

RETAIL NEWSAGENT

INNOVATION ON THE GO

Five ideas to
transform your
lunch offer

NEW PRODUCTS

Page 28 >>



Changing beauty trends
'Working with suppliers
helped boost toiletries
sales by 20%' Page 36 >>

NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.30

My roadmap for success in 2017

- Sewell on the Go boss Patrick Sewell on food to go, tobacco and preparing for the future of your store.
- New ACS chairman gives exclusive advice for RN readers. Pages 5 & 19 >>



RETAILER PROFILE

How I sell £800 of pizzas a month

Meten Lakhani on creating a point of difference with 14m of frozen food.

Page 26 >>

NATIONAL LIVING WAGE

HND pay under the spotlight

Co-op fine triggered by news deliverers seeking back pay. RN readers share their strategies.

Page 4 >>



RN ON THE ROAD

Retailers and suppliers gathered at Roli Ranger's Londis Sunninghill last week on the second stop of this year's Come Shop With Me study tour. As he explored Roli's innovative displays, picking up ideas for his own store, Coventry retailer Aman Uppal said: "It's brilliant and the way forward." Page 5 >>

Vol 127 No 39

FOR TRADE USE ONLY



PLAYSTATION®VR AND PS4™ BUNDLES TO BE WON DAILY

SEE
PROMO
PACKS



MAXIMUM FOOTBALL • MAXIMUM TASTE
MAXIMUM RESULTS FOR YOU
STOCK UP TODAY



OFFICIAL SOFT DRINK PARTNER



Ts&Cs: UK/ROI/CI/IOM residents, 16+. Opens 01.00 CET 19.09.16. Closes 23.59 CET 18.11.16. Purchase UEFA Champions League branded Pepsi MAX product (except NI) & follow instructions on pack. Internet access required. Retain pack. Max 3 entries daily. Prizes: 244 PlayStation® 4 & PlayStation®VR Headsets. 4 winners daily. Late entries (19.11.16 – 02.01.17) entered into draw for £500 (€ equivalent). Full Ts&Cs apply – see www.game-ready.com/pepsimax/terms. "PS", "PlayStation" and "PS4" are trademarks or registered trademarks of Sony Interactive Entertainment Inc.

PlayStation VR | PS4

LEADER



You only have to look at how much the people of Henley and Worthing love their papers to see the demand for local information is there



CHRIS GAMM

Editor

@ChrisGammRN

On Friday night, I saw two ladies poring over the final copy of Henley Standard in my local Co-op. Later that night, I discovered it contained a supplement with pictures of every new reception class in the area, including my daughter's class.

The next morning, I took a 6am drive around town trying to track down a copy. After visiting four shops which had already sold out, I found six copies in McColl's and bought four of them. They had sold 98 copies in 24 hours, I was told.

Later that night, I had a Twitter discussion about local papers with retailer Eugene Diamond and ex-retailer and betterRetailing.com associate editor Steve Denham.

It was sparked by a story about The Worthing Journal delivering its most successful issue following a "back to basics" approach to journalism. I shared my Henley Standard experience.

Steve said he used to sell hundreds of copies of this same edition when running the WH Smith in Henley, and his daughter's reception class even featured 30 years ago.

We agreed a key ingredient for selling local papers is successfully finding ways to include local people, and the Henley Standard is a great example of a paper getting it right. The issue was also packed full of pictures and stories about local people, businesses and the Olympic rowing team returning to the town.

Local papers cutting staff, content, reader value and hemorrhaging sales accordingly is not a new story. But you only have to look at how much the people of Henley and Worthing love their papers to see the demand for local information is there – and there is money to be made from it. What's more, the template has been around for decades.

CONTENTS

NEWS

- 4 INDUSTRY NEWS** Warning after £20,000 National Living Wage back pay award to news deliverers
- 6 BUSINESS NEWS** Symbol groups need to offer members blanket loyalty schemes, say retailers
- 7 NEWSTRADE** Topps eyes the back of the net with indies' football promo
- 8 PRODUCT NEWS** Retailers say customers are going nuts for coconuts
- 12 REGIONAL** SGF joins SMPs to fight for independents' best interests
- 16 NFRN DISTRICT COUNCILS** Reports from Eastern Counties and London district councils

COMMENT & ANALYSIS

- 18 YOUR STOCK, YOUR SAY** Do you get the support and information you need on the e-cigarettes market from suppliers? What are you planning for your Christmas confectionery range this year?
- 19 YOUR ISSUE** Patrick Sewell looks at his year ahead as new chairman of the Association of Convenience Stores
- 20 LETTERS** Retailer gives store thieves a chance to return his good or face police involvement
- 21 INDUSTRY PROFILE** Gary Black, right,

26



sales director at Coca-Cola European Partners

22 COLUMNIST

Joanna Ramsdale looks at how getting HR and backroom organisation right can make small businesses thrive

24 PRICEWATCH RN's essential guide to prices in a key sector. This week we take a look at chewing gums and mints

21



26 RETAILER PROFILE Southampton retailer Meten Lakhani's business is booming –



40

despite a huge amount of local competition

FEATURES

28 FOOD TO GO Five exciting ideas from the Lunch! food to go show

30 CHRISTMAS GUIDE Make your confectionery sales sparkle

36 HEALTH & BEAUTY Best practice from retailers who clean up on sales

38 PREVIEW Pricemarks for Oreo and McVitie's Biscuit Barrel

THIS WEEK IN MAGAZINES

41 ROUND-UP

42 FOR YOUR SHELVES Empire special edition

NEXT WEEK

LOCAL SHOP SUMMIT

LSS 2016 PREVIEW

Get set for this year's event



CHRISTMAS ALCOHOL

Great advice for growing your sales

"I LIKE TO SPEAK TO CUSTOMERS, IT'S IN MY BLOOD"

RETAILER METEN LAKHANI EXPLAINS WHY HE DOESN'T TAKE HIS MUM'S ADVICE TO 'BE BEHIND A DESK' Page 26 >>

NEWS



facebook.com/retailnewsagent
to have your say on the latest news

Shortlist debut for 21 IAA finalists

Twenty-one retailers have made the Independent Achievers Academy's (IAA) finalist shortlist for the first time.

One, Meryl Williams, who runs Pike's Newsagents in Porthmadog, has grown her sales by using the IAA benchmarks.

"The Academy helped me increase our social media presence, join a retail club and improve the store with new windows. My sales have grown by 11% on last year," she said.

In each of the 12 categories, eight retailers have the chance to be named the UK's best for their retail discipline.

From the 55 stores shortlisted, four finalists in each category will be announced at the Local Shop Summit on 12 October.

The winners for each category and the UK's top local store for 2016 will be revealed at the IAA Gala Dinner on 1 December.

Retailers can book their place at the dinner by emailing iaa@newtrade.co.uk

● IAA shortlist – page 23

Unite and Menzies ballot due

The results of a new ballot on an improved offer for Unite staff working for Menzies is due today (Friday) after the union postponed industrial action.

Staff had been due to walk out for two separate 24-hour days of action last week, but a last-minute deal from the wholesaler delayed the strike.

Details of the improved offer have not been revealed, but Unite said Menzies' initial proposal was "a very low imposed pay offer".



Jumpers smash sky-high charity target

Twelve parachute jumpers from the newstrade have helped NewstrAid's East Midlands committee smash its £10,000 fundraising target. Participants from companies including Trinity Mirror, the Mail and the NFRN are expected to have raised more than £11,500 after a 15,000ft skydive last week. Dorothy King, from the East Midlands committee, said: "It was good to see people from across the industry come together for the benefit of the charity. Even the most petrified had the biggest smile on their face when they landed."

Co-op case puts HND pay under the spotlight 'Independent retailers can't recover from that'

Warning as deliverers get £18,000 in NLW back pay

by Charlie Faulkner

Retailers have been dealt a stark reminder on the importance of paying the National Living Wage after two news deliverers paid below the minimum wage were awarded back pay totalling more than £18,000.

It comes after HMRC pursued complaints from the deliverers who were reportedly paid an estimated £3.15 and 69p an hour. The group has said it is now examining whether 200 others may have been paid below the minimum wage.

Retailers have told RN how they ensure they are abiding by the law.

Martin Ward, of Cowpen Lane News in Billingham, said: "I have an accountant who does the wages. He's a friend and I've had his help for as long as I've had the business. I've had a letter through the door to tell me the minimum wage goes up from 1 October."

The stark warning comes just months after an adult deliverer paid around £5.50 an hour contacted RN asking whether his employer was legally obliged to pay

the new rate that came into effect in April. At the time, RN discovered confusion which could lead to newsagents unintentionally breaking the law.

Retailers fear any store forced to make a similar pay out could be put out of business.

"In the business we're in, you're living week to week. It would just cripple our business," said Mr Ward.

Martyn Brown, of News-2-You in Leeds, who said he ensures he is up-to-date on legislation through the trade press

and the NFRN, added: "If I had to pay back that kind of money I don't know what would happen to be honest. Independent retailers can't recover from that."

Brian Murphy, head of news at the NFRN, said retailers need to increase delivery charges to ensure their business is profitable and can continue to pay the correct wages.

"If retailers communicate the reasons behind the need to increase the charges to their customers they will invariably understand," he said.

Supply problems add to tobacco frustration

Inconsistencies in the availability of tobacco products is a constant battle and there is still a huge lack of education for customers on EUTPD II legislation, retailers have said.

Store owners highlighted problems at wholesalers, including encountering different style packs, varying prices and sometimes no

stock at all.

Emma Worrall, owner of Bath Street News in Barrow-in-Furness, said prices determined the stock she buys.

"If normal packaging is cheaper, we'll go down that route – and vice versa," she said.

Kate Clark, owner of Sean's News in Upton-

upon-Severn, in Worcestershire, said she was having to stock "whatever I can get my hands on".

She said customers are still shocked about the new packs – a notion backed by other retailers.

Jeremy Blackburn, head of communications at JTI, said good stock rotation from wholesalers and sell-

ing through old stock first can combat some of the issues.

David Gilroy, managing director of Store Excel and a consultant for wholesalers, believes inconsistencies are a result of an entire industry trying to adjust to new regulations. Everyone involved is equally frustrated, he said.

Labour: 'We'll work with you on policy'

Shadow chancellor John McDonnell has pledged to work with organisations including the NFRN before the party sets its small business policy.

He also told federation chiefs Labour would look at measures such as tax breaks and greater investment after telling the party's conference it would introduce a living wage of at least £10 an hour if it was in power.

The promise was given to NFRN chief executive Paul Baxter at a question and answer session during a business forum at the Labour party conference in Liverpool this week.

Mr Baxter said: "It was encouraging to hear Mr McDonnell pledge that

a Labour party in power would listen carefully to the NFRN, taking into account the impact proposed policies would have on members, together with the full implications costs would have on micro businesses."

The federation was also told the party would support taking small businesses out of the rates system.

"A lot of MPs said their position on small business and business in general is why they lost the last election," Will Pryce, NFRN public affairs manager, told RN.

NFRN national president Ray Monelle (pictured) also highlighted to Mr McDonnell the issues facing independent retailers.



Keynote speakers for LSS

Four keynote speakers have been confirmed for next month's Local Shop Summit.

Markus Hofmann, founder and chief executive of New Retail Realities, will speak on the opportunity for independent retailers from food to go, while retailers Adam Hogwood and Paul Edwards will provide insight on living with the National Living Wage and putting customers first.

BetterRetailing associate editor Steve Denham will also discuss innovations to ensure future success. The LSS will include interactive sessions hosted by PepsiCo, Coca-Cola, the Post Office, Booker, JTI and News UK.

Footage of RN's Come Shop With Me study tour will be shown at the networking dinner.

● LSS preview - next week.

Sewell on the Go boss's message for RN readers 'Don't just cut costs, grow your business'

'Invest in your store to grow sales in 2017'

by Tim Murray

Independent retailers must adopt a "two-pronged attack" and remain efficient while trying to grow their business and sales to beat the competition.

That's the message from leading convenience retailer Patrick Sewell, who runs the Sewell on the Go forecourt operation, and is set to become the new chairman of the Association of Convenience Stores.

Retailers need to be in a business of sales maximisa-

tion, not cost minimisation, Mr Sewell told RN in an exclusive interview this week.

"The race to the bottom has one inevitable end to it. If you keep on cutting and cutting, you'll end up with no business. You have to drive efficiencies, but you need to do the most you can to grow your business.

"It's a two-pronged attack - you need to be efficient and control your costs, but you've got to be positive and try to grow your business and your sales."

Stores also need to focus on food to go to become destinations for their customers, he said.

It is key, he added, to begin by getting the basics right with food to go, before moving on to more specialist areas.

"You can't just rely on staples like tobacco and soft drinks," he said. "It's about following your customers, and they are saying it's what they want."

He added offering impeccable customer service gives retailers an advantage

over declining standards in the multiples. "You've got to give people more of a reason to visit your store," he said.

"There's a case for specialism - a specialist off-licence developing a quirky, unique range - but in the more mainstream marketplace, it has to be more of a one-stop shop.

"No-one can predict what the store of the future looks like," he said. "The only certainty is that the customers will be dictating what's in it."

● Your Issue - p19.

Sugar tax support

Nearly 2,000 independent retailers have backed the NFRN's call for the government to rethink its plans for a sugar tax on soft drinks.

Since the federation's day of action earlier this month, almost 1,500 store owners have filled out a postcard to chancellor Philip Hammond registering their objection, while 459 have written to their MPs warning the move will put their business at risk.

Cash use in decline

Cash was used for less than half of all retail transactions across the UK in 2015, according to the BRC's annual Payments Survey. Use of cash has seen the biggest drop in five years - from 52% of all retail transactions in 2014 to 47% last year.

Nearly 500 have signed up to bigDL

News UK this week announced it is close to signing up 500 stores to work with bigDL.

Retailers trialing the promotions app said it has

been welcomed by customers and is attracting high levels of interest.

Natalie Cowell, of Wilsons Convenience Store in Sunderland, told RN "a lot

of people" have downloaded the app and are using it.

She added the next step is for retailers to keep educating customers about the benefits of the app to

reap the full rewards of the scheme.

"It will take them a while to work out what they can do with it," she said.

NEWS

BUSINESS



Follow RN
on Facebook

facebook.com/retailnewsagent
to have your say on the latest news

Aldi set to spend £300m on stores

Aldi has announced plans to spend £300m on store revamps, including investment in fresh produce, alcohol and ready meals.

The discount supermarket has revealed record sales in the UK and Ireland for 2015, but profits fell by 1.8% – a result of continued investment in prices, according to the company.

Aldi plans to overhaul branches over a three-year period and to refurbish more than 100 stores in 2017, with the aim of owning 1,000 stores in the UK by 2022.

Evening Spar deals

Spar is expanding and revamping its evening meals range to provide more choice and drive sales.

Three additions, which will launch next month, are Malaysian Butternut Squash Curry, Piri Piri Chicken & Spicy Rice, and Meatball Pasta Bake – all priced at two for £5.

Spar is also introducing two jacket potato ready meals, with either cheese and beans or chilli toppings (both RRP £2).

Chop Chop – by bike

Sainsbury's has announced plans to bring back delivery by bicycle in London with a one-hour service.

The initiative will see users place orders through the supermarket's Chop Chop app. Customers can receive up to 20 items per order and can expect to receive them within the hour.

Homes in the south and west of London will be the first to access the service this week, at a cost of £4.99.



Customers love Jay's new store

Best-one retailer Jay Karavardra opened his new store in a former Sainsbury's Local site this month. Mr Karavardra, who owns three shops in the Nottingham area, has transformed the empty shell into a high-spec, 3,000sq ft Best-one store. "I am really proud of the new store and my customers have already commented on the difference it has made to the area," he said.

Added value key to customer loyalty, says retailer 'It's a great way of locking them in'

Call for symbol groups' 'blanket' loyalty scheme

by Charlie Faulkner

Symbol groups need to offer their retailers a blanket loyalty card system that allows independent store owners to benefit fully from the schemes.

That is the view of retailers, including Harry Goraya, of Kent Nisa Local, who said loyalty schemes are a strong tool that help local stores in a competitive market, but groups need their own universal scheme, with identical EPOS systems, to make them fully effective.

"It's hard to get loyal customers these days compared to the old days and loyalty schemes are a way of keeping hold of regular customers. I'd really like to do it but managing it seems to be the problem," he said.

Mr Goraya already has a loyalty scheme for his coffee machine, which he said works well.

His comments come in the week the Co-operative Group announced plans to launch an online membership card at a cost of £1 for each customer who signs up to the scheme.

The launch is part of the company's plan to revitalise its relationship with customers, following its 2013 scandal when the company revealed losses of £2.5bn.

