

29.07.2016

## FRESH MADE EASY

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RETAIL

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# Fed agent fights rip-off landlords



Retailers facing rent hikes of up to 300% helped by NFRN property expert. 'Landlords have pound signs in their eyes' despite flat commercial market. Page 5 >>

## NATIONAL LOTTERY

## 'Camelot u-turned after my letter to chief exec'

Retailer's victory following eight-week stand-off. Page 12 >>

## NEWSSTAND

## EU vote delivers sales rise for papers

Weekend qualities, Guardian and i see biggest increase.

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## Bouncing back

Bhavesh Parekh has every reason to look happy after he put on a family fun day outside his Nisa store in Little Lever, near Bolton. The event was his way of thanking the local community for helping him after he suffered two raids on his shop in just four days. The two attacks left him with a £54,000 repair bill. But undaunted, Bhavesh kept the store open. Read how he bounced back in this week's profile. Page 24 >>



## TOBACCO

## Don't be lured by misleading wholesale margins

JTI boss warns retailers to check prices and stick to manufacturer RRP's.

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## CONVENIENCE

## Be food to go experts to tap into 7% growth

Market to grow to £16bn this year, with c-stores outperforming supermarkets.

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New European launch outsells New Day.

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# Another Sterling Success



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## LEADER



**You must become  
the business that  
will put you  
out of business,  
because if you  
don't, someone  
else will**



CHRIS GAMM

Editor

@ChrisGammRN

Towards the end of his presentation at the Better Wholesaling Summit earlier this month, Musgrave managing director Noel Keeley showed a short, funny promotional video for US subscription razor business Dollar Shave Club (DSC). It's worth watching on YouTube.

He was making the point that if you don't respond to your customers, you won't survive in the long run as disruptive businesses will step in and steal sales.

DSC, which has a 5% share of the US disposable razor market, has sideswiped an entire industry with a little capital and a great idea. It worries Noel because it allows shoppers to buy direct from suppliers and bypass retailers and wholesalers.

It worries manufacturers too. It was announced last week that Unilever is buying DSC for a reported \$1bn, its first move in the e-commerce market.

You must become the business that will put you out of business, Noel said, because if you don't, someone else will. Kodak, for example, discovered digital photography, but ignored it out of fear for the impact it would have on its film business. The 124-year-old business went bankrupt in 2012.

Musgrave is becoming the business that would put itself out of business by transforming its cash and carries into food emporiums that complement its growing online sales. You can read more about Mr Keeley's plans in an exclusive column on p21 of this week's RN.

But what business, if it opened next door, would put you out of business? Which product, service or category could your customers potentially buy from you instead of Uber or Deliveroo? Each week, RN suggests some answers to these questions. If you don't answer them, someone else will.

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## NEXT WEEK



## ILLCIT TRADING

How is the illicit trade affecting RN readers?



## LET'S BAKE!

Get your bakery range ready for Great British Bake's return to TV

**"I'D NEVER SEEN SOMETHING LIKE THAT BEFORE, SO IT WAS A BIT OF A SHOCK"**

- BHAVESH PAREKH TELLS RN HOW HE GOT BACK ON HIS FEET AFTER TWO 'SOUL DESTROYING' RAIDS ON HIS STORE **Page 24 >>**

# NEWS

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## News gets boost from beacons

News UK has partnered with bigDL to bring a digital marketing tool to thousands of independent stores.

The partnership, which will aim to fit more than 2,000 stores with free beacon technology from 1 August, will further strengthen News UK's relationship with retailers, according to the publisher.

The technology enables retailers and brands to connect with consumers via a mobile deals app. It provides them with discounts from high street and online retailers signed up to bigDL that can be redeemed in participating stores.

Rav Garcha, owner of six stores across the midlands, was one of the first retailers to trial the technology. "Leafleting is no longer an effective means of marketing my deals, but broadcasting them through this app alongside popular retailers has helped raise my stores' profile," he said.

## Gangsters driving illicit trade

The head of the team tasked with tackling the illicit tobacco trade has warned that organised crime is becoming a big player in the market.

Will O'Reilly, who runs the team employed by Philip Morris, fears his job will become tougher over the next few years, not only because of plain packaging, but also because the trade is no longer limited to holiday makers coming back with too many cigarettes.

"We're seeing a lot more illicit whites sold by criminals," Mr O'Reilly said. "This isn't the kind of operation where someone's bringing in cigarettes from abroad, it's sophisticated."



