

# RETAIL NEWSAGENT

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**It was 18 months hard labour 'But now I have a shop that meets the needs of my community'** Page 32 >>

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# Politics not health behind sugar tax



- Coca-Cola boss Jim Fox brands government's soft drinks levy a cover up for a bad Budget.
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## NEW TREND

### Green tea brews up profits for indies

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### Johnston cuts terms on new i cover price

Publisher adds 10p to cost, but cuts retail margin by 1%.

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Retailers diversifying to offer wider variety of services helps sector grow more than £400m in a year. Page 12 >>



## IN-STORE SERVICES

### Parcels to deliver footfall for Costcutter

Symbol announces click and collect app-based partnership.

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**Logical solution** JTI has unveiled its new extension that allows e-cigarettes to be displayed alongside its existing tobacco gantries. The gantries have been hailed a success by three retailers who've trialled the dedicated space, including Arjan Mehr of Londis, Great Hollands, Bracknell, pictured here.

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## LEADER



The more ideas  
coming from your  
staff the more  
they'll buy into  
your plans and  
help deliver them



CHRIS GAMM

Editor

@ChrisGammRN

A Google employee recently told me how the search giant has created a culture of openness through sharing ideas and priorities.

All board papers are made available, he said, and each week Larry Page, Sergey Brin and the senior leadership team hold a 'town hall' meeting in which they update the business and share progress on their latest projects.

This drives collaboration and empowers staff, who love to be asked questions and for feedback, he said.

I heard a fantastic example of this happening in our sector when I called Gateshead retailer Majinder Singh last week to tell him he had made the Independent Achievers Academy's list of the UK's top 100 stores.

He was delighted and said the Academy has helped him not just compete with a new Aldi opposite his store, but also to grow his sales by £10,000 a week.

One key thing he's taken from working with the Academy is writing out his promotional and store plans rather than keeping them in his head.

He gave the example of his seasonal plan, which he shared with employees and stuck up in the staff room rather than just letting them see the changes after they'd happened.

It meant they fed into the plan too. One member of staff approached him and said 'I see you're changing things for Easter. There's a new Kinder Egg out. Try and get hold of it'. It sold really well, and they felt responsible.

Driving change in any business is challenging, especially if you're doing it on your own. The more ideas coming from your staff, who are just as close to your customers as you are, the more they'll buy into your plans and help deliver them.

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want hot, delicious food on the go as they head to work, to the station or out on the school run. RN's six-page guide is packed with advice, top tips and case studies

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COVENTRY RETAILER GAZ BAINS IS ONE OF THE MANY STORE OWNERS EMBRACING FOOD TO GO **Page 30** >>

# NEWS

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## E-cig ads fear after warning letter

The onus for adhering to e-cigarette advertising rules lies with advertisers, the Advertising Standards Agency (ASA) has said, following an outcry from retailers over a warning from Smiths News.

Retailers were left reeling after receiving a letter from the wholesaler in July stating they could be liable for selling magazines containing e-cigarette advertising.

Nigel Moon, of Perry Store & Post Office in Chichester, said: "I thought, I have 120 copies of the Hunts Post with an advert in, so what would I do? Do I take them off sale?"

However, a spokeswoman for the ASA confirmed it is the advertiser's responsibility to ensure their ads stick to the rules. She said: "When appropriate, this also includes where their ads appear."

Smith News declined to comment.

## Are you ready for the new £5 notes?

Retailers are being urged to ensure they are prepared for the new £5 notes, which come into circulation next week.

Paper notes are being replaced with polymer ones – a cleaner, safer and stronger material – from 13 September and will incorporate advanced security features making them more difficult to counterfeit.

A new £10 note will launch next summer and a new £20 note by 2020.

Paper £5 notes will be withdrawn in May 2017.



### Independent Achievers' Top 100 celebrate

Staff at stores across the country have been celebrating earning a place on the Independent Achievers Academy Top 100 list. Staff at Sherston Post Office & Stores decided to spell out their success in being among the best of the best. They shared the results on Twitter, as did the staff at Dave Hiscutt's Londis in Weymouth, Dorset, who proudly displayed their IAA certificate on social media.

## New gantry update to give space for e-cigarettes

JTI is trialling a modification to its gantries which allows dedicated e-cigarette space to be built into its existing units.

Retailers involved in trials of the new-look gantry said the innovation has improved merchandising and category management.

JTI said the move demonstrates its commitment to the e-cigarette category.

Samantha Brown from JTI's merchandising solutions team said: "The proliferation of brands in the e-cigarette category has led to poor presentation, lost sales and consumer confusion as retailers try to squeeze brands into any available space they can find."

Arjan Mehr, of Londis Great Hollands, Bracknell, said: "This solution is a great way to merchandise e-cigarettes. It's important to site e-cigarettes and tobacco together.

"JTI's approach creates space which will allow me to showcase a wide range, which is critical in driving footfall."

Dee Sedani, of One Stop, Matlock, added: "The unit is working really well. I'm able to draw attention to e-cigarettes with a dedicated space, while also managing the category responsibly."

### Mixed reaction as Imperial raises RRP's 'I thought they would have put prices down'

## Fears higher priced 10-packs will not be sold

by **Charlie Faulkner**

Retailers fear Imperial Tobacco's price hike on outgoing 10-packs of cigarettes will drive customers away leaving them with unsellable stock – while others have welcomed the higher attached margin.

The manufacturer increased the RRP on 10-packs by up to 29p this week, while the price of 19-packs and rolling tobacco has been dropped.

Martin Ward, of Cowpen Lane News in Billingham, said: "If customers want 10s, they will pay for them.

Retailers have been telling Imperial this, which is why it has increased the RRP. But 25p is a step too far.

"Customers will think it is retailers sticking prices up to make more money."

A retailer who did not want to be named was also concerned shoppers would think they had increased prices and that they would be left with an unsellable product.

"I would have thought to get rid of these they would put prices down," she added.

James Wilkinson, of Pybus Newsagents in York,

added: "Something's wrong. Why increase the price when 10s are going? Imperial wants us to stick to RRP's on 20s and not premium-price. But why premium-price 10s? It doesn't make sense."

However, some retailers have welcomed the move.

Spike Millican, of S&A Superstores in Uttoxeter, said: "I don't know why this would bother retailers – if we're getting 6% of the price, 6% of a bit more is a bit more."

Vip Measuria, of One Stop Priorway in Derby, said: "We're here to make a mar-

gin out of a product that's being discontinued."

Peter Robinson, of Robinson Retail in Pembroke, added he has charged 25p to 30p above RRP for years. "What's the downside, as long as you're making the extra margin? I'll be going above the new RRP," he said.

Imperial Tobacco told RN the adjustments are a part of its annual price adjustments and "in line with current market trends".

A spokesman for the company added the manufacturer would continue to support retailers through legislative changes.



## Less margin from Johnston's i after all

Johnston Press has increased the cover price of the *i* newspaper, with 1% shaved from retailers' margins, just six months after the publisher said it had no plans to raise the cost of the title.

The price will increase by 10p from Monday 12 September to 50p for the weekday edition. The Saturday edition will also rise by 10p to 60p.

RN estimates retailers will earn an extra £1,203,446 annually on the weekday edition, and £210,096 on the Saturday issue. But a percentage terms cut from 25% to 24% means sellers will miss out on a potential £367,207 that maintained terms would have provided.

Analysts forecast a price rise when Johnston Press bought the title in February. This week Johnston Press

said: "We said, at the time the acquisition was announced, there were no immediate plans to increase the cover price. That was six months ago and we have delayed an increase for as long as possible. A combination of factors – including the rising costs of production and newsprint (due to the Brexit fall in the pound) means an increase is now unavoidable."

It added that the margin change brought it closer in to line with other national newspapers.

Retailer Graham Walker, of Walkers News, Norfolk, said: "On weekdays it's 5p less than the Express and 15p less than the Mail. Will people move away once the price gets too close? At 30p or 40p, it's a succinct read, but I don't know if people will stay."

## Reduced profits 'absorbing NLW' hit

Six months after the introduction of the National Living Wage, almost 60% of small businesses say they are absorbing the extra wage costs by taking lower profits.

John Parkinson, of Broadway Premier in Penryn Bay, said the extra cost is hitting his bottom line by £3,000 a year.

"I've reduced staff hours by 30 minutes per person per week, and some junior people who have left haven't been replaced. I've also taken a big hit to my profitability," he said.

"I will be increasing wages by 10p to 15p in October as staff deserve it and shouldn't be on the basic rate.

"But when it goes up again, I will have to take a further hit."

Research by the Federation of Small Businesses also shows 35% of small businesses have increased their prices, 24% have reduced staff hours and 23% have cut investment, while 13% say they have improved efficiency.

**Politics not health motive for proposed levy** 'It won't change behaviour – it didn't with cigarettes

# Tax 'not about obesity' says soft drinks giant

by Neville Rhodes

The public is being told lies about the role of soft drinks in causing obesity, a leading industry figure has claimed as he branded the sugar tax a political move to cover up a bad Budget.

Jim Fox, associate director – public affairs for Coca-Cola European Partners, said the tax was not about reducing obesity: it was a political measure by former chancellor George Osborne to hide a bad Budget.

"It won't change behaviour – it didn't with cigarettes. The chancellor said he won't pass the tax on to consumers, because it would cause inflation, but it's going to cost our industry £520m a year. If we don't pass it to consumers, who will pay it?" he said.

Speaking to the NFRN national council in Dublin on Tuesday, Mr Fox warned



he expected the tax on soft drinks to be extended to other sugary products such as juice, confectionery and snacks.

"NGOs are determined to put us out of business," he said, adding retailers are being made the victims of the political attack on manufacturers.

"They are trying to make us go the way of the tobacco companies," he said.

Eastbourne retailer Mike Garner said: "This isn't about

obesity, it's just the chancellor raising money."

He said the proposed tax would add 10p to the price of a 330ml can, and 58p to a 2l bottle, 15p to a can of Monster energy drink, and would encourage grey market imports.

Plans for the NFRN day of action on 16 September in support of the Face the Facts, Can the Tax campaign are at an advanced stage.

An action pack containing briefing notes, a draft

letter to be sent to MPs, postcards, and an A4 window poster, will be sent to 50,000 retailers within the next few days.

NFRN head of public affairs Adrian Roper urged members to support the campaign, designed to highlight the potential loss of business the tax would cause the soft drinks industry, and small shops in particular.

● Full national council report next week.

## Energy drinks price hike would deter buyers

One in three shoppers who drink sports and energy drinks would cut back on the amount they consume if prices were to increase, new

research has revealed.

With the sugar tax set to come into effect in 2018, research from Mintel suggests 20% of consumers

would stop drinking full-sugar varieties of the drinks altogether, while many others would switch to a no-sugar or low-sugar variant.

Meanwhile, 37% said they would not alter their drinking habits.

● Next week: RN's guide to the functional soft drinks market.

## Contactless payment overtakes cheques

Contactless card payments have overtaken cheques for the first time, according to new research.

Market researcher Mintel has revealed cheques, which have been used by less than one third of Brits in the past three months, are now the least likely payment method to be used in the UK – behind contactless debit cards at 39% and contactless credit cards at 34%.

# NEWS

BUSINESS


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## Revenues up by 50% for P&H

Palmer & Harvey has achieved a 50% increase in retail revenues and an expansion of more than a third in its store numbers.

Its 2016 Progress Report, published last week, announced a "resilient" performance in the year to 2 April, with revenue and gross margins flat. Total revenues stood at £4,435m in comparison to last year's £4,465m and gross profit remains the same at £215m.

Store numbers increased from 45 to 71.

Chris Etherington, chairman and chief executive, said: "To support the next phase of P&H's development, this year we began a multi-year programme to improve our operating model and enhance customer service."

## Nisa chief resigns

Nisa has announced the resignation of Christopher Baker, chairman since 2013, following his decision not to stand for re-election at the company's annual general meeting on 29 September.

Peter Hartley has been appointed as the interim non-executive chairman. Mr Hartley joined the board in December last year and chairs Nisa's audit committee, as well as sitting on the remuneration and nominations committees.

## Asda cuts

Asda is set to echo Morrisons' announcement it will drop prices on fresh food by up to 12%, industry analysts predict.

Morrisons reported this week it is to drop prices on 160 products across its meat, fruit and vegetables ranges - just one month after cutting prices on more than 1,000 products by an average of 18%.



## Staff go to new store with Roger

One Stop franchisee Roger Lambert, pictured third from left, has celebrated his move into the former Sainsbury's Local site in Rawmarsh, Yorkshire. Using mostly local suppliers to complete the refit, Mr Lambert offered all former Sainsbury's staff the opportunity to work in the store, keeping seven and employing seven others from the community, including store manager, Conrad Kirk, pictured third from right. The launch on 20 August included face painting, free snacks and drinks, Disney characters and a dance routine performed outside the store by North Academy.

**New partnership will save time for retailers and customers** "It would help the community"

# Costcutter and Parcelly deal set to drive footfall

by **Charlie Faulkner**

Costcutter has teamed up with Parcelly to deliver a click and collect service aimed at driving new footfall to stores.

Members of the symbol group who sign up to the Parcelly network will receive commission of 61p to 99p per parcel, following the official announcement of the partnership last week. The logistics company also aims to pay beyond 99p for future services, details of which it

said would be announced shortly.

Hitesh Modi, of Costcutter BWS in Chesham, Buckinghamshire, said: "I think it's a good idea. It saves time for both our customers and us."

He believes footfall in his store would increase if he introduced the service.

The click and collect service works by allowing customers to collect all their online purchases from their local retailer. There is no on-site equipment required to join, apart from

a smartphone, which can be provided by Parcelly, and retailers are in control of the number and size of parcels they receive and at what time they are collected.

Sandy Matthews, owner of Costcutter New Deer in Turriff, Scotland, said: "It's a great initiative.

"A lot of my customers have been asking about it. We're in a small village and people have to travel quite a bit for those kind of services.

"It would really help the community."

There are currently more than 650 Parcelly locations nationwide.

Sebastian Steinhauser, chief executive and founder of Parcelly, said: "Local retailers have always been at the heart of our consumer-focused proposition.

"Through this partnership we aim to introduce our solution to more communities across the country, improving consumer click and collect convenience while supporting retailers and local high streets."

## C-stores can cash in on unhappy shoppers

New research has revealed 66% of UK shoppers are frustrated with grocery shopping, but industry officials say the findings present an opportunity for convenience stores to capitalise on.

