrew Wright

STORE Wright Way
LOCATION Rackheath, Norfolk
SIZE 550sq ft
TYPE residential

TOP TIP
I stock up on popular products when Booker do a £19.99 per case promotion



I sell around 50 to 60 bottles of red wine a week across my whole range, which is a selection of the popular brands including Hardys, Blossom Hill and Yellow Tail. Price is really important to my customers and my best sales come from products with a £5 price point. I regularly undercut the wholesale RRP if I can and still make a profit. I get most of my wine from Booker, but I also use Select Cash and Carry and it has fewer deals but those it does have tend to be cheaper.

Mital Patel

STORE Bargain Booze Select Convenience Store
LOCATION Brentwood, Essex
SIZE 700sq ft
TYPE high street

TOP TIP
We do taste testing in store to get people trying the range we have available



As a Bargain Booze we have a large range of red wine, with around 100 different brands, starting at £5 up to £30. I follow the planograms given by Bargain Booze on what to stock as they are based on consumer trends and taste tested by the company. Bargain Booze also has a range of exclusive brands not available anywhere else, such as Spanish wine Marques de Rocas, so I make a point of highlighting these with PoS. I get steady sales across the range including the £30 bottles and usually get a margin of around 20%.

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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 MAIN STREET C STORE IN DARTMOOR VILLAGE | RETAILER 2 LOCAL STORE IN NORFOLK HOLIDAY COASTAL VILLAGE | RETAILER 3 SMALL LOCAL STORE IN LONDON SUBURBAN HIGH STREET | RETAILER 4 NEIGHBOURHOOD SHOP IN 1930S LIVERPOOL SUBURB | RETAILER 5 LOCAL SHOP IN RURAL BERKSHIRE VILLAGE | RETAILER 6 LOCAL SHOP LARGE SCOTTISH HIGHLAND TOWN SUBURB |
|------------|---------|---|--|--|--|---|--|
| £5.00 | £5.05 | - | £5.00 | - | - | - | £5.00 |
| £6.99 | £6.13 | £6.39 | £6.99 | £4.99 | £5.99 | £6.99 | £6.99 |
| £6.59 | £5.14 | £4.99 | - | £4.99 | £4.99 | - | £6.29 |
| £6.99 | £6.21 | £6.39 | £6.99 | £4.99 | - | - | £5.99 |
| £5.00 | £5.02 | - | £5.00 | - | - | - | £5.00 |
| £5.99 | £4.91 | £4.99 | - | - | £3.99 | £5.99 | £6.49 |
| £9.99 | £8.99 | - | £9.99 | - | - | £9.99 | - |
| £7.49 | £6.54 | - | £7.99 | £6.99 | £6.99 | - | - |
| £6.99 | £5.75 | £6.39 | - | £4.99 | £5.99 | - | - |
| £7.99 | £6.92 | - | £7.99 | - | £6.99 | £7.99 | - |
| £8.99 | £7.95 | - | £8.99 | - | - | £8.99 | - |
| £7.99 | £6.88 | £7.29 | - | £6.99 | - | £7.99 | - |

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jon Powell

The Newsagent, Newport Wales



Lloyd Millar
Newport
postcards,
40p each



Where did you discover it?

There used to be a Welsh gift shop close to here and when they closed last year I brought some of the merchandise, including postcards, and I realised there were no Newport postcards available anywhere in the city. As people often asked for them I looked into having a local photographer supply the shop with a range. We got our first delivery of eight different designs this summer. They have done really well as we only have a few left from our original order of 400.

Who buys it?

They sell better in the summer when people are visiting on holiday. We found that tourists buying them tended to buy more than one design, usually the whole set of eight. It has also been local people too because the photographer is well-known in the area so it allowed them to buy some of his work.

Why is it so successful?

There was a gap in the market for this product as nowhere else in the area has postcards with Newport scenes on. Now we have almost sold out I will be looking to place another order with him. I am also thinking about stocking postcards with pictures taken by another popular Newport photographer.

Bay Bashir

STORE Belle Vue Convenience Store
LOCATION Middlesbrough, Cleveland
SIZE 800sq ft
TYPE neighbourhood

TOP TIP

Deals such as three bottles for £13 and two for £10 are very popular with my customers



I stock around 25 different variants of red wine across the different price ranges including Echo Falls, Blossom Hill and Silver Bear. My best sales are definitely at the value end of the scale, with Echo Falls topping the chart as my top seller. Every day customers in the shop don't tend to spend more than £10 - most sales are between £4 and £8, so this is how I price most of the range. My margins for this are around 20% at the bottom end and 30% on the more premium wines - although, of course, the volume of sales are slower.

Bintesh Amin

STORE Blean Village Londis
LOCATION Blean, Canterbury
SIZE 1,800sq ft
TYPE village

TOP TIP

I trimmed back my value range to the seven variants that sell best



I stock around 27 different red wines, from £5 for the cheaper variants and from £7 for more fine wines. I opted away from the standard commercial names such as Echo Falls, and instead have used a local wine wholesaler which usually supplies wine to restaurants. This gives us a really strong point of difference. It has taken a while to build up but we now have steady sales in this area. I stock a range of prices as I find people spend different amounts depending on what day of the week it is. This tends to be £8-9 in the week and £12-15 at the weekend. ●

RETAILER PROFILE



A new kid in town

Just six months after opening, Jasdev Jatana's Family Shopper Subway in the market town of March has seen weekly sales jump by more than £10,000 and has made the IAA's Top 100 list of UK stores. **Charlie Faulkner** reports

Jasdev Jatana's new 2,500sq ft business is the first convenience store to carry the Family Shopper fascia in East Anglia – and it was the promotions available through the group that first attracted the 26-year-old businessman, who also owns a Premier store in the area, to join it.

"The Family Shopper team at Booker were aware of the fact we were going to take over the premises and they took us to look at stores in Nottinghamshire to learn more.

"The deals and the layout of the store were a lot more eye-catching than other things we'd seen and my instinct was that I needed these kind of deals to compete with the nearby Tesco Express," he says.

"Multipacks of crisps are always on offer with Family Shopper, milk is two for £1.50 and so are soft drinks."

In fact, the store has 20 such deals permanently running and Jasdev credits Family Shopper's promo-heavy ethos (its motto is 'bargains everyday') with helping weekly sales soar to as much as £20,000.

