

ABC MAGS GUIDE

Which 24
titles have
grown sales
this year?

ANALYSIS

Page 30 >>



A forecourt flying high
'My Costcutter is the
24-hour place to go for
Gatwick users.' Page 24 >>



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Police response is 'postcode lottery'



- Freedom of Information requests expose huge gaps in response times and police understanding of retail crime.
- NFRN data also reveals that police prioritise crimes in supermarkets over independent stores. Page 5 >>



CONVENIENCE

Sales heat up 10% in warmer weather

Salad, BBQ meat and fruit best performers when sun shines, says Co-op. Page 6 >>

LEGISLATION

Coalition unites to stamp out sugar tax

Retailers, suppliers and wholesalers join forces to lobby government.

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RETAIL CRIME

West Mids PCC takes fight to next level

NFRN joins crime partnership panel to get indies' voices heard. Page 12 >>



Going for gold Premier Singhs got Olympic fever as Team GB cleaned up across numerous events in the world's greatest sporting tournament, with its staff wearing t-shirts emblazoned with the Team GB logo as well as highlighting the Sheffield store. Mandeep Singh said he had noticed an increase in trade around the event, with sales of products on promotion soaring, including Ciroc which tripled sales.

EU REFERENDUM

52% Brexit boost for news mags

Private Eye and Economist report sales hikes for vote issues and pledge continued indie support. Page 7 >>

Do you know the value of a scratchcard buyer to your store? RN investigates. Page 18 >>



headline partner



learning partners



12 October 2016

LOCAL
SHOP
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DESTINATION STORE

ILLICIT TRADE

PLAIN PACKAGING

E-CIGARETTES

YOUR FUTURE
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Evolution not revolution

The future of the UK tobacco category

Do you want to remain a destination for tobacco and capitalise on the forthcoming introduction of TPD2 and plain packaging? Do you want access to useful advice and essential knowledge that gives you a competitive advantage in how to market and sell tobacco products in an ever changing market?

Then the live session led by the UK's number 1 tobacco

company JTI at the **Local Shop Summit at Twickenham Stadium, London, on Wednesday 12 October** is a must-attend event.

Alongside expert panellists and leading retailers, JTI will discuss how to best prepare for the future of the tobacco category, where to find the most useful insight and how they will guide retailers through the changes ahead.

The panel will also explore

the opportunity in the e-cigarette category, the challenge of the illegal tobacco market, the use of technology to drive your business forward and how the future tobacco sales rep will help you.

"The roles of the key players in the tobacco supply chain are evolving – from reps, wholesalers, your staff and your shoppers – and retailers need the support and guidance

to enable them to remain a destination for tobacco," says Jeremy Blackburn, head of communications at JTI.

"The months ahead will be a new experience for all of us. The most important step forward is to keep learning through the experience, knowledge and feedback from retailers. The Local Shop Summit will provide a fantastic platform to begin this process."

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

#LSS16



LEADER



If you have a challenge in your business, call us, send in a letter or get in touch with the RN team



CHRIS GAMM

Editor

@ChrisGammRN

Newtrade marketing manager Tom Mulready wrote in RN last month about the importance of understanding your 'why', made popular by retail marketing expert Simon Sinek.

Once you know 'why' someone buys from you, rather than just 'what' you do or 'how' you do it, you understand the value you offer that customers can't get anywhere else.

It's an approach I've been using over the past few weeks, asking retailers, suppliers and other readers about why RN is important to them. I've learned a lot.

Two things that came up a few times were sourcing new ideas from retailer profiles and using Pricewatch to discover details and information you can't find anywhere else.

Scottish retailer Gail Alexander-Winfield also told me she finds it useful to hear about retailers in other parts of the UK who are facing the same issues and challenges she is.

There is a great example of this in this week's Your Issue page. Three weeks ago, we wrote about property consultant Andrew Pegg who is helping retailers fight landlords who are demanding rent increases of up to 300%.

After reading the story, Yorkshire retailer Serge Notay got in touch to say the sale of his business is being held up by his landlord. We put Serge and Andrew in touch and they are now working together to resolve the case.

If you have a challenge in your business, call us, send in a letter or get in touch with the team on Twitter or the RN Facebook page.

Someone else will probably have been there before and, with our bank of industry experts and links to the top of the companies you work with, we can help you find a solution.

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His store is near Gatwick Airport so we found out what makes David Wyatt's, above, Costcutter a high flyer

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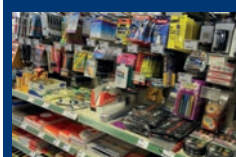
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NEXT WEEK

**HOT DRINKS**

Tips to follow and mistakes to avoid to get the best sales

**STATIONERY**

How to get the right range for your customer base

"IF YOU CAN SOLVE THEIR PROBLEMS FROM THE START THEY'LL KEEP COMING BACK"

MANCHESTER RETAILER PAUL STONE ON HOW HE MAKES LOYAL CUSTOMERS OUT OF UNIVERSITY STUDENTS Page 34 >>

NEWS

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'EUTPD II will lead to 11,000 job losses'

An estimated 11,190 jobs will be lost in the retail sector as a result of the EUTPD II, according to recent research.

The research forms part of a report published by the Tobacco Manufacturer's Association (TMA), which sets out the tobacco industry's contribution to the UK as well as a new vision for the future regulation of the sector.

According to the report, the cumulative burden of tobacco control regulation from the EUTPD II – which came into effect in May this year – exerts a 'heavy toll' on retailers.

As a result, an estimated 11,190 retail jobs will be lost, and the Exchequer will lose £2.1bn to non-UK duty-paid tobacco.

Overall, the EUTPD II will cost the sector an estimated £1.5bn.

Alcohol register numbers issued

Registration numbers are beginning to be issued to wholesalers as part of the Alcohol Wholesaler Registration.

As HMRC continues to assess other wholesalers it is reminding retailers the scheme does not come into effect until April 2017.

Federation of Wholesale Distributors chief executive James Bielby said: "HMRC is inspecting a large number of businesses and can't issue all its approvals at once, so while some businesses will have received theirs, it doesn't mean those who haven't are not legitimate."



Peter drums up pro-EU support

Pro-EU retailer Peter Lamb has hit on an entrepreneurial idea that shows his support for the remain vote as well as a potential sideline to his c-store. The owner of Lamb's Larder in East Sussex is selling embroidered polo shirts with EU stars and the number 48 – the percentage of voters who wanted to remain within the EU – after teaming up with a design and merchandise company opposite his store. "We've had four or five orders so far, and we think it will build," he said.

Economic consequences of new legislation exposed Drive for government policy rethink

Industry coalition will highlight sugar tax cost

by Nadia Alexandrou

A coalition including newsagents, wholesalers and soft drinks manufacturers have joined forces to fight the government's impending sugar tax – forecast to cost the economy millions of pounds.

The group – which includes the NFRN and the Federation of Wholesale Distributors – aims to highlight the economic consequences of the tax and urge the government to rethink the policy, focusing instead on 'proven solutions that will address obesity'.

Gavin Partington, director general of the British Soft Drinks Association, which is providing funding for the campaign, said: "We're hoping the government will see sense and reverse this policy. It is vital we make ministers and officials aware of the risks this policy poses."

Both the NFRN and group members have confirmed they are planning to contact MPs and relevant policy makers during this time of consultation before the tax comes into effect in 2018.

A report published by

Oxford Economics commissioned by the group predicts that the tax would reduce consumption by just five calories per person per day, while resulting in a loss of more than 4,000 UK jobs and a decline of £132m in economic output.

Meanwhile, the report shows between 2004 and 2014, sales of 'full sugar' soft drinks fell 44%, while obesity increased by around 4%.

Mr Partington said: "Reports from the likes of the Public Health England and McKinsey point to more effective measures of

reducing obesity, including reformulation, smaller pack sizes and promotion of low-calorie products."

Defending the tax, a Treasury spokesman said the levy is about getting producers to reduce the levels of added sugar in products which children consume.

Spar retailer Julian Taylor-Green said: "The tax is more of a knee-jerk reaction than an effective means to an end. As one of my most profitable categories, I fear this tax will just end up damaging business rather than reducing obesity."

Sun boycott group denies intimidation

The group behind a campaign to get the Sun off shelves in Liverpool has responded to claims its tactics have been 'intimidating' and could encourage other pressure groups to take similar action.

Ralph Hadley, admin of the Total Eclipse of the Sun group, said only shops that

decide to stop selling the paper are being posted on its Facebook group and its members encouraged to support them.

"If this leads to a commercial decision from other shops to join us this is fine but it is not intimidation, it is our members exercising their right to decide where

to spend their money," he said. He also moved to dampen fears other protest groups could adopt similar tactics.

"There is no other product that has the strength of feeling in Merseyside that this newspaper has," he said.

It comes after store own-

ers told RN they fear retailers giving in to the demands could lead to other pressure groups adopting similar tactics to make their voices heard.

Mr Hadley added: "This concern does not mean we cannot exercise our democratic right to protest against this publication."

Freedom of Information requests expose huge gaps in response times More requests to follow

NFRN investigation reveals 'postcode lottery' policing

by Gurpreet Samrai

Retailers face a "postcode lottery" on how police will respond to crime in their stores, data obtained through Freedom of Information requests has revealed.

The NFRN logged requests with 42 forces and received 16 responses that expose huge gaps in police response times throughout the year.

In Nottinghamshire, the average response time to an incident of retail crime for an 'immediate' (grade 1) response in March was

14 minutes, 199 minutes in June, and 65 minutes in October.

Similar inconsistencies were also seen in other areas such as the City of London.

Meanwhile, the requests showed 29% of incidents of retail crime in Bedfordshire were categorised as 'priority' response, whereas in Lincolnshire 44% were classed as 'priority'.

Will Pryce, NFRN public affairs manager, said: "What became clear from the responses, or in too many cases the lack of responses, was the police's

lack of clear understanding of what retail crime is.

"We do not believe in a postcode lottery of police responses. Retailers need to trust that police are taking their reporting seriously."

The report also showed a variation in the response to incidents reported by supermarkets and independent retailers.

In Leicestershire, 56% of shop theft reports by independent retailers were 'not attended', compared with 36% of incidents logged by a supermarket chain being classed as a 'priority' response.

"Where statistics were available, huge disparities in response times were apparent, not just between police forces, but also between incidents at independent retailers and those at chain supermarkets," Mr Pryce added.

"To better understand the real level of retail crime and how the police are recording, responding and reacting, the NFRN will be issuing more FoI requests in the near future."

The responses also revealed an average 15% rise in the number of incidents in 2015 compared to 2014.

Guideline changes welcomed

The Association of Convenience Stores has welcomed new Sentencing Council guidelines for retailers and alcohol-related offences.

The guidelines look at issues such as selling alcohol to underage shoppers and to people who are already drunk. ACS chief James Lowman said: "Many retailers are often the victims of verbal and physical abuse when refusing the sale of alcohol, so we need to ensure the justice system also supports retailers doing their job."

Plan to be stronger

An industry-wide initiative aimed at helping retailers and empowering stores has launched with a 10-point plan.

The Save The High Street organisation aims to link independents and other organisations to help stores using technology.

It will offer retailers information to improve online sales.

It aims to sign up more than 100,000 retailers and will also offer educational seminars.

Amit's ATM all set for polymer £5

Stratford retailer Amit Patel has had the ATM attached to his store spruced up ahead of the launch of new £5 polymer notes next month. Mr Patel, of Stratford Post Office in London, said: "The Bank of Ireland has provided me with a new frame and is in the process of doing some maintenance on the actual screen and buttons." The Bank of England has been working with the industry to ensure the public are able to access the new notes, while ATM providers have been readying retailers' machines.



'Glitch' drops Camelot in firing line

Camelot has come under fire for the way it has handled a technical glitch that could stop retailers being able to give winners who have matched two numbers a free Lucky Dip ticket.

Retailers criticised the lottery operator for the

way it communicated with them about the issue – in a letter inserted with scratchcards supplies – and for leaving retailers to explain the problem to customers.

The letter states that in some instances the free ticket won't print, but the

validation slip will.

Steve Archer, of Archer's Premier Stores in Staffordshire and Cheshire, said: "The communication is very poor and I think customers will be suspicious of this. Camelot has passed the buck to us."

Julia Bywater, of By-

water News, Dudley, said:

"How do you explain it to customers waiting for a free ticket? It looks a bit dodgy."

In the letter, Camelot states the issue is an infrequent problem, and told retailers to tell customers to contact the lottery company directly.

Consolidate 'and grow'

Almost 70% of independent retailers believe that symbol market consolidation is needed to fuel convenience growth this year, according to RN's latest reader poll.

The results come after industry bosses told RN last week that symbol groups should look at consolidating to boost their buying power and offer better margins, which will help retailers overcome challenges like the National Living Wage.

NEWS

BUSINESS

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Spar eyes eggs from free hens

Spar has become the latest retail group to agree to phase out eggs from caged hens, announcing plans to move to cage-free eggs within the next decade.

The symbol group has joined a number of super-markets and retailers who have already made this move.

Spar UK managing director Debbie Robinson said: "We have reviewed our egg suppliers including all of our regional producers and in line with the grocery market; Spar is committing to switch to cage-free eggs by 2025."

Morrisons and Ocado

Ocado and Morrisons have signed another deal which will enable the supermarket giant to further expand its online business.

The deal means Morrisons will now offer online ordering to parts of the country it doesn't currently serve, including Scotland, East Anglia and the north east.

It will serve internet shoppers from its own stores as well as Ocado's Warwickshire central warehouse, with Ocado also helping widen Morrisons' choice of non-food items.

Blakemore to expand

Blakemore Wholesale is aiming to expand its presence across Cumbria and the Lake District after refurbishing and rebranding its Penrith depot to the tune of £1m.

It includes a new freezer and butchery and will see Blakemore targeting the hospitality and tourism industry as well as its traditional customer base.



David and team help shoppers fill up on fun

Prizes, games and an abundance of free food greeted shoppers at David Wyatt's Shell and Costcutter in West Sussex last week. The fun day was held to raise the profile of the store. Children were able to get their faces painted and play in a games van that had been hired for the day. Mr Wyatt said: "Shell held something similar, but I thought we could do something bigger and better to give back to customers." David Wyatt is pictured with a prize winning customer. Inset is Bhaska Amin as Mario, with Josh Wyatt and Alina Cornish as a princess.

● Read Retailer Profile on p24 to find out more about David Wyatt's store.

Barbecue meat, salad and fruit grow most C-stores 'used more' when the weather's good

10% sales boost in c-stores when it's warm, says Co-op

by Tim Murray

The convenience sector can benefit from a boost of almost £300m a week during hot weather, according to new figures.

Among the biggest potential growth areas are barbecue meats (up 300%), salad (lettuce up 230%, baby plum tomatoes up 375%), summer fruits (strawberries up 43%, raspberries 150%) and alfresco foods.

The figures come from the Co-operative's grocery arm which has just published its latest report into the c-store sector.

It said: "In-depth analysis reveals that the weather really does lead to high street sale peaks and troughs. The hotter it gets the more Brits shop for food and drink, while a dip in temperatures decreases sales – a variance of up to 10%."

With the overall UK food sector being worth £2.9bn a week, that equates to an extra £290m.

Ravi Kaushal, of Premier Burlington News, Chis-

wick, west London, said: "Sales have been going up this year as the weather has got warmer. The warm weather brings more people out and it brings them into stores. They're definitely more thirsty and they'll buy more drinks."

The report also states that London is the fastest-growing area of the c-store sector, with those living in the capital planning their evening meal less than any other part of the UK, and more buying their evening meals on the way

home from work.

Retailer Kay Patel, of Global Food & Wine, Stratford, east London, said: "As a consumer, I'm using c-stores more and more myself and we've definitely seen growth in people buying meals for the evening on the day."

"It's also down to the offering. C-stores such as ours have a much better selection now, while you look at people like the Co-op, their offering used to be rubbish but it's a lot better now."

New discounter may do fresh and chilled

New discount outlet easy-Foodstore has not ruled out adding fresh and chilled lines as it reviews its range as part of expansion plans.

