

22.07.2016

# LAUNDRY, COFFEE & BALLOONS

Plus seven more amazing services to drive footfall

INNOVATION

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**Modern village life**

'How we keep our 200-year-old store bang up to date' Page 24 >>



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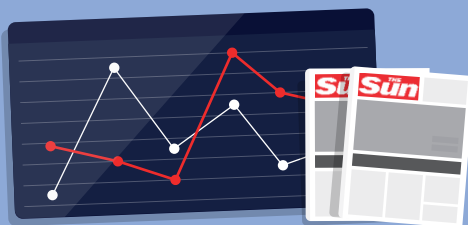
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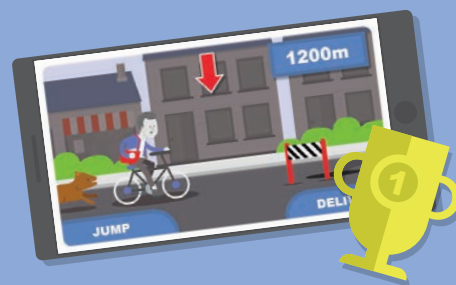
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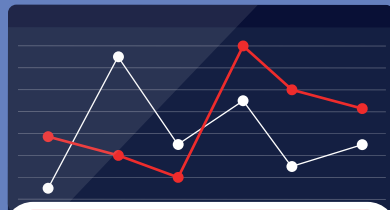
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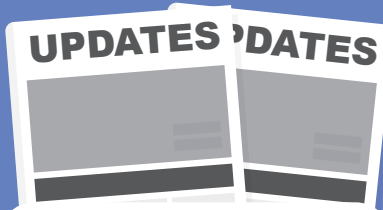
The News Retail Plus website is an online hub where you can explore the many features created to help increase your newspaper sales. This website showcases work from retailers who are category champions and leading the way for newspaper sales of the future.

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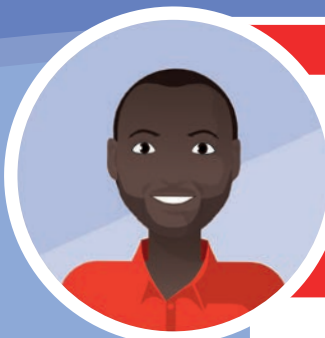
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The News Retail Plus website now has a fully functioning social capability. You can now catch up with Greg and the Team on twitter, as well as being able to fully immerse yourself in our video content provided through our YouTube channel.



## MY PERFECT SHOP



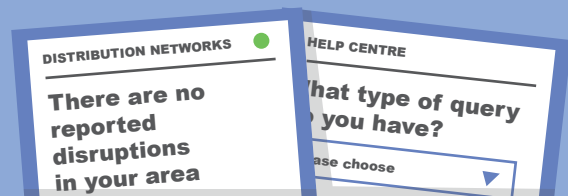
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## GAME & LEADER BOARD INTERACTION WITH COMPETITIONS

Our exclusive game featured on the website will provide you with a fun way to fully enjoy the personality of the brands. The game will feature a leader board with regular competitions being run and prizes to be won!



## DISTRIBUTION & HELP CENTRE

The help centre has been designed to assist you with your day to day queries and concerns. This feature will put you in contact with a specialist agent who is fully equipped to assist with your issue. Having this direct contact will get your problems solved quickly. We will also give you access to your distribution updates, if your wholesaler is News UK, you will be able to see live, real time updates of your newspapers. If your wholesaler is Smiths or Menzies you will be able to quickly and easily contact your local branch through the News Retail Plus website.

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# NEWS RETAIL PLUS WEBSITE

News UK

## RETAILER TESTIMONIALS



"We've embarked on the my perfect shop approach & have seen news sales increase yoy by 5%. This has also enabled us to make a further £2k from selling other products from the news space per annum. Further proof that news is still king as part of the modern c-store"

**Jatinder Sahota. Max's Londis, Kent**

Category growth is never by pure chance, it is the result of forces working together. The new unit is a great category solution, ultimately increasing visit frequency. We have seen both sale & volume increase thanks to News UK Retail"



**Avtar Sidhu. Sukhi's Simply Fresh & PO, Kenilworth**



"My inspiration to start HND came from News UK. Since then we've gone from a few customers to 400 in the space of 12 months and now generating over £80k per annum. HND provides us with the foundation to invest in our business long term and offset increase costs to our business."

**Jonathan Powell, The Kiosk Newsagents, Newport**

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and loads more at:

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# NEWS RETAIL PLUS WEBSITE

*News* UK

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# RETAIL NEWSAGENT

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### WHOLESALE

## Food theatre and tastings: the future of cash & carry

Musgrave unveils state-of-the-art Dublin depot where retailers can sample products and learn about new trends. Page 5 >>



### LEGISLATION

## Will Brexit end indie collective action ban?

EU referendum law review could pave way for changes, says NFRN. Page 4 >>

### NEWSPAPERS

## 'New site will make print more relevant'

News UK website will help retailers to grow sales. Page 7 >>

### TECHNOLOGY

## Google: apps give level field for indies

Tech boss tells RN stores missing out on free tools. Page 4 >>



## POKEMON INVASION IN YOUR STORES

Retailers have been hit by the Pokemon Go craze sweeping the country, with players visiting stores and picking up supplies as they find characters from the reality game. Retailers say the game is bringing in extra footfall and boosting their profile. Page 13 >>



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## Smoking kills

## LEADER



**Because retailers buy RN, you are our customer, and the team is focused on serving your needs and helping solve your challenges**



CHRIS GAMM

Editor

@ChrisGammRN

A story made the media pages last week about a Newsquest editor who offered an experienced journalist £100 to spend a day writing five pages for the Newbury & Thatcham Chronicle. It would be mostly from press releases, they said, but the reporter would need to source a fresh lead story for each page.

My first reaction was sadness for the shocking disregard for journalism, expecting poor quality content for a sub-standard rate. My second thought was 'how can they expect a reader to pay for this?'

My third was encouragement at the contrasting high standards we demand at RN.

Last week, the chief executive of an Irish retail group asked me why one of his retailers would buy RN when they already get four free Irish-focused magazines each month. RN will never have as many Irish stories as those titles, I told him, but that is almost beside the point.

What we do have is the industry's biggest team of journalists, passionate about uncovering the tips, ideas, expertise and stories that will make a real difference to the future of any store, no matter its size, type or location.

Because retailers buy RN, you are our customer, and the team is focused on serving your needs and helping solve your challenges. That's why 900 stores in Ireland buy RN each week, I said.

You, like most businesses, get benefit and value from investing in your stores and staff. If you strip out that value and cut corners, as Newsquest is doing, your customers will desert you.

RN is no different. We invest in great journalism and demand high standards from our reporters so each week we deliver a brilliant product that we are proud of and that gives you fantastic value.

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ready for the changes, asks Neville Rhodes

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## NEXT WEEK



## BACK TO SCHOOL

Is your store ready for the rush?



## GOOGLE IT!

Search engine's head of retail speaks to RN

**"WE'VE GOT TO OFFER RETAILERS SOMETHING BETTER THAN THE SERVICE THEY GET NOW"**

– NEWS UK'S GREG DEACON EXPLAINS WHY HIS COMPANY'S NEW WEBSITE WILL HELP IDENTIFY AND SOLVE SUPPLY CHAIN ISSUES Page 18 ►►



# NEWS



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## Potential for HND 'extras'

Home news delivery retailers who deliver more than just newspapers and offer tailored delivery times have huge potential to profit, according to publishers and wholesalers.

Greg Deacon, head of retail trade marketing at News UK, said independent retailers could gain a competitive edge by offering real-time delivery and products such as coffee, magazines and food to go. He said: "Retailers see HND as just newspapers, but they have access to thousands of customers they can offer all sorts to."

A Smiths News spokesman reiterated the potential, saying: "We believe consumers will place greater value on delivery if other products are included."

Ben Dyer, of Debbens News in Hampshire, said: "It's a good opportunity, but we would need more resources to help us deliver."

## Imperial's crackdown

Tobacco manufacturer Imperial is targeting unscrupulous online traders in the latest instalment of its ongoing Suspect It? Report It! campaign.

A new poster shows a criminal selling illegal tobacco through Facebook and other social media, with the manufacturer warning it is tracking offenders.

Imperial Tobacco's anti-illicit trade manager Peter Nelson said: "Online isn't an area that's traditionally associated with the illicit tobacco trade. But Imperial Tobacco has observed a notable increase in the volume of illegal cigarettes and hand-rolling tobacco being offered for sale through various social media platforms. We are taking steps to crack down on offenders."



## Two raids in five days leave store owner to pick up £54,000 bill

Bhaves Parekh was left with a £54,000 bill after thieves blasted their way into his Nisa in Bolton twice within five days. The gang used gas canisters to blow up the ATM outside the store on Wednesday last week, causing £20,000 of damage inside and destroying £15,000 of stock. The store was targeted again on Sunday, this time by a gang who caused £10,000 of damage while stealing £9,000 of cigarettes. Mr Parekh said the past week had been "soul-destroying" but added: "We hope to bounce back. We can't let them get the better of us." Read Bhaves's full story in next week's issue of RN.

**Laws governing collective action to change?** And what will a new chancellor make of the sugar tax?

# Brexit could open door for more retailer power

by Gurpreet Samrai

Brexit could open the door for changes to a law preventing retailers from taking collective action, giving them greater negotiating powers in disputes with publishers and suppliers.

The NFRN's head of public affairs Adrian Roper told RN a review of laws and policies by the post-Brexit UK government could lead to a change of position on areas such as the sugar tax and competition law.

"Competition law at

the moment comes from the EU and it stops our members undertaking collective action," he said. "We do not believe this was the intention of the law, but our members got caught in the net."

"We also have a new chancellor and we don't know what his position on the sugar tax will be."

He said changes to competition law allowing collective action would mean the federation could call on retailers to make a stand, giving it greater power in

campaigns, such as N3 was able to do when its members delisted the Daily Star following its price cut.

"At the moment Tesco can just delist a product and it disappears out of all its store," he said. "We obviously don't have that power because independent retailers make their own decisions. But at the moment we can't even call on our members to stop stocking product X because we are campaigning against it because that would be illegal."

"But to have that in our armoury and to be able to recommend our 15,000 members don't stock a product would be a nice negotiating point in a campaign we are fighting."

Leave campaigner John Redwood MP said although reviewing competition law would not be an immediate priority, it "will be something an independent parliament will be able to decide on once we've left".

"There are all sorts of possibilities once we're out of the EU," he said.

## Hi-tech future good for indies, says Google boss

Using online apps and other digital tools will help independent retailers operate on a "level playing field" with major grocers and high street chains, Google's head of retail told RN.

Andy Burgess's team provides services such as Gmail, Google Maps, Google Drive and Google

Hangouts to retailers including John Lewis, Morrisons and Waitrose, as well as more than 90% of US start-ups.

"It's like egalitarianism. The tools you get off the web are the same tools that John Lewis gets," he said.

By integrating systems for ordering, analysing sales figures and commu-

nicating with customers, Mr Burgess said it was easier for all team members to share ideas. Training costs could be cut by using the systems staff use in their personal lives, he added.

Mr Burgess also said businesses should be more willing to share data along their supply chains.

"In a lot of businesses

daily sales figures are still done on Excel, for example. But as soon as they've got a spreadsheet on the cloud, it's available to all. If you work that through the whole supply chain it makes things easier and makes sure all data is fresh," he said.

● Read the full interview with Mr Burgess in next week's RN.

# NEWS

## BUSINESS



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## Confident future for franchise

Conviviality says it is confident of a strong future and plans further growth of its franchise estate after new figures revealed turnover at the group behind Bargain Booze leapt 137% to £864.5m.

The company attributed part of the rise to its purchase of drinks wholesaler Matthew Clarke for £200m last year. Conviviality Retail, the part of the firm in charge of its franchised off-licence and convenience chains, saw its turnover jump to £366.9m, a rise of 0.8%.

A spokesman told RN the figures show the next few years look positive for Conviviality Retail.

"We still have the ambition to add a net 50 stores a year and to increase the number of multi-site franchisees," he said.

Over the past year the company has opened 126 new stores, bringing the total number to 716.

Conviviality's chief executive officer Diana Hunter said: "The performance of the businesses is encouraging."

## McColl's Co-op buy

McColl's has announced it is to buy 298 stores from the Co-op for £117m.

The convenience retailer said it made the purchase because it believes the new stores fit in with its existing portfolio of 933 convenience stores based on turnover, size and location. In addition, it said the purchase provided a chance to accelerate the group's long-term strategy of expanding its operations.

The acquisition is conditional on the majority approval of shareholders and the approval of the Competition and Markets Authority.



## Spar staff's sporting success

Kind-hearted staff at the King Stores Spar branch in Clarbrough, Notts, led by manager Lucy Rose, set up a stall selling water, soft drinks and snacks at a sports day in the village to raise cash for the primary school which held the event. It was the latest fundraising initiative from the store, which is also raising money for air ambulances and cancer charities. It now plans to raise cash for a new football kit for the school.

**Warning to retailers at Better Wholesaling Summit** 'Find out what people want to talk about'

## 'Get into social media or you'll miss out on sales'

by Greg Wilcox

Store owners have been told to harness the power of social media or risk missing out on sales.

Speaking at the Better Wholesaling Summit in Birmingham last week, Pete Doyle, chief executive and founder of Social Retail Group, said talking to customers is now the key to building a long-lasting strategy to boost a business.

Figures from the Association of Convenience Stores reveal only 20% of stores have an active Twitter

account and 23% have an active Facebook account. However, other industry commentators put these figures significantly lower.

Mr Doyle warned that businesses who shun social media are missing a big opportunity, and with it important custom. Store owners have to connect with customers on it, he said.

"You can't buy loyalty any more. Find out what your customers want to talk about and how you can have a conversation with them. Yes, you need to plan

images and videos, but the best content is customer-generated stories," he said.

"The secret is around listening. If you have the time you can build a competitive advantage."

He added that store owners should not focus on building high numbers of followers or use these to judge their success on social media. "Ultimately it's all about engendering trust and talking to the followers you have rather than simply broadcasting what you do to them.

"Don't obsess about hav-

ing millions of followers, just build a conversation with them. The more external your business, the more we trust you. It's great when customers take things they've bought home and take pictures of them.

"Ask customers what they want to buy when planning a new range. If you get it right you'll know because you'll build relationships with your customers and you'll build your margin," he added.

● Read more from Pete Doyle in the 5 August issue of RN.

## Don't fear Sainsbury's one-hour delivery service

Independent store owners have nothing to fear from Sainsbury's trial of a one-hour delivery service, according to Anx Patel, the owner and founder of GoKart.