## Ben steps up for village carnival fun

Ben Peters, shop assistant at Premier Whitstone Village Stores & Post Office in Devon, helped out during the village's first carnival in many years last weekend. The store is at the hub of its community and was only too happy to lend a helping hand to the organiser of the fun day, the local parish council, by providing food for the barbecue and dishing out free chocolates and drinks.

**Retailers warned to check prices and stick to RRPS** Remain competitive, says manufacturer

# Don't be lured by high wholesale cig margins

by Tom Gockelen-Kozlowski

Leading tobacco manufacturers have warned retailers against being lured by higher margins from wholesalers which could leave them less competitive in a plain pack market.

Andy Stevens, JTI's head of sales, told RN in an exclusive interview that retailers should stick to manufacturers' RRPs and not be tempted by wholesale deals offering margins calculated on higher RRPs.

It comes after a retailer,

who did not want to be named, told RN he is now shopping around after he noticed his wholesaler added 10p to the RRP to make his margin seem higher.

"My wholesaler doesn't list manufacturers' RRPs, it uses its own, so the invoice shows you are getting more than 4%. But if you stick to the manufacturers' RRP, you're down to 3.97% profit," he said.

Mr Stevens said rather than looking at the margins available from a wholesaler, retailers should focus

on how competitive their prices will allow them to be.

"The key message to retailers is look at the absolute price that you're paying for the products," he said.

It comes just two weeks after cigar manufacturer Ritmeester told RN it had already seen wholesalers putting prices up.

Mr Stevens added: "The retailer is in the cash and carry three or four times a week. They know what the prices are. If wholesalers are going to sell at an inflated

price, they're going to lose footfall and their whole business could potentially be threatened."

A spokesman for Imperial Tobacco reiterated Mr Stevens' concerns.

A leading wholesaler said it did not recognise the claims. "The only price changes we have seen are due to duty changes and manufacturers' price increases," it said.

● *Full exclusive interview with JTI's head of sales Andy Stevens in next week's issue.*

## Name and shame failing forces says crime tsar

Retailers should report police forces that fail to respond to crime to the All-Party Parliamentary Group on Retail Crime so they can be named and shamed.

That is the message from new group chairman Martin Vickers MP, who urged

retailers to "make a fuss" if they have concerns about policing or any other issues in their area, in an exclusive interview with RN.

"My role is to ensure the police are proactive in dealing with retail crime, they have all the powers

they need and that they are well-equipped to take on the challenges. I also need to ensure that local police forces are responding. If they are not, the APPG can take the issue forward with police commissioners and chief constables and, if need

be, with ministers," he said.

"The all-party group wants to know if a retailer is not getting a response. Let us know which police force it is, so we are able to name and shame them if necessary."

● *Your Issue* – p19.



**Landlords 'have got pound signs in their eyes'** Consultancy acts on behalf of independents

# Agent helps retailers fight 300% rent increase rip-off

by Joseph Lee and  
Nadia Alexandrou

Retailers facing rent rises as high as 300% from rip-off landlords are fighting back with the help of a new advice service from the NFRN.

Business Property Advantage, is working with the federation on a number of cases, including that of a Kent retailer paying £14,000 a year for a property with a rental value of around £8,000.

Andrew Pegg, a consultant at the company, said many retailers do not know their rights as tenants, put-

ting them at a disadvantage in negotiations.

"My advice is to get help early and not to agree to things straight away. Landlords can be difficult, but if they see a retailer has representation, they approach things very differently," he said.

Another retailer Mr Pegg is working with, Subahine Kandiah, of Lavelle's in St Helens, is being charged £18,000 a year for her shop, which is estimated to have a rental value of about £6,000.

Her landlord also tried to get her evicted because she

had fallen into arrears.

Mr Pegg said: "We proposed a repayment plan of £200 a month on top of the rent, which the landlord rejected."

"The case went to court and the judge ordered the £200 a month plan. We're now proceeding to get the rent set at the market rate of around £6,000 a year."

He added that stories about the soaring property market have encouraged landlords to try to increase rents, although in many parts of the country the commercial property market is flat.

"Some of them have got pound signs in their eyes. Landlords think property values are going up, so they should get more money," Mr Pegg said.

Margaret McCloskey, NFRN's head of operations, said: "Andrew has helped lay solid foundations which have given retailers continuity to trade in the same premises after being threatened with eviction."

"He has supported retailers through tough negotiations on a number of complex cases, which included a few eleventh hour court hearings."

## P&H offers EUTPD II help for retailers

Palmer & Harvey is to launch the first of several initiatives to advise retailers on upcoming EUTPD II legislation.

