

RETAIL NEWSAGENT

A FAMILY AFFAIR

'We modernised
Dad's shop and
grew sales 15%'

RETAILER PROFILE

Page 26 >>



Exclusive JTI interview
'We've trained our reps to
be store experts to increase
your profits' Page 30 >>

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PayPoint: we'll be major tech player



- Company to switch focus from payment services and take on EPoS suppliers with PayPoint One launch.
- New bespoke system will help entry-level, symbol and multi-site retailers, says group. Page 5 >>



SYMBOLS

Bestway and Nisa in frame for merger

Groups deny plans
in place as industry
rumours gather
momentum. Page 6 >>



LEGISLATION

Smiths told: don't pass buck on e-cig mag ads

Wholesaler puts onus
on retailers to vet all
titles for e-cigarette
advertising. Page 4 >>



Going for gold Hunt's Freshfield in Formby is getting into the Olympic spirit ahead of the start of the Rio Games. The store is decorated with Brazilian and British flags and is using the sporting spectacle to promote beers and snacks. An actual 2012 Olympic torch is in the store to give it more of an authentic Olympic touch.

NEWSTRIDE

We'll solve partwork problems, industry pledges

New measures to
fix retailer service
issues. Page 7 >>

RN SUMMER SCHOOL

The first part of our
five-week guide to
improving your store
this summer.

Page 21 >>

Vol 127 No 31
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LEADER



PayPoint's pledge may not win over retailers when the argument is about commission. But what if you change the argument?



CHRIS GAMM

Editor

@ChrisGammRN

Ever since PayPoint announced its commission cap cut in May 2015, the company has been under the microscope. Dozens of RN news stories, thousands of retailers in a Facebook group and even a few national press headlines have demonstrated the level of anger directed towards the payment services provider.

But as the company's founder and business development director Tim Watkin-Rees told me last week, angst at insufficient commission is not a new argument.

Forbuys was the first group to remove its PayPoint terminals, he said, but it quickly came back after seeing sales go down as a result. And while PayPoint has received some well-deserved criticism this time around, he says it has withstood this test, if the number of retailers who have left is anything to go by.

He clearly regrets how the situation was handled, and PayPoint's new pledge to win back retailers' respect is evidence of this.

The pledge alone may never be enough while the argument is framed in terms of commission for bill payments. This argument is never going away, he says. But what if you change the argument?

There are some interesting changes happening at PayPoint. You can read about the company's plans to move from a bill payment business to a major player in the retail technology market in this issue.

PayPoint has asked to be judged on the respect it shows you and the innovation and value it adds to your business.

The number of retailers taking up its new PayPoint One terminal over the next 12 months will be a clear indication of whether it's done enough to win you over. This new argument might be worth listening to.

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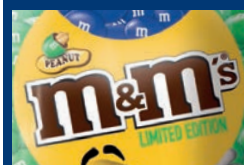
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NEXT WEEK



RN SPECIAL REPORT

Everything you need to know about managing local products



FAMILY NIGHT IN

Get your offer right, whatever your store size

"WITH TOBACCO BEING SUCH AN IMPORTANT PART OF THEIR BUSINESSES, THEY NEED TO GET THIS ABSOLUTELY SPOT ON"

- IN AN EXCLUSIVE INTERVIEW ANDY STEVENS, JTI'S HEAD OF SALES DISCUSSES, PREPARING FOR NEW LEGISLATION Page 30 >>

NEWS



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Retailers urged to check their RDTs

The NFRN and Press Distribution Review Panel have renewed calls for retailers to check their delivery times (RDTs) as delivery complaints continue to increase.

Neil Robinson, chairman of the Press Distribution Review Panel, said: "If retailers know their deliveries arrive later than RDT they have access to the formal complaints process which ensures their complaint is acted on."

"HND retailers are entitled to 55p restitution for every late copy, for example."

News UK agreed to print RDTs on forms attached to its direct to customer deliveries earlier this year.

Jerry Hayes, news operations manager at the NFRN, embraced the move and encouraged Smiths and Menzies to follow suit.

RBS faces retailer backlash

RBS is facing a backlash from small retailers after it warned of fee changes to current accounts.

The bank sent a letter to 1.3 million business clients telling them it will impose a standard business tariff and add costs for services such as cashing cheques.

Mo Razzaq, of Mo's Convenience Store in Glasgow, said: "They've used us as a cash cow and this just nailed it for me to go and look for a better deal."

An RBS spokesman said: "We will consider any necessary action in the event of the Bank of England Base Rate falling below zero, but will do our utmost to protect our customers from any impact."



First sighting of plain packs in wholesale

JTI's Benson & Hedges Superkings Sky Blue is the first brand to be sighted in plain cigarette packs in wholesale. Stephen Barker, of S & J News in Rochester, spotted the packs last week at a Booker branch in Kent. David Worsfold, of Farrants News in Cobham, said it was the first plain pack to appear on his price list. Jeremy Blackburn, JTI head of communications, said: "The popularity and continued success of B&H Blue Superkings has contributed to the reason for them appearing in the new packs at this stage."

Interaction with other products is key New website to educate customers in response to concerns

JTI trains reps to provide cross-category advice

by Gurpreet Samrai and Tom Gockelen-Kozlowski

A leading tobacco manufacturer says it has trained its reps to be store experts to protect retailers as plain packaging legislation begins to impact their stores.

The move is part of JTI's support for retailers ahead of the May 2017 EUTPD II and plain pack sell-through deadline.

In an exclusive interview with RN, the manufacturer also announced it will launch a website this month aiming to educate customers in response to retailer concerns.

Andy Stevens, JTI's head of sales, said: "We've done a lot of training in the past two years to make sure that, as legislation becomes more layered, reps understand the workings of the whole shop."

"Rather than just dealing with tobacco, they understand how tobacco interacts with categories like news and soft drinks. Some of the football tobacco brings benefits other categories as well."

He added the manufacturer will also help retailers with stock rotation, ensuring "those brands that get stuck in the cupboard find

their way on to the shelves".

"If you follow the guidance provided, you should not have any out-of-date stock left," Mr Stevens said.

The website, which will explain what the legislation means to smokers, will be supported by a poster and leaflet campaign which will direct customers to the site, as well as provide basic information on the changes. The campaign will also feature in supermarkets as well as retailers such as McColl's.

"Retailers have asked us 'how are consumers going to know about this?'. At some point the pack of 10 that a

customer has been smoking for years is not going to be there anymore," he said.

"All a retailer needs to say is 'remember we still have your brand in a 20-pack. The brand is not changing, it's just going to be in a different pack size and at a different purchase price.'"

Kamal Thaker, of Stop Shop News in Middlesex, said: "JTI has been very proactive in its communication."

"Rep visits have helped me prepare for the legislation, including seeing photos of plain packs."

● RN interview with Andy Stevens, p30.

Retailers hit out at e-cig ads warning

Retailers have hit out at Smiths News after receiving a letter from the wholesaler stating they could face action for selling magazines with e-cigarette advertising.

New laws mean it is now an offence to sell publications with ads for e-cigarettes in them.

Retailers told RN they

are unsure about where the responsibility lies.

"The legal obligations within the regulations rest with you; it is not for us to vet or inspect titles to check their compliance with the regulations," the letter states.

That interpretation has horrified store owners who

claim they haven't the manpower to check every publication they sell.

Pradip Amin, of Birds Newsmarket in Portsmouth, told RN: "We cannot police this, it's impractical. It should be the publishers' responsibility, not ours."

Manhar Patel, of Chapman's News in East

Grinstead, added: "They are passing the buck. Can you imagine having to go through every magazine?"

Meanwhile, NFRN chief executive Paul Baxter told RN: "We are aware of the letter and in the process of advising our members."

Smiths News declined to comment.

Company outlines 'big player' mission 'No-one else is investing multi-millions of pounds like this'

PayPoint to switch focus from bills to technology

by Chris Gamm

PayPoint has revealed its ambition to become a major player in the retail technology market and a rival to traditional EPOS providers with the launch of its PayPoint One system in September.

The new tablet-based terminal is live in "a few hundred" test stores and will officially launch on 28 September.

Amit Raithatha, who joined the company last August to develop the system, told RN: "We want to be a big player, not just in EPOS, but in central retail services like promotions, loyalty and diary management.

"Technology is a blocker for independents. We are giving them access and allowing them to benefit from it."

PayPoint One will feature a basic EPOS system for entry-level retailers and upgrades for symbol and multi-site retailers looking for a more advanced system.

"We want to make it as simple as possible for retailers that just want to process transactions. But there will also be a much more modern approach to running reports, managing promotions and the back

office," said Mr Raithatha.

"It's like the Sky model," group marketing director Steve O'Neill added. "We

provide the box, then retailers choose either the basic package or one that's been tailored to their needs.

"For a retailer running their whole business from it, or with more than one store, we can flex and grow the system accordingly."

Retailers will be charged a monthly fee rather than an upfront cost, which the company has described as "really competitive".

PayPoint founder and business development director Tim Watkin-Rees said: "No one else is investing multi-millions of pounds like this in the sector. You've got to stick your neck above the parapet with innovation.

"If we custom built a bespoke system for 1,000 c-stores, it would be very expensive. Building it for 30,000 stores makes it much less expensive. Our ambition is to roll it out overseas."



The evolution of the PayPoint terminal

Sugar tax 'update'

The Treasury has said its consultation on the sugar tax will be published "very soon" after speculation the delay was a sign the levy might not be imposed.

Due last week, the report has been pushed back until September with industry bodies hoping the delay is a sign Theresa May's government will scrap it altogether.

A Treasury spokesman said: "There isn't a delay as such. We never announced a date for publication, rather an aspiration to release it before the recess."

NLW hike warning

Trade associations representing 388,000 businesses, including the NFRN and Association of Convenience Stores, have written to Greg Clark, the new business secretary, urging caution over planned increases to the National Living Wage.

They are concerned the implementation of the wage hikes will harm job growth and have called on Mr Clark to create a steering group to allow businesses to voice their concerns.

Hate crime taskforce

New home secretary, Amber Rudd, has announced the creation of a taskforce to tackle a rise in hate crime since the vote to leave the European Union.

In the month following Brexit more than 6,000 cases of hate crimes were reported, with store owners among those feeling most vulnerable.

"The taskforce will help reassure communities experiencing hate crime and give confidence from the police that it's being addressed," Ms Rudd said.

...and pledges respect and better service

PayPoint has promised retailers more respect, better communication and regular innovation that adds value to their businesses in order to win over those still disgruntled by the May 2015 commission cap cut.

Unveiling the new four-point pledge, the

company's founder Tim Watkin-Rees told RN: "We accept we botched the way we handled it.

"As much as we felt the changes were necessary, we didn't do a good job of explaining what we'd done and received an awful lot of well-deserved criticism.

"We don't want to be perceived as all-powerful, or a necessary evil where retailers have no choice."

The first two points of the pledge concern improved retailer support, respect and communication. The third point promises innovative products and services and the fourth to

champion the convenience sector.

"The pledge is a framework, not the deliverables," said Mr Watkin-Rees.

"It can't be a PR exercise. It's what we aspire to and what we want retailers to hold us to account for. We've got to show progress, and we're not there yet."

NEWS

BUSINESS



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Brands sign up to Epoints

Rewards scheme Epoints has partnered with several brands, including Birds Eye and Molson Coors, to incentivise 3,000 UK convenience retailers.

The scheme rewards retailers for meeting set criteria, such as stocking a core range or meeting brand compliance.

The points are awarded through rep visits, which check a retailer's stock against criteria set by brands.

Retailers can then convert the points to a choice of products or experiences.

Mark Biscoe, commercial director at AIT Ltd, which owns both Epoints and BigDL, said: "We would look on average to carry out six visits a year, and retailers can earn between £50-£100 on reward for each visit."

Rav Garcha, of Nisa in Shrewsbury, said: "There are so many loyalty cards out there, so having a universal currency for different brands is a simple and logical way forward."

MFG deal for 19 forecourts

Motor Fuel Group (MFG) is to purchase Synergie Holdings Limited, the Bolton-based network of 19 forecourts situated throughout the north-west of England.

The acquisition, due for completion next month, will take the number of forecourts MFG owns to 395, consolidating its position as the second-largest independent forecourt operator in the UK.

Jeremy Clarke, MFG's chief operating officer, said: "We are delighted. The signing of this agreement supports our stated objective to become the UK's most dynamic and profitable independent forecourt operator."



Lorries 'come to life' with Lifestyle Express store imagery

United Wholesale Grocers in Glasgow is looking to grab attention with a redesign of its lorries. The vehicles have been emblazoned with images of Lifestyle Express stores. Director Amaan Ramzan said: "While people may recognise the Lifestyle Express logo, we wanted to bring the brand to life. It has really improved consumer awareness." Lifestyle Express branding will initially appear on four lorries, with the aim to roll it out to the entire fleet by the end of the year.

Top industry sources claim companies are looking at a deal 'It's been going on for a fortnight'

Bestway and Nisa deny merger talks 'done deal'

by Gurpreet Samrai

Industry figures have told RN merger talks are taking place between Nisa and Bestway – but both companies have denied the claims.

It comes after three senior industry sources told RN the two companies have been looking at the possibility of a deal that would see them joining the two businesses.

"The two companies are in talks. That's as far as it's got, but they are looking at the possibility of a merger or subsuming Nisa into Bestway," one industry

source, who wished to remain anonymous, told RN.

"The talks have been going on for about a fortnight, but they have not concluded and they may not conclude.

"It's not the first time this has been looked at. A similar deal was explored several years ago, but the two parties couldn't agree certain elements of the deal and it was shelved.

"Obviously the marketplace has changed since then, but let's see what happens."

He added he had spoken to various people in the trade as well as contacts at Nisa and Bestway about the

rumours. A second source told RN: "I've heard it's a done deal at a time when Booker is becoming very dominant like Tesco."

Both companies have denied the rumours, which came weeks after Nisa announced the biggest annual swing in profit in the company's history. The symbol group's end-of-year figures for the 2016 financial year revealed adjusted earnings of £7.3m, compared to losses of £2.9m for the previous year. Chief executive Nick Read attributed the company's success to a new approach to running the business.

Meanwhile, Bestway this week announced a board restructure following managing director Younus Sheikh's move to a non-executive role.

Martin Race has been appointed managing director, Naser Khan, previously finance director, has taken on the role of chief operating officer, while Dawood Pervez replaces Mr Race as trading director.

From September, Rizwan Pervez will move from operations director to the newly-created post of customer liaison director, while Paul Rowland joins as head of operations.