According to a study commissioned by retail app Ubamarket, more than a quarter of respondents - equivalent to 12.4 million

people - are visiting supermarkets or buying food online less often.

Meanwhile, 30% said grocery shopping is one of the most inconvenient tasks they have to do each week.

Will Broome, founder and chief executive of Ubamarket, believes convenience stores can take advantage of the findings and

increase customer loyalty by using technology that makes shopping more convenient.

Data from Kantar Worldpanel has also revealed all four of the UK's 'big four' supermarkets saw sales decrease in the 12 weeks prior to 14 August.

However, Purdeep Haire, Cornershop Online direc-

tor, believes convenience retailers should utilise the opportunity for face-to-face interaction and not rely on digital notifications.

Anx Patel, tech entrepreneur, said: "We can replicate - to a degree - online convenience, but we can also offer things online can't, such as tasters and in-store theatre."



## NEWSTRADE

**Planograms and PoS to maximise visibility of magazines** C-stores 'a vital part of the business'

# Indies at the forefront of Comag/Hearst initiative

by Tim Murray

Hearst Magazines has teamed up with Comag for a three-month trial of an initiative aimed at boosting sales in independent stores.

The initiative, which covers Hearst's entire stable of magazines, will initially be rolled out to the publisher's top 500 independent stores.

Merchandisers overseen by Comag and Hearst will visit stores to help ensure

good visibility for magazines and to offer planogram support and PoS.

Hearst's head of consumer sales and marketing, Matthew Blaize-Smith, said: "For Hearst and other publishers, the independent channel is still a significant part of our newsstand sales. It accounts for upwards of 10% of our monthly magazine sales and even more for our weeklies. It's a vital part of our business."

He said there were no specific targets, but any rise in sales of more than 10% would be deemed as "meaningful".

Mr Blaize-Smith said: "We promote across the retail landscape and this will tie in with other promotions, but we want to drive magazine sales as well as supporting the independent channel."

If the trial is successful, he added, the company

would look to continue beyond the three-month period, as well as expand it to more independent retailers.

"I would like to think we would roll out even further," Mr Blaize-Smith said.

"It also gives us a chance to not just push magazine sales, but to engage with our customers. It's a good way of opening a dialogue with retailers and understanding more about the category."

## Expert's warning of decline

Overuse of magazine giveaways will accelerate the decline in newsstand sales and weak-en brands, an industry expert has warned, as figures reveal retail sales for some magazines are as low as 48% of total circulation.

The warning comes from Colin Morrison's Flashes & Flames website. He said magazine and publishing culture needs to change to stop younger people turning away from print titles.

"Magazines are awash with the skills, creativity and relationships necessary to restore their fortunes - if they grasp the opportunity," he said.

Meanwhile, he added magazine publishers should shed their print-first reliance and become multi-channel operators.

## Look gets new look

Look magazine has unveiled a new look and 'brand strategy'. The brand's content has been broken down into four areas - Look Fashion, Look Fit, Look Life and Look Beauty. The relaunch issue has a £1 promotional price tag and will be distributed free at shopping centres and university freshers' week events.

## First News promotion

First News has launched a promotion offering retailers who stock the children's newspaper the chance to win £50 worth of vouchers. Retailers must take all five issues published in September, and four stores will win £50 of John Lewis or Waitrose vouchers.

There is also a coupon collect promotion to encourage repeat purchases in September.



### Trolls are Topps for sticker and card collection

These Trolls are the stars of the new DreamWorks film due for release in October, and of a new sticker and trading collection from Topps. The stickers, with starter packs priced at £2.99 and stickers at 50p, will launch on 1 October, while the trading cards, with starter packs at £4.99 and cards at £1, are due on 6 October. Topps entertainment marketing manager Louise Ramplin said: "We are confident the stickers and trading cards will be a hit among Topps fans and moviegoers."

## Phone fans lose interest in impulse

Impulse sales of magazines are being put under threat because consumers are increasingly looking at their smartphones while queueing in convenience stores and supermarkets, a newstrade expert has warned.

"There's increasing pressure on the magazine

sector within the retail environment," said Douglas McCabe of Enders Analysis. "People's eyes are not moving around the store when queueing for a sandwich at lunchtime.

"The big risk and concern is that supermarkets will, over time, change their view on the importance of

magazines in their overall mix."

Larger stores, he added, may reduce their range of magazines and experiment with positioning of publications. But while the reduction of ranges could help traditional newsagents, the impulse sales may not be replaced.

Mr McCabe said: "Some impulse sales may migrate, but generally speaking, if they go, they're lost forever. They can try to respond to this, but if you look at a queue of people in a store buying sandwiches for lunch, a very big proportion will be looking at their smartphones."

# NEWS

## PRODUCTS

### Protein-packed bread line-up

Warburtons is bolstering its portfolio with a range of new protein-packed loaves, wraps, rolls and thins.

The new range includes four-packs of Protein Wholemeal Rolls, Protein Wholemeal Thins and Protein Wholemeal Soft Wraps, as well as a Protein Wholemeal 400g loaf, and each product has an RRP of £1.20.

Darren Littler, innovation director at Warburtons, said: "It became clear to us there was a real demand for a protein-packed option that tastes just like normal bakery and our new range makes it easy and convenient for people to enjoy more as part of their daily routine."

### Princes set for TV campaign for Jucee

Princes has announced the launch of a TV advertising campaign to support Jucee's no-added-sugar soft drinks.

The 30-second advert is set to run across mainstream and digital channels, including ITV, Channel 5, Disney and Nickelodeon, until the end of the year.

It will feature the entire Jucee range, including squash, 100% pure fruit juice and juice drinks with the 'Jucee Crew' characters.

Jonathan Barr, marketing director for Jucee, said: "We are confident this will support us in building brand awareness."

### Breakfast fixture makeover prize on offer

PepsiCo is offering convenience retailers the opportunity to win a breakfast fixture makeover via its Quaker brand.

The offer, which is exclusive to convenience stores, includes the section revamp, along with free Quaker sampling and a

range of products.

The winning store will be kitted out with heaters, Seasonal Affective Disorder lamps and branded thermal-wear.

Matt Goddard, field sales director at PepsiCo, said: "We know winter is a key time for the hot cereal seg-

ment, with Quaker driving 65% of growth, as consumers seek a comforting, warming breakfast option during the colder months. Nearly seven out of 10 households choose to buy porridge at some point during each year."

The competition is now

open, and the closing date for entries is Friday 30 September.

Retailers should send their name, address, email and contact number on a postcard to Walkers Snacks in Reading. The winner will be notified by Friday 7 October.

**Green tea sales up 37.8% in two years** "We've been selling a case a week since the turn of the year"

## Retailers advised to stock up or lose tea-riffic sales

by Charlie Faulkner

Green tea sales have grown by 37.8% in just two years, while sales of black tea have fallen by 13.9%. But some retailers are missing out by not stocking it.

The data, supplied by market researcher Mintel, also shows sales of herbal and speciality teabags combined grew by 21.1% between 2013 and 2015.

More than half the retailers spoken to by RN agreed with the findings and reported growth in green and herbal teabag sales over the past two years.

Leanne Mcelroy, duty manager at Eurospar in Donaghadee, said: "Sales of these products have increased in our store.



"We've been selling a case a week since the turn of the year. We already had them in stock, but lately they've been booming."

Ravi Raveendran, owner of Colombo Food & Wine in London, said: "Infusions are slow sellers for me, but

I have seen a rise in sales of green tea. In the past six months I've been getting through a case a month. Before, we didn't sell any."

Kay Patel, owner of Best-one Global Food & Wine in Stratford, east London, said tea varieties such as Twin-

ings infusions, Chinese herbal tea and PG Tips green tea have been popular in his store for the last two years.

"When you've been doing it for a while you become a destination for it," he said.

Four out of the 14 retailers' RN spoke to said they didn't stock green tea while others said although they hadn't seen the same sales growth, they still recommended including alternative tea brands in hot drinks ranges.

Kailaf Ravi, owner of Harveys Newsagents, in Southend-on-Sea, stocks green tea and said his sales have remained consistent.

"I think retailers should stock the product because there is a demand for it," he said.

### Spooktacular Halloween from Coca-Cola

Coca-Cola European Partners will be marking Halloween with its 'spooktacular' special edition packaging.

The limited edition packs - returning across the Fanta range but ex-

tending to packs of Sprite Zero for the first time - will launch this month and run for six weeks. The packaging will feature jack-o'-lanterns and a 'trick or treat' slogan across two litre bottles of Fanta Orange,

Orange Zero, Fruit Twist and Sprite Zero, as well as multipack can ranges.

Sales will be supported by themed in-store visuals, PoS material and an outdoor advertising campaign.

Caroline Cater, operational marketing director GB, said: "Our seasonal packaging across our Fanta range can play a key role in helping retailers to make the most of the opportunity."

#### Hot products for your shopping list



Coca-Cola's range gets Halloween packaging in its 'spooktacular' promo



Warburtons has launched protein-packed loaves, wraps, rolls and thins



A breakfast fixture makeover is the prize in Quaker Oat's contest





# NEW Cookie Dough



***“It’s like having a  
dessert in a chocolate bar”\****

\*Source: Brainjuicer March 2015, 13% of consumers’ spontaneous reaction.

**Billboard  
& Poster  
Campaign**



**from September 2016**

**£1m  
media spend**

**Have a break, have a KitKat®**

Please Recycle - consider your responsibility to the environment. © Reg. Trademark of Société des Produits Nestlé S.A.

# NEWS

## PRODUCTS

### A festive selection from KP

KP Snacks is reintroducing festive editions of its brands KP Nuts, Hula Hoops and Pom-Bear as part of its Christmas range launch.

Nearly 40% of all KP Nuts sales occur in the weeks leading up to Christmas Day, according to the manufacturer.

To support this, it is bringing back its festive tubs of Jumbo Salted, Dry Roasted and Honey Roast Peanuts. Resealable sharing packs of KP Original Salted, Dry Roasted, Spicy Chilli, Frosted Maple Syrup and Frosted Honey Roast Nuts will also be available.

Matt Collins, trading director of KP Snacks, said: "Christmas is a key opportunity for retailers to maximise sales."

Pom-Bear Snowmen and Hula Hoops Stars will also be available.

● *Industry Profile, page 22*

### Christmas pet treats

Mars Petcare is bringing back its Christmas stockings to capitalise on shoppers looking to treat their pets.

The manufacturer says Christmas is a crucial time of year for the Petcare category, as 63% of pet owners buy their pet a present, according to research by Nielsen. In response, it is relaunching Pedigree and Whiskas stockings, filled with treats and toys for cats and dogs, both with an RRP of £3.99.

Mars Petcare is also launching Dreamies Tin selection, Dreamies Turkey and Pedigree Schmakos Turkey as part of its festive range.



### Heineken in pole position on safety

Heineken is launching its partnership with Formula 1 with two new campaigns; 'When You Drive, Never Drink' and 'More than a Race'. Both campaigns will include TV and digital ads this year and next. They aim to highlight F1 while demonstrating Heineken's commitment to encouraging responsible drinking.

Category growth shows no sign of slowing down £1m brand investment for Butterkist

## Launches and promotions continue popcorn push

by Charlie Faulkner

New product launches and heavyweight marketing investment in popcorn are continuing to help the category's growth.

Propercorn is launching Crunch Corn, a half-popped version of popcorn, this month. Available in Rock Salt, Salt & Vinegar, Sweet & Smoky Chilli and Salt & Pepper flavours, the popcorn variant will be available in 30g and 90g bags with RRP of 89p and £1.99. All Crunch Corn flavours are gluten-free, suitable for vegans, and seasoned using natural ingredients.

Ryan Kohn, co-founder of Propercorn, said: "We are aiming to really invigorate the wider snack market with Crunch Corn. It's not traditional popcorn and it's certainly not a bag of unpopped kernels – it's a more-ish, nut-like crunch that's totally new."

"We wanted to create a snack which packed as much of a punch in texture, as it did in taste."

Meanwhile, Butterkist has announced a £1m brand investment including a promotional campaign on London buses.

The bus advertising campaign will run through



central London and the outskirts for two weeks from Monday. The campaign also includes a TV advert which will focus on sharing bags of Toffee and Cinema Sweet, running from this week until 9 October.

Based on previous advertising campaign analysis,

Butterkist Cinema Sweet and Toffee Sharing Bags are expected to see a big growth in sales during this period. As a result, retailers are encouraged to ensure stock levels are high and products are clearly visible on fixtures.

Anjna Mistry, senior brand manager at Butterkist, said: "Butterkist is synonymous with popcorn and sharing. It is a great snack for bringing families and friends together."

Last month RN reported Mintel research showed the category had grown almost 170% in the five years to the end of 2015.

## Don't miss out on Christmas spirit retailers told

Half of retailers are missing out on a potential sales uplift of up to 25% on premium spirits during the Christmas period, according to Pernod Ricard UK.

The manufacturer says half of retailers see an increase in sales of premium products of up to 25%, which

means 50% are missing out on an opportunity to grow sales.

To capitalise on Christmas, Pernod Ricard is launching gift boxes and miniature packs, including an Absolut 'Create the Classics' gift pack and hanging tree miniature Absolut and

Malibu gift packs.

James Middleton, channel director at Pernod Ricard UK, said: "Our own research reveals that more than half of retailers leave Christmas planning until October to December, and four out of 10 retailers leave it as late as November and December

to start stocking seasonal products, potentially missing out."

It comes as the manufacturer says research shows premium spirit sales grew by 12% in volume and 12% in value last Christmas versus total spirits growth of 2.8% volume and 4.6% value.

### Hot products for your shopping list



KP is reintroducing festive editions of its brands



Retailers are being advised by Pernod Ricard to stock up on festive spirits



Mars Petcare is bringing back Christmas stockings for pets



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- Twistwrap shoppers spend 16+% more than the average Christmas shopper\*\*\*

\*\*\* Source: IRI 20 w/e 2nd January 2016 \*\* Source: Kantarworldpanel / AWP of Tubbuyer vs. Average Confectionery Buyer | Total Market| 20 w/e 03 Jan 2016  
\* Source: IRI 52 w/e 21.05.16 / Value sales Independents, Symbols & Multiple forecourts

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# NEWS REGIONAL



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## Flask idea 'may help recycling'

Encouraging customers to use their own drink flasks could be a solution in the battle against unrecyclable coffee cups, according to a Northern Ireland retailer.

Coffee cups have come under scrutiny after it was revealed out of the 10 billion paper and plastic cups used in the UK every year, only one in 400 are recycled.