Research has revealed a third of retailers are still not aware of the legislation and its potential impact, while 75% think their customers are unaware of it. The guide will be printed in English, Urdu and Gujarati and sent to all P&H customers. It will also be available for download from the wholesaler's website next month.

## Brexit price rise warning

Unilever has warned prices could rise for UK shoppers due to Brexit.

Paul Polman, the company's chief executive, said the fall in the value of the pound would mean a higher cost base for manufacturers, and ultimately higher prices. "Anybody who is importing from Europe – raw materials, not only finished products – will have to eventually reflect that pricing because you're not going to go down in profitability and go out of business," Mr Polman told The Guardian.

## Party time fun at Hambleton for 10th anniversary

Staff at Spar Hambleton and Tinkerbelle hosted a party to mark the 10th anniversary of the store being with the symbol group. The day – which featured a local resident dressed up as the famous Peter Pan character painting faces, food tasting, customers in Hawaiian fancy dress and a raffle with a top prize of a 40 inch flatscreen TV – raised more than £500 for the NSPCC.



## Camelot's Rio support

Camelot has launched its 'I Am Team GB' campaign to celebrate the National Lottery's support for Britain's Olympic athletes.

Campaign material includes posters, Team GB-branded bunting and banners, which will be sent to all National Lottery retailers. Arabella Gilchrist, head of brand for The National Lottery, said: "The campaign highlights the unique role The National Lottery plays in supporting the UK's elite athletes."

## 'Food may be next for plain packs' warning

A former prime minister and president of the European Council has warned the introduction of tobacco plain packaging is the start of a slippery slope which could result in a domino effect on products deemed unhealthy.

Alcohol and sugary sweets have been pinpointed as prime candidates for

regulatory controls by the World Health Organisation, Jan Fischer, former prime minister of the Czech Republic, said.

He added The Ontario Medical Association has begun designing plain packaging for food products, including a pizza featuring a picture of a diseased liver.

"Imposing plain packaging and tighter regulations on alcohol, fizzy drinks and fast food is a step too far in terms of government intervention," he said.

Meanwhile, Christopher Snowden, head of lifestyle economics at the Institute of Economic Affairs, said further taxes and advertising restrictions are

also a risk.

"If you look at the trajectory of regulation to both alcohol and food, especially soft drinks at the moment, you can see it is all inspired by stuff that's been done to tobacco," he said.

He added warning labels have already been introduced on fizzy drinks in San Francisco.

# NEWS

BUSINESS

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## Spar snaps up North East stores

Spar wholesaler James Hall has announced the acquisition of the family-owned chain North East Convenience Stores (NECS).

The 30-strong store group is owned by Naveen and Sanjeev Vadhera, who will remain as executive management.

Sanjeev Vadhera, financial director of NECS, said: "We will be rebranding our stores to Spar over the coming weeks and have an identified pipeline of new stores to open later in the year."

Andrew Hall, managing director at James Hall & Co Ltd, said: "We feel that we can improve their offering to customers, and with our expertise in chilled the fresh food business will grow."

## Blakemore hits £42.8m

Blakemore Fresh Foods has achieved record sales of £42.8m during the past financial year, smashing the previous record of £38.9m.

The fresh meat wholesaler and importer, which is part of the AF Blakemore group, put the jump in revenue down to its recent expansion into London, Cardiff, Nottingham and Bristol.

Trading director Richard Brownjohn said: "We are positive the team will continue to increase our sales."

## Nisa in a spin

Nisa has launched its 2016 'Spin to Win' social media competition with weekly prizes, including tickets to a Merlin resort and one of five Landmann barbecues. A range of offers are also available to Nisa retailers on well-known brands such as Doritos and Blossom Hill and Echo Falls wines.



## Costcutter's YouTube space invaders ads are out of this world

Costcutter has praised the response to its latest YouTube adverts claiming it delivered twice the average engagement levels for the channel. The adverts, which featured a retro space invaders-style arcade game, were part of the Love Local Deals campaign. Sean Russell, head of digital for Costcutter, said: "We're always looking for new ways to engage with shoppers."

## Convenience way ahead in booming business sector 'It requires a distinct approach'

# Food to go worth £16.1bn in 2016 says IGD research

by Greg Wilcox

Food to go is forecast to be worth £16.1bn this year, a rise of 6.8% on 2015, according to new research from IGD.

The analysis reveals food to go in convenience, forecourts and 'other retailers' such as Boots and WH Smith is expected to be worth £2.5bn, more than double supermarkets and hypermarkets at £1.2bn.

Joanne Denney-Finch, IGD chief executive, said: "There are some clear op-

portunities for food to go in the UK, driven by the growth of little and often shopping, the rise in popularity of street food and coffee culture, and shoppers' increasingly flexible lifestyles."

