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OPPORTUNITY
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17
growth
areas

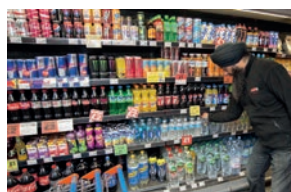
Refit for the future
'Investing in my business
has grown sales by 25%'

Page 24 >>

NEWS • CONVENIENCE • PROFIT

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9 in 10: 'sugar tax won't hurt sales'



- Top retailers tell RN customer loyalty and current switch to healthier products will protect sales from levy.
- But economic think tank warns local shops will be hardest hit. **Page 5 >>**



NEW TREND

Shops heat up sales with cold coffee

Coffee to go a 'no brainer', but 75% of stores missing out.

Page 8 >>

Uba list [Feb 9, 2016]	
Store name	
Milk	£1.75
Lactofree Fresh Semi Skimmed Milk 1l	x2
Cheese	£1.80
Cheestrings Original Cheddar 4 Pack...	x1
Bacon	£0.59
Bacon Rashers	x1
Bread	£1.50
Hot Cross Bun 6 Pack	x1

TECHNOLOGY

Security fears over new self-scan app

C-stores' concern over theft threat as Ubamarket trial rolled out. **Page 6 >>**



Ghastly gathering Shoppers at Spar Landmark Place in Cardiff got a fright last weekend as hordes of ghosts, ghouls and magicians – Harry Potter among them – descended on the shop. They weren't there to cast spells and scare people, but to pick up snacks on their way to the Anime & Gaming Con that took place nearby.

BUSINESS COSTS

Unfair contracts cost indies thousands

Retailers stung by up to £23k on a daily basis, says NFRN.

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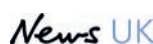
Johnston Press to scrap direct delivery service for three titles in north of England.

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12 October 2016

LOCAL
SHOP
SUMMIT

London

Technology influences shopper behaviour



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News UK

Shoppers with smartphones How to bring your store to the customer

YOUR customers want to shop when it suits them, they want to be in control and they want personalisation. How can technology be used to help them do this? And how can you use social media, apps and digital to help run your business and influence shopper behaviour?

Find out at the must-attend live session led by publisher of The Sun and The Times, News UK, during the **Local Shop Summit at**

Twickenham Stadium, London, on Wednesday 12 October.

Alongside expert panellists and retailer influencers, News UK will be discussing how you can bring your store to the customer and establish how to utilise in-store solutions to become smarter and more efficient to satisfy tech-savvy shoppers.

"Consumers are leading the decisions made by business owners. Increase shopper spend

and footfall by investing in the trends that make your shop relevant to them as part of the pre- or actual shopper mission" says Greg Deacon, head of retail trade marketing at News UK.

Do you tailor messages around your audience and their shopper missions? Are you aware of the moments that matter and do you make them count? How else could your store service a shopper through solutions that

meet their needs?

Whether you're looking for advice on how to best use technology and social media to influence shopper behaviour, how to make the most of digital in-store solutions to become more efficient, or to learn about the moments that matter for your customers, attending News UK's Local Shop Summit session will fill you with ideas to take back to your business.

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

#LSS16

LEADER



For local shops without head offices, RN is your buyer, and it's not limited to innovative food trends



CHRIS GAMM

Editor

@ChrisGammRN

Most mornings, my colleague Martyn Fisher, the editor of Better Wholesaling, comes to work with a cold coffee to go.

He is influenced by promotions rather than brand loyalty and buys products made by Starbucks, Emmi Caffé Latte, Jimmy's and, his favourite, Vita Coco Cafe. They are all premium products, have great packaging and look interesting.

In this week's issue, we discover that cold coffee to go is a growth trend for stockists, but, unbelievably, tens of thousands of stores don't stock it and are missing out on sales.

New RN reporter Charlie Faulkner spent Friday afternoon, her third day on the job, calling retailers to find out if they stock cold coffee and how it's selling.

Of the 12 retailers she spoke to, 75% don't stock it. But for the other 25%, it's a steady seller, with sub-trends like dairy-free, coconut coffee and the more niche cold press coffee emerging. They had range and merchandising advice for those who haven't discovered the trend and encourage them to get behind it.

Martyn buys his coffees from Tesco, because they aren't stocked in the local shops or Co-op he passes on his walk to work. Tesco's buyers are tasked with uncovering the latest food trends and products and ensuring their offer matches their shoppers' expectations.

For local shops without head offices, RN is your buyer, and it's not limited to innovative food trends. In this issue, we have also unearthed 17 specialist magazine trends that work for our readers.

Each week, we look for the exciting products that could make your store a destination. You must identify if any of them could earn you new profits.

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"WE NOW STOCK AROUND 50 TITLES AND SALES ARE UP 40%"

CUMBRIAN RETAILER MIKE MITCHELSON OUTLINES THE BENEFIT OF HIS £40,000 REFIT **Page 24 >>**

NEWS

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IAA Top 100 to be unveiled

The Independent Achievers Academy will announce its Top 100 UK and Ireland news and convenience stores next Tuesday.

The business development programme recognises excellence achieved by independent retailers through a rigorous process including an independent in-store assessment.

A shortlist of eight retailers for each of the Academy's 12 categories, will be announced on 19 September, which will be whittled down by a panel of industry experts.

The finalists will be announced on 12 October and the winners revealed at the Gala Dinner on 1 December.

Newtrade managing director Nick Shanagher said: "The IAA benchmarking process focuses on best practice. It's about making smarter choices and repeating them consistently to help drive profit and sales. The Top 100 recognises the retailers setting that benchmark."

See www.betterretailing.com at 4pm on Tuesday for the Top 100 and next week's RN for more.

JTI calls for action

JTI has renewed its call for other manufacturers, suppliers and the wider industry to follow its hardline stance against retailers caught selling illicit products.

It comes as a report on the illegal tobacco market, compiled by JTI in July, found 20 retailers were prosecuted for illegal trading.

Jeremy Blackburn, head of communications at JTI, said: "We need to work collectively on this. If consumers think there's a risk they could be buying dodgy fags from an independent, they might shop elsewhere."



Warner's Budgens gets set for show time

Warner's Budgens is gearing up to offer a taste of its products as part of the Morton-in-Marsh Show – the biggest one-day event of its kind in the country. Lucy Worrall, of Warner's Budgens, said: "We want to use the opportunity to showcase what's going on in our stores and the best way to do that is to get people to taste our products." This is the sixth year the convenience store has been a sponsor of the event. Pictured is Francis Green who runs a company called Cotswold Traiteur, making frozen ready-to-eat meals, but he is also the 'in-house chef' and does regular in-store cooking demos and events for Warner's Budgens.

NFRN reveals extortionate cost to independents Federation 'threatened' over vocal stance

Retailers losing £23,000 in 'unfair' contract exit fees

by Gurpreet Samrai

Retailers are being stung by unfair contracts on a daily basis costing them up to £23,000 in exit fees, it has been revealed, as industry figures call for better protection for small businesses.

As new research from the Federation of Small Businesses (FSB) found small firms are losing £1.3bn a year due to unfair terms, the NFRN revealed the extortionate costs faced by store owners.

"The NFRN deals with contract issues under its legal policy on a daily basis,"

head of operations Margaret McCloskey told RN. "Termination of a contract is calculated by the 'loss of sales' for the supplier and it could cost a retailer anything between £7,000 and £23,000 to exit the contract early."

She added while the NFRN had been successful in working with some suppliers to save retailers from high costs, it had also been threatened with litigation because it had been vocal about the unfairness of contracts.

Retailers and small businesses said they had been duped by contracts that

failed to make auto-rollover clauses clear, high early-termination fees, and by details being concealed in the small print.

"The NFRN calls on the government to protect small to medium-sized business by having clearer contract terms and stopping the use of high pressure sales tactics and misleading information that results in a retailer signing a contract, without having time to read and understand the clauses," Mrs McCloskey added.

Meanwhile, the FSB found 2.8 million small businesses had suffered

a loss because of unfair contract terms, while 75% of those affected had been stung twice or more in the past three years.

The FSB is calling for trading standards to be given more power to take action against suppliers imposing unfair terms.

Doug Love, from the Islington Trading Standards team, said: "There is a good argument that the protection that consumers benefit from should be extended to small businesses, as they can be equally vulnerable to unclear or unfair contract terms."

'Stick to RRP's to deal with EUTPD II'

"Stick to the RRP on tobacco products" is the resonating message among retailers and manufacturers, as EUTPD II stock starts making its way into stores.

Imperial Tobacco has released a new video guide based on EUTPD II and plain packaging legisla-

tion, highlighting the importance of selling tobacco products at the RRP to maintain trust between retailers and customers.

With pricemarked packs beginning to disappear from the market since production of them was banned on 20 May, it has prompted industry fears

that retailers will hike prices to regain margin.

However, Brian Green, owner of Drayton Newsagents in Portsmouth, said: "We'll just have to sell them at RRP and hope people accept it."

"I haven't had a great deal of response yet. People just buy their cigarettes

and don't question the price at the moment."

However, he added that he expects his sales to be impacted eventually.

Deven Changela, of Watton Edwards News, Watton, added: "Everyone is in the same position. To stay in the game you have to keep it at the RRP."

Top retailers say loyal shoppers and healthy habits will keep sales strong 'No effect on us'

Nine in 10 stores: we'll thrive despite sugar tax

by Greg Wilcox

Nine out of 10 top local retailers contacted by RN this week backed their businesses to thrive even if a sugar tax is introduced.

While industry-backed think tank analysis predicts small shops will be the hardest hit, local retailers think loyal customers and a switch to healthier products will keep sales strong.

A report by Oxford Economics last week stated the levy would lead to a £132m decline in economic output,

while a coalition – including retailer associations, soft drinks manufacturers and wholesalers – formed to lobby against the levy.

However, Premier retailer Steve Archer is one of several retailers who, like Adam Hogwood, of Budgens of Broadstairs, and Chaz Chahal, of Costcutter Bromsgrove, feels the tax won't have an effect on shopping habits.

"Even if there's an 18%-20% price rise I think people will stand that increase," Mr Archer told RN. "Even with all the tobacco

regulations and price rises I haven't noticed a drop in sales, and it will be the same with the sugar tax."

Other retailers, however, said any drop in sales of fizzy drinks will be more than offset by the growth in popularity of non-sugary alternatives. They acknowledge, though, that when the precise details of the policy are thrashed out this could change.

"I now sell 12 cases of water a week. Five years ago that figure would have been four, so I am not worried about the tax," Jon Powell,

of The Newsagent in Newport, said.

Susan Connolly, owner of four Spar stores in Wiltshire, added: "We've seen a change already in our customers' habits. So I don't think customer spend will go down. Rather, it will spread across healthier products."

Spar retailer Julian Taylor-Green said he was surprised by the findings, arguing the whole policy is "shrouded in mystery" and the tax was simply an underhand way of raising revenue.

Village store boosts profits with pop-up cinema venture

A pop-up cinema is helping Iittingham Village Shop boost its profits. The community-run shop is hosting the event at the local village hall every eight weeks, where it also stages a pop-up shop, bringing in £200-300 an event. One of the organisers, Mike Hemsley, said: "We realised we needed to find ways to raise awareness of the shop and came up with the idea of a pop up cinema. It's a good way of promoting the shop and we have seen a steady audience."



Menthol U-turn?

As RN went to press The Sun revealed a ban on menthol cigarettes could be scrapped following the vote for Brexit.

Under EUTPD II a phased ban on the flavoured cigarettes is due to come into force in 2020. However, according to the paper a spokesperson for the Department for Health said this is "one of the many areas that the government will want to consider carefully as part of the process of leaving the EU".

Meddlers attacked

Consumer affairs group Action on Consumer Choice (ACC), has hit out at the "meddling" of groups like Healthier Futures in backing the sugar tax.

ACC, a campaign run by Forest, says the group will do anything to see the growth of a "nanny state".

Rob Lyons, campaigns manager at ACC, said: "Taxpayer-funded organisations such as Healthier Futures have almost run out of ways to hit smokers, so it is moving into other areas such as sugar."

Swiping success

Spending using contactless cards rose to £9.27bn in the first six months of the year, more than the total spend of £7.75bn in 2015, according to figures released by the UK Card Association.

There was a total of 92.1 million contactless cards in the UK in June, an increase of 2.5% on May and 33.5% over the year.

The trend is set to continue according to Richard Koch, UKCA's head of policy, with charities and transport operators recognising the benefits.

Education and exercise key to obesity fight

Retailers have urged the government to focus more on education and sport than taxation and targets in its bid to reduce childhood obesity.

The government released its paper on the issue this month, which included the introduction of the sugar tax from 2018, and the aim

of reducing sugar by 20% in nine categories, including puddings, biscuits and yoghurts, by 2020.

While the move to tackle obesity has been welcomed, retailers argued the focus on taxation and sugar reduction was myopic. "Taxing things doesn't educate people," Spar retailer Julian

Taylor-Green said. "It's taking a sledgehammer to a nail. People need to learn about balanced diets and portion sizes."

Vic Grewal, owner of Simply Fresh in Thames Ditton, said more emphasis on getting children active by playing sport was needed.

"Tax isn't the solution,

there needs to be the infrastructure to get kids active and outside," he added.

Critics, including celebrity chef Jamie Oliver, have argued the paper is a watered down version of what David Cameron's government promised to deliver before the recent political changes.

NEWS

BUSINESS



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Festival of cider brings in extra £1m

A cider festival has helped drive almost £1m in additional sales for Nisa retailers.

The event, which took place from 11 to 31 July, generated a 74% increase for promoted lines in comparison to the same period last year.