This week Sainsbury's announced it is trialling

the new service in Wandsworth, London. For £4.99 customers living within a three kilometre radius of the Wandsworth branch can order up to 20 items for delivery to their doors.

Mr Patel told RN the move presents indepen-

dent store owners with an opportunity to offer something similar. "The big players have been trying to make online delivery work for them. For indies, this isn't a threat as much as it is an opportunity," he said. "They could tap into exist-

ing networks, Deliveroo or even their own network of delivery boys to offer their own micro deliveries.

"This is a trial for Sainsbury's, so indies can simply see how it goes and then decide to offer their own version."



## NEWSTRADE

**Retailers welcome publisher's 'modernising' move** News Retail Plus will increase revenue

# News UK site to change image of news category

by Nadia Alexandrou

Retailers have welcomed the launch of News UK's new website, which it says will help reposition the image of news and make it more relevant to customers and retailers.

News Retail Plus, which launched yesterday, is available to all retailers who sell news and provides them with tools and resources to help them grow sales in their stores.

Neil Spencer, director of

retail sales at News UK, said: "If newspaper sales fall, so do sales across the whole shop. We need to reposition news and reinvent ourselves to make print more relevant to retailers and our customers. This website is a great tool to achieve this."

Any retailer with a box number is able to register, including unaffiliated stores, symbols and multiples. They will then receive a personal account where they can track their shop's sales of The Sun and The

Times, request a rep visit and calculate the profit they make through home news delivery.

A help portal will allow retailers to report issues in the supply chain directly with the publisher and a feed will provide the latest news.

Naresh Purohit, of Marseans in Kent, said: "I'm definitely going to get a lot from this - particularly on the HND side of things. I'm directly supplied by News UK because I'm inside the M25,

and I think this website will help me communicate better with the publisher in terms of delivery problems and getting support."

Greg Deacon, head of retail trade marketing at News UK, said: "This website will inform, educate, inspire and motivate retailers to be different, act differently and help them modernise news as part of their c-store offering in achieving greater sales and revenue."

● News UK, Industry Profile - p18.

## Pro-EU title gets expanded

Archant has reported a strong start for its new title the New European, and expanded its circulation to Wales and parts of Scotland.

The pro-EU title, which launched on 8 July, was available in more than 18,000 retailers for its first issue, 8,000 more than originally intended. Issue two was extended to Wales, and issue three will be available in parts of Scotland, predominantly Glasgow and Edinburgh.

According to Archant, thousands of subscriptions have been processed through its website, and it has since added a postcode tracker to help people find their nearest stockist.

Matt Kelly, chief marketing officer at Archant, said: "We are very happy with its performance."

## Part of the team

The Rotherham Advertiser is now the official media partner of Rotherham United FC.

The paper, which is part of Regional Media Ltd, will run the club's Player of the Year awards with the aim of boosting sales by offering coupons that fans can use to vote. The deal will continue through the 2016/17 season.

## Panini magazine roars into stores

Launching on 28 July, Panini's new monthly magazine The Lion Guard is predicted to generate just over half of its total retail sales through independent and symbol group retailers. Aimed at both girls and boys aged three to eight, the title is based on the series The Lion Guard, which premiered in April and was the highest-rated TV series launch on Disney Junior. The magazine will have a print run of 80,500 and a series of retail promotions are planned to raise awareness of the launch.



# A push for The National Enquirer

American Media Inc is planning a marketing and circulation push targeted at independents for its women's celebrity weekly magazine The National Enquirer.

The publisher is working with its UK distributor Comag to produce PoS packs, leaflets and counter-top units to help independent

retailers sell more copies of the magazine.

Dean Russell, independent retail and sales development manager at Comag, said: "While we will target the top 500 best-selling retailers for magazines, specifically those who do well with women's celebrity weekly titles, help and packs will

be available to all retailers who request them. The packs should be ready by September."

The title continues to outperform the women's celebrity weekly market by 30%, up 11.7% in retail sales year on year, compared to the segment's 18.2% annual decline. Mr Russell said: "It is the only title

in growth in this sector, and has an exclusive newsstand focus, with no content given away on website, and no subscriptions."

According to Comag, The National Enquirer has climbed the ranks in the national magazine best-sellers list rising from 80 in 2012 to 38 at present.

## Compact future

A weekly newspaper has switched from a broadsheet to a compact format after 252 years.

CN Group published its first compact edition of the Hexham-Courant last Friday. It said its aim was to package the newspaper's same traditional brand of news in a more convenient and accessible product.

# NEWS

PRODUCTS

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## It's just dessert for Mars

Mars Chocolate Drinks and Treats (MCD&T) has launched a range of frozen desserts.

The three desserts – Twix Cheesecake, Maltesers Pavlova and Mars Dessert Bar – have been developed alongside Coppenrath & Wiese – Europe's largest producer of frozen desserts.

All three are now available with an RRP of £2.99.

Michelle Frost, general manager for Mars Chocolate Drinks and Treats, said: "Innovation is a key factor in maximising sales and driving growth within this category. Our frozen desserts range combines the great taste of these familiar brands, with an exciting twist."

## Levi's on the road

A dedicated sales team from Levi Roots is to visit independent retailers in the Midlands and North West in a bid to help them increase sales of its newest variant, Carnival Flava.

As part of the campaign a variety of PoS materials, including wobblers, shelf strips, fridge stickers and till talkers will be available to increase awareness of the peach and papaya soft drink. They will also promote a competition where consumers can win a £20 iTunes gift card every day.

The initiative is a repeat of the 2015 Levi Roots soft drinks van sales campaign, which recently won an Institute of Promotional Marketing gold award in the non-alcoholic beverages category.



**'Let's Own It' slogan aims to 'excite the nation'** Special packaging and competitions

## Multi-million Strongbow backs GB Olympic stars

by Greg Wilcox

Heineken has launched a multi-million-pound campaign as part of Strongbow's sponsorship of Team GB in the Rio Olympic Games.

The 'Let's Own It' campaign will feature on TV, outdoor advertising, video on demand, radio, digital and social media.

It is being supported in-store with Team GB packaging across the range as well as a chance for customers to win limited edition Strongbow Cloudy Apple pint glasses.

Cindy Tervoort, marketing director at brand owner Heineken, said: "We want to bring back the excitement we all felt during

London 2012 and rally the nation to get behind Team GB.

"The pride and enthusiasm we experienced as a nation in 2012 was incredibly special, and we anticipate that our campaign will help the nation feel it once again."

The TV ad first aired on 14 July, kicking off a six-

week campaign with a 30-second offering. Both the TV and outdoor advertising show the excitement and tension of fans cheering on Team GB.

It is the first campaign to run across all Strongbow variants, which include Strongbow Original, Strongbow Dark Fruit and Strongbow Cloudy Apple.

## 'Time to Shine' for Wrigley's Extra campaign

Wrigley is rolling out a new TV campaign for its Extra sugar-free gum.

The 'Time to Shine' campaign launched across both TV and online in the UK this week, having been

aired in the US and China. Each advert features a Time to Shine moment, with the character showing viewers the potential of what can happen when they're "feeling confident, at their best

and ready for what life has to throw at them".

Wrigley says the campaign is a chance for retailers to capitalise on the brand's increased visibility and boost sales.

Julio Guijarro, marketing director for Wrigley UK, said: "We are really excited to be showcasing our new campaign in this way, reaching more than four million consumers."

## Warburtons racks up 140 years with emoji fun

Warburtons has launched a social media campaign to mark its 140-year history.

It gives Twitter users the chance to win £140 every day through the release of a

series of emoji-based clues and trivia challenges in online films, GIFs and stills.

The clues tell the brand's story, featuring emojis of key Warburtons' person-

alities, including current chairman Jonathan Warburton.

Sally Stanton, head of marketing at Warburtons, said: "We wanted to do just-

tice to our story, and what better way of celebrating the past than by communicating it in the world's newest, fastest-growing language."

### Hot products for your shopping list



Mars Chocolate Drinks has launched a range of frozen desserts, including Twix Cheesecake



Levi Roots' newest variant Carnival Flava will be promoted in stores



Warburtons marks 140 years with an emoji-based campaign



# Get set for Summer sales!

With summer in full swing there is no better time to grow your ice cream sales with a few small changes to your approach. Unilever has been working with a retailer in Faversham over the past six weeks to provide them with category advice and help grow their ice cream sales.

## Our retailer

**Name:** Sandeep Baines  
**Store:** Simply Fresh,  
Faversham, Kent

## The challenge

"Ice cream has always been one of our most popular product categories as the store is perfectly positioned for impulse sales. I'm interested to hear what the expert thinks and get David's take on what I could be doing differently to maximise sales."



## Our expert

**Name:** David Lewis  
**Role:** Unilever Customer  
development executive



## The advice

"This is a really well-presented and well-located store with plenty of space for customers to browse. Sandeep stocks many of the best sellers but could be doing more in terms of offering the latest NPD, 2016's best sellers, PMPs and increased signage."

**25%**

increase in  
numbers of ice  
cream units sold  
per week

## ACTION PLAN

### 01 – NPD

New products for 2016 such as the Magnum Doubles range (Double Chocolate, Double Caramel and Double Peanut Butter), Twister Blackcurrant and Feast Snack Bar are being heavily advertised this year and are must stock items for Sandeep.

### 02 – SIGNAGE

Both inside and outside the store, Sandeep should be making clear to potential customers that he sells ice cream. Branded till point signs, pavement signs and Wall's flags are great ways to raise awareness and drive spontaneous purchases.

## THE RESULTS

### Sandeep says

"The project went extremely well and our sales increased by over a third during the six week period. I incorporated David's advice into how we approach ice cream; the new signage helped draw shoppers in and customers were impressed with the expanded range of best-sellers and NPD."

### David says

"The improvement Sandeep has made in six weeks shows the potential every store has to grow its ice cream sales by following simple steps. It can be as simple as introducing more signage, ensuring your freezer is well-stocked and price labelling is consistent."



**34%**

Increase in sales for  
the store by improving  
his stock of best sellers  
and introducing  
new signage

## Maximise your sales with Unilever's six steps to sell

**01** Let people know you sell ice cream with branded point of sale signs

**02** Make your cabinet easy to find, near the till and impulse products

**03** Draw attention to your ice cream cabinet with stickers, boards and labels

**04** Keep your cabinet clean and well stocked

**05** Stock the best sellers

**06** Stock ice cream all year round



Unilever is the UK's largest ice cream manufacturer with 8 of the top 10 ice cream products.\*

To arrange a visit from Unilever call the customer care line on **0800 010109**

\*Nielsen, Total Coverage, Value Sales 52WE 02.07.16

# NEWS

PRODUCTS



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on Facebook**

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to have your say on the latest news

## Top cats' launch is soup-er

Mars Petcare has launched Sheba Classic Soups in a bid to capitalise on the trend for more premium offerings in the pet food sector.

The launch, which is being promoted as a luxury treat, is available in 40g four-packs at an RRP of £1.99.

For a promotional period, it will be priced at £1.50.

It will be supported by a £4m investment, including a new TV campaign, digital and in-store activity.

Arthur Renault, Sheba senior brand manager, said: "The super-premium cat soup segment is emerging around the world. In the US, Japan and Australia the segment has achieved a total combined growth of 104%."

## Hovis's premium loaves

Hovis has launched a premium Farmhouse range in response to customer feedback.

The range includes Hovis Soft White Farmhouse 800g and Hovis Wholemeal Farmhouse 800g, both available with an RRP of £1.40.

The launch comes after the company conducted research among customers.

Sharon Barraclough, marketing director at Hovis Limited, said: "The research gave us insight into ways that we could design the perfect Farmhouse range to deliver shoppers' wishes for a fresh bread aroma and soft, springy texture."



## Digital-led Ribena campaign adds a splash of colour

Lucozade Ribena Suntory is launching its first digital-led campaign for Ribena. It will run for four weeks and will include a film which will be promoted on Facebook, Instagram, and YouTube. The campaign, which also includes an online colouring app, is promoting the brand's Ribena Light Drink Now 500ml range, which it says has seen a 22% increase in sales compared to the previous year.

**Latest development for 'find your flow' £3m media investment announced**

# Lucozade Energy goes slimline for new range

by Greg Wilcox

Lucozade Ribena Suntory has launched a new 250ml slimline can range for Lucozade Energy, which will be available in Orange, Original and Pink Lemonade flavours.

The new cans will be supported by in-store ac-

tivity, which will include PoS materials.

The launch will also be supported by a £3m media campaign involving TV, radio and outdoor advertising.

This will support Lucozade Energy's wider 'Find Your Flow' brand campaign. The launch has

been supported with a £3m marketing push.

Lucozade Energy senior brand manager Ashleigh Roberts is confident the new cans will prove to be a hit with drinkers. She said: "We are really excited about the Lucozade Energy can relaunch and the stylish new design."

Meanwhile, Lucozade has announced that Lucozade Zero Orange is now available in 250ml cans.

Until now the drink, launched in May, had only been available in 380ml bottles.

The new cans are now available with an RRP of 69p or 59p pricemark.

## Starbar and Wispa Gold join pricemark line-up

Mondelez International is adding Starbar and Cadbury Wispa Gold countines to its promotional pricemarked pack range this summer.

The new 50p packs aim

to help retailers drive sales of chocolate singles, and follow on from the introduction of Cadbury's best-selling pricemarked packs in 2015.

Since the launch, the

company says it has seen 6% growth, with the price-marked format contributing significantly.

Barbora Hrdlickova, brand manager for Cadbury singles, said: "Pricemarked

packs help to give shoppers the reassurance of clear pricing as well as boosting impulse purchasing."

She added both Starbar and Wispa are in Cadbury's top 10 best-selling singles.

### Hot products for your shopping list



Wispa Gold and Starbar now have a 50p pricemark



Sheba cat soup is a new premium pet food offering



Hovis's new Farmhouse loaves follow extensive customer research





**79% OF SHOPPERS THINK  
IT IS IMPORTANT TO  
BUY LOCAL PRODUCE\***

**COMING UP IN RETAIL NEWSAGENT**  
Local Produce special 12 August

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

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

\*YouGov Omnibus Research 2015

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# NEWS

## REGIONAL



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to have your say on the latest news

## Fears Lidl will make shops shut

A number of Leicestershire retailers are fighting to save their livelihoods after a dis-counter announced plans for a new store yards from their shops.