However, she warned that only through a clear understanding of the market could retailers really benefit from its popularity.

"It's a different market to grocery retail, requiring a very distinct approach to succeed," she said. "Those who really develop their

knowledge of this unique market will be best placed to make the most of the growth opportunities available."

Simply Fresh is one group looking to capitalise on the growing trend, with the launch of its new food to go fixture, The Kitchen.

The first Kitchen - which offers healthy fast food such as Hot Boxes packed with food high in protein and carbohydrates, self-serve salad bars and smoothies - has just opened at the company's new store in Guildford, with others in

the pipeline.

"The Kitchen at Surrey University has only just been opened but is already doing well. Staff are having to restock three times a day," Davinder Jheeta, Simply Fresh's creative director, told RN.

"We've signed up a new store in Northern Ireland and once we get a few stores on board we expect growth to happen naturally. We expect retailers will see the advantages and based on the existing model we expect to see a lot of traction."

## Free hi-tech loyalty scheme for indies

A tech start-up which provides digital shopper loyalty schemes and helps store owners gather data on their customers is offering its services to retailers for free.

The move by Wallet Circle has been prompted by the economic uncertainty caused by Brexit.

The company is offering retailers customised mobile loyalty cards, as well as iBeacons which send messages to customers' smartphones alerting them to deals or special offers. Those who take advantage of the offer are also eligible for free flyers and business cards.

Wallet Circle co-founder Manas Abichandani said: "We understand that businesses both big and small have become more cautious and will only invest in new technology when there is a definite return on investment."

"In response, we have decided to let businesses

join our loyalty app for free so they can grow their user base with no risk and no obligation.

"For any business, no matter its size, knowing its customers is a key differentiator in the post-Brexit trading environment. Our mission is to help businesses grow."



# NEWS

NEWSTRADe



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**Weekend broadsheets and i benefit from EU referendum** Financial Times sees highest month-on-month rise of 12.5%

## EU referendum coverage gives newspapers a boost in June

by Nadia Alexandrou

Sales of national newspapers grew significantly in June, with quality weekend broadsheets, the weekday Guardian and the i achieving the biggest uplifts in the month the EU referendum was held.

The i's continued strong performance was amplified by June's Brexit coverage, propelling its yearly growth to 18.9% for its Saturday edition, and 8% for the weekday edition, according to the latest figures from the Audit Bureau of Circulations.

Rob Stacey, sales and marketing manager at the i, said: "The i has benefited tremendously from the whole news agenda before and since Brexit, and we continue to focus our strategy towards key independent retailers."

Performance on Saturdays and Sundays was strong, up 0.9% and 1.1% month on month, respectively. The Saturday Financial Times posted by far the highest individual rise, up 12.5% month on month.

The Daily Telegraph, the Guardian, and the Times also grew month-on-month circulation on Saturdays and posted rises of 1.3%,

4.4% and 4.8% respectively.

Sales of these titles' weekday editions also grew month on month by 0.7%, 3.5%, and 1.8% respectively.

Doug McCabe, analyst at Enders Analysis, said: "Readership across all newspapers has been very high in the last few weeks as a result of our extraordinary period of news."

"Many commentators assumed the referendum would be centred on social media and the TV debates, but newspapers played a critical role and sustained welcome sales growth."

Elsewhere in the market, the Observer, the Daily Star Sunday and the Sunday Express continued to buck the trend of falling Sunday sales, showing exceptional yearly growth, up 8.3%, 32.1% and 0.4% respectively.

These titles' monthly performances were also amplified in the referendum month, with the Daily Star Sunday up 4.7%, the Observer 8.4% and the Sunday Express 2.7%.

The margin earned by retailers in June was also up compared to May. Retailers earned £19,880 more on daily titles, £88,100 on Saturday titles and £41,000 on Sundays.