Leanne Jarrett, trading controller for beer, ales and cider at Nisa, said: "Strong promotions and the market-beating deal of four for £5 on selected ciders provided a competitive offer."

Other ciders which performed well included Strongbow 15x440ml at £9.99, Strongbow Dark Fruits four-pack at £4.99 and Kopparberg 10x330ml fridge packs at £9.99.

Nisa said it will work with suppliers to drive additional sales and footfall through promotional activity.

Spar lines up bank holiday promos

Spar is running a series of weekly promotional deals for shoppers to help retailers boost sales during key holiday periods.

Supported by a national media programme, a selection of weekly deals will run around next week's bank holiday from 25-31 August, offering promotions on brands including Stella, Ben & Jerry's, Coca-Cola, Perlezzza Prosecco and Cathedral City.

The activity is focused on bank holidays, Christmas and New Year to "amplify messages and attract new shoppers".



Flagship forecourt store launched

Blakemore Retail has opened a new flagship Spar forecourt store in Laceby, Lincolnshire. The 5,000sq ft store provides motorists and residents with fuel, convenience, a restaurant and takeaway and has created 40 full and part-time jobs. Geoff Hallam, Blakemore Retail managing director, said: "The store represents an exciting new partnership with Irish coffee brand Insomnia, which, together with Greggs and Subway, should help drive sales and footfall and ensure the store appeals to commuters and the local neighbourhood."

Fears smartphone scanning will encourage dishonest customers 'A new way of interacting'

Security alarm bells ring over new shopping app

by Charlie Faulkner

Retailers have raised security concerns about a new app which aims to bridge the gap between online shopping and the experience of shopping in-store.

Ubamarket rearranges the products on a customers' shopping list according to their location in-store, tracks spend through a barcode scanner and enables payment through a smartphone.

The app is being trialled at Warner's Budgens, with more than 500 people downloading it so far. It is set to be rolled out nation-

ally across the HTEC POS portfolio of stores, which includes Budgens, Nisa and Spar, from 12 September.

However, Yogesh Patel, owner of Spar, Barrow, was one of several retailers who said the issue of dishonest customers was a huge problem for smaller retailers.

Kishor Patel, owner of Nisa Local, Houghton Regis, agreed, having trialled a similar programme two years ago. "We already have to consider security, but without a doubt it's a risk. We are surviving on very, very tight margins whereas the multiples can still take a hit"

The scheme, he added, was unsuccessful in his store, because customers still relied on counter-based services.

"Stores like Tesco Express and Sainsbury's Local have got better structures in place than we have. If they thought this was a good idea they would have done it," he said.

However, Shiva Pandian, store manager at Virginia Quay Budgens, Poplar, said he believed the app would be beneficial.

"Not everyone wants to spend their time in a store and those people can utilise this. It will provide custom-

ers with more choice in how they shop," he said.

Anx Patel, tech entrepreneur and chief executive of GoKart, said the app would provide retailers with a new way of interacting with customers.

William Broome, chief executive of Ubamarket, said he hoped the app would streamline shopping and believes it can improve security.

All shoppers using the app, he said, have a digital footprint which can be traced, while anyone caught shoplifting can be banned from Ubamarket.

Outdoor signs a hit in the heat for Harry

A convenience store benefited from an 18% sales uplift after creating a promotional display with a difference.

Harry Hallen, owner of Londis Store & Post Office at Carstairs Junction in Lanarkshire, decided to

improve his store's marketing by taking his signage outside. "We had a rare hot day so I used the magnetic strips that hold signs onto shelves and put three of the 'Hot Summer Sales' banners outside," he said. "We had a lot of positive feedback

from customers, who were impressed and said it was something different."

Although the good weather also contributed, Mr Hallen said sales were up 18% after the move. "It did make a difference. We're in the middle of the country-

side and we don't get much passing trade," he said.

Mr Hallen has passed his idea on to Londis for other stores to consider and said he benefits from being part of a retailer What-sapp group which shares business-generating ideas.

NEWS

NEWSTRADe



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Guardian, Times and i June gains fail to continue into July But i annual sales up 9% on daily edition, 16.7% on Saturday

Positive effect of Brexit coverage fades as newspaper sales level out

by Chris Rolfe

The boost to national newspapers sales from coverage of the EU referendum in June was short-lived, the latest Audit Bureau of Circulations figures have shown.

The effect on sales in July was most evident on week-end titles, with the Saturday Financial Times' 12.5% month-on-month gain in June turned to a 4.8% fall. Rises in June of 4.4%, 6% and 4.8% for the Guardian, i and Times turned to 6.7%, 0.9% and 3.5% losses last month.

This meant the Financial Times, i and Times all recorded increases on the May sales figures.

There was a similar effect on Sunday papers, with quality titles the Observer, Telegraph and Times all posting monthly losses.

The Brexit spike had little effect on year-on-year trends and sales, however, with all titles posting comparable annual performances in June and July. Despite its month-on-month losses,

The Times grew annual sales once again last month, and was up 1.8% on weekdays and 1% on Saturdays.

Elsewhere on the table, long-term growth trends continued.

The i grew annual sales once again, posting a 9% rise for its daily edition and 16.7% rise for its Saturday edition, building on 8% and 18.9% gains posted in June.

The margin earned by retailers on the title also rose, with sellers earning an estimated £231,000 from Monday to Friday sales and £266,000 from Saturday sales.

Likewise, the Daily Star grew annual sales, with its daily edition up 26.8%, building on 23.9% growth in June. Sales of its Saturday issue grew by 25.1%, and its Sunday edition by 29.2%, although the Sunday issue posted a rare month-on-month drop, of 0.5%.

The effect of price rises in late July on all editions of the Star and the Saturday Express is not evident in this latest data.

News UK sets sights on increased TLS sales

News UK is aiming to boost sales of The Times Literary Supplement by 19.9%.

The weekly newspaper's circulation is currently 25,500 copies a day and News UK is looking to add to this by focusing on stores where sales figures for The Times are strong. This includes areas such as London, Edinburgh, Durham and Wolverhampton.

Retailers receive 25% margin on sales of the publications and the publisher said on average shops stocking TLS sell 5.2 copies a week, which generates £950

in sales a year.

Jacob Dankwah, trade marketing executive at News UK, said: "We have forecasted 19.9% growth in sales including bulks and increased allocation of The TLS in current stockists."

"We are actively using our strong brand presence to create awareness across online and social mediums that will drive awareness of TLS availability. We're creating engaging PoS for retailers to utilise and communicate to their customers in support of sales growth."

July Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	652,743	-0.2%	-11.0%	£94.6	697,743
Daily Record	156,568	-0.8%	-11.2%	£22.4	161,535
Daily Star	519,310	0.6%	26.8%	£37.7	519,310
The Sun	1,524,440	-1.2%	-12.0%	£170.0	1,622,111
Daily Express	394,836	0.8%	-1.7%	£52.6	394,836
Daily Mail	1,280,378	0.9%	-5.3%	£185.7	1,357,288
Daily Telegraph	426,089	-1.8%	-4.0%	£139.0	447,379
Financial Times	36,269	1.3%	-4.8%	£19.6	57,498
Guardian	140,807	-0.6%	-0.6%	£62.0	140,807
i	231,432	1.6%	9.0%	£23.1	300,584
Times	334,805	1.0%	1.8%	£100.8	408,775
TOTAL	5,697,677	-0.1%	-4.6%	£907	6,107,866

July Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	831,974	-1.1%	-11.9%	£174.7	876,974
Daily Record	186,873	-0.1%	-11.3%	£37.0	191,840
Daily Star	474,530	1.3%	25.1%	£57.3	474,530
The Sun	1,964,600	-1.9%	-11.7%	£294.3	2,062,271
Daily Express	508,630	-0.9%	3.6%	£87.2	508,630
Daily Mail	2,063,282	0.8%	-4.2%	£397.4	2,140,192
Daily Telegraph	580,620	-1.9%	-6.7%	£278.7	601,910
Financial Times	76,699	-4.8%	-0.9%	£60.7	97,928
Guardian	294,930	-6.7%	-2.3%	£188.2	294,930
i	212,648	-0.9%	16.7%	£26.6	281,800
Times	482,644	-3.5%	1.0%	£170.1	556,614
TOTAL	7,677,430	-1.1%	-4.8%	£1,772	8,087,619

July Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	174,749	0.8%	-13.5%	£62.4	178,592
Sunday Mirror	609,286	-1.9%	-16.4%	£179.1	654,286
People	242,544	-1.4%	-16.6%	£71.3	249,544
Daily Star Sun.	330,650	-0.5%	29.2%	£51.2	330,650
The Sun	1,331,919	-0.6%	-10.5%	£279.7	1,433,168
Sunday Express	366,026	0.4%	-0.5%	£108.5	366,026
Sunday Post	150,413	-0.8%	-14.3%	£50.5	150,413
Mail on Sunday	1,212,057	0.2%	-5.2%	£407.3	1,282,400
Observer	193,953	-5.4%	3.0%	£142.6	193,953
Sun. Telegraph	341,917	-1.6%	-5.3%	£155.6	367,253
Sunday Times	671,260	-4.6%	-6.3%	£352.4	743,174
TOTAL	5,624,774	-1.2%	-7.1%	£1,860	5,949,459

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

NEWS

PRODUCTS

Florette launches protein salads

The Florette salad brand is offering customers a new kind of food to go with the launch of its protein salads.

The Tasty & Balanced range offers customers on-the-go lunch options high in protein and low in carbohydrate, in keeping with the increasingly popular trend to eat healthily.

Customers can choose between tuna and sweet-corn and sweet chilli chicken, both under 221kcal per serving.

A WKD occasion

SHS Drinks is to launch a new pack design across its WKD range to coincide with the brand's 20th anniversary.

There will be four variants in the new range which include the original WKD Blue and WKD Iron Brew, the new WKD Berry and WKD Blush. No changes have been made to the RRP.

The redesign will be supported by marketing investment focusing on social media and digital platforms.

Healthier cereals

Nestlé is highlighting the lack of artificial colours or flavours in two cereal lines in a new campaign.

An on-pack flash will appear in stores on Shreddies and Cheerios over the coming weeks.

The move coincides with the back-to-school period.

Ghooost of a chance of great Halloween sales

Mondelez International has announced it will be launching its brand new Cadbury Ghooost Egg for Halloween.

The chocolate egg is filled

with gooey white fondant and new packs will offer prizes of family tickets to Alton Towers Scarefest.

The new chocolate product will be launched along-

side the return of Cadbury Crunchy Spider, featuring Cadbury chocolate filled with green crispy bites.

Mondelez advises retailers to stock a targeted

range of bestsellers, use signposting and a counter display and ask staff to dress up in spooky fancy dress to boost seasonal sales.

Dairy-free chilled coffee drives sales 75% of stores not stocking in RN poll

Retailers are told to wake up and chill the coffee

by Charlie Faulkner

Retailers could be missing a trick by not stocking chilled coffee to go, according to an RN survey.

Convenience stores offering chilled coffee drinks to go have reported an increase in demand, with a recent rise in popularity for the dairy-free varieties.

Despite this, only 25% of retailers spoken to by RN this week stock these products.

According to Thaya Patel, duty manager at Londis Ferne Park Road, Haringey, chilled coffee is "a no-brainer" and the store has increased its range as a result. He said: "We sell Jimmy's Iced Coffee and Starbucks brands and we started stocking dairy-free Rebel Kitchen drinks a few months ago."

Using offers and promotions, Mr Patel said demand



Thaya Patel has increased his chilled coffee range

for chilled products has increased, particularly during summer. He also said the popularity of dairy-free drinks came as a surprise.

Mehmet Guzel, of Simply Fresh in Bethnal Green, London, said he has seen a

steady increase in demand since initially stocking chilled coffee and now offers a range of brands.

"To get good sales you need to have a few different brands to highlight the category."

Simply Fresh in Thames Ditton, Surrey, now stocks 10 varieties of Starbucks chilled coffee drinks and believes other retailers should try the product. Gurjeet Singh, manager of the store, said: "We've been stocking the product for many years and it has always been popular."

Industry commentator Steve Dresser this week tweeted he believed the next trend would be cold press coffee – also known as cold brew – an unsweetened coffee drink.

But Mr Guzel and Mr Patel, who have trialled the product, say they did not attract many sales – largely due to the high price tag.

Mr Patel said: "We stocked cold press coffee, but it wasn't very popular. It's more expensive so that's obviously a factor and it's niche, so it's not for every customer."

Wrigley extends pricemarks as sales leap 33%

Wrigley is extending pricemarks to smaller confectionery packs after sales grew 33% on its price-marked hanging bags.

From mid-August, packs of Skittles and Starburst

sweets will be pricemarked.

Dan Newell, Wrigley confections marketing manager, said: "We're confident adding 49p RRP flashed singles packs to our range we will maximise

impulse sales. The current range of £1 pricemarked hanging share bags have seen a 33% increase in sales in the last 12 weeks."

More than two thirds of shoppers buy pricemarked

items in convenience stores, according to Him! research, with 68% of retailers stocking a selection of confectionery pricemarked packs – a figure which is expected to increase.

Hot products for your shopping list



Rebel Kitchen's dairy-free chilled coffee drinks are proving popular



Skittles and Starburst sweets are to be pricemarked at 49p



Cadbury Ghooost Egg has been launched for Halloween

Cadbury

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NEWS

PRODUCTS

Halloween £1.2m for McVitie's

McVitie's has forecast its Halloween cake range will bring in more than £1.2m in retail sales value.

McVitie's Jaffa Cakes Bars in 'Fang-Tastic Orange' and a 'Batty Blackcurrant' flavours will be available from 5 September.