Plans have been drawn up to potentially double or treble the 750sq ft store in Park Royal, north west London, months after it opened in February offering a basic range of

products at "rock-bottom prices", including Booker's own label Euro Shopper line.

Richard Shackleton, easyGroup communications director, told RN: "It is a much more difficult supply chain to manage. It is being explored, but there's no firm decision yet."

"We are looking at our

entire range based on customer feedback and what they do and don't like, but we are completely open about it."

Mr Shackleton said there was also the possibility of more stores opening.

"We are always looking to open stores, whether through the franchise route or property we buy,"

he said. "It's always an option. We are just taking this very slowly at the moment."

He added the store has seen demand drop by around 25% since the initial rush following its opening, which resulted in stock selling out within days and security being called in to manage queues.

NEWSTRADE

Try to see Eye to Eye

Eye to Eye Puzzles Ltd is working with the NFRN for the launch of four puzzle titles.

Mini Crisscross, Mini Word-search, Mini Codewords and Mini Crosswords will initially be available exclusively to NFRN members – including roundsmen – but could be rolled out across the entire independent channel depending on performance.

The magazines, which will feature the NFRN logo, fall under Eye to Eye Puzzle's Puzzle Life brand, which comprises of 18 titles launched in July.

On sale from 25 August, retailers will be allocated four copies of each title and a free display unit worth £25.

Participating retailers will have a chance to win one of three HD TVs if they use the display units. Retailers who display the units and don't return the titles early will also be entered in a competition to win £500.

Brian Murphy, head of news at the NFRN said: "A lot of the major puzzle titles are predominantly in the multiples, and this portfolio is hoping to compete with H Bauer and Puzzle Media."



These comic sales are simply Marvel-lous

Watt's News in Waterfoot has attributed the 3% rise in comic sales over the past year to the recent string of Marvel releases. Mandy Young, a shop assistant at the store, said: "With all the Marvel films out this year this category has attracted the attention of certain customers. We get quite a lot of regulars, mostly men both young and old, who like super-hero collectables."

European extension

Archant has extended distribution of The New European to Europe.

The publisher will target key European cities initially, including Brussels, Paris, Strasbourg and Berlin, as well as Northern Ireland.

The expansion comes after Archant moved the title in to Scotland and Wales from the 22 July edition.

Archant has invited media agencies and brands to participate in an auction for advertising space in the newspaper.

Craig Nayman, chief commercial officer at Archant, said: "We are proud of the impact The New European has had."

Trinity to charge

Trinity Mirror will start charging readers for access to its weekday tablet edition because of the news industry's 'unprecedented challenges'.

From 5 September, subscribers will have to pay for the tablet edition, while the website remains free.

In a letter to readers, Mirror group editor Lloyd Embley said: "The news industry is facing unprecedented challenges in an uncertain economic climate."

Private Eye and the Economist commit to newsstands Investment to continue, say publishers

News mags to capitalise on Brexit-influenced sales

by Nadia Alexandrou

Private Eye and the Economist have pledged to continue investing in the newsstand after their Brexit issues saw sales uplifts of up to 52%.

In-store sales volume of the July issue of Private Eye covering the EU referendum increased by 52% compared to January to June 2016, according to distributor Comag.

Similarly, The Economist's edition covering Brexit was up 46% compared to the issues on sale

from January to May 2016.

Peter Hilton, head of client relations at Comag, attributed a key element of this success to the performance of independent retailers. He added Private Eye will continue to support independents with a range of PoS material and copy investment.

Sheila Molnar, managing director at Private Eye, said: "Private Eye really appreciates the loyalty of the independent channel, and we are working closely with our distributor Comag to work with them in the

autumn.

"Ian Hislop celebrates 30 years as editor on 3 October and we are planning to boost sales through independents."

According to the publisher, around 20% of the title's sales goes through independents and symbol group stores.

Michael Brunt, chief marketing officer at the Economist, told RN sales volume was up 9% and 10% year on year in June and July respectively this year.

He said: "We're seeing this growth continue into

August. My focus is not just on volume, but overall profitability, but rather than cutting back the marketing support we give to retailers, we're maintaining investment."

The latest report from the Audit Bureau of Circulations (ABC) shows the title's newsstand circulation was down 3.2% year on year to 90,200 for this period.

Meanwhile, newsstand copy sales for the Economist were down 0.8% year on year to 15,100 from January to May 2016.

● Full ABC analysis – p30.

Will you get Salt?

Condé Nast has collaborated with Swarovski to produce a bi-annual glossy print magazine, Salt.

The magazine will be distributed this month to various Swarovski clients, selected independents in greater and central London, as well as newsagents in China, USA, Paris, Japan, Hong Kong and Australia.

The retailers will be chosen by Condé Nast in agreement with Comag.

NEWS

PRODUCTS

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Wake up and win the coffee machine

Pladis is backing the launch of its new To Go range of biscuits with a competition for retailers.

It is offering a brand new coffee machine as top prize in the competition, as well as a case of the newly-launched biscuits.

Hena Chandarana, trade communications controller, said: "To celebrate the launch of McVitie's To Go, our first on-the-go biscuit range, we are giving away a case of the new individual portion packs and a coffee machine – perfect for boosting your grab-and-go sales."

The competition closes on 6 November.

Galaxy to take on rice cake market

Mars is looking to cash in on the fast-growing rice cake market with the launch of its own Galaxy-branded take on the low-calorie snacks.

Galaxy Rice Cakes are wheat and gluten-free and are targeted at the sector which has grown almost 10% in the past year, with chocolate the number one flavour.

Michelle Frost, Mars Chocolate Drinks and Treats general manager, said: "Galaxy Rice Cakes provide the creamy taste of Galaxy consumers know and love in a light and modern way."



Hoops on holiday get decked out

KP Snacks is supporting the launch of Hula Hoops Golden Hoops with a £1.5m media campaign. It will see Hula Hoops returning to TV screens from 22 August to 25 September in a new advert featuring two Golden Hoops bathing on deck chairs while it is highlighted the snack is baked to contain 30% less fat. The campaign will also include digital and social activity during September.

Promotion gives shoppers and retailers chance to win cash £3m media spend on campaign

Indies get on board for a Double Decker exclusive

by Gurpreet Samrai

Mondelez is to launch a promotion on its Cadbury Double Decker bars exclusive to the convenience channel next month giving shoppers and retailers the chance to win up to £1,000.

The promotion, which is part of Cadbury's three-year Obey Your Mouth campaign, will run from 1 September until 31 October.

There are a number of prizes up for grabs for shoppers who find a Double Decker bus coupon inside promotional wrappers including four £1,000 and a



number of £100 cash prizes.

Mondelez will also be matching the prize value for retailers where a shopper buys a winning pack.

The promotion will be supported by in-store PoS material available to

retailers as well as a £3m media spend which will see the brand return to TV from 6 September.

The promotion also coincides with Cadbury Double Decker's 40th birthday and the 60th anniversary of the London

Routemaster Double Decker Bus.

Barbora Hrdlickova, brand manager for Cadbury Singles, said: "Obey Your Mouth is all about heroing our singles brands and it's great that the second brand we're focusing on is Cadbury Double Decker, which is in its 40th year."

"Double Decker is one of the most unique bars in the market and is now worth £35m. Along with TV support for the brand, we believe this promotion will help provide an unmissable opportunity for retailers to drive repeat purchases in store."

Stock up for a blockbuster autumn of events

With Halloween, Diwali, and Bonfire Night all only weeks away retailers are being urged to stock up on seasonal products.

Bestway is offering a range of deals on trick or treat goodies, with a novelties kit for

independents, as well as buy one get one free deals on all fireworks. It has advised retailers to look at ranges for family events and parties, taking in alcohol and snacks.

Tony Holmes, sales director at Bestway

Wholesale, said: "Over half of all adults will purchase a Halloween-related product and 21% of shoppers would visit more often if their local c-store supported events. Visibility of promotional lines is a must."

The firework deal, exclusively available as a pre-sell to members until the end of August and for independents at the end of September, takes in sparklers to £100-plus selection boxes and multishot packages.

Hot products for your shopping list



McVitie's To Go is the company's first on-the-go biscuit range



Galaxy Rice Cakes are set to grab a share of this growing low-calorie sector



Bestway deals aim to drive Halloween sales

IMPROVE YOUR RANGE AND DISPLAY TO INCREASE SALES

Take their word for it...



“ Thanks to the help and support from our Walkers rep, we have been able to curb the wastage problem we used to have and also increase our crisps and snack sales by around 15%! ”

RICHARD CULLUM,
COSTCUTTER,
WEYMOUTH

“ Having a smaller case has enabled me to grow my range. I have a smaller store, so I used to have issues storing stock, but new 32-case size has eliminated this! ”

RAJ SIVA,
LET'S GO EXPRESS,
KETTERING

“ Single serve crisps sell brilliantly in my store and my new fixture looks great, the POS helps make it stand out even further! ”

RAKESH PATEL,
BOBBY'S CONVENIENCE,
LINGFIELD,
SURREY

“ The new fixture looks great, which is important to make it easier for our customers to shop. ”

NABILA DAWOOD,
COSTCUTTER,
CHIPPING NORTON

“ I didn't think the new range and display would make much difference but now people stop to shop and sales are up at least 5% on crisps. ”

KIM SHARPE,
ALBRIGHTON POST OFFICE,
WOLVERHAMPTON

“ Our new layout and range is GREAT! It helps the customers find what they want quickly. Sectioned for value, standards, the new grab bag range, and £1 sharing – it makes perfect sense to everyone. ”

SHAHID HUSSAIN,
UNITED SUPERMARKET,
EASTON BRISTOL

“ Delighted that our new display stand has increased our crisp and snack sales by over 5%. ”

RALPH PATEL,
THE LOOK IN,
WOODMANSTERNE,
SURREY

“ Merchandising has improved visibility and the introduction of new brands has increased sales in the category - two of the new products introduced have become the fifth & sixth best sellers in the category. And PMPs are more attractive to the customer whilst retaining retailer margins. ”

DONNA MORGAN
R&J BROWNLIE,
BIGGAR, SCOTLAND

“ Our crisps sales have gone up a whopping 45% since our refit! Just goes to show what managing space and creating missions can accomplish. ”

JATINDER SAHOTA,
MAX'S LONDIS,
ISLE OF SHEPPEY

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Uplift in sales can be verified via individual store EPOS data

NEWS

PRODUCTS

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Empire's mustard additions

Empire Bespoke Foods has added a new Classic Yellow Spicy Mustard to its range under the French's brand banner.

The mustard comes in cases of eight, 226g easy-squeeze plastic bottles, each retailing at £1.25. Independent retailers who order 12 or more cases will get PoS including a free-standing display unit and other incentives such as free cases of stock.

Empire sales and marketing director Nick Thomas said: "We're confident this Classic Yellow Spicy Mustard will excite both consumers and retailers over the coming months."

Three new flavours targeted at children PoS kits available to support sales drive

£2.5m campaign behind Ribena's Minis launch

by Tim Murray

Lucozade Ribena Suntory is set to launch a children's Ribena range with a new resealable cap.

The Ribena Minis range, in three flavours in 200ml and 250ml bottles, will be available from 22 August from wholesale, grocery and convenience stores.

Independent retailers will be offered free PoS kits through larger wholesale depots, with 10,000 of the kits, including shelf bakers, wobblers, open signs and posters,

being produced.

The launch of the Brilliant Blackcurrant, Amazing Apple & Mango and Oh So Yum Orange flavours, with no added sugar, is being supported by a £2.5m marketing campaign, including outdoor, digital and sampling activity.

The new range is part of Lucozade Ribena Suntory's commitment to accelerating growth in low-calorie products and reducing calories by 20% per 100ml across its portfolio.

Ribena marketing manager Jo Padwick



said: "Ribena Minis is a hugely exciting launch for Lucozade Ribena Suntory, especially in a category which has not seen a huge

amount of innovation over recent years.

"With its 'Less Spill, Less Mess' cap, no added sugar and fruity Ribena flavours, the range provides some great benefits for parents. We are confident that Ribena Minis will quickly become the drink of choice to offer to children whether they are at home or on the go."

Single 250ml bottles come with an RRP of 85p, four and eight-packs of 200ml flavours have an RRP of £1.99 and £2.99 respectively.

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Half a million Monkey mugs

PG Tips is giving shoppers the chance to win one of up to half a million personalised cups as part of a promotion. The offer, which runs until the end of next month, will see a unique code featuring on packs which, when entered online, will tell shoppers if they've won one of the 500,000 personalised mugs. It is available on both Original 80s and 60s packs.

Wrigley adds a hanging bag

Wrigley is adding to its Extra sugar-free gum range with the launch of a new 21-piece resealable hanging bag.

The launch, available in the range's two core flavours, Peppermint and Spearmint, will carry an RRP of £1 and is available in both standard and priced packaging.

Wrigley said the price point had been driven by research which showed that 99p was a key pricing threshold, while also delivering margins for retailers.

The launch follows consumer demand for bigger versatile packs and Wrigley said it will increase category growth.

NEWS

PRODUCTS



Queen hit the right note in new Flash ad

More than 35 years after the iconic Queen song 'Flash' first aired, household cleaner Flash has signed up the legendary tune for its latest TV ad. The TV campaign will highlight how Flash Multi Surface Concentrated Cleaner and others in the range can "clean up the impossible" after a dog wonders where all the mud has gone. The campaign will run until the end of the year and is expected to reach more than three quarters of the UK population.

Category grew 170% in five years Healthy credentials

Popcorn sales are booming

by Tim Murray

The popcorn market is continuing to soar, with new flavours and increasing demand for healthy snacks helping to deliver growth to the category.

Mintel research found the category grew almost 170% in the five years to the end of 2015, while retailers and suppliers say it is continuing to grow in 2016, driven in part by new offerings.

Dave Hiscutt, of Londis, Weymouth, said: "People look for new, unusual flavours. Whenever there's a new flavour, you get that extra little bit of interest."

He pointed to brands such as Portle Bay, with its varied offerings, including Chilli and Lime, as being important.

"People don't want the same thing, it's variation all the time. It's all about keeping an eye on stock, the products and the space," he said.

Mr Hiscutt's store stocks popcorn alongside healthier snacking options, which analysts have highlighted as an aspect that has also helped drive the growth.

Amy Price, senior food and drink analyst at research expert Mintel, said: "Popcorn's health credentials and flavour innovations have helped boost the segment, along with its popularity among younger consumers, who are more likely to snack."

Mintel's research shows new offerings are helping drive growth, with almost half of all consumers saying they would be interested in trying new flavours.

The London Crisp Co is set to launch its own popcorn sub-brand in October. Director Tim Lock said: "I think it's popcorn's healthy credentials which are seeing it doing so well. Popcorn is a snack that is really tasty, but also much healthier than some other snacks and that's a winning combination."

Popcorn is also becoming more popular as a seasonal offering.

Butterkist is launching a bigger, better value pack of its Sweet Cinema Style ahead of Halloween.

Brand manager Anjna Mistry said: "Popcorn was the fourth most important category for Halloween in 2014 and the top category for year-on-year volume growth (29%)."

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Murder attempt after store machete attack

Police are treating the brutal attack on an Edinburgh retailer as attempted murder after he was stabbed in the head in the third attempted raid on his store in a year.

Tahir Ahmed was hospitalised after being stabbed twice in the head with a machete during the armed robbery at his A&A store, which police said was a "cowardly attack".

He was left with a fractured skull after setting off the silent alarm and then fighting off the two would-be raiders with a stool.

Police are searching for two men after the attack, which took place in broad daylight, and are appealing for witnesses.

Pokémon Go fans still going

Almost 90% of consumers who have downloaded Pokémon Go are still playing the game, according to new figures, however retailers who initially benefited from the craze say it has died down.

The YouGov research, which even detailed brands favoured by keen players of the smartphone game, said that more than six million adults had downloaded it, with 5.3 million still playing it. YouGov said its figures showed that the app was "not just a flash in the pan".

But Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth, said: "I've spoken to a lot of retailers around the country and everyone says it's completely tailed off."