Leanne Mcelroy, duty manager at Eurospar in Donaghadee, said her store had achieved success with customers bringing in their own travel mugs to be filled.

"We have a coffee champion on each shift, which is someone who's in charge of the coffee machine and making drinks."

In March, the government's ex-resource minister, Rory Stewart's suggestion of a 5p cup levy was rejected.

Miss Mcelroy agreed a levy wasn't a suitable solution, adding the main responsibility should lie with manufacturers to create recyclable cups.

Kay Patel, owner of Best-one Global Food & Wine in Stratford, east London, agreed. He said: "Manufacturers need to create a biodegradable product."

## Ringleader punished

Glasgow off-licence owner Raminder Singh Gosal has been sentenced to carry out a 200-hour community payback order after admitting to being the "kingpin" of an illegal alcohol ring.

The retailer, of Mindy's Mini Mart, admitted counterfeiting labels to avoid more than £47,000 in alcohol duty.

As well as the community payback order, he was given a 10-month curfew and a 12-month prohibition order. Authorities will also attempt to claw back money he made from illicit alcohol.



## How Darren grew his food to go sales

A retailer has seen an almost eight-fold increase in food to go sales after installing a branded microwave which allows customers to heat their snacks in store. Darren Briggs, who runs a Best-one in Milford Haven, sold nine Rustlers products in the 10 days prior to his Rustlers-branded unit arriving and saw sales soar to 71 in the subsequent 10 days. "You've got to have food to go nowadays," Mr Briggs said.

● Read RN's guide to the food to go market on page 30

**Services key to convenience growth, finds ACS** C-stores have 'positive' impact on local area

# Diversification has grown sector by £400m in a year

by Gurpreet Samrai

Retailers diversifying to offer more services such as local grocery delivery, in-store bakery and key cutting has helped the convenience sector grow by more than £400m in the last year.

According to the Association of Convenience Stores (ACS) 2016 Local Shop Report, the UK convenience sector, made up of 50,095 stores, is now worth £37.5bn, which amounts to more than one fifth of the total grocery market.

The report attributes part

of the growth to an increase in the variety of services offered by stores, with more than one in four providing parcel services, 10% running click and collect, and the introduction of services such as dry cleaning and key cutting.

ACS chief executive James Lowman said: "Retailers have done a fantastic job of diversifying their offering in-store and providing a wide range of services, which contributes to the fact that consumers, local councillors and MPs all believe that Post Offices and convenience stores are the

services that have the most positive impact on their local area."

The report also shows chilled food and fruit and veg now account for a higher proportion of sales – 16.6% and 7.2% retrospectively, compared to 13.4% and 6.3% last year. Meanwhile, other traditional categories such as tobacco, e-cigarettes and soft drinks have fallen to 15.4% and 5.5% respectively, compared to 18.8% and 6.6%. It comes as the industry has seen the introduction of plain packaging and EUTPD II-compliant stock ahead of

the introduction of a soft drinks levy.

Meanwhile, retailers have invested £600m in their businesses over the past year, including 38% investing in refrigeration, 16% in signage and 12% in till systems. The report also shows more store employees are working part-time.

Mr Lowman said: "This is consistent with the feedback from other ACS surveys showing retailers cutting back on staff hours to cope with the big increases in wage costs, not least because of the National Living Wage."

## Ten ready to jump to raise for NewstrAid

Ten supporters of retail charity NewstrAid are gearing up to take part in a fundraising parachute jump this month.

The jump is taking place

at Sibson airfield, Wansford, Peterborough on 23 September, with the aim of raising £10,000 for the charity.

The 10 volunteers are

Helen Ryan (NewstrAid), Carolyn Kirkland (NFRN), Andy Law (Mail Newspapers), Neil Jagger, Sue Bull, Darren Powell, Laura Bolt, Debbie Sartoris and Kevin

Marshall (Trinity Mirror) and Kent retailer Nares Purohit. You can sponsor them at <http://www.newstraidparachutejump.co.uk/>





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# NEWS

## REGIONAL



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## Praise for raid support

A retail sister duo has praised the police and their loyal customers after being threatened by a balaclava-clad raider.

A man, who claimed to have a gun and was also wielding a piece of wood with nails in it, fled empty-handed after the attempted robbery at sisters Natalie Cowell and Kimberley Huitson's shop Wilson's Convenience Store in Sunderland.

The sisters were left shaken and in shock after the attack, but customers have rallied round.

"The police have been great," said Mrs Huitson. "We've had nice support from our customers too. It was a shock, it's the first incident we've had in 16 years."

The sisters have replaced the door the raider attempted to kick down with a thicker one, as well as adding a bolt to another internal door and the Post Office will review security with them.



## Retail troubles raised with MP

East Sussex retailer Sathees Navaratnam has outlined some of the problems confronting forecourt stores, especially competition from major multiples, to his local MP Nusrat Ghani during a visit to his shop. The Conservative MP said: "Dialogue between local business people and their representatives is key to ensuring that government is able to put in place the most effective measures to support and promote local enterprise."

**Wholesaler in firing line over trade problems** 'I told them to improve the service... it got worse.'

# 'My shop will shut thanks to Menzies' poor service'

by Tim Murray

A retailer who shuttered his newspaper rounds after months of poor service from Menzies says continuing problems with the wholesaler will force him to close his shop in the next 12 months.

David Cairns, of Baggs of Elgin in Elgin, Mory, Scotland, axed his 18 weekday and nine Saturday rounds last year after the wholesaler failed to improve its service.

"There were too many phone calls to Menzies, too

many call centre problems, so I told them they had six months to improve the service to my shop or I would stop my rounds," he said.

"They didn't improve, in fact, it got worse. So I carried out my threat."

After months of further issues, including unwanted items from third parties being sent to him via Menzies, Mr Cairns sent an email to the wholesaler demanding answers about its practices and lack of support for retailers.

But he reached the final straw last week after an

email chain inadvertently sent to him revealed comments made by Menzies staff at the distribution centre. He was called a "pain" and one writer added any problems with his business were down to his poor retail skills rather than Menzies.

Mr Cairns said: "I contacted the hierarchy and Grant Keough came up from Glasgow, but he didn't say anything I hadn't heard in the past 14 years.

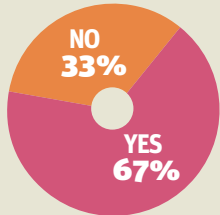
"I'm aware I'm not a big player, but I've had enough. I'll be out of retail in a year,

this is making me ill. They should be there to help us, not make it harder."

Dave Sheddin, head of communications at Menzies, said the person who made the comments would personally visit Mr Cairns' shop to apologise.

"We agree that the relationship between our businesses should be a mutually beneficial one, not a source of dissatisfaction, and hope to work with Mr Cairns from this point onward to improve his customer experience," he added.

## RN READER POLL



**Do you fear studies on the impact of vaping on health could lead to tobacco-style restrictions on e-cigs?**

## NEXT WEEK'S QUESTION

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



**Have your vote now**

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

## Mo's move to encourage healthy eating

A Scottish retailer is giving away healthy alternatives to school children in a bid to improve their eating and drinking habits.

Mo Razzaq, of Mo's Convenience Store and Family Shopper in Glasgow, launched the initiative last week as pupils return-

ed to school.

For the first week, the stores gave away water and flavoured water to show its benefits over fizzy drinks, while further giveaways will offer bananas or apples and other pieces of fruit. Schools near the two shops have welcomed the

scheme, which will run each Wednesday and will have a rotating cycle of products on offer.

Mr Razzaq said: "It's encouraging healthy eating and drinking for children. The schools are really happy about it and have welcomed it. We want

to prove ourselves initially and then we'll be looking to expand it and get suppliers involved too.

"If you want to start changing people's attitudes and habits, you've got to start doing something yourselves and this is what we're aiming to do."



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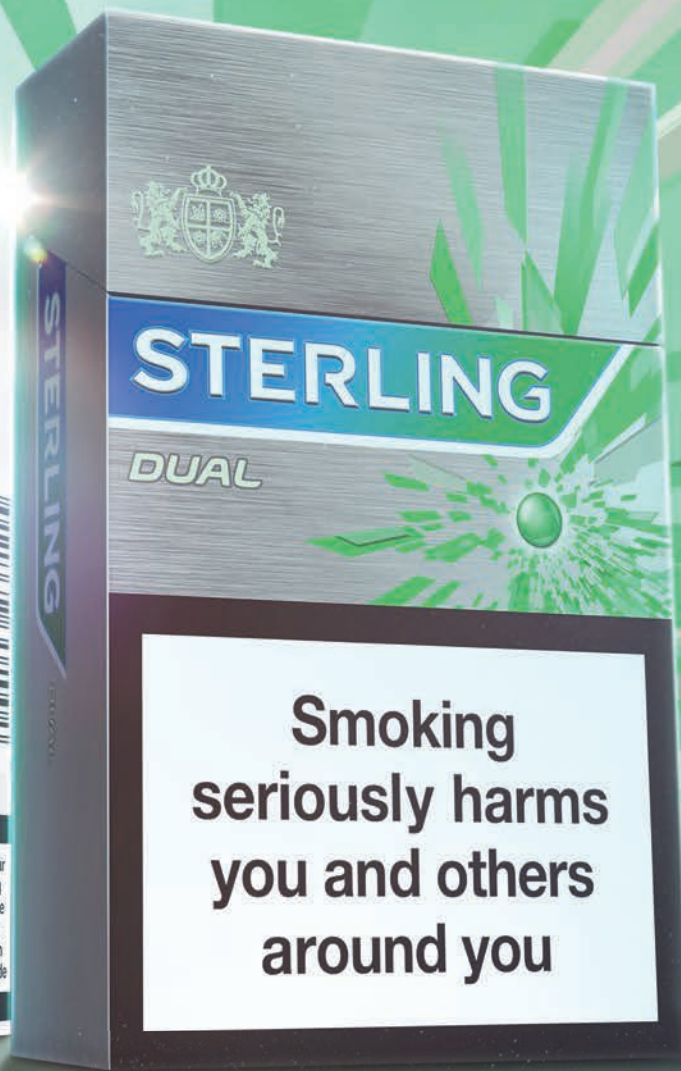
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Amit Patel,  
Stratford Post Office  
London

\*UK's number one cigarette brand Nielsen MarketTrack 2016  
\*\*Nielsen MarketTrack 12 months Trend July 2016

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## YOUR SAY Will you join the NFRN's day of action against the sugar tax? Can the government be persuaded to change its mind on its introduction?

### Peter Robinson

Robinson Retail, Pembroke, Pembrokeshire

It's certainly something I'd personally support. I do think we're up against it a bit, as there's a general trend in society moving towards healthier eating and drinking.

I'm not sure if there's a big appetite in the wider public domain to oppose the legislation. I will happily support the poster and engage with my MPs though, hopefully it will help the legislation do as little damage to our store as possible.

### Narinder Randhawa

Randhawa News, East Stetchford, Birmingham

It's so hard to tell what kind of effect this is going to have on our business. I'll be waiting to see what a lot of people think at the NFRN national council meeting in Dublin, as well as what my NFRN branch feels



about the sugar tax.

It's important to gauge opinion on this. I'm not even sure if it will be a priority for the government, they've got a lot of other things to sort out. We're still waiting to see the full effects of the tobacco legislation.

### Hitesh Pandya

Toni's News, Ramsgate

I will speak about anything

that affects my business.

I speak to my MP quite a bit anyway. If you've already got their ear, you might as well bend it and chew it!

Things like this are going to make it much harder for small retailers to keep working.

Everyone knows sugar and cigarettes are bad for you.

It's important for MPs to hear the voice of retailers.

## YOUR STOCK Walkers has launched a range of sandwich-inspired crisps. How have previous launches worked in your store? Will you stock this one?

### Raj Dhillon

Westcombe Park Food & Wine, South east London

I haven't stocked them yet, we do all the Walkers range and we do well with them, so I'm sure we'll get them in at some stage.

Normally we get interest in the limited editions, but we haven't had too many people ask for them yet.

Once people start becoming

aware of them from Walkers' advertising, then I'm sure we'll get them in.

### Sunita Kanji

Family Shopper, Little Hulton, Manchester

Initially the Walkers limited editions do sell well, but once people have tried them, you don't really get the repeat sales. They have these crazy ideas and

they get people talking about them, but do people actually want a sandwich in a crisp? They don't work all the time.

If any of the flavours work, then they'll introduce them properly and I'll replace some of my poor sellers. Good on them for trying different flavours, but if people say "ewwww" it doesn't work.

### Naresh Purohit

Marseans, Dartford, Kent

I've just seen an advert for them. In the past, when they have had strange flavours they generate a lot of interest.

The stranger and weirder the flavours, the more conversations there are about them in the shop. It gives us something to pick up on and sell, so from a retailer's point of view it's great. It's a good idea. I'll be stocking them.





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\*\*TRS will be participating in the promotion, but does not sell alcoholic products

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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

## WHY I'VE DECIDED TO CALL TIME ON HND SERVICE

I used to have 18 newspaper rounds during the week and nine on a Sunday. But a while ago I decided enough was enough.

There were too many phone calls to Menzies, too many call centre problems, so I told them I was giving them six months to improve the service to my shop or I would stop my HND service.

Things didn't improve, in fact, they got worse. So I carried out my threat.

I sent a letter to my customers telling them I couldn't supply them because of the problems we had with Menzies.

I said I wasn't going to get annoyed with Menzies any more after that, but there was no problem so small that they couldn't make a giant crisis out of it.

Menzies kept sending me third party items I didn't want. They sent a case of water, costing three times what I could have paid at my cash and carry. I sent it back, but Menzies lost it.

I set myself in the right mental place to follow it through the system, I tried to claim from the phone lines, but they were down,



David Cairns: 'Enough is enough'

the branches had problems and it wasn't on the inventory on the website.

I ended up sending an enquiry through the website contact address, then guessed my contact Ross Shirra's email address and sent one to him. I said the answer I wanted wasn't about the credit, it was about how much work

Menzies make us do, how many hoops we have to jump through. Why can't Menzies make it easier for retailers? And why can't they apologise?

I then got copied in on a whole chain of emails with Menzies staff, and in it I was called 'a pain' and referred to as having a bad attitude and more. They said it was all my

fault for being a poor retailer.

I contacted the hierarchy and Grant Keough came up from Glasgow, but he didn't say anything I hadn't heard in the past 14 years.

I'm aware I'm not a big player, but I've had enough. I'll be out of retail in a year, it is making me ill. Menzies should be there to help us, not make it harder.