McVitie's Hobnobs Flapjacks will also be available in a new Toffee Apple variant, while McVitie's Penguin Cake Bars will have a new design.

Claire Hooper, senior brand manager at McVitie's Cake Company, said: "We're confident our range will catch the eye of shoppers as they look to stock up on spooky surprises for their Halloween festivities."

The full range features new Halloween packaging.

Products in decline

The number of new products being launched by manufacturers in to UK stores is falling significantly, according to the latest study published by IRI.

The research, which looked into the performance of new grocery products, highlighted a 13% drop in the number of branded items launched in 2015 compared to 2013.

Private label product launches fell by 26%, and just one in 20 launches achieved 75% distribution within 12 weeks.

The report also found first year sales of newly-launched products contributed just 2.1% to overall sales in the UK during 2014 and 2015, down from 3.4%.



Thatchers will keep the music flowing in ads

Thatchers Cider has launched its first online advertising campaign for its cloudy cider, Thatchers Haze. Following The Haze Sessions in July – the live music event hosted by the Somerset cidemaker – the campaign aims to "reinforce the association between great cider and great music". The film will be featured on digital channels including Spotify, YouTube, Sky Go, All4, Facebook and Instagram until 2 October.

New look for biscuits and a new twist on an old favourite 'Stock a strong range'

Festive Fingers lined up for a Cadbury Christmas

by Charlie Faulkner

Burton's Biscuit Company is launching a new look Cadbury Christmas Biscuits range for 2016 including a twist on old favourite, Cadbury Fingers.

The range, which includes gifting tins, sharing variants and stocking fillers (RRP £1.79 – £5.00), will include Cadbury Snowy Fingers, from 1 September, which are coated in milk

and white chocolate.

"Cadbury Snowy Fingers performed extremely well in consumer research, with shoppers saying that they felt it was a new and unique concept for Cadbury Fingers," said David Costello, head of category and shopper management at Burton's Biscuit Company.

"With this launch, Cadbury Fingers is perfectly placed to drive category growth of seasonal biscuits

and help retailers grow sales."

Another addition to the Christmas line-up is Cadbury Fingers Star assortment. It contains four flavours of Cadbury Fingers all in one pack – milk, white, salted caramel and Snowy Fingers – in a star-shaped pack, with an RRP of £4.

Burton's is also introducing Cadbury Mini Fingers Stackables – a selection of three stacking tins each

containing a different flavour of Mini Fingers (RRP £5), a Cadbury Fingers milk and white chocolate assortment tin (RRP £3), and the Cadbury Biscuit Assortment Tin (RRP £5). The tin has a new pack design and shape and now includes Crunchie biscuits.

"Our advice to retailers is simple – stock a strong range of best-selling seasonal brands," Mr Costello said.

£1,000 Boost anniversary prizes on offer

Retailers can win £1,000 as part of Boost Drinks' 15th anniversary celebrations.

A total of 15 special edition crystal bottles have been randomly planted in cases of 500ml Original flavour Boost Drinks by Amy

Ankrah, trade marketing manager.

These cases will be distributed via the usual channels from Monday.

When found, a crystal bottle can be redeemed by retailers for a £1,000 cash

prize. Simon Gray, founder and managing director, said: "We are delighted to have reached such an important milestone, and we owe a lot of this success to our loyal retailers. This initiative is one of a series of

activities to thank them for their continuous support."

The giveaway comes as part of various activities rolled out by Boost this summer to celebrate its anniversary.

Hot products for your shopping list



Cadbury Snowy Fingers are a new addition to the brand's festive range



McVitie's says Halloween cake sales are likely to be in excess of £1.2m



Boost has prizes of up to £1,000 in a 15th anniversary competition

REGIONAL

Store owners told to correct underpayments in clampdown Offenders 'named and shamed'

Retailers told to ensure minimum wage is paid

by Joseph Lee

Retailers are being warned to ensure they are paying the correct wage after shop workers were repaid thousands of pounds in underpayments and their employers named and shamed as part of a minimum wage crackdown.

The government's largest ever list of minimum wage offenders revealed that three workers at Bay Newsagents in Renfrewshire, Scotland, had been owed £12,527.97 by owner Ronald McConnachie.

Meanwhile, Prakas Kitto, trading as Kash's Off Licence in County Durham, owed £3445.88 to one worker.

NFRN national president Ray Monelle said many retailers were under financial pressure, but there was no excuse for failing to follow the law.

"There's so much publicity on it, so much on the TV and in newspapers, that everybody should know their responsibilities," he said. "For a lot of small businesses, it's a struggle to pay the minimum wage and

the new National Living Wage, but there's no reason that should fall onto the employee. A lot of businesses are having to reduce hours, but they still have to pay the right amount."

Businesses caught in the crackdown blamed their failure to pay the correct wage on issues ranging from employees changing age bands to accounting errors. Mr Kitto and Mr McConnachie could not be contacted for comment.

All of the workers at almost 200 employers identified by HM Revenue & Cus-

tom have now been repaid wages, which totalled more than £466,000.

Since 2013, when the policy was introduced, 688 employers have been named and shamed and £3.5m in unpaid wages returned to workers.

"It is not acceptable that some employers fail to pay at least the minimum wage their workers are entitled to," said business minister Margot James. "So we'll continue to crack down on those who ignore the law, including by naming and shaming them."

Voluntary Service plaudit

The Royal Voluntary Service has become the first hospital retailer to achieve the Scottish Grocers Federation Healthcare Retail Standard.

The classification is part of the Scottish government's push to see healthier eating in healthcare buildings.

The volunteer organisation's charity-run shops at West Glasgow Ambulatory Care Hospital in Yorkhill and Western General Hospital in Edinburgh secured the standard thanks to the wide range of healthy and nutritious food and drink options they offer hospital staff, visitors and patients.

Rubbish robber

A robber was jailed for two years and four months after pleading guilty to a botched robbery.

Justine Roberts attempted to rob East Street Convenience Store in Southend with a 12-inch knife. The 41-year-old helped herself to alcohol, cigarettes and cash before realising the cashier had fled and locked her inside the shop. When police arrived they found Roberts swigging from a bottle of vodka.

The assistant was unharmed, but left shaken.

Defibrillator puts store at the heart of the community

Staff at the Milestone Service Station in Rathfriland, Northern Ireland, are ready for emergencies after a defibrillator was installed. With the nearest emergency hospital half an hour away, the device could save lives by offering immediate treatment for heart attacks. Service station owner Tom McAvoy said: "It's a good community project to provide this kind of care 24/7 if it is needed." Retail assistant Suzanne McCabe is pictured with Gregory Devlin of Nisa's stores department.



Rise in bids to buy butane since law change

A retailer has reported having to refuse sales of butane lighter gas to adults up to five times a night because of fears of abuse.

Eugene Diamond, at Diamonds Newsagents in Ballymena, Northern Ireland, said attempts to buy butane for sniffing had risen sharply this summer,

after the Psychoactive Substances Act came into force in May.

The act means that retailers could face imprisonment if they recklessly or knowingly sell legal highs and volatile substances such as butane to people who abuse them.

"You can usually tell by

the demeanour of people, the way they look. We don't keep the gas on the shelf anymore so sometimes we just tell them we don't have it," Mr Diamond said.

"There's things which slip under the radar in every society and this seems to be one thing that's slipping under right now."

He said he had to refuse service up to five times in one evening, with some of the attempted purchasers being aged 30 or over.

Around 45 people die from solvent abuse every year, with mortality rates higher in Scotland, Northern Ireland and the north east of England.

Post Office strike vote

Post Office staff have voted for strike action over planned cuts to jobs, services and pensions, the Communication Workers Union has said.

In a ballot of 3,500 members, just over half took part and 83% voted to strike.

The strike is expected to take place in September, unless negotiations resume.

NEWS

REGIONAL

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Euro 2016 boost for Irish Sun

The Irish Sun's Euro 2016 promotion – which saw the paper discounted by half – has led to a persistent sales increase of about 1%, News UK has said.

The promotion kicked off at the start of the international football tournament with a giveaway of 10,000 papers, and saw the price reduced to 50 cents in the Republic of Ireland, and less than 50p in Northern Ireland.

Greg Deacon, head of retail trade marketing at News UK, said the paper had sold thousands of extra copies daily during the promotion and continued to benefit from a sales boost of about 1% on the total 57,000 circulation.

"We had an extremely positive reaction to the promotion and it helped to reinforce the idea that The Sun is the number one football paper," Mr Deacon said.



Paul's football billboard banter wins over more customers

Retailer Paul Dhanda has a novel way of attracting customers – an illuminated billboard which promotes a rival football team. The owner of Paul's News and Off-Licence in Stafford took over the digital billboard to promote home news delivery and added a cheeky tribute to his favourite team, West Bromwich Albion, in an area full of Wolves and Stoke fans. "People come in for a bit of banter and end up buying something," said Mr Dhanda, who has also seen deliveries rise by 10%.

Boon for newsagents as publisher cuts northern HND 'Leave it to those who do it best'

Retailers rejoicing over Johnson's deliveries axe

by Joseph Lee

Johnson Press is in talks about scrapping its direct delivery service for three regional papers in the north of England.

The changes, which would affect the Yorkshire Evening Post, Hartlepool Mail and South Shields Gazette, could be a boon for local retailers, who have had to compete with discounted home delivery services from publishers.

The proposed changes

are believed to affect 3,800 customers, with the majority of them belonging to the Yorkshire Evening Post. None of Johnston Press's other regional or local titles are changing their delivery service, according to the company.

A spokeswoman for Johnston Press said: "We need to respond and evolve."

"We are constantly reviewing all areas of the business to make sure we are producing the best possible products effectively

and efficiently – and make informed decisions about the resources we have on a product-by-product basis."

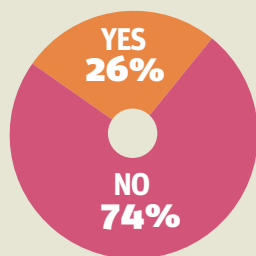
The company is working with the NFRN to identify customers affected and offer equivalent delivery services from local newsagents, she said.

Brian Murphy, head of news at the NFRN, said: "We will do whatever we can to ensure that as many customers as possible can still get their newspapers delivered."

"Delivery can be a big cost for publishers, who have to run a distribution business as well as their publishing business. This way, they can leave the distribution to people who do that best and focus on producing excellent publications."

Higher costs driven by factors such as an increased National Minimum Wage were making it harder for publishers to offer heavily discounted direct delivery services, Mr Murphy said.

RN READER POLL



Do you report all incidents of crime to the police?

NEXT WEEK'S QUESTION

Do you think the sugar tax will have a negative impact on your soft drinks sales revenue?



Have your vote now

Go to betterretailing.com

I'll consider Menzies break-up says chairman

Menzies' new chairman has pledged to consider breaking up the company after coming under pressure from shareholders.

Dermot Smurfit said at the company's half-yearly results announcement that he would assess whether the newspaper distribution business and the airport

baggage handling business would be more successful if they were separated.

"One of my tasks will be to review the structure of the group to maximise shareholder value," he said.

"This will include looking at whether our two operating businesses are best placed to prosper while

they are part of one group."

The company's revenue was flat at just under £1bn, with profits of £3m. The distribution business alone made a profit of £12m.

Retailers raise regular concerns about unreliable delivery performance and the level of Menzies' carriage service charge.

Brian Murphy, head of news at the NFRN, said: "Of course Menzies should break up the company. There's no overlap. It needs to focus and to make sure it has the right expertise to ensure that its publishing customers and its retail customers are all served well."



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Annual Subscription

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

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Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporter

Charlie Faulkner
020 7689 3357

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Features Writer

Rachel Barr
020 7689 3358

Head of Production

Darren Rackham
020 7689 3373

Senior Designer

Anne-Claire Pickard
020 7689 3391

Designer

Emma Langschieid
020 7689 3380

Production Coordinator

Billy Allen
020 7689 3368

Director of Sales

Mike Baillie
020 7689 3367

Account Director

Will Hoad
020 7689 3370

Account Managers

Liz Dale
020 7689 3363

Marta Dziol-Kaczynska
020 7689 3354

Erin Swanson
020 7689 3372

Audience Development Executive

Chris Chandler
020 7689 3382

Marketing Manager

Tom Mulready
020 7689 3352

Marketing Executive

Keelan Farley
020 7689 3356

Marketing Assistant

Tom Thorn
020 7689 3384

Managing Director

Nick Shanagher
07966 530 001

Email firstname.surname@newtrade.co.uk

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

Printed by Southernprint, Poole,

on 80gsm Galerie Fine Gloss paper

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



Audit Bureau of Circulations

July 2014 to June 2015 average net
circulation per issue **14,539**



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

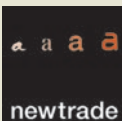
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YOUR SAY Would increasing the RRP's on full-sugar soft drinks encourage your customers to switch to lower-calorie alternatives?

David Morris

Harry Tuffin Ltd (Nisa), Powys

It's about taste for some people, but for others it's all about price. There are more sugar-free ranges to help counteract the sugar tax, but it's about affordability for some people and it might be that they just buy normal drinks less regularly. The move is directed more towards kids but it's adults who will be buying these products.

Mark Hayes

Londis, Chesterfield

No, I don't think our customers would switch to lower-calorie drinks because they sell quite well in general anyway. They are very popular. We've seen more and more diet drinks in the shop during the last couple of months because more main brands have been launching them. But I think people will carry on buying full-sugar drinks just as much as they are now.