And, to further emphasise his value proposition, he is constantly looking for new opportunities to cut prices. He uses a separate discount wholesaler to get £1 pricemarked bottles of Barr soft drinks, for example, while Overseas Trading Limited (OTL) provides discount non-food items such as household goods, baby items, candles and stationery, all of which offer 50% profit margins.

Such is his commitment to low prices that Jasdev says it isn't unusual for new customers to confuse his shop with a pound store and even premium items, such as Gullon sugar-free biscuits, sit on the £1 pricepoint. "We are the only place in the whole town which stocks it. We stock the whole range and it's so popular we can't keep up with the demand," he says.

While Jasdev was confident these low prices would ensure price-conscious customers came back to his store time and again, he also wanted to offer time-poor customers a reason to walk through the door.

Following advice from a family friend, he decided to incorporate a Subway franchise to the premises.

"It works hand-in-hand because customers spend money in the store when they come in for a Subway and vice versa," says Jasdev.

Subway's online staff training portal, meanwhile, has proved to be an especially useful tool as Jasdev looks to get all of his staff trained up.

"If I think one of my staff needs training in a certain area, I can assign them with one of the courses," he says.

The success of his Subway franchise was recently confirmed when Jasdev realised his business had been recommended as a Subway training store – something he sees as a massive boost for himself and his team.



RN keeps me up-to-date with new stock and changes across retail, provides great tips for product placement and inspires my staff to try out new ideas.”

JASDEV JATANA



Jasdev Jatana's new store is the first to carry the Family Shopper fascia in East Anglia



“I like my staff members to know customers' names and to go out of their way to help find the products they're after”

As with the rest of the store, Subway also runs strong promotions to fit in with the rest of the business's identity.

“We recently had a Subway offer of £1.50 for a drink and a free Sub. That day we saw 412 transactions compared to around 150 on a normal day.”

Alongside the Subway franchise (and in another nod to the current trend for food to go and ready-to-eat-and-drink products), he also offers Slush drinks on the counter which have proven very popular this summer.

That customers can come to his store for great deals and fresh food has no doubt been a large part of Jasdev's instant success, but there's another reason why he thinks locals are choosing his business over the Tesco Express that lies just half a mile away from his door: customer service.

“I like my staff members to know customers' names and to go out of their way to help find the products they're after,” he says.

He also looks to them for ideas on where to improve the store, putting a feedback notepad on the counter for comments to be jotted down – something which he says is “vital”.

“We know around 60% of our customers. It's good fun and nice to feel like we're part of the community.” ●

VISIT MY SHOP

Family Shopper Subway
9 High Street,
March,
Cambridgeshire
PE15 9JA



Want to see more of Jasdev's store? Go to betterretailing.com/family-shopper-march

NEWS FEATURE

Is your store providing a compelling enough reason for customers to visit?

The arrival of the Association of Convenience Store's (ACS) latest Local Shop Report last week highlights why this is probably the most important question a retailer in 2016 can ask themselves.

Tom Gockelen-Kozlowski reports

Keep them coming

So many things are becoming as, if not more, convenient than a convenience store," said Blake Gladman, research director at retail analysts him! At the report's launch, pointing to the imminent arrival of one-hour delivery services from the likes of Tesco and Sainsbury's. "Services like contactless payment should be an absolute given when people want to go in and get out as quickly as possible."

Mr Gladman told attendees that retailers should also be considering delivery services, free in-store wifi and "anything that can ultimately make your store more convenient".

Inside the report, the ACS gave details of just how many retailers are offering services from cash machines and parcel collection to HND and even key-cutting.

How does this look in practice? RN has long reported on retailers adding these new services (and a host of others) to their stores in the quest to make their customers' lives easier. And with declining tobacco and newspaper sales, the arrival of a levy on sugary soft drinks and rising staffing costs thank to the National Living Wage providing further challenges to the success of many stores, these additional services are increasingly vital to a business' success. Here, we take a look through the RN archives to show how readers have developed their stores to reflect these trends.



Services like contactless payment should be an absolute given



39%*

Free cash machine

10%*

Charged cash machine

The arrival of an – mostly now free to use – ATM is increasingly a standard part of any store's refit. And the benefits go beyond offering convenience to customers – according to cash machine providers such as YourCash by using a store's takings to fill the machine, retailers can save up to £3,000 a year on bank charges.

28%*

Parcel services

It was 2013 when RN first reported on the way retailers were working with parcel delivery firms such as Collect+ and MyHermes. We even sent our own parcel to Budgens retailer Paul Gardner's store to road test the service ourselves. With one in five retail sales now happening online, allowing customers to pick up purchases in your store is even more relevant today.

Paul Gardner

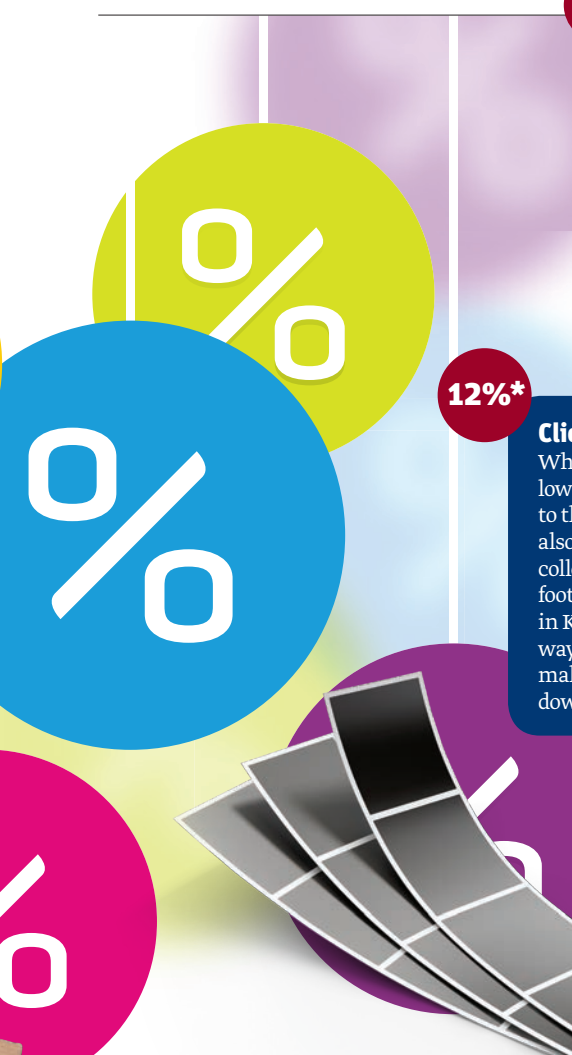
22%*

Recycling

Like many store owners in the UK, Jagjeet Hayre – who owns a Premier Express in Leicester – is bringing in new products such as fresh coffee to meet customers' changing demands. With coffee sales come used coffee cups, however, and Jagjeet is currently in discussions with his local council to get a recycling bin installed in the store's car park.