Paul Cheema, owner of Malcolm's Nisa in Coventry, said he would be interested in implementing a loyalty scheme. "Customers are always seeking added value these days and it's a great way of locking consumers in," he said, but added that cost was a factor.

"Someone's got to pay for it. You've got to work with your symbol group if

they're looking at doing it – embrace it."

Serge Notay, owner of Notay Stores in Heckmondwike, West Yorkshire, unsuccessfully trialled a loyalty scheme 15 years ago. However, he believes another scheme could be more successful now, as customers are more engaged and familiar with points schemes.

Nisa Local retailer Siddique Sidhu said he plans to look at implementing a loyalty scheme when he expands his 800sq ft Wakefield store next year.

New logo and slogan for Costcutter

Costcutter is to undergo a major brand relaunch which could see the company unveil a fresh logo design and tagline.

A spokesman for Costcutter Supermarkets Group confirmed the rebrand

would be announced to retailers at its conference next month, but declined to give any further details.

Jaz Dhillon, of Costcutter in Higham Ferrers, Rushden, said he welcomed the idea of a brand refresh.

"It's something positive for us," he said. "As long as they change all the fascias free of charge – my fascia is 15 years old." Other Costcutter retailers told RN they would welcome changes.

The spokesman said: "This forms part of an announcement we will be giving our retailers at our conference in October and we look forward to discussing things fully with our retailers at that time."

NEWSTRADE

Football cards and sticker collections set for big launch Premier League stars feature in ads

Topps eyes the back of the net with indies promotion

by Tim Murray

Topps is set to launch a promotion driving sales through independent retailers as part of a campaign to support its latest football-related launches.

Premier League Match Attax trading cards and UEFA Champions League stickers, which launched this week, are set to drive footfall to the independent sector.

Retailers can sign up to receive promotional packs featuring exclusive trad-

ing cards only available through their stores.

It forms part of launch activity including a national newspaper promotion with The Sun, and a TV campaign featuring such stars as Spurs' Harry Kane, new Chelsea signing N'Golo Kante and young Manchester City starlet Kelechi Iheanacho.

Rod Pearson, marketing director for Topps, said: "All of these campaigns will commence from launch and will give both collections immediate vis-

ibility and impact."

The stickers and trading cards will also be covermounted with five children's magazine titles, including Match Of The Day.

Retailers will also receive further in-store support including PoS material.

Mr Pearson said: "There are free PoS posters supplied inside display boxes of product.

"Please make sure these are displayed prominently in your window and make

sure boxes of Match Attax and stickers are clearly visible at the counter."

Match Attax trading cards are celebrating their 10th year, and to mark the milestone Topps is also featuring a "100 club Legends" collection including Steven Gerrard, Gareth Bale and Robin Van Persie, as well as special shiny man of the match cards.

Meanwhile, the UEFA Champions League sticker collection has been given a new look, including player performance analysis.

New title in town

A new weekly newspaper run by a family whose roots in publishing stretch back to the 1800s has launched in Cambridge.

The Iliffe family, which has been behind newspapers in the city since 1922, has launched its own weekly, the Cambridge Independent, through the newly set-up Iliffe Media after a spat with Trinity Mirror over ownership of the Cambridge News.

The newspaper will publish on Wednesdays with a cover price of £1.

Chairman Edward Iliffe said: "We believe there is a demand for quality journalism, useful information and entertaining content published across multiple formats to local communities."

Niche magazines prove popular

Niche, coffee table-style, weighty magazines are proving increasingly popular with retailers, providing high-margin, high-revenue earners for stores across the UK. Retailer Andy Howell, of Loch Lomond News in Balloch, is the latest to sing their praises after using social media to highlight a raft of titles he'd taken delivery of, including So It Goes and Le Pan, pictured. "You don't sell as many as Take A Break, but they do sell and at a higher price point," he said.



'Focus on the news'

Local newspapers should go back to basics, dropping tabloid-style headlines and celebrity gossip and take a leaf from Victorian times, according to a regional editor. Worthing Journal chief Paul Holden has said papers should return to "grassroots journalism" to succeed. His comments came as the paper he launched after working on titles such as the Brighton Argus, celebrated its largest issue ever.

Sport in firing line

The Sunday Sport has been ordered to stop putting sexually explicit ads on its back page by the Advertising Standards Authority (ASA) after complaints about a series of ads in the newspaper.

The ASA ruled that because the ads were on the back and in easy reach of children both on the shelves and in homes, they should be outlawed.

Beano changes biggest since 1951

DC Thomson has invested in a refresh for its Beano magazine and annual which it says is "the biggest transformation across the magazine and brand since Dennis the Menace was introduced in 1951".

The move is part of a brand refresh and accompanying digital push,

which launched this week.

The redesign features a brand new logo, which will be emblazoned across a new merchandising range, as well as the magazine and annual.

The digital element includes the launch of Beano Originals, featuring a raft of video clips taking

in everything from how-to guides to more typical Beano mayhem and interactive content.

It heralds a further raft of activity, with more content, and the company has also hinted at a new TV series.



NEWS

PRODUCTS



facebook.com/retailnewsagent
to have your say on the latest news

A natural taste of tradition

WorldFoods has announced the launch of its all-natural range of Asian pastes and sauces for UK stores.

The range, which includes eight pastes, two marinades and three dipping and stir fry sauces, are made from natural ingredients and traditional herbs and spices, sourced from Thailand and other South East Asia countries.

May Foong, global business director at WorldFoods, said: "The range is designed to be easy and convenient to use. We know consumers are increasingly looking to try new cuisines and flavours.

"We're confident that the WorldFoods range will appeal to those who enjoy a healthy, balanced diet, as well as those who may suffer from allergies or intolerances."

A new spin on popcorn

Ashbourne Foods is taking a new spin on the popcorn trend with the launch of its Popcorn Bars.

The Sugar 'n' Spice popcorn bars come in three variants – Chilli, Chocolate & Cranberry; Caramel, Fruit & Nut; and Yoghurt Flavour & Mixed Seeds.

Tamara Madylus-Truman, marketing and sales executive, said: "It has taken more than a year of research and development.

"We are really proud of the taste, texture and exciting flavours of these new popcorn bars."

The bars are gluten-free and suitable for vegetarians.



Cool as a Qcumber: fresh opportunity for sales

The English Drinks Company's Qcumber range offered a fresh kind of opportunity for retailers at the Lunch! food to go show last week. The range is made up of Original Qcumber – a sparkling cucumber-flavoured drink – and subsequent twists on it which include Qcumber with Mint, Qcumber with Spicy Ginger and the Premium Mixer Pack – the same Qcumber original blend but with extra bubbles. They are designed to be drunk on their own or with spirits.

Water, milk, fruit drinks and meat snacks at food to go trade show Popularity is growing

Retailers say shoppers going nuts for coconuts

by Charlie Faulkner

A range of opportunities for retailers to capitalise on the growing coconut trend were showcased at a high-profile food to go trade show last week.

Several stands at the Lunch! event in London were promoting coconut water, milk, coconut-based fruit drinks and meat snacks.

They included Halo Coco which has blended coconut and fruit extracts to create fruity drinks, Coconut

Bites from Ape and Coconut Chips from Nudie Snacks.

Raj Bains, of Welby Lane Post Office in Melton Mowbray, has stocked coconut water for several months. He said: "We get through one case every three or four weeks."

Daxa Gandecha, shop assistant at Londis Queens Road Newsagents in Watford, said they were selling one case a week during the summer, however there has been a drop in sales since the weather turned colder.

Mighty Bee was show-

casing its raw, and virgin, organic, unpasteurised coconut water.

Neither have additives, preservatives or added sugar. It also had coconut meat available to try – suitable for salads, soups, snacks, smoothies and desserts – and coconut jerky.

Coconut Merchant's wide range of coconut products, included organic extra virgin coconut oil, as well as organic coconut butter, sugar, flour, syrup, water and jam.

Mark Trounce, of Spar

Shop in Penarth, Vale of Glamorgan, trialled coconut water for just over a month but found it only sold well when it was on special offer. However, he thinks coconut snacks would be a novel item to stock and would give them a go.

The show boasted more than 350 exhibiting companies showcasing a mix of food, drink, packaging, catering equipment and technology. New exhibitors this year included Nestlé Waters UK, Coconut Merchant, and Urban Fresh Foods.

Play-Doh and Ready Brek launch joint promotion

Ready Brek has partnered with Play-Doh for an on-pack promotion as part of its 2016 relaunch of the brand.

Following the unveiling of its new pack design in June, Ready Brek will be running the Play-Doh

promotion until 31 January next year across the Original variety (450g and 750g packs).

The packs will display an offer where customers can receive £5 off Play-Doh when they spend £20 or more on Play-Doh products.

Hannah Flannery, commercial marketing manager, said: "Breakfast is the most important meal of the day.

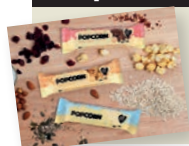
"We want to see more families enjoying Ready Brek."

Ready Brek Original has

no added salt or sugar.

Craig Wilkins, marketing director at Hasbro UK & Ireland, said: "Play-Doh and Ready Brek are both nostalgic brands for parents that are loved by kids so it was a natural collaboration for us."

Hot products for your shopping list



Popcorn Bars in three flavours have been launched by Ashbourne Foods



Asian pastes and sauces are new from WorldFoods



Ready Brek and Play-Doh have joined for an on-pack promo

RESPECT.PASSION.CARE.

STOCK UP ON
RYO



From the UK's no.1 additive free tobacco brand*

Additive free natural tobacco does not mean less harmful tobacco

*Nielsen Market Track July 2016

JTI Advance App Useful | Convenient | Expert



NEWS

PRODUCTS

f Follow RN on Facebook

facebook.com/retailnewsagent
to have your say on the latest news

Marmite's range of festive specials

Unilever is launching a limited edition Marmite Christmas range to help drive sales throughout the festive period.

The range, available now, consists of a Marmite Chocolate Jar, a Love It! or Hate It! Chocolate Truffle Box and a Marmite Biscuit Tin. Chloe Irwin, senior licensing manager at Unilever, said: "We're keen to add some fun and interesting gifts into the mix."

"The popularity of Marmite Easter Eggs has shown Marmite-flavoured chocolate is a big hit with shoppers, so the new chocolate and biscuit products are sure to create new opportunities for sales in the run up to the Christmas period."

RRPs range from £4 to £6.

Different locations for a Haig

Haig Club has unveiled its first print campaign aimed at highlighting the various occasions the product can be enjoyed.

Ronan Beirne, global marketing director for Haig Club, said: "These adverts aim to change customers' ideas of the places and occasions people choose to enjoy scotch and highlight our latest variant as a brand rooted in style and sociability."

"This unique approach is how we will continue to drive the vibrancy and momentum of the category."



Flavour comes calling again in McCoy's ad

McCoy's has released the latest TV ad in its When Flavour Calls campaign highlighting its category expansion with its Thick Cut range of flat crisps. Having initially launched the campaign in March, the latest advert went live last week and will be shown on ITV, Channel 4, Channel 5, digital channels and online. McCoy's will also be driving further visibility in-store and in-depot via a range of display solutions.

Manufacturers announce range of low fat, gluten-free lines 'This range ticks all the boxes'

Convenience foods get a healthy refresh at show

by Charlie Faulkner

Ready meals designed to be tasty and healthy and offers solutions for various dietary requirements were a key focus at the Lunch! trade show.

The growing popularity and prominence of convenience meals which are low in salt and saturated fat and suitable for vegetarians or celiacs, was evident from the wide variety of options available at the event, held in London last week.

Examples of products on

show included Food Attraction's Naansters - Indian curries wrapped in naan which can be microwaved in 90 seconds. They are low in saturated fat, salt and sugar and are an option for vegetarian and gluten-free diets.

Jake Karia, managing director of Food Attraction, said: "They are a convenience naan. They come frozen, you've just got to defrost them and heat them up in the microwave. They have less than 5% fat."

Dragonfly Foods believes

there is a gap in the market for tofu-ready meals and has launched its Organic Tofu Pots, available in Thai Green Curry and Moroccan Tagine flavours. The RRP ranges from £3.99 to £4.29.

Indy Jhalli, national accounts manager, said: "There are vegetarian options out there but they either contain gluten or lose out on taste. This range ticks all the boxes."

Wat Kitchen has launched its Asian snack boxes which are free of MSG or preservatives and contain

real meat. They take two minutes to microwave and can be eaten in the box.

Ian Taylor, owner of Key-store Portgordon in Buckie, Scotland, agrees demand for healthy convenient food has increased dramatically. He sources his range from local supplier Bruce of the Broch.

"All our ready meals are fresh and homemade," he said. "We stopped selling meals which are full of junk." He sells around 40 a week at £4 each.

Christmas Crackers on offer from Bestway

Bestway Wholesale has announced a wide selection of deals for retailers as it launches its festive confectionery range.

In a seasonal confectionery brochure mailed out to customers, the Christmas Crackers promotion offers retailers deals on a range of sharing, gifting and im-

pulse confectionery lines.

Tony Holmes, sales director for retail at Bestway Wholesale, said: "Over the past few years convenience shoppers have moved away from the larger multiple stores preferring little, local and often."

"While it's probably true they will revert back to a

big shop at the multiples in the run up to Christmas, there are still plenty of opportunities for independents in sharing, gifting and confectionery novelties."

Many of the products on offer are available as single items in addition to full cases to help retailers

manage their cash flow and stock control. "By making products available as singles, we are offering retailers the chance to build momentum early and then capitalise on demand by purchasing full cases once they have established shopper demand," said Mr Holmes.

Hot products for your shopping list



Haig Club's ads suggest different times and places to enjoy a scotch



Organic Tofu Pots have been launched by Dragonfly Foods



Marmite aims to boost festive sales with some Christmas specials

NEWS

PRODUCTS



Heineken teams up with UEFA for 'Prep Talk'

Heineken has launched a new UEFA Champions League TV ad, called 'Prep Talk'. It features two-time UEFA Champions League-winning manager Jose Mourinho, and was shot by award-winning director Guy Ritchie. The ad is part of Heineken's 'Champion the Match' campaign and launched on TV and digital channels to coincide with the new 2016/17 season. The campaign will run in more than 90 countries throughout the football season.

JTI eyes compliance positively American Spirit renamed

Spirits still high post-EUTPD II

by Charlie Faulkner

Natural American Spirit will become American Spirit, as JTI launches its EUTPD II-compliant packs for the brand next month.

Rolling tobacco 30g pouches will be available for retailers with a £12.40 RRP from October and cigarette packets are set to follow.

JTI is encouraging retailers to sell through Natural American Spirit packs before stocking the new ones.

Dan Cock, of Premier Whitstone Village Stores & Post Office in Holsworthy, Devon, said: "Not before time, I think they should have done that a long time ago. I will probably put the 30g pouches in with my range and phase out the closest packs."

"I want to get my customers used to those packs."

However, he said he would sell through his old stock before intro-

ducing plain packs into his range.

Meanwhile, Rickey Gill, of Tottenham Wine in London, said his stock is determined by what is available at his wholesalers.

"Since the legislation has been passed there are often empty shelves at the wholesalers I go to," he said. "If the first place doesn't have the stock I go to the next one so my stock often varies."

Kate Clark, of Sean's News in Upton-upon-Severn, Worcester, said her stock is also determined by her wholesalers.

"I'm still trying to find price-marked packs - we're just about at the end of them now," she said. "We'll have to start going with whatever we can get."

"Customers haven't really been educated on this so I think the new packs will be a big shock to people. To start merging them in will be a good thing."



RESPECT.PASSION.CARE.

- From October 2016, American Spirit Blue RYO will be available in 30g plain packs
- New brand name, same product, same quality additive free tobacco
- 30g RRP £12.50

"Natural American Spirit is a key brand for me."

By always having stock I maintain custom from brand loyal customers and drive further footfall from additive free smokers. I would recommend that other retailers stock up now on Natural American Spirit RYO."



Ranjan Patel
Marsh Hills News,
31 Marsh Hill,
Hackney,
London, E9 5QA



Additive free natural tobacco does not mean less harmful tobacco

JTI Advance App
Useful | Convenient | Expert



NEWS

REGIONAL

f Follow RN on Facebook

facebook.com/retailnewsagent
to have your say on the latest news

Free fuel giveaway

A convenience store and petrol station has given away free fuel to mark its post office's one-year anniversary.

Jack's Convenience Store in Norton, Stoke-on-Trent, held the giveaway on 19 September, exactly a year since it took the step of bringing a post office into a petrol station.