Kuldip Dhariwal

Butts Convenience Store, Reading

I doubt it. People who eat chocolate still over-indulge, despite prices going up. The difference in taste is important. We stock lots of sugar-free soft drinks, but they still don't sell as well as full-sugar drinks –

people obviously want to taste the real thing. I've been in retailing for the past 30 years and when cigarettes were going up from £1.80 to £2 people said they would stop smoking. The same packet of cigarettes now costs £10 and they still buy them.

YOUR STOCK How have you found the pensions auto-enrolment scheme process? Have you encountered any difficulties?

Terry Caton

Londis Chatsworth Road, Derbyshire

We did ours last August. It's time consuming but once it's completed it's just another weekly process to deal with – it's set up as part of our payroll. We were advised on where to seek help, then we spoke to our accountant who had been

through the process. I have an issue with it being another unpaid task to complete, but if that's legislation we just have to accept it.

Kate Clark

Sean's News, Worcester

It is an awful lot of work for a small business and I've got to

choose who's the best person to be in control of my staff's money. None of my staff want to be on it so it's a waste of time for everyone involved. There must be other ways of getting people to invest in their future. To be forced into this means we're becoming a nanny state.

Dan Cock

Premier Whitstone Village Stores & Post Office, Devon

We outsourced it to our accountant. The build-up was more daunting than doing it. It's costing us money, but I have peace of mind it's all being done properly. It's quite a burden for no real incentive. The government is making it harder and harder – employing staff now is a big undertaking. I would urge anyone who's not done anything about it to get in touch with organisations which can help.

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

The level of service I get from Menzies is a disgrace

Having just read Jim Moorhead's letter (*End of my tether over deliveries – RN, 12 August*) I feel compelled to write in. Due to a picking error on 13 July I am still awaiting part 95 of Real Life Bugs, and the associated credit. I have since had the claim rejected, despite ringing that day and Menzies acknowledging this on 14 July. We followed the matter up on 25 July and again on 2 August.

In the last two weeks I have been short-delivered 19 copies of the i and had a missing tote box with seven titles. I rang to query the missing copies and was told by Kendal branch that there had been a picking error. I was also asked if I had received more copies of the Daily Mirror than my allocation as another retailer was short of copies.

I didn't, but this clearly demonstrated that I was not the only one affected. I was told Menzies only had 13 copies of the i left for delivery. These never appeared, so I rang the call centre again, to be told I wasn't getting them as no drivers were available. I complained about this and, two years later, I am still awaiting for credit and the restitution form.

The amount of extra paperwork, time and effort required to try and keep track of Menzies' errors is unbelievable.

I raised all these issues again for discussion on 12 August and I am awaiting a response. I did find out today that our claim for the missing 19 i dailies was rejected by Kendal branch shortly after my first call as the parcel had already been tracked and traced. Well, yes, I did get the bundle, it was just missing about half its contents. How can any

WEIGHING CHRISTMAS OPPORTUNITIES

I find it rather rich that Mondelez is presuming to tell retailers what to do with Christmas products and expecting their unconditional support (*Start Christmas stocking in October retailers told – RN, 29 July*).

I don't know how long the person interviewed from Mondelez has worked in our sector, but perhaps someone should tell her that Mondelez, together with Nestlé and Mars, is entirely responsible for the departure of almost all Christmas confectionery business from independent stores to the multiples.

These companies were seduced in the most gullible way by promises of large orders and lots of exposure by the multiples. In return, they have given such generous deals for the last 30 years that the independent share of Christmas trade is massively smaller than its share of the overall confectionery market.

For them to then tell independent retailers what to do without a major sustained investment and effort over several years to rectify the past distorted playing field – where prices at multiple retailers on promotion were 30%-40% below best cost to wholesalers – is outrageous.

The comment, "A lot of stores haven't really given Christmas a go" shows naivety at best – many have given up in despair at the impossibility of competing on these lines as a result of their past actions.

Steve Parfett

Chairman, A.G. Parfett & Sons

A Mondelez spokesman said: "As a company, we wholeheartedly appreciate the support of all our stockists and endeavour to provide them with the highest quality service. We know that seasonal confectionery is an extremely



important opportunity for independent retailers, worth £73m in the channel last year, and we believe that there is an opportunity for retailers to make more of Christmas.

"As such, we strive to provide them with invaluable support throughout this key trading period – as we do throughout the year – to help them take advantage of the seasonal sales opportunity and drive sales within their store. Our ranging and merchandising recommendations are based on long-term experience and

genuine market insight, including working alongside individual retailers in their stores over a number of years.

"We do recognise every retailer is unique and that what works for one store may not work for another; the decision therefore remains in the hands of the retailer on whether or not to accept our support. This also applies to ranging and pricing; retailers are entirely free to make their own decisions on which products to stock in their store – and to set their own prices."

James Wilkinson

Pybus Newsagents, York

Greg Deacon, News UK head of retail trade marketing, responds:

"We continue to work across total retail delivering incremental sales and supporting promotions on a national level. We are unrivaled in our approach with our field team resource, kit solutions, promotions, technology partnerships and home news delivery with annual investment of circa £3m. All our initiatives with independents are designed to drive footfall, total shop sales and revenue."

form of investigation have been carried out before the query was rejected?

The level of service provided by Menzies is an absolute disgrace, with no-one at a higher level willing to discuss the problems despite numerous requests to speak to management.

Adrian Norris

Kirkland News, Kendal

Why is my rival getting promotions I can't get?

As a designated News UK

shop, with frontage, I was surprised to find the Spar shop 100 yards down the road was running a promotion where customers could buy anything and get a Sun or a Sun on Sunday.

I think this is very unfair. I can't compete with that. The owner of the Spar store will not be buying The Sun at the price I am. I want to know why we are not also being offered a deal like this.

I think this type of promotion leads nowhere because once you start running promotions like this there is no value in

the product. It becomes a numbers game and about market share.

We now go through the process of speaking to the NFRN and Greg Deacon at News UK, who, to his credit, does listen.

It does become difficult defending the indefensible but, hey, let's see what reply we get. News UK has to sort this out. Why should we slog our puddings out doing home news delivery, getting up at 4.30am every morning for a rival to put the papers on the counter and put it on promotion. Who's the mug here?

INDUSTRY PROFILE

Innovative Bites

American food wholesaler Innovative Bites recently acquired Bonds of London. Now, says owner Vishal Madhu, the company's aim is to build links with retailers and grow sales of its British and American ranges in independent stores

RETAIL NEWSAGENT Why did Innovative Bites buy Bonds of London?

VISHAL MADHU We do a lot of American products, so having a mix of American and British brands is the ideal strategy to cover a wider confectionery market. Bonds is 100 years old and has a lot of provenance. You can't get any more British than Bonds of London.

RN How has the acquisition helped you build links with retailers?

VM We've now got access to a much bigger customer base than before. Bonds didn't sell to the major retailers, while Innovative Bites sold to them but never to convenience stores and CTNs.

RN How will you work more closely with independents?

VM We have a new website which targets independents. Also, Bonds has a 30-strong sales force and we provide reps with stands to display British confectionery. They can merchandise it for retailers weekly if they need that help.

We've got our range and merchandising plan ready and started piloting in a few stores about six weeks ago. The Bonds reps got their hands on American products a few weeks ago and every week they're bringing in sales of these in the region of £50,000-£60,000. On average, 50 to 60 new shops are taking American products every week from us.

RN How are you introducing American brands into independents?

VM We're helping independents so they can benefit from American products as much as Tesco, Sains-

bury's, Poundland and B&M. We have about 1,500 American products, but there will be, say, 80 which work really well in independents. Twinkies, for example, sell everywhere.

RN Why are American brands a good option?

VM They're a novelty. Our message to independents is you can always stock Mars, Nestlé and Kellogg's products but the market is pretty much saturated in terms of ability to make more revenue from it. You can't sell a box of cereal for £4 a box if you know B&M nearby is selling it for £1.50, but there's no price benchmark, so you can actually make a little bit more money.

Rather than the 20% which you would make from mainstream confectionery you could make 25-35% on an American product.



We have a new website which targets independents

** Company CV **

Company Innovative Bites
Owner Vishal Madhu

Profile Innovative Bites is an American food wholesaler which recently acquired Bonds of London. It has a portfolio of 1,500 American products and sells to a mixture of multiples, discounters and independent stores.

Latest news The company is increasing its support for independents, using Bonds' 30-strong rep team to assist with display, ranging and merchandising of both companies' brands. It has also launched a trade website that targets independents.



Interview by **Rachel Barr**

email rachel.barr@newtrade.co.uk

tel 020 7689 3358

@RachelBarr_RN

RN Do you worry that health trends will affect your business?

VM I get that health is an important element, but that doesn't stop products that are something completely different, a bit indulgent and that create some excitement.

You need that as much as you need health.

American Fruit Loops, for example, are very good and they're not healthy in any shape or form. Kellogg's launched the same product in Europe with less sugar, colours and no artificial stuff.

But 22 months after launch the product was pulled from every retailer in Europe. Now, you can't find UK-made or European-made Fruit Loops.

It's not just all about indulgence, it's about having the right product with the right characteristic.

RN What's next for Innovative Bites?

VM In 2010, we had £100,000 turnover and today we're a £52m outfit. Once we've integrated the businesses our aspiration for the whole group is to grow still further.

We're looking at other acquisitions. My goal is to take that turnover to a few hundred million pounds in the next four to five years.

NEVILLE RHODES

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



A sign of the (Radio) Times

Which is the best strategy for protecting sales – doubling your cover price over the past five years and energetically pushing reduced-rate subscriptions, or maintaining your price and concentrating on the newsstand? Neville Rhodes investigates

The first figure I noticed when the latest magazine ABCs were released was 396,933 – the average weekly sales, through retailers, of the Radio Times. I looked again. Could newsstand sales of this former giant of the newstrade really have fallen so far? Sadly, they have.

Over the past five years, retail copy sales of Radio Times have declined by 42%. By way of comparison, sales of TV Choice, the best-selling listings title, have fallen by only about 9%. TV Choice's weekly newsstand sales of 1,232,038 copies are now more than three times those of Radio Times.

The two magazines have very different sales strategies. All sales of TV Choice, published by Bauer, are through the newstrade, and the cover price has been kept low, rising by only 10p since 2011.

Conversely, Radio Times has almost doubled its cover price over the same period, from £1.20 in 2011 to £2.30 now. Meanwhile, its publisher, Immediate Media, has been relentlessly promoting subscriptions, which now make up more than 40% of the title's overall sales, most at less than the basic annual rate.

It's an unusual business model: aggressively pushing up the newsstand price in order to encourage readers to switch to a reduced-rate subscription.

Radio Times still has the high-

est newstrade retail sales value (RSV) in the magazines category, and the £12m a year profit it generates for retailers is exceptionally valuable, but RSV is not the only factor to consider when deciding which titles to stock, and in some cases it can be deceptive.

Small circulation titles may have a bigger RSV than their larger competitors because their cover prices are higher, but this could make them less likely to sell. Beware of titles that look overpriced.

For non-specialist magazine outlets, the titles most likely to sell are the ones with the highest circulations – the newstrade's top 50, top 75, or however many further down the rankings list a store can accommodate – plus new titles



that have been well-promoted to consumers.

Every shop's customer profile is different, of course, and retailers should tailor their ranges accordingly, but the newstrade's bestsellers are, by definition, the titles that are most frequently purchased at the newsstand.

In this context RSVs are irrelevant.

According to a recent report by magazine distributor Marketforce, retail revenue from magazines has been declining year on year

since 2007. Most retailers have responded to this shrinking market by reducing the category's display space, and this has made range selection and discipline increasingly important. The less space you have, the more you need to have the right titles for your customers.

From my observations of displays, however, particularly in independents, the range appears to be far from ideal. I see titles that look completely wrong for the shop – and which I suspect the retailer would never dream of ordering – while essential magazines such as the top 10 weeklies are missing.

This is a result of retailers having to work within a distribution system that enables the wholesalers, rather than the retailers themselves, to decide what should be supplied to them, and it almost certainly accounts for a significant share of the widespread circulation losses that are now a regular feature of magazine ABC reports.

It may also be why Radio Times is pushing so aggressively for subscriptions.

Neville Rhodes is a freelance journalist and former retailer

★ Would a blockade work?

✚ **It's a fundamental** problem with the newstrade that it doesn't have a supply chain: it has a distribution system. A chain has links and these imply co-operation down the chain to retailers, but this is extremely rare in the newstrade, with the major publishers and wholesalers unwilling to give ground on any issue that could diminish their power. So late papers, overweight parcels, wet totes, poor and sometimes ludicrous allocations, excessive carriage charges, wretched customer service and all the other shortcomings of the newstrade that I have been writing about for more than 30 years remain unresolved. I quite like the idea referred to by my colleague Mike Brown of a farmers-style protest blockade of the wholesalers, but fear that if the current sales crisis confronting so many industry players isn't serious enough to bring about change, nothing will.



Snacking

An increasing number of shoppers are buying snacks to eat on the move, prompting a stream of product launches to cater for this trend. In the fourth of our Summer School series, RN speaks to Mondelez's trade communications manager Susan Nash to find out how you can cash in on this opportunity



RETAIL NEWSAGENT What have been the key changes in the snacks category in the past 12 months?

SUSAN NASH Snacks sales are growing in the UK, driving growth in food and drink sales overall.

Consumers continue to snack both at home and on the go.

While the majority of snacks are still consumed at home, on-the-go snack consumption is increasing, driven by busy lifestyles. In fact, 70% of adults will now snack on the go.

RN Which key snack sub-sectors should retailers focus on?

SN The most important snack categories for the convenience channel are confectionery, which continues to be the most impulsive sector, alongside savoury snacks and biscuits.