Jagjeet Hayre





8%* Local grocery delivery

Retailers such as Premier store owners Suresh Patel and Dennis and Linda Williams have long offered elderly and unwell customers delivery services to ensure customers aren't left hungry and isolated. More and more retailers are widening the surface out and Gary Pilsworth, of Offley Stores in Hertfordshire recently invested in a delivery van - complete with a design by local celebrity Tom Sheppard.



Suresh Patel

12%*

Click and collect

While offering a delivery service allows retailers to bring their businesses to their customers' doorsteps, there are also many benefits of offering click and collect ordering. As well as guaranteeing sales and footfall, retailers such as Kate Mills of Heath Stores in Kent, have found that advance ordering in this way helps retailers plan their own orders earlier, making their stores more efficient and cutting down on profit-sapping wastage.



Kate Mills

2%*

Photo booth

Cumbrian retailer Mike Mitchelson recently added a passport photobooth as part of a £40,000 refit of his post office store. "We offer a high-margin passport photos service. We sell the photos we take for £4.99, and we do up to 50 of these a week," he says.



Mike Mitchelson

17%*

Post office

The Post Office is an institution that's been at the heart of British culture for decades, but that doesn't mean it's stuck in the past. The Herring family in Shiphay are a great example: the father has run its postal services in the store since 1981 but with hot food to go and regular low-priced promotions throughout the store, son Chris is ensuring his store attracts every kind of customer.



Chris Herring



9%* Home news delivery

News International's "Deliver my Sun" campaign is just the most prominent of a whole host of initiatives by publishers, trade bodies and wholesalers to encourage customers to get their newspaper delivered. The company recently advised Bobby Sood, of Falcon Convenience Store in Portsmouth, on the importance of using social media to grow sales.



Bobby Sood

1%*

Key cutting services

Amit Patel of Belvedere News in south east London wanted to give his customers extra reasons to use his store, having already invested in a passport photos service, Western Union concession and international foods for his diverse customer base. Amit's next idea was paying £1,500 for a key cutting machine. "It's often overlooked as a good idea, but they do say that simple ideas are often the best," he says.



Amit Patel

2%*

Dry cleaning

As far back as 2013, RN was reporting on retailers adding dry cleaning services to their stores. Vineet Patel, owner of Wady & Brett Londis in leafy Kent, included the cleaning service alongside a DVD retail scheme and the National Lottery - all within his 1,000sq ft.



Vineet Patel

5 other amazing services RN readers have added to their stores

- Vip Panchmatia has installed an ice cream counter in his Mace Store in Stroud, Gloucestershire, providing a point of difference no other store has locally.
- Harris Aslam's customers travel from miles away to pick up freshly-squeezed orange juice from his 'do it yourself' unit at his Green's of Markinch store.
- Warners Budgen's in the Cotswold's village of Morton-in-Marsh offers glass hire for parties and a fresh fish van that delivers produce to the store weekly.
- Spar Hackney, run by James Brundle and the rest of the Eat 17 team, offers gourmet burgers and a full dining experience within the former cinema.
- David Wyatt's Gatwick store is an invaluable resource for flyers - his full English breakfast-in-box takeaway service is designed to be the perfect pre-journey meal.

8 amazing stats from the Local Shop Report 2016

This year's report was filled with some amazing facts and figures about our industry - how many were you aware of?

- 84% of retailers engaged in some kind of community activity in the past 12 months.
- Scotland has more shops per head than any other part of the UK.
- Convenience retailers invested £600m in their stores in the last year.
- 38% of store owners invested in new refrigeration in 2015/16.
- The average c-store employee travels 13 minutes to get to work
- Nearly a quarter of store owners have been in their businesses more than 25 years.
- The average c-store customer spends £6.13 per visit to their local store.
- More than one in five c-store shoppers use their store once a day.

*percentage of ACS members offering each service

E-CIGARETTES



With legislation about to change and sales trends constantly shifting its vital retailers keep up to date with the fast-moving e-cigarettes features.

Tom Gockelen-Kozlowski reports

Knowledge is profit

The market has grown by nearly half in two years



The growth of e-cigarettes – from almost nothing five years ago to an estimated £450m today – has been remarkable and suppliers don't expect it to stop any time soon. "Having grown by 48% in the past two years, all retailers should be reaping the benefits," says Jennifer Roberts, category controller at Blu. According to JTI, one of the big drivers of current growth is the rise of tank e-cigarettes. This sector has grown by 161% in the past year and now accounts for 44.3% of the market.

Flavours add 'fun' to the category



"Fun and flavour experimentation are key elements driving tobacco innovation," according to consumer insight firm Canadean. Jennifer Roberts at Blu says this should be reflected in stores. "To offer consumers a real choice we recommend retailers stock a range of flavours and strengths to suit different needs," she says. The company's 'blueberry' e-liquid is one of the biggest-selling e-liquids on the market, she adds. JTI, meanwhile, states that the most popular flavours are menthol (37%), fruit (30%) and tobacco (29%).

Tobacco companies are ambitious



"Our aim is to be number one worldwide," JTI sales director Andy Stevens told RN in July. This bold ambition is shared by many other tobacco companies – Imperial Tobacco owns Blu, British American Tobacco has Vype, while Philip Morris is investing internationally in heat-not-burn tobacco system IQOS. If any store owner ever dismissed e-cigarettes as merely a fad, the investment arriving from these multi-billion-pound companies should highlight the commitment the industry is making to this category. "Retailers should grasp the opportunity to be part of it. As new categories go if you're in there at the start it's easier," Mr Stevens says.