Art work pays off for Gary's van plan

Hertfordshire retailer Gary Pilsworth has turned a new van for his store into a major talking point. He worked with local writer Tom Sheppard to turn his recently acquired delivery vehicle into a work of art. The design features his Offley Stores as well as scenes from the Hertfordshire village. "I didn't want a normal sign so I spoke to the local writer and he put it together for me," said Mr Pilsworth. "I'm really pleased with it. We've had some great comments, it's become a real talking point."

West Midlands PCC and NFRN unite to tackle business crime Violence cost £613m last year

New partnership set up to help fight retail crime

by Gurpreet Samrai

West Midlands' police and crime commissioner has announced plans to establish a new business crime partnership, with the NFRN invited to join the panel to ensure independent retailers voices are heard.

Retailers from the West Midlands laid bare the true impact of retail crime during a meeting with Waheed Saleem, who was representing West Midlands police and crime commissioner David Jamieson, last week.

Mr Saleem, the PCC's lead for business crime, was

given the NFRN's 'Victims in Retail' pack, which contains the latest retail crime statistics, showing the direct cost of retail crime was £613m last year – the highest level since records began.

At the meeting, NFRN national president Ray Monelle said: "Small retailers have been seen as easy targets by criminals for far too long. Rising incidents of violent crime and the safety of our members are issues that are of real concern to the NFRN and we want the police to address that."

Mr Saleem told the meet-

ing Mr Jamieson is looking to establish a West Midlands Business Crime Partnership. It will aim to help reduce crime and promote an effective partnership between police, the local authority and the business community.

Speaking after the meeting, Mr Saleem said: "We are very committed to speaking to and engaging with businesses to find solutions and tackle crime in the area. It was good to speak to independent retailers about the effects of crime and there was strong feeling about police

response times. They also highlighted the fact many retailers work alone and some live above their shops. We will be working with them to look at ways to prevent crime and reduce the impact on their businesses."

The NFRN is arranging to meet with all 42 PCCs across England and Wales and encourage them to set up a business crime strategy that includes tackling retail crime.

The federation is also planning to work with the Home Office before launching its Retail Crime Survey later this year.

Pensions warning after retailer fined £400

Retailers are being warned not to ignore the pension auto-enrolment scheme after a convenience store owner became the latest to be hit with a £400 fine.

The pensions regulator has warned c-store owners, newsagents and other small retailers that they must act on letters sent

out about auto-enrolment schemes.

It highlighted the case of a Dorset retailer who received a letter from the regulator telling him of his duties – but then ignored it, failing to complete a declaration of compliance.

The unnamed retailer was given a warning notice

and a month to comply, but his accountant didn't do it in time, resulting in a £400 fine. He has now complied, avoiding a further penalty notice.

Charles Counsell, automatic enrolment executive director at The Pension Regulator, said: "TPR will use its powers to ensure

staff receive the pensions they are entitled to.

"But it is up to employers to take action and start planning in good time. Employers who use a business adviser should ensure they are clear what services are being offered and what tasks the adviser is undertaking."



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£165,000 fine for VAT fiddle

A newsagent has been hit with a £165,000 bill for suppressing sales figures and avoiding VAT payments, after an HMRC investigation.

Mohammad Amin, of Newbury News, Bolton, had told HMRC he recorded his takings in a daily diary, but tax inspectors became suspicious and paid two unannounced visits to his store. They looked at his electronic till and quizzed his suppliers before deciding the figures had been suppressed.

The investigation, covering 2002 to 2009, claimed he had failed to declare half his sales during the period. He was ordered to pay the sum to cover backdated income tax and VAT.

NFRN head of operations Margaret McCloskey said: "These are tough times for retailers, however the majority work and pay their due taxes."



Mayor and war veteran do the honours as two more post offices open their doors

The Post Office modernisation programme is continuing apace, with two further stores cutting the ribbon. The Lord Mayor of Exeter, Cllr Cynthia Thompson (above, left), officially opened Alphington Post Office & Store, which has been modernised and is now open for an extra 26 hours a week, including Sundays. Meanwhile, the South Harting Village Store, Petersfield, has relocated and extended its hours, with World War II hero Cecil Lawrence and retiring postmistress Trish Walker performing the opening ceremony.



Police finally take action after owner hits out at 'inaction' 'Our policy is we take it seriously'

Persistence pays off for crimewave-hit retailer

by Tim Murray

A retailer who hit out at the police's response after a crime wave at his two stores is urging others to keep fighting after seeing his persistence pay off.

Muhammad Iqbal's Lifestyle Express stores in Newport, Gwent, fell victim to a series of crimes. In the latest, a break-in, between £6,000 and £7,000 worth of stock was taken.

His town centre store has also consistently been targeted by brazen shoplifters.

"In the raid at my Bridge Street store they took cigarettes and scratchcards, a lot of stock. We're insured, but it's just standard and they're now saying we need to have a police alarm, but that will cost £80 a month. We can't afford that," he said.

He said other incidents of shoplifting at his Upper Dock Street store hadn't been fully investigated.

But after despairing at what he thought was police inaction, Mr Iqbal was invited to meet with local police chiefs. He said the

police have now offered help and advice and he is pleased with the outcome.

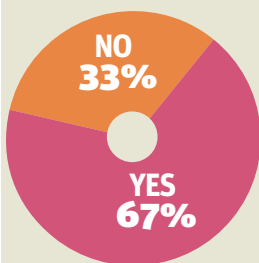
"It's well worth pursuing these things, if you're not forceful you can't get anything done," he said. "This has given me a lot of confidence and I now feel a lot better about my business and stores going forward."

Gwent police inspector Mark Thomas said: "Our policy in relation to retail crime is that we take it very seriously. We want to support a safe and vibrant city centre where both custom-

ers and staff in retail premises feel safe and secure. Gwent Police is working in partnership with the traders organisation to improve information sharing through an online intelligence network that retailers will be able to access.

"We record and investigate all reports of retail theft and, where presented with sufficient evidence, make an arrest." He added the force has given some retailers radios, consistently canvasses their views and highlights offenders caught on CCTV.

RN READER POLL



Is symbol market consolidation needed to fuel convenience growth this year?

NEXT WEEK'S QUESTION

Do you report all incidents of crime to the police?

Have your vote now

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Landlord taken to court a second time

A retailer facing eviction from a store he's built up over more than a quarter of a century is taking his landlord to court for the second time in 10 years.

Mahesh Vajaria, of Harry's News, Isleworth, Middlesex,

told RN he first encountered problems with his landlord just over 10 years ago when the 16-year lease on the shop ran out.

The landlord's attempts to evict Mr Vajaria ended up in court, with the judgement

ruling in his favour.

The lease was extended for a further 10 years, and he claims when this ran out the eviction order came again. Mr Vajaria said: "We've put 26 years of hard work in to the business, we're not going

to walk away from it. I think he wants to run a shop here himself, after all the work we've done.

"We're going to go to court about it, we're going to fight."

A hearing is set to take place in October.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT MERSEY DEE 09.08.2016



Glyn Bellis reports from the NFRN Mersey Dee district council meeting

South Wales merger agreed

Delegates gave their support to a proposed merger with the South Wales district, which would see some newsagents in the Mersey Dee area represented by the West Midlands district.

Mersey Dee president Hemalata Patel supported the suggested change. She said: "Similar to other branches, attendance at district meetings has declined."

Wales has seen more political power over Welsh affairs devoted to the government in Cardiff, and it was agreed that combining North Wales and South Wales would help unite members and give them a stronger voice.

Former district president and NFRN national councillor John Parkinson said: "The most sensible course would be a merger with South Wales to provide geographical and political unity. We have to live and act as though we are in the 21st century."

"This is an important and considered step. We would be very sad to see the end of a district in existence for more than 50 years, but we are forward-looking."

NFRN chief executive Paul Baxter, who was at the district council



Paul Baxter

meeting along with representatives from the North West, South Wales, and West Midlands districts, said: "I am encouraged by the positive response to change and out-of-the-box thinking. Structural change is



The accuracy of figures on complaints received by the NFRN Helpline was queried

essential and we mustn't let boundaries and politics of boundaries get in the way of supporting members."

President praises networking

NFRN national president Ray Monelle praised the achievements of the federation including its stronger relations with trade



Ray Monelle



We have to live and act as though we are in the 21st century

John Parkinson
Ex-NFRN district president

partners and politicians.

He told delegates: "The offer we have got for our members is outstanding. It's something we need to communicate and make clear."

"Look back at how good this federation has been, we have achieved so much over the years. We are not going to be an association that disappears after 100 years."

Paul Baxter said the federation was trying to find out from members their preferred method of communication.

He urged members to be proud of the NFRN "family".

Helpline figures accuracy query

John Parkinson queried the accuracy of NFRN Helpline figures which suggested there had been only two registered complaints in a week from 685 district members, both of which were about Smiths News, and none involving Menzies.

Members have been urged repeatedly by the federation to make use of the NFRN Helpline.

Mr Parkinson, who is served by Menzies, said he had done so.

Paul Baxter said he would discuss why the information apparently hadn't been recorded.

Liverpool member Jill Frost said there had been a great deal of staff changes at Smiths in the North West.

Positive reaction to N3 initiative

"N3 works" was the message from John Parkinson, who described how it had improved the look of shelves and boosted sales.

Ray Monelle, the first chairman of independent company National Newsagent Network, which was formed by the NFRN to provide retailers with support to grow newspaper and magazine sales, said: "We want to get it right."

Paul Baxter added: "It still requires store-level input to make it work."

Great margins on puzzle mags

Membership services manager Chris Appleton gave information about four new puzzle magazines, branded with the NFRN logo, due to arrive this month in shops, offering a 25% margin.

Incentives for retailers to stock them include the chance to win HD TVs and a £500 bonus.

Mr Appleton also provided details about the design of the new £5 polymer bank notes being issued from next month.



Chris Appleton

Your say

What are you doing to prepare for the introduction of new polymer £5 notes next month?



I don't have an ATM so there is no issue.

I'm pleased with the design - it looks more durable and cleaner. We always try to be aware of forgeries and I will stick a leaflet behind the counter.

John Parkinson
Broadway Premier,
Penrhyn Bay, Llandudno



We get quite a lot of Scottish five pound notes

so I am used to the feel. However, there should be more information from the banks about the new notes and how to prepare for them.

Hemalata Patel
K & L Newsagents, Winsford,
Cheshire



We have distributed leaflets to staff. If they

take a forged note they pay it back so they are very careful. If they accept Scottish notes they need to know the customer. My ATMs, don't dispense fivers.

Steve Archer
Premier Hightown,
Congleton

OPINION

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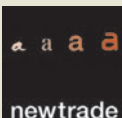
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YOUR SAY Have you ever been swayed by any means to delist a product because of ethical reasons?

Eugene Diamond

Diamond's Newsagents,
Ballymena, Ireland

Throughout my career as a retailer I have received death threats, had my shop heavily damaged and even once completely destroyed. This was particularly early on during the Troubles, as you can imagine. A lot of customers in this area always have a problem with one newspaper or the other, especially some Sunday titles. But I have never stopped selling anything because I was threatened. If there's a customer who buys it, it's my duty to supply it.

David Woodrow

Woodrow's Newsagents, Bishopton

We have some people who won't touch The Sun because of the Hillsborough inquiry, and a lot of people had an issue with the Glasgow Herald's pro-nationalist tack, although it's become softer now. But I won't



Irish retailer Eugene Diamond has always refused to stop selling one particular newspaper or another – even at the height of the Troubles and after receiving death threats

stop stocking them, regardless of what customers say or do. I believe it's incredibly important to remain a-political as a retailer, so I just ignore customers' comments. Newspapers seem to be the only product in my store that customers have ever had an issue over.

Scott Saunders

Newsclip, Fakenham

I've never felt pressured to delist

a product for ethical reasons, but I'd find it incredibly hard to know how to handle it if I did. Newsagents are community stores, so it's important to have the support of the local residents, and if they're unhappy with a product I'm stocking, I'd want to listen to them. On the other hand, a newsagent is a business and delisting any product puts a strain on the purse strings.

YOUR STOCK Following Thorntons' relaunch of its boxed chocolate range for Christmas, how important is this segment to your store?

Manny Patel

Manny's, Surrey

My customers seem to prefer tinned rather than boxed chocolates. I go for the big-sellers, such as Quality Street, Roses and Heroes. Customers like them because they're not available all year round, so it's a bit of a novelty. I find pricing a very big challenge, however, because I have

to try to match the supermarkets' price of around a fiver, which gives me appalling margins.

Nick Booker

Best-one Xpress Wimbourne,
Dorset

I stick to the main brands for boxed chocolates, which I've already pre-ordered for Christmas with Mace. It works out

really well because you get a discount if you order it early, so you can sell the chocolates on deal. I'll sell a box of Thorntons for £5, for example, and Guylian Shells for £3.99 for 250g. I've spent a total of £5,000 on my Christmas stock for both my shops.

Karen Lewis

Spar Crescent Stores,
Whitney, Oxton

We've pre-ordered our Christmas boxed chocolates through Spar already, who offer a good selection and give us a discount. They normally offer two-for-something deals on tubs of Cadbury's and Roses, which are always popular among our customers. Finding space for them is always an issue, and we normally condense other lines including soft drinks and biscuits from three to one to make space for them. We also put them on top of the chiller.



YOUR ISSUE

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DELAYS PUT SERGE'S STORE SALE IN JEOPARDY

Last month, RN reported that property consultant Andrew Pegg was working with the NFRN to help retailers facing rent rises as high as 300% from rip-off landlords. Shortly after, RN put west Yorkshire retailer Serge Notay in touch with Mr Pegg after hearing the sale of his store was being held up by his landlord.

Mr Notay decided to put his store, Nisa Local @ Notay's in Heckmondwike, on the market in 2015 after thieving employees left him facing bankruptcy.

"In 2011 we took on the site, leasing it at £20,000 a year plus VAT, which we ran successfully for three years," he says. "But then I started having major cash problems because my staff were stealing from me. They ran the business into the ground. I have a petition to be made bankrupt."

"I decided to cut my losses and put the store on the market."

In August last year, Mr Notay says a local independent competitor put a successful bid in for the store.

"We had to ask the landlady for permission to assign the lease to the new buyer. She wanted to do checks on him and she appointed a surveyor who I had to pay for. I also had to pay her legal fees as well as my own. So far it's cost me £4,000," says Mr Notay.

"The buyer pulled out in October because the landlady



Serge Notay (left) has been frustrated by delays in selling the lease to his shop (above)

The potential buyer has spent a lot of time and money on legal fees, but it looks like he is getting cold feet

Serge Notay

Retailer, west Yorkshire

was taking too long."

However, the potential buyer came back with another bid in December, and on 13 June this year the sale was set to be completed.

"I booked a stocktaker, the independent retailer had placed the funds with his solicitor, I had signed my documents, he had signed his, but the landlady was dragging her feet again," says Mr Notay. "She had not signed her documents and was saying there was something wrong with the lease."

Mr Notay says his landlady's reason for refusing to sign the new lease was that his solicitor had not registered the lease correctly with land registry.

"It had taken her six months to get to that position," Mr Notay says. "As far as I'm aware it's not a big thing, and it shouldn't have stopped the sale of the business."

"The potential buyer has spent a lot of time and money on legal fees, but it looks like he is getting cold feet."

"She has never been easy to deal

with, but I thought the business was a good opportunity and I would just pay her the rent and get on with it. However, when the cashflow problems started the business went into a downward spiral."

Mr Notay has now closed the shop, but he is still liable to pay the rent.

"I couldn't afford to run it anymore because of financial and personal issues," he says. "I'm still responsible for the rent, but I can't afford to keep paying it."

Mr Pegg, a consultant at Business Property Advantage, has been working with Mr Notay and his solicitor to help push through the sale.

He says: "On our advice and direction, a letter before action was sent by the retailer's solicitor to the landlords on 28 July giving them seven days to confirm their grant of consent to transfer the retailer's lease to a new tenant, with a further seven days to document the matter or face a claim for damages should the sale of the

business fall through and he lose the agreed amount."