David Cairns  
Bags Of Elgin, Elgin

### Dave Shedden, head of communications at Menzies, said:

*"On behalf of Menzies Distribution, I offer Mr Cairns our company's unreserved apology. At no time should one of our customers be spoken to or written about in the way he describes - this represents a serious lapse in judgement by one of our representatives. The individual involved will visit Mr Cairns in the coming days to make a personal apology. We agree that the relationship between our businesses should be a mutually beneficial one, not a source of dissatisfaction, and hope to work with Mr Cairns from this point onward to improve his customer experience."*

## I want some answers on disgusting tote box find

I've been a newsagent on the Wirral in Merseyside for 23 years.

Recently, we received a tote box that had been opened and urinated in. I complained to Menzies which assured me it would investigate.

However, I did not receive any apology or explanation.

On 31 August a member of staff opened a tote box to find a bag of excrement under the magazines. Understandably, she was extremely upset.

I rang Menzies and said I expected the manager to ring me back before I contacted the local environmental health office. But I didn't receive a call until the following day.

I have contacted the

NFRN helpline and texted my local rep, George Humphries.

I received a visit from John Spiers, branch manager at Menzies, Chester, on Saturday after RN contacted it. He apologised for the incident and said the Wakefield magazine centre is investigating how this could have happened. I want answers.

This is an absolutely disgusting way to treat a customer.

Chris Presland  
Twickenham Drive Supermarket,  
Wirral

**Dave Shedden, head of communications at Menzies, said:** *"Menzies Distribution is appalled by the circumstances which Mr Presland has described in his letter, and is committed to doing whatever possible to uncover how and where his parcels were tampered with. Three members of our team contacted Mr Presland on 31 August to ascertain the facts and progress our*

*investigation; he visited our Chester depot on the same day, where our team met with him to discuss the incident; and our local depot manager followed up with a call and personal visit to his store on 3 September. We offer Mr Presland our assurance that Menzies Distribution will share the findings of our investigation with him at the earliest possible juncture, and that we will take whatever action is mandated swiftly and decisively."*

## Neville Rhodes' article has left us baffled

I'm baffled by the perspective Neville Rhodes has on Radio Times in his article in the 26 August issue of RN.

These are the facts on how Radio Times' strategy under Immediate Media Co has benefited the entire newstrade, and independents specifically:

- Radio Times is the biggest newstrade magazine in the UK;
  - it generates more than £50m RSV per annum, 52% more RSV than the second biggest title;
  - while the RSV generated by the UK magazine market has declined by 24% over the past five years, the RSV generated by Radio Times has grown by 32%;
  - over the same period independents have enjoyed an additional £2.5m growth from Radio Times;
  - Radio Times accounted for 6.5% of all magazine RSV generated through independents in 2015 compared to 3.1% in 2011. It is more than twice as important to newstrade revenues than it was five years ago;
  - Radio Times is still the fourth-biggest title for sales volume at newstrade.
- This success has come about because Radio Times has focused on investing

in our product, and in our marketing, both above the line, in trade marketing and in maintaining our retailer margins.

Our strategy has been phenomenally successful and all of the newstrade has shared in it.

We enjoy enormous support from the newstrade, for which we are very grateful. It is a symbiotic relationship where all benefit.

This being the case, Mr Rhodes's choice of Radio Times to illustrate his feature, seems an odd one.

Radio Times's strategy has only benefited the newstrade. There are plenty of examples where alternative distribution models and pricing strategies have not.

At Radio Times we remain committed to growing our business and to sharing our success with our newstrade partners.

Kathy Day  
Group managing director  
Radio Times



# YOUR ISSUE

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## 'DISASTROUS' RETAIL VENTURE

After a nightmare near two-year ordeal, Leicester retailer Suleman Rahemtulla decided it was time to throw in the towel, but escaping the hellish experience was not as easy as he thought it would be.

Mr Rahemtulla had just turned 50-years-old when he decided to invest all his savings in a newsagent.

The lease on the store, Uppingham News in Uppingham, Leicester, was available and it seemed perfect for Mr Rahemtulla's plans.

But after he'd taken over the reins and the honeymoon period had ended, he began to experience problems with a tenant above the shop as well as with suppliers.

Mr Rahemtulla claims his problems began when the tenant said he was getting housing benefit and the money he owed for rent would come from the authorities. However, by the time he had found out this wasn't the case, there was four or five months' rent owing.

"We had to take him to court to try to evict him," he says. "When we got there, he said he was paying and I wasn't giving him a receipt. But why would I waste my time paying all these court

“

**I can't buy any stock, as I have all these costs, and I can't even pay the rent. I've had to put the business up for sale**

**Suleman Rahemtulla**  
 Uppingham News, Leicester



**Suleman Rahemtulla's retailing experience has been a nightmare from which he still has not escaped**

fees if that was the case?"

An adjournment followed, then another after the tenant claimed work needed doing on pipes. "We said we'd fix it, but then he wouldn't open the doors, the plumber came six times, but we couldn't get in," he says.

But finally, after 14 months and a number of adjournments, an eviction order was granted. "We had to pay all the fees, it was very frustrating, as the business had started doing well, but there were all these costs," he says.

Costs further ballooned with the work needed to get the flat habitable again after the eviction. "We had to decorate and get new things in, even now, we've still got problems with the boiler," Mr Rahemtulla says.

Since taking over the business he also experienced problems with certain suppliers. Finally, after the business rates for his shop effectively doubled earlier this year, he'd had enough.

"I'm running a small business here off my savings, but I can't buy any stock, as I have all these costs, and I can't even pay the rent," he says.

"I've had to put the business up for sale."

But despite finding a buyer,

Mr Rahemtulla still hasn't reached the end of his disastrous venture into retail.

He says although the buyer has agreed to stump up six months' rent in advance, the landlord, via solicitors Lawson West, is demanding a full year's worth.

"The buyer has said he can't pay that much in advance, as he needs cash to get stock, but we thought six months would be fine," he says.

"First they agreed to it, now they say it needs to be a year."

Property consultant Andrew Pegg, who has featured in the pages of RN recently fighting on behalf of retailers dealing with unscrupulous landlords, said the landlord is not necessarily being fair.

"A landlord has to act reasonably when considering an assignment. Twelve months' rent seems an awful lot of money, normally between three and six months would be deemed as being reasonable," he says.

Solicitors Lawson West, acting for the landlord, did not respond to RN's request for a comment.

RN has put Mr Rahemtulla in touch with Mr Pegg to help him resolve the situation.

"All I want to do is get rid of the shop," he says.

**INDEPENDENT**  
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ACADEMY IN ACTION  
 Follow up



## In-store Display

In May, Mondelez visited Jill and Peter Atkinson's store in Stafford to see how the couple could improve their in-store displays. Here, we discover how the advice given has boosted trade

### Jill & Peter's action plan

- Create a meal deal for sandwiches, snacks and drinks in the chiller
- Second-site best-selling confectionery and snacks around the store
- Move biscuits and bread into key sales space by the coffee machine

### Jill says

"Susan and Louise gave us point of sale to highlight Twirl and Wispa on our chocolate display and that, with pricemarking, has helped them stand out better. We've also been talking to a company who will redo some shelving by the till so we can move our biscuits, bread and cakes into a better position by the coffee machine. We've now got a secondary display of Mikado in the chiller to sell with drinks and sandwiches. And we want to put up a board by the till to promote our special offers."

### Your action plan

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

# INDUSTRY PROFILE

Interview by **Chris Rolfe**  
 email [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)  
 tel 020 7689 3362  
 @ChrisRolfeRN

## KP Snacks

Last month, KP Snacks invited retailers on its SnackPartners forum on a factory tour to discuss category trends and how it is assisting retailers with in-store display. Here, trading director Matt Collins shares insight and advice from the day

**RETAIL NEWSAGENT** On the factory tour, you discussed recent developments in the snacks category. How is it performing at the moment?

**MATT COLLINS** Total impulse is broadly flat in terms of retail sales value. Within that, symbols are slightly down, by 0.6%, and independents by 7.7%. Breaking the category down, single bags have a 50.9% share of sales, sharing bags 37.8%, multipacks 5.7%, nuts 3.3% and popcorn 2.2%.

**RN** What challenges and opportunities does this present to retailers?

**MC** Sales of single bags are down 8.4% year on year, so, given their market share, the biggest challenge is picking these sales up. Also, price-marked packs are a big growth area. They are up 15%, so it's important to maintain this growth. Hula Hoops Beef £1 is the second-fastest selling pricemarked pack, for example. Another challenge for local shops is competition from the multiples on food to go. Big stores have snacks displays at the front with single snack packs and meal deals and independents need to work harder to get their offers right.

**RN** How can they do that, while also addressing falling sales of single bags?

**MC** By focusing on the opportunity food to go offers, asking how they can use link deals such as snacks with drinks and snacks, or two-for offers, and second-sitting snacks by chillers, sandwiches and other related products. Also, by focusing on key products and flavours and establishing a strong, well mer-

chandised core range. There is a lot of proliferation around new products, but the core range is incredibly important.

**RN** You've been working with retailers on the tour to trial new display equipment you've produced. Tell us more about that.

**MC** We launched category planograms, hints and tips for retailers back in 2014, then tested them in some stores and analysed sales. The sales uplift was around 40%, so we worked with 150 stores in 2015 on this. Now, we're looking at how we can share these plans more widely. We'll continue to test new formats, plans and ranges.

**RN** What have you learned by working with these retailers?

**MC** That no one size fits all, because every store is a different size and has unique layout and available space.



**The core range is incredibly important**

We have to offer a variety of display equipment such as dump bins, shippers and clipstrips. I was really encouraged at the tour because it showed how different solutions can work for different stores. Our challenge is to tailor what we offer to make them work. It highlights the importance of us having an honest and credible category approach.

**RN** How can retailers use this equipment to address the challenges and opportunities available to them in the market?

**MC** Retailers need to use displays to disrupt existing customers and attract new ones. In a 900-1,000sq ft store, for example, space is tight, so how can the owner use equipment to help drive cross-category purchases?

One of the linked sales we're testing is displaying nuts in chillers. Retailers can hang them in front of beers, wines and spirits.

It's really simple, but if it is done right it will drive incremental sales. We brought out a £1 KP range two years ago and are looking at how to build on these linked sales, especially within independents.

● KP Snacks' Christmas range - p10.

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

**Company** KP Snacks

**Trading director** Matt Collins

**Profile** KP Snacks brands include McCoy's, Hula Hoops, Pom-Bear, Choc Dips, Space Raiders and Skips.

**Latest news** The company has produced range advice, planograms and display solutions for independent stores. After working with a selected group of retailers to trial this, KP is now looking to connect with more stores and supply them with its category management advice.



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12 October 2016



**Lunchtime meal deal £3**  
Any sandwich + drink + crisps or fruit

**BIG NIGHT IN**

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# Shoppers on a mission

## Giving your customers what they want, when they want it

**ARE you aware of your customers' missions and do you take advantage of promotions throughout the day? Do you promote the right product mix at the right time? And how do you influence impulse buys to increase basket spend?**

Find out at the must-attend live session led by multinational food, snack and beverage corporation, PepsiCo during the **Local Shop Summit at Twickenham Stadium,**

**London on Wednesday 12 October.**

Alongside expert panellists and retailer influencers, PepsiCo will discuss how you can take advantage of the key moments to keep your customers coming back to your store by offering mission-based promotions and presenting your store in the right way.

"Shoppers walk into a store knowing the mission they are on but often not the products they want to buy. PepsiCo is

committed to helping retailers increase sales through having the right layout and range and we are looking forward to sharing this at the Local Shop Summit," says Pierre Jackson, impulse category controller, PepsiCo.

How well set up are you for shopper missions? Does your store layout encourage shoppers to go to the aisles they usually wouldn't? And what are the best products to keep by your till to

increase basket spend?

Whether you're looking for advice from experts on how customers make buying decisions, how to use meal deals and promotions to ensure your customers complete their shopper mission or to learn how to increase sales and stay ahead of the competition, attending PepsiCo's Local Shop Summit session will help you improve your business.

Book your place today at [betterRetailing.com/LSS/register](http://betterRetailing.com/LSS/register)

**#LSS16**



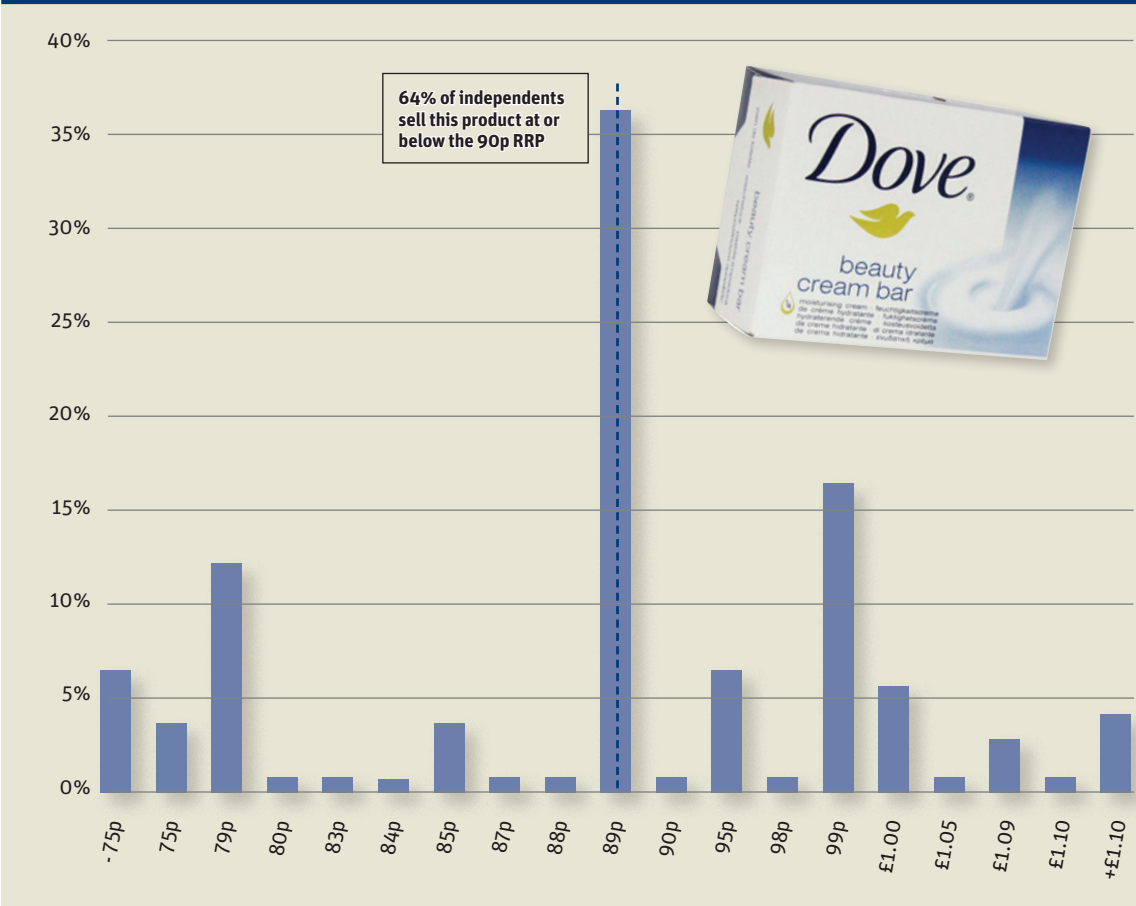
# PRICEWATCH

Benchmark your prices against your peers

## In focus Personal hygiene

## Sample prices

**DOVE CREAM BAR 100g** Price distribution



PRODUCT
<b>Tampax Compact Super</b> 20-pack
<b>Lynx Bodyspray Africa</b> 150ml
<b>Colgate Advanced Whitening</b> 50ml
<b>Happy Shopper Ultra Super</b> 30-pack
<b>Colgate Protection</b> 75ml
<b>Insette Extra Hold Hairspray</b> 200ml
<b>Steradent Active Plus Original</b> 30s
<b>Wisdom Toothbrush Medium</b>
<b>Listerine Cool Mint Mouthwash</b> 250ml
<b>Silvikrin Firm Hold Hairspray</b> 250ml
<b>Dove Cream Bar</b> 100g
<b>Alberto Balsam Hair Gel Ultra Strong Hold</b> 200ml

## Analysis

As all the retailers we spoke to told us, personal hygiene isn't a category they rely on as a key selling point. Customers know it's there if they need it, and that tends to be when they buy these products from

independent stores - in an emergency, or on impulse.