"Norton was losing its existing branch so we wanted to save it, but it coming to us was still a contentious

issue," said the store's owner, Chris Wardle.

"So we wanted to mark the fact it's been a success.

We'd also just changed our fuel supplier to Jet, so we thought why not celebrate the two things together."

The biggest single giveaway totalled £55. Chris asked each recipient of free fuel for a number between one and 10, to determine who he wouldn't charge next. "It's the best promotion we've ever done," he said.



Food waste 'market'

A food waste supermarket has opened on an industrial estate near Leeds.

Organisers The Real Junk Food Project are allowing people to "pay what they feel" by giving their money, time or skills in exchange for products.

Food is donated by local supermarkets, cafes, restaurants and food banks. Similar initiatives are being planned for Sheffield and Bradford.

It has been reported around 15 million tonnes of food are thrown away a year – more than any other country in the EU. And the project in Leeds is now intercepting between two and 10 tonnes of food a day.



Mike Mitchelson honoured for his Carlisle work

Mike Mitchelson (pictured centre with his grandson Jack), chairman of RN publisher Newtrade and former president of the NFRN, has been recognised for his contribution to the city of Carlisle. He was made an Honorary Freeman at a ceremony attended by city councillors and guests. Mr Mitchelson was born in Brampton and served as conservative leader of Carlisle city council from 1999 to 2012. He owns two stores in Brampton, a traditional newsagent and a post office and c-store.

Cross-party group wants 'positive not negative impact' 'A historic moment for c-stores'

SGF joins MSPs to fight for indies' best interests

by Toby Hill

The Scottish Grocers Federation (SGF) will work with Members of the Scottish Parliament (MSPs) to establish a cross-party group on independent convenience stores to ensure policy decisions have "a positive rather than negative impact" on retailers.

More than 60 organisations and business owners attended a packed SGF meeting last week where the decision was made, and 11 MSPs gave their support to the initiative.

"This is a historic moment for the SGF and for

convenience stores in Scotland," said Pete Cheema, SGF chief executive. "We're Scotland's second-biggest employer after Tesco. But much of the legislation passed by parliament places a heavy burden on owners, with no financial support to implement or police it at store level.

"The cross-party group will help us assess policy and ensure it has a positive rather than negative impact on independent stores."

Three sub-committees will be formed, each focused on a single key issue – the cumulative burden of legislative compliance,

retail crime, and the role of stores within their communities.

"Independent convenience stores play a vital role in marginalised and rural communities in my constituency," said Gordon MacDonald, MSP for Edinburgh Pentlands, who will convene the group. "They don't have large supermarkets on their doorsteps and many residents don't travel far out of their communities. But these stores have never had a voice that reflects this importance."

The group will also work to introduce a bill into parliament to give shop work-

ers the same protections as emergency workers. "35% of stores have experienced violence against staff in Scotland and 41% experience weekly abuse, so it's more important than ever that we get something through," said Mo Razaq, of Premier Mo's Store in Blantyre, Lanarkshire.

Other retailers welcomed the news. "The documents that come out of cross-party group discussions will have much more weight than submissions from individual businesses," said Dennis Williams, of Broadway Premier Stores in Edinburgh.

'Make stores more accessible to disabled'

The president of the National Federation of Sub Postmasters has emphasised the importance of stores catering to the needs of their disabled customers.

"It's not only about doing the right thing, it's also a business opportunity,"

George Thomson told RN. "If you can make disabled customers feel welcome, it's far more likely they'll keep coming back."

Joe Williams, of the Village Shop in Hook Norton, said he has noticed the difference it can make in his

store. "We have a customer who's completely deaf, and one of our staff knows sign language, which is really an advantage to us," he said. "And the council is considering placing a disabled parking space outside our store to make it easier

for wheelchair users."

The Association of Convenience Stores' 2016 Local Shop Report showed 37% of convenience stores have wheelchair access, 9% have wider aisles to improve accessibility, and 7% have hearing aid loops.

Introducing PayPoint One



PayPoint services, EPOS and card payments all in one device



**Visit paypoint.com or talk to your
local Territory Development Manager**

NEWS

REGIONAL



Follow RN
on Facebook

facebook.com/retailnewsagent
to have your say on the latest news

Revamp for 9 in 10 Welsh Post Offices

Nine out of 10 Post Offices in Wales that are eligible for modernisation have gone through the process, according to Welsh minister Guto Bebb.

The revelation came as the state of the Post Office system in the country was discussed in the Welsh Assembly.

The debate came after the store in the centre of Wrexham moved premises to a new location on a first floor, raising concerns about accessibility.

Mr Bebb said it was within the organisation's guidelines for disabled access and ground floor facilities were available.

He added: "We have a leaner, more efficient and more effective Post Office, yet there has been only a very small fall in the number of post offices operating in Wales since 2010."



Dan's MP pays a visit to discuss key issues

Devon retailer Dan Cock has continued to forge closer links with his local MP Scott Mann. During a visit to his Premier Whitestone Village Stores & Post Office, they discussed key issues facing retailers, as well as the ongoing redevelopment of the shop. Mr Cock said: "We've got a good relationship since the Association of Convenience Stores helped us engage and he's interested in local businesses and our industry. I'd encourage all retailers to engage with their local MP."

Newsagent plans to spill the beans on arrival times 'Once the train has gone we've lost the sale'

Retailer's email battle to fight late deliveries

by Tim Murray

An Essex retailer has stepped up his ongoing battle over late newspaper deliveries with a pledge to email his wholesaler and publishers weekly details of what time his papers arrive.

Adrian Cooke, of Station Kiosk in Hockley, Essex, aims to show publishers just how much impact a 10-minute delay to newspapers arriving at his wholesaler, Menzies, can have on his sales, through his weekly reports.

Mr Cooke said if early morning customers at his business can't get a paper before they get on the train for their morning commute into London, the sale is lost.

"Once the train has gone, we've lost the sale. I'm going to keep on doing this until we get to the point where the papers aren't missing any trains," he said.

Each week, he is planning to list what time the papers arrived on each day and, if they're late, how

many trains have departed from Hockley station heading in to Liverpool Street before they turned up.

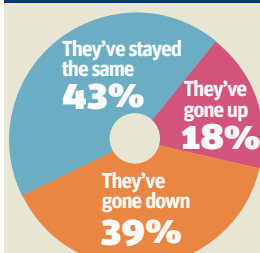
It follows a petition he put together earlier this year, aimed not just at putting pressure on Menzies and publishers but also to show his customers that the delays and lack of newspapers were neither his fault, nor something he was prepared to simply accept.

Mr Cooke said: "It has been better, but it's nowhere near what it should

be. It seems to be six of Menzies and half a dozen the publishers, but I want to let the publishers know that when they get them late to the wholesaler, it has a detrimental knock-on effect for us."

Mr Cooke added that because of different delivery routes, retailers by other stations on the same line, both before and after Hockley, often got newspapers when he didn't, meaning his customers would see other people reading papers on the train.

RN READER POLL



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

NEXT WEEK'S QUESTION

Would a loyalty scheme work in your store?



Have your
vote now

Go to betterretailing.com

Raaj's robbery sparks crime debate

Retailer Raaj Chandarana has sparked a nationwide debate and has even been approached by national newspapers after his store fell victim to its first burglary in 18 years.

Young thieves broke into Premier Tara's News in High Wycombe and made

off with bottles of Ciroc vodka, as well as causing £200 worth of damage.

But Mr Chandarana knew the identity of the raiders and posted a stark message for them on Facebook demanding an apology and the return the goods for the incident not to

be taken any further.

Afterwards, he informed RN (*Letters - p20*) two bottles were returned and a letter of apology was sent.

Scores of retailers and customers have weighed in, some praising his community-minded actions and others urging him to report

the incident to police.

And as RN went to press, Mr Chandarana was trying to decide his next course of action. He said: "They gave the bottles back after the deadline, but not all of them were returned, so I'm trying to decide what to do. It's gone nationwide."



Shopper survey

Please tick:

How often do you shop here?

☐ Every day

brought to you by

BOOKER
WHOLESALE

Differentiating from the multiples

Adapting your offer to delight your customers

YOU have a unique opportunity to showcase the value you can give shoppers, against competition from multiples. Why is it important to understand your local demographic? How can you differentiate your offer using this knowledge? And how do you keep your shoppers coming back?

Find out at the must-attend live session hosted by headline partner Booker Wholesale during the **Local Shop Summit at Twickenham**

Stadium on Wednesday 12 October.

Alongside expert panellists and retailer influencers, Booker Wholesale will discuss how understanding your community and giving your customers the personalised service they desire, makes their life easier and increases sales and profits.

"Understanding what your customers want and need helps you sell more products and make more money. You need to live and

breathe your local community, listen to them and get involved in the conversation. Booker Wholesale is delighted to build on this at the LSS and discuss how understanding demographics develops your business," says Martin Swadling, director of Premier, at Booker Wholesale.

How much do you know about your customers? What are the things they want to buy from you? And how do you delight them with

a clear message and great service?

Whether you're looking for advice on how you can get involved more with your local community, how you can differentiate your offers or to learn how you can personalise the service you provide to your customers, attending Booker Wholesale's Local Shop Summit session will give you great ideas to implement that will make a difference within your business.

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

#LSS16

YOUR REGION

NFRN DISTRICT COUNCIL REPORT EASTERN COUNTIES 20.09.2016



Richard Goss reports from the NFRN Eastern Counties district council meeting

Time to embrace social media

National president Ray Monelle stressed the need for the NFRN to embrace social media in the way it operates as he updated members on changes to the organisation's structure.

"We have to get into it," he said. "The NFRN is very different these days and so is the way its members work. Once, no-one opened after 5.30pm but now 9pm or 10pm is common."

"Getting to meetings is becoming harder. Less than 1% of our members attend them but we still have to get our message out, so change has to come – whether it's with more social events, newsletters even amalgamating branches. We have to find a better way to communicate."

Many members are unsure what the NFRN does and can do for them, he added. "They don't know how we can help with advice, legal aid and new products – it's second to none," he said.



Ray Monelle



NFRN members need to embrace social media

ing and protecting NFRN members.

"Our members face robberies, attacks and abuse every day yet they get a slower response than supermarkets when they need police help," he said.

NFRN probe into carriage charges

The NFRN is using powers under the Freedom of Information Act to obtain information about long-term carriage charges, claiming the current news wholesale system is not sustainable.

Ray Monelle said newspaper sales still represent up to 50% of members' businesses, despite an overall decline in the category.



The NFRN is very different these days and so is the way its members work

Ray Monelle

NFRN national president

But he laid blame for the decline at the door of the industry for its lack of support and commitment.

"We are having more meetings with publishers and wholesalers. But the lack of communication with the publishers is embarrassing," he said. "I have tried to explain they need to bring forward their times by 15 minutes."

Weighty matter for deliverers



Owen Church

The ongoing problem of paper boys and girls carrying ever-heavier newspapers was raised at the meeting.

Great Yarmouth member Owen Church was one of several delegates who were surprised to learn that legally, paper boys are allowed to carry a heavier bag than postal workers.

Norwich member David Starling said the size of weekend papers stuffed with supplements and ad flyers had

increased so much he had sourced 12 trollies for his delivery team.

Plain packs fail

Smoking rates among young people in Australia have gone up by 17% since plain packaging laws were introduced, while retailers have claimed plain packaging made it easier for counterfeiters to flood the market.

Ray Monelle said the NFRN has recently held joint talks with trading standards and Imperial Tobacco officials to demonstrate how easy it still is for people to obtain illegal cheap cigarettes.

E-cigarettes are still growing in popularity and represented a 50% profit margin, as opposed to 5% on conventional tobacco products.

Merger closer

The prospect of three branches in the Eastern Counties district merging has moved a step closer.

Members in Norwich, Yarmouth and Lowestoft have agreed to hold a meeting to discuss and listen to members' views, which will take place in Great Yarmouth on 26 October. This news prompted a general discussion with Ray Monelle about the cost of holding and running meetings.

Owen Church spoke of a five-hour round trip to attend meetings, but Mr Monelle said there were increasing opportunities to use systems such as Skype for meetings.

Barry Starling urged all district members to attend the October meeting.



Barry Starling

Police response taking longer

Retailers can expect to wait longer for a response from police after calls for help.

Ray Monelle said that a Freedom of Information request had revealed that police prioritise supermarket calls for help over independent shopkeepers. For this reason, federation officials have already met 30 police and crime commissioners to drive home the importance of support-

Your say

Do your papers and magazines arrive in good time and condition?



Around 95% of my deliveries do arrive in time – I am one of the first drops on that round so sometimes I am even ahead of schedule. The papers are always in good condition when they get to me too.

Debbie Turner

Your Ideal Shop, Great Yarmouth



My newspapers arrive in good condition but are invariably late, especially at the weekends. On one weekend recently the delays on Friday, Saturday and Sunday totalled deliveries arriving 112 minutes late.

Ralph Childs

Childs Newsagents, Great Yarmouth



My newspapers and magazines arrive in good condition pretty much all of the time. I'm fortunate that they are and are always here before 6am.

Owen Church

Post Office Stores, Great Yarmouth

YOUR REGION

NFRN DISTRICT COUNCIL REPORT LONDON 20.09.2016



Greg Wilcox reports from the NFRN London district council meeting

Sugar tax 'is the wrong solution'

The majority of delegates agreed the proposed sugar tax was well intentioned but was the wrong solution to the problem of obesity.

While most people want to assist in tackling the issue, taxing certain sugary products wasn't the most effective way to do so, they said.

Delegates who attended this month's national council meeting in Dublin reported on a presentation given by Coca-Cola boss Jim Fox in which they were told the levy would likely increase the price of a two-litre bottle of Coca-Cola by 58p and a can by 10p.

Several delegates said sales of diet drinks have increased over the past few years, while sales of full-sugar options have dropped.

Peter Wagg described the proposed tax as

"a kneejerk reaction to Jamie Oliver".

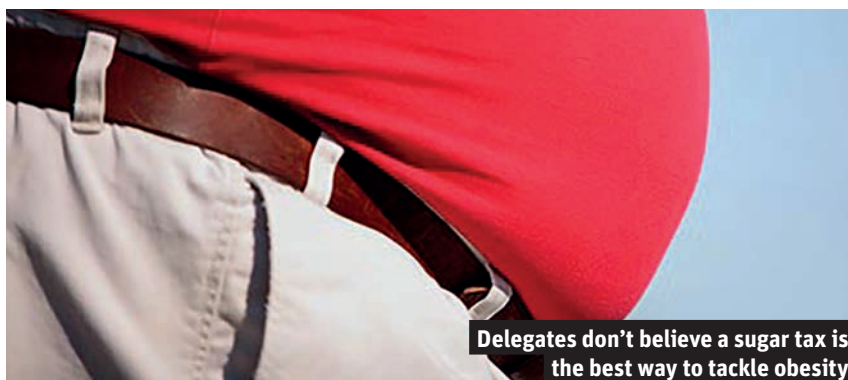
Windsor & Slough member Vim Odedra was one

of several retailers who supported tackling obesity, but felt the government was going down the wrong alley with a tax.

"Far better than a tax on sugary drinks is improved education about living healthier lives and encouraging more exercise. There needs to be more awareness at MP level," he said.

'Nightmare' of Menzies service

Several delegates reported ongoing service issues with Smiths and Menzies.



Delegates don't believe a sugar tax is the best way to tackle obesity

Southend retailer Graham Cooke told delegates he had experienced problems with Menzies when a bridge was closed, preventing deliveries to his part of town.

But despite the obvious problems that ensued, he still hasn't got credit for missed deliveries. "The situation is a nightmare," he said.

Other retailers reported late deliveries and having to meet their driver halfway to get their papers.

Both London district vice president Pravin Shah and former national president Ralph Patel urged delegates to call NFRN Connect

Far better than a tax on sugary drinks is improved education about living healthier lives

Vim Odedra

Windsor & Slough NFRN member

whenever they had problems with deliveries.

In their experience, they said, doing so ensures issues get dealt with "by the next day".

Only by letting the NFRN know about such problems can they be added to the organisation's body of data, which can then be used in future in talks with Menzies and Smiths, they added.

Restructuring will 're-energise'

Nigel Smith updated the meeting on the proposed restructuring of the London district.

The aim behind the suggested changes was to "re-energise the region's members and ensure meetings were better

attended and more relevant", he said.

Under the proposal, the number of branches would be cut from 23 to 11, with the aim of reducing the number of poorly attended meetings.

Ralph Patel emphasised the changes weren't about saving money. Instead, he backed Nigel Smith's point about providing an opportunity for members to attend more meetings and bigger trade events.

"It is hoped the restructuring will result in fewer, but more relevant, meetings," he said.