Retailers should focus on achieving the right balance between core bestsellers and innovative new products to attract customers.

RN What are the best-performing market innovations?

SN The launch of Ritz Crisp & Thin was extremely successful. It is available in sharing and single bags to cater for entertaining and eating on the go.

The latest sales results show it is the number one contributor of growth to the overall crisps and snacks category.

Other recent successes include Cadbury Dairy Milk Medley, new Trebor Mighties and Cadbury singles supported by promotions like Obey Your Mouth.

RN What support can retailers expect from Mondelez this year?

SN Mondelez is busy investing in product innovation and marketing.

As category leaders, we have a strong understanding of shopper needs, which informs all our product development and category advice.

We ensure this guidance is readily

What three things can retailers do to manage their snacks better?

- 1 Make it easy for shoppers to find products and focus on bestsellers.
- 2 Create great displays with manufacturer PoS that encourage consumers to look around and be inspired.
- 3 Ensure shopper satisfaction by placing on-the-go snacks at the front of the store.

Retailers should focus on achieving the right balance

available online at www.deliciousdisplay.co.uk with dedicated snack pages to help retailers drive their sales.

RN How should retailers manage their snacks effectively?

SN Retailers should focus on bestsellers and offer a range of choices. They should ensure they have options suitable for at-home and on-the-go consumption and merchandise these appropriately.

Remember the basics – price stock clearly, highlight offers and make the most of manufacturers' point of sale material. Above all, make it easy for shoppers to find what they need and inspire them to consider complementary products.



** Snacks in focus **

Bestsellers On-the-go snacks, savoury

snacks, biscuits, confectionery
Latest news New Ritz Crisp & Thin is proving popular with shoppers. It is available in sharing bags for entertaining at home and single bags for eating on the go.

Top tip For advice that will help you grow your snacks sales go to www.deliciousdisplay.co.uk



Don't miss part 5, next week



SEE THE WORLD
IN FLAVOUR...

TWO NEW FLAVOURS FROM OREO

ON TV



WORLD'S
NO 1
BISCUIT[^]

GROWING
AT OVER
30%*

STOCK
THE RANGE
NOW!

FOR CATEGORY ADVICE GO TO DELICIOUSDISPLAY.CO.UK

*NIELSEN TOTAL COVERAGE, VALUE MAT 11.6.16

[^] EUROMONITOR 2015

CATEGORY ADVICE



in association with
WRIGLEY
A Subsidiary of Mars, Incorporated

Get on track!

Now in its fifth year, **Wrigley's** Merchandising with the Masters programme helps retailers to improve sales in the impulsive gum category. RN meets this year's retailers



THE OPPORTUNITY



"97% of Wrigley gum sales are from sugarfree products. Gum is a highly impulsive category so ensuring your gum display is visible and fully stocked is crucial to success."

— Steve Stafford

What happens next?

Changes to merchandising, reviewing both stores' gum ranges and insightful advice from Steve and Gaz should help Joe and Harjinder's sales to increase significantly over the six-week trial period. Find out more about the advice given, the changes made and the impact on sales in the next instalment.



Look out for RN on...

9 SEPTEMBER



RETAILER
JOE WILLIAMS

Village Store,
Hook Norton



"My gum range has always been very limited, but I have recently moved the display and have already seen an increase in sales. Now I need guidance to help extend my range, so sales can continue to increase."



RETAILER
HARJINDER DHASEE

Nisa Village Shop,
Mickleton



"I recently removed my gantry and opened up my floor space, but this dramatically reduced my till area and my gum sales have suffered. With limited till space, I need to know what bestsellers to stock, and how to ensure customers don't miss my gum."



EXPERT ADVICE
STEVE STAFFORD

Field sales representative,
Wrigley



"Gum is an impulsive category and therefore having a limited range or placing gum out of customer eye level, can mean missed sales. I am looking forward to working with Joe and Harjinder to look at their visibility and availability and help them increase their gum sales."



MENTOR
GAZ BAINS

Select & Save, Belgrave
Stores, Coventry



"My gum sales have improved because I have built relationships with my reps to ensure I am stocking the best ranges and always have good availability. Both retailers are going to see the benefits of working closely with Wrigley, and I am looking forward to working with them too."



GET INVOLVED

If you would like to take part in a similar project call **020 7689 3377** or tweet **@betterretailing** to let us know!



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

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

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

*IGD 2016

RETAIL
NEWSAGENT
rn
NEWS • CONVENIENCE • PROFIT

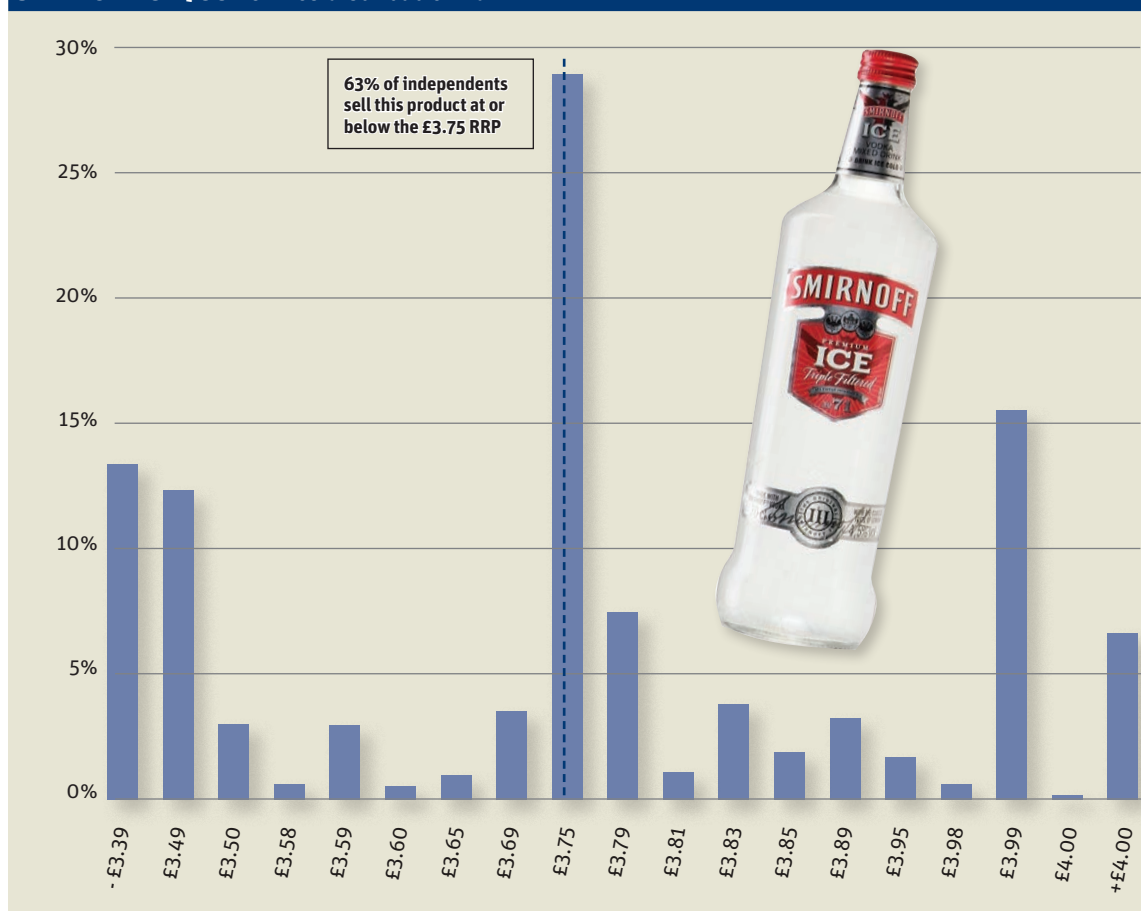
PRICEWATCH

Benchmark your prices against your peers

In focus Pre-mix drinks

Sample prices

SMIRNOFF ICE 700ml Price distribution %



PRODUCT

Jack Daniel's & Cola
330ml

Smirnoff Ice
700ml

WKD Blue 4-pack
275ml

Crabbie's Ginger Beer
500ml

Vodka Sorted Blue
700ml

Smirnoff Ice 4-pack
275ml

Hooch Lemon
500ml

Vodka Sorted Red
750ml

Vodka Sorted Iron Brew
700cl

Smirnoff Ice
275ml

WKD Blue
275ml

WKD Iron Brew 4-pack
275ml

Analysis

As this week's graphic shows, nearly a third of stores price Smirnoff Ice 700ml at its £3.75 RRP, but an even spread of stores price up to £1.25 above and below this. Around 15% price it at £3.99, 24p above the

Booker RRP, and 12% of retailers price it 26p cheaper at £3.49. This choice to price below RRP is a trend reflected across all but one of the other pre-mixed drinks in our chart. One retailer we spoke

to explained they priced these products below the RRP because of a supplier partnership with their fascia. This pricing strategy is also shared by Tesco which prices it at £3.30 or two for £5.

How we drive our profit

Janette Tucker

STORE Lifestyle Express
LOCATION Winscombe, Somerset
SIZE 1,700sq ft
TYPE village

TOP TIP

I don't put pre-mix drinks on promotion because I get strong sales at full price



My pre-mix sales are very strong in the summer because people buy them for barbecues and outside events. I stock a bigger range in summer compared to winter because later in the year people tend to buy more wine. More recently, I have included the fruity varieties of Smirnoff – Raspberry & Pomegranate and Passionfruit & Lime – in my range. I find most of the people who buy pre-mix drinks are women who are looking for a refreshing drink. I only stock single-serve 275ml formats because I found the larger sizes didn't sell.

Ian Lewis

STORE Spar Crescent Stores
LOCATION Witney, Oxfordshire
SIZE 1,800sq ft
TYPE main road

TOP TIP

My two best promotions are multibuy – two for £3 and three for £5



I only have a small range because recently I've found people are more interested in ciders. The most popular flavours in my store are tins of Smirnoff & Cranberry and Gordon's & Tonic, whereas sales of Smirnoff Ice have slowed. In the past 13 weeks, we only sold 18 bottles. I sell pre-mix drinks at the RRP set by Spar which gives me margins of around 20-25%. My sales are very dependent on the weather, and these drinks definitely sell better in the summer. People buy them for picnics, so I tend to promote them more at this time of year.

📞 Rachel Barr

✉️ rachel.barr@newtrade.co.uk

☎️ 020 7689 3358

Data supplied by



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

BOOKER RRP	AVERAGE	RETAILER 1 VILLAGE C-STORE NORTH OF GLASGOW	RETAILER 2 SMALL CAMBRIDGESHIRE VILLAGE SHOP	RETAILER 3 LARGE TOWN CENTRE SHOP IN LANCASHIRE TOWN	RETAILER 4 LARGE SHOP IN NEWCASTLE RESIDENTIAL SUBURB	RETAILER 5 HIGH STREET SHOP IN S.E. MANCHESTER SUBURB	RETAILER 6 PARADE OF SHOPS IN SMART SURREY THAMESIDE SUBURB
£2.49	£2.56	–	£2.49	£2.49	£1.99	£2.49	£2.49
£3.75	£3.66	£3.00	£3.49	£3.75	–	£3.49	–
£4.99	£4.94	£4.99	–	–	–	£4.99	–
£2.49	£2.32	£2.29	–	–	–	–	£2.39
£2.29	£2.17	£1.79	£2.25	£2.39	£1.89	£1.99	–
£4.59	£4.57	–	–	£4.59	–	£4.59	–
£2.39	£2.30	£1.99	–	–	£1.99	–	£2.29
£2.29	£2.20	–	–	£2.29	£1.89	£1.99	–
£2.29	£2.16	–	–	£2.29	£1.89	–	–
£1.59	£1.50	–	£1.49	–	–	–	£1.39
£1.65	£1.47	–	£1.65	–	–	–	£1.39
£4.99	£4.97	–	–	£4.99	–	£4.99	–

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jack Matthews

Bradley's Supermarkets,
Quorn, Leicestershire



Leicester-
shire Honey,
£4.49
for 454g



Where did you discover it?

A man from Leicestershire Honey approached our other store in Rothley. We trialled it there before adding it to the range in our Quorn store where it sold well. It has done the same here and we now have it in both set and runny varieties.

Who buys it?

A range of people, because most of our regular customers are interested in buying local brands. All our local products have good sales so we are always looking for new alternatives to put across the store. We also get a large number of people buying it who have hayfever, because eating a local honey is meant to help the symptoms. They won't always be regular customers but have visited specifically because they know we have the honey.

Why is it so successful?

People who shop in our store actively look for local alternatives across all the different categories. It is a well-known brand in the area and the Leicestershire honey always outsells the branded option, Rowse. On average, we sell 10 pots a week of the local brand compared to six of Rowse, even though it is quite a bit more expensive.

Ben Patel

STORE Ben's Supermarket
LOCATION Ramsgate, Kent
SIZE 2,300sq ft
TYPE high street

TOP TIP

I only stock small format pre-mix drinks as the large ones don't sell



I have six different varieties of small tins and bottles which sell pretty well. I've found habits have changed in the past few years and my younger customers are now more interested in buying wine than pre-mix drinks. I stick to the RRP and price guide given to me by Londis, and this gives me a margin of between 20% to 40% depending on whether the products are on promotion or not. Gin & Tonic, Smirnoff and Pimm's & Lemonade all sell well on a two-for-£3 promotion, and I get quite a few elderly customers buying these.