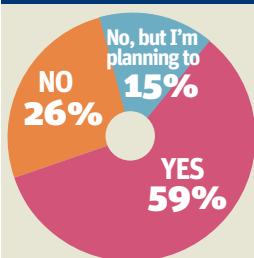
Lidl has put forward proposals for a 26,500sq ft store in Loughborough on the site of a derelict factory. It is walking distance from a number of newsagents and convenience stores as well as a Tesco, B&M, Aldi, and Co-op.

Pallavee Desai, of Bargain Booze Alan Moss Stores, says she has lost more than £4,000 a week in trade in the last year and a half due to increased competition in the area.

She said: "Lidl says it is going to generate income and help employment. It might be creating employment with one hand, but retailers in smaller shops like us within a half-mile radius are going to have to shut."

● Your Issue – p17.

### RN READER POLL



**Have you increased your fruit and veg range in the past six months or do you plan to?**

### NEXT WEEK'S QUESTION

What impact will the Daily Star and Express's price rise have on sales?



**Have your vote now**

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

## Sweet taste of success for Sid's chocolate

The success of a retailer's range of exclusive luxury chocolates has prompted him to begin stocking honey while eyeing other bespoke products for his store.

Sid Sidhu, owner of Sukhi's Simply Fresh in Kenilworth, found a chocolatier and, along with family and staff, hand-picked seven different flavours and helped design his own packaging for the handmade products.

"It works for eat-me-now instant consumption and the gifting market too," he said. "Customers visiting friends and family can buy one with cards or Prosecco and give as a gift. Sales have



been fantastic."

The all-natural chocolates include dark and milk variants, as well as flavours such as Raspberry Blast, Mint Crunch and Fruit & Nut Lux.

All are 100g and are priced at £2.99. "It's a premium

product and it gives me a good margin," said Mr Sidhu.

He has now added honey to the mix after working with local beekeepers on a range of locally-produced products.

He said: "It's unique, it's

different and it ticks all the right boxes. It fulfils everything we want to be doing. It's another step to making us a destination store.

"We're definitely looking at other products to add, as long as they meet the right criteria."

**Angry retailers shocked by publisher's letter** 'We got it wrong' says red-faced sales director

## Trinity mix up over 'no payment for free papers'

by Tim Murray

Trinity Mirror has responded to criticism claiming retailers were sent an incorrect letter announcing changes to the distribution model for one of its free titles with no payment for retailers.

Retailers in Staines, Surrey, received a letter from Trinity Mirror earlier this month stating the Staines Informer will be renamed the Chronicle and Informer from Friday 29 July, with copies distributed by Smiths News on separate deliveries from daily newspapers to "selected retailers".

There was no mention of payment in the letter, but it stated: "We expect outlets that stock copies of the Chronicle and Informer to benefit from extra footfall as a result of the change in distribution method."

The move was met with anger from retailers and the NFRN with the federation seeking "urgent answers" from Trinity Mirror and Smiths News after the announcement.

However, Trinity Mirror this week told RN following an investigation it found the wrong template had been used for the trade letter and retailers will

receive a 3p handling fee per copy.

Alan Tyldesley, newspaper sales director regional publications, said: "The trade letter that went out was absolutely incorrect. The Trinity Mirror model is to apply the handling fee for newsagents who opt in, which is the model we use in Manchester, Birmingham, Cardiff and west London.

"We are waiting for the local managing director to come back from holiday and will send the correct trade letter out."

NFRN head of news, Brian Murphy, said: "We're

extremely disappointed to not be consulted.

"Our position is clear: retailers are there to make a profit. It's a dangerous road for them to go down, stocking product that doesn't make money.

Retailers wouldn't give milk, bread or lottery tickets away just to get footfall.

"It is a welcomed quick turnaround from Trinity Mirror. However it again shows that this supply chain continues to make sloppy mistakes and that the NFRN remains vital in supporting our members' trading needs."

## Tobacco in top three counterfeit complaints

Tobacco is the third most complained about counterfeit product, according to figures from a major BBC investigation into the black market.

Citizens Advice only

received more complaints about bootleg clothing and footwear products, the organisation's research showed. Experts have warned that government spending cuts mean that

trading standards can't effectively police the counterfeit market, meaning it could grow further.

Hotspots for bootleg cigarettes and tobacco included the Handsworth area of

Birmingham and Newham, east London. E-cigarette liquids were also flagged up as a growing problem with 3,746 counterfeit packs found by officers in Cheetham Hill, Manchester.



## REGIONAL

**Savvy retailers use smartphone app to drive trade** 'Parents coming in have been spending'

# All systems Go as shops join in Pokémon craze

by Tim Murray

Retailers are reaping the benefits after swiftly getting behind the Pokémon Go phenomenon sweeping across the country.

The smartphone reality app game was officially launched in the UK last week and encourages players – children and adults alike – to take to the streets to 'catch' virtual Pokémon characters. Retailers have found 'creatures' in their stores and used social media as a way of enticing customers inside to 'catch' them.

Bintesh Amin, of Blean

Village Londis in Kent, has been giving away chocolate to players who post photos of the creatures to his social media channels. He said: "It's brought a few people in to our store and it's great for awareness and branding."

"We've had them in and around the shops and there are so many hashtags you can use to encourage people."

Sid Sidhu, of Sukhi's Simply Fresh in Kenilworth, said he has picked up extra sales from players visiting his shop.

"I got involved really early, downloading a US

version, and one aspect I noticed is it could drive footfall through the store," he said.

"We were a pit stop for the game and we've had loads of people in. We also had a rare character near our bins. We had to get someone to supervise kids there. It's been crazy. And parents coming in have been spending."

"It's great because it's the type of consumer we wouldn't normally be getting in – a supermarket consumer rather than a convenience store one. It's all about getting the timing right and

getting into it early."

Another store that has taken advantage of the new craze is Singh's Premier which gave players the chance to meet character Pikachu.

Meanwhile, Eugene Diamond, of Diamonds Newsagents in Ballymena, Northern Ireland, said: "We had someone in at 6.30am trying to catch one. He was ecstatic, it was my first encounter with it – he told me he was in his fifties. It was quite funny and these things are great for Twitter, it becomes a conversation point with my customers."

## Minimum pricing still on ice

The Scottish government has spent more than £370,000 in legal fees defending its minimum pricing of alcohol policy against challenges from the Scotch Whisky Association (SWA), according to figures released by authorities north of the border.

Proposals to limit the price of alcohol have been stalled in legal challenges from the SWA since they were passed four years ago.

The European Court of Justice passed the objections back to top Scottish judges, who are expected to give a final ruling soon.

## NLW not paying off

The Association of Convenience Stores has called on the government to review how sustainable its planned increases for the National Living Wage (NLW) are. The government's target for the NLW to reach 60% of median earnings by 2020 is currently predicted to be around £9.03 per hour, but could change.

The ACS has presented evidence to the Low Pay Commission which shows retailers are delaying investment and reducing staff hours following its introduction.

## Ex-retailer honoured

Former retailer Raymond Newell and his councillor wife Elsie have been honoured in their Peterhead hometown in Aberdeenshire with a street named in their memory. Newell Lane is part of a new development in the town and marks their contribution to the local community.

## JTI removes 25th gantry in battle against illegal tobacco sellers

JTI has removed another of its gantries from a store caught selling illegal tobacco. The gantry, the 25th to be removed by the manufacturer, was taken from Ketan Patel's Premier Food & Wine store in Willesden, north London, after he was fined and ordered to pay £2,600 costs following action by Brent Trading Standards. NFRN chief executive Paul Baxter said: "We encourage other suppliers to follow the lead of JTI and Camelot, which also has a policy to remove National Lottery terminals from illegal tobacco sellers."



## Scots told to stay calm over Brexit

The Scottish Grocers' Federation is urging its members to continue as normal as it seeks direction from the new government in the wake of Brexit.

Chief executive Pete Cheema told RN the Federation has established

a working relationship with the Scotland Office in Whitehall and has attended a roundtable meeting to discuss the potential problems Brexit might bring.

"This is a period of uncertainty, and the effect of Brexit is unknown so far

because no one had an exit plan," said Mr Cheema.

"Business needs stability and it's a case of wait and see. We have a new prime minister and elections in the Labour Party. No-one knows what will happen. It all depends on what deal

we get with the EU.

"In the short term it's out of our hands. We're telling our members it is business as usual and the latest figures indicate that it is. We're doing everything in our power to help our members."

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT YORKSHIRE 07.07.2016



**John Dean** reports from the NFRN Yorkshire district council meeting

### Wholesalers 'are losing interest'

Leeds member and roundsman Martyn Brown was among a group of delegates who talked about their



**Martyn Brown**

concern for the future of the industry during a debate on wholesalers' and publishers' service.

Speaking after a series of complaints were voiced by members about poor service from Menzies, Mr Brown said he was worried wholesalers were losing interest in smaller local traders.

He said: "There is no commitment to people like us anymore and it is killing us. I am worried about the next few years."

Mr Brown said he was also concerned local newspaper publishers were approaching his customers and trying to persuade them to go direct with them instead.

He said: "I have been in the trade 30 years now and I have become worried about where it is going. I try to talk to publishers but they do not come back to me."

Barnsley member Ian Sanders said members were frustrated about continued poor service from wholesalers. "They feel nothing is happening," he said.

Warning the trade was fighting a losing battle and that more shops would close, Chesterfield member Stuart Reddish said: "The problem is the wholesalers are not interested in us, they are more interested in supermarkets."



**Cut-price magazines are being sold from market stalls**

He added wholesalers relied on the fact that, whatever happened, newsagents would still keep delivering a good service to their customers.

That meant the NFRN could only have limited success in negotiations with wholesalers because the companies were determined to follow their own path. "You cannot task the federation with impossibilities," he said.

Bradford member Bachu Ramji said: "It is

about time we challenged this."

### Market mags still a problem

Chesterfield member Stuart Reddish expressed frustration at the lack of progress in the NFRN's investigation into the source of cheap magazines sold on market stalls, which began with a complaint from his area.

Mr Reddish, who raised the issue on behalf of a local member more than two years ago, said there had been few developments since then.

He said the latest update from the NFRN that organised crime was involved in the supply of cheap magazines should not mean action was not taken to stop it happening.

Mr Reddish said: "This affects all of us because each person who buys a magazine on a market stall for £1 could be someone who would have bought a magazine from



**Stuart Reddish**

one of our members. Our members are losing thousands of pounds in income due to this and someone really has to grab hold of this investigation."

Barnsley member Ian Sanders said the illicit supply of cut-price magazines was a long-standing problem that, to his knowledge, had been happening for at least 17 years.

### Lottery changes hitting sales

Grimsby member John Grice said changes to the National Lottery, which had reduced winnings for many people, were driving customers away, causing reduced income for retailers.

Mr Grice said he also had great difficulty contacting a Camelot rep and that his business had lost trade because of the problems.

He said: "They are gently easing us out in favour of online.

Punters are getting disappointed. It is a shame. It used to be a great lottery but no longer."

His point on reduced contact between retailers and Camelot was echoed by York member James Wilkinson, who said: "There is no feedback or contact between us and them."



**James Wilkinson**

### Stuart to stand

Chesterfield member Stuart Reddish confirmed his intention to stand as deputy national vice president of the federation for 2017-18. The meeting also heard that work was under way to merge the Rotherham and Doncaster branches.



**There is no commitment to people like us anymore – it's killing us**

**Martyn Brown**  
Roundsman, Leeds

### Your say

What impact has the EU referendum Brexit decision had on your store?



We sold more newspapers at the time

of the referendum. As for the longer term, it will change the way we trade but I think it will take two to five years to see what that effect will be.

**Mark Coldbeck**  
Wharfedale Premier, Hull



Newspaper sales were significantly up, as well as sales of heavier titles like The Economist and the New Statesman. Foreign titles such as Das Spiegel were also up. As for the longer term, I think it is too early to say.

**Brian Moses**  
The Bookstall, Railway Station, Harrogate



Our area voted strongly to leave, but there was no big impact on newspaper sales. I don't think there will be a long-term effect but there is a concern about new ways of handling things like credit cards.

**Stuart Reddish**  
Londis, Chesterfield



# LETTERS

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

## Tobacco firms' 'tiny RRP's have lost all respect'

I was interested to read in RN a few weeks ago that Ritmeester offers retailers margins of up to 24% (RN, 1 July). I think it's something the rest of the tobacco industry could learn from, particularly with cigarettes.

More than 30 years ago Imperial Tobacco had its own retail arm, Finlays, in the days when margins were around 15% but sold up because it wasn't profitable. Now, however, they expect retailers to survive with margins of as little as 4%. It's exploitative.

I have a lot of competition near my store including a Tesco Express and a Co-op and their prices are higher, so I have raised my prices and I now get an 8% margin.

A lot of the stores around me have had to close over recent years however, and that's because they've trusted suppliers' RRP's and cut their margins back so far.

As far as I'm concerned tobacco suppliers' tiny RRP's have lost all respect.

**Bhupendra Unadkat**  
Diamond News, North London

**An Imperial Tobacco spokesman said:** "Imperial provides the trade with RRP's which aim to help retailers position themselves competitively within the market. Retailers like Bhupendra are naturally free to determine their own prices.

"However, with tobacco continuing to be a key driver in the independent channel in terms of both in-store footfall and basket spend, we recommend retailers price at RRP or below to ensure they retain the loyalty of their adult smoker customers – particularly given the imminent arrival of standardised packs on store shelves."



## MAIL PRICE HIKE '10p TOO FAR'

Just as we think paper sales are stabilising or indeed improving, the Mail on Sunday slaps 10p on the cover price. What planet are you lot on? The extra £6m of retail sales value is pie in the sky. Do you not take into account the lost sales these increases cause?

You say the price rise coincided with the promotion of Jamie Oliver's free recipe magazine, I say you don't get anything for free, and I'm pretty certain Jamie Oliver won't be doing it for free. So how much of the 10p increase goes

into his greasy palm?

My customers and your readers will look at this one as 10p too far. I suggest you ditch Jamie Oliver, drop the 10p increase and hold on to your considerable market share.

It's never too late to be humble and admit you made a huge mistake.

**Graham Doubleday**  
Newsmarket  
Mossley, Ashton under Lyne

**Mail Newspapers declined to comment.**

## Mult promotions' 'damaging impact'

The local Tesco Express was giving away a free CD with copies of the Mail on Sunday, which was obviously targeted with an exclusive promotion.

Every time this happens it has a damaging impact on our sales as customers go next door, and we lose out on a lot of incremental sales, too.

It would be ok if it was just a Tesco, but we share the same market with



**The extra £6m of retail sales value is pie in the sky**

**Graham Doubleday**  
on the Mail on Sunday's 10p price increase

convenience multiples and it's a bigger threat to us. It's not just the Mail on Sunday, other titles do the same.