Make sure crime is reported

Following the murder of his brother-in-law's brother in a non-shop-related incident, Pravin Shah warned delegates of the need to take all crime in their shops seriously, no matter how small.

Ultimately, he said, it was down to shop owners to make sure every crime that takes place in their store is reported both to the police, NFRN Connect and local councillors.

Lotto: who pays?

Members asked for clarification about who pays for faults with Lotto machines. London East member Ranjan Patel said she had been charged £250 by a Camelot engineer for recent repairs to her terminal.

Peter Wagg, also from London East, said he believed if problems with terminals are considered to be due to shopkeepers, they will be charged. But if faults are due to general wear and tear, Camelot would foot the bill.



Ralph Patel



Peter Wagg



Pravin Shah

Your say

How have price rises on the i, Express and Star affected your sales?



I used to sell a few copies of the i, but since the rise a couple of customers no longer buy it. Now it's the same price, people who swapped from The Sun are going back. There's little difference in sales of the Star and Express.

Metal Patel
HRDV News
Maidenhead



I've noticed no change. We sell four or five copies of the i a day. I sell one copy of the Star. Sales of all papers have gone down, because there are more free papers and people are using tablets and smartphones.

Graham Cooke
Station Kiosk,
Southend



I sell two copies of the i, five of the weekday Star and three of the Sunday edition. I haven't noticed a drop in sales since the rises. Newspaper sales are falling. I'm selling about £100 a week less than in previous years.

Marshal Kshatri
The Connoisseur Newsagent,
Sutton

OPINION

Do you want to see your views in RN?

✉ letters@newtrade.co.uk
☎ 020 7689 3350



NEWS • CONVENIENCE • PROFIT

11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600

email letters@newtrade.co.uk

Annual Subscription

UK 1 year	£150	Europe	£302
2 years	£237	Rest of world	£354
3 years	£333		

To subscribe contact 01737 457236

Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporter

Charlie Faulkner
020 7689 3357

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Features Writer

Rachel Barr
020 7689 3358

Head of Production

Darren Rackham
020 7689 3373

Senior Designer

Anne-Claire Pickard
020 7689 3391

Designer

Emma Langschieid
020 7689 3380

Production

Coordinator
Billy Allen
020 7689 3368

Director of Sales

Mike Baillie
020 7689 3367

Account Director

Will Hoad
020 7689 3370

Account Managers

Liz Dale
020 7689 3363

Marta Dziuk-Kaczynska
020 7689 3354

Erin Swanson
020 7689 3372

Sales executive

Khi Johnson
020 7689 3366

Audience

Development
Chris Chandler
020 7689 3382

Executive

Chris Chandler
020 7689 3382

Marketing Manager

Tom Mulready
020 7689 3352

Marketing Assistant

Tom Thorn
020 7689 3384

Managing Director

Nick Shanagher
07966 530 001

Email firstname.surname@newtrade.co.uk

If you do not receive your copy of RN please contact **Chris Chandler** on 020 7689 3382 or email chris.chandler@newtrade.co.uk

Printed by Southernprint, Poole,

on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution,
2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2015 to June 2016 average net
circulation per issue **13,316**



Winner of the **2009 ACE** gold award for
circulation excellence by a smaller magazine

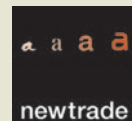
Retail Newsagent is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied.

Reproduction or transmission in part or whole of any item from Retail Newsagent may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade Publishing accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.



For trade use only

YOUR SAY Do you get the support and information you need on the e-cigarettes market from suppliers?

Rajesh Nayi

Broadfield Newsagents & Post Office,
Crawley

If we need help, we phone and ask the suppliers. I've found they've come out to help us with merchandising. Imperial have been helpful with Blu e-cigarettes. The e-cigarette market is growing and now is the right time for retailers to really get behind them. We're selling two new kits every day and then we get repeat customers from that.



Ramesh Shingadia

Shingadia's Londis Southwater & Post Office,
Horsham

I've just been to a presentation with Blu and the help we need from suppliers was the topic discussed. There is a lack of information – suppliers provide it but it's an evolving and ever-changing market. With a dynamic and moving landscape like this you need information. You need to know

about legislation and more. Blu and Imperial have recognised this and I've been impressed, they're trying to keep retailers abreast of what's happening.

Bal Singh

Nisa Local,
Great Barr,
Birmingham

I think smaller manufactur-

ers are going to disappear, as they won't be able to meet the criteria and regulations, and then you'll be left with four or five suppliers, the big boys, with quality products and quality packaging. That's when the education will really start. You're not going to get the help from the smaller companies, but those four or five players' support will follow.

YOUR STOCK What are you planning for your Christmas confectionery range this year?

Anish Parekh

Londis Broadoak & Post Office,
Ashton-Under-Lyme

As a general rule, I order confectionery that's highly seasonal and has novelty value, normally around the £1 mark. I try to minimise risk by ordering smaller cases of products I haven't tried before. Last year I brought in big tins of chocolates, priced about £5, and was

surprised to find they were really popular. They added to our in-store theatre and customers didn't seem to mind paying £1 more than in Asda or Tesco.

Martin Lightfoot

Londis Solo Convenience,
Glasgow

We spread out our Christmas confectionery order – we put in our first order a month ago

through the Londis webshop, and will gradually buy more over the next few weeks. We have to draw on past experience to make sure we get the balance right: you don't want to get stuck with leftover stock, but you don't want to run out either. It's all the kiddy stuff that sells best: selection boxes, gold coins, and novelty trinket stocking-fillers.

Joey Duhra

Julie's Premier Convenience Store,
Telford

Being a Booker Premier, we leave a lot of the stock selection to them, but on top of that we pick up some seasonal goods, depending on what we've found sells in previous years. It tends to be chocolate for hanging on trees, if people have left decorations to the last minute, or boxed chocolates like Ferrero Rocher for last-minute presents. We'd rather run out than over-supply, so we buy with caution – it's not a particularly growing market.



YOUR ISSUE

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



PATRICK SEWELL: HOW YOU CAN WIN IN 2017

Managing increased wage costs, the impact of legislative changes in the tobacco sector and increased competition.

These are the key issues facing retailers in the coming 12 months, according to the Association of Convenience Stores' (ACS) new chairman, Patrick Sewell.

Mr Sewell, who runs the Sewell On The Go forecourt chain, which numbers 12 outlets and serves four million customers a year, talked to RN about his vision for the future and his aims and hopes for the ACS and its members.

Wage costs

"For me it remains crucial that the independent sector focuses on customer service and does not let this dip. My experience of the major multiples and chains is that this is definitely on the decline, which means it's an opportunity for us.

"We need to be in a business of sales maximisation, not cost minimisation. The latter only results in a steady decline.

"The unfortunate consequence of the National Living Wage to my mind has been that it has created a single focus on just the hourly rate.

"While undoubtedly across the industry there's some legacy policies, which arguably needed a refresh (many of which are in the big grocers'

pay, terms and conditions), it makes it increasingly hard to put a wider package of benefits to your team and not just an obsession on an hourly rate."

Tobacco

"Act early and manage your stock. I see this as a challenge both in satisfying customers, but also zeroing your stocks before the products are obsolete and you incur stock write-offs.

"In short, tackling it early, analysing what you sell quickly and what is slow; reducing range; delisting lines for no re-order and tracking progress. I anticipate my business to be nearly 100% compliant as we go in to 2017.

"If they're not already, retailers should be focusing on cash profit rather than necessarily units sold in the tobacco category.

"It will be interesting to see if there are any late changes to the EU legislation that the UK is set to follow, given the Brexit decision."

The c-store of the future

"The mix of sales is clearly altering. Fresh and chilled is crucial to the future success of your store, although managing your waste is also important, but try to see this as an investment not a bottom-line cost.

"It should be clean, modern and inviting with many reasons to bring customers in to your store. It should be efficiently run both in terms of people and productivity and also controlling of costs such as energy through investment in the likes of LED and

energy-efficient refrigeration."

The ACS of the future

"The core purpose of the ACS remains around: lobbying government; giving advice to retailers/suppliers and organising networking events to enhance opportunities.

"I think I can bring a good understanding of the existing organisation, the incumbent executive team and existing boards.

"I can also bring a practical perspective of being a hands-on retailer – that's my day job – and hopefully the insight of a progressive and independent family business that has won many awards for stores and people development."

Food to go

"It's doing increasingly well in the forecourt sector. We're reliant to an extent on our supply chain and we need to promote it – not necessarily by price but in-store theatre and specific positioning.

"As a forecourt retailer in food to go it's important to know your range, do the basics well and then expand it. You should be really good at that and then try to step it up.

"It's important to manage your wastage – know your stats.

"Dealing with customers and their buying habits isn't an exact science, it needs a bit of art as well, so you need to be adaptable and to be reappraising regularly."

The next big thing...

"I'd offer two trends which are in part related. We need to better use technology to understand our businesses; to make better decisions more timely. In turn, we must drive greater productivity across our teams and get more from less or existing levels."



It's important to manage your wastage – know your stats

Patrick Sewell

Sewell On The Go forecourts



ACADEMY IN ACTION
Follow up



Effective Ranging

In July, Coca-Cola's Tina Childs visited south London retailer Pratik Sampat to help him get the right balance between core bestsellers and interesting products that make him stand out locally.



Pratik's action plan

- Measure the sales and profit performance of the items you stock
- Adjust your range to meet seasonal changes
- Train your team so they can upsell key items

Pratik says

"I changed my fridges around, moving soft drinks closer to the till to encourage impulse sales and dairy further back. It had an impact and soft drinks sales went up by 17%. My milk sales went up too, but dairy is down, which I'm monitoring. I've cut my range back a bit, but will take a few more single facings out after the summer to focus on bestsellers. I've also put tasting notes on wines, which customers say have inspired purchases."



Your action plan

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

LETTERS

✉ letters@newtrade.co.uk
☎ 020 7689 0600
@RetailNewsagent



The opinions on this page do not necessarily represent those of the editor
Letters may be altered by the editor for reasons of clarity or of length

My newspapers were delivered late because of magazines

The papers were delivered late again on Wednesday last week.

On the Menzies hotline the message said they would be one hour late, and one round would be two hours late. I actually received my delivery at 5.31am which is approximately 30 minutes later than average.

I had seven magazine titles which were packed at Portsmouth – these are supposed to be packed at Maidstone. This, of course, delays the delivery time.

I wonder what newspaper publishers would say if they learned newspapers were being delayed because of magazines.

I spoke to other retailers. One said he collected his as they were still packing and I know another retailer later on my round who would not have been very happy either.

Ray Culverwell

JG Riley, Milton, Southsea

Where have all the daily newspaper sales gone?

I am an avid reader of retail data, but sometimes I am left somewhat depressed, as I was when I read the recently-pub-

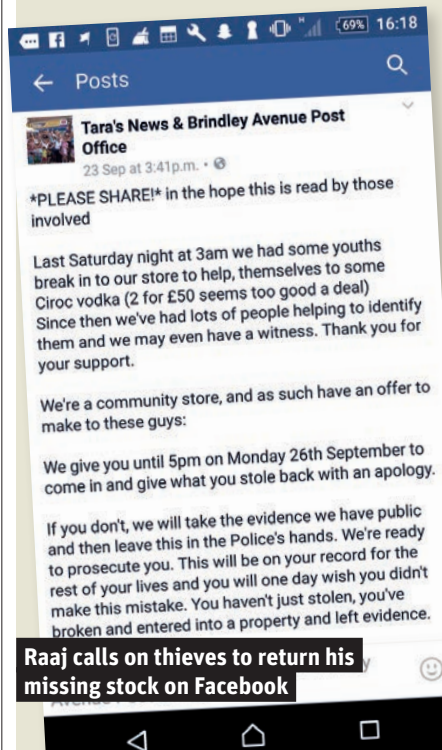


As an avid reader of retail data I am left somewhat depressed

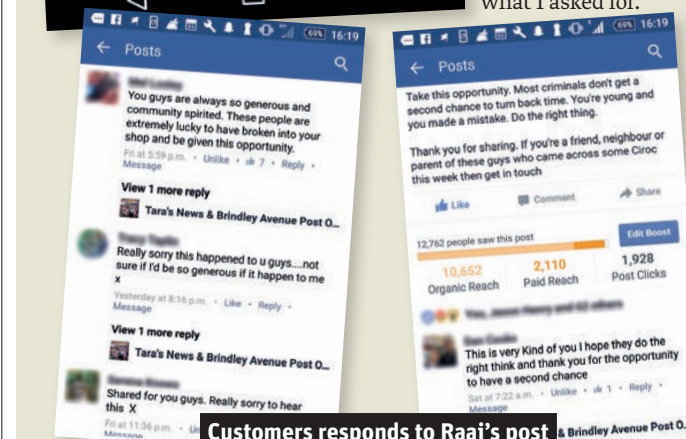
Steve Denham

Columnist and former retailer

WAS I RIGHT TO MAKE DEAL WITH THIEVES?



Raaj calls on thieves to return his missing stock on Facebook



Customers responds to Raaj's post

On Saturday 17 September we had our first ever break in.

The thieves only stole a few bottles of vodka, but what transpired is something that, according to fellow retailers, we need to raise awareness about.

On Friday, I posted on our Facebook page about what had happened. Believing the culprits to be minors, I gave them an opportunity to do the right thing and return the goods by 5pm on Monday night, and that if they did so then we wouldn't pass the details on to the police.

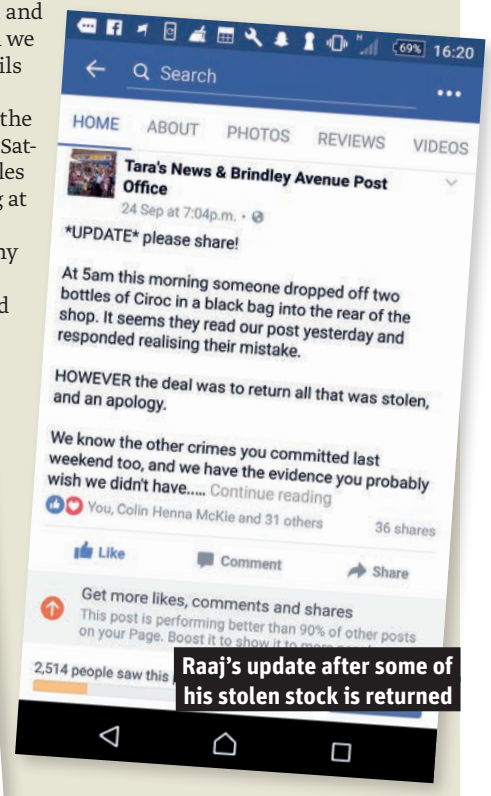
To everyone's shock the following morning on Saturday we had two bottles returned in a black bag at the rear of the store.

This is a win on many grounds. However, it wasn't all the stock and no apology – which is what I asked for.

It caused a debate between retailers on a WhatsApp group, and divided us on how to handle it and how far we should go.

Their advice was, among other things, to share it with RN to get community retailers thinking about some innovative solutions to deal with crime since, I have learned, the police are pretty much useless.

Raaj Chandarana
Premier Tara's News,
High Wycombe, Bucks



Raaj's update after some of his stolen stock is returned

lished national newspaper ABC figures for August 2016 (RN, 23 September).

Where have all the daily sales gone? In August 2006, national titles were selling nearly 10.7 million copies daily – almost double the sales last month.

A newspaper retailer selling the average number of papers a week – 777 – is likely to have taken £687 through the till and had a gross profit before wholesaler delivery charges of £152.

I can only take the view newspapers are a minority category for the vast majority of the 51,000 selling points.

I wonder when retailers will start to delist newspapers to use the space for a more profitable and less problematic category?

With the debate in RN about the current service problems Menzies is causing, I wonder if – or how – newspaper and magazine

distribution can survive in its current form?

Steve Denham

betterretailing.com columnist
and former retailer

August weekday newspaper sales 2006 vs 2016

Title	2006	2016	Volume difference	% difference
The Sun	3,111,384	1,515,147	-1,596,237	-51%
Daily Mail	2,130,577	1,264,761	-865,816	-41%
Daily Mirror	1,593,198	648,300	-944,898	-59%
Daily Star	785,860	493,988	-291,872	-37%
Daily Express	773,433	389,093	-384,340	-50%
Daily Telegraph	776,164	397,443	-378,721	-49%
The Times	582,673	327,461	-255,212	-44%
The Guardian	303,427	132,863	-170,564	-56%
Independent/i	177,353	225,119	+47,766	+27%
Financial Times	93,122	31,951	-61,171	-66%
Daily Record	416,901	159,014	-257,887	-62%
Total	10,744,092	5,585,140	-5,158,952	-48%

INDUSTRY PROFILE

Coca-Cola

An investment of £30m in reformulation and product development is a sign of how seriously Coca-Cola European Partners (CCEP) takes its commitment to improving consumer health, says sales director Gary Black

RETAIL NEWSAGENT How is CCEP ensuring it's on the right side of the health debate – particularly with the sugar tax on the horizon?