From a retailer's perspective, this means the category isn't about starry promotions but about the reliable stocking of popular brands,

sold at pricepoints that won't make time-short customers feel like their store is a rip-off. So, it's no surprise to see most retailers price quite conservatively, keeping to the RRP or cutting just below.

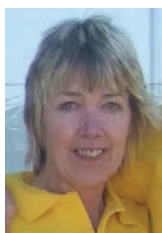
## How we drive our profit

### Vanessa Griffiths

**STORE** Henllan Post Office and Stores  
**LOCATION** Henllan, Wales  
**SIZE** 1,500sq ft  
**TYPE** village store

**TOP TIP**

Getting prices right is key - then people won't just come in as a one-off, they'll buy from you regularly



**Personal hygiene** is a good category for me. I have some price-marked products and otherwise I'll stick to RRP, but as I'm independent I can sell what I like, so I tend to buy products when they're on promotion. Obviously they don't have a sell-by date so I can stock up, and then sell them on at the normal price, which enables me to get margins of around 50%. Teenage boys and young men are an important demographic in this category, especially the single ones - they come in regularly to buy deodorant and hair gel.

### David Woodrow

**STORE** Woodrow's Newsagent  
**LOCATION** Bishopton, Renfrewshire  
**SIZE** 1,000sq ft  
**TYPE** residential

**TOP TIP**

It's important to stick to brands that people recognise - if it's an obscure name they won't touch it



**We have a** minimal range of personal hygiene products - about two metres' worth. We do have a variety, however, so it's there if people need it. It's a category where we stick to RRP or price-marks; people will come and grab products in an emergency and I don't want to annoy them by charging too much. It's also a category where we have to keep an eye out for theft. Colgate is always popular, while a recent big seller - relatively speaking - has been Carex aloe vera handwash; we usually sell one a month, but last month we sold six.



➔ Rachel Barr  
 ✉ rachel.barr@newtrade.co.uk  
 ☎ 020 7689 3358

Data supplied by



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

BOOKER RRP	AVERAGE	RETAILER 1 SMALL SOUTH TYNESIDE NEIGHBOURHOOD STORE	RETAILER 2 TOWN CENTRE STORE IN NORFOLK MARKET TOWN	RETAILER 3 LARGE RESIDENTIAL SHOP IN HERTFORDSHIRE	RETAILER 4 LARGE SHOP IN RESIDENTIAL GLASGOW	RETAILER 5 EAST LONDON HIGH STREET OFF LICENCE /C STORE	RETAILER 6 LEICESTER SUBURB 1930S ESTATE STORE
£2.99	£2.99	-	£2.99	£2.99	£2.99	-	£1.99
£3.26	£3.29	£3.29	-	-	-	£3.29	£2.99
£1.00	£1.00	-	£1.00	£1.00	-	£1.00	£1.00
89p	89p	89p	89p	-	89p	-	89p
£1.17	£1.00	£1.00	-	£1.00	-	£1.00	£1.00
£1.00	£1.00	£1.49	-	£1.00	-	-	-
£1.53	£1.40	£1.69	-	-	£1.59	£1.69	-
£1.27	£1.00	-	£1.00	-	£1.00	79p	-
£2.58	£2.59	-	-	-	£2.59	£2.79	£2.49
£2.47	£2.25	-	£2.75	£2.25	-	-	-
90p	90p	-	-	-	-	89p	79p
£1.17	£1.00	-	-	£1.00	£1.29	-	£1.49

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Khuram Pervez

Nisa Loco, Newcastle-Upon-Tyne



Canny Milkshakes, £1.69 for 330ml, available in vanilla, chocolate, strawberry and banana flavours



#### Where did you discover them?

The company has its offices just down the road from us, and a lad who works there often comes in to use the post office. One time he came by with a couple of samples for us to try out. It also supplies Epicurium Wholesale, a firm we've worked with in the past, so after we'd had a look and decided we liked the company we got in touch with them to start supplying the shop.

#### Who buys them?

It's generally the younger generation that seems to like them, so I'm hoping students will go for them when term time starts again - we're located near two universities so get a lot of student trade.

#### Why are they so successful?

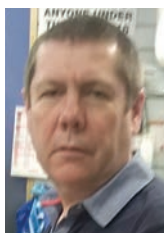
They're slightly more expensive than your typical Yazoo milkshakes but I think the branding works well - the use of the local accent, the emphasis on the fact they're 'naturally produced', and the laid-back messaging on the packaging. It's also just a very good quality product, I think you can taste the difference. Finally, it's supplied to the local universities here, so there's already a good level of brand awareness.

## Graham Doubleday

**STORE** Newmarket  
**LOCATION** Mossley, Greater Manchester  
**SIZE** 700sq ft  
**TYPE** main street

#### TOP TIP

Give customers exactly what they want by stocking as many price-marked well-known brands as possible



**We try to** make sure as many of our personal hygiene products are price-marked as possible, and avoid products which aren't. It squeezes the margins a bit - they're never as good as on non-price-marked products - but people are very price-conscious in this category and in the end you've got to give them what they want. Brands are important to our customers too. They want Lynx and Colgate and so on, so I usually stock them rather than cheaper alternatives.

## Steve Cuthbert

**STORE** Spar Alsager  
**LOCATION** Alsager, Stoke-on-Trent  
**SIZE** 2,500sq ft  
**TYPE** main road

#### TOP TIP

It's all about hitting the right pricepoint in this category - people just want to get what they need without being ripped off



**We're part of** the Spar group so we just go with their pricing strategy, which tends to hover around RRP. It's not our biggest section and we're definitely not a destination store for these products - it's an emergency buy. The category tends to sell steadily, with toothpaste leading the pack in terms of volume, and we generally make margins of between 25% and 30%. All our customers buy personal hygiene products from us from time to time, there's no one group in particular. ●

# RETAILER PROFILE



## Value above all else

James McCormick's decision to switch symbol groups last year was ultimately a temporary one, but changes made in the past 18 months have allowed him to create a one-stop shop with unbeatable prices. **Rachel Barr reports**

**A**t the heart of James McCormick's 10-year-old c-store in Lancashire is his understanding that his customers value price above all else.

So his quest for great value, he explains, has taken the business through some significant changes in the past 18 months.

James runs a 750sq ft Bargain Booze in a busy shopping centre in Skelmersdale, having joined the group when he opened the store.

But last year, with competition in a two-mile radius including Asda, Spar and Premier, and a Co-op just 15 yards away, he made what turned out to be a temporary switch of symbol group in a bid to improve his offer. "We were a really successful Bargain Booze, spending £1.3m at wholesale annually, but I wanted a change and to give customers better value, so I joined Costcutter," says James.

The move allowed him to undergo an extension and a £100,000 refit that added remote refrigeration, a new floor, ceiling and counter, shelving, tills and signage. The refit created space to triple the fresh offering and extend core ranges such as soft drinks to widen the store's appeal to local customers.

But however great his store looked, James soon realised that adopting a standard c-store format had stripped it of its point of difference, and higher prices were driving customers to his competitors.

"I had been competitive on core products, but customers were saying 'I can get it cheaper in the Co-op, even about alcohol,' he says. "I was losing £20-£40 sales from regular customers and trying to compete on fresh sales with other convenience stores nearby. I had to throw a lot of fresh food out."

James began buying stock from Bargain Booze again to get his prices back down, and eventually decided to return to his former fascia just nine months after leaving it.

Since then, he has worked to stabilise and grow sales by fine-tuning the changes made during his refit.

"Before the refit we only had 1m of chiller space, now we have 3m," he says. "The range in there includes a selection of fresh essentials, sandwiches and pastries along with a small range of fruit and vegetables. Being a Bargain Booze, around 70% of sales come from alcohol, but since the refit more people are buying fresh products. More than before, we are a one-stop convenience shop rather than just an off-licence, and we are selling more of everything."

He has also focused on maintaining his point of difference and core sales, relying on competitive pricing and marketing to rebuild loyalty to the store.

"We are a busy store in a very competitive area, but we are beating the multiples with many of our everyday low prices," he adds. "Bargain Booze has done a £2m price drop





**Make sure you employ the right staff. We're open 16 hours a day seven days a week and without a great team we couldn't manage."**

**JAMES MCCORMICK**



**Lancashire retailer James McCormick focuses on promotions to secure his customers' loyalty**



**"Since the refit more people are buying fresh products. More than before, we are a one-stop convenience shop rather than just an off-licence"**

on best-selling lines so I am able to sell four-packs of Foster's for £3.99, for example."

To maintain loyalty and attract new customers, James has also invested in leafletting, and is bringing in extra customers with every promotional cycle.

"I send out 6,000 leaflets per six-week cycle. I do coupons, such as £2 off, and get around £800 in extra sales.

"When the promotions start we get people in on that day with a list of products from the leaflet, so I know it works. We're spreading the leafletting further so people know we've reopened as a Bargain Booze or to connect with people who haven't heard of us."

Now the business is back on track, James is looking forward to the busy Christmas period, and is confident that fortnightly deals on key alcohol such as Smirnoff, Bailey's and snowballs will attract decent festive trade.

He is also gearing up to use his expertise to help a long-standing member of staff open her own Bargain Booze franchise.

"We're one of the top stores per square footage for Bargain Booze. It's a hard logistical job keeping the shop filled up and to the right standard, and it's been a long journey to get here, but I'm proud of the business we've built," he says. ●

**VISIT MY SHOP**

**Bargain Booze**

106 Sandy Lane  
Skelmersdale  
Lancashire  
WN8 8LQ



**Want to see more of James' store? Go to [betterretailing.com/bargain-booze-skelmersdale](http://betterretailing.com/bargain-booze-skelmersdale)**



# CATEGORY ADVICE



Retail mentor Gaz Bains, left, joins Wrigley's Steve Stafford, right, at retailer Joe Williams' Hook Norton store

## Make more of gum

Do you know how to get the best sales from your chewing gum range? Here, RN joins Wrigley's **Steve Stafford** and retail mentor **Gaz Bains** to help two retailers boost their profits

**S**ales of chewing gum continue to grow as an increasing number of consumers rely on it to help with their oral health.

To show how retailers can capitalise on this opportunity, Wrigley's field sales representative Steve Stafford and mentor Gaz Bains, from Select & Save Belgrave Stores, visited two retailers in Oxfordshire to help them take advantage of this impulse-driven category.

Last year, Wrigley's Merchandising with the Masters programme helped two stores achieve an average sales increase of 59%.

This year, the project focuses on range, visibility and driving sales through dual siting.



**THE EXPERT**  
**Steve Stafford**  
Field sales representative,  
Wrigley



**THE MENTOR**  
**Gaz Bains**  
Owner, Select & Save Belgrave,  
Coventry



**FOCUS ON**  
**Joe Williams**  
The Village Store,  
Hook Norton

"We've never looked at the chewing gum category in detail and I don't know enough about it. We recently introduced gum and confectionery by our tills and now need to look at what we're stocking and how we merchandise to make use of this new opportunity. This is where we really need advice - to help us move forward and open up a whole new opportunity."

### **Steve Stafford advises**

"It's really important to stock the best selling products and use signpost brands, such as Extra, to ensure the gum category is visible and easy for shoppers to find. 6 of the top 20 selling single confectionery products are made by Wrigley. As gum is so impulsive a Wrigley display at till point really helps drive this visibility and encourage more impulse sales. Another great opportunity to drive impulse pick ups would be to place a display near to Joe's sandwich chiller."

### **Gaz Bains advises**

"Retailers should always listen to their reps and



### **ACTION PLAN**

- 1 Visibility:** Place a unit on the counter with best sellers at eye level making it easier for shoppers to shop the category and increase impulse purchases.
- 2 Range:** Increase the range by introducing bestsellers and different pack formats, like bottle, to meet shopper needs.
- 3 Multi-sites:** Merchandise gum next to food to go section to encourage additional impulse purchases.

take advantage of their expert advice, they are the people who know which way the category is going. Extra White Bubblemint and Strawberry are the best-selling flavours in my store, and I wouldn't have introduced these without advice from Wrigley. Your range is your biggest asset. Don't forget that 70% of sales come from 30% of your range."



in association with  
**WRIGLEY**  
 A Subsidiary of Mars, Incorporated



Harjinder Dhasee listens to some alternative display ideas from Wrigley's Steve Stafford



## WRIGLEY'S TIPS FOR YOUR STORE

"Gum is an impulsive category so visibility is key, 50% of shoppers who see gum will buy it. There are a variety of display formats available to suit different store set ups, which will ensure gum is always visible in your till area."