Even if publishers did target independents with exclusive promotions – as they should do – customers would still go to the multiples because that is what they expect.

**Simon Bywater**  
Bywater Newsagents  
Dudley, Birmingham

**Mail Newspapers declined to comment.**

## #TOP TWEETS Who's saying what in the retailing world?

Lots of customers winning free slush for catching all these Pokemon we have in store !!  
#PokemonGO  
@WhitstoneStores

You know it's 2016 when the store is filled with children reading books and adults running around searching for Pokemon.  
@mcnallyjackson

Our topseller this morning. Water! We love Volvic Star Wars bottles. Chewbacca is our favourite.  
@woodfieldstores

Put a lure on the @Newport\_Market\_ #PokeStop and get 25% off slush here!!! #PokemonGo (Tag us in pic to claim :))  
@TheNewsagent

www.newsretail.co.uk launches Thursday, designed to help any retailer selling news. On mobile, tablet & PC  
@gregdeacon

Hot week this week so remember our slush is on from 5am daily and still just 80p a cup...  
@EmeryNewsagents

Great deals on summer punnets of fruit at Spar #rhosonseas @SparLlanrwst  
@philspar4



# OPINION

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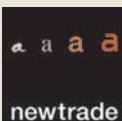
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## YOUR SAY How will you benefit from the launch of News UK's trade website this week?

### Jon Powell

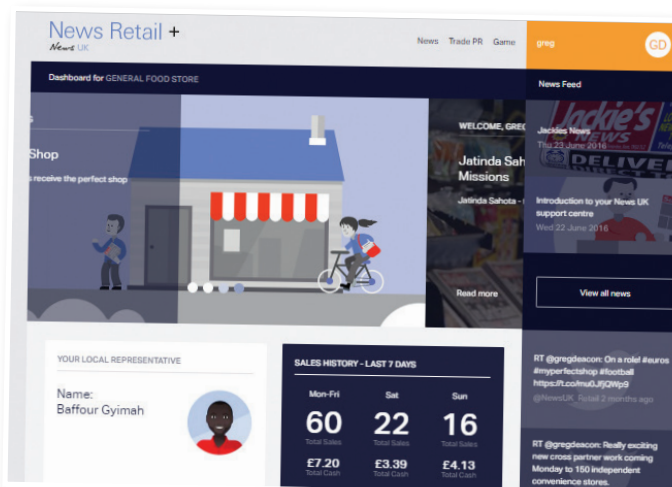
The Newagent, Newport

I'm particularly excited about the HND element to the website, and that retailers will be able to calculate how much they make out of the business. I think all the work they've done to support HND is fantastic, particularly the 12 weeks' free delivery for the Times. My challenge to other publishers now is to match that same level of support - why aren't we getting the same resources to help us sell other titles?

### Naresh Purohit

Marseans, Dartford, Kent

I'm definitely going to get a lot from this - particularly on the HND side of things. I'm directly supplied by News UK because I'm on the inside of the M25, and I think this website will help me communicate better with the publisher in terms of delivery problems and getting support. I already get a lot out of websites such



as Imperial Tobacco's Ignite website and Camelot's one, too.

### Stanley Middleton

Stanley Newsagents & Post Office Stanley, Perthshire

I think any support for the newstrade is hugely positive, and I will definitely check it out. Cat-

egory advice is always useful. However, because I'm in a small rural store there's only a certain amount of footfall I can get. Generally, for News UK titles I don't have a problem with supply, adjusting or otherwise, but it would be useful to be able to track my sales of The Sun and the Times.

## YOUR STOCK A recent report has shown that consumer confidence has fallen at the sharpest rate since 1994. Have you seen evidence of this?

### Andy Singh

Premier Chapel Foodstore Sunnyside, Tyne and Wear

It's more challenging than ever now, and while the EU referendum has not helped business - more so for the bigger retailers - I've noticed that spending has been down for a while. I just had one customer refuse to buy a bottle of Schweppes just because it was not on offer, even though it was flashed at £1.59,

telling me she could get a better deal down the road. This sort of behaviour is quite normal to me.

### Bob Sykes

Denmore Premier Foodstore Rhyl, Denbighshire

I believe consumer spending is down, although it has not directly affected me because of my specific situation. When the My Local across the street

shut up shop our sales rose by around 30%, and I expect sales to rise even more now with the summer. However, it's been bought by Blakemore and is now opening as a Spar store on Monday. If it had been a Co-op or Sainsbury's, I would have been more worried.

### Anish Keshwara

Nisa Local Whittlesey, Cambridgeshire

I haven't seen a drop in consumer spending at all in this channel. In fact, sales in my store continue to rise, by about 25% each year. A big part of this is the fact that my store underwent a refit with Nisa two years ago, with the layout changing completely, and it has made a really big difference to sales. All that's changed over the past year is the growing popularity and focus on value products and promotion.



# YOUR ISSUE

**Gurpreet Samrai**  
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## 'DISCOUNTERS WILL DESTROY US'

**O**ver the next five years, discounters are forecast to grow by 39.5% to the value of £24.9bn. While Aldi and Lidl continue to develop their formats, high street discounters such as Poundland and B&M are also targeting opportunities in grocery – taking them into competition with convenience stores.

This week RN has heard from independent and symbol group retailers in Leicestershire who fear they will be forced to shut up shop as they face competition from a new Lidl set to open yards from their stores.

The German giant has put forward proposals for a 26,500sq ft store in Loughborough on the site of a derelict factory. It is walking distance from a number of newsagents and convenience stores as well as a Tesco, B&M, Aldi, and Co-op.

Pallavee Desai, of Bargain Booze Alan Moss Stores, says she has lost more than £4,000 of weekly trade in the last year-and-a-half due to increased competition in the area. She now fears the opening of a new store will make it impossible for her to continue trading.

"We had a B&M open half a mile away and a Co-op a quarter of a



mile away. They have definitely had an impact on our business. You can't compete with them," she says. "These people are the big boys, there's nothing we can do about it. Now with Lidl opening it could close us down."

"Lidl says it is going to generate income and help employment. It might be creating employment with one hand, but retailers in smaller shops like us within a half-mile radius are going to have to shut."

"That's five shop owners and their families that will be jobless."

She says being a part of Bargain Booze has meant she has been able to seek help in the past, but fears the business will struggle to survive any further hits.

Her concerns have been echoed by Amrish Patel, of H&D Off Licence.

"The day it opens it will force me to close," he says. "Representatives from Lidl are trying to convince people in the area the new store won't affect me and other retailers because they won't sell all the products we do, such as newspapers, lottery and cigarettes. But I only sell very little of these and

survive on the rest. These days my main livelihood is alcohol, soft drinks and groceries, so there's no way I could survive."

"The day they come to the area I will have to make myself unemployed. I don't know what to do – I have two little kids."

"We can try going to the council, but they are always in favour of big money, not shopkeepers like us."

Meanwhile, Yunus Daud, of Y&S Newsagents, says although he fears the new store will have a negative impact on his and neighbouring businesses' trade, he believes he can survive the competition.

"It is a worrying situation. I have been running this shop for 16 years and it's my livelihood," he says.

"My shop isn't an off licence, I have a lot of HND deliveries and workers come in to pick up newspapers. I mainly sell crisps, drinks, sandwiches, sweets and chocolate, and magazines and newspapers, so I might just survive. I can't see workers going to Lidl to buy a can of coke or a bottle of juice if they are just passing by and want to

pick something up as quickly as possible."

"There's a Sainsbury's up the road, a Tesco, and an Aldi. There's lots of competition. They have affected my trade, but I have survived them."

"I am concerned because it's extra competition, but I know others are more worried about it. When a supermarket comes along someone has to make space for it."

A Charnwood Borough Council spokesman said: "We are aware a planning application may be submitted, but that has not happened at this time."

"When a planning application is made, there is always a consultation period when people can make comments."

"All comments we receive will be considered alongside a number of planning policies, but only comments which raise material planning considerations can be taken into account when an application is decided."

"Loss of trade or increased competition is not a material planning consideration."

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

# “

**These people are the big boys, there's nothing we can do about it. Now with Lidl opening it could close us down**

**Pallavee Desai**  
 Retailer, Loughborough



# INDUSTRY PROFILE

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

## News UK

**Personalised sales data, facilities to report service issues and request rep visits and info on the latest in-store solutions are just some of the benefits News UK's new website offers retailers. Head of retail trade marketing Greg Deacon explains how the site will help secure higher sales and a stronger future for news sellers**



**RETAIL NEWSAGENT** Your new trade website News Retail Plus launched this week. How will it help independent retailers grow sales?

**GREG DEACON** The site will help retailers understand the value of the news category, but also help them do something materially different to drive newspaper and total-store sales. Retailers can access their own sales data for the Sun and Times on it, for example, calculate their HND profits and get inspiration from case studies on some great retailers we work with through our My Perfect Store initiative. It also showcases the range of display solutions we offer.

**RN** Who is the site aimed at?

**GD** All stores that sell news and want to work with us to drive sales. Everyone has a role to play in the future of the category, whether you're a CTN, a c-store, a multi-site retailer or a motivated Tesco store manager. We think the website will house 20,000 retailers by 2018.

**RN** Our readers report newtrade supply issues every week. Will it help them to address these?

**GD** Yes. There is a help centre where retailers can contact us directly about supply issues and the right person will get back to them. We've got to offer retailers something better than the service they get now. If we provide them with a way to communicate issues, but also give them advice and good display

solutions, it will help them see news as a growth category with huge brands that drive basket spend, rather than something they can't do anything with.

**RN** How are you working to change perceptions towards news?

**GD** We can help make stores brilliant through excellent display solutions, advice and individuality. Jatinder Sahota in Kent, for example, is selling nine extra Suns a day through a cross-category display stand we provided. We tell stories like his on the website.

**RN** If you're increasing online support, will retailers receive fewer rep visits?

**GD** We will contact around 18,000



**We've got to offer retailers something better than the service they get now**

shops face to face over the next 12 months. That's actually 4,000 more than last year, and when reps visit they'll do something different that will benefit the total shop and add real value, like in Jatinder's store. So we're not removing rep visits, just asking if retailers need one every month. They can request visits via the website, so they could actually see their rep more often. To connect with more retailers, our reps are all active on Twitter now too. They will establish relationships with retailers in-store and tweet about the work they are doing to inspire others to work with us.

**RN** Lastly, are you working on anything else to help retailers this year?

**GD** One thing we're focusing on is selling newspapers effectively at the times that matter. We will invest nearly £500,000 in new display solutions for retailers to promote news, especially in the morning. News is most relevant from 7am to 11am when 44% of papers are bought, so a lot of our solutions will help retailers create breakfast missions. We're also about to embark on a partnership with Big DL and use a promotional app in 2,000 stores to offer location-based deals. It could influence shoppers to go to a store and pick up a Coke or Sun, for example. The aim is to reward retailers long-term and connect them with consumers.

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

**Company** News UK

**Head of retail trade marketing** Greg Deacon

**Profile** Publisher of two of the UK's leading newspapers, The Sun and The Times

**Latest news** News UK has launched a new trade website, News Retail Plus, where retailers can access their sales data and calculate their HND profits, request support from reps, report supply issues and get ideas and advice from other retailers. Along with Twitter feeds, a YouTube channel and continued support from reps, News UK will use the site to help retailers grow newspaper and total store sales.

\*\*

\*\*

# NEVILLE RHODES

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📧 @RetailNewsagent



## All change for tobacco market

**It may be said after every new regulation arrives, but the tobacco category really is about to see its biggest upheaval ever. Are you ready?**

Although the final deadline for compliance with the UK's tobacco plain packaging regulations and the EU's Tobacco Products Directive is still more than nine months away, retailers will experience some of these changes well before next May.

Traditional branded packs will gradually become unavailable from suppliers, and cigarettes in 10-packs and small packs of hand-rolling tobacco will start to disappear. Shop staff will need to explain to customers what's going on.

Until now, much of the discussion about these changes seems to have focused on the difficulty serving customers when the products they request are not only behind closed doors, but all look much the same.

I may be underestimating this problem, but to me it looks to be the easier part of the changes. Once store owners and managers have decided how to plan their gantry layout – whether it's in brand order alphabetically, or in manufacturers' or price sector blocks – staff should soon get used to it.

Far more serious are the trading implications of the new minimum 20-stick cigarette and 30g rolling tobacco pack sizes, which will sharply increase the value of

most tobacco purchases. This, and the absence of any pricemarked packs, will make tobacco buyers much more price-conscious.

Retailers will have to decide how competitive their tobacco prices need to be, taking into account what nearby stores are charging, how much their own regular cigarette customers spend on other products, and the financial importance of the tobacco category to their businesses.

My starting point would be to work out how much of the shop's operating costs, including the owner's salary or drawings, are covered by the profits from sales of non-tobacco products and other services. The higher this proportion, the less dependent the business is on tobacco sales. Conversely,

the higher the dependence on tobacco sales, the more vulnerable the business will be to competitive pricing pressures.

It is impossible to forecast what will happen to cigarette and rolling tobacco prices when plain packaging is fully in place. Some retailers will follow prices recommended or suggested by their suppliers; some will set them higher in a bid to restore the margins they have lost; others will focus their pricing competitiveness on one section of the market – the value sector, for example – or a particular manufacturer's brands.

What is certain is that smokers, who have been largely protected

from rip-off prices by pricemarking, generally won't expect to pay more than the 'going rate' locally for their favourite brands. The prohibition of tobacco advertising and promotion will make it difficult, but don't be surprised if a retailer near you starts a price war – using increased cigarette footfall to boost their business's sales of other goods and services.

The withdrawal of cigarettes in 10s and other under-20 packs, along with the new 30g minimum for rolling tobacco, is also likely to affect the way many smokers would prefer to pay. When there is little or no change out of a tenner for many of the most popular cigarette brands, and the cheapest rolling tobacco costs more than £12, retailers who don't offer card payment are likely to lose some of their tobacco trade.

The good news is there's still nine months to prepare for the changes to tobacco retailing that are not only radical but also a potential threat to your business. Make good use of the run-in period, so they don't come as a shock to your staff or your customers.

*Neville Rhodes is a freelance journalist and former retailer*



**Retailers like Rocky Sehmbi are keeping on top of the latest changes**

### ★ Brexit for pop-up paper

✚ **They called it** a pop-up newspaper aimed at people who voted remain in the referendum. But my part of the country voted 55/45 to leave the EU, so our village newsagent would not have expected to sell many copies of *The New European*, even if anybody had bothered to tell him about it. Even so, 25 copies of the first issue popped up (or rather landed with a thud) in his shop, priced at £2. The wholesaler charged him £37.50 for his supply, and after five days he had sold one copy. Publishers really do need to stop news wholesalers wasting their money and exploiting the retailers who sell their products.