C-stores 'should tackle discounters head-on'

Convenience store owners should tackle the challenge posed by Aldi and other discount supermarkets 'head-on'.

That's the message from Andrew King, One Stop franchise director, who warned discount stores are becoming more convenient as Aldi announced it

was extending its opening hours to 10pm.

Mr King called on independents to fight their corner and look at the way they operate to take on this challenge.

"It's a busy marketplace and retailers impacted by the discounters need to step back and think about what

they can do better and differently," he told RN.

"Convenience stores need to become even more convenient and meet – preferably exceed – the needs of their customers. Are they open at the right hours? If Aldi is open until 10pm, could they open until 11pm?"

Meanwhile, One Stop has released a new social media guide to help retailers interact more with customers.

Galen Levi, head of commercial for One Stop, said: "Social media is a really powerful tool that can be used to drive footfall and sales in stores."

Supply chain shake-up gives retailers better information 'The procedure needs improving'

Latest instalment will boost partworks' power

by Nadia Alexandrou

New measures are being introduced to the partworks supply chain to improve communication and copy allocation following frequent complaints from retailers.

A new partworks launch form, which will give retailers more details about launches – including price changes for different issues and frequency – has been approved and will come with every launch sent to stores.

Improvements to the due book have also been made,

including the use of a text box where distributors can provide more information to customers waiting for orders – for example if the issue is having to be ordered from outside the UK because the publisher is out of stock. Distributors will also be able to identify and prioritise issues that have been on order for more than six weeks.

Simon Gage, publisher and retail services director at Smiths News, said: "We recognise that many retailers lose business through poor partwork procedures, which we are trying to

prevent by improving communication through partwork launch forms, the due book and wholesaler contact centres."

Smiths and Menzies have also agreed to honour all customer alterations for partwork issues 2-6 – which are normally overridden and reduced by wholesalers.

Mr Gage said: "We still have a lot of work to do, and we're in the process of looking at a number of aspects. These are due to be discussed at the next partworks meeting in November."

The improvements form part of an industry-wide partworks initiative launched last year, including Smiths News, Menzies, Comag, Marketforce and the NFRN.

Scott Saunders, of Newsklip in Norfolk, said: "The whole procedure definitely needed to improve. My biggest problems are back orders, which can take up to three months, and getting copies cut back. If we are going to get more visibility with our orders and get copy requests honoured it would really help secure our business."

Sporting chance for mags

Greenways Publishing is working with more than 200 roundsmen to raise awareness of its seven sporting titles to customers.

From mid-August the roundsmen will distribute leaflets advertising its portfolio – including The Golf Paper, The Cricket Paper, and The Rugby Paper – to customers.

Neil Wooding, trade marketing manager at Greenways, said: "Roundsmen are their own business and to expand they need to canvass for orders."

Roundsmen in England and Wales who agreed to take the leaflets have a customer base of 80,000, and the publisher expects a final total of 100,000 leaflets to be distributed.

Welcome for News UK site

Retailers have welcomed the arrival of News UK's new website News Retail Plus, with 1,000 registered in the first nine days. The publisher, which launched the site on 24 July, has had a 40-strong sales team visiting 400 shops every day, with positive feedback from retailers. Kanes Shanmugathas, pictured right, of Eaton Socon Post Office in Eaton Socon, St Neots, Cambridgeshire, said: "It's wonderful, and really user-friendly. I've been using it mainly to track my sales of The Sun, which has been very helpful."



Kanes Shanmugathas is already finding News UK's new website useful

'Synergy' saves £12m

Trinity Mirror says it is on target for £12m of 'synergy savings' by 2017 from its takeover of Local World.

The business saw operating profits rise for the first half of the year to £69.1m, according to its interim results published this week.

Simon Fox, chief executive at Trinity Mirror, said: "Our focus remains to grow digital audience and revenue while protecting print."

Guardian's £173m loss

Guardian Media Group has posted pre-tax losses of £173m for the last financial year, but gains of more than 50,000 in its membership scheme in a bid to double reader-generated revenue to £68m within three years. It is cutting costs by 20% and looking for new sources of income to counteract falling print and digital revenues.

'Metro of the north' flops after six weeks

The new Metro-style daily newspaper launched for the north of England and west Scotland has folded in less than six weeks.

The final issue of 24, launched by CN Group in June with a 40p cover price,

was distributed on Friday last week.

Miller Hogg, chief executive of CN Group, told RN: "Despite a steady start, sales of the newspaper continued to decline, even though we were topping up the sale

every week with free copy.

"We thought that at a time of such high national interest, a launch would be welcome. But people wanted in-depth analysis rather than a briefing."

Ron Potter, of Potters

News in Blackpool, said:

"We only sold about two since its launch. It was thin compared to the likes of the Sun, Mirror and Star, but is around the same price. People are so used to buying their own paper."

NEWS

PRODUCTS

Young at heart for Premier

Premier Foods is adding to it its Sharwood's, Loyd Grossman and Homepride brands in a bid to attract younger shoppers.

Sharwoods is adding a pan-Asian world-inspired range, including Balinese Red Jungle Curry and Vietnamese Lemongrass & Ginger, as well as new microwave side dishes, such as Saag Aloo and Bombay Potatoes. There is new packaging across the entire range and will be supported by a £2.2m media campaign beginning in October.

Two new premium ranges will be added to the Loyd Grossman range – Italian Pasta Sauces and Indian Cooking Sauces – in a new smaller pack size, which will be supported by a £1.5m TV campaign.

Meanwhile, two new Homepride sauce ranges have launched – Homepride All American Texan Chilli and Homepride 'Extra Veg' Pasta Bakes. They will be supported by a new TV campaign this month.

Heinz new Creationz

Kraft Heinz is launching Heinz Creationz as it re-vamps its beans and pulses for shoppers looking for more nutritious meals.

The range includes four new recipes – Mexican Beans, Veg Chilli Beans, Curry Lentils and Tagine Chickpeas.

Heinz claims the products provide two of the recommended 'five a day' fruit and vegetables in each portion and no artificial colours or preservatives.



Saracens rugby star Petrus joins Tangtastics team by 'popular' demand

Petrus du Plessis, prop forward for reigning English Premiership rugby champions, Saracens, is showing his softer side while starring in the latest advert for Haribo Starmix. The South African-born rugby player appears in the latest Tangtastics 'kids' voices' campaign which has moved from the rugby field to the changing room. The advert will air across TV, cinema and video on demand.

Second attempt at Scottish favourite New recipe in response to consumer feedback

Irn-Bru Extra promises more flavour, no sugar

by Greg Wilcox

AG Barr is launching sugar-free Irn-Bru Extra into the increasingly popular low-calorie drinks sector.

The company claims the drink – its second attempt at a sugar-free version of Irn-Bru – has "extra flavour".

AG Barr chief executive

Roger White has said the company will focus on reducing sugar content in its drinks and expand its range of lower and no-sugar drinks before an anticipated levy on sugary soft drinks.

But Adrian Troy, head of marketing at AG Barr, said the new addition was in response to the trend for healthier drinks rather

than the forthcoming sugar tax and had been in development for more than a year. He said: "The market is changing and consumers want more choice."

"We've listened and worked incredibly hard to develop Irn-Bru Extra for this summer."

Irn-Bru Extra's arrival comes in a year of change

for Scotland's 'national drink' with cans being redesigned earlier this year for only the eighth time in its 115-year history.

The redesign saw the return of Irn-Bru's original strongman, Adam Brown, who featured on the original packaging in 1901. The recognisable orange and blue colours have remained.

Sweet Sundays returns with free cinema treats

Mars is bringing back its Sweet Sundays free cinema tickets promotion, now in its fifth year.

Shoppers can claim after they buy six promotional

Mars bitesize standard pouches or three Mars bitesize More to Share pouches.

The promotion will run on Mars' bitesize products including Maltesers, Gal-

axy Minstrels and Milky Way Magic Stars.

Bep Dhaliwal, trade communications manager at Mars, said: "Sweet Sundays has been proven to drive Bi-

tesize category growth, increasing incremental value of the bitesize category by 13% last year. We're confident the promotion will increase in popularity."

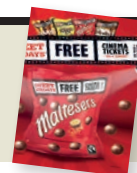
Hot products for your shopping list



Four new recipes have been added to Heinz's Creationz range



Premier is adding to its Sharwood's brand to attract younger shoppers



Sweet Sundays, Mars's free cinema ticket promotion, is back for a fifth year

PRODUCTS

Final JTI limited editions before plain packaging

JTI has launched its last set of limited edition packs across Sterling Full Flavour King Size and Superkings 17s ahead of the second phase of plain packaging regulations coming into force next year.

The limited edition packs will be available in the UK from this month for four to six weeks with an RRP of £6.99.

JTI is urging retailers to maintain a full range and availability of Sterling to make the most of the profit opportunity.

The company added Sterling achieved sales of more than £1,571m last year and holds a 51% share of the value sector.

The limited edition packs are the last release by the company following the introduction of plain packaging legislation in May banning the production of branded packs.

Retailers have until May next year to sell through branded packs.



Get set for cold and flu season

Wrigley is urging retailers to stock up on Locketts as the cold and flu season approaches – sales of which rise 120% during the winter months, according to the company. New PoS material will be available from September, including display units, clipstrips and wobblers. Dan Newell, confections marketing manager, said: “Our great range of PoS will support retailers and help boost their sales during the winter season.”

Choc-full of new ice cream

More chocolate-flavoured ice cream products have been launched in the UK during the past 12 months than vanilla for the first time in eight years, new research has revealed.

According to Mintel's Global New Products Database (GNPD), 22% of all new ice cream products launched in the UK from July 2015 to June this year were chocolate-flavoured, compared to vanilla at 18%, caramel or caramelised flavours at 13% and strawberry at 12%.

Alex Beckett, global food and drink analyst at Mintel, said: “With dairy- and sugar-free launches taking up more freezer space, some brands are going the opposite route and ramping up the indulgent factor.”

Six new sandwich-inspired crisp packs £10,000 instant-win on-pack competition

Walkers goes barmy for a sarnie on new flavours

by Greg Wilcox

PepsiCo has joined forces with Heinz to launch six new Walkers limited edition flavours all inspired by sandwiches.

The new variants include Toasted Cheese & Worcester Sauce, Bacon & Ketchup, and Cheese, Cucumber & Salad Cream.

An on-pack promotion, ‘Go Barmy for a Sarnie’, aims to highlight the new flavours and give customers the chance to win £10,000 – each pack has an instant-win code, which

when entered online will reveal whether they are a winner or not.

The launch will also be supported by TV advertising as well as digital and social media activity.

The campaign will run for 11 weeks with the variants available in 40g singles and some multi-pack formats (6 x 25g, 14 x 25g, 24 x 25g) with RRP of 65p for the 40g bag, £1.50 for a six-pack, £3 for a 14-pack and £4 for a 24-pack.

Thomas Barkholt, marketing director at PepsiCo, said the new flavours were

the result of research into the popularity of sandwiches in the UK.

“Consumers love our flavour campaigns and retailers benefit enormously from the buzz which they generate. Last year, ‘Bring it Back’ received more than 1.35 million votes and generated more than £13m RSV sales in just 10 weeks,” he said.

“Go Barmy for a Sarnie’ tested extremely well, rating among the most popular Walkers’ promotional initiatives ever. We are confident that this cam-

paign will really capture consumers’ interest.”

While the campaign is based on the popularity of sandwiches, data shows crisps themselves are equally popular.

Figures published in RN last month showed that during a four-week period across 211 stores 8.1% of more than two million transactions involved the purchase of crisps.

The data also showed that customers who bought a packet of crisps also bought an average of 4.3 items during their visit.

No-sugar Yazoo

Yazoo is introducing a new no-added sugar milk drink which it predicts will generate more than £7m in sales in the first year. In 200ml bottles three flavours – Strawberry, Banana and Toffee – will be sold individually as well as in a 4 x 200ml format.

Dark treats

Wrigley is bringing back Skittles Darkside and Starburst Trick or Treat in time for Halloween.

PoS including dedicated cardboard units will support the launches.

Sales of non-chocolate sweets rise to 55% of all confectionery sales compared to 19% share during the rest of the year, said Wrigley.

Hot products for your shopping list



JTI's new limited edition packs will be the last before plain packs become law



New Walkers crisp flavours have been inspired by popular sandwiches



Yazoo has launched a no-added sugar milk drink to its range

NEWS

REGIONAL



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to have your say on the latest news

Store was front for criminals

A newsagent in Kirkdale has been branded a "front for organised crime".

A three-month closure order was granted at Liverpool Magistrates' Court for Kass's Newsagent, after 120 cannabis plants were found in a flat above the shop in raids last month.

Angela Bellingham, prosecuting on behalf of Merseyside Police, has been reported as saying the premises had "become a focal point for large numbers of gang members".

Ahmed Al-Babwi, owner of the newsagents, said he leased the flat to another man, claiming the gangs had "made his life a misery".

However, Inspector Maria Hogendyk, from Merseyside Police, said one of Mr Al-Babwi's relatives was suspected to have been "in control" of the gang.

Mr Al-Babwi was ordered to pay £1,000 in legal fees and investigation costs.

Retailers lead anti-proxy sales scheme

Store owners in the Leith area of Edinburgh are at the forefront of a campaign to end proxy purchasing.

As part of the 'You're Asking For It' campaign, retailers are working alongside Police Scotland and City of Edinburgh Council to raise awareness of the risks and penalties for buying alcohol for anyone under 18.

The campaign has been developed by the Scottish Alcohol Industry Partnership (SAIP) with information packs delivered to every licensed retail premises in the area.

The campaign also aims to encourage communities to come forward and

report proxy purchasing and to give shop staff the confidence to challenge anyone they suspect of buying alcohol for underage drinkers.

John Lee, head of public affairs at Scottish Grocers' Federation and chair of the SAIP Campaigns Group, said: "Responsible retailing and initiatives have significantly helped reduce the number of direct sales of alcohol to under 18s.

"This campaign provides support for retailers in the area. There is very little retailers can do by themselves to solve this problem and we need a multi-agency partnership approach."



(L to R): Cllr Cammy Day (community safety lead, Edinburgh City Council); chief inspector Kevin Mclean (Leith area commander, Police Scotland); Dr John Lee (head of policy and public affairs, Scottish Grocers Federation)

Taylor and Newsquest paper fight 'You can't just sit there and let them walk all over you'

Battle lines drawn as new title launches in Oxford

by Nadia Alexandrou

Independent regional publisher Taylor Newspapers is taking on Newsquest in the paid-for market with the launch of The Oxford Paper.