## THE OPPORTUNITY



Bottle is the fastest growing pack format in gum, sales have grown by more than **26%** in the last year



More than **66%** of gum values sales come from the top ten products

## GAZ'S TIPS FOR YOUR STORE

"It's always worth listening to advice from reps. Following their planograms, keeping gum displays well merchandised, well stocked, and tidy is simple to do, and is the key to success within the category."



**FOCUS ON HARJINDER DHASEE**  
 Nisa Village Shop,  
 Mickleton

"I have space issues and I'm not sure where to place my gum range, so it is getting lost at the moment. Having an expert visit to take a fresh look at what we're doing and give us advice on how to improve is crucial. I know gum is a great impulse product, but I need guidance to help me focus in it and make the most of it."

### Steve Stafford advises

"Gum is a highly impulsive category, if shoppers can't see it they won't buy it. It's really important to make sure the gum display is visible to all shoppers and merchandised in a way that makes it easy for them to find what they are looking for. Harjinder has got a great range of gum products with only a few of the best sellers missing. Introducing new pack formats is a great opportunity, bottles have grown by +26% in the last year."

### Gaz Bains advises

"Space can be an issue for a lot of retailers, especially near the till area, and this is why they need to be creative and think of ways to make the most of the available space. Harjinder has limited space, so working with Wrigley to



## ACTION PLAN

- 1 Display:** Move gum up to the top of the display so it is in shoppers' eye lines and minds at the till.
- 2 Bestsellers:** Place new displays by the till and merchandise bestsellers on them, like Extra Peppermint & Extra White Bubblemint to really appeal to shopper needs. Introduce the best selling bottle products to capitalise on the growth they are seeing.
- 3 Branding:** Place branding and PoS on acrylic shelving to help customers identify the brands they are looking for.

make sure he's maximising his gum sales will be really helpful. Once a new display is fitted, he needs to follow a planogram to continue to improve his visibility and grow sales."

## What happens next?

Joe and Harjinder are now following Steve and Gaz's advice over a six week period to help grow their sales. We are monitoring sales data in both stores over this period.

To find out what happens, look out for Retail Newsagent on **23 SEPTEMBER**



## GET INVOLVED

To see how you can grow your gum sales, call Emily on **0207 689 3377** or tweet **@betterretailing**

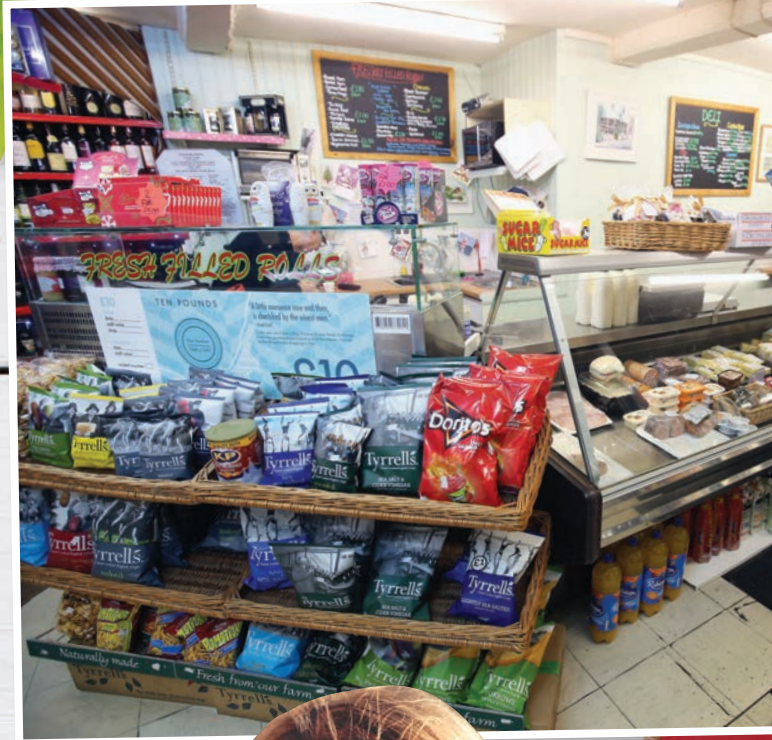


# FOOD TO GO



## How to become an expert

Customers now expect ready-to-eat, hot and delicious food to be available from convenience stores of any shape or location. **Toby Hill** talks to great retailers who are approaching this opportunity in very different ways



**F**rom filled rolls to Cajun chicken, and from Cornish pasties to foot-long Bratwurst, food to go has become a key footfall driver in convenience stores across the UK. And its importance to the sector is only expected to increase over the coming year, with grocery experts IGD forecasting it will be worth a whopping £2.5bn to convenience stores and forecourts by 2017.

“The rise in out-of-home eating, casual dining and street food have all influenced a change in eating habits, causing shoppers to try more new foods than ever before,” IGD’s shopping insight manager Rhian Thomas says. “With lifestyles becoming busier and more flexible, it’s essential on-the-move shoppers can find options that suit their needs.”

Food to go – providing fresh, tasty yet affordable snacks to demanding customers, without generating too much waste – can seem an intimidating category. But, as IGD’s senior business analyst Patrick Mitchell-Fox observes, “we’re seeing supplier businesses providing delivery options for chilled pre-

pared foods, plus others offering hot food, making it easier than ever for a small retailer to include food to go in their stores.”

“I’d advise everybody to do it,” Coventry retailer Gaz Bains says. “With cigarettes being hit hard, you need to find something that’s going to replace it, and personally I think it’s going to be food to go.”

Nevertheless, despite the availability of this supplier support, food to go requires some careful thought on the part of retailers to get it right. It needs to be tailored to the taste buds and wallets of each retailer’s customer base, and getting this right can involve quite a bit of trial and error. Here, we talk to a variety of retailers about how they’ve made food to go work in their stores, covering the whole gamut of store sizes from 750sq ft up to 2,800 sq ft.







A range of fresh ready-to-eat products can attract new types of customers



Debbie's salads, pies and buns are 'extremely popular'

## SMALL STORES

With smaller sites often located in busy high streets or city centres, there's an obvious opportunity to lure in passing trade with the delicious smell of a tasty snack. Yet, a lack of space can also prove a challenge to any ambitious retailer who wants to get involved.

Food to go might seem like a hassle for newsagents and smaller convenience stores, who may feel it's more important to focus on traditional CTN categories. But Debbie Davies, owner of a 750sq ft Londis in the Welsh town of Hay-on-Wye, has shown that it can be an indispensable category even in stores where space is tight.

The stars of her food to go selection are the filled rolls, available with a wide array of fillings: cheeses, chunteys, pastrami, vegetarian, tuna mayo, and specials like coronation chicken or pulled pork. "We use a local butcher where we get raw hams, roast beef and turkey, and a local baker for the buns," Debbie says. "And we sell them from a little salad bar next to our till, along with salads and mini pies from the local butcher. They're enormously popular."

Local workmen come in to get their lunch from the shop, and Debbie has managed to bring in a lot of passing trade by partnering with the local hospitality sector.

"We've made sure that every hotel or B&B in the town has our menu," she

says. "A lot of walkers pass through Hay and it's easier for the B&Bs if they just direct them to us to get their packed lunches, rather than having to make them themselves."

Sales do drop off in the winter as fewer walkers make it out onto the bleak Welsh footpaths, but Debbie has managed to compensate by introducing hot options like hot pork rolls, and festive varieties like turkey, stuffing and cranberry. Even in the winter, she says, she might sell four or five dozen a day, while during the Hay-on-Wye festival, which takes place every May, daily sales can top 200.

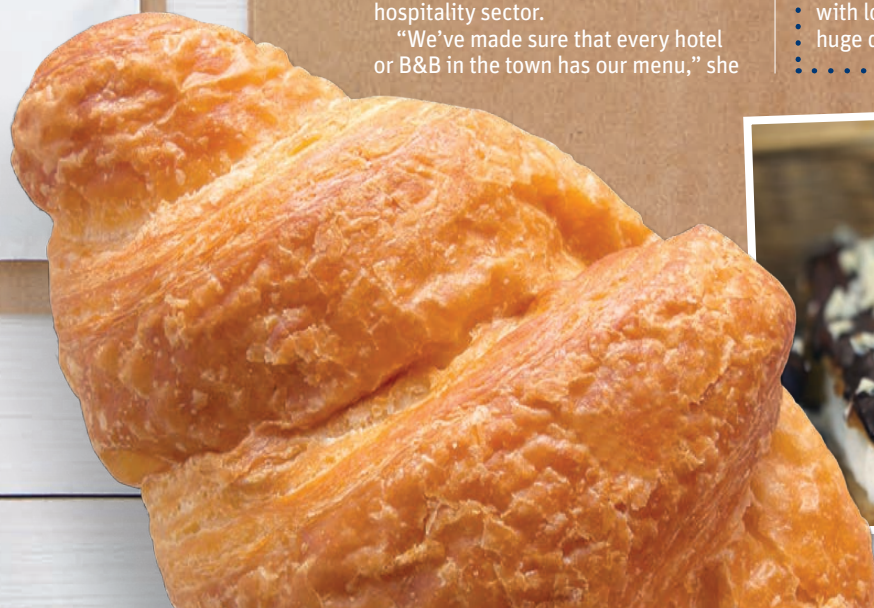
"It definitely makes a big difference to the number of people coming into the store all year round," Debbie says.

### TOP TIP



Debbie Davies

- Have a wide range of options with changing specials, as it keeps people interested and returning to the store. And find different ways of marketing your food to go – we have a big poster outside the shop, and partnering with local businesses has made a huge difference.





# FOOD TO GO



## MID-SIZE STORES

**Mid-size stores present a wide range of opportunities for retailers willing to invest in food to go and often based in suburban areas, there are many opportunities to recruit regular customers with the right food to go range.**

At the more basic end of the spectrum is Gaz Bains's small selection in his 1,400sq ft Select & Save convenience store in Coventry.

"We're a straightforward convenience store in an area that isn't especially into fancy food," Gaz explains. "So what I offer is quite simple. But it's definitely been worth getting involved."

He began with Cuisine de France products, trialling sausage rolls, steak slices and Cornish pasties. They were doing fine if not brilliantly, until a visit from a rep transformed them into a top seller.

"I talked with him and found we could get a lower price on certain lines that we stocked," he says. "So now we're charging £1 for some products, and pricemarking, which is better than you can get at Greggs, and they're flying out the door. We've kept a good margin too."

The success of his Cuisine de France products inspired Gaz to bring in a Rollover hot dog machine.

"They're flying out as well," he says. "They work well with the pasties too. Workers buy a sausage roll in the morning, then steak slices and pasties from 12 onwards, and the hot dogs a little later in the day."

It's a simple selection, but it brings in more than £400 a week. Gaz is keeping his eye open for opportunities to bring in a few extra products, and is currently considering a recommendation from his Cuisine de France rep – Cajun chicken wings and hash browns.

While Gaz's stripped-back selection has worked perfectly with his customers, it's also possible for mid-sized stores to be more ambitious with their offering. Sandip Kotecha, owner of a 1,500sq ft Londis store in the affluent town of Cheltenham, has placed his food to go range at the very centre of his store's appeal. Starting off with Cornish pasties from a local supplier, he's gradually built up to showcasing a wide variety of quality takeaway food.

"We've got the usual breakfast baguettes, which always sell very well," Sandip explains. "Then we've got luxury German hot dogs at nine-inch and a foot-long, which come with a variety of toppings – pulled pork, coleslaw, chili con carne etc. Then you can add fries and a drink, to make up a meal. I'll also do chilli con carne with rice, or pulled pork with jacket potatoes. Then we've got milkshakes in small and large sizes."

Building up to such a broad selection was a gradual process involving lots of trial and error. He arranged with the butcher to custom-make slimmer sausages for the breakfast baguettes, so he could cook them to order without a 12-minute wait. Out for a lunchtime stroll, he spotted a leg of pork bubbling away in a slow



# “

**What I offer is quite simple. But it's definitely been worth getting involved**







Sandeep has developed an approach to food to go that fits his store perfectly

cooker in another store, and realised it was exactly what he needed for his store. And having decided to sell milkshakes, he also found an online company that converted old slush puppy machines into milkshake dispensers.

Another important innovation has been joining JustEat, the takeaway smartphone app. "They're not always the most straightforward to work with but they've opened up business I'd never have had without them," says Sandip. "Not only from their delivery service, but within a week the walk-in trade went right up as well – I think people must see our menu online then decide to just walk down to the store to try out what we've got."

Sandip began working on his food to go range in November and admits that developing it to the stage it's at now has been tremendously hard work. But it's finally paying off, and food to go makes up 15% of store turnover, which has gone up overall after a string of challenging years.

"We're over the moon with it," he says. "We've currently got the food to go section tagged onto our extra-long till, but I want to build up to the point where we have a separate walk-in kitchen."

### TOP TIP



Gaz Bains

If I were to do it all again I wouldn't go straight down the Cuisine de France route, but start off with Rollover hot dogs – they're exceptionally simple, the machine cooks them and keeps them nice and hot, and you don't need to go back and forth to the oven.

### TOP TIP



Sandip Kotecha

Don't just go into another store that does food to go and copy the whole thing – build up gradually, based on feedback from customers. If I'd tried it on this scale from the start I'd have messed it all up – it's only by taking it one step at a time that I've made it work.

JUSTEAT





# FOOD TO GO

## BIG STORES

**Installing food to go facilities in the biggest stores, while obviously more manageable in terms of space, brings challenges of its own. Where best to locate your range so it grabs customer attention and sweeps up impulse buys?**

If you establish an extensive range of food to go products, how can you market it so it pays its way and drives as much footfall as possible?

These are issues that 19-year-old retailer Harris Aslam has grappled with in his 4,800sq ft store in eastern Scotland, Greens of Markinch.

"I built up my range slowly, a lot of learning went into it for us," he says. "You've got to sit down and spend weeks coming up with an action plan, not just working out what your range will be but also how you'll merchandise and market it."

Having given this all some thought, Harris decided to partner with a couple of local bakeries to sell freshly-baked products every day. It's been a wild success – fudge donuts are now the fourth best-selling product in his store. He also sells pies, cakes, made-to-order rolls and baguettes, soups, ice cream and slushies.

"Ideally I'd want to place my food to go range alongside the tills, to encourage impulse purchases and to make it easier for staff," he says. "Unfortunately, that didn't work in our store so we've had to put it on a separate island."

More important than getting the location right, Harris adds, is marketing your range effectively.

"It's fine to do hot food but if it's just your existing customers buying it from time to time it's not really enough – you need to reach out to people who weren't using your store before," he says.