Adeil Hussain

STORE Family Shopper
LOCATION Motherwell
SIZE 2,500sq ft
TYPE neighbourhood

TOP TIP

I always stock a good range of Dragon Sloop drinks as Scottish people love them



My range is not as big as it once was because I've found people don't think pre-mix drinks are that cool anymore. I have 14 lines including Dragon Sloop, WKD and Smirnoff and my margins for these are around 24%. A range of people buy Dragon Sloop but I find most of my pre-mix customers are adults buying them for nostalgic reasons, because they used to drink them when they were younger. I sell Smirnoff Ice 700ml at £1.99 as Family Shopper gets it wholesale for a really low price, as part of a partnership with Diageo. ●

RETAILER PROFILE

THIS WEEK IN MAGAZINES
Pages 34-37

26 August 2016 Retail Newsagent



First class refit

With Post Office services declining, Cumbrian retailer Mike Mitchelson was keen to future-proof his store. A £40,000 refit with help from the Network Transformation Programme has done just that.
Chris Rolfe finds out how

Mike Mitchelson has one tip for his fellow postmasters: if you're offered the chance to invest in your business via the Network Transformation programme, take it.

Working with the Post Office to refit his store earlier this year has helped him grow sales by around 25%, he says.

Mike's 700sq ft post office and CTN in Brampton in Cumbria is one of two stores owned by him and his wife Anne, and run with son Chris, daughter-in-law Sarah and a team of staff.

"We specialise in news, magazines and traditional CTN lines, but also cards and stationery, which are linked to the post office," says Mike. "Elderly people rely on us for their banking and pensions, 40 local businesses use us for postal and parcel services and almost half of those do their banking here too. A car transporter company also processes its car and lorry licences here three or four times a year, which can be worth around £30,000 of business a time."

But, with the government cutting services available through post offices and encouraging direct payments into bank accounts, Mike was keen to strengthen the retail side of his business to maintain profits.

"The post office side is not like it used to be, but being in the town centre is a big draw," says Mike. "We wanted to invest in the retail side, and being part of Network Transformation meant there was money for postmasters, so we decided to do a total refurbishment."

The store was "completely gutted" during the £40,000 refit, with a wall and staircase removed to create a browsing area for cards and magazines, and new lighting, floors, decoration and fittings installed. Three fortresses were reduced to two and repositioned and a combi-counter was added at the till, allowing Mike to extend his post office hours.

"We've transformed the store and added an extra 100sq ft of floor space so it's more open and shopper-friendly," he says.

The extra space has been used to extend and improve the display of the store's most popular ranges. Nine feet of bays of magazines have grown to 14, for example.

"We looked through the list of magazines available and added more women's, home and puzzle magazines. We now stock around 500 titles and sales are up 40%," he says. "We've got 18ft of greetings cards too, and sales of these are up 25%. We also widened our range of soft drinks, stationery and confectionery."

Mike says the refit has helped build on other offerings introduced recently to complement his post office services.

"We offer a high-margin passport photos service. We sell the photos we take for £4.99, and we do up to 50 of these a week."

The store has also teamed up with a dry cleaner, a partnership that brings in £400 a month in sales.

"These are add-ons that bring people in. We try to provide a wide range of services for the community," he says.

The opening of a food hall next door has



RN is important to my business because it keeps me up to date with new products and get merchandising ideas."

MIKE MITCHELSON



Working with the Post Office to refit his store earlier this year has helped Mike grow sales by around 25%



"By refitting, I've managed to maintain that customer base, grow my retail sales and my overall turnover."

also brought in new shoppers.

"We've worked with them to take advantage of the extra customers they bring into the town and Friday and Saturday mornings have become our busiest days on the retail side."

Looking ahead, Mike sees plenty of potential for his post office.

"A lot of the villages around here have lost their postal services so we've been promoting ourselves as the main post office in the area. We've also spent time promoting business banking to local firms since, with only one bank left, we're basically becoming the bank for the town."

But with his newly extended store, Mike can further develop the retail side too. With the extra space, he will offer a larger Christmas range to go with his cards, wrapping paper and decorations and toy club. He is also looking to introduce alcohol, extend opening hours and open on Sundays.

The experience of developing his store, he says, will help prepare him for another challenge: becoming the NFRN's national president in 2018.

"I'm a hands-on retailer, which puts me in a great stead to represent others because I've experienced the same problems. My post office was declining, for example, but by refitting, I've managed to maintain that customer base, grow my retail sales and my overall turnover." ●

VISIT MY SHOP

Brampton Post Office

5/7 Front Street,
Brampton,
Cumbria.
CA8 1NN



Want to see more of Mike's store?
Go to betterretailing.com/mike-mitchelson

MAGAZINES



Stand out in a crowd

Could you make your store stand out by selling niche magazines? **Toby Hill** takes a look at 17 trends and sales opportunities that lie beyond the market's top 100 sellers

Last week in RN, we unveiled the latest sales results for the UK's best-selling magazines.

But while the Audit Bureau of Circulations' figures give an overview of high-volume magazines, some of the industry's most interesting trends and developments come from more niche titles.

So this week, we dig deeper into the magazines market to unearth sales opportunities from lesser-known titles.

Indeed, Peter Wagg, owner of the News on the Wharf chain in Canary Wharf, argues the entire industry has tilted towards these types of magazines.

"We used to sell certain magazines in massive quantities," he says, "but the mass market has plummeted. Sales are 50% of what they were five or 10 years ago. Now we sell a lot more niche titles, and

they're holding up far better than the bestsellers."

Women's magazines

A perennial presence in the upper reaches of the magazine bestseller charts, traditional women's weeklies and monthlies sell in their millions.

But Jeremy Leslie, owner of MagCulture in Islington, north London, has noted a raft of new titles catching his customers' imaginations. These are magazines made by young women for young women, particularly aimed at 20-something graduates, which challenge the idea of what constitutes a traditional women's magazine.

"There's Mushpit, a glossy magazine made by a couple of women involved in the fashion industry, parodying the style of the photoshoots and interviews you usually see in those magazines," he says. "Then there's Lyra, which is more analytic and in-

10 popular niche sectors

Outside the top 100 charts, many sectors flourish in independent stores. Here are 10 to consider for your range.



tellectual, with more essays conscious of the history of the women's movement. We also sell one called Season, which is a football magazine for female fans and players – it has things such as interviews with fathers and daughters about the first match they went to together.”

Gardening magazines

Another genre with a traditionally strong readership is gardening magazines. So while titles such as BBC Gardeners World and Homes & Gardens top the sales charts, a new title, Modern Garden, has put a fresh twist on this evergreen magazine category.

Susan Hefferon, senior development manager at distributor Frontline, has been working with the title.

“It launched earlier this year and is aimed at people who buy home and housekeeping magazines as well as those buying women's glossies,” she says. “It's about making the outside of your house look really beautiful without too much of the hard digging work. We're pleased with the sales – it's a new concept, and we successfully identified a gap in the market.”

Specialist history magazines

Where sales in the broader market have struggled, Eugene Diamond, owner of Diamond's Newsagent in Ballymena, Northern Ireland says some niche titles sell well in his store – most recently, a weekly magazine on Irish history called The Revolution Papers.

“It retails at £2.90 and I've more than 30 orders an issue,” he says. Marking the 100th anniversary of the 1916 Easter Rising, the magazine reprints Irish newspapers published during the subsequent seven years of unrest until the end of the Civil War in 1923.

“It started in the first week of this year and there'll be 52 copies in total. There's also been two collector boxes which were £15 each. It's been a good success,” he says.

Bookazines

As well as new interests and demographics, some retailers have seen fresh formats proving popular with their customers.

Mark Ansell notes that one-shot bookazines are selling well in his store, Liskeard News in Cornwall.

“One-shots like Somme and made-easy magazines on topics such as Windows 10 have been doing well,” he says. “They're not really a magazine, they're more of a reference book that will sit on someone's bookshelf. If the publisher puts effort into them

Could a niche magazine help you fill a gap in your local market?



If the publisher puts effort into them and they stand out, they can sell really well



and they stand out, they can sell really well.”

Current affairs magazines

Mark Ansell has also observed a surge in sales of current affairs magazines, particularly motivated by the debate over Brexit. “Private Eye is selling really well, as are some other current affairs titles, and it's definitely Brexit-driven,” he says. “People have suddenly got interested in understanding what's going on.” His reflections are mirrored in industry statistics. Private Eye and the Economist saw sales of their Brexit issues increase by 52% and 46% respectively.

Young writing and literary magazines

Back in Islington, Jeremy Leslie has noticed a renewed interest in writing and literary magazines, particularly young writing for a twenty- or thirty-something audience.

“There's definitely a stronger interest in established titles like Granta, but also in other smaller titles, like the White Review, which has established itself as a new source of young creative writing,” he says. “It's about giving a voice to young writers who are trying to find a place for their short stories and poetry. Another popular one is called Elsewhere,

MERCHANDISING TIPS FOR NICHE MAGAZINES

Mark Ansell,

Liskeard News,
Cornwall



“We have various places where we can highlight magazines I think will sell well: on a three-tier display; at the end of the bay; in the window display; or on the counter. At the moment, I've got Private Eye on the counter because it's so popular right now.”

Jeremy Leslie,

MagCulture,
Islington, London



“We do window displays and we'll also get editors in to give talks. So when we noted the new trend towards creative writing magazines, we gave our window over to the White Review, and its editor came into give a talk last week.”

Roxana Rock,

Magazine
Brighton



“We use social media to promote different magazines, which we'll post about online. And we'll select magazines we've enjoyed to review for each issue of our newsletter.”

which is from Berlin and more travel orientated.”

Lifestyle, fashion and design magazines

From his berth beneath the towers of Canary Wharf, Peter Wagg has always sold lifestyle and aspirational magazines. But even in these mainstream categories he's witnessed a tilt towards more niche titles, including fashion magazines such as Porter.

A similar evolution has been observed among a slightly different demographic in Brighton at magazine specialist Magazine Brighton.

“We have a lot of students here, and fashion and design magazines do well,” says Roxana Rock who works at the store. “It's usually quite alternative niche titles that are popular: design mags such as Wonderland and Love; lifestyle magazines like Flow, which is about mindfulness and creativity, or Gentlewoman, which has bit of everything, fashion, travel, photography.” ●

STATIONERY



How do you make sure your stationery range hits the spot with your store's unique set of customers? **Rachel Barr** spoke to three retailers with very different shoppers and locations to find out

Stock the right lines

Kamal Thaker

Stop Shop News,
Middlesex



My stationery customers: emergency purchasers

In his 800sq ft newsagent on a parade in a residential area of Edgware, Kamal has found that, by stocking single items, he has become the go-to place for customers in immediate need of stationery products or who need to post something. He changed the way he manages his range following the rise in popularity of discount shops.

"Customers used to come here as a stationery destination, but not anymore," he says. "Places like Poundland can sell things more cheaply than I can buy them, so now I focus on basic essentials for quick and emergency purchases."

My range

Kamal's 4m bay contains a range of essentials such as single pens, pencils, envelopes and padded Jiffy bags.

"I mainly get people coming in for distress purchases, so I stock a full range of stationery products at the cheaper end of the market," he says.

"My Jiffy bags sell particularly well because I do them in a full range of sizes, from A to LL. They are distress purchases, so I can sell them at a more premium price. If I buy a Jiffy bag for 50p, for example, I will sell it for 99p.

"I mark everything else up to get an industry-standard margin of around 35%."



I make sure we stock quality products across the whole category



Jon Greenwood

Nisa,
York University



My stationery customers: University students who will pay for quality

As Jon's 5,000sq ft shop is located on the York University campus, 75% of his customers are students. He says that they will pay a premium for good quality stationery and paper supplies to take to their classes.

"I don't know if it is just a York trend, but students here don't want cheap stationery. I have actually struggled to sell it in the past," he says. "Instead, I make sure we stock quality products across the whole category."

"We have everything a student would need for university," he says. "This ranges from packs of pens to notebooks and folders and our most popular time is pads of paper."

My range

To fulfil students' needs, Jon's shop has four 1.5m bays of stationery available all year round so a full range of supplies can be bought or topped up at any time.

"Our folders and notes are mainly from stationery brand Q-Connect but we also have hardback notebooks from Silvine, which sell for £9.99 and are very popular," he says.

"We get our stationery from York supplier Thomas Dick who are able to come the next day if we sell out of something."

"We have a core range throughout the year but add to this depending on students' needs - at exam time we make sure we are stocked up with 45p Bic black pens as we sell more than 200 during this period."



FOUR MORE WAYS TO GET YOUR STATIONERY RIGHT

Kamal, Paul and Jon all emphasise the importance of a well presented range to cater to your target customers – however big or small your shop is.

Don't forget to stock the essentials

Pens and notebooks are always in demand, so ensure you have a strong core range, even if space is tight.

Along with pens and notebooks, an essential range should also include Pritt Sticks, envelopes, sticky notes and Tippex.

"I will always keep my core range stocked up," says Kamal. "It will never go out of date and profits are always good because my customers are not going to shop around."

Create a dedicated display

Creating a stationery-specific display will allow customers to clearly see the range available.

This can be arranged on a combination of shelving for larger items such as folders and hooks for smaller stationery such as pens, pencils and Pritt Sticks.

"I've found my pens sell a lot better now they are on hooks rather than the box they came in," says Paul.

Use a specialist wholesaler

Paul advises buying from a specialist wholesaler rather than picking stationery up from the carry and carries.

"Using wholesalers such as The Jade Group gives me access to a bigger and cheaper range," he says. "The profits are great and there are still good margins too."

Offer an ordering service

Retailers can stick to a core range, but should offer customers the chance to order extra products too. Paul says he does this with more specialist items such as ink cartridges.