"It seems a shame the tenant's reasonable application has still not been accepted and the retailer is having to accept further unnecessary delay and distress while this matter gets resolved, when it could be avoided."

Adrian Green, partner at Stachiw Bashir Green Solicitors, said: "There has been an unreasonable refusal by the commercial landlords, Mr and Mrs Wood, to consent to the assignment of the lease to a third party and as a consequence they will be pursuing a claim for damages against them as that refusal has left them unable to sell their business to a ready, willing and able purchaser. Their claim, which will be issued within the next 14 days, will be for the loss of the purchase price plus professional fees incurred by them in relation to the aborted assignment and sale."

Mr and Mrs Wood's solicitor did not respond to RN's request for comment.

JOHN EASTWOOD

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Did you know that one in eight transactions in independent stores involve a scratchcard, or that 25% of shoppers buy two other items alongside them? John Eastwood investigates the value of scratchcards

What are scratchcards worth?

Last month, almost 80% of shops out of EDFM's 3,000-store sample were selling Camelot scratchcards. Four years ago, that figure was just over 50%. It is hardly surprising, therefore, that the value of scratchcard sales in independent stores has grown substantially since 2012.

According to our data, scratchcard sales totalled almost £750m in this sector last year – equivalent to £550 per week per stockist. The figure comes after four consecutive years of growth and Camelot's installation of 8,000 full terminals in 2012 and 10,000 scratchcard-only terminals in 2014.

In 2013, the value of scratchcard sales had grown by 88% compared to 2012. Sales in 2014 were up 67% on 2013, and in 2015, they were up 46% on the previous year. This year, while growth is markedly smaller, sales have continued to build, up 8% on 2015.

This result is not attributable to increased availability and stockist numbers alone, however. Over the past four years the average price paid per card has increased from £1.89 to £2.33.

Value sales growth has been boosted by the decreasing popularity of £1 cards, which accounted for 48.2% of sales in 2011, but 35.4% in 2016, and the rising popularity of higher denominations.

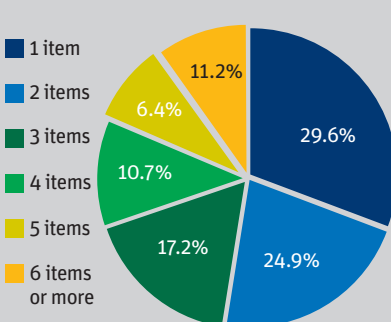
As £1 cards have decreased, £3 cards have gone from 6.5% of sales to 17.4% in the same period, and £5 cards from 9.5% to 11.5%. Last month, £10 cards represented 2.1% of cards sold, but accounted for 9% of sales value.

This trend is borne out by the top 10 bestsellers last month. Bingo Purple, a £3 card, accounted for 10% of value sales and 8% of cards sold. The top-selling £10 card sits in tenth place by value, representing just 1% of cards sold, but 4.4% of value.

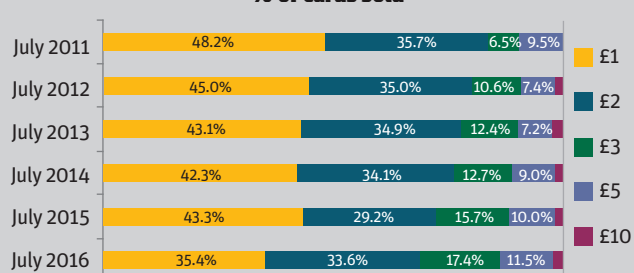
So how important are scratchcards in terms of shopper traffic and wider

SCRATCHCARD SALES IN INDEPENDENT STORES

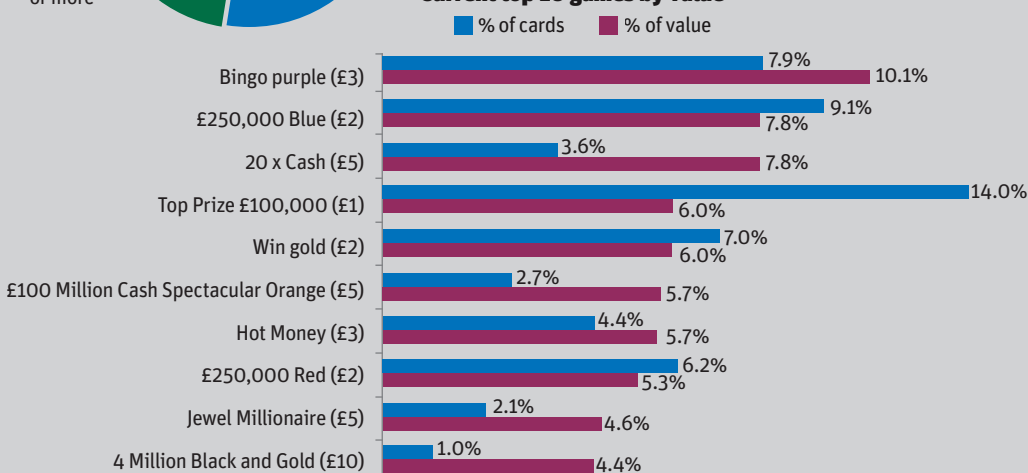
Scratchcard transactions Basket size



% of cards sold



Current top 10 games by value



This year, while growth is markedly smaller, sales have continued to build

profits? Earlier this year, we studied 211 shops over a four-week period, 175 of which stocked scratchcards. The data showed one in eight shoppers bought a card, a high proportion considering they are age-restricted.

Of these transactions, 30% involved the purchase of one or more scratchcards and nothing else.

For the other 70%, the most valuable associated category was tobacco, which was bought in 17% of scratchcard transactions. Electronic payments were made by 4% of scratchcard shoppers, who spent an average £16 on their payment. Other strongly associated purchases were from higher-

margin categories such as alcohol, soft drinks and confectionery.

More than half of scratchcard shoppers bought one card on their visit, while more than a quarter bought two. Fewer than 5% of customers bought more than five cards per visit, although there were a handful of cases where 25 or more cards were bought at the same time.

Despite slower growth during the past year, the benefit to your business is an average £4.54 spend on scratchcards per transaction, and £5.18 on other products or services. ●

John Eastwood is a data analyst for EDFM

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

PARTWORKS A PANACEA? NOT IN MY EXPERIENCE?

I did not like that the recent stories run on partworks in RN seem to glorify this market when it always has been and always will be a nightmare to deal with. I would like to highlight some of the issues with partworks from an Ireland perspective.

First, copy allocation. Over the last six years, we have watched our supply numbers decrease considerably. For example, the Lord of the Rings Chess Collection (now ceased) went from 80 copies per issue down to 12 copies per issue.

Second, partwork launches. No information is given by EM News Distribution (EMND) until two days prior to the launch. This results in having to place an order for additional copies via the back order system which takes too long.

Third, stock alteration without my consent. Over the past couple of months, my standing order on the majority of titles has been altered without my knowledge. EMND call it a late cut or a pack shortage, where it has not received enough copies from the distributor (Comag).

Finally, back orders. Summed up in three simple words – takes too long. As a result, we are losing customers and customers



are losing faith in the partworks market.

To conclude, the partworks industry needs a major overhaul. Today I am waiting on almost 75% of this week's stock to arrive. According to EMND, the publishers have not sent the stock yet. According to Comag, it is due to an IT issue.

Chris Smith

O'Connell Street News Kiosk,
Dublin, Ireland

An EM News spokesman said:

"EM News is disappointed to learn Mr Smith is experiencing problems with his partwork supplies. Supplies are allocated based on historical sales information and within supply chain parameters, in order to maximise availability of copy across the trade. Customers are provided with a week's advance notice of all new titles in our weekly newsletter, Headlines, which is distributed through iMenzie's. Demand for early issues of partworks

can be variable, and as such the business re-circulates copy through the back order system involving both distributor and publisher. EM News may need to reduce individual standing orders to ensure each of our customers receive supplies, and meet the overall expectations of the publisher with regard to likely supply and demand. EM News will continue to work closely with publishers to resolve these issues and improve customer service levels in this area."

Fobbed off over scanner problems

Recently, my Camelot terminal scanner has not been working. When I emailed Camelot to let them know I was told to go to the National Lottery Retailer site to watch the video or follow the steps provided in the email.

After being unable to successfully do what was suggested in the video I emailed Camelot again.

The reply that I received was that it was not the support team's problem and that it was an account issue – despite the subject of my email clearly stating it was a terminal issue – and suggested that I ring the premium number.

Overall, not having them give us an exact answer is delaying us even

more. Camelot needs to think about its independent retailers and improve its support team.

Jay Patel
Premier, Waltham Abbey

A Camelot spokesman said:

"We're sorry to hear about the recent issues Mr Patel has been experiencing with his terminal. The website includes a series of video tutorials to help solve some of the most common technical issues. However, there still are some circumstances – such as Mr Patel's recent issue – where a retailer needs to call us. My colleagues have contacted Mr Patel and have arranged an engineer to help sort out any outstanding issues."

Why is my wife waiting for her prize?

My wife entered a competition organised by

Philip Morris at a Palmer & Harvey show in April.

After the show we got a phone call from a marketing company telling us that she, along with another three retailers in London, had each won a £1,000 cash prize.

Nothing happened for a while, then six weeks ago we got a call saying they had the money, and were waiting for it to be allocated. We've heard nothing since and I'm concerned that Philip Morris has given the money to this marketing company and it's sitting on it.

John Vine
Newsworld, Shropshire

Jerry Margolis, sales director at Philip Morris said:

"Unfortunately, there has been a delay in the issuing of these prizes, but that is now resolved and I would like to apologise to the competition winners and reassure them

that they will receive their prizes shortly."

Subs offers have halved my Radio Times sale

I am writing with reference to the letter from Amit Patel that appeared in RN's 5 August edition.

Having looked at our sales history of Radio Times South West, there is a clear drop in weekly sales from 120 per week down to an average of 60 since it has started offering customers direct subscriptions.

As a result, we are losing sales in other areas and people are buying fewer copies of our other magazines too, as there are so many adverts encouraging readers to

subscribe directly to other publications.

Why are coupons not being offered, like with newspapers, to keep the readers going into shops?

Duncan Finlayson
Paper Shop Honiton, Devon

A Radio Times spokesman said:

"The RSV and margin made by retailers on Radio Times is higher than it was in 2000. We have looked carefully at developing a subscription via retailer business, but as a weekly magazine rather than daily newspaper we haven't found a way to make it work without damaging revenues and profits for retailers and ourselves alike. As such, we will continue to focus on supporting retailers as we always have, such as with regular merchandising calls to stores to help retailers with their range management, and by continually investing in our product to drive demand."



Part 3

SUMMER SCHOOL



Britvic

The soft drinks market is changing, with full-sugar sales falling by 0.5% over the past 12 months and the low-calorie segment picking up the slack with growth of more than 3%. In this week's Summer School, Britvic's commercial director Nigel Paine discusses key trends, innovation, sales ideas and opportunities in this market



RETAIL NEWSAGENT What have been the key changes to the soft drinks category in the past 12 months?

NIGEL PAINE Over the past 12 months, the soft drinks category has stood its ground in convenience, increasing sales by 0.1%. The majority of growth was driven by water, water-plus, energy and iced tea and coffee. The low-calorie segment benefited from the trend for healthier soft drinks, achieving 3.3% growth, versus full-sugar soft drinks, which declined by 0.5%. Almost two thirds of low-calorie growth was seen in energy (11.0%) and cola (1.2%), reinforced by marketing campaigns which focused on no or low-added-sugar ranges. Soft drinks is the only impulse sector in the top five categories cited as a footfall driver in convenience stores. It was also ranked the number one category bought for a food-to-go mission. Retailers have taken advantage of the category's versatility by pairing single-serve formats with meal and snack deals and top-up offers in meal-for-tonight deals.

RN What are the best-performing market innovations?

NP Earlier this year, we launched 7Up Mojito Free, available in 600ml bottle and 99p priced formats, and supported it with a multi-channel campaign titled "Dive into Freshness". We also refreshed our juice drink brand, Drench, unveiling new packaging and a reformulated recipe which is free from artificial sweeteners, colours or flavourings. The relaunch responds to the demand for a grown-up solution to keep adults in the category. We also added Purdey's Edge. This, alongside the original Purdey's Rejuvenate variant, taps into the increasing consumer demand in soft drinks for vitality options. The launch followed the release of the brand's 'Thrive On' campaign featuring Idris Elba.

RN With the impending sugar tax, what percentage of a retailer's range should now be given to low or no-sugar drinks?

What three things can retailers do to manage their soft drinks better?

- 1 Try stocking sugar-free variants of your soft drinks. It's important to offer your customers choice.
- 2 Partner soft drinks with food and promote your offer in-store, outside and in the shop window.
- 3 Watch the weather and review your range to prepare for hot days, moving stock into the fridge.

“Almost two thirds of low-calorie growth was seen in energy (11.0%) and cola (1.2%)”

NP There's no exact formula as every store is different, in terms of location, customer base and best-selling products. So it's important for retailers to take time to understand their customers, review sales data, identify trends, and shape their ranges accordingly.

RN What support can retailers expect from Britvic this year?

NP We'll be working with our Britvic Business Builders to deliver advice from experienced retailers combined with the expertise of our Britvic team on how to maximise soft drinks sales.



★ ★ Soft drinks in focus ★ ★

Key trends At the heart of trends in the soft drinks market is an increasing interest in healthy lifestyles. This has driven a decline in the sales of full-sugar drinks, but a significant growth in sales of water and other low-calorie soft drink products.

Latest news In addition to product launches such as 7Up Mojito Free, Britvic is supporting retailers with its Britvic Business Builders initiative, where retailers and its team provide category management advice.

Top tip Create theatre, especially by supporting sporting and seasonal events. It generates a great atmosphere and allows you to build relationships with customers.

★ ★

★ ★



Don't miss part 4, next week



no added
sugar

2 FOR £1

ON PACK PROMOTION
NOW AVAILABLE



2 FOR £1 ACROSS THE
ROBINSONS FRUIT SHOOT RANGE

NO ARTIFICIAL COLOURS
AND FLAVOURINGS

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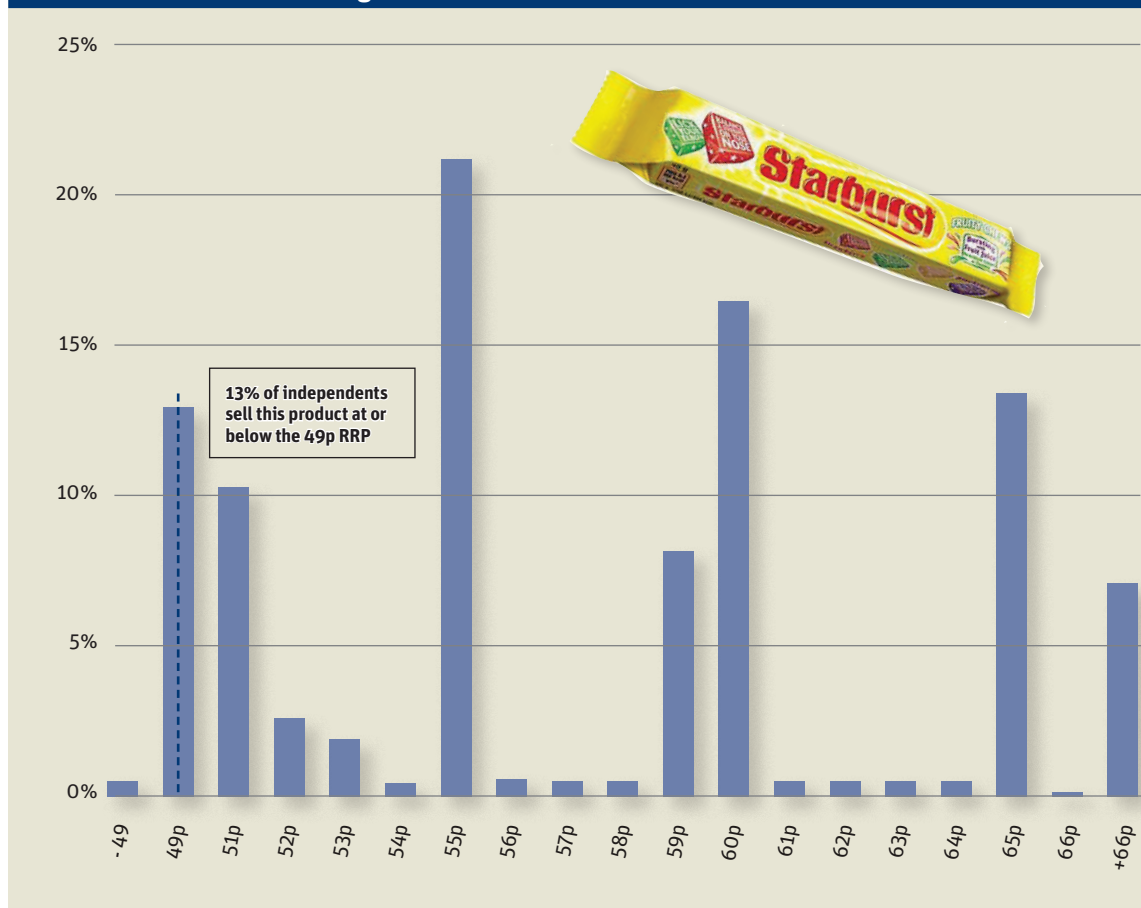
PRICEWATCH

Benchmark your range against your peers

In focus Sugar confectionery

Sample prices

STARBURST FRUITY CHEWS 45g Price distribution %



Analysis

Retailers' pricing on sugar confectionery differs quite dramatically to the RRP's set by Booker, which range between 35p and 51p on the brands on this week's table.