Having grown by 48% in the past two years, all retailers should be reaping the benefits

Brand loyalty is growing



As the investment of tobacco companies in the sector begins to tell, branding is becoming more important. A sign of this is the impending consolidation of all JTI e-cigarette products under the Logic name, which is already a well-established international brand. "The proliferation of brands in the e-cigarette category has led to poor category presentation, lost sales and consumer confusion as retailers try and squeeze brands into any available space they find," says Samantha Brown, a member of JTI's merchandising solutions team. The team behind rival brand Blu, meanwhile, warns that almost a third of customers would choose to shop elsewhere if a retailer didn't stock their first-choice e-cigarette brand.



Major suppliers are investing in product development and new brands



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blu.com

*UK retail data with Source: Nielsen Scantrack - Total Coverage - Value Sales 12 wks ending 02.04.2016.

E-CIGARETTES

KEEPING UP WITH LEGISLATION CHANGES

How to stay on the right side of the law

KNOW YOUR DEADLINES: From 20 May 2017 all e-cigarette products sold in the UK must be compliant with EUTPD II legislation.

KNOW THE RULES: From this date all products must be child-proof, tamper-proof, contain the right health warnings and labelling and be registered with the MHRA (the medicines and healthcare regulatory agency).

CHECK YOUR SUPPLIERS: Make sure the products you're stocking meet the required standards the

EUTPD II demands. Suppliers suggest not buying non-compliant stock past January of next year.

WORK WITH YOUR REPS: Major e-cigarette suppliers are investing in their sales teams to help retailers through this process.

BE POSITIVE: Manufacturers of major brands are confident the new regulations can be positive for the category, ensuring products meet high standards and only include high-quality ingredients.



Merchandising advice is changing



To further add clarity to this sector, JTI has unveiled a new e-cigarettes merchandising unit. The new-look gantries include a dedicated space for e-cigarettes, both for JTI's own logic brand and competitor products. "JTI is leading the way as the first supplier to develop a truly category-led merchandising solution and it is part of our long-term commitment to the category and retailers who choose to partner with us in developing the category further," Ms Brown says.

It's really important that we're well trained and have done our research

E-cigs have fans in the health lobby



Whoever would have imagined that a press release for brand owned by a major tobacco company would ever proudly quote the health lobby? But as more and more health and industry experts champion the effects e-cigarettes could have on the health of Britons, major figures in tobacco control are swinging behind the sector. A recent report from Action on Smoking and Health (ASH) recently found there to be 2.8 million vapers in the UK – that's more than the combined weekday sales of the Sun and the Daily Mirror.

Good category knowledge can help you attract lay out e-cigarette customers

Dal Singh

Spar Meriden, Coventry



This is a useful category to be in because although the rate of sale isn't as high as with tobacco, the margins are much better so it equals out. We stock Blu, E-lites and Nicolites and they are all positioned in a unit next to our gantry.

We get the same customers coming in for their favourite product and they will often pick up some chewing gum or another product on impulse.

We also get customers coming in for the first time and this is why it's really important that we're well trained and have done our research on the products we stock. We sell e-liquids at a variety of strengths, for example – 6mg to 16mg and knowing this helps when a customer says they smoke a lighter cigarette we can match the right e-liquid for them.

In terms of the upcoming regulation we're working closely with our reps and because they're major companies I feel confident we'll be ready for any changes that will occur. ●





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SOFT DRINKS

Functional soft drinks are now a common purchase for a range of customer types. As **Tom Gockelen-Kozlowski** learns, offering Brits the right drink to keep them going could be of great national importance

Get your range right

It might sound harsh, but we British aren't very good at being busy and working hard.

According to data from the OECD, we work far longer hours than France or Germany (32 hours per week compared to 28 hours per week in France and 26 in Germany) and yet our low levels of productivity mean French and German employers get considerably more value out of each hour worked by their employees.

Competing in this ever-more clogged global economy, is it any wonder, then, that Britons are looking to boost their energy and work rates

with any number of drinks that offer benefits to our health, fitness and stamina?

As the UK economy recovers from its post-crash decade of stagnated growth, Red Bull expects energy drink sales to jump 10% in the coming two and a half years. Core brands such as Red Bull represent a large 34.7% of sales in this category.

Yet many new, younger, niche brands are also taking a hold in this market.

Red Star Beverages distributes soft drinks brands including Arizona, vitamin-packed Vit Hit and even Starbucks iced coffee. Its managing director, Clark McIlroy, anticipates "an unprecedented level of innovation over the next few years", as consumers move away from high-calorie soft drinks and search out healthier alternatives.

"Modern consumers, and particularly the millennial generation, are as informed about the back of the pack as they are about the branding on the front," he says. "They often have pre-programmed reference points to inform their choice, such as calorie count, sugar content, and even the nature of the artificial sweeteners and preservatives. Yet taste remains paramount and for a long time there has been an unmet need in the market for great-tasting drinks that combine the hydration benefits of water with fantastic flavour, without the 'dis-benefits' of sugar and calories."

Here, we peer inside this rapidly evolving category, exploring how to cater to customers with diverse needs, from suit-clad office workers to pumped-up gym goers.



One of the biggest trends for us is health drinks



City workers



Nicholson Boyd

Trendy and health-conscious shoppers in big cities are all

ways on the lookout for the next big thing and for Spar retailer Nicholson Boyd, who owns Pickles of London in Dalston, this provides a big opportunity to profit.

"One of the biggest trends for us is health drinks. We've recently started stocking a brand called SavSe smoothies which are really popular. We stock the whole range including Protein Punch, Super Green and Super Orange. The range of customers who buy these products is pretty wide but those in their early twenties to mid-thirties probably buy them the most. They will pick up a healthy drink to go alongside a salad for lunch, for example.

"Although I think products like this are most popular in London this is a trend that's happening everywhere. Even our water range now reflects it and we stock a Romanian water with a higher mineral content called Aquatique. Another successful recent addition to our range has been Club Mate, a low-sugar high-caffeine soft drink."



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SOURCE: IRI 13W/E 21 MAY 16, £ROS OF EACH RED BULL SKU, UPSCALED TO REPRESENT AN AVERAGE STORES EXPECTED SALES OVER A YEAR.

SOFT DRINKS

Drivers

Whether commuting or travelling for work, drivers are a key customer type for many retailers.