"I work with a local supplier and I can get cartridges delivered within 48 hours, so people know to come to me for them and their other specific stationery and office supplies," he says. ●



Paul Patel

WH Smith Local,
Southampton



My stationery customers: local customers of all ages

With one third of his 1,200sq ft WH Smith Local store dedicated to stationery, Paul is able to target a variety of customers from the affluent village of Dibden Purlieu, who come in with a range of different needs.

His shoppers range from older people looking for premium quality pens to parents stocking up on school supplies and women buying attractively-designed stationery.

Paul tailors his range to meet their needs by dividing products into bays.

"My stationery is separated into sections, with pens in one place, premium-design stationery in another and back to school stock promoted on an aisle end," he says.

"I can't compete with the internet on price but we are competitive, and our availability is great. If you need something on a Sunday afternoon you will be able to get it here.

"We have a lot of regular customers who know I can order specific things from an office supplier that will arrive within two days."

My range

"Stationery can sell well when it looks premium rather than cheap and cheerful," says Paul, who explains he adapts and adds to core planograms from WH Smith to create his displays.

"Parker pens are popular with older customers, so I stock the range, whereas WH Smith stores would usually just stock one," he says.

"We also get young women buying premium products, so I have a bay filled with colourful folders, notebooks and pencil cases.

"We have back to school display for parents, too. They are looking for value so we run a lot of promotions such as 20 coloured Sharpie pens for £7.99, reduced from £17.99."



I can't compete with the internet on price but we are competitive, and our availability is great



HOT DRINKS



Your tea and coffee range makes you a destination for many customers, but have you got the basics right? **Toby Hill** investigates some common mistakes to avoid and tips for growing your sales

Perfect cuppas

In Britain, tea is the most consumed drink after water, with a staggering 165 million cups downed a day. Most Britons can't tolerate a home empty of tea or coffee, and will head straight for their nearest store the moment they run out of either.

This presents a significant opportunity for independent stores. Regular customers need to trust that you have the hot drinks they want in stock at all times, and if you can catch a first-time customer's eye with your range, you might just have secured a new loyal shopper.

Here, we take a look at how to perfect your management of this vital category, highlighting signs that show your range is in need of improvement and sharing some glowing examples of perfect practice.



Room for improvement

A poor range of economy and premium products

It's tempting for small stores with limited space to strip back their range to the bare essentials. But while Nescafé and PG Tips are must-stocks, sell these alone and you risk disappointing customers seeking something at either extreme of the price range.

"Everyone has different tastes and budgets and I'm careful to provide for as many as possible," says Anish Parekh, owner of Londis Broadoak Road Post Office in Ashton-Under-Lyne, near Manchester. "I also stock own-brand tea bags and coffee granules, and Happy Shopper evaporated milk, which sell really well. But I also try out new premium products, introducing them on promotion to get people interested."

Different varieties mixed together on the shelf

As tea and coffee are frequent 'distress' purchases, bought by customers in a rush to grab what they need before hurrying home, it's vital that they are displayed clearly. "Keep the tea fixture neat, tidy and separated into the four product groups: normal, herbal, green and speciality," says Nick Widdowson, merchandising and creative controller at Unilever. If you're in doubt as to how to organise your range, suppliers are often willing to lend a hand.

"We had a lady come from Nescafé

and arrange everything for us," says Kamran Hafeez, owner of Best-One Cowley near Oxford. "She put hot chocolate and dried milk on the top shelf, then coffee, then tea, then sugar at the bottom. It's simple, but it's clear and has worked really well."

Low availability of key brands

"Normal tea represents 81% of sales in convenience stores, so focus on this by ensuring you have the market-leading brands," Unilever's Nick Widdowson advises. Kamran Hafeez is very aware of the vital role core tea and coffee brands play in his store. "It's small essential things that bring people out to local stores," he notes. "Tea and coffee are very important for everybody, and if they run out they'll come here and probably pick up a few other things at the same time. We had a massive jar of Nescafé Gold on offer at a better price than Tesco, and people came in specially to pick that up."

A tired and dusty range on shelf all year

While tea and coffee are popular throughout the year, other hot drink products fluctuate with the seasons. "Hot chocolate is very seasonal, it's much more of a winter thing for us," says Dean Holborn, owner of Holborn's in Surrey. "As we get into autumn we'll look at our range again." As a result, to make the most of hot chocolate sales, it's vital to consider bringing in new products, flagging up the category with PoS as the colder months arrive and keeping shelves clean and tidy at all times.

Enrich your sales with the #1 premium instant coffee brand*



We're investing in a
**heavyweight media
campaign** to make sure
that 2016 will be a golden
year for all of us.

Improve your rate of sale
with our price marked packs.

It all starts with a **NESCAFÉ**.

*Source: IRI & Kantar Data 52 w/e to January 2nd 2016
© Reg. Trademark of Société des Produits Nestlé S.A.

HOT DRINKS

Best practice

Cross-merchandise with complementary products

"Site tea next to complementary products like biscuits and cakes to encourage incremental sales," says Unilever's Nick Widdowson. Retailers such as Kamran Hafeez are clear on the importance of cross-merchandising teas and coffees. "You've got to place biscuits next to tea, it's essential for sales of both," he says.

Stock fruit and herbal teas to complement bestsellers

While the tea category is predominantly driven by core brands such as PG Tips and Tetley, retailers should consider expanding their ranges to include options for people seeking alternative flavours.

"There's been a definite increase in demand for fruit teas and decaf coffee over the past couple of years as customers are looking for healthier hot options," says retailer Dean Holborn, who has expanded his range of Twinings flavoured teas to meet this new demand.

Keep up to date with new tastes and trends

"Customer trends are now so fast-changing that it's hard to plan six months ahead," says retailer Anish Parekh. "It's more important than ever to keep up to date, but there's a lot more trial and error in working out what will sell." Debbie Davies, owner of Pughs Londis in Hay-on-Wye, is quick to research her customers' evolving tastes. "If we see people looking at our range for a minute or so, we'll go over and ask what they're looking for, and try it out if we think it could sell," she says.

Test out local teas and coffees

Stocking local products is a great way to catch both customer interest and higher margins, as well as build links with the local community. Retailer Debbie Davies recently introduced a Welsh coffee, Black Mountain Roast Coffee, in both whole bean and ground varieties. "It's locally packaged and presented and, despite costing quite a bit more, is selling really well," she says.

Use deals to drive sales of premium products

While customers don't tend to need promotional encouragement to pick up core bestsellers, promotions can be a great way to introduce them to new products. "Every three weeks we have a promotional refresh and I always make sure there's a coffee

HOT DRINKS – BESTSELLERS IN INDEPENDENT STORES

1	Nescafé Original 100g
2	Nescafé Gold Blend 100g
3	Tetley 80s
4	PG Tips 80s
5	Nescafé Original 50g
6	PG Tips 40s
7	Tetley 40s
8	Own Label Instant Coffee Granules 100g
9	Kenco Really Smooth 100g
10	Nescafé Original 200g
11	Cadbury Drinking Chocolate 250g
12	Douwe Egberts Pure Gold 95g
13	Kenco Really Rich 100g
14	Own Label Freeze Dried Coffee 100g
15	Nescafé 3 in 1 5-pack
16	Nescafé Café Menu Latte 8s
17	Nescafé Café Menu Cappuccino 10s
18	Nescafé & Go Aero Chocolate Drink 8s
19	Lavazza Espresso Coffee 250g
20	Horlicks Original 200g
21	Twinings English Breakfast 50s
22	Cadbury Wispa Hot Chocolate 246g
23	Nescafé Cappuccino Original 170g
24	Nescafé Alta Rica 100g
25	Taylors Rich Italian Roast Ground Coffee 227g

Source: What to Stock 2016

You've got to place biscuits next to tea, it's essential for sales of both

or tea on offer," says Anish Parekh. "This month, I brought in Carte Noir, put it on promotion at around half price and highlighted it with point of sale. It's flown out. I usually introduce a new premium product at a cut price to get people in the habit of buying it."

Small stores need a strong core range

However tight your space, it's vital to stock at least the core bestsellers, says Helen Drew of Wright's News in Wem, Shropshire. "We have a small range and Nescafé is our biggest seller," she says. "We have a lot of passing trade of people going to work in the morning and we don't need much – just sugar, milk and coffee – to get them coming in and picking up the essentials." She also stocks an economy brand, Red Mountain, to catch customers in need of a caffeine blast at the lowest price point. ●



PREVIEW



Oh So mini

A new Ribena Minis range for children is now available in Brilliant Blackcurrant, Amazing Apple & Mango and Oh So Yum Orange flavours.

RRP 85p

Outers not given

Contact 0800 096 3666



Add spice to your sales

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

RRP £1.25

Outers 8

Contact 020 8537 4080



Wrigley's got the hang of it

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

RRP £1

Outers 15

Contact 01752 752094



Chocolate with rice

Mars has launched Galaxy Rice Cake Thins, which are wheat and gluten-free, to capitalise on the fast-growing rice cake market.

RRP 89p for a pack of two

Outers not given

Contact 01753 550055



Makeover is the perfect tonic

Landmark Wholesale's LSV Isotonic has been given a new look to make it stand out and attract customers.

RRP 50p

Outers 12

Contact 01908 255300



Get your paws on these

Mars Petcare has launched Pedigree Puppy Tasty Bites, designed for puppies who cannot manage normal dog food.

RRP 50p

Outers not given

Contact 01664 411111



Double Deck 'em one – grand!

Mondelez is launching a promotion exclusive to convenience stores on Double Decker, giving shoppers and retailers the chance to win £1,000.

RRP 65p

Outers not given

Contact 0870 191 7343



Ghooooo and get it

Mondelez is launching a Ghooost Egg for Halloween. Customers also have the chance to win a trip to Alton Towers.

RRP 62p

Outers 48

Contact 0870 191 7343



They're fantastrick!

Haribo is launching TangfasTricks and Scaremix, a spooky take on its sharing bags, in time for Halloween.

RRP £1

Outers 14

Contact 01977 600266

Greg Wilcox
 RNreporter@newtrade.co.uk
 020 7689 3357
 @RetailNewsagent
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THIS WEEK IN MAGAZINES



Right on trend

A MONTHLY FIX FOR THE POKÉMON GO FANATICS

Nowhere and no-one has been able to escape the worldwide phenomenon that is Pokémon Go. Now there's a new mag for fans.

THE WORLD has gone Pokémon Go mad and everyone seems to have been playing it, from kids on holiday to 'kidults' who should be working. So, to capitalise on this once-in-a-generation sensation, Pocket World has launched its '100% Unofficial' Pokémon Go monthly, aimed at everyone who has been swept up in the craze and has been trying to capture as many of the pesky pocket monsters as they can. Priced at £5.99, the magazine gives gamers tips on how to locate the rarest Pokémon, how to power up your Pokémon, plus it offers up a guide on all the Pokémon out there waiting to be captured.



POKÉMON GO
On sale 1 September
Frequency monthly
Price £5.99
Distributor
Marketforce
Display with 110%
Gaming, Official Xbox
Magazine, Games
Master

Round up



GREG WILCOX
 Magazines
 reporter

CASHING IN ON RIO FEELGOOD FACTOR

Team GB has just won a record 67 Olympic medals in Rio and the country is, understandably, sports mad. It's a four-year cycle and one that dies down pretty quickly – in a year's time who will really be dreaming of being the next Jason Kenny or Saskia Clark?

While Britain is still buzzing from Olympic success, now is the time to stock up on all those titles – such as Cycling Weekly and Sailing Today – which are sure to experience a good tailwind after the records in Rio.

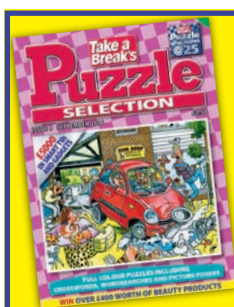
One such magazine expecting a leap in sales thanks to a fantastic Olympics is Horse & Hound. Thanks to Charlotte Dujardin's dressage display, among other examples of equestrian excellence, the magazine is expecting a 40% uplift in sales (*Industry Viewpoint* – p36).

Considering the unprecedented success of Bradley Wiggins & Co. in the velodrome, the same should be expected of all cycling magazines. Not just that, Britain regularly gets itself off the sofa after every successful Olympics and takes to the court/track/water/pitch in a bid to emulate their new heroes.

Matthew de Lima, circulation manager of Marketforce, is just one industry insider expecting the Olympic feelgood factor to result in gold-plated magazine sales.

He said: "We're expecting to see a 30% sales uplift on Cycling Weekly's Olympics special. This issue of Cycling Weekly is packed with expert comment and special features which will be of interest to a broader audience beyond hardcore cyclists."

So don't be left on the starting blocks and make sure you go up a gear in search of sales.



100 PAGES OF COLOUR PUZZLE FUN

**READERS LOVE THE VARIETY
AND VALUE SO DISPLAY**

PROMINENTLY AND MAXIMISE SALES

Puzzle
 SELECTION



WOODWORKING CRAFTS

The autumn issue of Woodworking Crafts includes an Irwin impact bits pack worth £6.30 and gives readers the chance to win a wood-turner's starter kit worth more than £1,000. This 'Upcycling, Recycling & Restoration' special edition also gives instructions on how to undertake tasks like creating a shabby chic wall cabinet, a recycled pine cupboard and how to perfect chair restoration.



On sale 1 September
Frequency monthly
Price £4.50
Distributor Seymour
Display with Woodturning
and other DIY magazines



UNCUT

Uncut has had a revamp and has a new strapline: 'the past, present and future of great music'. The new-look magazine comes with an expanded reviews section aimed at boosting interest in the latest tracks and focusing on new music. But it won't forget great tracks of old. It launches with an in-depth feature on David Bowie's last album, The Gouster and a Sounds of New West CD, sharing the name of one of the very first covermount CD's from Uncut 18 years ago.