# ACADEMY IN ACTION



The Post Office's Paul Simmonds and David Gold talk to Jack Patel about his retail innovation

Search  
#IAA16 for  
ideas and  
inspiration

## Retail Innovation

New ideas to improve customer satisfaction and gain a point of difference underpin retail innovation. The IAA's Nick Shanagher joined Post Office's David Gold and Paul Simmonds at Jack Patel's Goring store to help him fight back against multiple competition



<b>Name</b>	Jack Patel
<b>Store</b>	Westholme Stores
<b>Location</b>	Goring, Berkshire
<b>Size</b>	1,000 sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 9th in a series of 12 features to show you how retailers are working with our partners to follow the Academy's advice and grow their sales.



**A**fter 28 years successful trading in the affluent Oxfordshire village of Goring, Jack Patel has spent the past 36 months helping local people fight the invasion of a Tesco Express.

David Gold and Paul Simmonds are making their visit just days after planning approval has been granted and Jack needs encouragement. His 1,000sq ft shop covers CTN, off-licence and convenience missions.

Jack's customers use online deliveries from the major grocers for their big shop and need him for top-up items. His plans include new EPoS from July, introducing a loyalty card and a Cook frozen prepared meal franchise, the latter an idea he got from attending the IAA study tour in March. David and Paul have plenty of ideas, and we explore the top three here.

### My challenge

Jack's shoppers say they will stay loyal but he knows he needs to do more to keep them from defecting to a Tesco Express due to open just down the road.





**INDEPENDENT**  
Achievers Academy



## IAA ADVICE

1

### Decide what your point of difference is and how best to promote it in-store

Paul and David keep finding great products within Jack's merchandise mix. While Jack uses tools like What to Stock to find out what sells nationally, he also has a good understanding of what local people want, because his customers often tell him.

But Paul notices Jack is not signposting his local products. These should be promoted, he says. David suggests Jack uses the Big Barn web site to find more local products to add to his range and make it his point of difference.

The Post Office duo spot the massive range of craft beers on display. They can't believe the range and question how shoppers know what to buy. They suggest he uses props like Belgian beer glasses to create theatre to encourage sales.

2

### Combine products to increase basket spend and make it easy for shoppers to buy a great meal

Paul and David find a big display of Swaadish curry sauces, Jack's own brand. Jack explains they are award-winning and points to a sign at the front which includes a picture of his team and Masterchef co-host John Torode.

But he doesn't market his sauces as local or award-winning, which is a missed opportunity. "I would make the picture and the Taste award massive and really push the local provenance," says David. All the local products around the store should have some signposting, he adds.

"Why not put the whole meal together for customers," suggests Paul. "Put the sauce, meat and vegetables in a bag and sell them as a meal deal."

Jack says this is an amazing idea. He can even add beer or wine to the package.

3

### Use events to tell shoppers what makes you a destination store

Jack's shop is well known for its great range of beers and shoppers travel from far away to pick up rare brews that Tesco won't be stocking. However, he has lost focus on this category.

Paul and David suggest he holds a tasting event in front of the store to win back the attention of the local community.

He can serve up his curry sauces and other local products, which will make him stand out as doing something different and exciting.

"Jack needs to think about how he can ensure his know-how is in the buying process," says Paul.

Instead of always being in the shop to tell customers what is good, he could operate beer of the month promotions with an offer on three great beers each time.



## WHAT WE LEARNED



Paul & David say

"Whenever I do a retailer visit I invariably get a 'wow' moment when I find out about some amazing things that independents sell or services that they offer. Today, there were many, including the £65 bottle of beer and the homemade, award-winning curry sauces range. I hope Paul and I have added value by providing Jack with inspiration to do things differently so he gets more repeat purchases and customers."

**Paul Simmonds and David Gold**  
Retail relationship managers, The Post Office



"Prior to the Academy in Action visit I was feeling quite depressed about the challenge of Tesco opening in my village. But the combination of the feedback from David and Paul and the encouragement of my customers means I have decided I will not let Tesco get to me. Talking with them today and thinking about their many useful and helpful ideas gives me a path to move forward."

**Jack Patel**  
Westholme Stores, Goring, Berkshire

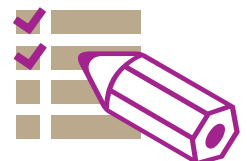
## Jack's action plan

- Strengthen marketing on local produce so new customers see the great products on offer
- Create and promote a meal solution by bagging curry sauces with meat and vegetables
- Hold an outdoor tasting event to reinforce local reputation for great beers and wines



## Your action plan

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





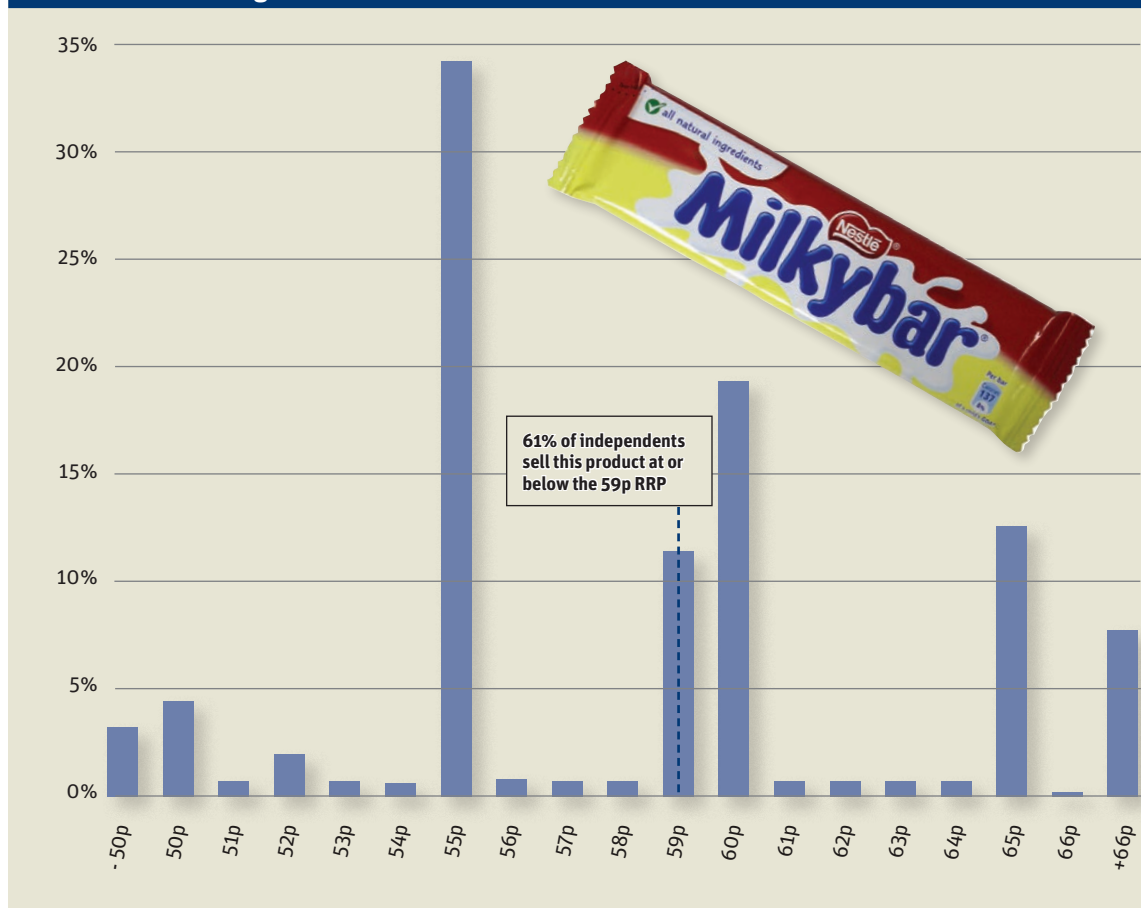
# PRICEWATCH

Benchmark your prices against your peers

## In focus Chocolate countlines

## Sample prices

NESTLÉ MILKYBAR 25g Price distribution %



### PRODUCT

**Cadbury Twirl**  
43g

**Mars**  
51g

**Snickers**  
48g

**Snickers Duo**  
83.4g

**Milky Way Magic Stars**  
33g

**Twix Xtra**  
75g

**Kinder Bueno Milk & Hazelnut Bar**  
43g

**Nestlé Milkybar**  
25g

**Cadbury Boost Glucose**  
48.5g

**Cadbury Fry's Turkish Delight**  
50g

**Smarties**  
38g

**Cadbury Star Bar**  
53g

## Analysis

Despite the growth in sales and market share of block chocolate and sharing bags, chocolate countlines remain a key sub-sector that drives strong sales, according to the retailers RN has

spoken to this week.

The fact these retailers only use offers when wholesalers are running promotions highlights the fact they are protective of the profitability of a traditionally

impulse category.

There are mixed views on pricemarking but many retailers appear to use it to attract attention to slower-selling lines while pricing more popular bars higher.

## How we set our prices

### Alison Greenow

**STORE** Pughs@Londis  
**LOCATION** Hay-on-Wye, Herefordshire  
**SIZE** 750sq ft  
**TYPE** town centre

#### TOP TIP

"We get strong sales from our pricemarked lines because it is located in the aisle. We have price-marked a lot of our chocolate to attract attention."



#### "We mostly price countlines

at the RRP set by Booker or a penny above that. We have a lot of price-marked chocolate because we have found it sells really well. The margins are good but if Booker has them on offer then we obviously make more. If we have any multibuy offers they tend to be on Cadbury bars, such as Dairy Milk and Twirl, and when we run them they sell very well too. We only do that when they are on a deal from Booker though, otherwise there wouldn't be any profit in it. We try not to change our chocolate prices but if the RRP went up then we would have to too."

### Soban Shanmuganathan

**STORE** Burgess Stores  
**LOCATION** Goudhurst, Kent  
**SIZE** 1,200sq ft  
**TYPE** village

#### TOP TIP

"I only do multibuy deals when the products are on offer from Booker to keep the margins."



"I get all my chocolate countlines from Booker and have a standard margin of about 4p above RRP, making it 69p for a standard bar. I stock pricemarked versions of faster-selling lines such as Wispa, Twirl and Dairy Milk. With others, such as Boost and Double Decker, I stock pricemarked bars at 50p. I have found both the non-pricemarked and pricemarked bars sell very well at these prices. I don't have any products on a multibuy deal unless Booker has put them on offer as they are a premium product and I want to keep the margins higher."



➡ 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 LARGE C-STORE IN SUBURB OF LARGE LANCASHIRE TOWN	RETAILER 2 LOCAL PRECINCT SHOP CLOSE TO MIDLANDS MOTORWAY	RETAILER 3 SMALL DEVON VILLAGE STORE	RETAILER 4 VERY BIG C-STORE & POST OFFICE IN WEST LONDON SUBURB	RETAILER 5 TYPICAL C-STORE IN SOUTH COAST SEASIDE RESORT SUBURB	RETAILER 6 YORKSHIRE CITY CENTRE SHOP
55p	65p	75p	50p	65p	50p	69p	75p
58p	63p	75p	65p	50p	63p	70p	65p
58p	59p	75p	65p	54p	69p	69p	65p
84p	69p	£1.05	75p	79p	90p	90p	80p
63p	59p	79p	60p	64p	65p	70p	–
83p	69p	£1.05	75p	82p	90p	87p	80p
74p	73p	84p	75p	75p	75p	84p	79p
59p	55p	75p	60p	55p	69p	60p	55p
50p	50p	–	50p (PM)	–	50p (PM)	–	50p (PM)
74p	69p	76p	70p	70p	69p	–	85p
60p	55p	61p	–	55p	60p	70p	69p
68p	65p	75p	65p	–	70p	70p	65p

## My Local Hero

Retailers reveal the most profitable produce on their doorsteps

### Paul Gravelle

Gravelle's Budgens  
Sawbridgeworth &  
Sawston, Hertfordshire



### Churchgate Sausages, £3 for six



#### Where did you discover them?

There is a local bakery based at Mayfield farm in Harlow whose products we stock and next door to it is the Churchgate Sausage Shop which is owned by a local man. As we were passing by we popped in and asked if they did retail packs. That was about three years ago and we now sell about £700-worth a week with a margin of about 35%.

#### Who buys them?

They are popular with all our customers, especially at barbecue time, as there are lots of flavours and they do mixed packs. It is very flexible and we can request different combinations of flavours including Hot Chilli and Red Pepper & Chorizo Pork. The most popular is their standard pork sausages. If there is suddenly going to be nice weather, I can just ring the shop and they will turn up with what I need, sometimes the same day.

#### Why are they so successful?

Churchgate sausages are a local, fresh and well-known brand in the area. Because there are so many flavours there is something for everyone. People really like to buy the local sausages in this area. In total I sell about £2,000 a week, from Churchgate and two other brands.

## Anwar Haq

**STORE** Nisa Local  
**LOCATION** London  
**SIZE** 2,800sq ft  
**TYPE** neighbourhood

#### TOP TIP

"I have a three for £1 deal on certain bars which sells very well."



**"Nisa sets the** prices so we're led very much by what it has decided that things will sell for. I have found the pricemarked products we stock all sell very well. I also have a three for a £1 offer on bars including KitKat Chunky, Mars, Snickers and Twix which I am always refilling. Because of the offer, they are the ones that sell best. The margins are good from Nisa but it would be nice if I had a bit more, although I do like to try and offer the best deal for my customers."