With the exception of price-

marked Maynards Wine Gums, the average selling price of every product is above the RRP. On our graph, just 12.3% of retailers sell Starburst Fruity Chews at its RRP of 49p.

Instead, the most popular price

chosen by 21.7% of retailers is 55p, while one store goes as high as 80p.

Retailers we spoke to attribute the increases to reasons such as margins and adding 2p to all RRP's to recover profit after theft.

PRODUCT

Rowntree's Fruit Pastilles
52g

Skittles
55g

Rowntree's Jellytots
42g

Starburst Fruity Chews
45g

Maynards Wine Gums
52g

Rowntree's Randoms
50g

Tooty Frooties
42g

Polo Fruits
37g

Maynards Wine Gums
52g

Bassetts Cherry Drops
49g

Fruittella Strawberry
41g

Chewits Strawberry
30g

How we drive our profit

Samatha Coldbeck

STORE Wharfedale Convenience
LOCATION Hull
SIZE 1,600sq ft
TYPE neighbourhood

TOP TIP

We place sugar confectionery in our dedicated children's zone to maximise sales to these target consumers



We set our prices at 2p above the wholesalers' RRP's because a lot of sweets get stolen and we have to make up for that loss. We have a wide range, but Fruit Pastilles and Rowntree's Randoms are definitely our bestsellers. I think the Randoms advert has stuck in people's minds as other brands have not been very visible recently. I get sweets from Booker 95% of the time, but also buy them from Hancocks and a local wholesaler as they have different promotions. Sales aren't massive in the summer as we get a lot of customers from the local junior school.

Mark Ansell

STORE Liskeard News
LOCATION Cornwall
SIZE 750sq ft
TYPE town centre

TOP TIP

I try to ensure all my sugar confectionery earns at least a 30% margin



When they are available from my wholesaler, three-for-£1 offers are very popular. I use a local wholesaler because I find they have the best promotions. I can get deals like this and still keep a margin of at least 20%. Individually, most of my sweets are priced around 55p so I can protect my margins. I only do pricemarking if it is reasonable or fair – at one point a lot of brands were pricemarked but the margins were so low it wasn't worth it. Fruit Pastilles are my bestseller, especially now they come in a £1 bag.

➡ 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 SMALL NEWSAGENT IN SEASIDE KENT RESORT	RETAILER 2 LARGE SHOP ON RESIDENTIAL MAIN ROAD IN EAST ANGLIA	RETAILER 3 SMALL CITY CENTRE SHOP IN EDINBURGH	RETAILER 4 MID-SIZED STORE ON PARADE IN SOUTH LONDON	RETAILER 5 VERY LARGE SHOP IN HIGH RISE GLASGOW SUBURB	RETAILER 6 STORE IN RESIDENTIAL AREA OF VILLAGE NEAR BRISTOL
58p	51p	50p	55p	65p	–	60p	65p
59p	49p	49p	65p	65p	49p	62p	65p
57p	51p	–	–	50p	49p	54p	40p
57p	49p	50p	–	65p	49p	57p	65p
50p	50p	50p	50p	–	–	50p	–
58p	51p	–	–	65p	55p	51p	65p
57p	51p	–	–	–	–	60p	65p
56p	50p	50p	–	65p	–	50p	–
59p	51p	–	–	65p	55p	–	–
61p	51p	–	55p	65p	–	60p	–
50p	45p	–	55p	60p	40p	–	–
41p	35p	35p	40p	40p	35p	35p	–

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Rowan Reavley

The Village Shop,
Stanton St John



Views Farm
eggs, £1.65 for
six large eggs



Where did you discover them?

The company was already supplying the shop when I took it over. We are lucky to still have a local egg supplier, though, as all the others in the area closed because of profit reasons. They are still in demand in the shop. I always sell out before my next delivery and am continually increasing my order. Despite being a quiet village shop I sell about 50 boxes a week.

Who buys them?

We have a lot of bakers in this village, so many of them come in for their eggs, especially at the moment with parents baking with their children over the holidays. Another popular time is in the morning, paired with the other ingredients for a fried breakfast.

Why are they so successful?

The farm is not very far up the road and when you drive past you can actually see the hens the eggs come from in the field. Plus, once someone has had a farm fresh egg, they find they taste so different they rarely go back to buying from a supermarket.

Baz Jethwa

STORE Costcutter
LOCATION Bolton
SIZE 2,400sq ft
TYPE neighbourhood

TOP TIP

I always have sweets on promotion, which I change every three weeks



I round all my sweet prices up or down from the RRP so they either end in a 5 or a 9. I have found this simple price plan is easier for customers because they don't understand why something would be 62p, for example. I get all my sweets from Booker but they only sell well on promotion, so I make sure I have the right offers for customers. These tend to be either two or three single packs for £1. Confectionery has got more and more expensive over the years so I try to be competitive.

Ashraf Ali

STORE Gothenburg Convenience Store
LOCATION East Whitburn, Scotland
SIZE 5,000sq ft
TYPE village

TOP TIP

I make sure my offers are better than the forecourts in my area



I follow the RRP's suggested by United Wholesale and always do the deals they have advertised in their leaflet and find I get a good margin. Most of my sweets are sold to either children or workmen and they are always on deal to keep steady sales. The best offer for me is two packets for 70p because some at other places nearby you can get only one packet for the same price. I also include sweets in my countline chocolate deals, which clearly works well because I am ordering in sweets every week. ●



David's a high flyer

Located near Gatwick Airport, West Sussex retailer David Wyatt, works day and night in his shop to ensure his customers get what they need. From breakfast on the go, to energy drinks for night shift workers, David's shop has it all. **Rachel Barr** reports

Being located a stone's throw away from Gatwick Airport, West Sussex retailer David Wyatt has tailored his store to meet the needs of the shift workers and weary travellers who come through his door at all times of the day and night.

The 1,500sq ft Costcutter and Shell forecourt is just five miles from the airport, which employs more than 21,000 people, and is next to a large carpark for Gatwick's travellers.

Shoppers can stock up on essentials or a hot snack before they travel home at any time because the shop is open 24 hours.

David's store specialises in food to go, offering fresh coffee and bakery products, freshly-made sandwiches and curries and jacket potatoes.

"We have Seattle Coffee, which is very popular, and I sell 110 to 120 coffees a day at around £1.60 profit per £2.19 cup sold," he says.

"I use Cuisine de France and Country Choice for the bakery and items such as sausage rolls. It has built up over the years and we now sell at least £600 of bakery products a day.

"For breakfast, along with croissants, we have breakfast wraps and rolls made to order, along with a 'breakfast-in-a-box,'" he adds.

This breakfast-in-a-box is a traditional full English breakfast to take away – complete with baked beans – and is made fresh to order.

Catering for holidaymakers and shift workers also involves stocking a strong range of energy drinks.

"Energy drinks are positioned right by the door. They are massive for us, because of all the customers working at or travelling to Gatwick, and late night drivers too," says David.

"We used to have a really wide range but now stick to Red Bull and Monster and a value alternative."

A dedicated e-cigarette section next to the till is another draw and David has thrown himself into developing this category recently with impressive results.

In the last four months, he has seen a 600% increase in sales after installing a standalone unit holding 48 Liberty Flight flavours and accessories.

"People who work shifts know they can come in any time if they have run out," he says.

Another popular area is the off-licence, especially after the store was granted a 24-hour licence in July.

"We get night shift workers in the early hours buying a bottle of wine or some beers to go with their dinner," says David.

"The off-licence is very competitive and promotions account for 70% of the section's £19,000 a week turnover.

"Deals such as £4.99 for Gallo's Family Rosé and £5.99 for a bottle of white Blossom Hill are popular."

To drive further sales from these sections David decided four years ago to put

“I read Retail Newsagent because knowledge is everything. It gives me feedback on what other retailers are doing so I can get ideas on what to do next.”

DAVID WYATT



“For breakfast, along with croissants, we have breakfast wraps and rolls made to order, along with a breakfast-in-a-box”

the majority of his advertising on two flat-screen televisions.

“It’s much clearer and they change throughout the day so we can tell people about breakfast options in the morning, for example, then alcohol later in the day.”

With profits up 3% year on year, and a turnover of £35,000 a week excluding fuel, David now plans to add even more services, but doesn’t have space to do so in the current store.

He has therefore drawn up plans for an extension to double the size of the shop, although uncertainty about the effect of the Brexit vote on employment and traveller numbers at Gatwick means he has put them on hold for six months.

When the refurbishment goes ahead, however, David plans to install a diner-style seating area so he can offer gourmet burgers in the evenings.

Other ideas include a protein bar, offering barista coffee and milkshakes.

“I also want to double the alcohol section and set up an app so people can order, for example, a coffee, burger and a packet of cigarettes. They can then set a time and the order will be ready when they come in.”

David says the changes would be an exciting development of the 20-year-old site, allowing him to future-proof and further tailor his services for his unusual customer base. ●

VISIT MY SHOP

Costcutter

Snowhill
Cophorne Road
Cophorne
West Sussex
RH10 3EQ



Want to see more of David's store?
Go to betterretailing.com/david-wyatt

ACADEMY IN ACTION



Search
#IAA16 for
ideas and
inspiration

Digital Engagement

Building and maintaining a strong online and social media presence is key in attracting more trade. The IAA's Darren Rackham joined News UK's Jacob Dankwah at Bobby Sood's Portsmouth store to help him understand how to do it



Name	Bobby Sood
Store	Falcon Convenience Store
Location	Portsmouth, Hampshire
Size	650sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the final part in a series of 12 features to show you how retailers are working with our partners to follow the Academy's advice and grow their sales.



Being the only retailer on the road into a busy shopping precinct means an endless stream of regular passing trade for Bobby Sood. And after 32 years in business on the same site, Bobby and his family, including mum Linda and dad Kamal, certainly know their customers and their needs well.

But Bobby's been wondering about the customers he doesn't see. How does he reach the ones who pass by the family's CTN, off-licence and convenience offering but don't come in?

News UK's trade marketing executive Jacob Dankwah offers a simple solution: pull them in digitally. Jacob shares plenty of ideas on how Bobby can do this using social media, online tools and in-store technology. Here, we explore his best three.

My challenge

Bobby has a busy store with lots of passing trade but he's unsure how to use digital tools like social media to attract them into his store





INDEPENDENT
Achievers Academy

News UK

IAA ADVICE

1

Have a Facebook page and engage with customers through it

Bobby says he has set up a Facebook page but hasn't used it because he worried it would be too time consuming. Jacob says it doesn't have to be. "Bobby can start by creating a steady current of engagement," Jacob says. "Just a few conversational things each day. For instance, if it's a hot day, he can use Twitter to shout about a soft drinks promotion and pull that across to Facebook." Jacob says Bobby could use Facebook to "piggy-back" events. "Find out what's going on locally, things like the Isle of Wight Festival, offer a great in-store promotion on alcohol, for example, and shout about it." Bobby agrees this is a great idea. Jacob advises Bobby looks at how Facebook is used by other stores, and suppliers, like News UK, and symbol groups like Bobby's own, Premier for inspiration.

2

Use Twitter to talk to customers and suppliers

Jacob says using Twitter is one of the most effective ways for retailers to create awareness. "It's quick, easy to use and great for shouting about your promotions," he says. "Bobby could hand out leaflets and engage with customers in-store, asking them to follow him on Twitter" Bobby asks Jacob how else, besides promotions, he could use Twitter. Jacob identifies a small HND sign in Bobby's window. "I think customers may miss that," he says. "But with Twitter, you can tell everyone about your HND service without them even being near the shop." Bobby says he likes this idea a lot. Jacob directs Bobby to the News Retail Plus website and to case studies with other retailers who have grown their HND. "There's a lot of best practice advice here on how to get the in-store offering right too," Jacob adds.

3

Use technology in-store to communicate offers to shoppers

Jacob is impressed by Bobby's in-store signs highlighting the excellent promotions on wine and confectionery but thinks he could do more. Bobby agrees, "A lot of people don't travel further back than the till so they miss the promotions further in". Jacob suggests the use of a beacon; a small Bluetooth device that interacts with a smartphone. "These can be used to transmit information on current or upcoming deals to smartphones within range. News UK have been working with Big DL to enhance retailers' engagement, so it is a great time to utilise this technology. It's about increasing footfall and, like social media, increasing awareness of your presence." Jacob says it would be good for Bobby's store because of his position. "He could pull in shoppers with his promotions before they get to other stores."



WHAT WE LEARNED



Jacob says

"Bobby's store is in a prime location, but he can make more of it. He is very engaged with his customers and could easily transfer that engagement to a social media platform, or use beacon and promotional applications. People buy from people and Bobby's personality would come across brilliantly on Twitter. He could easily attract more customers this way. His HND service and in-store solutions could benefit from advice on the News Retail Plus site"

Jacob Dankwah

Trade marketing executive,
News UK



Bobby says

"Jacob came with great ideas, particularly about using social media. I intend to use Twitter to build a following, schedule daily shouts about our promotions and to develop new relationships. I will look at examples where other stores use it and develop my own voice. I am definitely interested in the beacon technology Jacob talked about. It would be great to flag up our offers to people in the vicinity."

Bobby Sood

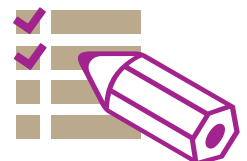
Falcon Convenience Store,
Portsmouth, Hampshire

Bobby's action plan



- Associate the shop with local events on Facebook and link to promotions in-store
- Use twitter to raise awareness of the HND service and build new relationships with customers
- Install beacon and application technology to send special offers out to attract passers-by into the store

Your action plan



- Check how your digital engagement compares on **betterretailing.com/digital-engagement**
- Email **iaa@newtrade.co.uk** to find out how you can take part in a future visit from one of our partners
- Use the free tools on **betterretailing.com/IAA** to increase your sales

TECHNOLOGY



Richard Holder

Director,
Reposs



EPoS supplier

What should retailers who want to change systems look out for?

One problem retailers face is they could sign into contracts then find their new system doesn't serve its purpose, so they need to check it will fully meet their needs before signing anything. There are a lot of people trying to muscle in on the market because they see it as easy. But that's happened for years – and people get out just as quick.

The future of EPoS

in 10 questions



As PayPoint prepares to launch its new PayPoint One tablet-based system next month, **Toby Hill** puts 10 key questions about the future of EPoS to leading suppliers and innovative retailers

Stephen Burnett

Chief executive, The Retail Data Partnership



EPoS supplier

What have been the most important developments in EPoS in recent years?