On sale 23 August
Frequency monthly
Price £5.25
Distributor Marketforce
Display with Q, Mojo,
Classic Rock



WHAT HI-FI?

This is What Hi-Fi's 40th anniversary issue and to celebrate, it is giving away prizes worth £20,000 in a bumper 200-page edition. The magazine is getting nostalgic, looking at the top 40 products of the past 40 years. Readers can see the progression of technology, from cassette tape players and mini-disc players to today's ultra-impressive, and slightly futuristic, 4K flatscreen TVs.



On sale 23 August
Frequency monthly
Price £5.25
Distributor Frontline
Display with What Digital
Camera



STUFF

The next issue of the gadget magazine for guys recommends which broadband deals are the ones to log on to, along with advice on how to get cheaper Sky and smarter Netflix deals. It also has something for hardcore gamers as it reviews the Xbox One S, the highly anticipated console that has had gamers salivating since its launch last month.



On sale 1 September
Frequency monthly
Price £4.99
Distributor Frontline
Display with Wired, T3



LET'S MAKE

Imagine Publishing, the publisher of Crochet for Beginners, The Vintage Knitting Book and The Paper Craft Book, has launched Let's Make, a new bookazine series. The launch issue is priced at £9.99 and the monthly magazine is ideal for every keen crafts person from the novice, looking to get into a craft as a hobby, to the expert looking for guides to help them develop their skills.



On sale 1 September
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Simply
Crochet, Crochet Now



Bestsellers Food

Title	On sale date	In stock
1 Good Food	16.09	<input type="checkbox"/>
2 Delicious	01.09	<input type="checkbox"/>
3 TAB My Recipes	01.09	<input type="checkbox"/>
4 Eat In	31.08	<input type="checkbox"/>
5 Olive	16.09	<input type="checkbox"/>
6 BBC Home Cooking Series	01.09	<input type="checkbox"/>
7 Food & Travel	23.09	<input type="checkbox"/>
8 Jamie Mag	04.08	<input type="checkbox"/>
9 Superfood	24.08	<input type="checkbox"/>
10 Decanter	07.09	<input type="checkbox"/>
11 Healthy Food	01.09	<input type="checkbox"/>
12 Free From Heaven	25.08	<input type="checkbox"/>
13 Vegetarian Living	01.09	<input type="checkbox"/>
14 Cakes & Sugarcraft	01.09	<input type="checkbox"/>
15 Food Heaven	04.08	<input type="checkbox"/>
16 Great British Food	02.09	<input type="checkbox"/>
17 Quick Bite	06.08	<input type="checkbox"/>
18 Easy Food	02.09	<input type="checkbox"/>
19 Food Network	26.08	<input type="checkbox"/>
20 Vegan Life	25.08	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

Starter Packs
£2.99 RRP

Sticker Packet
50P RRP

On Sale Now!

www.paninigroup.com



PRACTICAL BOAT OWNER

The team behind Practical Boat Owner is publishing the second edition of its Essential Maintenance Guide, packed with useful hints and tips for boat owners. The guide offers 136 pages of dedicated content for both sail and power boat owners. Building on the highly successful first edition, this updated guide offers more practical knowhow and covers everything from checking keel bolts to laying a new teak deck and fixing tatty headlinings.



On sale 24 August
Frequency One shot
Price £4.99
Distributor Marketforce
Display with Practical Boat Owner, Sailing Today, Yachting Monthly



STAR MONSTERS SERIES 2

Magic Box Toys is bringing out the second edition of its Star Monster series. Aimed at both boys and girls, Star Monsters was launched in February with each character formed from a star that has fallen to earth. Star Monsters Series 2 introduces 72 brand new characters, each with its own personality and origins. New rare silver, gold and evolution Star Monsters will be available for collectors to hunt.



On sale 1 September
Frequency one shot
Price £4.00 starter pack
Distributor Seymour
Display with Frozen, Lego Ninjago, Horrible Histories



CARDMAKING & PAPERCRAFT

Inside the next issue of Cardmaking & Papercraft is a special Christmas edition of the popular craft magazine with a free 3-in-1 Winter Wonderland gift pack worth £25. There's also seasonal content in the magazine with Christmas, Halloween and autumn projects. Cardmaking & Papercraft is the best-selling title in the papercraft market. This is the card-making sub-category's top-selling issue of the year and is forecasted to generate more than £115,000 nationally.



On sale 1 September
Frequency monthly
Price £5.99
Distributor Frontline
Display with Quick Cards Made Easy, Make Christmas Cards, Mollie Makes



MAKE CHRISTMAS CARDS

This bumper card-making gift pack comes with 221 gift set pieces and contains everything that crafters need to make all their own Christmas cards. The issue includes four new Christmas collections with designer papers, stamps and embossing folders. As well as the 221-piece gift set, the issue contains a bumper 68 pages.



On sale 1 September
Frequency Bi-annual
Price £8.99
Distributor Frontline
Display with Quick Cards Made Easy, Papercraft Inspirations, Cardmaking & Papercraft



OFFICIAL PANINI FIFA 365 STICKER COLLECTION

Panini's Fifa 365 sticker collection allows fans to collect stickers of all their favourite players from around the globe. The success of the Euro Championships and the spotlight on football at the Olympics has put the focus on the global game more than ever, with fans of all ages knowing the names of players from every major league in Europe and around the globe.



On sale 25 August
Frequency one shot
Price £5.99, packs 50p
Distributor Marketforce
Display with other collectables

Industry viewpoint

Sarah Jenkins

Content director,
Equestrian,
Time Inc. UK



TITLES SET TO JUMP OFF YOUR SHELVES

With the Olympic flame now extinguished, Horse & Hound is publishing bumper issues dedicated to reporting on everything that happened in Rio, offering the most in-depth and comprehensive analysis of the equestrian events.

We're expecting a sales uplift of 40% during this time, making this a prime opportunity for independent newsagents to capitalise on consumer interest and take full advantage by giving the magazine full exposure in stores.

With 35% of Horse & Hound's share of sales coming from independents, we've made it a priority to invest in this area and we're dedicated to providing innovative point of sale to maximise sales opportunities.

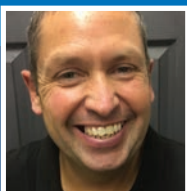
The leisure sector is one of the largest sectors in the magazine industry, contributing to more than £60m in retail sales value over the past 12 months. Our authoritative voice makes us the best-selling weekly within the leisure sector and one of the top 10 magazines in terms of copy sales and value, contributing more than £2m in RSV.

Our latest issue, on sale from 25 August, offers a showjumping report from Rio, providing readers with everything they need to know about the event. It has guest columns from two of the greatest showjumpers, Geoff Billington and William Funnell. To mark the end of the Games, we're publishing a special celebratory issue, on sale 1 September, with 18 pages of commemorative content and a photo gallery capturing the greatest Olympic moments.

Top tip

Maximise the expected copy sales uplift from Horse & Hound's Olympic-themed bumper issue by giving it prominent front-of-shelf facing.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



HOW JUSTIN WHITTAKER HAS CAPITALISED ON NEW TRENDS TO IMPROVE HIS PROFILE

Plus, get the top ice cream tubs in stock for winter, and find out how bigDL beacon technology could help you attract more customers into your store



Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	34	100	8.99
Build the Millennium Falcon	87	100	8.99
Cake Decorating Relaunch	80	169	2.99
Dinosaurs & Friends	80	80	5.99
Jazz at 33 and third RPM	18	70	14.99
Simply Stylish Knitting	35	90	3.99
Star Wars Helmets Coll'n	18	60	9.99
Zippo Collection	26	60	19.99

Eaglemoss

3D Create & Print	85	90	6.99
Build A Solar System	55	104	6.99
DC Comics Graphic Novel	28	60	9.99
Disney Cakes & Sweets	156	160	4.50
Doctor Who Figurines	80	120	7.99
Marvel Chess Collection	85	96	8.99
Marvel Fact Files	181	200	3.50
Military Watches	67	80	9.99
Star Trek Ships	79	78	10.99

Hachette

Art of Crochet	53	120	2.99
Art of Knitting	83	90	2.99
Art of Quilting	35	90	3.99
Art Therapy	76	120	2.99
Build the Mallard	104	130	7.99
Build the U96	104	150	5.99
Dr Who Complete History	26	80	9.99
Draw The Marvel Way	18	100	4.99
Judge Dredd Mega Collection	42	80	9.99
Marvel's Mightiest Heroes	70	60	9.99
My 3D Globe	86	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	78	80	5.99
My Zoo Animals	52	60	5.99
Precious Rocks, Gems & Minerals	84	100	5.99
Real Life Bugs & Insects	2	60	0.99

Collectables

DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



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



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



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



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



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



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



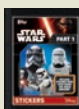
Shopkins
Starter **£2.99**
Stickers **£0.50**



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



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



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



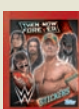
Star Wars Stickers Part 2
Starter **£2.99**
Stickers **£0.50**



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



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

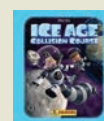


WWE
Stickers **£2.99**
Cards **£0.50**

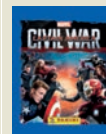
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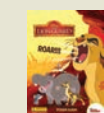
England Trading Card Collection
Starter **£4.99**
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Zootropolis
Starter **£2.99**
Cards **£0.50**



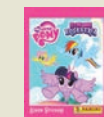
Finding Dory
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Lion Guard Sticker Collection
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Back in the day

100

YEARS AGO

26 August 1916

Store owners were told to stock The Worries of Wilhelm, a cartoon book aimed at undermining the image of the Germans and their allies as a formidable fighting force. It was a book that the publisher was confident would "sell right on sight".



50

YEARS AGO

27 August 1966

Not only was Batman a hit at sorting out crime in Gotham City but the caped crusader was also a hit in stores. Retailers were told to stock up on the Batman Annual due to the "unprecedented demand" for the book – KAPOW!



25

YEARS AGO

25 August 1990

Newsagents bought more than five miles of racking in John Menzies Wholesale's summer promotion with more than 2,000 display units ordered at a specially reduced price. The aim was to help retailers sell more newspapers and magazines.



The twists and turns in the life of William the Worm

We live in strange times, and there's no better bit of evidence for this than the true tale of when a customer found a dead worm in his cucumber and gave it a funeral while the store where the fruit was bought penned it a poem.

Wes Metcalfe found the inert insect lodged in the packaging of his cucumber when he returned from his weekly shop at Tesco.

Rather than get angry, as most would, Wes let the supermarket know it had sold him a lifeless larvae, which he'd named William,

and that he'd be doing the decent thing and giving him a funeral in his garden. Getting into the spirit of the morbid, and some would say hideous, story, Tesco decided to play its part by offering words of comfort. "Although life takes funny old turns, we can all learn from William the Worm."

"Let us gather, light a candle to burn, and celebrate the life of William the Worm."

We're sure you'll all agree that's the most heartwarming/weird (delete as applicable) tale you'll hear this year...



Avoiding a flatulent flyer...

It's August, and many of your customers will be getting on and off planes.

You could do them, and their fellow passengers, a huge favour by refusing to sell them

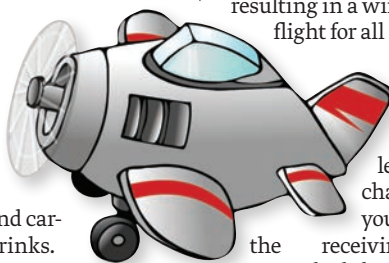
any of the following – baked beans, chick-peas, broccoli, cabbage and carbonated drinks.

This is because a new study has found that if you consume those products before getting on a flight you might feel a bit uncomfortable and make the row you're sitting in slightly smelly.

Yes, those foods and drinks will make you flatulent while soaring through the skies. The pressurised cabin causes the gas in our bodies to expand more than usual resulting in a wind-assisted flight for all concerned.

Apparently, the foods that will lessen the chance of you being on the receiving end of a stern look from the passenger next to you are herbal tea, fennel and peppermint.

Think we'll stick to cans of Coke and beans on toast. Apologies to our fellow passengers in advance...



AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I have heard some rather disturbing news this week. Smiths News at Wednesbury is changing all the delivery rounds so I will no longer have the excellent and reliable driver I have got now.

In fact, as yet I don't know who it will be, but I have heard through the grapevine that my papers will be considerably later than they are now. Well, I can't put up with that sort of service. If this is what's going to happen I will be very upset about it because, as I see it, this is change for change's sake by someone in an office trying to find something to do.

There is a large machine being installed at Batchacre Hall Farm. It's called an anaerobic digester and it quite literally 'eats' green vegetation and turns it into electricity. It has caused considerable disruption, none more so than in Oldershaws Lane. A trench has been dug out for the cable that will carry the electricity from Batchacre to the sub-station at High Offley to be laid down.

Western Power closed the lane at one end to through traffic, but I could still get to Mr Shelly's house from the other side, until today when I found it had been closed at both ends. I had to park up and walk to do my delivery. I did point out to the men working on the job that should the Shelly household develop an emergency the services could have a problem getting to them. I don't think they appreciated my comment.

On Friday 12 August, I had just finished my round in time to see a very pretty wedding at High Offley Church. The bride and groom were just coming out, the sun was shining and there at the gates was the most delightful sight of a horse and carriage to transport the newlyweds to the reception. The best sight of all, though, was the page boy dressed up in a suit identical to the men, he was a star in his tail coat. Bless him, he made my day.

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