## Jon Powell

**STORE** The Newsagent  
**LOCATION** Newport, Wales  
**SIZE** 1,000sq ft  
**TYPE** high street

#### TOP TIP

"I only have a couple of pricemarked products to draw attention to the display"

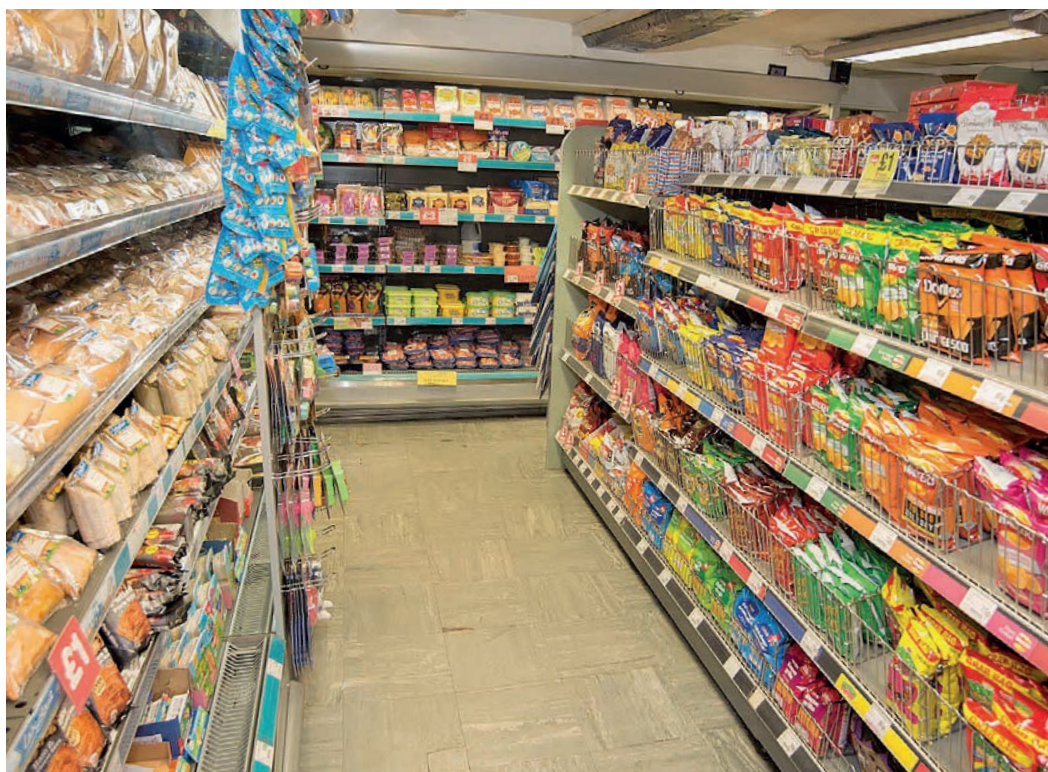


**"I get my countline** chocolate from an independent wholesaler nearby. I price single bars at 40% above wholesale price, with the Mars bars currently selling at 63p. I don't have many price-marked products, mainly things like Cadbury Fudge bars at 25p which draw attention to the chocolate display. This lets us get a better margin and works because they sell really well anyway. I don't really do any multibuy offers either and save such offers for slower-selling lines." ●

# RETAILER PROFILE

THIS WEEK IN  
MAGAZINES  
Pages  
33-37

22 July 2016 Retail Newsagent



## At the heart of it all

Brothers Kam and Dal Singh Nijjar are happy getting involved with their local community. **Greg Wilcox** takes a journey to the centre of England to meet the inspiring Spar Meriden team

**I**t's very apt that Spar Meriden overlooks the green that's considered to be the geographical centre of England.

For 20 years, brothers Kam and Dal Singh Nijjar have run the store which they claim not only sits at the heart of England but also at the heart of its community it serves.

"We have good customer relations, we know a lot of our customers by their first names and we are the hub of the community," says Kam.

"We do a lot for charity, hosting barbecues on the village green for Macmillan Cancer Support and Marie Curie.

"We like to get involved. It can't all be about making money - you have to be a focal point and be there to help the community."

As far as points of difference go, being positioned right at the centre of England and an ancient monument that marks this fact is hard to beat.

"Tourists come here and take photos of the monument, then they often pop in to buy a couple of things. So the fact we are where we are certainly helps," says Kam.

The 1,000sq ft store has its own historical merit too, being a 200-year-old listed building.

But despite benefiting from its history and location, Kam and Dal are very aware of the need to keep innovating and are planning a refurbishment in the

near future.

"We've always aimed to keep its character, by keeping original features visible such as the wooden beams on the ceiling," Dal says.

"But you have to keep on top. Newer concept stores are doing well and customers notice and appreciate the appearance of a shop. With the refurb we'll aim to make products like fresh food and wine that sell well more prominent."

The brothers are keen to keep up with current consumer trends and have made the store a hub for local produce. This range has proved popular with customers, not just from Meriden, but also surrounding villages.

"We've been selling cakes at £4.99 for the past few years. At first when the local bakery, Fatherson Bakery, came to us I thought they were going to be too expensive. But the cakes sell very well," says Kam.

"We also sell sausages from the local butcher. They do very well and we have people come from other villages just to buy them."

The success of the sausages has led to a change of approach and the store is increasingly stocked with more fresh and more premium wines.

"When customers come in to buy the sausages they are also looking to get produce to make a meal so we've expanded and pushed our fresh and wine offering.





**Customers notice and appreciate the appearance of a shop, so make sure you keep it up to date, and make products that sell well really prominent.”**

**KAM SINGH NIJJAR**



**“We like to get involved. It can’t all be about making money – you have to be a focal point and be there to help the community”**

#### VISIT MY SHOP

**Spar Meriden**  
1 The Green  
Fillongly Road,  
Coventry  
CV7 7LN



“It’s really about giving customers what they want, so the high-end items are doing really well.”

With the belief that this trend is set to continue, the brothers also plan to add to their food-to-go range, which currently consists of Indian dishes.

“We’ll continue to work hard and look to add more local produce and chilled items as they are our two growth areas,” Dal says.

With sales of fresh food growing for the past two to three years, the brothers also plan to increase this range and push it in-store.

“We want more fresh than processed food and to have a healthier shop. In the future, I’d like a new layout with more products in the food-to-go section,” says Kam.

For both brothers, being at the centre of their community is clearly more important than building a more impressive balance sheet.

“I love the job and I love the banter we have with customers. You have to interact with them because it makes it all worthwhile. I’ve been in some stores and they don’t say a thing, not even ‘thank you,’” Kam says.

“We give the elderly free delivery if they aren’t well enough to come in. We’re there for our customers seven days a week.” ●



**Want to see more** of Kam’s store?  
Go to [betterretailing.com/kam-singh-nijjar](http://betterretailing.com/kam-singh-nijjar)



# NEWS ANALYSIS

## What should they have done?

The political world has been in turmoil since the vote to leave the EU on 23 June. But what can retailers learn from the crises and challenges our leaders have faced? **Tom Gockelen-Kozlowski** calls in the experts

### The dilemma: You live where you work

David Cameron and his family lived in 10 Downing Street for six years and – even though he resigned immediately after the referendum – the speed with which Theresa May became prime minister surprised everyone. Within hours the Camerons had to be out of their home to make room for the Mays. With so many store owners living above their shop, what happens when a retailer wants to hand over a business but stay in their family home?

**THE EXPERT SAYS:** Generally, if a store is owned by leasehold there will be an agreement for the premises as one single unit so when the business is sold the seller has to move out of their home too. There are exceptions to this, where the landlord is willing to make different arrangements or the buyer is only interested in the shop itself. If a store is owned as a freehold then a retailer could decide to only sell the goodwill of the business, but they'd have to make sure that the store is securely separated from the living area.

#### Barry Frost

Property expert and managing director, Commercial Plus



### The dilemma: You have a problem employee

Michael Gove was already taking the blame for ending the career of David Cameron by backing Brexit when he knifed Boris Johnson to stand as leader himself. What's been the response? The Conservative Party dealt a humiliating comeuppance by giving him a mere 46 votes in the final vote in the leadership election before Theresa May publicly sacked him on her first full day in charge. Is public shaming and dismissal the right way to deal with a problem employee, however?

**THE EXPERT SAYS:** If a member of your team is showing behaviour that you believe is damaging and disrupting to the work place, it's wise to start taking action to either improve or remove this employee. Monitor then give them targets, feedback and reviews – hire a corporate coach to work with them if you don't have time. If their behaviour isn't changing in a positive way then moving forward with your company's policies to release this unproductive employee is the best option.

#### Diane Sheppard

Personal performance coach, Smart Leadership Training



We send the EU £350  
let's fund our **NHS**  
Let's take back control

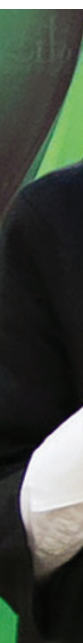
### The dilemma: You need to build a team

'Brave' and 'risky' are just two of the words that have been used to describe Theresa May's first Cabinet reshuffle – where she disposed with the so-called Cameroons George Osborne, Oliver Letwin, Michael Gove and Nick Boles. By putting prominent Brexiteers such as Boris Johnson, David Davis and Andrea Leadsome in jobs that will put them at the centre of the process of leaving the EU, she is also making it known that the pro-leave members of cabinet will have the responsibility of making good on their promises. Is this the right way for a business to build a team, however?

**THE EXPERT SAYS:** The dynamics of the new cabinet are very different from the typical boardroom, particularly as they are pursuing a policy which many of them campaigned against, including the prime minister. People will respond better if a task is framed as an opportunity to succeed rather than a responsibility to prevent failure. At the Federation of Wholesale Distributors, we bring together wholesalers and suppliers to make our sector a place where talented people want to come and build a successful career. That means giving them a vision of an achievable goal and the skills and opportunities they need to reach it.

#### James Bielby

Chief executive, Federation of Wholesale Distributors





## The dilemma: Your staff have lost confidence in you

In the days following the referendum Labour MPs began to openly talk of mutiny against leader Jeremy Corbyn. Soon a vote of no confidence was called which showed the embattled leader had lost the support of 75% of his MPs. There have been many calls for him to resign but is there anyway to rebuild trust and respect as a boss once there's this level of doubt and criticism of you coming from your team?

**THE EXPERT SAYS:** I wouldn't be surprised if over 60% of those who had worked in retail said they didn't trust or respect a boss at some point in their life. Yes, you can always rebuild trust and respect – if you believe this is important for you to achieve the outcome and task you are being paid to complete. The quickest first step is to admit your mistakes and then advise your team how you are going to move forward and turn this into a positive outcome. You have to be trustworthy and respectful of others before people will trust and respect you.

### Diane Sheppard

Personal performance coach,  
Smart Leadership Training



## The dilemma: You need to communicate complex messages

What would Brexit mean for house prices, farming subsidies or even immigration levels? British voters never got to know the answers to these questions ahead of the vote – partly because everything was based on conjecture – but also because politicians used slogans and soundbites (“Take back control” “£350m for the NHS”) and exaggerated threats (“World War Three”) to communicate what we're actually quite complicated messages. How should they have done it?

**THE EXPERT SAYS:** Retail marketing legend Simon Sinek says people buy because of the ‘why’. When you're crafting your messages you should start here, and move onto the ‘how’ you do it, then ‘what’ you do. So, for example: ‘My business energises the local people of King's Lynn (why) because we are convenient and our customer service is exceptional (how) which highlights our incredible range of fresh fruit and vegetables (what)’. In a competitive and complex market, starting with the ‘why’ ensures your messages are more authentic than we might have seen in other walks of life recently.

### Tom Mulready

Marketing manager, Newtrade



## The dilemma: You need to build new partnerships

During the 43 years that Britain has been a member of the EU it has never had to agree a trade deal with another state, as this has been done collectively through the EU. Will Britain be able to do this alone again easily? It's often said that the best convenience store owners are the ones who spend time outside their store and put an emphasis on maintaining and encouraging close personal relationships with suppliers and fellow store owners. How do they manage to do it so well?

**THE EXPERT SAYS:** At the NFRN we are making contact with the new members of the government, waiting to see which ministers get which briefs. As Brexit negotiations begin, we will be contacting them to engage them in our members' issues and to make sure our members' voices are heard. We always encourage retailers engage with their MPs, police and crime commissioners and to make a noise too. After all, retailers are voters too and politicians need to make sure their needs are represented too. At the NFRN we work hard to facilitate these meetings across the country.

### Adrian Roper

Head of public affairs, NFRN





# INTERNATIONAL FOODS



## 'Customers from overseas drive our sales'

Bimal Patel, who owns Londis Ferne Park Road in north London, has taken to stocking a full range of authentic Italian products which are popular with the Italian community there.

"There are a lot of Italian people living in this area. The range of foods previous owners stocked to cater to them before we took over was small. We extended it to include Italian cereals along with tea and coffee brands these customers were asking for too and we have a one metre bay specifically for the range of Italian products that we offer so all the products are together. We also cross merchandise across the shop.

"The chilled range sells best, especially the fresh pasta and salamis.

"We get our products from a specialist supplier, Salvo 1968, and although we have a full range, if a customer asks for something, as long as the supplier has it, we will order it in.

"More recently we have been extending our range of international foods to include traditional Spanish products from supplier Natco. It is not just Italian [or Spanish] people buying the products, British customers who like to try new things and experiment in the kitchen pick them up too.

"We also have fresh spices and chapattis that are popular. People really enjoy going out for an Indian dinner and want to have the same experience at home."

## A world of flavours

The international food market is growing but who's buying them and how can you ensure that your store becomes the place to go for new, exciting or even comforting products? Rachel Barr finds out



**British customers who like to try new things and experiment in the kitchen pick them up too**

### Who's Bimal's supplier?

Based in Hertfordshire, Salvo 1968 works with producers and brands from across Italy, supplying everything from confectionery to meats. And although the range is aimed at Italian customers Bimal says non-Italians also buy from it and sales of Indian products are also increasing.

**A**walk down any high street will provide an indication of the widening tastes of British consumers - whether it's the peri peri flavours of South African chain Nandos or the more than 1,600 Thai restaurants now operating in the UK.

Add to this the fact that there are almost eight million non-British-born people living in the UK, and it becomes clear that demand for new, interesting and authentic foods from around the globe exists far beyond

our most cosmopolitan cities.

The challenge for any store owner is working out what their opportunity is - is it to be a convenient place for non-Britons to pick up home comforts or a local store that helps adventurous food fans brighten up their meal times? RN speaks to top retailers to find out how they cater to their customers' needs.







## 'British food lovers are our best customers'

Rekha Joshi, who owns independent shop RM Local in Bishop's Stortford, Hertfordshire, with husband Mahesh Patel, opened just 10 weeks ago but is already in the process of remerchandising the shop because of the popularity of the international products.

"We sell the usual convenience foods but 60 percent of our sales now come from sales of traditional Indian food.

"Here in Hertfordshire, just 2% of the population is from an Indian background, so 90% of our customers for the spices and other specialist food we stock are British people who love exploring new flavours and cooking curries.

"We have 63 different spices and the most popular are coriander powder, cumin, garam masala, black

cardamom seed and turmeric. Along with these spices we stock everything you would need to make a meal - everything sells from snacks to poppadum'. We have several different suppliers but get a lot of our products from Fudco.

"Because this range has done so well we are changing the shop around to accommodate more products. We would also like to have a range of Chinese spices too, but without the same knowledge of these foods it's a greater challenge. I'm therefore speaking to customers to find out exactly what they would like to find in our store."