"We had a big launch at the beginning of July where we announced our partnership with the bakeries. We've pushed it heavily on Facebook and got thousands of people interacting with our posts. We put adverts on local radio and in local papers, and also ran a competition on a local radio show with some of our new food to go products."

While Harris has worked hard to partner with local businesses and push his products in local media, there are also national food to go suppliers who can make it more straightforward to establish a range in your store. Anwar Haq went down this route to build up an offering in his store, a 2,800sq ft Nisa Local on the Isle of Dogs in London.

"I worked with Aryzta Food Solutions to introduce its Pierre hot food to go products, as well as Cuisine de France and Otis Spunkmeyer lines," Anwar explains. "They did all the merchandising including providing promotional stands for their products."

Now Anwar's store has a counter selling breakfast items such as bacon and sausage baps, popular with workmen in the morning, as well as gourmet sandwiches, Cajun BBQ chicken wings, toasted baguettes and popcorn chicken. He's selling food to go products throughout the day, bringing in vital extra revenue and invaluable footfall.

"It's been fantastic," says Anwar. "I've noticed people telling each other they enjoyed the food, passing it on by word of mouth, which brings new customers into the store. It's something different and people really like it."



**You need to reach out to people who weren't using your store before**



**Harris' store sells its own sandwiches**



### TOP TIP



**Harris Aslam**

- Plan your approach carefully and accept that it will be a tough learning curve –
- prepare for plenty of trial and error, both in terms of getting your range right and marketing it effectively.

### TOP TIP



**Anwar Haq**

- Working with established national suppliers like Aryzta Food Solutions can take a lot of the hassle out of introducing and merchandising a food to go range.



**Working with a major supplier can cut out a lot of 'hassle' according to Anwar**

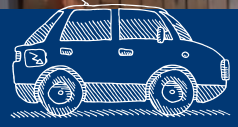




Could a study tour inspire your next move?



### DAN'S FOOD TO GO TOUR OF CORNWALL



Award-winning retailer Dan Cock on the research he's putting into developing his own food to go range



# “

**I've noticed people telling each each they enjoyed the food**

I've been planning an extension to my store, Premier Whitstone in Cornwall. I'd like to introduce a small coffee shop with additional food to go. So to get some ideas and inspiration, I'm visiting convenience stores around Cornwall at weekends.

Last weekend I visited Truro, where a Waitrose was only given planning permission if it gave a certain amount of space to local foods. They did that by building an independent store in the same building as the Waitrose.

It was a massive development, far bigger than mine will ever be, but there were still a number of ideas I could take from it. For example, having a café in the middle of the shop worked really well. And any food you bought

from the deli counter, a quiche or pie or salad, you could also eat in the café. And they had a strong local theme, using lots of local food. It's exactly what we want to do on a smaller scale – we're surrounded by great local food and I want that to be important part of our refurbishment.

Over the next couple of weekends there are some other stores I have in mind to visit. One is Pydar Premier in Truro, which sells more than 100 roast dinner takeaways every Sunday. Another is John's of Instow, a recently refurbished convenience store with a deli theme and in-store café. ●





# HALLOWEEN



## Fright! Shock! PROFIT!

If you want to benefit fully from Halloween and the extra sales it brings, you need to embrace the spirit of the season. **Rachel Barr** finds out how four retailers make the most of the event and brings you a full line-up of this year's spooktacular products



### Halloween bakery

#### Conrad Davies

Eurospar,  
Pwllheli



Halloween is a major event for us. We see a big spike in sales, which starts building several days before Halloween itself. We've got a big bakery section and it definitely contributes to the in-store theatre. Not everything sells – we tried cupcakes a few years ago, for example, and they didn't sell well at all because they were a bit expensive when you can buy Mr Kipling's Halloween-themed boxes for around £1. But we'll do novelty pumpkin-themed cakes, gingerbread ghosts, fairy cakes and so on, using transfers to apply spidery or witchy decorations. We need to get the bakery range out early because it will start selling a week beforehand; then closer to the day all our staff dress up and the whole store gets into the Halloween theme, even our Subway franchise.

### In-store theatre

#### Janette Tucker

Lifestyle Express,  
Somerset



We draw up a plan to cover every major event throughout the year and change our in-store theatre every six weeks. For Halloween I have found that including a balloon ghost in my display – a balloon covered in a sheet suspended above the display – is a great way to decorate the store and create theatre.

I also put a few spiders' webs and other decorations around the shop, but I am careful not to overdo it so the focus is kept on the two Halloween promotional ends.

This theatre has definitely increased our seasonal sales and we have had great feedback from customers who had said they love the displays.



**Halloween products are simple to merchandise and promote**

### Sugar confectionery

#### Joe Williams

The Village Shop,  
Hook Norton, Banbury



Halloween is a shorter season so we don't go overboard like we might with our Christmas confectionery. We stock a few more children's sugar confectionery products, especially those with a Halloween theme like Haribo, as well as multipacks of small chocolate bars like Freddo's. Kids buy them, but just as often it's the older generation stocking up so they've got sweets to dish out for trick 'n' treaters. Halloween products are simple to merchandise and promote: we put dump bins of particular lines in strategic positions, by the doors and beside the tills. The ranging is straight-forward too. People aren't looking for anything premium or special – it's not like Christmas when people tend to browse. Doing all this definitely boosts our sweet sales. >>





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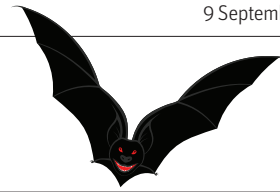


\*KANTAR WORLD PANEL TAKE HOME, VALUE SALES 35+ SHOPPERS 52 W/E 19TH JUNE 2016.

\*\*BASED ON £1PMP 130G BAG UP WEIGHT TO 165G WITH RRP OF £1.

\*\*\*NON PRICE MARKED PACKS AVAILABLE. RETAILERS ARE FREE TO SET THEIR PRICES.





# HALLOWEEN

## Community activities

### Bay Bashir

Belle Vue Convenience Store, Middleborough



We always get the community involved in the store at Halloween with lots of little activities. All the staff get dressed up and we'll have a competition for the scariest costume. We'll give away free chocolate bars to kids in fancy dress and have other little competitions too, it changes every year. I advertise the activities on our Facebook page and it definitely brings people into the store.

For me it's less about sales and more about building relationships with customers and the community. There's obviously a massive opportunity for sales too, and I'm a firm believer that if you build a good rapport with local people then the sales will come through that.

## PRODUCT NEWS

Every year suppliers bring out Halloween products to drive seasonal sales. Here's the line-up for 2016.



**Cadbury Scream Egg Biscuits**  
Burton's-owned Cadbury Scream Egg Biscuits have returned for a second year. They are available in an 8-pack, following the launch of a Cadbury Creme Egg Biscuits 8-pack at Easter.

### Cadbury Pumpkin Patch Cakes

These chocolate cakes are perfect for a party and contain orange cream, with a pumpkin decoration on the top. The RRP for a pack of five is £2.49.



### Swizzels Squashies

Swizzels has created Drumstick Squashies in an orange and blackcurrant flavour for Halloween. Also available is a Trick or Sweet bag, containing favourites such as Double Lollies, Refreshers and Love Hearts, and New Sour Apple Refreshers.



### Babybel

Mini Babybel is reintroducing its Halloween-themed packaging. Available throughout October, designs will include pumpkins, devils and Frankenstein, on packs of six, nine and 12.



### Haribo Scaremix and TangfasTricks

Haribo is adding these two new limited edition flavours in 150g bags to its Halloween range. Seasonal shapes such as eyeballs are included, along with new colours and flavours. TangfasTricks will also contain 'trick treats' in hot and super-sour flavours.



### Trick or Treat Fanta and Sprite

Halloween packaging will feature on Fanta again, and will be introduced on Sprite Zero. It will feature jack-o'-lanterns and a 'Trick or Treat' slogan on 2l bottles of Fanta Orange, Orange Zero, Fruit Twist and Sprite Zero, and 6x330ml and 8x330ml can multipacks.



### Dr Oetker Gel Food colours

Sales of Dr Oetker's Gel Food colours range were up 98% last Halloween, with red, black and orange the bestsellers. Its Batty Surprise Loaf Cake – customers cut the chocolate cake open to reveal an orange bat – is also available.

### Walkers Nonsuch Toffee

Walkers Nonsuch's range of 100g bars, which are gluten-free, are packed in tin trays that can be used for baking after Bonfire Night. Its 150g bags are packed in shelf-ready display boxes in 12s, and all packaging is bright orange to reflect the season.



### Skittles Darkside

This hanging bag returns for a second year with an RRP of £1.28 and five flavours – Forbidden Fruit, Midnight Lime, Blood Orange, Pomegranate and Dark Berry. The launch will be supported by Halloween-themed PoS.



### Starburst Trick or Treat

Wrigley's Trick or Treat limited edition Starburst



pouch returns, containing sweet and sour "scare edition flavours" including apple, orange and raspberry. The product will be available for three months, and retailers can request PoS from their Wrigley rep.



### McVitie's Halloween cake range

McVitie's Jaffa Cake bars return in two new flavours – Fang-Tastic Orange and Batty Blackcurrant, each with a £1 RRP. Hobnob Flapjacks in a Toffee Apple variant, Digestive Devilish Teacakes in "red devil foil", and Petrified Penguin Cake bars are also available.

### Ghoost Egg

New Cadbury Ghoost Eggs join Cadbury Crunchy Spiders in Mondelez's Halloween range. Ghoost Eggs will offer customers the chance to win a family ticket to the Alton Towers Scarefest.



### M&M's

Mars is bringing back its M&M's limited edition Peanut Spooky Colours, which contains brown, green and orange M&M's. The firm is also launching M&M's Choco Funsie for this year's Halloween season.



### McVitie's Bonfire Bakes

A range of McVitie's Sticky Toffee Pudding Cakes will be available from 5 September. The cakes will be renamed Bonfire Bakes and include new Sticky Toffee Bonfire Bakes and Sticky Toffee Apple Bonfire Bakes. A McVitie's Jamaica Ginger Bonfire Pudding Cake will also be available.





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# PREVIEW



## Halloween treats

McVitie's has launched Halloween limited edition Sticky Toffee and Sticky Toffee Apple Bonfire Bakes, available from this week.

**RRP** £1.00

**Outers** 12

**Contact** 0800 1380813



## Healthy Humdingers

Humdinger has relaunched The Fruit Factory and Humzingers. They are made from 100% dried fruit, fruit puree and natural flavouring, and are gluten-free.

**RRP** £1.99

**Outers** The Fruit Factory 9, Humzingers 7

**Contact** 01482 625790



## Ginsters gets new look

Ginsters is relaunching its sandwich range with new pack designs, flavours and more fillings. The wider range includes pasta salad pots and new wraps.

**RRP** varied

**Outers** varied

**Contact** 01579 386 200



## Marvellous Meat

The Well Hung Meat Company has launched its range of fresh, organic meat into the independent retail sector.

**RRP** n/a

**Outers** n/a

**Contact** 01364 643087



## Best possible taste

Thør Dry Apple Spritz, a sparkling apple-based drink - available in Apple, Ginger and Mint flavours - has unveiled a new look and has won a Great Taste Award.

**RRP** £1.50

**Outers** 12

**Contact** 07957 138660



## That's the spirit

Spirit Cartel has added City of London Distillery Gins to its portfolio of liquors. The bottle design references its location in the shadow of St Paul's Cathedral.

**RRP** £35.00

**Outers** 6

**Contact** 020 76094711



## Pricemarked pizzas

Goodfella's is launching a new range of pricemarked packs including a 5in. deep dish Pepperoni and Margarita twin-pack exclusive to convenience retailers.

**RRP** £2.50

**Outers** 12

**Contact** n/a



## Drench with a sparkle

Following a relaunch of its juice drinks brand Drench, Britvic is unveiling new sparkling variants in Raspberry & Cranberry and Grape & Elderflower flavours.

**RRP** 79p

**Outers** 24

**Contact** 0845 7581781



## Cookie Dough KitKat

KitKat has released a Chunky Cookie Dough bar. The idea behind it is to bring a popular flavour from other categories into chocolate.

**RRP** 60p

**Outers** 24

**Contact** 01904 604 604



# THIS WEEK IN MAGAZINES

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## Rock on!

# HAMMER-ING HOME A 30 YEAR ANNIVERSARY

**They say you're never too old to rock, and the UK's favourite metal magazine is going strong and looking forward to the next 30 years**

**HEAVY METAL** in all its forms, has been called many things over the years, but it's the musical genre that simply refuses to go away. And there, charting its highs, lows and relentless noise over the past four decades from the mid-80s, has been a magazine as hard and heavy as the music it covers - Metal Hammer. The next issue is its 30th anniversary edition, a noteworthy event for the publication which is marking the birthday by offering a proverbial present to its readers. There are 30 exclusive interviews with 30 bands who have shaped rock over the years, including such luminaries as Metallica and Iron Maiden. There's also a free CD proclaiming to be the magazine's best ever, Decades Of Destruction.



**METAL HAMMER**  
**On sale 13 September**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Kerrang, Uncut, Q, Mojo**

## Round up



**TIM MURRAY**  
 Magazines  
 reporter

## FANTASY WORLD, REAL WORLD SALES

The news that Warhammer is to get its own partwork series, announced here last week, may have received a shrug from some of the uninitiated, but this could represent a huge opportunity for retailers who haven't previously been able to cash in on the fantasy game.

For the uninitiated, it's a role playing affair run through Games Workshop stores dotted around the country. I know only too well how popular it is, as my eldest son has played it on and off for a few years.

It has boasted not one, but two official magazines - one weekly and one monthly - and manages to find a way to siphon off its younger fans' money with alarming regularity.

What's more, older players with deeper pockets are spending even greater sums on the game (just make sure you don't call it Dungeons and Dragons or anything, it winds them up). With total sales of almost £120m, it's a market worth getting a slice of.

In fact, the fantasy world has a few other potential earners. Another current craze in my house is for Magic The Gathering cards, another fantasy game. All I know about these is that they cost a few bob too.

On a recent trip to Portugal, both my two sons were delighted to find these trading cards in newsagents - one of which they spent some £30 in.

Again, in the UK, these seem confined to specialist shops, yet there seems to be potential here. It may be unfathomable, but there are profit opportunities here making it another fantasy phenomenon worth investigating.