On sale from 12 August, the 60p weekly will be the first paid-for title in the publisher's portfolio, which currently consists of seven free regionals in Oxfordshire, including The Oxfordshire Guardian.

Managing director Howard Taylor told RN the move was in direct response to Newsquest's launch of a free

regional newspaper, The Oxford Star, last month. The publishing giant had only sold paid-for titles in the region until then.

"I believe Newsquest launched it in order to do us some damage. We didn't want to get into this battle, but I think it's a bigger risk to do nothing and you can't just sit there and let them walk all over you," he said.

Mr Taylor added that demand for its free newspapers – which reaches around 3-4% of the Oxford population – has been such



that it made sense to expand into the paid-for market. "While we recognise that the paid-for market is decreasing 5-10% year on year and regional press is taking a hammering, we don't need to sell that many copies to cover our costs," he said.

Mr Taylor added that commercial opportunities such as public notice pay-

ments – which were denied to the publisher in the free market – were now open to them.

The new paper will be made available to an initial 600 outlets, 175 of which will be independents.

Mr Taylor said: "The paper will start with a modest 64 pages, but retailers will get a 35% margin, and we hope to grow the title and provide further content as it becomes established."

Newsquest did not respond to RN's request for comment.

RN READER POLL



Would you change your wholesaler to maintain competitive tobacco prices?

NEXT WEEK'S QUESTION

Have you started to inform your customers about EUTPD II and plain packaging changes coming into force?



Have your vote now

Go to betterretailing.com

No exit for anti-Brexit pop-up New European

Anti-Brexit newspaper The New European will continue publishing on a rolling basis.

Bosses at the Archant title, which went from concept to store shelves in just

nine days, said it exceeded sales targets as well as attracting well-known writers and contributors, including Alastair Campbell, Miranda Sawyer and Richard Branson. The weekly

paper will continue to focus its distribution on London, Liverpool, Manchester, the south of England, Scotland and Wales and other strong Remain voting areas.

Matt Kelly, chief content

officer of Archant and launch editor of The New European, said: "We're thrilled at the reaction and support."

The fifth issue is due to go on sale today.

REGIONAL

Publisher removes barcodes from 'hotel' copies Risk of copy theft in supply chain 'minimised'

Financial Times cracks down on illicit traders

by Gurpreet Samrai

The Financial Times has launched a crackdown on the sale of illicit newspapers.

Initially focusing on London, the publisher told RN it is working with the police to tackle the illegitimate supply of the paper.

As part of the crackdown, it has removed the barcode from thousands of copies supplied to hotels in London, which it has found have been sold

on to retailers.

Derek Geraghty, global sales risk manager at the Financial Times, who previously worked as a security manager with Smiths News and Menzies, is spearheading the move. He said: "We did this as a trial to see how it works and if we could do it at our print site.

"It distinguishes hotel copy and that supplied to genuine retailers.

"If someone then sells on hotel copy they are taking a

hell of a chance.

"We have seen some retailers increase orders since the trial began in July, and we are currently carrying out investigations into these."

Mr Geraghty said while a similar approach would not work for magazines due to the high volume of titles, he would urge other publishers to take a similar approach and would encourage retailers to report any publications offered from anyone other

than their wholesaler.

"We're minimising the risk of copy theft in the supply chain.

"With some of the retailers I'm investigating at the moment it's a wider issue impacting more than just the Financial Times," he said.

"It's a huge market and it affects all genuine retailers.

"Retailers need to be vigilant and report it if they are offered publications from any party other than their wholesalers."

Border campaign

The tobacco industry, through the Tobacco Manufacturers' Association (TMA), has funded a four-week advertising campaign at five UK airports, including Heathrow T5, Edinburgh and Glasgow, and Dover Ferry Terminal.

The posters feature a man being questioned by officers with the caption 'Planning to bring tobacco into the UK? Don't sell it on, it's illegal'.

Giles Roca, TMA director general, said: "As people head abroad for their holidays, we are taking this opportunity to remind them with this new campaign that it is illegal to bring back tobacco from overseas and then sell it on in the UK."

'Fantastic' response to Mo's Subway

Mo's Premier Convenience store in Glasgow celebrated the launch of its Subway concession with a fun day last weekend. There were samplings and goodie bags given away with buy-one-get-one-free deals also on the menu. The Subway has been open for three weeks with Mr Razzaq saying his customers' feedback on the popular fast food chain has been "fantastic".



Underage sales fine

The owner of a mini-mart supermarket has been fined more than £1,000 after Hounslow Council trading standards officers caught him selling alcohol to an underage person.

Dedar Singh, of Best Quality Foods in Brentford, sold a bottle of WKD to a 17-year-old during a test purchase operation.

Mr Singh was warned should he return to court for a similar offence, he could face a fine of up to £5,000.

Shopping smart

Living close to a supermarket can boost house prices by £22,000, a study by Lloyds Bank has revealed.

The research showed living close to a Waitrose could add £38,666 to house prices compared to the wider town. Sainsbury's boosts prices by £27,939, with Tesco adding £22,072.

Meanwhile, living near an Aldi could mean a £1,333 increase and Lidl £3,926.

New call for 5p bag levy for all stores

The NFRN and Association of Convenience Stores (ACS) have renewed calls for the 5p carrier bag charge to be extended to all retailers after new figures revealed a huge dip in usage.

Figures released by DEFRA revealed shoppers are set to take home around

six billion fewer single-use plastic bags over this year, following the introduction of the charge last October.

Small stores are exempt from imposing the charge, which the ACS and NFRN have argued against, although many have voluntarily introduced it.

Will Pryce, NFRN public

affairs manager, said:

"We've always said small retailers should do their bit for the environment and reduce waste.

"It's not just people in large stores which use bags and we think all stores should help protect the environment."

Chris Noice, ACS head

of communications,

added: "This has been our position throughout, since before the legislation was drafted and the opportunity has been presented with DEFRA releasing the figures to make our case again. It would be a more consistent system if all stores had the same rules."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTHERN 25.07.2016



Tim Murray reports from the NFRN Southern district council meeting

Watchful eye on merger activity

The Southern district will keenly watch the merger between the Devon & Cornwall and Western districts as it looks to restructure its own area in the coming months, possibly with the Kent branch.

"Devon and Cornwall have taken the first steps and we've got a lot to learn from their merger,"



Linda Sood

said national vice president Linda Sood. "We need to look at a merger with Kent and how we take our districts forward."

Visiting national president Ray Monelle said: "Some members don't want to come to meetings, but they want to know we are there."

Southampton member Paul Patel said looking at events and gatherings beyond meetings would help.

"We should be combining them with social activities where we can interact with each other. People want to vent, get problems and issues off their chests and to talk to people," he said.

Visiting Kent member Christine Southern said the issue would also be discussed in her district.

"People are becoming more aware of the need for something to happen," she said.

Ray's busy year ahead revealed

Ray Monelle outlined his plans for the next 12 months.

"I'm looking forward to my year and I'm passionate about the federation,"



he said. "Without it, things would be a lot different for our members, and you can't measure or put a value on it. The support and advice we

offer members is outstanding."



Ray Monelle

Mr Monelle said ensuring members know all the available benefits of federation membership was a key goal for his year in office.

"One of my aims this year is to improve communication to members, to tell them about the work we're doing."

He praised the way the organisation was looking



The work we do is based on what you tell us. We need input

Ray Monelle

NFRN national president

to change its practices to make it fit for the modern era. "It's encouraging that people have taken this change and said 'let's go for it'."

He urged members to report issues to the helpline and further engage with the federation and its staff.

"Remember, the work we do is based on what you tell us. We need input," he said.

Plastic fiver is harder to launder

Retailers at the meeting were told to get ready for new polymer £5 notes, which are due to launch on 13 September.

Ray Monelle, who has tested the notes, told delegates: "I attended a meeting where we were allowed to handle them. They are quite different, I was surprised at how they felt. But with the amount of forgery and counterfeiting they will stop, it's got to be done."

Check before you sign anything

Advice to retailers to never sign anything without checking contracts in detail was reiterated after one member outlined problems with PayPoint's new PPOS system.

Portsmouth member Linda Sood had experienced problems with her own system, which resulted in one of her machines being temporarily taken out. "Tell your members, don't sign anything without checking it first," she warned.

More problems with partworks

Problems with partworks - and specifically missing issues - were discussed after one Southern district council attendee raised several of his own issues.

Horsham & East Grinstead member Manhar Patel, who was missing Star Wars Helmets, 3D Printer and other issues of assorted partworks ordered by his customers, said:

"Customers are so unhappy, and we are the first point of contact. It's difficult to justify selling them when a middle part is missing. Customers can't build what they're paying for."

Your say

Has the EU referendum affected newspaper sales in your store?



Everything that's happened in the last two months has had an effect, although it's the odd copy here and there rather than anything significant. I've noticed it particularly for the Telegraph and the Mail but the Times has dropped a bit.

Manhar Patel
Champions News,
East Grinstead



There was an uplift on the big papers, maybe because of Brexit, although it has dropped off now. People are still recovering from Brexit. They're confused and it's as if there's too much news. There's been so much upheaval people have had enough.

Pratap Joshi
Premier Express,
Brighton



My sales have been fairly consistent. The one that would really have benefited from it would have been the Independent. If anything, the Mail and Express put a lot of people off with their views. Now they're picking up again.

Paul Patel
WH Smith Local,
Dibden Purlieu



Manhar Patel

YOUR REGION

NFRN DISTRICT COUNCIL REPORT LONDON 26.07.2016



Tim Murray reports from the NFRN London district council meeting

Council members' thanks to Ralph

London district council members paid tribute to former NFRN president Ralph Patel for his year in charge of the federation, as well the district's delegates to annual conference.

District president Ravi Raveendran said: "I'm sure Ralph will continue to have a voice going forward."

Windsor & Slough member Hetal Patel added: "London was quite active, a lot of people spoke for the motions at conference. It was good to see us leading the way."

'What Camelot is doing is wrong'

Camelot came under fire at the meeting as Lewisham & Woolwich member Mukesh Patel gave his report from annual conference.

"Camelot was in the hot seat at conference this year. Last year it was Pay-Point. It said its main aim was to maximise money for good causes, and it is irrelevant what we get," he said.

Ralph Patel said he was keen to hear from retailers who were paying Camelot for blue terminals. "I think what Camelot is doing is wrong," he said. "If you have a terminal you shouldn't have to pay a fee. If you're paying £50 for a terminal, chances are, you're not making money."

'Not good enough' publishers told

Retailers who have increased engagement more with wholesalers and publishers fed back



on the outcome of their meetings.

Southend member Adrian Cooke said Menzies was aiming to keep a dialogue going between itself, publishers and retailers. "If publishers could get wholesalers

their newspapers 15 minutes earlier, it would sort out a lot of problems with late deliveries. Publishers need to be brought in and told it's not good enough," he said.

Barking, Ilford & Waltham Forest member Nilesch Patel said: "Our

meeting with Menzies went well, but we need to work out what we can improve on with them and talk on a regular basis."

Delegates were reminded to tell NFRN members to use the helpline and Twitter to report problems with deliveries.

No billboards for local newspapers

Local newspapers in certain areas are no longer producing posters advertising the contents of their current issues, according to London retailers.

Barking, Ilford & Waltham Forest member Val Chung said: "Our local Guardian has stopped bringing posters around each week."

Ralph Patel added: "We had the same issues with our local Guardian. They stopped them to cut costs and just use generic ones relating to stories.

"It's terrible cost-cutting. People see them,

want to know what's in the paper, then come in and buy one."

Fewer meetings, more events

Delegates agreed that from 2017 there will be fewer meetings for the London district, but more trade events.

Ralph Patel said: "People don't want the formality of a meeting, but if you put on a trade event a lot more people will turn up.

Everything has to be done with the membership in mind."

Merger plan is under discussion

A merger between inactive London branches was discussed, including London South, Enfield and Havering. Windsor & Slough member Rajendra Wadher said: "In every meeting when we don't make a decision on this, we're letting the membership down. We need to get on with it."

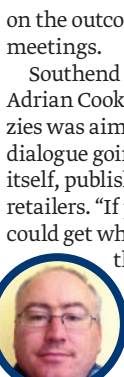
Praise for News UK's Retail Plus

News UK's new News Retail Plus scheme was praised by delegates.

Rajendra Wadher said: "It's helpful to see your sales figures and how much profit you're making. I wish other publishers would do it as well."

The Daily Star's decision to revert to full price was also welcomed, although delegates said it proved low prices weren't necessarily the way forward.

Val Chung said: "It doesn't pay to do all this discounting. You have to go up in price in the end."



Adrian Cooke



Nilesch Patel



Hetal Patel



Bhadrash Patel



If you're paying £50 for a terminal, chances are, you're not making money

Ralph Patel

London NFRN member

Your say

Musgrave is to put food demonstrations, mock-up convenience stores and more fresh food in its newest depot. What would you like to see in the depots you use?



It would be great if we could have more samples and tastings, and even better if we could pass them on to our customers to entice them. If I knew there was going to be any activity like that, or a trade show, I'd attend.

Hetal Patel
HRDV News,
Maidenhead



The first thing cash and carry outlets need to do is improve their fresh food offering. I'm trying to improve my fresh range and at the moment I only get a delivery once a week, which gives me just three days' shelf life.

Bhadrash Patel
Plummers News,
Barking



My cash and carry is very good. It gives me everything I want and has a best price policy too. The only thing it could do to improve is to give more sales data so we can get some idea of how something is going to sell.

Ravi Raveendran
Colombo Food & Wine,
London

OPINION

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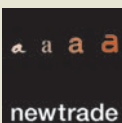
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For trade use only

YOUR SAY Some retailers are being charged inflated rent for their shops, paying as much as 300% too much. Have you taken any steps to ensure you're paying the right rate?

Serge Notay

Notay Stores, Batley

I had to close down one of my Notay Stores in West Yorkshire last month, which was a rented property, because I could no longer afford to keep it running. I was paying £20,000 a year, plus VAT for a 1,600sq ft shop. I tried to sell it, but the landlord said he would not sign the new lease because my solicitor didn't register it correctly. It doesn't sound fair, and I'm not sure of my next steps.

Bay Bashir

BelleVue Convenience Store, Middlesbrough

I run three shops, one on freehold, two on leasehold. The two leaseholds are on council property, so I have a very good deal and pay around £3,000 a year for each. I know the turnover isn't as high as it would be in a more affluent area, but I more



than make up for it thanks to lower rent costs, and I like dealing with the council, who are far more accommodating than a private landlord.