Over the past 15 years we've seen EPoS suppliers draw together a lot of different parts of the distribution chain. So now, most serious EPoS suppliers can link their systems with major wholesalers. As a result, automatic price updates, delivery notes and order data are all things that serious retailers take for granted. It will be interesting to see whether newcomers such as PayPoint will manage to recognise and master these disciplines.

Dave Hiscutt

Westham Road Londis,
Weymouth



Retailer

What functions are most important for retailers in an EPoS system?

The ease-of-use of the interface is crucial for retailers. It's all about making it as simple as possible. New entrants to the market like PayPoint will need to make sure their EPoS is user-friendly, that it pools the right data and puts that data in the right format for retailers to be able to use it to make decisions. This is very important in terms of sales, ordering new stock and waste management. We've looked at some other systems and they were shocking – they couldn't handle overlapping orders, for example.

Peter Mann

Nisa Local,
Luton



Retailer

Which EPoS launches have you tried, and how could they have been better?

Nisa launched an EPoS product several years ago, Epositive, and it took a number of years to settle down. For a long time, small problems and issues kept coming up that they had to deal with, one after another. If I was to work with a new company it would have to be well-established, one that I could trust – my EPoS system is just too central to my store for me to be willing to take a risk.



Stephen Burnett

Chief executive,
The Retail Data Partnership



EPoS supplier

What areas should EPoS suppliers be focusing on as they update their systems?

Ease of use, the resilience of the system, and support when things go wrong. These things might seem basic but they are absolutely crucial for retailers on the ground. EPoS systems are pushed pretty hard at the point of sale, so they do have problems, and people judge us on how we resolve these problems. You can have a really fine system, but if your customer support is slow or inadequate, it's going to be hugely frustrating for your customers.

Ramesh Patel

Director,
CES Software



EPoS supplier

What changes to your EPoS system have you been working on recently?

We've been working on an update for our CES Touch system, based on customer feedback, which launches on 31 August. It will offer retailers improved stock control and provide them with easy access to all the information they need. It also updates our credit debit card system with an integrated payment solution and brings together a range of retail services, including loyalty card schemes and pre-scheduled happy hour promotions.

Peter Mann

Nisa Local,
Luton



Retailer

What innovations would you like to see in relation to convenience trends?

With plain packaging coming in for cigarettes, it would be great to see cigarette gantries integrated into EPoS systems. You would tap a button and it would dispense your cigarettes – that way you can fill your gantry at the start of the day and there's no need to open it again. Also, as part of stores going increasingly paperless, I would be interested in electronic price tags, where you can change prices without having to go to the back office and print out a whole new list of physical tags. More integrated credit card and payment systems are always welcome too, where we're using our broadband services so transactions go through without any delay.

Richard Holder

Director,
Reposs



EPoS supplier

What do changes in the convenience sector mean for EPoS suppliers?

Going forward, a key priority for EPoS providers has to be providing a solid system, which has all the back office stuff that is standard for retailers now, but which is also tailored to customers' specific needs. So for convenience retailers, it needs to have lottery and links to newspaper wholesalers, but it also needs to have scales because fresh produce is coming on strong in the sector, and it needs to be flexible and able to deal with local or one-off products.

Paul Cheema

Malcolm's Nisa,
Coventry



Retailer

What improvements would you like to see in your current EPoS system?

There is definitely room for improvement. I'd like to be able to move around the shop with a tablet, for example. And at the end of the day it's all about data integrating with back office management, and there's definitely room to make this smarter. But on the other hand, EPoS is there to enable you to use data to run your store and maximise profits, and I wouldn't want to over-complicate it. We've got other methods for running our fridge temperatures, for example, and I wouldn't want to see that integrated into my EPoS system. ●

Rocky Sandhu

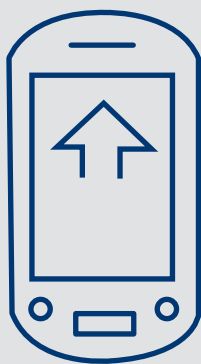
Go Local Extra,
Chesterfield



Retailer

Would you recommend any lesser-known EPoS suppliers?

I changed my EPoS supplier last January and the new one, from a company called Just Retail based in Nottingham, has been fantastic. He's always looking for ways to innovate and has included a lot of really useful integration in the system: he's given me a handheld terminal; the system flags up any errors when I'm ordering stock; he's even hooked up the EPoS to the store camera system, so when I'm abroad I can see every transaction going through the till and the cameras. There's also space for creativity, so I can add my own food to go, with a photo of each sandwich, for example.



MAGAZINES

Do you know which 2016 launches have become instant bestsellers? What is the big trend in children's magazines this year? Which classic titles have grown sales through retail in the past 12 months? **Chris Rolfe** decodes the latest magazines sales data to find out

Build on your successes

If you are in any doubt what the major trend in children's magazines is right now, the latest sales figures from the Audit Bureau of Circulations can clear that up.

Lego titles dominated the newsstand in the first six months of this year, with four magazines – all under two years old – putting in noteworthy performances in stores.

Star Wars Lego, which launched last year, climbed into second place in the children's chart, with 80,012 copies sold per issue. Lego Ninjago climbed into third place, grew its annual retail sales value by nearly £2m and sold an extra 19,809 copies per issue compared to last year. Meanwhile, after just four months on sale, Lego Nexo Knights climbed into the top 100 bestsellers. Lego Friends also grew retail copy sales and sales value.

While the children's sector was once again the place to find all the newest titles, it was also a place to find growth from classic brands, with Peppa Pig Bag-o-Fun, CBeebies Art and Special, Sparkle World and Girl Talk among the highest climbers. One of the most enduring brands of all, Top of the Pops, continued to grow its sales after a relaunch last year, selling nearly 1,000 more copies per issue than this time a year ago.

Away from the children's sector, home interest, cooking and gardening titles also proved that classic brands can grow sales without resorting to an over-reliance on price

promotions, doubtless boosted by a sluggish UK housing market.

Ideal Home posted the biggest rise out of the seven titles that achieved a 6.4% circulation growth, selling more than 7,000 extra copies per issue. Meanwhile, 25 Beautiful Homes, Homes & Gardens, Delicious and Garden Answers also grew copy sales and grew or maintained their sales value through retail.

TV listings titles continue to face the toughest competition from free rivals, so the growth in retail sales value for all but two of these magazines is another ongoing and noteworthy trend.

In the first six months of the year, market leader TV Choice, Radio Times, TV Times and TV & Satellite Week all grew in value on the newsstand, with cover price increases helping to offset the effect of falling circulation.

In the women's monthlies market, Cosmopolitan also achieved a newsworthy result after its publisher Hearst took an entirely different tack to grow sales. It slashed Cosmopolitan's price from £3.80 to £1 last September and the effect in the first half of this year was a 72.7% rise in year-on-year volume sales, albeit it with around 100,000 copies given away free. Even with these free copies taken into account, Cosmopolitan remained the only women's monthly title to grow copy sales.

That said, while Yours, Women & Home, Hello! Fashion Monthly, Tatler and Harper's Bazaar lost



ABCS IN NUMBERS

Of the 143 magazines that posted sales results

24 GREW YEAR-ON-YEAR COPY SALES ON THE NEWSSTAND

4 LAUNCHED THIS YEAR

7 LAUNCHED IN THE PAST 12 MONTHS

50 GREW OR MAINTAINED RETAIL SALES VALUE YEAR ON YEAR

4 NEW TITLES LEAPED INTO THE TOP 100 BESTSELLERS





Great displays and a strong range will make your store a destination for magazine buyers



Lego titles dominated the newsstand in the first six months of this year

circulation, each title increased its cover price and maintained its annual retail sales value, whereas the estimated annual £5.6m sellers earned from Cosmopolitan this time last year has fallen to £3.2m in this set of results.

Overall, it is an inescapable fact that sales of print titles are falling. However, publishers make a very valid point about maximising sales from them. Print titles, they advise, should be seen and treated like fresh food to go: new issues are supplied every day, week, fortnight or month; they have a short shelf life, but if displayed effectively, can attract impulse sales, work in cross-category promotions and make your store a destination.

For retailers who are prepared to take a fresh look at their newsstands and choose to see magazines in a new light, there is a significant profit opportunity to cash in on.

NEWSSTAND TOP PERFORMERS



HIGHEST NEW ENTRY

Star Wars Lego
Taking second place in the children's category and 48th place in the top 100, this title has grown newsstand sales by 21,934 copies per issue since February's ABCs.

BEST LAUNCH OF 2016

Lego Nexo Knights

Tapping into the most profitable trend in the children's magazine market, this monthly Lego title launched in February and sells an average 51,005 copies per issue.

BEST OVERALL PERFORMANCE

Lego Ninjago
The growth of this magazine beats all others hands down, with year-on-year volume sales up 34.1% – an extra

19,809 copies per issue – and retail sales value up nearly £2m.

CATEGORY OF THE YEAR (ADULTS)

Home Interest

Of the 24 home interest titles, seven grew year-on-year newsstand copy sales, while eight grew or maintained their sales value through retail.

HOME INTEREST TITLE OF THE YEAR

Ideal Home

This title is singled out from its stablemates for selling 7,024 extra copies per issue and growing sales value by £0.5m, relying on a price rise and quality editorial to boost sales for retailers.

TURNAROUND TITLE OF THE YEAR

Top of the Pops
Classic title Top of the Pops earned this accolade in February and deservedly wins



it again here for its 2.3% copy sales growth and £0.1m

value growth. This time last year, sales were declining, but a redesign last summer has achieved lasting results.

BEST RSV RISE

TV Listings

Copy sales of TV listings magazines continue to fall, but four out of six titles still managed to grow their retail sales value, with the bulk of copies sold on the newsstand.

BEST PERFORMANCE FOR A SMALL CIRCULATION TITLE

Garden Answers

Selling an average 13,504 copies per issue, Garden Answers grew newsstand sales by 7.4% in the past year and, with a coverprice rise, kept its sales value stable at £0.7m.



MAGAZINES

When was the last time you reviewed your magazine range? RN's analysis of the latest ABC figures gives you an easy-to-use checklist of the bestsellers to help you get your range right

Stars of the newsstand

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
CHILDREN & TEEN				
Disney Frozen	84,021	-7.7%	£7.5	■
Star Wars Lego	80,012	–	£3.8	■
Lego Ninjago	77,879	34.1%	£3.3	■
Peppa Pig Bag-o-Fun	68,403	9.3%	£4.1	■
Fun to Learn - Peppa Pig	65,309	-18.7%	£3.8	■
CBeebies Art	61,196	14.6%	£2.6	■
CBeebies Magazine	58,353	-16.0%	£3.5	■
Toxic	57,491	5.7%	£2.8	■
CBeebies Special	55,373	12.2%	£2.9	■
Lego Nexo Knights	51,005	–	£1.8	■
Sparkle World	47,790	17.2%	£2.6	■
Fun to Learn - Friends	46,354	5.5%	£3.6	■
Disney's Princess	45,002	-3.2%	£3.5	■
Top of the Pops	43,737	2.3%	£2.1	■
Andy's Amazing Adventures	41,821	–	£1.2	■
Lego Friends	40,111	11.2%	£1.8	■
Disney Stars	39,407	-1.5%	£1.9	■
Go Girl	39,317	2.5%	£1.6	■
Thomas & Friends	39,156	-6.8%	£2.1	■
Go Jetters	39,000	–	£0.2	■
Star Wars Adventures	38,014	–	£1.8	■
Girl Talk	37,981	26.8%	£3.0	■
Octonauts	34,473	-9.2%	£1.4	■
Swashbuckle	33,284	-34.7%	£1.3	■
Fun to Learn - Favourites	31,907	5.2%	£1.8	■
Ultimate Spider-man	31,596	-1.1%	£1.7	■
Something Special	31,525	-27.2%	£1.1	■
Mega	30,038	-12.9%	£1.3	■
Barbie	29,279	-15.9%	£1.6	■
We Love Pop	29,076	-22.0%	£1.6	■
Girl Talk Art	28,003	-0.9%	£1.3	■
Clangers	26,444	–	£0.3	■
Teenage Mutant Ninja Turtles	25,952	-15.4%	£1.1	■
Peter Rabbit	25,845	-7.9%	£0.6	■
Sofia the First	25,516	-21.9%	£1.4	■
In The Night Garden	25,126	-29.6%	£1.0	■
Toybox	23,421	-6.4%	£1.3	■
Horrible Histories	22,695	-12.0%	£0.7	■
Disney and Me	21,048	-25.2%	£0.8	■
Hey Duggee	20,675	–	£0.6	■
Doc McStuffins	20,641	-41.8%	£0.7	■
Skylanders Universe	13,686	-42.9%	£0.4	■
Doctor Who Magazine	12,382	-4.7%	£0.9	■
Doctor Who Adventures	10,204	-48.6%	£0.6	■
First News	6,508	–	£0.6	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
HEALTH, FITNESS & PARENTING				
Slimming World Magazine	559,534	12.7%	£6.8 *	■
Prima	114,941	-16.7%	£4.4	■
Weightwatchers Magazine	93,040	–	£2.5 *	■
Women's Health	75,415	-9.6%	£3.0	■
Gurgle	7,502	-30.6%	£0.3 *	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
HOME INTEREST				
Ideal Home	120,564	6.2%	£5.5	■
Your Home	95,834	-8.2%	£2.3	■
Style at Home	73,752	-9.4%	£1.8	■
BBC Gardeners' World	68,388	-3.6%	£3.7	■
Country Living	63,475	-9.4%	£3.2	■
BBC Good Food	63,245	-8.6%	£3.8	■
House Beautiful	57,523	-9.0%	£2.6	■
25 Beautiful Homes	54,761	1.7%	£2.7	■
Homes & Gardens	48,708	7.3%	£2.2 *	■
HomeStyle	48,508	-31.3%	£1.0	■
Living etc	45,928	5.1%	£2.0 *	■
Country Homes & Interiors	42,874	-10.0%	£2.2	■
House & Garden	28,254	-3.2%	£1.4	■
Delicious	27,902	4.1%	£1.4	■
Elle Decoration	25,040	-5.7%	£1.3	■
Garden News	22,635	-8.1%	£2.3	■
BBC Home Cooking Series	20,627	8.7%	£0.3	■
Good Homes	20,483	-30.7%	£0.9	■
BBC Easy Cook	16,501	-20.3%	£0.9	■
Garden Answers	13,504	7.4%	£0.7	■
Olive	11,453	-10.9%	£0.7	■
World of Interiors	9,393	-10.0%	£0.6	■
Jamie Magazine	8,702	-25.6%	£0.3	■
Grand Designs	8,175	-16.1%	£0.5	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
MEN'S LIFESTYLE				
Forever Sports	80,253	48.9%	£1.2 *	■
Men's Health	66,523	-24.3%	£2.7	■
GQ	42,951	-12.8%	£2.1	■
Esquire	13,488	-2.9%	£0.8 *	■
Wired	10,544	6.4%	£0.4	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
MISCELLANEOUS				
The People's Friend	152,582	-7.7%	£8.7	■
Take a Break Series	143,987	–	£3.1	■
Private Eye	87,411	-3.2%	£4.1	■
Weekly News	17,727	-17.0%	£1.1	■
National Geographic	17,391	-12.1%	£1.3	■

If you have...



...a core range of bestsellers

Benchmark your range against the titles in purple. These are the top 100 sellers on the newsstand.



...a more extensive range

Check you have the titles in khaki in addition to the top 100.