John Stevenson

John Stevenson, who runs a Nisa Local forecourt in Oxbridge near Stockton-on-Tees, has a regular stream of thirsty drivers arriving in his store.

“Taxi drivers are our main market for caffeine-based drinks such as Red Bull. They will come in and pick up a drink between jobs. Another big opportunity is the sales of isotonic drinks later in the day from people on their way to the gym.

“Customers have definitely become more health-conscious and this is reflected in our range. We used to only stock one Naked drink, for example, but have increased this to three. We also stock a range of Vivid vitamin drinks. Customers will quite happily pay more for these products. They usually start on promotion but people will keep buying them because they’re good for them.”



Customers will quite happily pay more for these products



Workmen

People working long hours manually can be a key customer group in stores operating in residential areas. Mital Patel's Bargain Booze Select Convenience in Brentwood, Essex, sees 40% of its soft drinks sales come from energy drinks - much of which are bought by these customers.



Mital Patel

“Energy drinks are the fastest-growing section of our soft drinks sales. People here work long hours and just need something to keep them going so they will often buy a few of these at a time. We’ve expanded our range of Monster and Relentless products to reflect the growth and our Coca-Cola rep comes in every two weeks to offer advice on the range we stock.

“Healthier products don’t sell as well for us but we have just started stocking coconut water, although initial sales have been quite weak. Overall, our sales are 40% energy drinks, 40% water and other soft drinks make up the other 20% of our sales.”



Knowing who your customers are can help you tailor your range

Health-conscious



Darren Briggs

With the impending arrival of the sugar tax and growing concerns among many customers about what they consume, many retailers are changing the way they manage soft drinks. Darren Briggs, owner of a Best-one in Milford Haven, explains his approach.

"One of our biggest sellers is water and more of our customers seem to be health-conscious these days. One big seller we've introduced is Coconut Water and it's the fitness freaks who are buying it.

"We also stock a range of three or four of the protein drinks like Nurishment which come in tins. People wearing sports gear who are off to the gym pick these drinks up.

"More generally, we have a policy in the store that we will not sell energy drinks to children under 16. Instead it's local workmen who buy these more traditional energy drinks."



Value-seeking commuters



Narendra Singh Jadeja

Price-sensitive customers will be attracted by an eye-catching offer, particularly when they're on the daily rush to work. Narendra Singh Jadeja, who runs a Londis in north London's Waltham Forest, tailors his range to ensure he stocks what they want.

"We stock Boost which is really popular because of the 50p price-mark. People come in in the morning and will just leave a 50p coin on the till and take a bottle - they like Boost because of the price but also because people want something to help them wake up on the way to work.

"As well as this we stock a range of Monster drinks and I make sure all these products are below £1.19, which can mean stocking up when they're on promotion. I find that if you price these drinks any higher than this, sales start to go down.

"Another key customer group for these products is local builders."

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PREVIEW



Have a McVitie's Xmas

McVitie's Christmas cake range, which will be available from Monday, will include Hobnobs Apple & Cinnamon Flapjacks and Mars Santa Cake Bars.

RRP £1

Outers 24

Contact 0800 138 0813



Gluten-free beer

India-based Viiking Ventures is now making its 4.8% ABV gluten-free beer in 500ml cans available to retailers.

RRP £1.39

Outers 24

Contact 0203 752 6737



Mini Baby personalities

Mini Babybels will have individual personalities and wintry style this festive season, including 'the ice-skater' and 'the chilly'.

RRP Net of 6 - £1.85, net of 9 - £2.45, net of 12 - £3.15

Outers 6, 8, 12

Contact 0800 030 4594 (UK) or 1800 904 00 (ROI)



Jack is back

Jack Daniels is launching a commemorative 150th anniversary bottle of Jack Daniel's Old No. 7, as well as an exclusive super premium 150th anniversary bottle.

RRP Super premium - £150, Old No.7 - £30

Outers 6

Contact your rep



Ice Cave party a draw

Molson Coors is launching a Coors Light on-pack promotion to 'Win the opportunity to party in the Ice Cave' in Les Arcs, France, across more than five million packs.

RRP not given

Outers 6 bottles, 15 cans

Contact 0845 6000 888



Freddo on board

Cadbury's Freddo brand has leapt into the Cadbury Drinking Chocolate range, aimed at bringing new consumers to the hot beverage category.

RRP £1.49

Outers 12

Contact 0870 191 7343



Get to the Crunch

Crunch Corn - half popped popcorn - has launched in four flavours, including Rock Salt and Sweet & Smoky Chilli. All variants are gluten-free and suitable for vegans.

RRP 30g bags - 89p and sharing 90g bags - £1.99.

Outers 15

Contact 07743 811 617



Toffifee returns to TV

Toffifee returned to TV screens last week as part of its £5m campaign, which will run for eight weeks.

RRP 100g - £1.43 and 400g - £5.72

Outers 30 and 8

Contact 01264 345500



Halloween with fizz

Coca-Cola European Partners is marking Halloween with special edition packaging across its Fanta and Sprite Zero ranges.

RRP not given

Outers not given

Contact 0808 1 000 000

THIS WEEK IN MAGAZINES

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She's back!

FANFARES SOUND AS THE PRINCESS RETURNS

The Disney favourite is back on newsstands with a new sticker collection which will be launched with an album covermount

THE DISNEY PRINCESS range returns to the shelves once more in a new sticker collection, which follows hot on the heels of last autumn's big success. The continued popularity of Frozen, a franchise which is refusing to go away, has given renewed impetus to all Disney's assorted princesses (technically it doesn't fall into the Princess universe, but Frozen has helped warm up the whole range). The album will be covermounted on Disney Princess magazine in October, with stickers in Sofia the First, which should help get fans hooked. Interest should be further piqued by the arrival of another strong female Disney character, Moana, due in cinemas in the autumn.



On sale 22 September
Frequency one shot
Price Starter packs
£2.99, stickers 50p
Distributor Marketforce
Display with Frozen
Sticker collection,
Disney Frozen
Friendship Activity
Cards, Finding Dory

Round up



TIM MURRAY
 Magazines
 reporter

MOVIE MAGIC STILL GOOD FOR SALES

In my other duties and other bits of journalism, I write about films and home entertainment releases. Sometimes the work I do crosses over from one world to the other and stories I'm writing about overlap.