Kay Patel

Global Food & Wine, Stratford

Five out of my six shops are rented, and they're all London based so I pay a premium for

these properties. I'm a landlord myself, however, so I probably am better equipped than most to deal with landlords and know my rights as a tenant. I would like to have a surveyor value my properties, but I was quoted £1,200 for a package deal last year and that deterred me. As my rents continue to rise, however, I'm reconsidering.

YOUR STOCK Last week Mondelez advised retailers to start stocking Christmas confectionery in October to maximise sales. When do you start putting out Christmas stock?

Paresh Vyas

Vyas Food Store, Manchester

We start stocking Christmas products from the middle of November. I think anything before that is too early. Stocking in October is what the multiples like Tesco tend to do, and I want to differentiate myself from them as much as possible. I focus on impulse confectionery lines in November, but December it's all systems go

and I stock a variety of seasonal products, including boxed chocolates, alcohol and cheeses.

Joe Williams

The Village Shop, Hook Norton

We've already ordered our Christmas stock through Nisa's catalogue. We stick to Nisa's promotional cycles, and the first seasonal stock comes out in October, so we put it out

then. Sales only start to pick up towards the end of November, however. I find that my customers are more likely to buy in October only if it's novelty confectionery and on a good deal, so I make sure these products are always on a good deal.

Helen Drew

Wright News, Shropshire

I have already completed my Christmas order, and I've asked for it to come in October. However, I let Halloween go first before displaying any Christmas stock. Even though I don't go big on Halloween out of respect of my colleagues' religious beliefs - I centre it instead around a big night in with two litre drinks and popcorn - I don't have a lot of space in my shop so I can only focus on one seasonal event at a time.



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Free stock up for grabs

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* Zenith international 2014 FY in 2014 (value) Value including Vera & Aquare ** Water contributes to the maintenance of normal physical and cognitive function and normal regulation of body temperature. At least 2L of water, from all sources, should be consumed per day as part of a healthy diet and lifestyle.
Open to selected Convenience Stores based in GB mainland. 16+ only. Closing date for receipt of entries is midnight on 18.08.16.
One prize to be won consisting of a branded superhero in store plus free stock consisting of 800 litres of Nestlé Pure Life® water.
For further details and full terms and conditions. Please send an email titles 'Nestlé Pure Life Competition' to nestlesummer@ciracle.com



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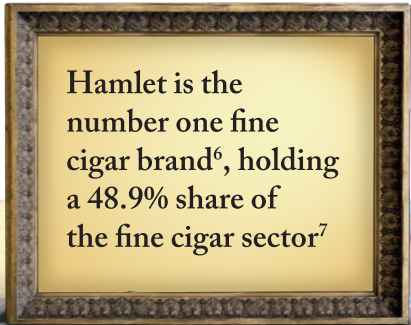
Seasonal SPIKE sees Cigar

New research from JTI reveals that cigar sales increase by as much as 5.7%¹ over the summer period², with the right approach creating an additional profit opportunity for retailers.


Here, JTI provides key category management advice to maximise profits from the cigar category.

Opportunity

The cigar market is worth an estimated £234m³, with one third⁴ of these sales secured through the independent channel.⁵ If retailers aren't stocked up on popular brands and formats they run the risk of missing out on a share of the profits.



Hamlet is the number one fine cigar brand⁶, holding a 48.9% share of the fine cigar sector⁷




Increase your stock holding of cigars during the summer period to ensure you can meet the increased demand

Availability

One hundred per cent availability, 24/7 is key. Remember to review stock levels each morning and prior to peak trading times, refilling the gantry accordingly. Out of stocks will only lead to lost sales.

Range

Be sure to stock a comprehensive range that incorporates the best sellers in your region, as well as a variety of pack sizes and cigar formats. This will ensure you can satisfy all sales opportunities and communicate to existing adult smokers that they are getting the best possible choice.



Stock up on Hamlet, the most recognisable cigar brand⁸, which offers up to 21% POR⁹

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¹ Nielsen Market Track FY2015 ² Increase across July-August ³ Nielsen Market Track FY2015 ⁴ Equivalent to £118m

⁵ Nielsen Market Track FY2015 ⁶ Nielsen Market Track YTD June 2016 ⁷ Nielsen Market Track YTD June 2016

⁸ Independent research of 200 UK independent and convenience retailers, October 2015 – commissioned by JTI & carried out by CheethamBell JWT

⁹ RRP effective from 16th March 2016 and POR based on 1000 outer rate

JTI

YOUR ISSUE

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'IT WAS THEIR WORD AGAINST MINE'

Trust is key in any business relationship, but it's something that's now in short supply for Murtaka Sattar, of Sattar & Sons in Bolton. He has faced a David and Goliath battle where he was pitted against FIS Payments in a court case over a credit card machine.

Mr Sattar says in 2013 a sales rep from Transax, part of FIS Payments, visited his store to get him to buy a credit card payment machine. He says he signed up after the rep told him he could have a 12-month trial and go from there. It wasn't until he tried to cancel the contract a year later that the nightmare began for Mr Sattar.

"I called them to end the contract and they came straight back to me saying I'd signed a 48-month contract, not a 12-month one," he says. "They had never sent me copies of the contract as they had promised and all I had was the version I signed which clearly stated it was a 12-month deal."

It was a case of his word against theirs, but threatened with court Mr Sattar didn't back down.

"I told them I had only signed a 12-month contract and that if they wanted to take me to court they could. It was only when I received the letter from the Small Claims Court that I saw the documents they promised to send me from the start. Immediately I saw they had different serial numbers to mine so I knew their documents were fraudulent and I had a good case," he says.

"I then stupidly sent my documents off in normal post, not recorded delivery, and the court never received them."

On 6 April, Mr Sattar received a court judgement asking for £1,987.52 – the £1,872.52 FIS said he owed plus additional costs including interest.

Still undeterred he paid £255 to have the judgement delayed so he could ensure the court saw his documents that proved his side of the story. Mr Sattar says he also contacted FIS directly asking them to drop the case.



Murtaka Sattar of Sattar & Sons in Bolton faced a David and Goliath-style battle in court against FIS Payments when he refused to accept their fraudulent documents

However, Mr Sattar says one of the worst days he suffered during the saga was when the bailiffs turned up on 29 May asking for £3,500. He says his wife was in tears and it seemed the nightmare wasn't going to end.

Mr Sattar says luckily the postman came while he was telling the bailiffs they weren't going to take a thing and he opened the court judgement while they were still there.

The court had reviewed his documents and set a 22 July date to hear the case. However, Mr Sattar says he was contacted by FIS shortly afterwards, which dropped the case and paid him the £255 costs he had accrued in

fighting his corner.

"I was devastated when I heard it was going to court, it really affected my wife as well. From the off it was their fault and yet we've been through a lot of stress," he says.

"The whole episode put our marriage under strain and I don't think that a return of the £255 is enough to cover for the stress my wife and I have been under."

"But I cannot afford to take on FIS further. It will mean more costs and FIS can afford lots of good lawyers. As an independent trader I cannot. Small shops like us struggle to take on big companies."

In the end David beat Goliath but it came at a cost, not only per-

sonally but also professionally in terms of trusting companies and providers.

"I really hope this doesn't happen to other stores," he says.

"It was shocking and scary. You trust companies, especially big ones like FIS. I'd heard of them before, you don't expect them to do stuff like this."

"When I heard the case was over it was a huge burden lifted, we had been under a lot of strain. But it's made me more wary, I don't expect companies to act that way. And I just hope other stores aren't treated this way as well."

FIS declined to comment, stating it does not comment on legal matters.

LETTERS

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RT SUBSCRIPTION ADS STEAL OUR SALES

Publishers are always including inserts providing incentives to customers to subscribe directly to them.

These incentives range from free gifts to reduced-rate subscription fees. A lot of partwork launch issues also include this, and Radio Times regularly inserts a postcard which offers readers a 20/25% subscription discount.

As a general rule I do not put issues with these inserts out on sale, or I just remove the inserts. I'd rather forego that issue's sales than lose out on a year's worth of orders.

I don't understand how publishers expect us to do the legwork for them and put these issues out on sale when the inserts damage our business.

Amit Patel
Belvedere News Food & Wine,
Belvedere

A spokesman for Radio Times said: "Like any business, we look to deliver our product to customers through a variety of channels. Subscriptions are just one element of our strategy, but the newsstand remains overwhelmingly the biggest driver of our sales, with independents accounting for more than 30% of total sales. We make regular merchandising calls in 2,000 top independent stores to help retailers with their range management, and offer permanent point of sale material. We also support independents at Christmas with more than 1,700 free-standing display units. Radio Times is the UK's most valuable magazine at the newsstand: in 2015 Radio Times was worth £14.5m RSV for independent retailers, who now pocket 58p per copy. We will continue to

support Radio Times with marketing to both newtrade buyers and subscribers."

Extra 75p for the Olympic issue is a big sales hurdle

We received supply of the Radio Times today, and, wow, they are having a laugh.

They have added a whopping 70p to the cover price because it contains a special for an Olympic TV guide?

One customer just told me it was far too expensive and he would rather get a Saturday paper with a free TV guide.

It will be interesting to hear how RT tries to justify such a price hike.

Graham Doubleday
Newmarket, Mossley,
Ashton-upon-Lynn

A spokesman for Radio Times said: "Radio Times's Olympic special includes a 72-page supplement with a comprehensive 16-day guide to more than 3,000 hours of Olympics coverage on television, radio and online, in addition to the normal weekly TV guide. This means an offer of two quality magazines in one, with a one-off price increase to cover additional costs. This also means newsagents will keep 75p for every copy sold, making it by far the most lucrative TV listings magazine for retail. We produced a similar guide - again with a one-off price increase for London 2012 Olympics which proved hugely popular with readers, resulting in a sales increase of 26% which generated an additional £700,000 in RSV on a normal issue and provided a great opportunity for retailers."

Local paper is giving us nothing to shout about

I have noticed that for the last few months our local newspaper, the Epping Forest Guardian, has stopped bringing billboard posters advertising the current issue to potential customers.

Someone used to deliver one to us every Thursday. Not having a billboard is damaging for sales because the posters caught the attention of passers-by and encouraged them to come into the store.

We still get billboard posters for the Ilford Recorder every week, so I don't understand why some publishers are cost-cutting this way.

Ken Chung
Broomes, Buckhurst Hill,
Essex

A Newsquest spokesman said: "We have now introduced a new procedure to rectify the issue to ensure that Broomes Newsagent will receive a billboard poster each week to let people know what is in the paper."

#TOP TWEETS

Who's saying what in the retailing world?

#retailer prosecuted for using domestic vehicle to transport products from cash and carry. If using car ensure covered for business usage.

@NFRN_Operations

We've teamed up with money-saving app @bigdealslocal to support independent retailers

@NewsUK

This price misleading paper is now 30p#starplayfaironprice @EDiamond136

First UK plain packs spotted in @BookerWholesale by Stephen Barker, S&J News in Rochester. Are they on your shelves?

@GurpreetS_RN

Speaking to boss of Greggs. Healthy choices now more than 10% of sales, but he reckons nothing will overtake sausage rolls

@SimonNeville

More Pokémon action this morning #ThisIsForty #BigWeans @LochLomondNews

WIN Tweet us a #PokemonGO screenshot in your local Nisa to WIN family days out!

@NisaLocally

Learn to manage better

As your youngest customers give up on their studies for the summer, it's the ideal time for you to brush up on a little store management advice. Over the next five weeks RN's Summer School will be working with the UK's biggest suppliers to help you do just that

Somewhere, bathing by the Mediterranean or walking around a National Trust garden in the drizzle, many of your customers will be enjoying, or enduring, the opportunity long summer holidays provide them to spend time with their families. It's this exodus that means August is a famously quiet time for many stores.

This makes it the perfect time to look again at the way you run your

store, make changes and get you, your team and your business ready for the next few busy months.

Over the next five weeks, we've asked industry experts from companies such as Britvic, Mondelez and Imperial Tobacco to provide some advice on how to manage key categories and improve how you manage your business.

We start today with Stefan Appleby – head of BetterRetailing.com – with a lesson on using digital effectively.



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Digital

A vast array of free digital tools can help you shout about your business, run it more smoothly, talk to your customers wherever they are and keep abreast of all the latest industry news. In the first of our Summer School series, Newtrade head of digital Stefan Appleby advises how you can make the most of them



RETAIL NEWSAGENT What major advances in the digital tools available to retailers have been made over the past 12 months?

STEFAN APPLEBY The most recent news is around companies such as Today's and News UK teaming up with bigDL, investing in beacons that ping messages to customers' phones as they walk by. Then there are tools such as Retail Guardian, developed by retailers including Dee Sedani, which help make running stores easier.

RN Which key digital tools can help store owners improve their businesses?

SA Your store must be on Google Maps and its details – opening hours, images, services – must be up to date on Google. You need a Facebook page to promote your offer, and a Twitter account to talk to suppliers and keep abreast of news. BetterRetailing.com is also the perfect daily tool to help your business.

RN In what other ways can retailers use digital tools?

SA You can use digital screens throughout the store to promote offers or ranges, and digital shelf-edge labels to promote standout prices. EPOS systems help you understand your fast and slow sellers and link a range of services. And your phone can give you access to offers, customers, news and planograms from a huge range of sources, including betterRetailing.com.

RN How can betterRetailing.com improve a retailer's business?

SA It includes everything you need to know about how to grow sales. You'll find more than 200 store profiles; 90 videos showing how suppliers and retailers have worked together to boost sales; planograms and category management information; exclusive news and market-leading comment and opinion; plus a downloadable toolkit including checklists and appraisal forms to make running your business easier.

What three things can retailers do to manage the category better?

- 1 Get educated: talk to your staff, who might know more than you, and learn from them.
- 2 Be easy to find online: make sure you're on Google Maps and your store details are up-to-date.
- 3 Use your phone: access the latest news, planograms, offers and trade websites like betterRetailing.com



Check out
betterRetailing.com
every day



RN How can retailers integrate digital tools into their daily schedules?

SA Understand what your phone can do for you, then look at how you can use social media to push out your store's message to your community and talk to suppliers. If you don't feel comfortable doing it, ask a member of staff to run it for you, or get advice from your children.



** Digital in focus **

Value Digital tools help you attract customers, market your business, keep abreast of industry news and manage your business.

Latest news Companies such as Today's and News UK are investing in beacon technology to prompt customers in-store

Top tip Check out betterRetailing.com every day. As Manpreet Bawa told us earlier this year: "I want advice from suppliers, but I can't always get meetings or see reps, so I use betterRetailing.com to get advice every day".