KEY

Top 100 titles
Newsstand circulations of 5,000 copies or over

* adjusted to reflect significant use of multipacking/price promotions

Source ABC January 2016-June 2016 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
The Economist	15,016	-0.8%	£3.9	■
Jewish Chronicle	10,606	-12.6%	£1.0	■
Monocle	8,891	-14.1%	£0.6	■
The Week	7,605	—	£1.3	■
The Oldie	6,077	—	£0.4	■
Reader's Digest	5,111	—	£0.2	■

MOTORING

BBC Top Gear	38,280	-16.4%	£2.4	■
World of Cars	20,047	—	£0.7	■

MUSIC & FILM

Empire	60,057	-11.2%	£3.2	■
Uncut	16,911	-2.8%	£1.1	■

LEISURE

The Sunday Times Travel Mag	17,627	-8.7%	£0.8	■
Condé Nast Traveller	10,897	0.0%	£0.6	■
Lonely Planet Traveller	9,220	-9.8%	£0.5	■

TV LISTINGS

TV Choice	1,232,038	-3.4%	£33.3	■
What's on TV	940,648	-6.9%	£28.4	■
Radio Times	396,933	-12.6%	£47.5	■
TV Times	179,952	-8.3%	£15.0	■
Inside Soap	100,674	-15.8%	£9.2	■
TV & Satellite Week	96,565	-9.6%	£9.0	■
Total TV Guide	92,467	-10.1%	£5.5	■
Soaplife	41,533	-16.3%	£2.0	■
All About Soap	28,753	-32.5%	£1.4	■

WOMEN'S MONTHLIES

Cosmopolitan	267,682	72.7%	£3.2	■
Glamour	225,474	-20.9%	£4.3 *	■
Yours	183,145	-4.8%	£7.4	■
Woman & Home	179,544	-1.4%	£9.0	■
Good Housekeeping	170,858	-5.7%	£7.4 *	■
Marie Claire	101,055	-9.8%	£4.0 *	■
Red	92,007	-14.8%	£4.6	■
Vogue	88,019	0.0%	£3.5 *	■
Elle	69,442	-28.2%	£3.4	■
Hello! Fashion Monthly	62,012	-30.6%	£0.9	■
InStyle	59,114	-23.8%	£2.2 *	■
Essentials	53,281	-16.2%	£2.0	■
Tatler	25,580	-1.8%	£1.4	■
Harper's Bazaar	24,333	-12.2%	£1.3	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Vanity Fair	19,952	-8.8%	£1.1	■

WOMEN'S WEEKLIES

Take a Break	556,012	-7.7%	£26.6	■
Woman's Weekly	244,925	-4.9%	£12.2	■
Chat	243,458	-7.6%	£11.6	■
Closer	234,557	-14.4%	£17.1 *	■
That's Life	218,614	-8.8%	£8.4	■
Woman	217,258	-9.9%	£11.2	■
New!	211,351	-13.9%	£12.0 *	■
Woman's Own	184,294	-8.6%	£8.3 *	■
Hello!	177,198	-7.0%	£18.4	■
Bella	174,751	-6.0%	£8.8	■
OK!	151,629	-12.2%	£11.5 *	■
Best	139,780	-15.0%	£6.7	■
Real People	137,174	-10.1%	£4.8	■
Pick Me Up	129,012	-7.2%	£4.6	■
Star	123,576	-15.3%	£5.6 *	■
Heat	121,743	-22.7%	£8.2 *	■
Reveal	110,799	-15.3%	£5.0 *	■
Now	104,312	-21.9%	£7.6 *	■
Grazia	90,733	-11.5%	£8.1 *	■
My Weekly	87,378	-6.1%	£4.8	■
Love It!	78,444	—	£2.8	■
Look	75,601	-32.8%	£6.6 *	■



FRESHERS' WEEK

Despite tuition fees tripling in 2012 there are still more than two million students in the UK – an important customer demographic for any retailer located near a university.

Rachel Barr looks at the opportunities Freshers' Week brings and explores how to keep students coming back to your store for the rest of the year

Be their friend



The expert view: How do you appeal to students?

Paul Stone

Spar,
Manchester



I was a student in Manchester myself in the eighties and students probably account for 30% of our customers, so they're a vital part of the business.

During Freshers' Week, when students are first arriving, we stock duvets, cutlery and crockery, as well as a wide range of international adaptors. This is particularly useful for foreign students who come with a suitcase of clothes and little else. I think if you can solve their problems from the start, they'll keep coming back.

We follow Spar promotions at the start of the academic year, which are often focused on easy-cook grocery products like four-pack beans or Pot Noodles, suited to student lifestyles. We don't do many promotions ourselves, but we'll prominently display things like plastic coat hangers and combination padlocks, which sell by the hundreds.

Alcohol is obviously popular with students and we sell loads of little shot glasses, big red cups for parties, and beer pong kits. As well as the products themselves, it's also important to create a good atmosphere in the store. We're open 24-hours and have an alcohol licence until 3am, and we're seen as a fun place to go when you're drunk. Students work in the store and are usually happy to chat, and the music is a bit louder late at night.



I think if you can solve their problems from the start, they'll keep coming back



HOW CAN YOU BRING YOUR FRESHERS' WEEK ALCOHOL OFFERING TO LIFE?

With alcohol perennially popular among students, Craig Clarkson, category & trade marketing director at Heineken UK, and Guy Dodwell, sales director at Diageo GB, provide the following tips on how to set up your category for thirsty customers.

1 Keep displays fully stocked with core brands

Ten core brands, including Strongbow and Foster's, make up nearly 50% of the beers and cider category, so keep these topped-up, with a range in the chiller for those looking to drink straight off the shelf.

2 Present a range of pre-mix options

Students are looking for easy-to-drink and hassle-free options and pre-mix fits perfectly into this. Remember 78% of shoppers who buy pre-mix go on to buy the spirit brand, spreading sales across the rest of the category.

3 Don't forget premium products

Always allocate more space for bestsellers, but do include new products like Strongbow Cloudy Apple and Foster's Rocks, as well as premium options like Amstel, Heineken and Desperados.



4 Take advantage of the power of pricemarking

Pricemarking has been proven to increase sales and is currently available on popular brands such as Smirnoff, at £13.79 for 70cl, and Foster's, at £8.79 for a pack of eight cans.



HOW TO ATTRACT STUDENTS INTO YOUR STORE DURING FRESHERS' WEEK

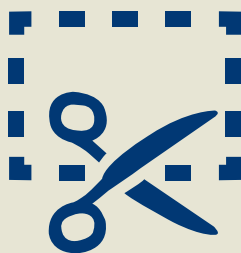
Retailers can deploy a range of tactics to get students wandering into their store for the first time.

Adverts in student newspapers and noticeboards

Family Shopper retailer Khuram Pervez, whose store is wedged between Newcastle and Northumbria universities, circulates vouchers in leaflets and flyers distributed to student housing. These give students £1 off every £5 spent in his store for a limited time.

Keyrings and other stationery

Blean Village Londis owner Bintesh Amin aims to raise awareness of his store by getting other local businesses in Canterbury to distribute branded key rings and other promotional products to their customers. "I am in the process of speaking to clubs and bars in the area that I would like to work with," he says.



Goody bags and giveaways

Successful retailers including Khuram and Paul Stone have used goody bags to highlight their stores to students. They advertise the bags at the front of the store and get staff to hand them out with purchases. Contents include sweets and energy drinks, while one year, Paul added green spoons that students could use to claim a free coffee on their next visit.

A dedicated freshers' display of products and promotions

A dedicated display helps students who are new to the store find what they're looking for. Similarly, blocking related products together, such as beer and crisps, makes that first trip around the store even simpler for new customers. Kate Yateman-Smith, senior brand manager at Gordon's, also suggests creating a calendar display of key promotional dates building up to and including Freshers' Week.



HOW TO KEEP STUDENTS COMING BACK THROUGH THE REST OF THE YEAR

Retailers want to make sure that, during that all-important first visit, students are given plenty of reasons to return again and again. Here are some ideas on how to make that happen.

Create a perception of value throughout the store

Pricemarking is a tried-and-tested method for achieving this. It's available on popular student products such as Kepak-owned Rustlers burgers, pricemarked at £1.99. Placing displays of pricemarked or low-cost products near the entrance helps accentuate a first-time customer's impression that the store offers excellent value.

Promote ready meals and other easy-to-cook products

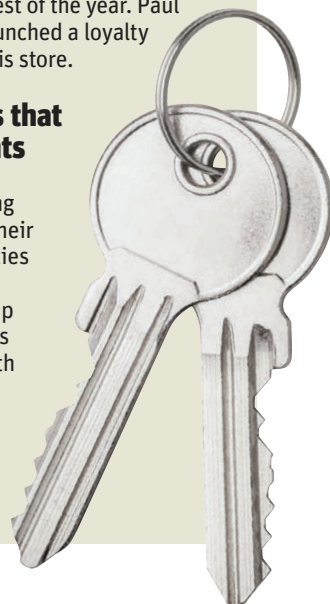
Students aren't renowned for their dedication to cooking fresh food, so a strong selection of single-service meals, snacks and drinks can help retailers target the student lifestyle. The availability of these products can be highlighted by providing free samples during Freshers' Week, a tactic Kepak is employing by visiting campuses and handing out free samples of Rustlers products as part of its FlaminTasty campaign.

Loyalty cards and student discounts

Catching students with loyalty schemes during Freshers' Week should encourage them to return to the store throughout the rest of the year. Paul Stone, for example, has launched a loyalty card for coffee bought in his store.

Offer other services that are useful to students

Wendy Frost in Falmouth, Cornwall, offers key-cutting services to students and their landlords. Other possibilities include package delivery arrangements, easily set up through companies such as Hermes, or teaming up with local businesses to offer a laundry service, dry-cleaning facilities – plus whatever else you can find in your local area. ●



PREVIEW



Leaders of the packs

Philip Morris has introduced a new resealable Marlboro pack in a bid to keep the cigarettes in its Red, Gold and Silver Blue KS 20s packs fresh.

RRP not given

Outers not given

Contact 020 7076 6000



From the USA to UK

Mondelez has launched two new Oreo flavours – Strawberry Cheesecake and Mint – released in the UK due to their popularity in America.

RRP £1.08

Outers 16

Contact 0870 191 7343



Tickets & Tanners

Ginsters packs have a new look thanks to a partnership with the English Football League. £3m is up for grabs with its Tickets & Tanners promotion.

RRP various

Outers various

Contact 01579 386 200



Delights for Diwali

AG Barr is introducing special Rubicon Diwali celebration packs. The new-look packs come in Mango, Passionfruit and Guava flavours.

RRP £1.29-£1.39

Outers not given

Contact 0208 900 9944



Keeping it Simple

Unilever is launching two new variants – Hydrating Cleansing Oil and Dual Effect Eye Make-Up Remover – to its Simple range.

RRP £3.99-£6.99

Outers not given

Contact 01293 648 000



Chopped, chopped

Mondelez has brought out a new Chopped Nut tablet. The 95g bar uses chopped hazelnut and comes in £1 priced packs.

RRP £1

Outers 17

Contact 0870 191 7343



Stoats' new Toasted

Stoats has announced the launch of Toasted Oaty Flakes, a 100% wholegrain cereal which comes in Original and Fruit & Nut flavours.

RRP £2.49-£2.99

Outers not given

Contact 0131 657 9955



Baxter's topper the pops

Baxter's is launching a range of toppers for use in, among other things, burgers and nachos. The four flavours are Spicy Slaw, Red Slaw, tangy Red Onion and Jalapenos.

RRP £1.49

Outers not given

Contact 01343 820 393



TENA for men

Tena has refreshed its range of Absorbent Protectors to meet growing demand in the male bladder weakness category.

RRP £1.49

Outers not given

Contact 01343 820 393



Water good idea

Landmark Wholesale is launching its own exclusive fruit-flavoured water, in four variants, including Strawberry and Kiwi, all with no added sugar.

RRP 35p

Outers 12

Contact 01908 255300



Let's cut to the chase

Herbal Essences is offering shoppers free haircuts at participating outlets when they buy two 400ml bottles as part of a promotion running until 31 October.

RRP £3.99

Outers 6

Contact 0800 597 3388



Getting more Nakd

Natural Balance Foods has launched two new variants into its Nakd range Peanut Delight and Apricot Crunch, and a limited edition Carrot Cake.

RRP 75p

Outers not given

Contact 0845 862 5340



**OF SHOPPERS HAVE BOUGHT
FOOD TO GO
AT LUNCHTIME IN THE LAST MONTH***

HOW WILL YOUR BUSINESS CAPITALISE?
Read RN's Food To Go special on 9 September

Food to go will be worth £2.5billion to convenience stores and forecourts this year according to IGD. On 9 September, Retail Newsagent's Food To Go special will outline ways you can increase your takings in this growing category.

*IGD 2016

RETAIL
NEWSAGENT
rn
NEWS • CONVENIENCE • PROFIT

THIS WEEK IN MAGAZINES

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 @NadiaAlexRN
 facebook.com/retailnewsagent



Sales opportunity

NFRN MEMBERS TO GET PUZZLE EXCLUSIVES

Four Puzzle Life titles are to be made available initially only to NFRN members, giving indies a great chance to cash in on the trend

EYE TO EYE PUZZLES is launching four Puzzle Life titles in partnership with the NFRN – Mini Crisscross, Mini Wordsearch, Mini Codewords and Mini Crosswords. These magazines will initially be exclusively available to NFRN members, but depending on feedback and performance, could be rolled out across the entire independent channel. The initial allocation of the titles – all of which are branded with the NFRN logo – will be four copies each. For the first month of launch a display unit will also be supplied to help drive sales. Retailers who use the display and do not return the magazines early will be automatically entered into a competition to win £500.



MINI PUZZLE LIFE
On sale 25 August
Frequency four-weekly
Price £1.95
Distributor Comag
Display with Puzzler
Collection, TAB Take a
Crossword, TAB Take a
Puzzle

Round up



NADIA ALEXANDROU
 Magazines
 reporter

MAKE SURE YOU STOCK THE BEST

It's good to regularly review all ranges to make sure you are stocking the core bestsellers. With the latest round of magazine ABCs out last week, it's the perfect time to check (see p30-33).

One way to do this is to look for the titles with positive year-on-year growth – which, in a declining market, is a clear sign of future profit potential. But if you want to focus on a smaller range of bestsellers, you need to look at the titles with mass circulation. If you've got these titles, it means you have maximised your chances of driving footfall, incremental sales and overall revenue.

Through RN's calculations, there are 13 titles which are selling more than 200,000 copies per issue through the newsstand. Unsurprisingly, nine of these are women's monthlies and weeklies: Take a Break (556,000), Cosmopolitan (267,700), Woman's Weekly (244,900), Chat (243,000), Closer (234,500), Glamour (225,500), That's Life (218,614), Woman (217,300) and New! (211,300). The two best-selling magazines by far are TV listings – TV Choice (1.2m) and What's on TV (940,000).

Consumer confidence and disposable income have both seen steady improvements during the last few years, according to Marketforce, and publishers have been quick to tap into growing trends and maximise opportunities from strong brand loyalty.

If these trends continue, total retail value sales of magazines will move into positive growth for the first time in 10 years by the end of next year.

So whether you're a newsagent or convenience retailer – now is not the time to be moving away from magazines.

THIS WEEK IN MAGAZINES



Bestsellers Craft

Title	On sale date	In stock
1 Relax with Art	18.08	<input type="checkbox"/>
2 Relax with Art Holiday	31.08	<input type="checkbox"/>
3 Women's Weekly Home Series	01.09	<input type="checkbox"/>
4 Simply Knitting	12.08	<input type="checkbox"/>
5 Ultimate Dot 2 Dot	11.08	<input type="checkbox"/>
6 Knit Today	26.04	<input type="checkbox"/>
7 Let's Knit	05.08	<input type="checkbox"/>
8 Cardmaking & Papercraft	04.08	<input type="checkbox"/>
9 Colouring Heaven	07.09	<input type="checkbox"/>
10 World of Cross Stitching	16.08	<input type="checkbox"/>
11 Love to Make	01.09	<input type="checkbox"/>
12 Simply Crochet	18.08	<input type="checkbox"/>
13 Simply Colour	24.08	<input type="checkbox"/>
14 Crafts Beautiful	19.08	<input type="checkbox"/>
15 Sew	26.08	<input type="checkbox"/>
16 Creative Colouring	24.08	<input type="checkbox"/>
17 Knit Now	18.08	<input type="checkbox"/>
18 Quick Cards Made Easy	16.08	<input type="checkbox"/>
19 Zen Colouring	06.09	<input type="checkbox"/>
20 Papercraft Inspirations	25.08	<input type="checkbox"/>

Data from independent stores supplied by

Smiths.News



AVIATION

The September issue of Aviation News magazine is a British Airways special. It includes tales from a Concorde chief pilot, a feature looking at Boeing 747's progression through the years and a piece covering the BA Heritage Centre. In this issue, readers can also find out about the large, six-engine German flying boat of World War II, the BV 222 Luftwaffe, as well as the diverse roles of UK military comets.