This week I went to a special presentation from the major film studios on this year's cinema blockbusters, most of which will provide potential for magazines and collectables, from Empire through to Panini and Topps cards and stickers. I had to sign a lengthy confidentiality agreement, meaning that I can't really reveal too much, on pain of death, but suffice to say, the slate looks strong.

Much has been made of superhero fatigue and how this year's crop of blockbusters haven't performed as well as hoped, but the good news for the trade is the sheer strength of the franchises coming our way over the next 12 months and more.

The collectables market will be boosted by more from Star Wars, as well as more DC and Marvel comic book films (a second Guardian of The Galaxy film will provide more opportunity now its status as a brand has grown), while the children's and family sector looks strong.

A successful Star Wars release can give an across the board boost in all different sectors, not just magazines and collectables (its impact on the toy market is immeasurable).

Disney is currently on fire across all its different genres and franchises, from Star Wars through to Marvel and, with a new animated outing on the way giving fresh impetus to its Princess range, the spin-off opportunities are plentiful.

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THIS WEEK IN MAGAZINES



Bestsellers News & current affairs

| Title | On sale date | In stock |
|------------------------|--------------|--------------------------|
| 1 Private Eye | 28.09 | <input type="checkbox"/> |
| 2 The Economist | 16.09 | <input type="checkbox"/> |
| 3 Weekly News | 21.09 | <input type="checkbox"/> |
| 4 New Scientist | 22.09 | <input type="checkbox"/> |
| 5 The Week | 16.09 | <input type="checkbox"/> |
| 6 Spectator | 16.09 | <input type="checkbox"/> |
| 7 Irish Post | 21.09 | <input type="checkbox"/> |
| 8 BBC Focus | 13.10 | <input type="checkbox"/> |
| 9 Investors Chronicle | 16.09 | <input type="checkbox"/> |
| 10 Irish World | 21.09 | <input type="checkbox"/> |
| 11 The Gleaner | 22.09 | <input type="checkbox"/> |
| 12 New Statesman | 16.09 | <input type="checkbox"/> |
| 13 The Voice | 22.09 | <input type="checkbox"/> |
| 14 Barbados Nation | 22.09 | <input type="checkbox"/> |
| 15 National Geographic | 30.09 | <input type="checkbox"/> |
| 16 BBC History | 06.10 | <input type="checkbox"/> |
| 17 New Yorker | 21.09 | <input type="checkbox"/> |
| 18 Monocle | 20.10 | <input type="checkbox"/> |
| 19 The Oldie | 13.10 | <input type="checkbox"/> |
| 20 Nature | 16.09 | <input type="checkbox"/> |

Data from independent stores supplied by **SmithsNews**



THE PEOPLE'S FRIEND PUZZLES

Two major magazine brands have joined forces for a brand new one shot aimed at appealing to both sets of readers, with The People's Friend uniting with Puzzler for The People's Friend Puzzler. It features the best of both worlds, with the kind of stories People's Friend readers are used to, as well as more than 100 puzzles.



On sale 28 September
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Puzzler Collection, Take A Puzzle, The People's Friend



WALLPAPER*

It's now 20 years since ground-breaking magazine Wallpaper* launched and the publication is marking the anniversary with its biggest ever issue. The whopping 500-page plus issue features a special limited edition cover, while every issue will get an HP-sponsored free poster, each one of which will be completely different highlighting HP's printing prowess. The issue features Giorgio Armani and Jonathan Ive.



On sale out now
Frequency monthly
Price £6
Distributor Marketforce
Display with GQ, Monocle, Esquire



LOOK

Look has got a brand new look, with the redesign for the weekly edition coinciding with a whole new strategy for the brand. It has identified four key pillars for the brand, Look Fashion, Look Fit, Look Life and Look Beauty, with all its offshoots covering those strands. The relaunch is being backed by sampling at shopping centres and college and university promotions.



On sale 20 September
Frequency weekly
Price £1.99
Distributor Marketforce
Display with Hello, Closer, Heat



TROLLS

More Troll-based tomfoolery from Topps as, just after launching the sticker collection tying in with the forthcoming DreamWorks release, the company is also releasing a trading card game. Collectors will also be able to get creative, as the starter packs feature cards to colour in as well as hair chalk. The cards themselves have the usual mixture of shiny and other variants.



On sale 6 October
Frequency one shot
Price Starter packs £4.99, cards £1
Distributor Seymour
Display with Paw Patrol stickers, Disney Frozen Friendship Activity Cards, Ice Age stickers



MATCH OF THE DAY

This issue is the second of two special editions of the magazine featuring free Match Attax cards on the front. It means the junior squad of loyal MoTD readers have the chance to get their hands on the trading cards nice and early. Gary Lineker's pant-wearing antics on the TV show have only further heightened awareness of the brand.



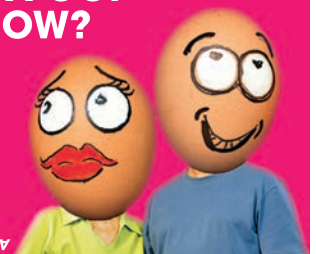
On sale 20 September
Frequency weekly
Price £2.50
Distributor Frontline
Display with Match, Kick



THIS ISSUE FEATURES A UNIQUE ON COVER PRIZE PUZZLE

On sale 22 September

HAVE A GO: TV SHOW?



ANSWER: EGGHEADS



STARBURST

The world's longest-running cult magazine, which, as it proudly claims, is written by fans for fans, returns with a new issue and its usual mixture of news, reviews, interviews, exclusive features and retrospectives across every popular medium. With the new Marvel film, Doctor Strange, set to open soon, it features the film's star Benedict Cumberbatch is on the cover.



On sale 16 September
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Total Film, Sci-fi Now, Empire



KNITTING

Autumn's on its way and to mark the change in season, Knitting magazine is publishing a bumper issue. Previous bumper issues have seen a circulation rise and, given the higher cover price, they deliver a higher RSV. This special looks at high street trends for the coming months and features 40 different designs. It also features an interview with on-trend knitwear designer Nicky Epstein.