**

**

Don't miss part 2, next week

PETE DOYLE

GUEST
COLUMNIST

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Unlock your social media sales potential

Used wisely, social media will connect you with customers, generate feedback, advertise your business and keep your area updated on the latest news from your store. Here, social media expert Pete Doyle provides eight tips to help you excel with it



Listen first

How can you build your business without a marketing or advertising budget? The secret, on social media, is by listening, and if you make time to do this you can build a competitive advantage. Listen to your customers and community, think before you speak, plan your replies, then join in conversations with them. The best social media contains customer-generated stories.

Have a local conversation

If you want to connect with your local area on social media, you need to talk to people. I'm from Reading, and on Twitter I follow #rdg where 5,000 of us talk about things going on in our area. Some people are more influential than the local press and you need to involve them. Look at their followers, see if they are a customer and get to know them really well. You can listen to their conversations by looking at hashtags – about local football, for example.

Keep your business message simple

A few years ago, Bedford Council invited me to take part in a training session with 30 independent

retailers as part of a Mary Portas high streets initiative. There, people were using their personal and business Twitter accounts to talk about all sorts of things. The trick is not to get involved in too many conversations. I asked: "Why are you talking about tax returns from your barbers' Twitter account? Just talk about why people should come to you to get their hair cut."

Empower your staff

Pick the right person or people within your business to manage your social media rather than outsourcing it. I'm a big fan of keeping skills in-house. Train people to talk openly and to have conversations.

Connect with customers to gather their feedback

Hobbycraft has 85 stores turning over £150m, but its chief executive can see the 1,600 conversations they had last week. Before social media, she could only go on what the area managers and her leadership team were telling her. Now, she can have conversations with customers which is really powerful, especially for range planning. You can ask your followers what

they want to buy when you're planning a new range.

Tell customers what's going on in your business

It's really important to the people who shop with you that you tweet about what's going on in your business. The more external your store is, the more they will trust you, and it's great publicity when customers post pictures of things they've bought from you. That said, I don't advise whacking out loads of deals on social media because this doesn't really work. You might get a little bump, but it doesn't build engagement. And avoid only broadcasting messages about your business on social media. Combine posting information with chatting about the topics your customers want to talk about.

Don't hide bad news

Some people hide bad news in direct messages on social media, but it's good to openly show how you deal with it. As a customer, I want to see bad news on Twitter and to see how companies have responded to feedback, then I'll trust them. It can reduce complaints if people can see you handle nega-

tive feedback and complaints well. Thank your followers for their comments, engage with them and respond openly because we don't expect things to go right all the time. Just be open and honest – a one-to-one conversation played out openly on Twitter can influence many people positively. Also, don't say "I'm the best, buy from me" because customers won't believe you.

Show what it's like to shop with you

Good tweets I've seen give advice, show what's fresh and new, show confidence and share what staff are doing – for example tasting sessions, work with local schools and activities which are outside of the norm. This helps build up a good picture of your business and might make customers want to shop with you. Show how good your customer service is. Saying "Thanks for the follow" is a personalised response that shows you talk to your customers, for example.

Pete Doyle is founder of training and consultancy specialist SocialRetail Group. This column is from a presentation he gave at the Better Wholesaling Summit in Birmingham last month



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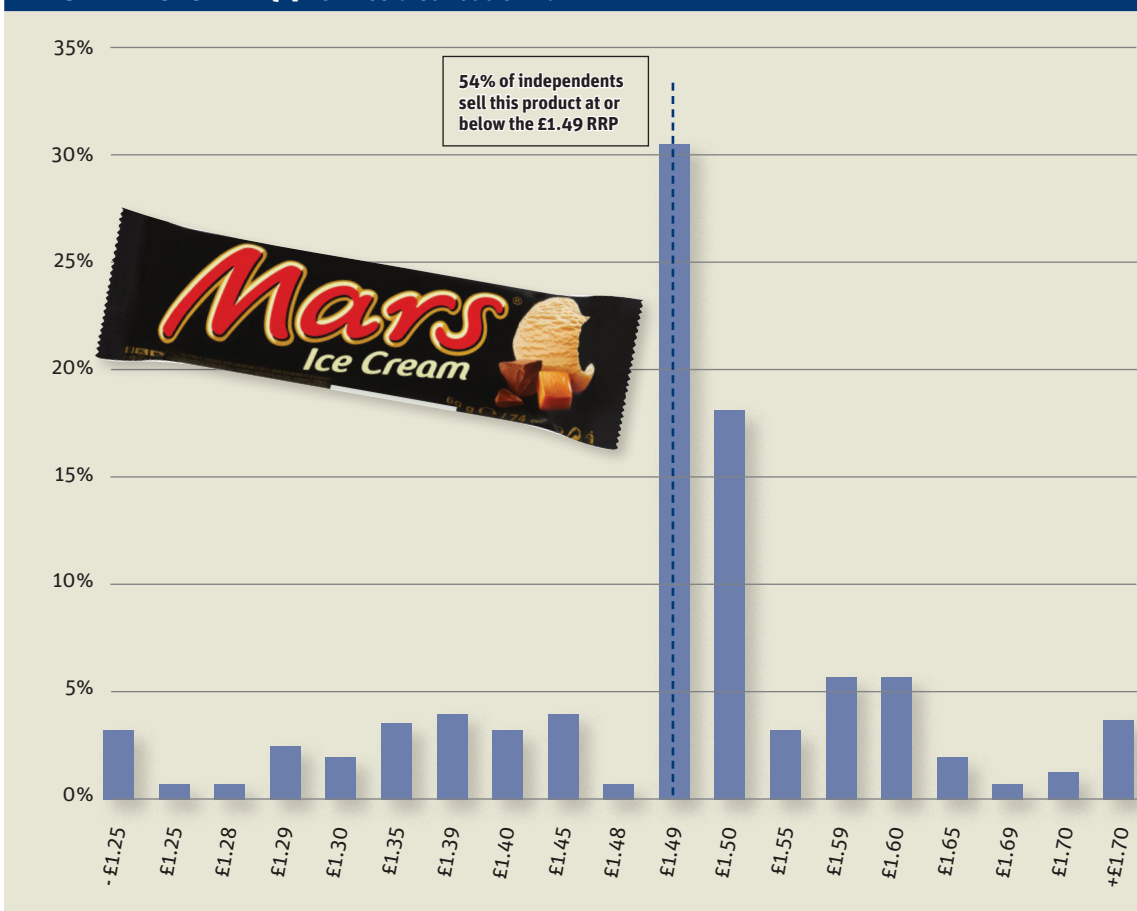
PRICEWATCH

Benchmark your
prices against
your peers

In focus Impulse Ice Cream

Sample prices

MARS XTRA ICE CREAM 74ml Price distribution %



PRODUCT

Magnum Classic
110ml

Magnum White Chocolate
110ml

Calippo Orange
105ml

Twister
80ml

Feast
90ml

Euro Shopper Classic Chocolate Ice Cream
80g

Euro Shopper Classic White Ice Cream
80g

Cadbury Flake Ice Cream Cone
125ml

Bobby's Lolly
90ml

Solero Exotic
90ml

Mars Xtra Ice Cream
74ml

Classic Almond Ice Cream
120ml

Analysis

A wide variety of products are available in the impulse ice cream market, with 12 brands on Booker's website, ranging in price from 30p up to £2.

Mars Xtra ice cream on our chart

is at the lower end of the price scale for branded products. More than 48% of sellers sell this non-pricemarked line at either £1.49 – its RRP – or £1.50, while best-selling brand Magnum is sold at between £1.79 and £1.99.

Also included in the Booker selection is a range of own-brand Magnum equivalents (its Classic brand) with a substantially lower RRP of 60p. These were popular with the retailers we spoke to as a value alternative.

How we set our prices

Kerri Meads

STORE Premier Highfield Stores
LOCATION Honiton, Devon
SIZE 1,700sq ft
TYPE village store

TOP TIP

We have a small freezer so we frequently swap out products to give people a bigger choice.



We get our ice creams from Booker and Hunt's Foodservice so we can stock a bigger range and get more frequent deliveries. We try to keep a range of Booker's Classic products, children's ice creams and branded varieties because people always ask for them. We price impulse products at the RRP and sell about 150 ice creams a week in the summer months. We do have some price-marked products, such as Cornetto at £1, but don't need to run any promotions at the moment because ice creams are flying out anyway. In slower periods, I would do a promotion if Booker was offering one.

Narendra Singh Jadeja

STORE Londis
LOCATION Waltham Forest, London
SIZE 1,000sq ft
TYPE neighbourhood

TOP TIP

We don't do any promotions on impulse ice cream as we already get strong sales.



We order our ice creams from Londis and follow its suggested prices, which are very close to the RRP. We are opposite a sports ground and a school so we stock cheaper products to target children, who are our main customers for ice cream, when they come in after school. Our range includes the Classic Booker brand at 60p and Franco's at 50p. We sell about 35 ice creams a day on weekdays and slightly more at weekends. We still have premium products such as Magnum, Snickers and Mars, but cheaper brands are definitely our bestsellers.

➡ 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 LARGE STORE IN A SOUTH WALES SUBURB	RETAILER 2 LARGE N'AGENT & C-STORE IN CUMBRIAN VILLAGE	RETAILER 3 LARGE C-STORE IN SCOTTISH HIGHLAND TOWN	RETAILER 4 HIGH TURNOVER STORE BY STATION IN WEST LONDON	RETAILER 5 SMALL VILLAGE STORE IN HAMPSHIRE	RETAILER 6 SMALL SHOP IN RESIDENTIAL AREA OF EAST ANGLIAN TOWN
£1.83	£1.80	£1.80	£1.80	£1.80	£1.99	£1.79	£1.80
£1.83	£1.80	£1.80	£1.80	£1.80	£1.99	£1.79	£1.80
£1.04	£1.00	£1.00	£1.00	–	99p	£1.00	£1.00
£1.05	£1.00	–	£1.00	–	99p	£1.10	£1.00
£1.05	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00
60p	60p	60p	–	60p	–	–	60p
60p	60p	60p	–	60p	–	–	60p
£1.68	£1.69	–	£1.70	–	£1.99	£1.60	£1.60
30p	30p	–	–	30p	–	–	–
£1.31	£1.25	–	£1.25	£1.25	£1.69	£1.30	£1.25
£1.51	£1.49	£1.49	£1.50	–	£1.49	£1.49	–
60p	60p	60p	–	60p	–	–	–

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Edward White

White's Calver Spar,
Hope Valley, Derbyshire

New Close Farm
meat products
from £2.50



Where did you discover them?

I have known the owners since we were children because we went to school with them, so we decided to approach them as a supplier when the shop opened three years ago. We started with a small range of about 10 products but this has grown and we now have more than 27 of their products stocked in the shop, from sausages and bacon to large cuts of meat.

Who buys them?

We get a wide variety of people buying New Close Farm products. The sausages and bacon are popular with everyone, whereas the larger joints and steaks are usually bought by more affluent local residents.

Why are they so successful?

First, the quality. They might be more expensive but people don't mind paying more because they know they are getting good produce. Second, people around here are really supportive of local businesses and both us and New Close Farm are local families that people know.

Duncan McCutcheon

STORE McCutcheon's Newsagents

LOCATION Winlaton,
Blaydon-on-Tyne

SIZE 1,200sq ft

TYPE high street

TOP TIP

We have a small range so I make the most of promoting it when it is hot



I get my impulse ice creams from Booker and, as I find my customers are more interested in the price than brand, I make sure my range is made up of all the cheaper varieties. For this reason, the Booker Classic range is very popular with customers. It looks like a Magnum but people see it as a good value alternative. We only really get any sales when it is hot. The rest of the time sales are very slow, even with the own brand and pricemarked range, which is why I don't stock more expensive brands like Mars.

Adrian Rodda

STORE AR News

LOCATION Harrogate, Yorkshire

SIZE 400sq ft

TYPE town centre

TOP TIP

I always make sure I have a good selection of Magnums as I sell 10 times more of them than anything else.



My core range is quite tight and includes Magnum, Calypso, Solero and Cornetto. Being in the town centre I mainly sell to offices, with managers usually coming into buy a selection of Magnums as a treat for their employees. I worked out my range with Wall's because they provided my freezer. My bestsellers include pricemarked £1 Cornetto which are popular with elderly customers. I sell most of my impulse ice creams for £1.60 to £1.70 as I feel this is a good price point between what supermarkets and cinemas charge. These prices give me a good margin of about 40%. ●

RETAILER PROFILE

THIS WEEK IN MAGAZINES
Pages 41-45

5 August 2016 Retail Newsagent



Like father, like son

Despite the market being increasingly tough, Torquay retailer Chris Herring has never been fazed. Retailing is in his blood, and he knows how to use being an indie to his advantage. **Greg Wilcox** finds out how

Many children dream of becoming a footballer or pop star when they grow up. But Chris Herring had his sights set on just one job; joining his parents in running the family shop in Torquay.

"It was always assumed my brother and I would go into the shop, and I never toyed with the idea of doing anything else. It's in the blood," he says.

Chris's dad, Phillip, has run Londis Shiphay Post Office and Store since 1981, having set it up with his wife, Elaine, and he still runs the post office side of the business.

Chris joined the fray in 1989 when he was just 16 and his younger brother, Pete, completed the team 10 years later.

For many people, the idea of working day-in, day-out with their parents and siblings might be a nightmare. But while Chris admits it's not always familial bliss, he says the situation works well.

"Like most families we have our ups and downs but we all get along well together.

"My brother and I oversee the running of the business and my dad, who's 71, is always there to offer advice as and when we need it.

"If we haven't got something right, he's happy to lend a helping hand. You're never too old to impart advice, and it's still very much a family-run business," he says.

The business has changed a lot since the Herrings sold their first chocolate bar back in the 1980s. Today, the Shiphay

store is one of four run by the family, with the other three managed by non-family members.

Business at Shiphay is going well, says Pete, which is something he attributes to two factors.

"We're doing well because of the range of stock we sell and because we've refitted recently. The two go hand-in-hand.

"Local produce is really popular. We try to include as many lines as possible, sourcing things like local potatoes and Devon clotted cream," he says.

The shop's chilled range is also growing fast.

"Our chilled sales are up 25% because the range we get from Londis is very good. They provide a one-stop service for their stores which is great and there are no membership fees.

"Londis has given us great support with our range. They have great brands with high margins that are 6% higher since we joined them and we can promote a lot of it in-store with free PoS from them too."