THAT'S LIFE CRIME SCENE

That's Life's latest issue is a summer special and gives readers a chance to win £5,300 worth of prizes. According to its distributor, this issue will generate more than £350,000 this year, and makes up more than 55% of retail sales in the true life segment, along with Take a Break. It is also one of the most established women's brands in the UK, according to Frontline, and is celebrating its 21st anniversary this year.



REALLY SPECIAL SERIES

Really Special Series' latest issue will be a Christmas special and give readers everything they need to make home-made cards, featuring both design ideas and relevant materials. This includes a luxury pack of card-making goodies worth more than £25, as well as another 52-page project magazine. The two-in-one Christmas pack comes with 30 festive-themed decorating papers, more than 70 die-cut toppers, 12 cards, 12 white envelopes, and 15 clear acetate stamps.



TAKE A PUZZLE

This issue celebrates Take a Break's 25th Anniversary, with a chance to win more than £12,000 worth of prizes including a £5,000 gadget giveaway, £2,500 in cash and a three-night break in Milan. Take a Break's puzzle magazine's celebration of its Silver Jubilee will continue for the remainder of the year, with cover mounted pens and £20,000 in additional prize content. This promotion will be supported with PoS in newsagents and daily ads in the Daily Mirror.



POP

This will be the magazine's biggest issue, according to Seymour, with 720 pages and a best resorts supplement. Inside the magazine there's also a 2016/2017 fashion review, 90 pages of German photographer Juergen Teller's adventures and a feature on Turner prize winner Wolfgang Tillmans. The front cover is an exclusive image of a major US star.



On sale 18 August
Price £4.50
Frequency monthly
Distributor Seymour
Display with Flypast, Aeroplane, Flight International



On sale 25 August
Price £1.50
Frequency irregular
Distributor Frontline
Display with Take a Break, Woman's Weekly, People's Friend



On sale 25 August
Price £9.99
Frequency irregular
Distributor Seymour
Display with Woman's Weekly Home Series, Simply Knitting, Knit Today



On sale 25 August
Price £2.30
Frequency monthly
Distributor Frontline
Display with Take a Crossword, Puzzler Collection, TAB Puzzle Collection



On sale 19 August
Price £6.50
Frequency irregular
Distributor Seymour
Display with Men's Health, GQ, Stuff

25 YEARS OF BIG PRIZES AND FAVOURITE PUZZLES

PLEASE DISPLAY PROMINENTLY

£12,000 IN PRIZES THIS MONTH



MOTOR CYCLE NEWS

To celebrate the British round of the MotoGP World Motorcycling Championship, MCN's bumper issue will include a 32-page special preview supplement featuring an interview with the top riders. This issue also comes with 10 posters of the 10 'magic' British GP moments. Normally priced at £2.30, this issue is expected to give retailers more revenue, as well as a 40% increase in retail sales value. MCN is the 14th best-selling magazine in independents.



On sale 24 August
Frequency weekly
Price £2.99
Distributor Frontline
Display with Auto car, Classic Car Weekly, Speedway Star



DISNEY PRESENTS

The second Finding Dory issue of Disney Presents comes covermounted with a Dory craft set. Marketforce has reported the series to be a 'huge success' so far at retail, and is shaping up to be the highest selling issue of the year. Its popularity has also been bolstered by the Finding Dory film, which had the most successful launch for an animated film when it was released in June, according to the BBC.



On sale 25 August
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Frozen, Pink, Disney Princess



LION GUARD

The second issue of Disney's Lion Guard magazine from Panini comes covermounted with a Hungry Hippo game. According to its distributor, the first issue sold well and it expects a continued strong performance from this title. Aimed at both girls and boys aged three to eight, the title is based on the series The Lion Guard, which premiered in April and was the highest-rated TV series launch on Disney Junior.



On sale 25 August
Frequency monthly
Price £3.99
Distributor Marketforce
Display with BBC Showcase, CBeebies Special, CBeebies Weekly



WOODCARVING

The latest issue offers readers the chance to win a woodturner's starter kit worth more than £1,000, appealing to all woodworkers new to the hobby or contemplating starting. The issue also offers a variety of carving projects, including a horse head as well as a step-by-step guide for making furniture panels, and features the making of a totem pole as seen on the cover. Woodcarving is the magazine providing guidance and inspiration for ambitious carvers.



On sale 25 August
Frequency bi-monthly
Price £4.50
Distributor Seymour
Display with Woodworking, Crafts, Woodturning



AVIATION ARCHIVE: HEATHROW – THE FIRST 25 YEARS

This special includes photographic coverage of historic Heathrow, featuring exclusive and rare shots that have never been published before. The words and photographs are complemented by specially-commissioned profiles. With a print run of 13,770, the magazine celebrates Heathrow's 70-year history as, arguably, the world's most famous airport.



On sale 18 August
Frequency bi-monthly
Price £7.95
Distributor Seymour
Display with Flypast, Aeroplane Monthly, Flight International

Industry viewpoint

Sarah Norman
Marketing manager,
Bauer Media



REV UP YOUR SALES WITH KEY ADVICE

Motor Cycle News remains the world's leading motorcycling media brand and with 30% of UK newstrade sale coming via independents, the importance of this channel is continually at the forefront of our minds.

While the average age of our readers continues to rise, the long-standing relationship between publication and reader also continues. It's clear therefore, that these readers are making a special trip to the newsagent, driving footfall into stores with the obvious associated benefits.

MCN's standard cover price has increased by 10p this year and there have been a series of premium issues, where in addition to a supplement and 10 newspaper posters, the issue comes wrapped in a high-quality heavyweight glossy poster. These promotions work exceedingly well for MCN and the premium cover price of £2.99 is delivering additional revenue to retailers too.

As the flagship title in a portfolio of seven motorcycling publications published by Bauer Magazine Media, MCN is reflective of a buoyant industry, which boasts a 6% year-on-year increase in new bike registrations. With plenty of British interest in both domestic and world class motorcycle racing, sports coverage is as popular as ever too.

Underlining Bauer's commitment to motorcycling print media, 2016 also saw the successful launch of Built, a magazine dedicated to the new trend for retro custom-styled bikes, which moves to a regular frequency from November.

Top tip

Ensure that MCN is out on sale first thing every Wednesday morning – 50% of sales are made on day one of on sale.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

HOW MIKE MITCHELSON TRANSFORMED HIS CUMBRIAN POST OFFICE AND STORE

Plus, how to attract additional footfall this autumn with your hot drinks range, and RN takes a look at 10 interesting trends that will grow your magazine sales



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	33	100	8.99
Build the Millennium Falcon	86	100	8.99
Cake Decorating Relaunch	80	169	2.99
Dinosaurs & Friends	79	80	5.99
Jazz at 33 and third RPM	17	70	14.99
Simply Stylish Knitting	34	90	3.99
Star Wars Helmets Coll'n	17	60	9.99
Zippo Collection	25	60	19.99

Eaglemoss

3D Create & Print	84	90	6.99
Build A Solar System	54	104	6.99
DC Comics Graphic Novel	27	60	9.99
Disney Cakes & Sweets	155	160	4.50
Doctor Who Figurines	79	120	7.99
Marvel Chess Collection	84	96	8.99
Marvel Fact Files	180	200	3.50
Military Watches	66	80	9.99
Star Trek Ships	79	78	10.99

Hachette

Art of Crochet	52	120	2.99
Art of Knitting	83	90	2.99
Art of Quilting	34	90	3.99
Art Therapy	75	120	2.99
Build the Mallard	104	130	7.99
Build the U96	104	150	5.99
Dr Who Complete History	26	80	9.99
Draw The Marvel Way	17	100	4.99
Judge Dredd Mega Collection	42	80	9.99
Marvel's Mightiest Heroes	70	60	9.99
My 3D Globe	85	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	78	80	5.99
My Zoo Animals	51	60	5.99
Precious Rocks, Gems & Minerals	83	100	5.99
Real Life Bugs & Insects	1	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**

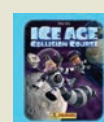


WWE
Stickers **£2.99**
Cards **£0.50**

Panini



Abatons Humans
Starter **£5.99**
Stickers **£1.25**



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



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



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



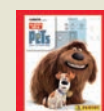
Official UEFA Euro 2016 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



Disney Tsum Tsum Stickers
Starter **£2.99**
Stickers **£0.50**



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



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



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



World of Batman
Starter **£2.99**
Cards **£0.50**



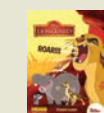
Finding Dory
Starter **£2.99**
Cards **£0.50**



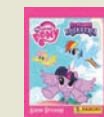
Zootropolis
Starter **£2.99**
Cards **£0.50**



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



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



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

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

Sun	50p	11.15p
Mirror	65p	14.5p
Mirror (Scotland)	70p	15.61p
Daily Record	65p	14.30p
Daily Star	30p	7.26p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.40	32.62p
Times	£1.40	30.10p
FT	£2.70	54p
Guardian	£2.00	44.0p
i	40p	10p
i (N. Ireland)	50p	12.5p
Racing Post	£2.30	54.0p
Herald (Scotland)	£1.30	29.90p
Scotsman	£1.50	33.75p

Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	70p	22.30%
Daily Record	65p	22.00%
Daily Star	30p	24.20%
Daily Mail	65p	22.308%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.40	23.30%
Times	£1.40	21.50%
FT	£2.70	20.00%
Guardian	£2.00	22.00%
i	40p	25.00%
i (N. Ireland)	50p	25.00%
Racing Post	£2.30	23.48%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.50	22.50%

Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	£1.00	21.00p
Mirror (Scotland)	£1.00	21.00p
Daily Record	90p	19.80p
Daily Star	50p	12.085p
Daily Mail	90p	19.26p
Express	80p	17.152p
Express (Scotland)	80p	18p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.90	63.80p
i Saturday	50p	12.5p
i (N. Ireland)	60p	15p
Racing Post	£2.60	61.00p
Herald (Scotland)	£1.70	39.10p
Scotsman	£1.95	43.88p

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

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

Sunday newspapers Margins/percentage

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

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 13-14 August

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,030g	695g	85g	5	50g
Sunday Times	840g	530g	15g	3	5g
Times	775g	395g	85g	2	50g
Guardian	710g	310g	40g	1	40g
Mail on Sunday	685g	270g	65g	4	35g
Sunday Telegraph	635g	345g	25g	2	20g
Mail	600g	205g	60g	4	40g
Sun	495g	175g	50g	3	35g

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

Got a welfare problem?

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GroceryAid is the trading name of the National Grocers Benevolent Fund. A registered Charity Reg No 1056897 (England & Wales) & SC0395255 (Scotland). A company limited by guarantee registered in England & Wales no 4620663.

Worried about the future?

Are you worried about life after retail? Are you leaving the business for emotional or financial reasons?

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- ✓ Financial Support
- ✓ State Benefit Advice
- ✓ Debt Advice Counselling
- ✓ Family Welfare Issues
- ✓ Almoner Home Visits
- ✓ Support for the Disabled and their Carers
- ✓ Housing Options

NewstrAid
The helping hand of the Newstrade
OLD BEN



If you work or have worked in the sales or distribution of newspapers or magazines in the UK, NewstrAid may be able to help you.

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PROPERTY



Selling or buying a business? ...That's our business!



Quality News, Lotto **Nr Preston**
Freehold £420,000 **Ref: T32273NW**

3 bed accom, garage, garden, parking
Same hands 24 years, prime village location
Planning for 220 new houses nearby
Sales iro £13,000pw Lotto £2,500pw +PZ

North West 01704 211900



News, Con **East Northamptonshire**
Freehold £750,000 **Ref: T32192SM**

950 sq ft shop, town centre location
Staff managed, one 2-bed s/c flat
News Bill £8,500 p.w, 1,350 accounts
T/o £20,000 pw & Lottery £4,200 pw

Northants 01564 771770



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Back in the day

100

YEARS AGO

19 August 1916

Retailers were told that all pictorial material sent to enemy or neutral countries would be stopped by the military censor unless it was being sent to British troops interned by the enemy, or if it was deemed the pictures wouldn't help the German war effort.

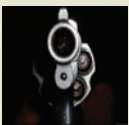


50

YEARS AGO

20 August 1966

RN reported Mrs Doris Ives was back at work having seen off a gunman in her Kent store. The 62-year-old didn't flinch when the 5ft 9in man shoved a gun in her face and told her to give him all the money.



25

YEARS AGO

18 August 1991

If you think falling newspaper sales are simply a preserve of the past 10 years then think again. RN reported that the entire market lost around 1.9 million sales in July 1991 compared with the same figure a year before.



Little Conor's Morrisons obsession just kids' stuff

Most kids cry when they're told, for the thousandth time, they cannot go to Disney World, or the local park. They cry floods of tears until, totally exhausted, they stop, forget what all the fuss was about

and fall asleep. It's the sort of meltdown we've all had (some, let's face it, more recently than others...).

However, we're sure it's not a childhood rite of passage that's ever been caused by being told Morrison's was shut. Most kids hate the weekly shop, it's their ver-



sion of Monday morning at work after a heavy weekend. That is unless your name is Conor Witty.

The two-year-old from East Yorkshire is such a huge fan of the supermarket chain that he

gets in a huge tantrum when told he cannot go to his local store because it's already shut.

A spokesman told The Sun: "We're glad to see that even at his young age, he's such a huge fan of Morrisons."

Each to their own, we say...

Truckers' farewell to fry-ups

Hands up if you, like us, assumed that all lorry drivers live off fry-ups and fatty snacks.

OK, anyone whose hands remain by your sides, you, like us, may have just learned that our haulage heroes are in fact a healthy bunch.

Long gone are the days when a full English would have been demolished before taking on 20 Yorkie bars and a vat full of crisps. Research by the RAC has revealed that 41% of truckers say their

main gripe about their job is the lack of healthy options open to them when on the road.

They realise that hours spent on motorways isn't great for the heart and lungs so are keen to get some goodness in them.

So forecourt retailers around the UK - start ordering truck fulls of quinoa, kale and lentils for our lorry drivers...

OK, maybe that's going just a bit too far...

VIEW FROM THE COUNTER with Mike Brown



The persistence of the NFRN in lobbying government over the issue of retail crime certainly seems to be paying off. On 3 August our BBC local news ran a feature throughout the day on retail crime and the devastating impact it has on small independent retailers.

Chilling CCTV footage of actual attacks involving weapons and the incredible violence used were shown. Teesside branch secretary Martin Ward was interviewed in his shop in Billingham and explained how vulnerable our members felt, especially after the recent spate of attacks in our area.

Parminder Singh prioritised retail crime when he was national president (2010-11). Now, six years later, it is finally on the government's radar.

I recently travelled down to Denby in Derbyshire to watch my youngest daughter play cricket for Sessay Emeralds (based near Thirk) in the Lady Taverner's under-15 T20 finals. This is a national competition for women's cricket.

Unfortunately, rain stopped play and the match had to be decided by a bowl-off, rather like a penalty shoot-out in football. It's a horrible way to decide a match and unfortunately my daughter's team lost.

Visiting my local Booker in Stockton, I noticed a sign in a newsagents' window which read 'Petche's Pies from Gt. Ayton for sale'.

Gt. Ayton is a village three miles from me and as well as being the birthplace of Captain James Cook, it is also famous for its pie shop.

Intrigued, I went in to chat to the owner who said he got the idea at our last branch meeting when we were discussing selling local produce.

The pies have been a huge hit with his customers and the order book is growing every week.

I left with a smile on my face - and a pie of course.

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