**Take a Break's**

## SU-DOKU TITLES

# ARE THE SALES LEADERS IN INDEPENDENTS

## PLEASE STOCK AND DISPLAY





## WWE SLAM ATTAX TAKEOVER

The ninth collection of wrestling-related trading cards featuring ever-popular WWE organisation stars is due from Topps. As well as current names, from John Cena down, it also features legendary fighters such as The Rock. The collection features starter packs and standard cards, plus a limited edition mini-tin with cards retailing at £5.99.



**On sale** 22 September  
**Frequency** one shot  
**Price** £4.99 for starter packs, £1.00 for trading card packs  
**Distributor** Seymour  
**Display with** WWE stickers



## HALLOWEEN LUCKY DIP

The Lucky Dip brand is gearing itself up for the key seasonal Halloween opportunity, which falls, as ever, around school half-term, with a Halloween Lucky Dip Fun Bag. The 31 October-related goodies include the normal mix of a magazine, a sheet of stickers, toys, games, and, of course, some ghoulish sweets. The pack retails at £2.99 and is aimed at both boys and girls aged between four and nine.



**On sale** 15 September  
**Frequency** one shot  
**Price** £2.99  
**Distributor** Intermedia  
**Display with** Lucky Dip

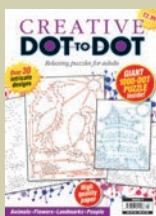


## TAKE A PUZZLE

With a front cover that is a puzzle itself, the 10th issue of Take A Break offshoot Take A Puzzle is joining in with the puzzle magazine brand's 25th anniversary celebrations. The front cover includes a flap which lifts to reveal a picture that features an image suggesting the names of classic TV shows ("say what you see"). The issue will be backed by a two-week campaign in the Daily Mirror.



**On sale** 22 September  
**Frequency** every four weeks  
**Price** £2.30  
**Distributor** Frontline  
**Display with** Puzzler Collection, Take A Break, Take A Break Puzzle



## CREATIVE DOT-TO-DOT

Puzzler Media is marking the 100th anniversary of the birth of British author Roald Dahl by putting together a giant of a puzzle featuring one of his most famous creations, the BFG. The 1,000-dot puzzle will feature across a double-page spread. It ties in neatly with the current big screen adaptation of the BFG in cinemas. The rest of the issue features scores of dot to dot puzzle of varying sizes.



**On sale** 21 September  
**Frequency** monthly  
**Price** £2.99  
**Distributor** Marketforce  
**Display with** Creative Pastimes, Creative Colour



## CAKE INTERNATIONAL

With the Great British Bake Off back on our screens, Time Inc believes the time is right for a new cake-friendly magazine, Cake International, an offshoot from its hugely successful cake show. It will offer up step-by-step tutorials, as well as ideas, hints and tips for cake decorating and a whole lot more.



**On sale** 16 September  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Cake Decorating Monthly, Good Food, Delicious



## Bestsellers Computers & gaming

Title	On sale date	In stock
1 Computeractive	14.09	<input type="checkbox"/>
2 Official Xbox Magazine	23.09	<input type="checkbox"/>
3 PlayStation Magazine Official	27.09	<input type="checkbox"/>
4 Web User	21.09	<input type="checkbox"/>
5 Micro Computer Mart	08.09	<input type="checkbox"/>
6 Gamesmaster	08.09	<input type="checkbox"/>
7 PC Gamer DVD	22.09	<input type="checkbox"/>
8 Edge	15.09	<input type="checkbox"/>
9 Games TM	08.09	<input type="checkbox"/>
10 Retro Gamer	08.09	<input type="checkbox"/>
11 Mac Format	27.09	<input type="checkbox"/>
12 PC Pro DVD	15.09	<input type="checkbox"/>
13 PC Advisor DVD	14.09	<input type="checkbox"/>
14 Computer Music	05.10	<input type="checkbox"/>
15 Computer Shopper DVD	15.09	<input type="checkbox"/>
16 Linux Format DVD	29.09	<input type="checkbox"/>
17 Neo	29.09	<input type="checkbox"/>
18 Play Unofficial		<input type="checkbox"/>
19 Official Windows Magazine		<input type="checkbox"/>
20 Computer Shopper CD	15.09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

**FIFA 365**

# 2017

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# THIS WEEK IN MAGAZINES



## ARTISTS & ILLUSTRATORS

Long-standing artists and art lovers magazine, Artists & Illustrators is celebrating its 30th anniversary with a special bumper issue. The celebrations will get underway with a special cake-related cover and 30 different painting projects, taking in everything from landscape and still life to wildlife. It also features the usual expert advice and inspiration, and a feature looking at Pablo Picasso's work.



**On sale 9 September**  
**Frequency monthly**  
**Price £4.25**  
**Distributor Seymour**  
**Display with Relax With Art, Leisure Painter, The Artist**



## SIMPLY KNITTING

Some 11 years and 150 issues since it launched, Simply Knitting is relaunching with what it proudly claims is a "fresh, bold new look". The relaunch will, it said, focus on the core principles of the magazine, taking in quality, value and a broad appeal, offering patterns for all the family. It is also investing in content, gifts and supplements, with the new issue featuring three free gifts.



**On sale 9 September**  
**Frequency one shot**  
**Price £6.99**  
**Distributor Frontline**  
**Display with Let's Knit, Knit Today, Simply Crochet**



## ULTIMATE CHRISTMAS MAGAZINE

Last year, Good Homes published an Ultimate Christmas one shot and saw sales top the 40,000 mark in the last three months of the year. Publisher Media 10 is promising a major marketing campaign to support this year's edition. Content follows the formula of the first edition, with craft ideas, decorating tips, recipes, and a gift guide.



**On sale 16 September**  
**Frequency one shot**  
**Price £3.99**  
**Distributor Comag**  
**Display with Simply Christmas, Good Homes, Ideal Home**



## EMPIRE 101 MOVIE MASTERPIECES

With another big quarter lined up for blockbuster movie releases – a new Star Wars film is on the way towards the back end of 2016 – and on the back of its Empire Live event, movie magazine Empire is publishing a special one-off edition charting the 101 greatest films of all time. Needless to say, Star Wars features heavily on the cover.



**On sale 15 September**  
**Frequency one shot**  
**Price £7.99**  
**Distributor Frontline**  
**Display with Empire, Total Film, Starburst**



## TROLLS STICKER COLL'N

The marketing is already kicking in for what looks set to be one of the autumn's family film favourites, Trolls, from DreamWorks, the studio behind characters such as Shrek. The film opens on October 21, with Topps' sticker collection arriving three weeks before the movies theatrical release. The starter packs features the 32-page album and 31 stickers.



**On sale 1 October**  
**Frequency one shot**  
**Price Starter packs £2.99, stickers £0.50**  
**Distributor Seymour**  
**Display with Secret Life Of Pets Sticker Collection, Paw Patrol Stickers, Frozen Sticker Collection**



## Retailer viewpoint Kamal Sisodia

WH Smith Local, Coalville

**W**e've had a reasonably good summer, I think "steady" is the best way to describe it. News is in a slow and steady decline, but we've recently become a WH Smith Local and that's really helped us boost business.

It's been a big change for us. We've gone from being more of a convenience store to a WH Smith, complete with stationery.

We've reduced our magazine range. We've gone from 10 metres down to three metres. We've probably dropped about 150 or so titles, but sales have remained steady. We looked at our sales and took out the bottom 150 sellers. We still have a wide range though.

This summer we've had pick up from seasonal titles for the summer holidays, with kids' magazines and puzzle magazines all doing well. We can be more flexible now, so we gave those more space. I think that's where being a WH Smith Local has helped, as we get that kind of trade.

The branding has helped in specialist areas too. We're selling a lot more modelling and hobby magazines now than we used to. I think people think they're more likely to get niche titles at a WH Smith than before. Ironically, we stocked all those niche titles before, but people obviously travelled further to go to WH Smith; that's the perception of the brand.

We've done well with bookazines; the one on the Queen, a few baking ones, a Prince one and we get good margin too. We did get the new Harry Potter book too – previously we wouldn't have got that. I was cautious when ordering, but we got the Smiths half price offer. We made 2% margin on them and we'd sold 40 or 50 in the first three days.

We're now doing back to school stationery offers and they're doing well too.

We're now in people's minds when they want that kind of thing – pens or a book – so it's good for us going forward.

## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



## JASDEV JATANA ON WHY HE BROUGHT THE FAMILY SHOPPER FASCIA TO EAST ANGLIA

Plus, RN takes a closer look at the findings of this year's ACS Local Shop report, and update your e-cigarettes category knowledge with our handy in-depth guide





## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	36	100	8.99
Build the Millennium Falcon	89	100	8.99
Jazz at 33 and third RPM	18	70	14.99
Simply Stylish Knitting	37	90	3.99
Star Wars Helmets Coll'n	18	60	9.99
Zippo Collection	27	60	19.99

## EagleMoss

3D Create & Print	86	90	6.99
Build A Solar System	57	104	6.99
DC Comics Graphic Novel	29	60	9.99
Disney Cakes & Sweets	158	160	4.50
Doctor Who Figurines	80	120	7.99
Marvel Chess Collection	87	96	8.99
Marvel Fact Files	183	200	3.50
Military Watches	68	80	9.99
Star Trek Ships	81	78	10.99

## Hachette

Art of Crochet	55	120	2.99
Art of Knitting	85	90	2.99
Art of Quilting	37	90	3.99
Art Therapy	78	120	2.99
Build the Mallard	107	130	7.99
Build the U96	106	150	5.99
Dr Who Complete History	27	80	9.99
Draw The Marvel Way	19	100	4.99
Judge Dredd Mega Collection	44	80	9.99
Marvel's Mightiest Heroes	71	60	9.99
My 3D Globe	88	100	5.99

## RBA Collectables

Amazing Dinosaur Discovery	80	80	5.99
My Zoo Animals	54	60	5.99
Precious Rocks, Gems & Minerals	86	100	5.99
Real Life Bugs & Insects	3	60	0.99

## Collectables

### DeAgostini

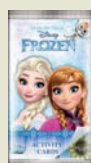
Magiki Mermaids	2.50
Frogs & Co	1.99

### 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

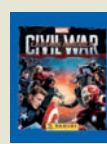


**Shopkins**  
Starter £2.99  
Stickers £0.50

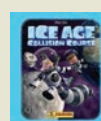


**WWE**  
Stickers £2.99  
Cards £0.50

### Panini



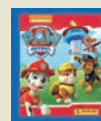
**Captain America: Civil War Stickers**  
Starter £2.99  
Cards £0.50



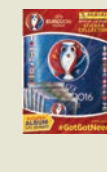
**Ice Age**  
Starter £2.99  
Cards £0.50



**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



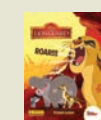
**Finding Dory**  
Starter £2.99  
Cards £0.50



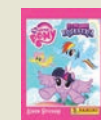
**Zootropolis**  
Starter £2.99  
Cards £0.50



**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

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## Back in the day

100

YEARS AGO

7 September 1916

Initial talks of charges for newspaper delivery began to surface in Newcastle through letters from retailers. "Newsagents have been hard hit by the war, and judging by experience this appears to be the only way in which we can recoup ourselves for losses."



50

YEARS AGO

10 September 1966

Housewives were considered to be on the frontline of a price war with retailers. Miss Herbi-son, then minister of social security, said it was down to housewives to keep an eye on prices "which go up for no reason other than the desire of the retailer to make a quick extra profit".



25

YEARS AGO

7 September 1991

Front page news came in the form of News International appointing out-of-town wholesal-ers. The move was supposed to mean retailers would re-ceive "more titles from a single wholesaler". However, finer details including aspects such as carriage charges were yet to be confirmed.



## Oh rats! Teacake tail gives mum something to chew on

Everybody loves a freebie right? Even a thermos cup with a lid that simply slides on and off rather than securely screwing on – just tempting a coffee-covered disaster – is desirable when it's free.

A not-so fabu- lous freebie, however, might possibly be a rat's tail. Particu- larly if it's found in a Tesco Finest teacake as someone is happily tucking into it.

To be honest, the discovery sounds like a pretty horrific ordeal and one of which most

people's worst nightmares are made of. But that is exactly what happened to mum-of-one, Sarah Mitchell, from Stratford-upon-Avon.

Her tasty 'treat' turned into a mouthful of hell as she realised she was quite

literally chewing on the tail.

Having contacted Tesco, it asked her to send in the tail so it could 'investigate'. Ms Mitchell decided the best course of action would be to contact the local environ- mental health team instead.



## Cone heads are cream of the crop

Two 10-year- olds have just solved a conundrum many men (and women) have spent years trying to overcome – dripping

– dripping ice cream cones. That is correct, no more racing against time to enjoy your mint choc chip ice cream cone, or furious cir- cular licks in a fight against sticky drips landing on your fingers.

No. Now there is Drip Drop – a wafer saucer that fits around the cone to catch every single one of those pesky drips.



It may be simple but it appears to be very effective and the saucers can even be decorated.

Sam Nas- sif and Oli- ver Greenwald from Denver, Colorado, apparently came up with the idea when they were 10 years old.

And as they proudly put it, they may not have a driver's licence but they have a pat- ent. Probably slightly more impressive than your average 10-year-old, right?

Still undergoing testing, the product is hoped to be launched soon.

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Well, all I can say is I wish that you could all have seen the Woodseaves Scarecrow Festival. It was, without a doubt, a complete success. Despite the rain on the first two days there were 176 assorted scarecrows in the village and sur- rounding areas of High Offley and Knightly.

The imagination some people had – not to mention the patience – because some of them must have taken days to do. One house had done a tea party featuring Wallace and Grommit with Shaun the Sheep and the lady with the big hat all sitting at a table laid with cups, saucers and a teapot, and they had even knitted cupcakes and ring doughnuts to put on the plates.

But the best effort had to go to the three people who did a wedding in Knightly Church. There was the bride and groom with a brides- maid coming down the aisle, a vicar at the door holding a prayer book and a hundred guests all done by making heads and placing them on sticks then attaching them to the back of the pews. It was so cleverly done and all in order to raise funds for the upkeep of the village hall. As yet, I haven't heard what the final total is, but there were a lot of visitors over the three days so hopefully they were very generous.

The Mail on Sunday on 28 August was a bit of a pain to get into some of the letterboxes, as the map of the world it was giving away free made it rather thick and bulky.

There is still an ongoing problem in Older- shaws Lane. Of course, it might help if the men doing the job got there at a decent time and started work im- mediately instead of turn- ing up around 10am just in time for their tea break. Mr Shelly says they go again at about 3pm. With these sorts of practices going on is it any wonder very little work actually takes place these days?



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