Investing in a refit earlier in the year is also paying dividends, with sales up 15% since the family made changes to the store's layout.

"The shop used to be cluttered and the shelves were higher, so we opened the aisles up, widened them and lowered the height of the shelves. Doing this has



Reading RN has given me a great awareness of products launches and new ways of merchandising."

CHRIS HERRING



"We have to be leaner and keener. We can react quicker being an indie and change offers on a day-by-day basis. I don't worry about competition"

created more space for our customers to shop. We've also increased our product range across the board, so it's a more modern-looking shop.

The brothers are keen to point out, however, that the popularity of their new-look shop is also due to established ranges.

In some ways, the store was a trend-setter. It has been serving hot food to go for five years, way before the current vogue for serving ready-made meals in store.

"We sell a lot of hot food to go like burgers, baps and sausage rolls, which are all popular," says Chris.

"We serve lot of transit workers, plus there's a hospital down the road and people pop in all the time and have breakfast in the shop.

"The burgers cost £1 and when people buy them they also buy drinks and crisps."

The store's range of soft self-serve ice cream is also an attraction for customers, he adds.

After so long in the business, and with retail in his blood, it's perhaps not surprising that even though the convenience market is increasingly tough, Chris isn't worried about the future.

"These days, we have to be leaner and keener. But being an independent, we can react quicker and change offers on a day-by-day basis. I don't worry about competition."

VISIT MY SHOP

**Londis
Shiphay
Post Office**
74 Cadewell
Lane
Torquay
TQ2 7HP



Want to see more of Chris's store?
Go to [betterretailing.com/
chris-herring](http://betterretailing.com/chris-herring)

ACADEMY IN ACTION



BetterRetailing.com's Steve Denham talks with retailer Dave Hiscutt about improving his shop layout

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Shop Layout

The right layout makes for a good shopping experience, helping customers to find what they are looking for. The IAA's Rachel Barr joined betterRetailing.com's Steve Denham at Dave Hiscutt's Londis in Weymouth to help him make the most of his shop space



Name	Dave Hiscutt
Store	Londis Westham Road
Location	Weymouth, Dorset
Size	1,000sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 10th 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.



Located a short distance from the beach in the picturesque seaside town of Weymouth in Dorset, Dave Hiscutt has a wide variety of customers on different shopping missions coming into his shop.

They include sun-seeking holiday-makers, workers on their lunch breaks, top-up shoppers and ale fans who see the store as a destination due to his excellent range.

The shop has a strong CTN, off-licence, convenience and food-to-go offer which draws them in.

However, because of its awkward shape, the store has not been rem merchandised in more than two years and Dave is looking for fresh ideas on how to do this. Steve has plenty of ideas to help him out.

My challenge

Dave has a well-rounded offer but his shop is long and narrow with a section that can only be accessed by steps, which creates low-traffic areas.





INDEPENDENT
Achievers Academy

betterRetailing.com

IAA ADVICE

1

Clearly signpost specialist areas

Dave's shop is divided into four parts – news, food to go, convenience and the off-licence. This includes a very large selection of beers and ales.

"Dave has this excellent range, probably the best offering in convenience in Dorset," says Steve.

"But because of the shape, you can't see it from the entrance and he is not shouting about it."

Having a bigger sign and outlining the range will let people know about it and stop customers missing the off-licence.

Dave, who is proud of his range, agrees this is a great idea.

"I have a good supplier and local customer engagement, but would like more people to know about it, especially tourists where there's high spend opportunities."

2

Make it easy for shoppers to find what they want

To the right of the entrance there is a quieter area accessed via steps which houses Dave's selection of news, magazines, stationery and a range of promotional items stacked in the window.

Steve suggests moving this into the main body of the shop and to put his Cook chillers, along with other local products, in the space instead.

"You can't get away from it being up the steps but it has the benefit of being next to the window with great natural light."

"With all the local products together it would create a shop within a shop."

Steve adds that by placing these products together, he will also attract more tourists, who Dave says are particularly keen on this range.

3

Use adjacencies to make shopper missions easy to accomplish

The meal deal offering in Dave's shop is located in a high traffic area close to the tills and includes fruit, confectionery and crisps. Crisps are located in the chiller along with sandwiches and fruit, but Steve believes Dave should move them to be with confectionery in the queue line.

"I'm not sure the chiller is the best place for crisps and moving them next to the confectionery will allow customers to see all the meal deal snack options together," says Steve. Dave has a large range of confectionery which could be reduced. This won't cost anything to implement, Steve adds.

"I know my confectionery range is too big. This gives me an opportunity to review it so I can make room for the crisps" says Dave.



WHAT WE LEARNED



Steve says

"Dave has such an interesting shop and I was really impressed with the beer and ale selection he has built up. By changing things around he will be able to highlight this more and by putting the local products up the stairs and giving the area some signage it will draw people up there. I look forward to seeing how it looks when Dave has completed the changes."

Steve Denham

Associate editor, betterRetailing.com



Dave says

"Having an Academy in Action visit has been a great opportunity. It was good to have a fresh pair of eyes looking at the shop and at how I can improve the business. Steve has given me some great things to work on once my busiest summer months are out of the way. Along with the action plan he also suggested tracking my most popular bays throughout the store to see where my sales are coming from."

Dave Hiscutt

Londis Westham Road, Weymouth, Dorset

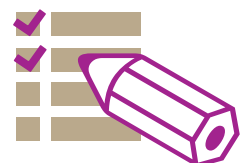
Dave's action plan

- Clearly signpost beer and ale to let people know about the excellent range
- Relocate Cook fridges to show off local and homemade products
- Move crisps to the queuing area and put them alongside confectionery



Your action plan

- Check how your shop layout compares on **betterretailing.com/shop-layout**
- 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



THE RN INTERVIEW

With a three-stage support plan and a brand new consumer education website, JTI's head of sales Andy Stevens is confident his company can guide retailers and consumers through the turbulence expected from plain packaging and EUTPD II legislation. Tom Gockelen-Kozlowski reports

Andy Stevens

Andy Stevens, JTI's head of sales, is pleased with how his company's preparations for plain packaging and EUTPD II have gone so far.

"We've done a significant amount of communication, through the trade media, at conferences and through our reps, to make sure retailers understand what the implications are," he says during an exclusive interview with RN at the firm's Weybridge headquarters.

In May, JTI announced its support ahead of the 20 May 2017 sell-through deadline would come in three parts. Initially it would be "business as usual", then a stage it calls "be prepared" before finally - as the deadline approaches - moving to the "be compliant" stage.

"Retailers have a lot on their plates and they can't remember all the little things which are going on. But, with tobacco being such an important part of their businesses, they need to get this absolutely spot on," Mr Stevens says.

As the first plain packaged cigarettes begin arriving in depots, he says JTI is now moving into the second stage of this process.

The most attention-grabbing sign of this shift is the launch this month

of a brand new consumer website, packchanges.com, which will communicate what the legislation means to smokers. As Mr Stevens explains, retailers have been at the heart of this approach.

"As part of the 'be prepared' process, retailers have asked us 'how are consumers going to know about this?'. At some point, that 10-pack of a brand a customer has been smoking for years is not going to be there anymore," he says.

The website will aim to educate these customers. A huge leaflet and poster campaign will direct them to the website, while providing basic information on the changes too.

Other information can be communicated directly by retailers, he says.

"All a retailer needs to say is 'remember we still have your brand in a 20-pack. The brand is not changing, it's just going to be in a different pack size and at a different purchase price,'" Mr Stevens says.

The website will be available to the general public as a whole and is free of any advertising or branding of JTI's products. The poster and leaflet campaign, meanwhile, will also feature in supermarkets and chains like McColl's.

If communication and customer education have been a worry for retail-



Let's close ranks and get rid of people who don't comply with the law

ers and suppliers, another major challenge for tobacco in a plain packaged market looks set to be the illicit trade (see page 32).

JTI's approach to any retailer found stocking counterfeit or smuggled tobacco has been to remove gantries and end contracts. It has also been trying to convince companies like Camelot to similarly end relationships with store owners who break the law.

"Let's close ranks and get rid of people who don't comply with the law," he says.

The coalition of partners who can

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



work together to beat the illicit trade includes, of course, independent retailers, and Mr Stevens says one reason why stores shouldn't contemplate big post-plain packaging price hikes is that it will only encourage customers to seek out illegal tobacco.

But don't higher prices mean higher margins, RN asks. Mr Stevens' answer is that retailers shouldn't focus on margins but the footfall this category provides. And, on this point he is prepared to commit JTI investment to prove his point.

"We've done a lot of training in the

past two years to make sure that as legislation becomes more layered, reps understand the workings of the whole shop. Rather than just dealing with tobacco, also look at how tobacco interacts with news and soft drinks, for example. Some of the footfall tobacco brings benefits other categories as well."

This isn't the only support JTI teams are readying themselves to provide. "We're in the second stage now, but the third one is 'be compliant' and we will be making sure that stock rotation is happening in the months ahead. Those brands that get stuck in the cupboard should find their way onto shelves – we will support retailers to make sure that happens at store level."

In June, Ritmeester announced it would be swapping stock between stores that have faster sales of particular products and others that are struggling to offload branded stock. Will JTI be doing the same thing? "We will try and assist those conversations between retailers in any way we can," Mr Stevens says.

Indeed, Mr Stevens and his team are confident that retailers who follow their advice and work closely with their reps will be protected as plain packaging makes old stock illegal next May. "If you follow the guidance provided, you shouldn't have any out-of-date stock left," he says.

On a day-to-day basis, following this advice will keep category management and availability as similar as possible to as it is now. Unlike other major suppliers – including British American Tobacco – alphabetical gantry displays aren't part of JTI's plan.

"Don't change what you do when you've got enough change going on already. The simple bit is that every independent retailer stands behind their unit and they know where every single brand is. If they start remerchandising the whole lot, shop staff are going to find it really difficult to find where products are," he says.

His advice is backed up, he says, by the experience of retailers who have been operating with plain packaging for years.

"In Australia, the vast majority of stores have got exactly the same units they had before the ban and they still merchandise in exactly the same way. The reason being that because tobacco represents 30% of your turnover your customers will expect to be able to see the product. People want to see their



With tobacco being such an important part of their businesses, they need to get this absolutely spot on

brand, even if it's in a plain pack."

For a senior figure in a supplier who is facing so many challenges, Andy Stevens appears confident about the future. As well as expectations that plain packaging will have little effect on tobacco sales overall, the importance of e-cigarettes to his business is growing all the time. The aspiration is to be the "number one" e-cigarettes manufacturer worldwide, he says, and retailers should be just as ambitious.

"Retailers should grasp the opportunity to be part of the relatively new e-cigarette category. As with most new categories, if you're in at the start it's easier than getting in when it's established, particularly as people have preferred places where they like to go and know they will get the support they need."

Mr Stevens also reveals the E-Lites brand will be phased out as all JTI e-cigarettes are brought under the Pro-logic brand.

And when it comes to tobacco, for those who stay the course, he's similarly confident.

"If you can get it right, invest in the category and can answer all of your customers' questions you can become a destination store for the e-cigarette category," he says. ●



ILLICIT TOBACCO

In advance of the arrival of plain packaging, suppliers are warning the illicit tobacco trade is about to get even harder to fight. Rachel Barr speaks to five RN readers to find out how the legitimate trade is really being affected

Life's about to get tougher on the front line

The blight on law abiding retailers that the illicit trade represents is well known, but the statistics behind are still worth repeating. Illicit cigarettes account for approximately one in six of those smoked in the UK last year and almost half of rolling tobacco is not legitimate. The losses to government alone are shocking, with the UK government missing out on a potential £6m a day – £2.1bn a year – in lost tax revenue.

But the industry is fighting back. Last month, RN's Tom Gockelen-Kozlowski joined a team of undercover former police officers who gather intelligence and raise awareness of the illicit trade. Tobacco suppliers are also taking direct action against retailers who flout the law. JTI, for example, recently announced the removal of its 25th cigarette gantry after a retailer was convicted of stocking illicit tobacco. The company has also partnered with Crimestoppers to encourage

retailers to come forward with any information they might have.

Yet, according to JTI, this is a fight that's about to get a lot

harder to win thanks to the arrival of plain packaging and EUTPD II.

"The EU and the British government appear to be incentivising smokers to purchase tobacco products abroad or through the illegal trade," says Jeremy Blackburn, head of communications at JTI.

"The EU's decision to ban 10s, menthol and pouches of tobacco under 30g is a gift for criminal gangs as more smokers, who find that their preferred pack is no longer available, will be tempted to buy illegal tobacco."

This view is also shared by Peter Nelson, anti-illicit trade manager at Imperial Tobacco UK, who says the UK saw a 18% increase in counterfeit and smuggled products coming into the country in 2015.

"This is a concern as we move into the next phase of EUTPD II and standardised packaging. Criminal groups will take even greater advantage of new legislation to increase their ill-gotten market share," he says.

But what is the situation really like for RN readers who face it, in their communities, every day? RN spoke to a broad range of store owners across the British Isles to find out.



Ray Monelle

Orchard News,
Somerset



"I have definitely seen evidence of the illicit trade of cigarettes within 300 yards of my shop. In this area, people are selling smuggled cigarettes rather than counterfeit ones. But my fear is this will change when plain packaging comes in and it is made much easier to produce fake versions of legitimate products.

"We do still sell a lot of cigarettes but the illicit trade is costing me at least £1,000 a week in lost sales. It is hard to do anything to try and increase our sales because we are not allowed to advertise the products we have.

"I actively report any illicit sales I see and so do my customers. But it is in the hands of the people enforcing the law to stop it and I feel they need to up their game."



Anna Patel

Star News,
Nottingham



"I don't ring up our local Trading Standards team anymore because the situation is so bad around here and the other retailers seem to know it is me ringing. I used to ring and tell them the registration number of the vans delivering the illegal tobacco. I even told them when to come to intercept cigarette deliveries, but nothing ever happened.

"It feels like I am the only legitimate seller of cigarettes in my area, and the illicit trade is ruining my sales. This is because I am selling cigarettes for £10, but people can get counterfeit versions across the road for £3. Why are these shops still open? If I did what they are doing I would be locked up."