GARY BLACK We are really committed to making sure we offer more choice to our consumers. We are committed to growing our business by offering the right pack sizes, promoting portion control, and developing the right products, whether that's no sugar or low sugar. We've invested £30m between 2012 and 2017 on reformulation and extending our range of low- and no-sugar products.

RN Can you give an example of how you do this?

GB It's done through the likes of Coke Life which has now 45% less sugar than classic Coke. That's a step forward from where we launched it. Also, other brands like CapriSun are now available with no-added sugar. Monster, which is now has its Ultra no-sugar range. Within adult drinks we've also got Schweppes sparkling juice which contains no sugar.

RN With Coke Life, are you planning to continue the reductions in sugar further in the future?

GB All I can tell you is that we launched the product and it had 33% less sugar than classic Coke. Now we've reformulated and it's got 45% less sugar. That's a reformulation which has hit the market place within the month or so.

RN Coke Zero was also recently relaunched. Was this part of the same process?

GB It is. There's a really deliberate attempt to change the mix of our sugar and no-sugar products. The

media has been really sympathetic to what we're doing and the message – 'Looks more like Coke, tastes more like Coke'.

RN How have you supported the launch?

GB We are over-investing on this brand and we've given it a lower pricemark of 49p on cans. It's early days but we've seen a dramatic increase in terms of rate of sale. We're performing exactly as we want to.

RN With so much investment on the no-sugar Coke Zero, does this highlight a lessening of the importance of Diet Coke?

GB Coca-Cola Zero Sugar is a no-sugar alternative to classic Coke. Diet Coke absolutely has its place. It's a lighter taste. Diet Coke doesn't have the same taste profile, this Coke does. Coke Zero was misunderstood and a large proportion of people who were drinking it didn't realise it contained no sugar.



The media has been really sympathetic to what we're doing

Interview by **Tom Gockelen-Kozlowski**
email tom.gk@newtrade.co.uk
tel 020 7689 3361
@tomGK_RN

RN Taken together, how effective has all this activity been?

GB 39% of our total range is now low- or no-sugar and 33% of Coke sales are low- or no-sugar.

RN You're also investing in communication channels with retailers. What does this mean in practice?

GB It's really important we keep abreast of changing trends, giving retailers the right advice on how to display products, offering the right range and how they can get the most out of the category. There's even the option of looking at digital shopper marketing for retailers. Technology provides more opportunities to interact. Where certain product ranges are being bought there's an opportunity to look at complementary categories or products at the same time there an opportunity for them to see more about the products.

RN And how are you assisting retailers with keeping up with their customers' changing demands?

GB It's about responding to the busy lifestyles consumers are living. And that's all about convenience. People are shopping more often and retailers need to be making stores easier to shop. This is one of the reasons we have a dedicated sales force to help retailers do this, for example, through merchandising solutions within the chiller.

** Company CV **

Company Coca-Cola European Partners
Sales director Gary Black

Profile Responsible for manufacturing and bottling the world's most iconic soft drink in the UK, CCEP also invests in product development and support for retailers and wholesalers both online and through its sales team.

Latest news The company has recently relaunched Coke Zero after admitting consumers "misunderstood" the product as it was initially presented.



**

**

GUEST
COLUMNISTJOANNA
RAMSDALE

✉ editorial@newtrade.co.uk
☎ 020 7689 0600
f @RetailNewsagent

Building up
a business

Issues with HR and backroom organisation hold many small businesses back, but the rewards for getting it right can be huge

As an expert in HR – along with many other roles I was previously operations director for Costa Coffee – I work with many businesses to provide advice and suggest improvements. I recently worked with a brilliant example of the effect good systems can have.

Charles and Marcus Bradford, brothers behind the Gog – a high-quality farm-shop, butchery, café and deli based just outside Cambridge – employ 70 people.

As with many family businesses, the brothers had some concerns about the progress of the business: there were some issues with recruitment and retention, and the business had found it difficult to maintain consistently good retail, customer service and hospitality levels, resulting in varied reviews on TripAdvisor.

Realising that service and reviews were all about the people on the team, the brothers decided to get in some external help – me.

When I first visited them there were a number of issues regarding the culture of business, communications, morale, quality of management and reactive leadership.

The first big hurdle was to decide the roles and responsibility of the brothers themselves to ensure they understood how to use their skills and abilities to the maximum benefit of the business. This proved challenging for them at first as they needed to delegate decision-making to each other and to start to implement a leadership and management process.

Working with the team just one day a week over a 15-month period, I began the tricky process of business

transformation. This led to creating a new organisational structure which ensured the right people were in the right roles and understood what was expected of them and how this would be measured.

The team now all had clearly-defined roles and accountability and this meant that Charles and Marcus were not relied upon to make every business decision.

It also meant the team felt positively empowered, which dramatically increased morale at the site. As each department's manager took ownership of the sales and profit of their own area, responsibility started falling into the right places.

I spent considerable time supporting and coaching the two brothers one to one, which assisted them in developing their business knowledge and leadership abilities.

With their input, I created a variety of new roles to drive the business forward, which has allowed talented people to rebrand the business and



Gog owners Charles and Marcus Bradford



I created a variety of new roles which has allowed talented people to rebrand the business

its reach and become one of the UK's most-admired farm shops. Their online and social media profile has increased significantly too.

Other initiatives included organising the delivery of a comprehensive leadership management training programme which has resulted in the team developing commercial awareness, improved management skills and team retention.

This new management training cascaded into the café so staff really knew what they were doing, alongside an improved range and offer. Structured meetings and communications were set up for the first time, which resulted in a consistent approach to turning strategy into action.

How effective is putting systems like this in place? Read the box below to find out what happened next.

Joanna Ramsdale is a business consultant and part-time HR director for People Puzzles

Since Joanna worked with The Gog, the business has achieved the following results:

- ✚ A new stock management system was introduced which has increased overall gross profit by 5%.
- ✚ The farm has, for the first time, won the Countryside Alliance Awards (or 'The Rural Oscars') for Local Food Champions which was awarded at a ceremony at the House of Lords.
- ✚ The Gog was crowned Independent Retailer of the Year by Jonathan Dimbleby at the Cambridgeshire Business Excellence Awards.
- ✚ The company has won numerous food awards

for its produce including England's Best Burger and Butcher Shop of the Year.

- ✚ Over the last 12 months sales have consistently grown by 15% year on year.
- ✚ For the first time the business will generate a 10% net profit return.
- ✚ There was a 300% increase in net profitability.

Alongside these impressive statistics and awards, TripAdvisor now has amazing reviews since the implementation of new management into the café. New customers visit for the first time on a daily basis and are inspired by the products, service and environment which is all part of the Gog experience.

LEADING THE TRADE FORWARD

Congratulations to the 55 businesses recognised for their excellence in the 12 IAA categories below! 21 of these stores are recognised in the IAA shortlist for the very first time. Four finalists for each category will be exclusively revealed at the Local Shop Summit at Twickenham Stadium on 12 October, and winners will be announced at the prestigious IAA Gala Dinner in London on 1 December. Book your place today at iaa@newtrade.co.uk.

MARKETING TO CUSTOMERS

C T Baker Budgens of Aylsham, Aylsham
Family Shopper Blantyre, Blantyre
Londis Ferme Park Road, London
Premier Jules Convenience Store, Telford
Pricecracker Premier (Whitefield), Dundee
Shingadia's Londis Caterways & Post Office, Horsham
Shingadia's Londis Southwater & Post Office, Horsham
Wesley Road King Family Store (Spar), Retford

IN-STORE DISPLAY

Budgens Mortimer, Reading
C T Baker Budgens of Aylsham, Aylsham
Knights of Budgens, Hassocks
Knights of Budgens, Henfield
Shelley's Budgens, Horsham
Shingadia's Londis Southwater & Post Office, Horsham
The Village Shop, Hook Norton
Village Stores Mickleton (Nisa), Mickleton

STAFF DEVELOPMENT

Budgens of Broadstairs, Broadstairs
C T Baker Budgens of Aylsham, Aylsham
Family Shopper Little Hulton, Little Hulton
Family Shopper Subway, March
Knights of Budgens, Hassocks & Henfield
Londis & Chatsworth Road Post Office, Chesterfield
Ordsall King Family Store (Spar), Retford
Shingadia's Londis Southwater & Post Office, Horsham

CUSTOMER SERVICE

Edwards at Townfield (Premier), Wirral
Knights of Budgens, Henfield
Londis & Chatsworth Road Post Office, Chesterfield
Shelley's Budgens, Horsham
Sherston Post Office & Stores, Sherston
Shingadia's Londis Southwater & Post Office, Horsham
The Village Shop, Hook Norton
Village Stores Mickleton (Nisa), Mickleton

EFFECTIVE RANGING

C T Baker Budgens of Holt, Holt
Knights of Budgens, Hassocks
Ordsall King Family Store (Spar), Retford
Premier Broadway Convenience Store, Edinburgh
Selection Box, Bridgend
Shelley's Budgens, Horsham
Shingadia's Londis Caterways & Post Office, Horsham
Tenby Stores (Premier Express), Tenby

SERVICE TO THE COMMUNITY

Family Shopper Blantyre, Blantyre
Nisa Malcolm's Stores, Coventry
One Stop The Prior Way, Borrowash
Premier Broadway Convenience Store, Edinburgh
Premier Jules Convenience Store, Telford
Sherston Post Office & Stores, Sherston
Shingadia's Londis Southwater & Post Office, Horsham
Sukhi's Simply Fresh, Kenilworth

SHOP LAYOUT

Edwards at Townfield (Premier), Wirral
J Robarts & Son (Costcutter), Codicote
Knights of Budgens, Hassocks
One Stop Mount Nod, Coventry
Premier Woodcross Convenience Store, Coseley
Sherston Post Office & Stores, Sherston
Shingadia's Londis Caterways & Post Office, Horsham
Sukhi's Simply Fresh, Kenilworth

AVAILABILITY

C T Baker Budgens of Aylsham, Aylsham
Hexagon Stores & Post Office (Mace), Andover
J Robarts & Son (Costcutter), Codicote
MJ's Premier Store Oldham, Oldham
One Stop Draycott, Draycott
Premier Jimmy's Store, Northampton
Shelley's Budgens, Horsham
Sherston Post Office & Stores, Sherston

DIGITAL ENGAGEMENT

Ansell Village Stores Meppershall, Meppershall
Blean Village Londis, Canterbury
Connolly Spar Pewsey, Pewsey
Holborns, Redhill
Hopes of Longtown, Longtown
Max's Londis, Minster-on-Sea
One Stop Working with Royals, Leamington Spa
Premier Singh's, Sheffield

MERCHANDISING

C T Baker Budgens of Aylsham, Aylsham
Connolly Spar Pewsey, Pewsey
Knights of Budgens, Henfield
Poole's SuperValu Moira, Moira
Shingadia's Londis Caterways & Post Office, Horsham
St Mary's Supermarket (Premier), Southampton
Today's Extra Gloucester Avenue, Northampton
Village Stores Mickleton (Nisa), Mickleton

RESPONSIBLE RETAILING

Hillingdon Spar, Burnley
Knights of Budgens, Hassocks
Lifestyle Express Belle Vue Convenience, Middlesbrough
Londis & Chatsworth Road Post Office, Chesterfield
Londis Ferme Park Road, London
Londis Westham Road, Weymouth
London Road King Family Store (Spar), Retford
The Village Shop, Hook Norton

RETAIL INNOVATION

C T Baker Budgens of Holt, Holt
Dunston Convenience Store (Premier), Gateshead
Greylees Convenience Store (Premier Express), Sleaford
Knights of Budgens, Henfield
Londis Ferme Park Road, London
Pike's Newsagents, Porthmadog
Spar Minster Lovell, Witney
Wesley Road King Family Store (Spar), Retford

Be there!

Book your seats now for the IAA Gala Dinner on 1 December in London at iaa@newtrade.co.uk

#IAA16



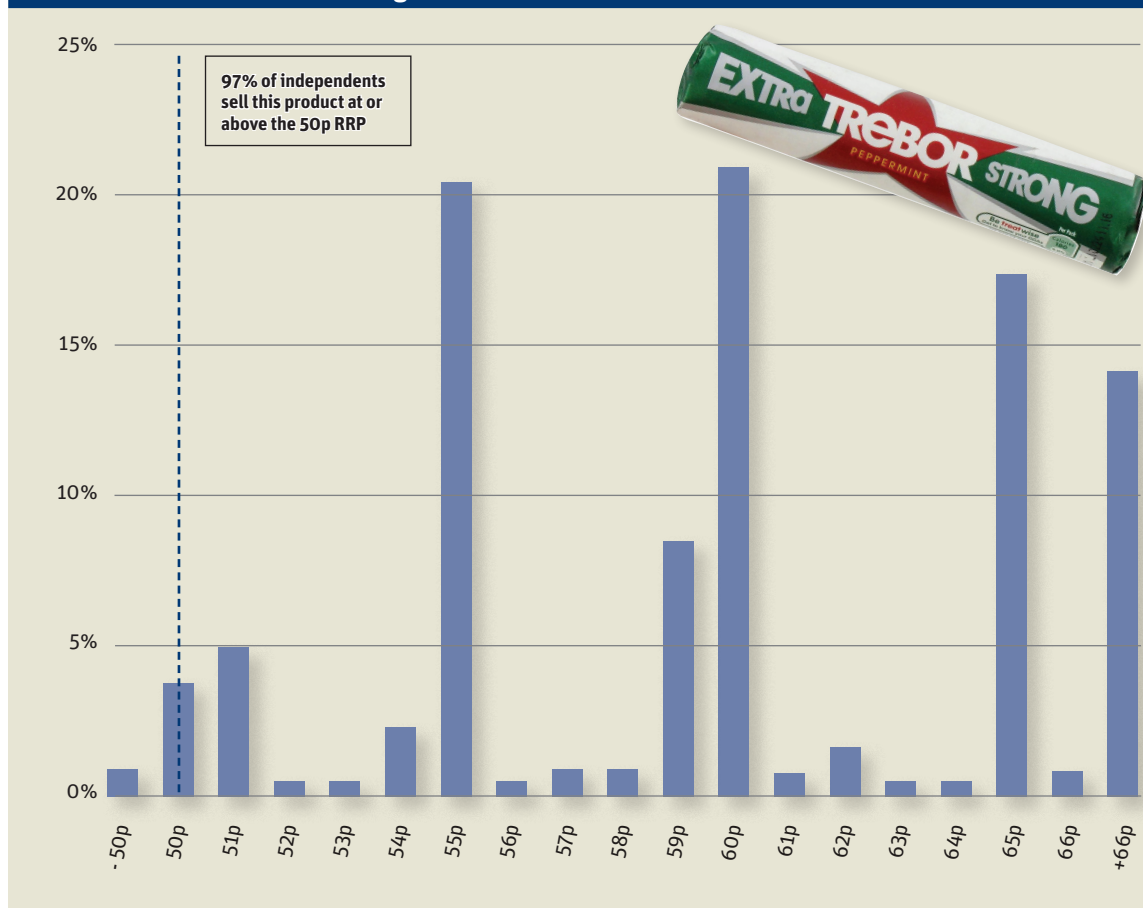
PRICEWATCH

Benchmark your prices against your peers

In focus Chewing gum and mints

Sample prices

TREBOR EXTRA STRONG MINTS 45g Price distribution %



Analysis

The retailers we spoke to this week mostly agreed that local competition had restricted them to staying close to the RRP with mints and gums – perhaps the most ‘impulse’ of all impulse

categories.

But EDFM’s data highlights the opportunities for stores which push prices higher. For Trebor Extra Strong Mints – the subject of our graph – 97% of stores price

above RRP, with the most popular prices – chosen by 60% of stores – 55p, 60p and 65p.

Retailers who are able to sell at these higher prices will make up to £5.60 more profit per outer of 40.