On sale 22 September
Frequency monthly
Price £6.50
Distributor Seymour
Display with Let's Knit, Simply Knitting, Knit Today



COUNTRY MUSIC

With Ward Thomas topping the UK album charts – the first homegrown country act to achieve the feat – country music is enjoying something of a resurgence in the UK. And as publisher Anthem notes, it's becoming increasingly prominent on stations such as Radio 2 as well. Its new country-themed monthly is perfectly timed then, with the magazine covering both the best of the new wave of C&W music as well as classic names.



On sale 28 September
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Folk Roots, Jazzwise, Echoes



TOTAL MX-5

The Mazda MX-5 is the world's best-selling sports car, with more than one million of the vehicles sold around the world and an army of enthusiasts stretching from the UK to around the world. And now those fans can read all about their favourite car in CH Publications' new offering, Total MX-5, written by enthusiasts for enthusiasts. Editorial includes a look at a new turbo edition of the car.



On sale 22 September
Frequency quarterly
Price £4.75
Distributor Seymour
Display with Top Gear, Classic Sportcar, Practical Classics



JOCKS & NERDS

The latest issue of men's lifestyle magazine Jocks & Nerds has got plenty of Netflix-related gear, as Wagner Moura, star of the service's latest hit Narcos is the cover star, with further editorial covering another Netflix hit, The Get Down. There's plenty of further editorial in the hefty publication, taking in everything including the history of pool.



On sale out now
Frequency quarterly
Price £5.95
Distributor Comag
Display with i-D, GQ, Another Man

Industry viewpoint

Jaynie Bye

Consultant publisher,
 Match of the Day
 Immediate Media



YOU CAN'T LOSE WITH FOOTBALL

The football category is on fire. The eagerly-anticipated start of the new season – heralded by the appearance of Gary Lineker in his underpants on BBC's Match of the Day – sees a Premier League brimming with world class managers and players. With well over a million seven to 12 year-old boys actively playing football in the UK, Match of the Day magazine is perfectly placed to take advantage of this surge in popularity.

For UK magazine retailers, the category is worth nearly £10m annually. Match of the Day, the number one football and sports magazine, generates more than £3m of that value and accounts for 68% of the weekly football youth market. Its sales are more than double that of nearest competitor, Match.

This is a young, vibrant sector of the market, so look out for an exciting new look for Match of the Day, including a coaching and freestyle section, world exclusive interviews with football's biggest stars and a massive football match ticket giveaway to readers and their parents.

Throughout the autumn, Match of the Day magazine is joining forces with number one collectible Match Attax, to provide readers with weekly Match Attax card packs on the cover of each issue – all kicking off with an exclusive set of preview cards before they're even on sale in shops. This combination will guarantee that football will make a powerful impact on retailers' shelves.

Top tip

Make sure this best-selling, weekly title is positioned at the front of fixture to maximise sales and add variety to your range

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



GATESHEAD RETAILER MANJINDER SINGH ON DOUBLING SALES AFTER ALDI ARRIVED

Plus, RN readers road test five supplier websites to discover how they help improve their businesses, and newstrade expert Neville Rhodes' latest exclusive column



THIS WEEK IN MAGAZINES

Partworks

| Title | No | Pts | £ |
|--------------------------------|-----|-----|-------|
| DeAgostini | | | |
| Build the Ford Mustang | 37 | 100 | 8.99 |
| Build the Millennium Falcon 90 | 100 | | 8.99 |
| Jazz at 33 and third RPM | 18 | 70 | 14.99 |
| Simply Stylish Knitting | 38 | 90 | 3.99 |
| Star Wars Helmets Coll'n | 19 | 60 | 9.99 |
| Zippo Collection | 27 | 60 | 19.99 |

Eaglemoss

| | | | |
|-------------------------|-----|-----|-------|
| 3D Create & Print | 88 | 90 | 6.99 |
| Build A Solar System | 58 | 104 | 6.99 |
| DC Comics Graphic Novel | 29 | 60 | 9.99 |
| Disney Cakes & Sweets | 159 | 160 | 4.50 |
| Doctor Who Figurines | 81 | 120 | 7.99 |
| Marvel Chess Collection | 89 | 96 | 8.99 |
| Marvel Fact Files | 184 | 200 | 3.50 |
| Military Watches | 68 | 80 | 9.99 |
| Star Trek Ships | 81 | 78 | 10.99 |

Hachette

| | | | |
|--------------------------------|-----|------|------|
| Art of Crochet | 56 | 120 | 2.99 |
| Art of Knitting | 87 | 90 | 2.99 |
| Art of Quilting | 38 | 90 | 3.99 |
| Art Therapy | 79 | 120 | 2.99 |
| Build the Mallard | 108 | 130 | 7.99 |
| Build the U96 | 108 | 150 | 5.99 |
| Dr Who Complete History | 28 | 80 | 9.99 |
| Draw The Marvel Way | 19 | 100 | 4.99 |
| Judge Dredd Mega Collection 44 | 80 | 9.99 | |
| Marvel's Mightiest Heroes | 72 | 72 | 9.99 |
| My 3D Globe | 89 | 100 | 5.99 |

RBA Collectables

| | | | |
|---------------------------------|----|-----|------|
| My Zoo Animals | 55 | 60 | 5.99 |
| Precious Rocks, Gems & Minerals | 87 | 100 | 5.99 |
| Real Life Bugs & Insects | 4 | 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

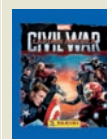


Shopkins
Starter £2.99
Stickers £0.50

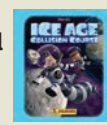


WWE
Stickers £2.99
Cards £0.50

Panini



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



Ice Age
Starter £2.99
Cards £0.50



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



Paw Patrol Stickers
Starter £2.99
Stickers £0.50



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



Disney Tsum Tsum 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



World of Batman
Starter £2.99
Cards £0.50



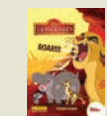
Finding Dory
Starter £2.99
Cards £0.50



Zootropolis
Starter £2.99
Cards £0.50



Frozen Sticker Collection
Starter £2.99
Stickers £0.50



Lion Guard Sticker Collection
Starter £2.99
Stickers £0.50



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 | £1.60 | 33.60p |
| 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 | £1.60 | 21.00% |
| Sunday Mail | £1.70 | 21.00% |
| Sunday Telegraph | £2.00 | 22.75% |
| Sunday Times | £2.50 | 21.00% |
| Observer | £3.00 | 22.00% |
| Scotland on Sunday | £2.15 | 23.00% |
| Racing Post | £2.60 | 23.46% |
| Sunday Herald (Scotland) | £1.70 | 21.00% |
| Sunday Express | £1.40 | 21.18% |
| Sunday Post | £1.60 | 21.00% |