Plain packaging is expected to fuel sales of illicit brands





Baccy Boy

Delivering tobacco to your door – add me now! Selling Jin Ling, L&M ciggies and more, plus 50g roll ur own pouches for half the price of your local corner shop. 😊

**Retailers – we're protecting
you by #following
#illegaltobacco sellers on
social media and passing their
details to law enforcement**

www.suspect-it-report-it.co.uk

Follow @suspect_report

**SUSPECT IT?
REPORT IT!**

The illicit trade impacts:



income



youth



quality



communities

Customs Hotline
0800 59 5000
www.hmrc.gov.uk/customs-hotline

Report illegal cigarette
sales and smuggling



Working **together** to fight the illicit trade

ILLICIT TOBACCO



John McDowell

McIntyre's Newsagents
Londonderry, Northern Ireland



"We are quite lucky around here and I don't really have too big a problem with illicit tobacco. I'm sure it is different in major cities such as Belfast though.

"While I don't see anyone selling counterfeit products, I do see people selling smuggled products, normally from ice cream vans.

"I always report people to Trading Standards if I see illicit products being sold. It tends to be people coming back from mainland Europe and then selling them around the neighbourhood.

"I feel the people investigating it don't pay enough attention, though, and are looking at retailers for underage sales rather than the illicit trade."



David Woodrow

Woodrow's News,
Renfrewshire, Scotland



"I keep an eye on the level of illicit tobacco by monitoring the sales of Rizla rolling papers – the people who smoke illicit rolling tobacco still need papers. My cigarette sales are ok at the moment and I have not seen any dramatic changes recently in the amount of rolling tobacco accessories people are buying.

"We have a container terminal close to here which was raided recently and evidence of illicit tobacco was found. Security at this terminal has now been tightened up, which caused the problem to go down.

"I do still see some strange packets in people's hands, though, suggesting there are counterfeit cigarettes around. I have no issue reporting things to the police and trading standards and I am happy to do this if I see illicit tobacco being sold."

Trading Standards: Are cutbacks hampering their fight?

Trading standards teams across the country are constantly tackling illicit sales but high profile cuts mean many areas aren't able to put the resources in to the fight that they would like.

Steve Allen, Trading Standards manager at Derbyshire County Council, is responsible for a team which seized

almost two million cigarettes last year.

Along with almost 600kg of hand-rolling tobacco, the seized products were estimated to have a value of £430,000, he says.

"We realise that legitimate retailers are significantly undermined by illegal sales. We would always encourage

businesses to report any premises or individuals that they have concerns about," he says.

"Trading Standards act locally, and work with partners such as police, but this is becoming more difficult as the resources available to local authorities continue to decrease," he adds.



Illicit trade is costing me at least £1,000 a week in lost sales



Nimish Ashar

Newsmarket,
Rainham, Kent



"I think sales of illicit tobacco are quite rife here, of both smuggled and counterfeit products. Increased prices of cigarettes don't help us – can you really blame people when they are offered products for as little as £3 to £5?

"I have a customer who comes in the shop for other things who no longer buys 50g packs of Amber Leaf from me because, while I sell it for £18.54, he can buy it for £8. My sales have gone down because of this to the extent of thousands of pounds.

"People have this rather shocking view that cigarettes will kill you anyway so they don't care what they buy.

"If people found out I was the one reporting them they may avoid my shop for other products, so I don't feel it's worth me doing."



Nimish has lost out on sales of 50g packs due to illicit traders

How to report illicit tobacco sales

If you have any suspicions regarding the sale of tobacco in your area, there are a range of ways you can report it.

- Your tobacco rep will pass on any information you provide to the relevant authorities
- Crimestoppers: 0800 555111 (anonymously)
- HMRC's Customs Hotline: 0800 59 5000
- Local Trading Standards department or police force

ILLEGAL TOBACCO

DON'T BE THE NEXT HEADLINE



TAKE A STAND...

Illegal tobacco not only damages your business but it also funds organised crime and terrorism. If you have any information on those selling illegal tobacco contact the independent charity Crimestoppers anonymously on **0800 555 111** or through the Anonymous Online Form at www.crimestoppers-uk.org. Alternatively contact the Customs Hotline on **0800 59 5000**.



CRIMESTOPPERS
0800 555 111
Call anonymously with information about crime

HOME BAKING



Baking up a delicious cake, pie or other delicacy is no longer the preserve of the culinary-minded. With The Great British Bake Off about to return, **Rachel Barr** takes a look at how the industry is catering to the growing demand from beginners to experts for baking products

A piece of cake?

Young bakers

Whether it's over the long summer holidays or during drizzly autumnal Saturday afternoons, baking is an activity that's as popular with children as it is with parents who are looking to keep them occupied.

General Mills is one of a number of companies which produces easy-to-make cake mixes where customers need not supply anything more than an egg and a cup of water to make a variety of cakes. Its Betty Crocker range includes red velvet cake, vanilla cupcakes and chocolate brownies.

It's once young bakers' creations' have been taken out of the oven and cooled down that the real fun often begins, with a simple cupcake or sponge acting as a perfect canvas for any number of creative designs.

Dr Oetker has launched two products this year designed for "no hassle baking" with kids. Easy Choc and Easy Ice. The former (RRP £1.79) provides a simple way to add a milk chocolate ganache topping, or a chocolate drizzle, to all types of cakes and desserts. It also works as a mix for cornflake and rice crispy cakes. Easy Ice (RRP 79p), meanwhile, is a glaze icing kit, designed to "finish off" cupcakes, biscuits, eclairs and more. The product is available in pink, yellow and chocolate.



New products make baking with kids easy

Adventurous bakers

Whether it's an inspirational episode of *The Great British Bake Off*, a particularly-compelling recipe in a Sunday newspaper or Instagram's latest favourite foodie photo, a breed of adventurous bakers is pushing the boundaries of what a home baker can achieve.

As with young bakers, more adventurous bakers have most of their fun getting the presentation of their creations right, according one leading supplier.

"As bakers are becoming increasingly flamboyant in the presentation of their cakes and desserts, retailers are encouraged to widen their range of finishing touches such as cake toppers, sprinkles, icing and sugar craft where additional space permits, which will help drive incremental purchases and increase sales," says Marcus Free, managing director at SHS Sales & Marketing. The company is the owner of Farmlea – an ambient grocery brand which produces tinned puddings, baking ingredients and a range of cake decorating tools.

Dr. Oetker's Jan McKee agrees customers are getting more innovative in what they're baking, but her company's latest launch – Dr. Oetker Flavour Drizzles – is designed help bakers intensify the flavour of their bakes.

"Perfect for busy consumers looking for simple and convenient solutions, the new range is the easiest way to add rich flavour and moist texture to bakes. Lemon is perfect for creating traditional lemon drizzle cakes, and Caramel and Raspberry are popular flavours that we expect to see much more of in home baking over the next few years," she says.



Drive incremental sales with fun toppings for cakes



Retailers are encouraged to widen their range of finishing touches

How can you bring your home baking display to life?

Dr. Oetker's head of marketing, Jan McKee provides three ideas for how retailers can add excitement to their baking display.

- **Place it a high footfall area**

Home baking should be merchandised alongside other similar categories such as ambient desserts and jams.

- **Give customers recipe ideas**

Recipe cards will give customers creative ideas and might inspire impulse buys in addition to traditional baking ingredients.

- **Bring related products together**

Putting bakery products near other ingredients (dried fruits and confectionery) ensures customers have everything they need in one place.

The retailer who serves baking royalty

One retailer who makes sure his home baking display is always in top shape is Budgens of Broadstairs' Adam Hogwood. And for good reason too...

Not only does the business count 2014 Great British Bake off contestant Chetna Makan as one of its regular shoppers, but the big man himself, judge Paul Hollywood, has also been spied browsing the aisles.

Adam says it is important to have a strong range of essential baking items along with a range of premium items for upselling.

"These are mostly decorations for people to finish their cakes with such as Dr. Oetker's sprinkles or butterflies.

"We also have the ready mixed boxes too."

His list of essentials includes plain and self-raising flour, sugar, eggs, vanilla essence and frosting for cupcakes.

And if shops find a contestant in this year's series lives close by they should adopt Adam's approach from 2014.

"In the first week of Bake Off we saw people coming in to buy every ingredient needed for a cake.

"When Chetna was on the show the whole town got behind her in regards to baking which was great to see."

To get people baking Adam posted about Chetna and the show on social media and hosted a live Twitter Q&A with the baker herself, with his customers submitting the questions.

Additionally he had an A-board outside of the shop with had supportive messages on to get people talking about baking and the show.

"In the first week of Bake Off we saw people coming in to buy every ingredient needed for a cake.

"Not the exact one from the show, but we knew if they had been successful with their baking endeavours because they came back again for more ingredients.

"We don't charge premium prices because our display isn't huge, due to size constraints, so if I put the prices up it wouldn't sell."

Alternative bakers

With the rise of healthier eating across other sectors, baking is no exception and suppliers are reporting increased demand for alternatives along with catering for the vegan and gluten-free market.

Such as been the widening understanding of food intolerances and specialist diets that last year's Great British Bake Off had its own 'free-from' week.

According to Dr. Oetker's Jan McKee, retailers may therefore see a shift in sales from traditional products to variants which meet these customers' needs.

She suggests stocking honey and agave syrup as a substitutes to sugar and raw cacao instead of cooking chocolate.

"The rise of vegan and gluten-free cakes is evident, as are alternative ingredients such as raw cacao and the replacement of flour with vegetables and fruit such as banana, sweet potato or beetroot," she says.

Major suppliers are also using innovative processes to offer vegan bakers butter-like ingredients to help them widen their baking possibilities. Unilever-owned Flora Freedom, for example, is dairy-free and can be used for both baking and as a spread. ●

PREVIEW



Ultimate Sizzling sales

PepsiCo is giving shoppers the chance to decide which flavour will be rolled out onto the market, Flavour A Sizzling Salsa or Flavour B Ultimate Cheeseburger.

RRP £1.99 for 200g bag

Outers various

Contact 0118 930 6666



Get gamers buzzing

Red Bull has launched a limited edition gaming pack to promote its 5G event. The pack will be available on Red Bull's Energy Drink, sugarfree and £4.49 PMPs.

RRP £4.49

Outers not given

Contact 01344 418 396



Stick Yollies in your store

Kerry Foods is launching Yollies Singles, a new single pod yoghurt lolly on a stick, available in their most popular flavour, strawberry.

RRP 59p

Outers 10

Contact 01784 430 777



Mars' M&M monsters

Mars has announced it is bringing back M&M's Halloween Peanut range. The relaunch will be supported by a media campaign in September.

RRP 60p for a 45g bag

Outers not given

Contact 01753 550055



Bang the drum

Swizzels is launching limited edition Drumstick Squashies in an orange and blackcurrent flavour in time for Halloween.

RRP £1

Outers not given

Contact 01663 744 144



Festive Wine Gums

Mondelez is to introduce Maynards Bassetts Wine Gums Merry Mix in time for Christmas. The new product is packed full of festive-themed jellies.

RRP £1.32

Outers 12

Contact 0870 1917343



They'll lap it up

Heineken is launching a new Kronenbourg 1664 pack featuring an Alsatian dog, following the success of the limited edition Eric Cantona pack.

RRP not given

Outers not given

Contact 0845 301 0330



Trick or cheese

Mini Babybel is reintroducing its Halloween-themed packaging featuring a pumpkin, a devil and a Frankenstein.

RRP £1.85 for a net of 6

Outers not given

Contact 0800 030 4594



We all scream for... Chewits!

Cloetta is bringing back Ice Cream Chewits. The launch will be supported by a sampling campaign across the UK.

RRP 35p

Outers 40

Contact 01772 674686



Butter them up

Kerry Foods has rebranded Kerrymaid Butter, Kerrymaid Sunflower Light, Kerrymaid Spreadable and Kerrymaid Olive with new packaging.

RRP £1.49-£1.69

Outers not given

Contact 01784 430 777



Expect sweeter sales

Rowse Honey is launching Rowse Honey Snap & Squeeze to tap into the "carried out breakfast" market.

RRP £2.59 for box of 8

Outers not given

Contact 0800 954 8089



Roll up for snowballs

Mondelez has announced it is to launch Cadbury's Dairy Milk Snow Balls as part of its Christmas drive this year.

RRP £2.99

Outers 8

Contact 0870 191 7343



**OF SHOPPERS THINK
IT IS IMPORTANT TO
BUY LOCAL PRODUCE***

HOW WILL YOU CAPITALISE?
Read RN's Local Produce special on 12 August

Local produce is a major point of difference but how do you find the right suppliers to work with, build mutually beneficial relationships and get the right strategy for your store?

On 12 August, Retail Newsagent's Local Produce special will show you the best ways to form these profitable relationships.

*YouGov Omnibus Research 2015

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THIS WEEK IN MAGAZINES



Kick-off time

FOOTBALL IS BACK – DID IT EVER GO AWAY?

Away from the mega-salaries, superstar egos, glitz and glamour real, grassroots football has millions of fans. Their paper is back.

AFTER a three month summer break, The Football League Paper is returning to newsstands for the new football season, starting on Saturday 6 August. Greenways Publishing will be supporting independent retailers with a marketing push, including free PoS material and posters displayed at football league stadiums, informing people to buy the title every Sunday in their local newsagent. The Football League Paper offers fans of non-Premier League football teams their own dedicated newspaper. It offers extensive coverage for all 72 Football League clubs with news, features and gossip, as well as comprehensive match reports.



THE FOOTBALL LEAGUE PAPER
On sale 7 August
Frequency weekly
Price £1.50
Display with Sunday newspapers, The Non-League Paper

Round up



NADIA ALEXANDROU
Magazines
reporter

FEEDBACK FROM THE FRONTLINE

Finding out what type of papers and magazines customers like is far less risky and easier for retailers than it is for publishers.

The brave yet short-lived launches of the New Day and 24 stand as a testament to this – both closing within months of their first issue. The recently-launched New European seems to have struck a chord with readers, largely thanks to the publisher's well-executed strategy of testing the waters with a four-week run and targeting anti-Brexit locations. But despite this triumph, only time will tell if it can sustain a good performance.

Magazine publishers can assess customer demand with one shots. However, the number of these which get turned into regular-frequency titles are few and far between.

Retailers, on the other hand, are able to find out exactly what their customers want by simply having a chat with them at the till. You can order niche titles in for them from a range of more than 3,000 magazines. Or if you try a new title and it's not what your customers want, you can send it back to your wholesaler.

Paul Keys, of Key News in South Yorkshire, stocks local titles Yorkshire Life and Down Your Way (Yorkshire's nostalgic magazine). "While they're not my best-selling titles, they satisfy the needs of a few regular and loyal customers, which makes it well worth it," he says.

Are you taking full advantage of your strengths as an independent retailer? Why not give a new one shot a chance on your magazine bay, or take the time to ask a customer about their hobbies and interests. There might be a sales opportunity in it.