PRODUCT

Wrigley’s Extra Sugar Free Peppermint
10s

Wrigley’s Extra Sugar Free Spearmint
10s

Wrigley’s Extra White Bubblemint
30g

Wrigley’s Extra Sugar Free Cool Breeze
10s

Wrigley’s Extra Ice Peppermint
10s

Wrigley’s Airwaves Sugar Free Menthol & Eucalyptus
10s

Polo Mints
37g

Trebor Extra Strong Peppermints
45g

Wrigley’s Extra Ice White
10s

Trebor Softmints Spearmint
45g

Trebor Extra Strong Spearmint
45g

Trebor Soft Mint
44g

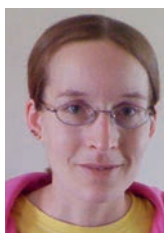
How we drive our profit

Helen Drew

STORE Wright’s News
LOCATION Wem, Shropshire
SIZE 450sq ft
TYPE high street

TOP TIP

We stock more packets of gum as they sell better than handy boxes



We stick to to RRP with both mints and chewing gum – it is key to keeping our customers as I see others adding 10 or 15p. It is hard to pinpoint a particular customer for this as they tend to sell well across the board although HubbaBubba tends to be more popular with younger customers. It might not be the fastest-selling category but we don’t ever need to do promotions as sales are steady. I am always happy to trial new products in this category. We discuss how they have sold and if the customer demand is there to include them in the range.

Jeff Oliver

STORE Premier
LOCATION Cardiff, Wales
SIZE 1,100sq ft
TYPE village

TOP TIP

Pricemarking mints helps keep sales steady



A complete cross section of customers buy mints and chewing gum. We have a wide range of both mints and chewing gum because of customer demand. I stick to the main brands of Trebor and Wrigley’s. I don’t use any promotions but a 50p pricemark on mints, including Trebor and Polo, has been very popular with customers. I like to get a margin of 30% on this category, so I try and stick to the RRP when I can. I don’t mind the pricemarking as long as my overall margin adds up.

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

AVERAGE	BOOKER RRP	RETAILER 1 HIGH STREET C-STORE IN LARGE DEVON TOWN	RETAILER 2 HIGH STREET C-STORE IN LARGE DEVON TOWN	RETAILER 3 VILLAGE STORE IN RURAL SUFFOLK	RETAILER 4 NORTH LINCOLNSHIRE VILLAGE STORE	RETAILER 5 BUSY S. LONDON SUBURBAN HIGH STREET NEWSAGENT	RETAILER 6 POST OFFICE AND NEWSAGENT IN GLASGOW INDUSTRIAL AREA
51p	40p	40p	55p	50p	50p	55p	50p
52p	40p	40p	58p	50p	49p	55p	50p
55p	49p	45p	59p	60p	50p	55p	55p
52p	40p	40p	55p	50p	49p	55p	50p
55p	49p	45p	59p	60p	50p	55p	55p
54p	45p	45p	59p	–	55p	55p	55p
56p	50p	50p	60p	60p	60p	60p	50p
50p	50p	50p	50p	–	–	50p	50p
55p	49p	45p	59p	60p	50p	55p	55p
50p	50p	50p	50p	50p	50p	50p	50p
60p	51p	–	55p	60p	60p	–	–
50p	50p	50p	50p	50p	50p	50p	50p

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Debbie Davies

Pughs@Londis, Hay-on-Wye, Hertfordshire



Hendom Veg bags, £1.95



Where did you discover it?

It is run by a local lady who grew up in the village. She dropped in earlier in the year and spoke to us about the vegetable bags. We then started stocking them at the start of the summer when the produce had grown. They include edible flowers which have really taken off. The veg is grown about three miles out of town, so we can change the orders if we need to quickly and easily too. We sold around 160 bags over the summer with a margin of around 30%.

Who buys it?

It is mainly local families, they often buy two or three bags at a time. She also supplies local restaurants but we are the only shop. They are good quality and would last a good few days on the shelf but they are never around that long.

Why is it so successful?

It is quite different and everything in the bags are edible including the flowers. They also look really nice and pretty, which people like. We only have two or three more weeks of selling them before they stop until next summer but I am definitely going to stock them again next year.

Scott Saunders

STORE News Klip
LOCATION Fakenham, Norfolk
SIZE town centre
TYPE 1,300sq ft

TOP TIP

I always keep the till display of mints looking really full as it sets a good impression for the rest of the shop



We offer a good range of different mints and gums in both small and larger variants. We keep the gum very visible by the till as it goes hand in hand with cigarettes, with many customers buying both. I have quite a lot of pricemarked mints and we stick to the RRP. We could probably charge a bit more but then you risk outpricing yourself and losing the cigarettes sales as well. People accept the pricemarked packs and will pay the price. The bestseller is Extra Strong Mints with non-smokers and chewing gum with smokers.

Manny Patel

STORE Manny's Londis
LOCATION Long Ditton, Surrey
SIZE 1,000sq ft
TYPE residential

TOP TIP

I stick to the RRP because of competition in my area



I have a big range of mints including Trebor, Mentos and Polo along with all of the available Wrigley's gums. Some lines are not good sellers, such as spearmint chewing gums, but it is about having a good range to compete with other shops. I find different age groups have different mint preferences. Trebor Soft mints are popular with older customers – because of their teeth – and Mentos are more popular with younger customers. We are being squeezed all the time and margins are not as good as they used to be but I still get around 25%. ●

RETAILER PROFILE



Piling up the profits

Despite stiff competition from an array of independent stores, three Tesco Expresses, a Sainsbury's Local and an Aldi, business is booming for Southampton retailer Meten Lakhani. **Charlie Faulkner** finds out the secrets to his success

Facing competition from around 20 independent stores, three Tesco Expresses, a Sainsbury's Local and an Aldi supermarket, Meten Lakhani has turned what was a 150sq ft Post Office into a 2,800sq ft flagship Premier store boasting sales of £60,000 most weeks.

The store is located in Southampton town centre, with a residential area, university halls which house 1,000 students, offices and a hotel all nearby. It was purchased by his parents 36 years ago when it was a Post Office. Since then, the family has extended it four times to expand into convenience – closing down the Post Office and turning it into the successful store it is today, with as much as £35,000 per week in sales.

Although the shop has been a part of him for as long as he can remember, Meten took it over full-time 16 years ago, after qualifying as an accountant. Five years ago, he joined Premier and last year saw it through a six-month refit costing £200,000.

"Mum says 'you should be behind a desk' but I spend seven or eight hours a day behind the counter. I like to speak to customers, it's in my blood," he says.

Offering choice is a big focus for Meten and the refit provided the space to do it.

"The main change is the layout. All the products are spaced out now and there's

ample room for customers to walk in, as well as designated 'zones', including a sweets area for kids," he says.

The refit also meant he could install 14 metres of freezers and now offers 24 varieties of pizza, earning him around £200 in sales weekly.

"Tesco and Sainsbury's don't have the same sort of choice. We cater for people who want economy or branded – we give them a choice on price," said Meten.

The father-of-two had initially planned to recoup the cost of the refit over a three-year period, but actually managed to achieve it in 12 months. "It turned out better than we expected and I hope it continues," he says.

Product location, signposting and promotions are vital for his store, Meten says. Milk is always available for 85p – and is never kept near the front of the store – Kingsmill bread is always £1 and sugar is always 59p. He makes sure the essentials are competitively priced, uses clearly-identifiable promotion racks and makes sure shoppers can always see promotions wherever they are in store.

It is because of this emphasis on promotions that Meten chose Premier, enabling him to offer products such as two litre bottles of Pepsi at £1 all year round. "At the end of the month we'll stock up on the best promotions from Booker. We're able to

“Keep the shop clean and tidy and well-stocked. Always give a good service – customers should be the first priority”

METEN LAKHANI



Meten Lakhani, pictured below with his mum Ila, says offering great service and good value has helped create a loyal customer base



“At the end of the month we’ll stock up on the best promotions from Booker. We’re able to carry on selling the items at the discount price right up until it comes on promotion again”

carry on selling the items at the discount price right up until it comes on promotion again,” Meten says. He also received a great deal of support from Booker through the refit and the wholesaler has continued to help him grow his business through promotions and advice. “The overall package is the best, especially for someone who is just starting out.”

At the back of the store customers will find a free ATM. Meten says he’s had it for 12 years and, although it originally charged a small fee for transactions, over the years he’s managed to negotiate a better deal so he can wipe the fee off. Despite not making much profit from it, he says it’s been a good decision because it drives footfall. “It brings customers in – six or seven out of 10 will buy something on the way out,” he says.

Service and a presentable store are integral to the store’s success. Meten makes sure his shop is always clean and tidy and the service is friendly.

“Service is the biggest thing, without that you haven’t got a chance anywhere. Customers know they are still coming in to a local shop, just as they did when it opened 36 years ago.” ●

VISIT MY SHOP

St Mary's Supermarket
St Mary's Road,
Southampton
SO14 0AN



Want to see more of Meten's store? Go to betterretailing.com/st-marys-supermarket-southampton

INNOVATION

With retailers and industry experts alike increasingly focused on the opportunities food to go presents convenience – there is an understandable clamour to discover the sector's 'next big thing'. Charlie Faulkner went to last week's Lunch! show in north London to hunt out what's new for 2016

Lunch time has arrived



Innovation and industry-leading ideas are both a challenge and a focus for most categories in the convenience sector, most notably when it comes to food to go. Currently one of the hottest sectors in retail, the IGD forecasts the category will be worth £16.1bn this year – a rise of 6.8% on 2015.

With that in mind, RN popped down to this year's Lunch! food to go trade show last week to chat to food to go operators, retailers, caterers and cafés, to discover the latest products on offer.

From healthy alternatives and convenience sector staples, to new ways to drive footfall and products expanding on current trends, the event encompassed a wide range of

ideas for all store types.

First up, and potentially one of the most innovative ideas witnessed by RN, were Cone Bakes (1). Described as “versatile” the idea is simple – cones for a range of meals and snacks.

Ray Gillaspay, business development manager at Strathmore Foods, said: “The variety has to be the biggest plus because they can be eaten hot, cold and sweet or savoury.

“They are delivered frozen, you simply put them onto a baking tray and cook for five minutes.”

The idea is retailers can buy things like chilli con carne in bulk from their wholesaler, and when cooled, these cones can be used for sweet options as well – saving on waste. The company also offers recipe ideas and lots of hints and tips.

Next up were Nüdest healthy snacks (2) – fruit-filled pouches which offer a good source of protein and fibre, and can be snacked on throughout the day.

The Irish-based company is due to launch the pouches into the UK market next month.

The two resealable variants are dairy and gluten-free with no added sugar and come in either banana, Greek-style yoghurt, honey and oats or, alternatively, apple, pear, Greek-style yoghurt, wheat and cinnamon. Both have an RRP of around £2 to





3



Healthy and tasty breakfast pots have helped establish the Moma brand

£2.50 and contain no refined sugar.

Fiona Keane, founder, says: "They are ideal for throwing in your bag on your way to work to have for breakfast on the go. They are also very popular with cyclists and golfers."

Another easy breakfast-time alternative is Moma's Bircher Muesli Fresh Pots (3), available in four flavours: Strawberry & Banana, Apple & Peach, Wild Berry and Mango & Passionfruit. They are made with wholegrain British oats, soaked in apple juice, and mixed with yoghurt and real fruit.

Bam chocolate and banana drinks (4), meanwhile, promise to be the only milk product range in the market with no refined sugar, making them a sweet but not-so-naughty drink. The variants both contain only five ingredients each and could be a key product to stock with the impending sugar tax in mind.

And finally, a fresh, convenient noodle option was provided by Mr Lee's (5) - offering quick noodles with "no nasties". The ingredients are freeze-dried which means the vegetables retain their nutrients, colour and flavour. From January, vending machines will be available in-store making the product even more accessible. The RRP for the pots is £3. ●



They are ideal for throwing in your bag on your way to work



4

Bam is - its makers say - the only milk drink on the market eschews sugar



Mr Lee's is looking to take a slice of the c-store food to go market when it launches vending machines next year

5



CHRISTMAS GUIDE

Confectionery

Make your festive sales *Sparkle*

Christmas is famously a huge opportunity for retailers to increase their sales and a time to highlight the importance of local stores to communities. Rachel Barr takes a look at confectionery for the first of our seven special festive features

So farewell, then, summer. The beach towels are back in the loft, the sandcastles your customers made now survive only in an already-forgotten Instagram post and the steady, profitable, rush of customers picking up soft drinks, suncream and ice cream is gone.

Yet, as one sunny, warm door closes another cooler – but just as exciting – one opens. Retailers up and down the country are gearing up for a Christmas that promises to provide a wide range of opportunities to bring new customers in store, increase basket sends and put the summer's profits

well and truly in the shade.

Over the next seven weeks RN will be taking a look, category by category, at how every retailer can make the most of Christmas, focusing on alcohol, snacks, soft drinks, magazines, fresh produce and essential items like batteries.

And every week we will be giving you seven brilliant tips on boosting sales or grabbing your customers' attention which will add up to a vital 49-tip guide to profiting this Christmas.

This week, Rachel Barr takes a closer look at how you can make money from confectionery this Christmas.



49 Crackers (1-7) Great ideas for growing sales from top industry figures

1



Bep Dhaliwal
Trade communications
manager, Mars Chocolate

Consumers love 'event' displays

Create in-store theatre with a Christmas display. It's a busy time for customers so use impactful PoS units to drive sales and bring the season to life.

Christmas at



- OVER 200 CHRISTMAS PRODUCTS AVAILABLE
- EARN MARGINS UP TO 63%
- MORE THAN 60 £1 PRODUCTS
- HANCOCKS CHRISTMAS CATALOGUE AVAILABLE IN-STORE



- INCLUDING OUR OWN

Let It Snow
RANGE OF
PRODUCTS



To find out more visit
www.hancocks.co.uk
01509 216644
info@hancocks.co.uk

20 CASH & CARRY DEPOTS NATIONWIDE AND ON-LINE TOO!

CHRISTMAS GUIDE

Confectionery

2



Luke Mansell
Chalbury Food & Wine
Weymouth, Dorset

Display selection boxes near the counter

We mainly stock selection boxes, displayed on a shelf by the counter to encourage impulse purchases. We really focus on it in December – when the big rush starts.

David Charman,
Spar Parkfoot Garage, Kent

The confectionery specialist

David runs a successful, premium-focused forecourt which underwent a huge £250,000 refit three years ago. His store now includes a butchery counter, delicatessen as well as a range of locally-sourced organic fruit and vegetables. Like many stores, however, come Christmas, confectionery becomes and even more vital core category for the business.

How I plan for Christmas

We get started on Christmas quite early and have already put in our orders for the majority of our festive stock.

We want to be in peoples' minds from the beginning so when they plan what they will need to buy – to have at home over Christmas or to give as gifts – they will have already seen our products in the shop.

We will be basing the range on what did well last year and Spar will help us narrow down other top products that did well nationally.

We will start to put products out in the next few weeks I but don't really push it fully until after Halloween, as we want to make the most of sales from that.

What my customers want

With Christmas, each individual store needs to work out what its customers are looking for: premium or discount confectionery, for example. For us it is definitely premium and we wouldn't really have any gift products or boxes that is around the £1 to £2 range.

We have completely moved away from tubs and selection boxes and have done for something a bit different. People can pick up the tubs in the supermarket fairly cheaply and if we tried to be competitive we would be getting low single-figure margins.

Instead we opted for products such as the Grand Rocher by Ferrero – they're a bit different and give us margins of around 20%.

How I bring Christmas to life

We want to let people know we are serious about Christmas, as a destination for gifts, so we make sure the display stays looking good in the whole run up.

We have all our Christmas products in one place so people are able to find everything they need.

Unlike Easter, when people are more unorganised and 80% of purchases are made in the last few days, we have a steady level of custom for Christmas from after Halloween and usually run short in the final few days.

For this reason we don't need to implement any promotions – especially as the products we stock are more premium.

My new product for Christmas 2016

I don't have a specific one yet but I will be looking for something like the Ferrero's Grand Rocher again – a multi-chocolate product that looks special and offers customers something a bit different.



3



Susan Nash
Christmas brand executive,
Mondelez International

Cater your gift range to both adults and children

In December, gift purchases soar in the build-up to Christmas, so retailers should change their ranges to stock gift products for children and adults.

4



Jonathan Summerley
Purchasing director,
Hancocks Cash & Carry

Stock last-minute stocking fillers

Positioned near the till, on gondola ends and in window displays, these products add to the excitement in the last few days running up to Christmas.



**No.1 at
Christmas***

**New
for
2016**



**Iconic
Brands**



**On
TV**

**DOORS OPENING
THROUGHOUT DECEMBER**

For further information on our
Christmas range and great category
advice please go to www.deliciousdisplay.co.uk



CHRISTMAS GUIDE

Confectionery

5



Adrian Rodda
AR News,
Harrogate, Yorkshire

Focus on bagged Christmas chocolates

Our shop is right next to a theatre. To capitalise on the extra 1,600 people passing us every day to go to the pantomime we stock a full bagged-sweets range.