**We are changing the shop around to accommodate more products**

### Who's Rekha's supplier?

A supplier of Indian spices, store cupboard essentials, fresh fruit and vegetables and even health and beauty products, Fudco is a Devon-based wholesaler and distributor serving retailers and restaurants in the UK and around Europe.

### Three key supplier tips



Nyree Chambers, head of marketing for Grace Foods UK, says it's an "exciting time" for the international foods market thanks to UK customers' increasingly adventurous tastes. Over the past five years Grace Foods has organised Caribbean Food Week to celebrate and promote food from this region.



**1 Stock the right brands** With demand for authentic world ingredients higher than ever, stock up on recognised, authentic cooking ingredients and ready-to-consumer products and your sales will soar.

**2 Merchandise products clearly** Retailers can maximise sales of new trends such as the popularity of coconut waters and Aloe Vera drinks by merchandising them together. Front of store placement is also key to driving impulse sales during the warmer months.

**3 Invest in 'gateway' products** Many people are using Jamaican jerk seasoning as the gateway to Caribbean food, spicing up everyday meals before going on to discover the rich array of flavours that Caribbean food has to offer.

## What if your customers aren't interested in international foods?

Serge Khunkhun says that customers to his Premier in Woodcross, Wolverhampton, prefer to stick to mainstream Italian and Indian products when eating international food.

"We stick to the core range of bolognese sauces along with Indian sauces and rice which sell well. We have tried expanding the range before but we didn't have the market for it," he says.

Mainstream brands are increasingly using much-loved formats and products to introduce a wider range of customers to new flavours,

however. Premier Foods, for example, has launched new 'world' flavours, as part of its soup brand Batchelors Cup a Soup range, including Thai-inspired Chicken and Sweet Potato and Mediterranean-style Tomato and Red Pepper.

Jess Ali, marketing controller for Batchelors, says: "Although traditional British flavours continue to be popular in soup, our insight tells us that consumers also want more exotic flavours."

Grace Foods, meanwhile, launched two squeeze bottle condiments - Mexican Smokey Jalapeno and Thai Mild Sweet Chilli - designed to bring new flavours to meal times and barbecues.





# IN-STORE SERVICES

## Fancy a cuppa?

Manny Patel wanted a new revenue stream and chose to install a coffee machine. Now selling more than 350 cups of coffee a week and making nearly £300 from associated sales, he says investing in a new service was the right choice for his business.

**Rachel Barr** investigates

**L**ike many independent retailers, London retailer Manny Patel has been searching for new revenue streams to offset increasing business costs.

One of his most lucrative ideas this year, he says, was installing a Tchibo coffee machine that serves quality drinks in his 1,000sq ft Surbiton store.

"I spotted a gap in the market because nowhere else close by offers this service, so I installed the machine to target the coffee-to-go market," he says.

The investment paid off immediately, attracting new custom from commuters, builders, parents and school children.

"We're close to a mainline railway station so we get people coming in on their way to use the machine.

"We're also near to three schools and in the afternoons hot chocolate has become very popular with mums on the school run, and with their kids who buy sweets with them. We sell around 350 cups every week."

Manny says he also benefits from associated purchases.

"Many get something to eat too – for breakfast or a snack," he says.

He takes a percentage profit from cups sold, and if at least 50 cups are sold a day he takes a 60% share.

"With the extra items people buy it works out at about £40 more a day."

And if sales remain consistent, he estimates he could earn £19,000 in profit a year.

Manny's coffee machine joins a number of other

lucrative services including an ATM, the National Lottery and postal services, which reflects a national pattern in independent stores.

Mintel research shows that, of consumers who use convenience stores, over half (57%) have used an ATM over the past six months, while nearly 32% have used a Post Office and 21% click-and-collect services.

Manny says his free cash machine has helped increase footfall, with between 100 and 150 people using it each day. It has also helped him save around £150 in bank charges per month.

Again, the service attracts associated purchases such as cigarettes.

"Customers use the cash they have just withdrawn which lowers the charges I have to pay from people paying by card."

Manny has also created his own services. During busy periods, he noticed customers visiting his store rather than going to the Post Office and stepped up his service.

"I bought a set of weighing scales for parcels, and we get very busy at Christmas when people want to avoid the Post Office. Last year we sold between 6,000 and 7,000 stamps in December too."

With these services proving lucrative, Manny now plans to add hot food to go as part of an extension to his store.

"I am looking at selling hot dogs or sausage rolls. Food-for-now services are very important, because everyone is so time-conscious nowadays."

It's this need for quick convenient services that provides such a big opportunity for independent retailers. ●



**Manny sells 350 cups of coffee from his machine each month**



**I spotted a gap in the market**



**A free ATM helps cut the expensive card sales Manny makes**

## INNOVATIVE SERVICES: 10 TRIED AND TESTED IDEAS

The importance of in-store services has been highlighted throughout the industry this year. At the IGD Convenience Retailing Summit, for example, Jerry Marwood, Blakemore Trade Partners managing director, said 52% of volume sales in his company's most recently-opened store came from foodservice, while 30,000 cups of Costa coffee a week are sold in its stores. Here, we take a look at 10 innovative and popular services in readers' stores.

### Hot food to go Shingadia's Londis & Post Office,

Southwater, West Sussex

Ramesh's hot food has been a big draw at the family's flagship store over the past two years. The bake-off and hot food area is strategically placed near the front of the store, with passing customers tempted in by the sight and smell of sausage rolls, chicken wings, freshly baked pastries and other treats.



### Parcel collection Manish Patel

Best-one, Brighton

Manish Patel offers the two-year-old Pass My Parcel service, through which customers can have packages delivered to his shop, ready to be picked up at a convenient time. He says the service has attracted new customers, with about half of those who pop in to pick up parcels buying additional products.

### Food delivery Sandip Kotecha

Londis, Cheltenham

Recognising the popularity of delivery apps, Sandip registered with takeaway ordering service Just Eat and offers a food-to-go delivery service. For a £2 delivery charge and minimum £10 order, customers can access his full food-to-go range along with desserts such as luxury cheesecakes. "In our first week on Just Eat, delivering just food to go, we had just over £400 worth of sales, with an average spend of £14," he says.



### Laundry Kuldeep Singh Lalli

Premier Southglade, Bestwood

Kuldeep's customers can wash and dry their clothes 24/7 with the Revolution Launderette in his carpark. It contains two washing machines and a dryer and users pay £4 for a standard 8kg wash or £8 for an 18kg wash. Temperatures and spin cycles can be changed via a digital screen. For customers in a hurry, a spin in the 8kg dryer costs £1.



### Party balloons Mark & Donna Dudden

Albany News, Cardiff

Mark and Donna recently began offering a balloon stuffing service. For £5, customers can buy teddy bears or flowers, for example, inside balloons. Donna says she has seen a lot of repeat custom and the service has created interest in their store, as well as an additional revenue stream.

### Prescription pick-ups Joe Williams

The Village Shop, Hook Norton, Banbury

In-store services are integral to Joe Williams' store and his prescriptions collection is especially popular. Prescriptions are collected for customers from certain surgeries nearby and brought to the store.

### Foodservice Bintesh Amin

Blean Village Londis, Kent

After installing a deli counter in his shop earlier this year, RN columnist Bintesh Amin now offers a selection of around 15 freshly-cooked curries from a local catering company, priced between £7 and

£9. From target of £700 a week, he now earns more than £3,000 from the range and aims for the deli counter to earn £7-£8,000 by the end of the year.

### Postal service Lorraine & Trish Lettley

E J Teare Newsagents, Wellington, Somerset

When Lorraine and Trish realised the cost of stamps was culling their greetings cards sales they set up the Welly Post, a local post service that delivers to roughly 12,000 homes around Wellington. More than 400 letters are now delivered at a cost of 30p every week, with thousands posted during the Christmas period.



### Grind your own coffee Guy Warner

Warner's Budgens, Winchcombe, Gloucestershire

The store offers a self-service coffee bean grinding station where customers can choose from five different bean varieties and grind as much as they require. The service costs £2.39 per 100g and hot water is also available to make fresh cups of the coffee customers have just ground.

### Magazines Paul Patel

WH Smith Local, Dibden Purlieu, Hampshire

Paul uses Smiths News' SNapp to get any of the thousands of magazines available when customers request them – usually the next day, if ordered before 3pm. This has made him the go-to place for anyone wanting a niche magazine. He also reserves magazines for regulars. "Sales of Leisure Painter have grown to more than 10 a month because people know they can come to me," he says.



# PREVIEW



## Vimto's full of beans

Tangerine Confectionery has added Vimto Mini Jelly Beans to its range of collaborations with the drinks brand. Flavours include strawberry and cherry.

**RRP** £1 for 160g

**Outers** not given

**Contact** 01253 603 613



## Riso adds Rice Cakes

Riso Gallo has introduced Rice Cakes to its brand portfolio. Varieties include Venere Rice Cakes and 3 Grain Rice Cakes, both of which have been popular across Europe.

**RRP** £1.15 for 100g pack

**Outers** not given

**Contact** 01904 728911



## Tempt them with Tena treats

SCA has launched 'Tena treats' – a promotion that gives Tena Lady shoppers the chance to win one of more than a million prizes, including iPad mini 4s.

**RRP** not given

**Outers** not given

**Contact** 01582 677400



## Add flavour to your range

Coca-Cola European Partners is to launch Capri-Sun Fruity Water next month. Multipacks are available in Mango-passionfruit and Blackcurrant varieties.

**RRP** £2.99 (10-pack)

**Outers** not given

**Contact** 08457 227222



## Benefit from Better Bars

The Better Inside Bar is the latest addition to Eat Natural's Bars with Benefits range. It contains chicory root, dried apricot and coconut flakes.

**RRP** not given

**Outers** not given

**Contact** 01787 479123



## Limited edition JPS

Imperial Tobacco has unveiled a series of limited edition packs for JPS available in JPS Blue, Black, White, Silver and Menthol.

**RRP** £7.59

**Outers** not given

**Contact** 01179 636636



## First of the summer wines

Spar is introducing four new wines for summer, a Provence Rosé, a Primitivo from Puglia, a Touraine Sauvignon Blanc, and a Spanish Gran Reserva from Valdepeñas.

**RRP** £8-£9

**Outers** not given

**Contact** 0208 426 3690



## Flavour tops the agenda

Heinz is launching a Full of Flavour range which will come in wet pots, instant pots and instant sachets. Meals include Spanish Chorizo and Italian Pasta.

**RRP** 75p-£2.29

**Outers** not given

**Contact** 020 8573 7757



## Soft drinks in demand

AG Barr says its soft drinks will meet demand from students and young adults. The drinks company's range includes Irn-Bru, Rubicon, Strathmore and Rockstar.

**RRP** not given

**Outers** not given

**Contact** 01236 852400



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# THIS WEEK IN MAGAZINES



Disney Junior favourite

## LION GUARD SPIN-OFF IS A ROARING SUCCESS

Something is stirring, deep in the jungle... it's Panini's latest magazine, which follows the exploits of Kion, the son of Simba

**A NEW MONTHLY** magazine for girls and boys aged three to eight, the story follows Kion, the son of Simba. It is a spin-off from the series The Lion Guard, which premiered in April and was the highest rated TV series launch on Disney Junior. The magazine will have 36 pages filled with stories, puzzles, crafts, posters and competitions, as well as a sticker activity sheet with every issue. Panini estimates that unaffiliated and symbol group retailers will generate 51% of total retail sales, which equates to £91,570. The print run is 80,500 and the magazine has a number of retail promotions planned to help raise awareness of the launch.



**THE LION GUARD**  
**On sale 28 July**  
**Frequency four-weekly**  
**Price £3.99**  
**Distributor**  
**Marketforce**  
**Display with Sofia the**  
**First, Cheebies Weekly,**  
**Thomas Express**

### Round up



**NADIA ALEXANDROU**  
Magazines  
reporter

## HOOK THEM WITH GREAT MAGAZINES

If you're looking to give your customers a reason to come through your door rather than the local Tesco Express, then magazines are a great tool.

This is exactly what Perry Thaker, of Charlotte Street News in London, has done for the past 30 years, and for him, business is booming.

"Those who buy quality magazines outside the mainstream tend to be passionate, loyal and high-spending customers."

"Over the years, I've made it my priority to build up a range that best caters to them," he said.

Mr Thaker now specialises in four magazine sectors: fashion, media, architect and design. However, he is always trying new things and keeping on top of trends, and most recently he has started selling more food magazines.

To help develop his range and client relationships, Mr Thaker has set up a website and regularly emails customers.

"I always ask people for their email, which allows me to notify them that their next magazine has arrived, or suggest a new title to them."

As I had a look at his very easy-to-use and professional-looking website, I was presented with a visual choice of categories: new arrivals, exclusive this month and bestsellers – as well as the option of browsing by genre at the bottom.

"I set it up last year and it was quite slow moving, but this year it's really starting to pick up," he said.

Despite having roots in one of the most traditional trades for 30 years, Mr Thaker has embraced change and continues to adapt his magazine business to draw in customers – you can do the same.

**Blue Sky**  
**ICE AGE**  
**COLLISION COURSE**  
**STICKER COLLECTION**

**BRAND NEW!**

**STICKER PACKET 50P RRP**

**STARTER PACK £2.99 RRP**

**ON SALE NOW!**

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# THIS WEEK IN MAGAZINES

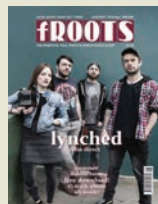


## Bestsellers Shooting

Title	On sale date	In stock
1 Countryman's Weekly	27.07	<input type="checkbox"/>
2 Shooting Times & Country	27.07	<input type="checkbox"/>
3 Sporting Gun	02.08	<input type="checkbox"/>
4 Sporting Shooter	27.07	<input type="checkbox"/>
5 Airgun World	27.07	<input type="checkbox"/>
6 Air Gunner	10.08	<input type="checkbox"/>
7 Shooting Gazette	21.07	<input type="checkbox"/>
8 Gunmart	15.07	<input type="checkbox"/>
9 Airgun Shooter	11.08	<input type="checkbox"/>
10 Sporting Rifle	11.08	<input type="checkbox"/>
11 Rifle Shooter	17.08	<input type="checkbox"/>
12 Fieldsports	29.07	<input type="checkbox"/>
13 Shooting Sports	05.08	<input type="checkbox"/>
14 Clay Shooting	25.08	<input type="checkbox"/>
15 Guns & Ammo	30.09	<input type="checkbox"/>
16 Clay Shooter	20.07	<input type="checkbox"/>
17 Ishoot	26.08	<input type="checkbox"/>
18 Combat Handguns	06.09	<input type="checkbox"/>
19 Survivor's Edge	26.04	<input type="checkbox"/>
20 What Gun	05.08	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## FROOTS

The August/September issue of Froots is a bumper special, and comes with a free compilation CD containing 60 minutes of varied and hard-to-find music. The majority of readers of the essentials folk, roots and rock music title are in the 35-55 age group, educated and comparatively affluent. According to Seymour, this magazine generates £23,000 worth of retail sales value annually. This issue also features content on Dublin folk band, Lynched.