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THIS WEEK IN MAGAZINES



Bestsellers Women's lifestyle

Title	On sale date	In stock
1 Hello!	08.08	<input type="checkbox"/>
2 Good Housekeeping	02.08	<input type="checkbox"/>
3 Glamour	08.08	<input type="checkbox"/>
4 Cosmopolitan	03.08	<input type="checkbox"/>
5 Vogue	04.08	<input type="checkbox"/>
6 Marie Claire	04.08	<input type="checkbox"/>
7 Red	04.08	<input type="checkbox"/>
8 Elle Monthly	03.08	<input type="checkbox"/>
9 Psychologies	29.07	<input type="checkbox"/>
10 InStyle	04.08	<input type="checkbox"/>
11 Tatler	04.08	<input type="checkbox"/>
12 Vanity Fair	08.07	<input type="checkbox"/>
13 Women's Health	03.08	<input type="checkbox"/>
14 Harper's Bazaar	02.08	<input type="checkbox"/>
15 Porter	05.08	<input type="checkbox"/>
16 Hello! Fashion monthly	02.08	<input type="checkbox"/>
17 i-D	04.08	<input type="checkbox"/>
18 Vogue USA	04.08	<input type="checkbox"/>
19 Soul & Spirit	15.08	<input type="checkbox"/>
20 Dazed & Confused	04.08	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



OLIVE MAGAZINE

Inside the September issue of Olive magazine, readers can discover the restaurants that top chefs love, travel to Europe's secret food hotspots and try out sweet and savoury recipes where milk plays the leading role. With the on-sale date coinciding with the start of university and school terms, this issue will also feature a pasta book extract designed to arm freshers with a range of recipes to ease them into university life.



On sale 12 August
Frequency monthly
Price £4.25
Distributor Frontline
Display with BBC Good Food, Delicious, BBC Easy Cook



INSTYLE

The September issue of InStyle is covermounted with a choice of three Balance Me products – Pure Skin Face Wash, Super Toning Body Polish or Lip Quench Balm. Readers can collect all three, which together are worth £28. The issue features a photoshoot and exclusive interview with cover star Stacy Martin, reveals the latest trends from puffer jackets to the new tartan, and singer-songwriter Rosie Lowe showcases looks from the biggest autumn and winter 2016 shows.



On sale 4 August
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Marie Claire, Glamour, Red



HORSE & HOUND

During the Olympic Games, Horse & Hound is publishing special dedicated issues to bring readers the latest news from Rio. This issue comes with a 24-page pull-out guide to ensure viewers can follow all the action this summer. The issue reveals everything equestrian enthusiasts need to know about each Olympic horse and rider and provides scorecards to help viewers follow the competition as it unfolds.



On sale 4 August
Frequency weekly
Price £2.80
Distributor Marketforce
Display with Pony, Horse & Rider, Your Horse



THE NON-LEAGUE PAPER

Sister title to the Football League Paper, The Non-League Paper will again be featuring all of the action from the world of non-league football. As the only paper that covers non-league football from top to bottom – from the Football Conference down to grassroots, it is the recognised authority on non-league football, according to Greenways Publishing. Like its sister title, the paper yields a 25% margin, giving retailers 37.5p for every copy sold.



On sale 7 August
Frequency weekly
Price £1.50
Distributor Mail Newspapers
Display with other newspapers



SHOWCASE: CRAYOLA

The latest issue of Egmont's Showcase magazine features children's craft brand Crayola. The Crayola issue is an animal-themed activity pack filled with colouring, puzzles, craft activities and stickers pages. Several gifts are also included in this issue, comprising four coloured pens, stickers and two stencils to complete the animal activities.



On sale 10 August
Frequency monthly
Price £3.99
Distributor Seymour Distribution
Display with CBeebies Special Gift, CBeebies Weekly, CBeebies Art

DISPLAY THE TOP NINE THIS SUMMER



TAKE A BREAK'S PUZZLE MAGAZINES PUBLISH 9 OF THE 10 BESTSELLERS



WOODTURNING

The September issue includes an Irwin-branded impact bits pack (tools used for woodturning) worth £6.30, and will retail at the higher price of £4.50. The issue is expected to be popular with readers because such accessories are commonly used by woodworkers. The latest edition also offers a variety of projects including turned toys and looks into the art of bracelet-making.



On sale 11 August
Frequency monthly
Price £4.50
Distributor Seymour
Display with The Woodworker, Woodworking, Crafts



WOMAN & HOME

The September issue of Woman & Home offers readers the chance to pick-up a free Shiseido beauty gift worth £18 in participating stores, and get 20% off new season bags at The Cambridge Satchel Company. The issue itself features exclusive interviews with cover stars Mary Berry and Paul Hollywood, as well as chef Jamie Oliver. Elsewhere in the issue, there's a look at the new food rules including diet tweaks that can boost your health.



On sale 4 August
Frequency monthly
Price £4.20
Distributor Marketforce
Display with Good Housekeeping, Prima, Red



AUTOCAR

Autocar has been redesigned, with popular sections of the magazine such as motorsport being revived and revamped. Frontline expects a 20% uplift in both volume and retail sales value for this issue. Autocar is the best-selling title in its sub-segment, general motoring, and delivered more than £3m retail sales value from July last year to June. The motoring category is worth 5% of the total magazine market, delivering more than £55.5m retail sales value for the same period.



On sale 3 August
Frequency weekly
Price £3.80
Distributor Frontline
Display with Auto Express, What Car, BBC Top Gear



SHOPKINS

Issue 19 of Shopkins magazine will be its biggest issue since launch. Readers will get a Shopkins toy and stamper set, as well as an exclusive Shopkins Happy Places mini-mag. Happy Places is the latest release from popular girls' brand Shopkins, and is well positioned to be a hit with the magazine's readership. The collectable Shopkins toys have also spawned a line of books and trading cards, as well as a YouTube channel.



On sale 11 August
Frequency 14 a year
Price £4.99
Distributor Marketforce
Display with AniMagic, My Little Pony, Frozen



POKEMON MANIA

Tapping into the latest Pokémon craze, Pokémon Go provides fans with all the essential information about the game. This includes a general overview of the game, how to choose the best team to suit you, gym battle information, posters, game strategy tips and the chance to win Pokémon toys.



On sale 5 August
Frequency bi-monthly
Price £3.50
Distributor Comag
Display with Lego friends, Girl Talk, Teenage Mutant Ninja turtles

Industry viewpoint

Simon Gage
 Publisher and retailer services director, Smiths News



WORKING TO FIX THE SUPPLY CHAIN

Last December, key parties across the supply chain agreed that progress needed to be made to the partworks process.

One of the areas we have focused on, albeit not completely yet resolved, is communication.

While we try to do our best, there are often little black holes of communication that result in the loss of customers and business to retailers.

Therefore, being able to provide better quality information – including giving all the right details when a partwork is being launched and explaining exactly where and how long a back order will take to arrive – has been a key priority.

The ability for distributors to provide more detail in the due book – for example whether the distributor can get stock from the publisher, they have to bring it from another country, or that the part is out of stock completely – will allow retailers to keep their customers better informed.

One of the biggest frustrations we're aware of is when people go to their independent retailer for the launch issue, only to be forced to go elsewhere for the following issues because their copy allocation has been cut.

While wholesalers cutting back supplies of issues two to six for independents is an attempt to manage what we know will be a decline in sales, both Menzies and Smiths News have committed to honouring a retailer's request if they have customer orders.

There's still plenty of work to do, and we have a meeting in November to agree upon the next steps.

Top tip

Smiths is releasing an improved partworks form for launches ahead of the next wave of new partwork this autumn. Take advantage of it.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW CONSTANT INNOVATION HAS KEPT JOHN STEVENSON'S STORE UP-TO-DATE

Plus, how four stores of different sizes can provide the right stock to cater for a great family night in, and are you prepared for polymer £5 notes next month?



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	31	100	8.99
Build the Millennium Falcon	84	100	8.99
Cake Decorating Relaunch	79	169	2.99
Dinosaurs & Friends	77	80	5.99
Jazz at 33 and third RPM	15	70	14.99
Simply Stylish Knitting	32	90	3.99
Star Wars Helmets Coll'n	16	60	9.99
Zippo Collection	24	60	19.99

Eagle Moss

3D Create & Print	81	90	6.99
Build A Solar System	51	104	6.99
DC Comics Graphic Novel	26	60	9.99
Disney Cakes & Sweets	152	160	4.50
Doctor Who Figurines	78	120	7.99
Marvel Chess Collection	82	96	8.99
Marvel Fact Files	177	200	3.50
Military Watches	65	80	9.99
Star Trek Ships	78	78	10.99

Hachette

Art of Crochet	50	120	2.99
Art of Knitting	80	90	2.99
Art of Quilting	32	90	3.99
Art Therapy	73	120	2.99
Build the Mallard	102	130	7.99
Build the U96	102	150	5.99
Dr Who Complete History	25	80	9.99
Draw The Marvel Way	16	100	4.99
Judge Dredd Mega Collection	41	80	9.99
Marvel's Mightiest Heroes	69	60	9.99
My 3D Globe	83	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	76	80	5.99
My Zoo Animals	49	60	5.99
Precious Rocks, Gems & Minerals	81	100	5.99
Real Life Bugs & Insects	99	97	5.99

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**

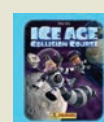


WWE
Stickers **£2.99**
Cards **£0.50**

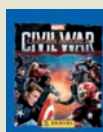
Panini



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**



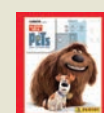
Paw Patrol Stickers
Starter **£2.99**
Stickers **£0.50**



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



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



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



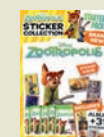
Official UEFA Euro 2016 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



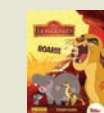
England Trading Card Collection
Starter **£4.99**
Cards **£1.00**



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



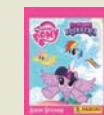
Finding Dory
Starter **£2.99**
Cards **£0.50**



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



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



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

betterRetailing.com

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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								

Insertion payment guide

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

Weight Watchers 30-31 July

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,015g	700g	45g	5	25g
Sunday Times	945g	590g	55g	3	45g
Mail on Sunday	665g	285g	65g	2	45g
Times	645g	395g	0g	0	0g
Guardian	615g	240g	10g	1	10g
Mail	570g	205g	55g	4	40g
Sunday Telegraph	555g	295g	0g	0	0g
Observer	545g	90g	45g	1	45g

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Back in the day

100

YEARS AGO

5 August 1916

C E Boon of Mills & Boon fame praised the sales of the low-brow, formulaic romance genre's shilling range, revealing they'd sold more than 30,000 books in one week alone. He also predicted sales would rise once the war was over.



50

YEARS AGO

6 August 1966

Britain was lighting up more and more with figures revealing we smoked a staggering 701 million cigars, a rise of 19% on the previous year. Regular cigar smokers (once or twice a week) numbered 1.75 million, a figure that represented 9% of all men.



25

YEARS AGO

3 August 1991

Nottingham Newsagent Mr D Beer won £1,000 for his eye-catching display of The Simpsons sticker collection. The cartoon was making a huge splash in the UK and store owners were being encouraged to stock The Simpsons merchandise.

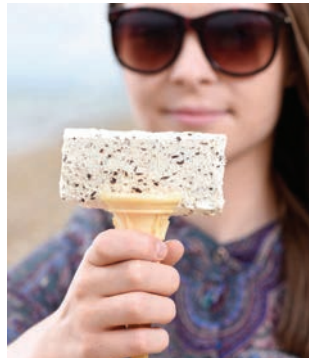


Hot news! Ice cream that doesn't melt tastes great

It may only be useful for one week a year in the UK – and that's being optimistic – but there's a new must-have for all ice cream lovers – ice cream that never melts.

Gastronaut Ice Cream comes shaped as a bar and apparently you could be just a few miles from the sun and still the frozen food would keep its form, and that's all because it is freeze dried.

While that has the effect of perhaps not whetting the appetite as much as the ice creams of our childhood (apparently the organic snack



looks different and even crumbles in your hand) once the treat is eaten it tastes exactly like 'normal' ice creams.

Rob Collignon, owner of Gastronaut Foods, told

The Daily Mirror: "This is the only premium organic freeze-dried ice cream on the planet.

"Besides being healthier, they're also tastier."

Considering the UK has already had its three days of sun for 2016 you can test the new ice cream sometime next year when the clouds next part...

Granny Smith's in for a shock

We've all done it – placed our hands in a bunch of bananas without really paying attention. But customers at a Swedish store were given a huge fright while looking for apples to munch when they came across a huge tarantula.

Customer Martina Trofast said: "When I was walking to the fruit corner I realised there was a monstrous spider walking among the apples."

However, if you're shaking at the prospect of taking

delivery of the next batch of fruit from faraway lands, worry not.

Such is the nature of modern-day packaging the likelihood is that someone with a warped sense of humour deliberately placed the spider in the store rather than the eight-legged friend hitching a lift with the apples.

But perhaps it's no bad thing to have a pair of gloves on and a beady pair of eyes the next time fruit gets delivered to your store...

VIEW FROM THE COUNTER with Mike Brown



At our last Northern district executive meeting there was an emotive moment when it was announced that Tony Pucci had won the prestigious 'Good Samaritan' award from NewstrAid (Old Ben) at its AGM.

Congratulations to Tony who is known to many of you throughout the trade.

Tony recruited me as an almoner for the Teesside area and he is such a lovely man it was impossible to say no.

I'm sure when I next see him he will be wearing his Good Samaritan badge with pride.

I received a call from my youngest daughter's PE teacher the other day to say the department had entered her into a competition called 'Young Sports Personality of the Year' run by our local paper, The Gazette.

The judging is not until October, but it is very exciting for her to be nominated.

Thanks to promotions run by my local Booker depot, Stockton, I am able to stock a range of sugar-free, low calorie soft drinks at no risk.

So far the most successful have been Coke Zero and Lucozade's Pink Lemonade and Orange flavours.

I don't think I would have tried these products without the incentive of free stock, but they certainly sell and are becoming a regular feature in my chiller.

On Tuesday 12 July, the men's choir I belong to put on its summer concert at Stockton's Baptist Tabernacle church.

All proceeds from our concerts go to charity and this time the project we were supporting was School Aid India.

I mentioned the concert at our last Teesside branch meeting and two members, Stephen and Andrew Tate came along.

Anyway, they must have enjoyed it because at £10 a ticket they didn't ask for a refund.

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