Jonathan Summerley,
purchasing director, Hancocks Cash & Carry



The wholesaler's view

Hancocks is the UK's largest confectionery specialist wholesaler with 20 depots across the UK

What are the main opportunities for 2016?

Christmas confectionery continues to grow strongly as a category with Hancocks reporting a 45% uplift in Christmas confectionery sales from 2014 to 2015, with the top three best-selling confectionery lines from Hancocks reported in 2015 as the Let it Snow Gold Coins, Let it Snow Candy Canes and Let it Snow Mallow Pops.

How have you adapted your range to meet this?

Hancocks has further streamlined the Let it Snow range, which features 20 products specially created in 2015 for the festive season. Along with the products mentioned about the range also includes White Chocolate Coin Nets, Reindeers, Red

Noses, Santa's and Snowballs and Christmas Chocolate Pops.

Other novelty sweets popular at Christmas include giant sweets, such as our Giant Jelly Baby or a Giant Gummy Worm.

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

Hancocks recommend retailers to start building their Christmas confectionery displays in early November, immediately following the Halloween trading period, by adding Christmas-themed sweets and chocolate to their existing ranges. From late November, retailers can then create exciting window displays, while adding gift ranges to their offering.

6



Susan Nash
Christmas brand executive,
Mondelez International

Kick off Christmas sales with impulse and novelty product

Stock these products from mid-October. To help drive these sales, we're launching Cadbury Dairy Milk Snow Balls, similar to our Egg and Spoon Easter product.

7



Bep Dhaliwal
Trade communications
manager, Mars Chocolate UK

Have a fully-stocked range of advent calendars

For many, advent calendars mark the start of Christmas and the last four weeks of the season account for 50% of sales. Our Galaxy calendar is new for 2016.

NEXT WEEK:

Alcohol guide



Maltesers®
Merryteaser®

STOCK
UP EARLY!

Try before
they fly™

- Merryteaser® Reindeer is the **No.1** best selling self-eat SKU at Christmas*
- Merryteaser® Mini Reindeer is the **No.2** best selling small sharing bag at Christmas*



*Nielsen, Total Coverage, Total Chocolate MAT w/e 26th Dec 2015. MALTESERS® and MERRYTEASER® are registered trademarks. ©Mars 2016.

HEALTH & BEAUTY

Vain millennials, aging baby boomers – how are the country's demographic changes affecting retailers' opportunity for sales of health and beauty products? **Rachel Barr** finds out how retailers can match up to what's available in a Sainsbury's Local branch and looks at the key areas not to miss



Time to scrub up

How does the competition do it?

To discover how up-to-date retailers' health and beauty ranges are, we decided to look at the closest Sainsbury's Local to the RN office, located in Islington, north London. Would RN readers' offers match up?

The range is located opposite the till area and is spaced over three bays along with a separate hook display for hanging items.

Both Sainsbury's own label and

branded options are available.

Medicines account for about a sixth of the space. Most sections have one or two different options, with the exception of haircare, which has four different variants of shampoo and conditioner.

The range of hair products is also quite extensive in a hanging display and includes a variety of hairgrips and combs.



How we do Health & Beauty

Store: Londis, Waltham Forest in London

Size: 1,000sq ft



Narendra Singh Jadeja

Narendra has been running his store in Waltham Forest for the best part of 26 years and continually updates his shop to keep up with trends.

"Including baby care items, I have about six metres on the shop floor for health and beauty along with a one metre behind the till for smaller, more expensive items.

"I have at least two varieties of each item across the range although this can go up to three if the promotions are right. For example, I will add Cor-sodyl mouthwash into my range when Booker put it on offer and then go back

to selling just Listerine afterwards.

"I have started doing Happy Shopper own-brand products across the rest of the shop. I think these will do very well in this sector, when available, as we have a mixed range of customers, from quite affluent to those on a strict budget.

"Some will only buy brands but others are happy to buy own-brand, provided they look nice design-wise and is good quality."



“

For each product we have at least two different options for people to pick from

How does your range compare to a multiple c-store?

NEW PRODUCTS

With frequent new products launching, RN takes a look at what has recently been released in the market.

Impulse Why Not?

Unilever-owned Impulse added a new limited edition variant to its collection of body sprays in March. This latest offering is part of a partnership with pop singer Charli XCX and has been supported with a multi-million-pound marketing campaign.

It has a tropical scent featuring bergamot, lemon and bitter orange, along with the infusion of Earl Grey Tea and natural spices.

Dove Men+Care Cool Fresh

Launched in January, Unilever says that this new Dove variant is the brand's most premium offering yet. The range consists of a shower gel, APA (compressed and original) and a roll on. All four feature the 'Cool Fresh' scent with Unilever describing it as 'a refreshing, glacial fragrance inspired by leading male eau de toilettes'.

Alberto Balsam

A new revamped version of this family favourite was launched in February.

The core range of shampoo and conditioners had has a £1.5m marketing campaign and Channel 4 sponsorship to promote the new refreshed packaging and formula.

Unilever says the range still features the brand's nature-inspired fragrances but with a new lower sulphate formula.



How we do Health & Beauty

Store: Max's Londis, Kent
Size: 1,400sq ft



Jatinder Sahota

Jatinder's store is at the heart of the community and has a host of competition nearby including a Costcutter, Morrison's and a Poundland. Following a refit in 2014, Jatinder reduced his range of health and beauty into a one metre bay.

"We removed a selection of lines to focus on our bestsellers and despite being a third of the size we have managed to maintain our sales.

"We source our health and beauty range through Booker and have added in a large selection of pricemarked products which has helped increase sales in the category.

"For each product we have at least two different options for people to pick from, apart from shampoo and conditioner, which we have more variants off."

How we do Health & Beauty

Store: Sherston Post Office Stores, Wiltshire
Size: 1,350sq ft



Gail Mathers

As the owners of the only shop in the village, Gail and her husband Paul have recently refreshed their range to suit their customers' current needs.

"We keep all our health and beauty products together so customers are able to find what they need.

"Over the summer we worked with P&G to refine our range.

"I would advise this type of help to anyone as we have seen a 20% uplift in

sales from adding in some new products – such as Tampax Compact and Oral B toothbrushes and toothpaste.

"We will stock customer requests where we can and try to have a 'good, better, best' approach for all products if there is space.

"For generic products such as paracetamol people are happy to buy own label, but for more premium products such as shampoo, well-known brands are more popular."

TOP FIVE BESTSELLERS

By not stocking popular favourites, retailers could be missing out on valuable sales. We take a look at the products topping the category in this year's Retail Newsagent What to Stock guide. Sainsbury's have picked up on all of these items – have you?

1. Tampax Super 20s

This product has been a top-selling product for the past two years but according to sales data 40% of UK retailers are still not stocking it.



2. Calpol sugar-free suspension liquid 100ml

After taking the top spot for OTC medicines last year, Calpol continues to be independents' best-selling medicine.



3. Colgate Advanced Whitening 50ml

This product only has a 59.8% distribution despite having a margin of 21.5% on the pricemarked £1 variants.

4. Ibuprofen tablets (both own label and Nurofen)

Evidenced by consumer demand for cheaper variants, having own-label medicines is proving popular, although branded variants sell strongly also.

Booker's Happy Shopper variant has a margin of 50% when sold at the RRP of 59p.



5. Lynx Africa body spray 150ml

This product has been a top three seller for the last two years but is only stocked in 35.4% of shops.

It comes in a pricemarked variant along with a margin of 21.5%.



PREVIEW



Make your sales pop

Popchips are launching a ridged version of its lower-fat potato crisps, which will be available in four flavours.

RRP 69p and £1.99

Outers 24x23g and 8x85g

Contact 0800 0196 193



Jimmy's nice and iced

Jimmy's Iced Coffee has announced a 1l carton of its original iced coffee, building on its range of 330ml cartons.

RRP £2.00

Outers 6

Contact 01202 611364



Oreo pricemarked

Oreo is introducing 79p promotional pricemarked packs for Oreo Peanut Butter and Oreo Golden Crunch. Non-promotional packs will also be available.

RRP 79p

Outers 16

Contact 0870 600 0699



Sicilian-inspired vodka

Halewood Wines & Spirits has added a Sicilian-inspired Blood Orange flavour to its Whitley Neill vodka range.

RRP £26.00

Outers 6

Contact 0845 6000 666



Great granola

Escapade has revealed a range of granola products under the brand Rolla Granola, with 11 flavours available in 40g servings.

RRP £4.90

Outers 6

Contact 07954896128



Roll out the Barrel

Pladis is launching an 89p pricemarked McVitie's Biscuit Barrel range which contains Bourbon Creams, Custard Creams, Nice and Coconut Rings.

RRP 89p

Outers 12

Contact 0800 1380813



Just desserts

Country Range has launched six Christmas desserts. Flavours include Salted Caramel Profiterole Bar Gateau and Fig and Pistachio Cheesecake.

RRP 92p - £1.44 per portion

Outers 1

Contact 0845 209 3777



Add some juice

Vit-Hit has unveiled a sparkling juice drink available in three flavours including Zestea (lime and ginger) and Vital (coconut, mandarin and lime).

RRP £1.50

Outers 24x250ml

Contact 07731 400 101



Embrace Blind Pig

Heineken has introduced Blind Pig, a liquor flavoured cider, available in three variants, including Bourbon and Blueberry and Rum and Poached Pear.

RRP £2

Outers 16

Contact 0845 301 0330



Halloween treats

Perfetti Van Melle is launching a Chupa Chups Spooky Pizza, new for this year's Halloween.

RRP £5

Outers 6

Contact 01753 442100



Gluten free Quaker

Quaker Oats is adding two gluten-free variants to its range, available in a 510g canister Traditional Rolled Oats and a 350g box of 10 Oat So Simple sachets.

RRP £2.49, £2.99

Outers 5 and 6

Contact 0118 930 6666



Strike a balance

Natural Balance Foods is launching its NAKD range of raw fruit and nut snacks, containing no added sugar or syrups, and are gluten and dairy-free.

RRP £2.75

Outers 6

Contact 03458625340

betterRetailing.com

Grow your sales with new ideas every day

Learn from your peers



10
planograms

Get your range right



200+
retailer
profiles

Choose suppliers to help grow your sales



90+
case study
videos

Sign up for free today **betterRetailing.com**

editorial@newtrade.co.uk
020 7689 0600
@RetailNewsagent
facebook.com/retailnewsagent

THIS WEEK IN MAGAZINES



A winning line-up

TRANSFER WINDOW IS OPEN FOR CARD FANS

It only began a few weeks ago, but already the Premier League is awash with drama and controversy. Topps can help you cash in

WITH A NEW DESIGN, new sub-sets, and, obviously, loads of new players in the Premier League, Topps' launch of its Match Attax trading cards for the 2016-17 season is as eagerly awaited as the season itself by collectors. There are more than 500 cards to collect, with rising stars and new big names (such as Martial and Pogba). There are scores of new features and elements to add to the range, including a club legends selection and loads of statistics too, which is handy given the increasing move to facts and figures in football. As ever, it can also be played as a card game.



**MATCH ATTAX
PREMIER LEAGUE
TRADING CARDS**
On sale 29 September
Frequency one shot
Price starter packs
£4.99, cards £1
Distributor Seymour
Display with other
stickers and trading
cards

Round up



TIM MURRAY
Magazines
reporter

FOOTY SEASON HAS REALLY KICKED IN

With the longer nights, autumnal air and the clocks due to change, the end of September pretty much marks the beginning of winter. And while football has been up and running since August, earlier for lower leagues, it's not until this time of year that you feel like the season has well and truly started.

But it's not just bigger coats and jumpers you're sporting at matches these days. There are other signifiers that the football season is getting serious too. FIFA 17, the latest game adaptation, arrives in stores next week, alongside the latest releases from Topps – its new Match Attax and Champions League series.

You can plan your calendar around Match Attax – I know the new season's fare is in the shop when my kids start collecting and swapping cards. Then, a few weeks later, there's the school ban, where they're not allowed to be seen out of set times and days for swapsies, then a month or two later, there's the moment when you can follow a trail of cards scattered through our house to find out where the kids are.

Match Attax and other stickers and cards from Panini and Topps are now as integral part of football as pies and a pint before kick-off, and have even taught my kids as much about the game as I have.

The pulling power of these, the currency they have in the playground, shouldn't be forgotten come the dark winter months. And you shouldn't underestimate how important it is to support them for as long as possible. There might be a lull, but, before long, the lure of trading and swapping them soon calls again, and can go on for months. Now, if only Panini and Topps can find a way of getting the kids to stop leaving them lying around all over the house...



THIS WEEK IN MAGAZINES



Bestsellers Home interest

Title	On sale date	In stock
1 Country Living	27.10	<input type="checkbox"/>
2 Ideal Home	04.10	<input type="checkbox"/>
3 Your Home	06.10	<input type="checkbox"/>
4 House & Garden	06.10	<input type="checkbox"/>
5 Homes & Gardens	06.10	<input type="checkbox"/>
6 Elle Decoration	06.10	<input type="checkbox"/>
7 Homes & Antiques	05.10	<input type="checkbox"/>
8 Living etc	06.10	<input type="checkbox"/>
9 Homestyle	06.10	<input type="checkbox"/>
10 Country Homes	06.10	<input type="checkbox"/>
11 House Beautiful	06.10	<input type="checkbox"/>
12 Style at Home	05.10	<input type="checkbox"/>
13 Period Living	27.10	<input type="checkbox"/>
14 The English Home	05.10	<input type="checkbox"/>
15 World Interiors	06.10	<input type="checkbox"/>
16 Landscape	02.11	<input type="checkbox"/>
17 Real Homes	27.10	<input type="checkbox"/>
18 Beautiful Homes	06.10	<input type="checkbox"/>
19 Period Homes & Interiors	21.10	<input type="checkbox"/>
20 Landlove	06.10	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



YOUR CHRISTMAS

Your Home publisher Hubert Burda has launched a seasonal one shot offshoot ahead of the busy final months of the year in the shape of Your Christmas. The magazine comes complete with a free set of covermounted coffee cup stencils. In terms of content, it has gift ideas (300 in all), recipes, decorating tips and trends and even a raft of games suggestions for post-Christmas dinner fun.



On sale 6 October
Frequency one shot,
free gift
Price £4.99
Distributor Marketforce
Display with Christmas
at Home, The Christmas
Magazine, Ultimate
Christmas Magazine



SHOWCASE: MONSTER HIGH

With Halloween looming large, and 31 October becoming an increasingly popular event for children around the country, Egmont's Showcase magazine is devoted to spooky series Monster High, with the publication offering plenty of timely Halloween tips and ideas. This includes hints on throwing the best and most horrific Halloween party. The foil-bagged magazine comes with a free notebook and poster.



On sale 5 October
Frequency one shot
Price £3.99
Distributor Seymour
Display with Disney
Princess, Barbie, My Little
Pony



BREATHE

The second issue of Breathe magazine (or, to give it its full moniker including its sub-title, Breathe & Make Time For Yourself) follows hot on the heels of the first issue with more "well-being, mindfulness, creativeness and escaping" ideas for its female target market. It includes exercises, recipes, craft projects and 32-page colouring book and paper in pastel prints to enable readers to work on the projects included.



On sale out now
Frequency bi-monthly
Price £5.99
Distributor Seymour
Display with Simple
Things, Flow



CHRISTMAS COLOUR-ME COLLECTION

Craftily combining two of the current flavours of the month, or rather time of the year in one case, as this publication follows the blooming seasonal market for Christmas-related one shots, coupling it with the ongoing and still buoyant trend for colouring in publications for the Christmas Colour-Me Collection.



On sale out now
Frequency one shot
Price £1.99
Distributor Seymour
Display with Relax With
Art, Colouring Heaven,
Zen Colouring



CHRISTMAS CRAFTING

At the lower end of the price range for the Christmas one shot market, Christmas Crafting features 14 projects for consumers keen to make their own seasonal goodies. The ideas on show include a tea towel stocking, a paper wreath and a whole raft of different ideas to spruce up the home and give a distinctly home-made feel to Christmas. There's even the idea of turning a jam jar into a snowman-themed drinking cup.



On sale 30 September
Frequency one shot
Price £1.99
Distributor Seymour
Display with Christmas
at Home, The Christmas
Magazine, Ultimate
Christmas Magazine

WE LOVE OUR READERS — THAT'S WHY WE GIVE THEM:

- MORE PRIZES
 - BETTER PUZZLES
 - BETTER VALUE FOR MONEY
- ## THAN ANY OTHER PUBLISHER





EAT HEALTHY

As of the October issue, Eat Healthy magazine is going monthly, rather than its previous bi-monthly cycle, complete with an accompanying price increase up to £3.20. It's still full of healthy eating advice, recipes, hints and tips. As well as all kinds of superfoods, it also features free-from and other recipes for those with allergies in mind, as well as anyone looking to lose weight.