**On sale** 21 July  
**Frequency** monthly  
**Price** £5.50  
**Distributor** Seymour  
**Display with** Kerrang, Mojo, Record Collector



## TAKE A CROSSWORD

This special summer bumper issue comes with an eight page pull-out. Customers also have a chance to win more than £10,000 worth of prizes in this issue. This includes a break to Venice on the Orient Express worth £5,000, £1,750 in cash and a holiday for two in Madeira. According to Seymour, Take a Crossword has been the best-selling crossword title since its launch in 1993, and is also the second-biggest puzzle title through independent retailers.



**On sale** 28 July  
**Frequency** monthly  
**Price** £2.30  
**Distributor** Seymour  
**Display with** Puzzler Collection, Take a Puzzle, Puzzle Selection



## ANIMAGIC

On sale in time for the start of the summer holidays, this special issue of Animagic comes with a collection of posters, puzzles and animal facts. Several animal-themed gifts are also included, comprising a stationery set, a phone sock and hair extensions. This issue comes at a premium £4.99, compared to its usual £3.99, giving retailers the opportunity to earn more revenue.



**On sale** 21 July  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Animals & You, Pets 2 Collect, My Little Pony



## AIRLINER CLASSICS

The team behind the magazine series Airliner Classics has produced a one shot that brings readers highlights from the classic years of commercial aviation. The 100-page publication features illustrated articles paying tribute to historical aircrafts and airlines, with a particular focus on British Midland, Fokker's F28 and Britain's lost airports.



**On sale** 22 July  
**Frequency** one shot  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Flypast, Aeroplane Monthly, Flight International



## BREATHE

Aimed at women who want to make time for themselves, the title is a body-and-soul guide to a happier life. Covering wellbeing, living, mindfulness, creativity and escaping, Breathe offers solutions to ease women's minds, including guides to forgiveness, gratitude and freedom from worries, healthy food plans and craft activities. The first issue comes with a free 'gratitude' diary, writing paper and envelopes.



**On sale** 28 July  
**Frequency** bi-monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Simple Things, Flow, Women's Weekly Living Series

**Take a Puzzle**  
Celebrating 25 years

21st July 1991  
**Take a Puzzle**  
launches

**Take a Puzzle**  
Celebrating 25 years

**25 YEARS  
LATER  
STILL THE  
NATION'S  
FAVOURITE**



## F1 RACING

To celebrate F1's 20th birthday, F1's August issue comprises a host of special features including an interview with 1996 F1 world champion Damon Hill. There will also be the first of a two-part feature looking at the highlights of F1 since it began in 1996, which concludes in the September issue. Frontline expects a 15% uplift in retail sales value for this issue.



**On sale** 28 July  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Speedway Star, Autosport, Autocar



## LOVE TO KNIT & CROCHET

The next issue of Love to Knit & Crochet comes covermounted with a six-piece knitting and crocheting kit. The issue is summer-themed, featuring articles on seasonal must-haves including beach essentials for different body shapes. There are also three ideas for trimming flip flops, candy stripe bag designs and baby knits. The projects are designed for knitters at all levels, from beginners to experts, and feature the latest trends in yarn.



**On sale** 22 July  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Marketforce  
**Display with** Love to Make, Knitting & Crochet, Women's Weekly Home



## MODERN GARDENS

The August issue of Modern Gardens includes 535 ideas and tips, and reviews of summerhouses best-suited for laid-back living. This issue also contains a step-by-step guide to building a raised bed in just one day, as well as how to hold a summer brunch party and ideas for garden 'glamping' (glamorous camping). Modern Gardens is aimed at people who want to spend more time enjoying their outside space and less time working in it.



**On sale** 27 July  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Frontline  
**Display with** BBC Gardener's World, Garden's Illustrated, Ideal Home and Good Homes



## FOOTBALL 2017

From the team behind World Soccer, this one shot issue provides football enthusiasts with a complete guide to the new season in England with 132 pages of dedicated content featuring all 92 league clubs, from Arsenal to Yeovil Town. Elsewhere in the issue, there's the lowdown on all the new signings, the fixtures including Premier League, Championship, Leagues One and Two, and the inside view on the new season from every club.



**On sale** 21 July  
**Frequency** one shot  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** World Soccer, Four Four Two, When Saturday Comes



## HISTORY REVEALED

The August issue comes with a copy of Horrible Histories magazine. The addition is aimed at attracting and engaging younger readers. Usually both of the magazines would cost £7.75 together, but History Revealed customers will be able to buy both titles at just £4.50. This issue of History Revealed covers the killing of Caesar, Alfred the Great, 10 accidental discoveries and the history of the Olympic games.



**On sale** 21 July  
**Frequency** monthly  
**Price** £4.50  
**Distributor** Frontline  
**Display with** BBC History, History Extra, History Today

## Industry viewpoint

**Spike Figgett**

Publishing director,  
H Bauer



## STILL FINDING THE RIGHT SOLUTIONS

It is exactly 25 years since the launch of our first puzzle magazine, Take a Puzzle. It was considered ground-breaking at the time; A4 in size, printed in colour (ok, just one colour) and offering £10,000 in prizes.

It was a summer one-off designed to attract a different and younger readership than the traditional puzzle magazine format. And it succeeded – the first issue sold more than 600,000 copies.

A quarter of a century later, Take a Puzzle is still going strong and has also been joined by a succession of Take a Break-branded puzzle titles, which now command 35% of the puzzles market and dominate the top 10 bestseller list through independents.

In preparation for an interview at Bauer, I bought my copy of issue one from a local newsagent.

It had sold out but there was one copy that the retailer and his wife had been solving. He sold it to me at full price! It was the best £1 I have ever spent. I got the job and joined the editorial team that put Take a Puzzle together.

Following which, I have been lucky enough to publish the title and its stablemates for nearly 20 years. During this time we have spent tens of thousands of pounds to support our sales through independents.

It has been money well invested and H Bauer will continue to value the relationship it has with newsagents into the future.

### Top tip

Try displaying the titles by brand and adjacent to Take a Break itself. If space is limited, cut your range down to the proven sellers.



### COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## MUSGRAVE MD NOEL KEELEY INTRODUCES HIS DEPOT OF THE FUTURE IN DUBLIN

Plus, find out how the industry is helping retailers take advantage of the rise of fresh and chilled, and get your store ready for the new school term in September





# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	29	100	<b>8.99</b>
Build the Millennium Falcon	82	100	<b>8.99</b>
Cake Decorating Relaunch	77	169	<b>2.99</b>
Dinosaurs & Friends	75	80	<b>5.99</b>
Jazz at 33 and third RPM	15	70	<b>14.99</b>
Simply Stylish Knitting	30	90	<b>3.99</b>
Star Wars Helmets Coll'n	15	60	<b>9.99</b>
Zippo Collection	24	60	<b>19.99</b>

## Eagle Moss

3D Create & Print	80	90	<b>6.99</b>
Build A Solar System	49	104	<b>6.99</b>
DC Comics Graphic Novel	26	60	<b>9.99</b>
Disney Cakes & Sweets	151	160	<b>4.50</b>
Doctor Who Figurines	77	120	<b>7.99</b>
Marvel Chess Collection	80	96	<b>8.99</b>
Marvel Fact Files	175	200	<b>3.50</b>
Military Watches	64	80	<b>9.99</b>
Star Trek Ships	77	78	<b>10.99</b>

## Hachette

Art of Crochet	48	120	<b>2.99</b>
Art of Knitting	79	90	<b>2.99</b>
Art of Quilting	30	90	<b>3.99</b>
Art Therapy	71	120	<b>2.99</b>
Build the Mallard	100	130	<b>7.99</b>
Build the U96	100	150	<b>5.99</b>
Dr Who Complete History	24	80	<b>9.99</b>
Draw The Marvel Way	15	100	<b>4.99</b>
Judge Dredd Mega Collection	40	80	<b>9.99</b>
Marvel's Mightiest Heroes	68	60	<b>9.99</b>
My 3D Globe	81	100	<b>5.99</b>

## RBA Collectables

Amazing Dinosaur Discovery	74	80	<b>5.99</b>
My Zoo Animals	47	60	<b>5.99</b>
Precious Rocks, Gems & Minerals	79	100	<b>5.99</b>
Real Life Bugs & Insects	97	97	<b>5.99</b>

## Collectables

### DeAgostini

Magiki Mermaids	<b>2.50</b>
Frogs & Co	<b>1.99</b>

### Magic Box

Zomlings Series 4	<b>0.50</b>
Star Monsters	<b>1.00</b>

## Collectables

### Topps



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



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



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



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



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



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



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



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



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



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



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



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



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

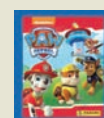


**WWE**  
Stickers **£2.99**  
Cards **£0.50**

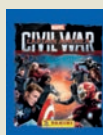
### Panini



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



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



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



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



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



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



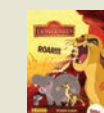
**Official UEFA Euro 2016 Sticker Collection**  
Starter **£2.99**  
Stickers **£0.50**



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



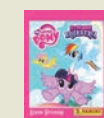
**England Trading Card Collection**  
Starter **£4.99**  
Cards **£1.00**



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



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



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

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## Newspaper terms

### Daily newspapers Margins/pence

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

### Daily newspapers Margins/percentage

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

### Saturday newspapers Margins/pence

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

### Saturday newspapers Margins/percentage

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

### Sunday newspapers Margins/pence

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

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 16-17 July

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,105g	805g	55g	5	25g
Sunday Times	940g	610g	20g	2	10g
Mail on Sunday	850g	395g	115g	4	55g
Guardian	785g	250g	0g	0	0g
Times	720g	450g	10g	2	5g
Mail	710g	260g	155g	5	60g
Sunday Telegraph	700g	390g	45g	2	35g
Observer	625g	195g	15g	2	10g

### Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.

Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p



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IT IS IMPORTANT TO  
BUY LOCAL PRODUCE\***

**COMING UP IN RETAIL NEWSAGENT**  
Local Produce special 12 August

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

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

\*YouGov Omnibus Research 2015

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## Back in the day

# 100

YEARS AGO

22 July 1916

Store owners in towns where soldiers were training were advised to stock language manuals created especially for those fighting on the battlefields on mainland Europe. Books available were French for the Front and The Active Service French Book. They both contained "hints for learners" and "introductory phrases".



# 50

YEARS AGO

23 July 1966

Having launched a nationwide campaign to promote their "bigger bars" J S Fry & Sons were fined a total of £300 at Oxford Magistrates Court for selling bars that were too small. The company pleaded guilty to 12 summonses of selling Crunchie bars under a false trade description.



# 25

YEARS AGO

20 July 1991

Newspaper sales were looking healthy with RN reporting The Daily Mail had increased its Jan-June sale by 49,783 year on year to 1,719,819. The Guardian rose to 431,423 during the same period. However, Today continued its fall and at 490,049 was down 98,604 on the comparable 1989 figure.



## No cover up of condom crook's pregnant pause

I'm sure many of you are constantly looking for ways to get your own back on thieves who steal from your stores and make your lives that much harder. And Gary Houston, manager of Pound Express in Saltcoats in

Ayrshire, may have come up with one such solution: embarrass them.

That's what he did when someone stole the contents of a box of condoms leaving the empty package where he found it. Fortunately, the whole incident was caught on CCTV and Mr Houston decided to humiliate the condom crook with an amusing



poster in the shop window.

Shared hundreds of times on social media the note, with the empty packet attached, read: "To the thief who stole the contents of this product, I hope you managed to give your partner a pleasant evening. However, you have been caught on CCTV. So if you come back in you will be reported to the police. I will also have great pleasure in letting everyone know that you stole many thanks Gerry."

aged to give your partner a pleasant evening. However, you have been caught on CCTV. So if you come back in you will be reported to the police."

Mr Houston told the Daily Mirror: "I wanted to give the boy a red face about it. Most people can't believe someone would steal from a pound shop."

## Choccy favourites revisited

International Chocolate Day (13 September) is nearly here, and, if you're from Liverpool, it's time for nostalgia.

We all have favourite bars you can't get any more, and we're sure some of us sometimes get misty-eyed remembering munching on such a childhood treat. Well, the readers of the Liverpool Echo were given a chance to vote for the sweet they would like to see return to UK shelves.

Readers were given a choice of 12 and - drum roll please - the top five were:

5th: Treet's (a 1960s golden oldie), 4th: Fry's Five Centre (no, we can't remember it either); 3rd: Flake Snow (a flake but made with white chocolate); 2nd: The Texan (the hellishly chewy 1970s offering). And in first place came, Spira (Cadbury's classy milk chocolate bar which the author of this ate four of during the 1991 European Cup final).

A Cadbury spokesman told The Echo: "We never say never to celebrating our old favourites, so watch this space."

## VIEW FROM THE COUNTER with Mike Brown



On Sunday 3 July, I took my paperboys on an outing to Flamingo Land theme park on the outskirts of Pickering, North Yorkshire. Organised by the northern district social committee we were part of a 150-strong party of news deliverers enjoying a day out.

A notorious 20 mile stretch of road known locally as the Helmsley TT created a drama on the way home when a collision between a motorbike and a car blocked the road both ways at the top of Clay Bank.

With the prospect of the road being closed for several hours we decided to abandon the bus and walk the children to a pre-arranged spot to be picked up by their parents. In what was quite a tense situation the children behaved very well and everyone got home safely, albeit a bit late.

While we were enjoying ourselves at Flamingo Land another drama was unfolding at Menzies' new distribution centre at Wakefield, which serves 8,000 customers and packs up to 18,000 totes per day. A major fire had broken out in the bakery next door and there was a serious risk to the Menzies operation. The assistant manager, Paul Traynor, gave up his Sunday and travelled in to set up a contingency plan of hiring vehicles and distributing out of Sheffield.

He even managed to contact NFRN news operations manager Jerry Hayes so he in turn could alert members to some possible disruption on Monday morning. Hats off to Paul and his team for their commitment and dedication.

The results of a parking survey were revealed at a meeting I attended. What the businesses wanted was completely the opposite of what the residents wanted. It was decided to try to purchase a small piece of land, turn it into a car park (75 places), charge a nominal £1 per day to hopefully relieve pressure on the town centre. All sides agreed they wanted to offer as much free parking as possible to help maintain a vibrant high street.



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