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 10-11 September

| | Total weight | Supplements weight | Ad inserts weight | Number of Inserts | Heaviest ad insert |
|------------------|--------------|--------------------|-------------------|-------------------|--------------------|
| Telegraph | 1,550g | 1,225g | 75g | 3 | 40g |
| Sunday Times | 1,335g | 800g | 195g | 6 | 75g |
| Sunday Telegraph | 925g | 625g | 40g | 3 | 20g |
| FT | 920g | 520g | 0g | 0 | 0g |
| Guardian | 920g | 270g | 50g | 1 | 50g |
| Mail on Sunday | 775g | 415g | 30g | 5 | 10g |
| Times | 770g | 460g | 55g | 4 | 25g |
| Mail | 700g | 295g | 90g | 4 | 40g |

Insertion payment guide

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

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Newsagents
Leasehold £130,000
Walsall Ref: T32363K
Busy high street, limited trading hours
Potential for alcohol sales
Substantial commission income
High takings £9,500 per week



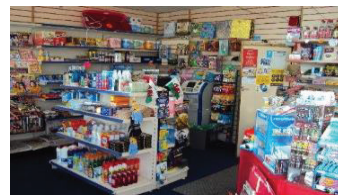
Convenience Store
Leasehold £195,000
North Kent Ref: G32467Z
Superb corner location, busy town centre
1400 sq ft retail space, fully fitted in 2011
Lock-up shop, long lease, rent £24,000pa
Sales £1,000,331, Gross Profit £182,089

W Midlands 01543 411036

Kent 01273 803777



News, Con, Off-lic
Leasehold £65,000
Bridgwater Ref: GT31895X
Ideal couple or family, scope for growth
Low rent £5,200pa, closes 8.00pm
Lock up in good residential area
2015 sales £394,486, Lottery



Newsagents, Off-lic
Leasehold £44,995
Nr Blackwood Ref: T32385J
Busy shop in very pleasant village
Parade of shops overlooking village green
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Back in the day

100

YEARS AGO

16 September 1916

A new newsagents' association was formed at Mexborough – a decision based on the need for unity between Rotherham and Doncaster at the time. The move came following a meeting of newsagents. The idea behind it was to tackle many grievances felt by the retail community.



50

YEARS AGO

17 September 1966

Following on from last week's extract – RN reported retailers were "hurt and offended" at the call of the Minister of Economics for housewives to spy on retail prices. Apparently, housewives at the time knew nothing of the "burden of increased costs".



25

YEARS AGO

14 September 1991

Tempers flared at the announcement from News International to drop newsagents' terms on the "best-selling News of the World" by 50p to 25p, despite the paper cost rising by 50p. Still a very relevant battle, as demonstrated by the newspaper's change in terms last week.



The couple in aisle one are NOT clear for take off

East Midlands Airport was left in uproar after a couple were caught getting up to hanky-panky in a WH Smith's

shop while in brazen view of shocked travellers.

Now, who knows, maybe being surrounded by award-winning literature, penned by talented creatives, inspired the couple to express their love uncontrollably.

Perhaps they're a pair of sapiosexualists – the term for those attracted to intelligence – and they can only get in the mood when one reads extracts of poetry to the other.

Maybe it was love in its



most raw form – uncontrollable, intense and unapologetic. Or perhaps it was a female passenger pleasuring

her special pal – a WH Smith employee – spotted by passengers wandering past the extremely small and open-fronted – yes, open-fronted – store in the departure lounge.

Not quite so romantic now, hey?

Security guards eventually put a stop to the action and ordered the man in his 20s to leave at around 6pm on Tuesday, while she was allowed to catch her flight. Tut tut – young'uns of today!

There's a rat in the ceiling...

Rats ruining food appears to be turning into a theme; last week an appalled mother bit into a teacake harbouring a rodent's tail and this week diners were mortified at the sight of a rat falling from the ceiling as they ate at a Chinese restaurant.

Frequent patrons of The Water Palace restaurant in Sittingbourne, Kent, Louissa Downham and partner David West, were left horrified when a "massive black rat" fell down just inches from their laps.

According to the diners, both customers and staff screamed as they fled the scene.

The restaurant has been closed since the incident and its owner, Aiqin Chen, blamed building work in the floors above as the cause for the rodent's attempt to make a break for it, rather than it being on the hunt for some delicious Asian cuisine. Mr Chen, adamant it was a one-off, said he was very upset.

Swale Council is investigating the incident.

VIEW FROM THE COUNTER with Mike Brown



On bank holiday Saturday (27 August) I made the annual pilgrimage to Wembley Stadium to watch the rugby league Challenge Cup final between Hull FC and Warrington Wolves.

Despite being a Leeds Rhinos supporter, I was there to join the family of rugby league fans from every club in the land to celebrate 'the people's' game.

The following Thursday, I joined the family of the NFRN at St Cuthbert's Church, Peterlee, to celebrate the life of Robert (Bob) Taylor, former national president, national councillor, district councillor and Durham branch member who had sadly passed away on 24 August, at the age of 94.

My earliest memory of Bob was as a new district trustee. I had to attend a lunch at an hotel in Neville's Cross near Durham where Bob was winding up the newsagent's lottery – a fundraising vehicle the district had operated for many years. In a very austere backroom Bob addressed our business partners and thanked them for their support. He was a very impressive speaker.

On another occasion at annual conference each district had to sing a song to represent their area. We chose Blaydon Races. Bob came up to me and said: "You can sing – lead the district". Terrified, I burst into song with gusto. Sadly, I only knew the first couple of lines. Bob swept me aside and took charge. He knew every word to every verse.

Unfortunately, much to Bob's annoyance, we came a credible second, but I decided to maintain a very low profile for the rest of conference. As I got to know him my fear subsided (a little), but I think underneath he was a very kind man who because of his wisdom had that unique ability to always make you feel better after you had spent some time with him.

The family of the federation will miss him very much.

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10!