On sale out now
Frequency monthly
Price £3.20
Distributor Comag
Display with Olive, Superfood, Jamie



EMPIRE

There's another Marvel movie on the way (when isn't there, the more cynical might ask). But given the anticipation surrounding the next in the ongoing series of comic book flicks, Doctor Strange, and its homegrown titular star, Benedict Cumberbatch, there should be increased demand for the latest issue of film magazine Empire. It boasts not one but two different covers, the first featuring the star on his own, the second with the rest of the team.



On sale 30 September
Frequency monthly
Price £4.50
Distributor Frontline
Display with Total Film, SFX, Starburst



Q PUZZLE

There's some timely Halloween fun and themed puzzles for both adults and children in the latest edition of Q Puzzle Compendium. There are more than 170 puzzles to while away the month, while the seasonal spooky aspect and the impending half-term holiday traditionally give it a boost. As well as the traditional covermounted pen, there are £2,000 worth of cash prizes on offer for lucky winners who solve the assortment of crossword, wordsearches and other elements.



On sale 5 October
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Puzzler, Take A Puzzle, Puzzler Collection



LE PAN

High-end wine and food magazine Le Pan is making waves with some of the larger magazine retailers and for all the right reasons too - not least because of its high cover price, which its loyal readers are more than happy to fork out for. As well as a look at wine in Hong Kong, and a conversation among Californian wine makers, there are also features on horse racing and super cars and their value as an investment.



On sale out now
Frequency bi-monthly
Price £9
Distributor Comag
Display with Wine Spectator, Good Food, Food & Travel



SO IT GOES

Another hefty magazine complete with the kind of cover price and associated margin that it offers. The latest issue of the arts and culture publication includes a feature and shoot with up-and-coming actress Millie Brown, better known as Eleven from current Netflix sensation Stranger Things.



On sale 12 October
Frequency bi-annual
Price £10
Distributor Seymour
Display with Love, Pop, i-D

Industry viewpoint

Liskeard News,
Cornwall



THE RIGHT TITLES STILL SELL WELL

The magazine business is definitely holding up at the moment.

This summer, for example, there were several children's launches that went really well in my shop, because we had holidaymakers coming in looking for something to occupy the kids.

It seems as if publishers are bringing them to market at the right time, rather than just churning them out.

They're thinking more about pricing too, with one shots priced at £4.99 or £5.99, rather than £7.99 or £8.99.

A few months ago, vegan magazines really took off too.

The big fashion magazines, things like Love and Pop, are also still doing well for us. We sold out of Vogue this month, probably because of the TV programme on it.

In terms of partworks, some are slowing down, but things like the F1 magazine and the Jensen Button one have been brilliant. We have at least 10 people coming in every fortnight for it.

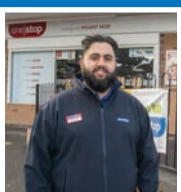
Everyone's doing Christmas one shots this year, and I'm putting out titles on a daily basis. We're doing one of our window displays next week with them in it, which does seem strange this early, but it really helps things sell.

A recent window display with car magazines, even some of the more obscure ones, did really well for us.

Top tip

Include niche magazines in your window display to get customers interested in your range

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW AMAN UPPAL AND HIS BROTHER BUILT THE MODERN C-STORE HIS DAD DREAMED OF

Plus, our four-page guide to making the most of this year's Local Shop Summit, and our Christmas guide continues with an in-depth look at the seasonal alcohol market



THIS WEEK IN MAGAZINES

Partworks

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

Eaglemoss

3D Create & Print	90	90	6.99
Build A Solar System	60	104	6.99
DC Comics Graphic Novel	30	60	9.99
Disney Cakes & Sweets	161	160	4.50
Doctor Who Figurines	82	120	7.99
Marvel Chess Collection	91	96	8.99
Marvel Fact Files	186	200	3.50
Military Watches	69	80	9.99
Star Trek Ships	82	83	10.99

Hachette

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

RBA Collectables

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

Collectables

DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



Disney Frozen Friendship Activity Cards
Starter **£4.99**
Cards **£1.00**



Shopkins
Cards **£4.99**
Stickers **£1.00**



Force Attax Extra
Starter **£3.99**
Cards **£1.00**



Star Wars Force Attax
Starter **£4.99**
Cards **£1.00**



Hero Attax
Starter **£4.99**
Stickers **£1.00**



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



Match Attax 2015/16
Starter **£3.99**
Cards **£1.00**



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



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



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



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



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



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



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

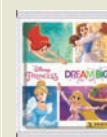
Panini



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



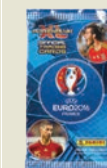
Finding Dory
Starter **£2.99**
Cards **£0.50**



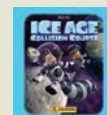
Disney Princess Sticker Collection
Starter **£2.99**
Stickers **£0.50**



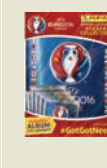
Frozen Sticker Collection
Starter **£2.99**
Stickers **£0.50**



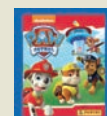
Official UEFA Euro 2016 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



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



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



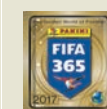
Paw Patrol Stickers
Starter **£2.99**
Stickers **£0.50**



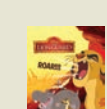
England Trading Card Collection
Starter **£4.99**
Cards **£1.00**



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



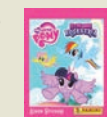
FIFA 365 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



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



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

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers			Margins/pence
Sun	50p	<div></div>	11.15p
Mirror	65p	<div></div>	14.5p
Mirror (Scotland)	70p	<div></div>	15.61p
Daily Record	65p	<div></div>	14.30p
Daily Star	30p	<div></div>	7.26p
Daily Mail	65p	<div></div>	14.50p
Express	55p	<div></div>	13.31p
Express (Scotland)	50p	<div></div>	12.10p
Telegraph	£1.40	<div></div>	32.62p
Times	£1.40	<div></div>	30.10p
FT	£2.70	<div></div>	54p
Guardian	£2.00	<div></div>	44.0p
i	50p	<div></div>	12p
i (N. Ireland)	50p	<div></div>	12.5p
Racing Post	£2.30	<div></div>	54.0p
Herald (Scotland)	£1.30	<div></div>	29.90p
Scotsman	£1.50	<div></div>	33.75p

Daily newspapers			Margins/percentage
Sun	50p	<div></div>	22.30%
Mirror	65p	<div></div>	22.30%
Mirror (Scotland)	70p	<div></div>	22.30%
Daily Record	65p	<div></div>	22.00%
Daily Star	30p	<div></div>	24.20%
Daily Mail	65p	<div></div>	22.308%
Express	55p	<div></div>	24.20%
Express (Scotland)	50p	<div></div>	24.20%
Telegraph	£1.40	<div></div>	23.30%
Times	£1.40	<div></div>	21.50%
FT	£2.70	<div></div>	20.00%
Guardian	£2.00	<div></div>	22.00%
i	50p	<div></div>	24.00%
i (N. Ireland)	50p	<div></div>	25.00%
Racing Post	£2.30	<div></div>	23.48%
Herald (Scotland)	£1.30	<div></div>	23.00%
Scotsman	£1.50	<div></div>	22.50%

Saturday newspapers			Margins/pence
Sun	70p	<div></div>	14.98p
Mirror	£1.00	<div></div>	21.00p
Mirror (Scotland)	£1.00	<div></div>	21.00p
Daily Record	90p	<div></div>	19.80p
Daily Star	50p	<div></div>	12.085p
Daily Mail	90p	<div></div>	19.26p
Express	80p	<div></div>	17.152p
Express (Scotland)	80p	<div></div>	18p
Telegraph	£2.00	<div></div>	48.00p
Times	£1.50	<div></div>	35.25p
FT	£3.50	<div></div>	79.10p
Guardian	£2.90	<div></div>	63.80p
i Saturday	60p	<div></div>	14.40p
i (N. Ireland)	60p	<div></div>	15p
Racing Post	£2.60	<div></div>	61.00p
Herald (Scotland)	£1.70	<div></div>	39.10p
Scotsman	£1.95	<div></div>	43.88p

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

Sunday newspapers			Margins/pence
Sun	£1.00	<div></div>	21p
Sunday Mirror	£1.40	<div></div>	29.40p
People	£1.40	<div></div>	29.40p
Star Sunday	70p	<div></div>	15.47p
Sunday Sport	£1.00	<div></div>	24.3p
Mail On Sunday	£1.70	<div></div>	35.70p
Sunday Mail	£1.70	<div></div>	35.70p
Sunday Telegraph	£2.00	<div></div>	45.50p
Sunday Times	£2.50	<div></div>	52.50p
Observer	£3.00	<div></div>	73.50p
Scotland on Sunday	£1.70	<div></div>	39.95p
Racing Post	£2.60	<div></div>	61.00p
Sunday Herald (Scotland)	£1.70	<div></div>	35.70p
Sunday Express	£1.40	<div></div>	29.65p
Sunday Post	£1.60	<div></div>	33.60p

Sunday newspapers			Margins/percentage
Sun	£1.00	<div></div>	21.00%
Sunday Mirror	£1.40	<div></div>	21.00%
People	£1.40	<div></div>	21.00%
Star Sunday	70p	<div></div>	22.10%
Sunday Sport	£1.00	<div></div>	24.30%
Mail On Sunday	£1.70	<div></div>	21.00%
Sunday Mail	£1.70	<div></div>	21.00%
Sunday Telegraph	£2.00	<div></div>	22.75%
Sunday Times	£2.50	<div></div>	21.00%
Observer	£3.00	<div></div>	22.00%
Scotland on Sunday	£2.15	<div></div>	23.00%
Racing Post	£2.60	<div></div>	23.46%
Sunday Herald (Scotland)	£1.70	<div></div>	21.00%
Sunday Express	£1.40	<div></div>	21.18%
Sunday Post	£1.60	<div></div>	21.00%

Newspapers

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

Insertion payment guide

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

Weight Watchers 24-25 September

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,330g	900g	125g	5	65g
Telegraph	1,285g	1,000g	40g	1	40g
Sunday Telegraph	1,080g	650g	190g	4	120g
Guardian	935g	320g	175g	1	175g
Times	810g	490g	60g	3	45g
Mail on Sunday	705g	305g	20g	3	10g
Mail	620g	225g	85g	3	55g
Observer	595g	180g	0g	0	0g

Which missing products are costing you money?



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

Buy your copy today for £4.99

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

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

FINANCE

Get £1,000-£50,000 in 2-3 days!



Looking to
grow your
business?

Need immediate
access to working capital?

- Minimal paperwork required
- No asset based collateral
- No personal guarantee
- No brokers, no fine print

Apply for free and get a quote in just a few hours!

Call 0800 368 9696

www.gotcapital.co.uk

got
capital

STOCKTAKING

STOCKTAKING

Special low prices

Your first call for all your stocktaking needs.

COUNTABILITY UK
NATIONAL HOTLINE 01707 333665

or 07775 60 60 60

A name you can trust and rely upon
for a professional and accurate stocktaking
service at unbeatable prices!

www.stocktaker.com

e-mail: info@countabilityuk.co.uk

"A service that counts so you don't have to!"



STOCKTAKING

***** VERY LOW FEES GUARANTEED *****

Henderson Stocktakers provides high
quality stocktaking, stock audit, mystery
shopper and other retail services nationally.

Telephone now for unbeatable services at unbeatable fees

FREEPHONE
0800 298 7544

www.stocktakers.com
enquiries@stocktakers.com



To advertise in
Retail Newsagent
please contact:

Khi Johnson
0207 689 3366
khi.johnson@newtrade.co.uk

Professional Stocktaking Services!!

Stocktakers To Independent:

- Retailers/Wholesalers
- Specialists In C.T.N.
- Grocery Stores
- Off Licence
- DIY Stores
- Forecourts



For Competitive Rates And Professional Service Call Now On ...

020 8360 2491

Fax: 020 8360 6348
nikharstocktaking.com Email: ajit.nikhar@gmail.com
H/O: 13 Green Moor Link, London N21 2NN

EXTRA! EXTRA!

✉ RNreporter@newtrade.co.uk
☎ 020 7689 3358
@RetailNewsagent
facebook.com/retailnewsagent

IN ASSOCIATION WITH

betterRetailing.com

Back in the day

100

YEARS AGO

30 September 1916

A newsboy returned to his old pitch in Edinburgh after winning the Victoria Cross, the highest honour in military service. Private George Wilson said he had been gassed and was on an army pension, which wasn't enough, so he had to return to work, looking a bit smarter and wearing the VC medal.



50

YEARS AGO

1 October 1966

The annual conference of the federation had agreed to abolish refreshment breaks to allow more time to debate the key issues. The move would, delegates were told, add hours to the conference, as 20% of time spent during the day was taken up by drinks breaks.



25

YEARS AGO

28 September 1991

The Office of Fair Trading investigation into newspaper distribution will not be referring the system to the Monopolies and Merger Commission. The NFRN said rationalisation had left some wholesalers in a monopoly position, but the OFT said it would not effect the public.



Americans not bowled over by Trump Skittles

The Skittles brand has found itself unwittingly drawn into the increasingly fractious US election debate, after Donald Trump Jr, the son of the Republican presidential

candidate, tweeted a picture of the sweets.

Using the same kind of sledgehammer subtlety that has been the hallmark of his old man's campaign, the Trump offspring suggested that if you knew three Skittles in a bowl could kill you, you wouldn't eat any, drawing a laboured parallel with refugees.



Like father like son ...
Trump Jnr puts his foot in it

The meme caused such a stir in America – and beyond – that parent Mars Inc was forced to comment, drawing applause for its remarkably restrained – and frankly,

far too mature for this page – response. “Skittles are candy. Refugees are people. We don't feel it's an appropriate analogy,” vice president of corporate affairs Denise Young said in the statement. “We will respectfully refrain from further commentary as anything we say could be misinterpreted as marketing.”

Fast food fan gets a bit antsy

Walkers' new sandwich-flavoured crisps are the latest flavour initiative on these shores, but they'll have to go some length to match the latest – albeit accidental – variant from the US.

Fast food restaurant-goer Emily Wagoner got more than she bargained for when she ordered salt and vinegar crisps, or chips as our American cousins would have you say, with her meal at the Pita Pit in Oregon.

She thought there was pepper on the crisps, but after scoffing some, she

realised it was a bit bulkier – and crunchier – than pepper. On closer inspection she realised, with not inconsiderable horror, that the substance she thought was pepper was actually dead ants. The expired insects were all over her snack, leading to a social media outcry as she shared her ant-eating experience on sites.

The Pita Pit offered her a \$50 voucher, which she said was an insult as the establishment didn't even offer her a refund on the meal she'd already paid for.

VIEW FROM THE COUNTER with Mike Brown



I am writing this piece in the middle of Stokesley Show week when the largest agricultural show and street fair in the north of England descends on the town, and 20,000 potential customers are camped on my doorstep.

Many of the shops close and take a week's holiday but we take full advantage of the extra footfall. It is an exhausting and intensive week, but well worth it. Everyone has a great time, but in 25 years I still have not managed to go around the show because we are so busy.

I bought a new van in February, but only recently had it sign written, mainly because I could not decide on the design. Eventually, after rummaging through my archive (boxes of NFRN paperwork in the cellar) I found a calendar from 2002. It was from Ralph Childs's shop in Great Yarmouth and featured a paperboy on a bike delivering papers.

The van looks brilliant, so much so that it is going to feature in the next edition of V, Vauxhall's official magazine.

Anyway, thanks Ralph – I hope there won't be any copywrite issues.

A recycling centre located quite near the shop has been removed by the council. What a difference it has made, particularly on a Sunday. The ritual of visiting the centre and then collecting the Sunday paper has been broken. Perhaps I should take the van to the main recycling centre and sell papers from it. I bet I would do really well, but I don't think the council would like it.

The proposed sugar tax on soft drinks is a major worry for me as it is my best-selling category. Excluding cigarettes, soft drinks make up well over half of my weekly spend at the cash and carry and has been the most successful category growth-wise over the last 10 years in my shop. To lose a predicted £8,100 a year would be devastating.

It will be a difficult one to win as obesity is a serious issue, but well worth the fight.



**FOLLOW THE TEAM WITH TWITTER
UPDATES AND GREAT VIDEO CONTENT!**

visit us at www.newsretail.co.uk