### June Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	654,010	-1.8%	-11.2%	£94.8	699,010
Daily Record	157,888	-2.9%	-12.4%	£22.6	162,843
Daily Star	515,980	0.3%	23.9%	£37.5	515,980
The Sun	1,542,526	2.0%	-9.2%	£172.0	1,638,308
Daily Express	391,765	1.5%	-2.3%	£52.1	391,765
Daily Mail	1,269,508	-0.2%	-5.7%	£184.1	1,350,738
Daily Telegraph	434,051	0.7%	-2.2%	£141.6	454,546
Financial Times	35,794	2.8%	-6.8%	£19.3	57,154
Guardian	141,662	3.5%	-0.5%	£62.3	141,662
i	227,723	3.5%	8.0%	£22.8	296,505
Times	331,486	1.8%	1.9%	£99.8	404,107
<b>TOTAL</b>	<b>5,702,393</b>	<b>0.7%</b>	<b>-4.0%</b>	<b>£909</b>	<b>6,112,618</b>

### June Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	841,424	-0.4%	-11.6%	£176.7	886,424
Daily Record	186,987	-2.5%	-12.5%	£37.0	191,942
Daily Star	468,623	1.5%	25.5%	£56.6	468,623
The Sun	2,001,944	0.8%	-7.9%	£299.9	2,097,726
Daily Express	513,345	1.7%	3.1%	£88.0	513,345
Daily Mail	2,047,071	-0.9%	-4.5%	£394.3	2,128,301
Daily Telegraph	591,707	1.3%	-6.1%	£284.0	612,202
Financial Times	80,601	12.5%	2.8%	£63.8	101,961
Guardian	316,012	4.4%	2.1%	£201.6	316,012
i	214,491	6.0%	18.9%	£26.8	283,273
Times	500,304	4.8%	6.1%	£176.4	572,925
<b>TOTAL</b>	<b>7,762,509</b>	<b>0.9%</b>	<b>-3.2%</b>	<b>£1,805.10</b>	<b>8,172,734</b>

### June Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	173,442	-5.6%	-14.9%	£61.9	177,275
Sunday Mirror	621,004	-2.2%	-16.8%	£182.6	666,004
People	245,883	-1.3%	-17.2%	£72.3	252,883
Daily Star Sun.	332,248	4.7%	32.1%	£51.4	332,248
The Sun	1,340,112	1.3%	-6.1%	£281.4	1,439,100
Sunday Express	364,650	2.7%	0.4%	£108.1	364,650
Sunday Post	151,669	-2.1%	-13.8%	£51.0	151,669
Mail on Sunday	1,210,054	-0.1%	-5.7%	£406.6	1,286,895
Observer	205,007	8.4%	8.3%	£150.7	205,007
Sun. Telegraph	347,496	3.0%	-4.6%	£158.1	371,963
Sunday Times	703,261	3.5%	-2.2%	£369.2	774,423
<b>TOTAL</b>	<b>5,694,826</b>	<b>1.1%</b>	<b>-5.4%</b>	<b>£1,893</b>	<b>6,022,117</b>

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

## Radio Times goes to Rio

Immediate Media is investing heavily in the Radio Time's Rio 2016 Olympics special with a TV advert and boosted print run.

The special guide is being supported with a week-long TV advert, which is due to air the same day the issue goes on sale – 2 August.

Richard Campbell, publisher at the Radio Times, said: "Priced 70p more at £3, newsagents will keep 75p for every copy sold, making it

by far the most lucrative TV listings magazine for retail."

Immediate Media is increasing its print run on this issue by 75,000 to 530,000 in anticipation of a significant sales uplift.

Mr Campbell said: "We expect to see consumer demand peaking over the weekend following the opening ceremony on 5 August, so it's worth keeping your display of Radio Times in good shape."

# NEWS

PRODUCTS

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## North v. south for Red Bull

Red Bull has launched a limited edition gaming four-pack to promote its Red Bull 5G event.

The limited edition design will be available on Red Bull's Energy Drink, Sugarfree and £4.49 price-marked packs.

Each pack will contain a code that can be redeemed online for in-game add-ons.

The Red Bull 5G event will see gamers from the north and south compete in five games. The winner will be taken on an all-expenses-paid trip to Japan.

Gavin Lissimore, Red Bull's head of category marketing, said: "The limited edition packs will open up a major opportunity for retailers."

PoS is available to help retailers promote the packs.

## Ice Cream Chewits are back

Cloetta is bringing back Ice Cream Chewits after being "bombarded with requests" on social media.

The launch will be supported by a sampling campaign at tourist and seaside locations and Chewie the Chewitsaurus travelling across the UK.

Bev Rushbrook, commercial manager at Cloetta UK, said: "Ice Cream flavour Chewits consistently tops our favourite flavour polls by our half a million Facebook fans despite it not even being in the range. Demand for Ice Cream Chewits has been so high that we could not ignore it."



## Bay crowned as Heineken's Star

Middlesbrough retailer Bay Bashir celebrates with Pauline Osborne, his territory manager, having been crowned the first winner of Heineken's Star Retailer competition, which took place during the European Championships. The competition encouraged retailers to share their best-selling brand from Heineken's 'Finest Team in Europe' made up of Heineken, Amstel, Kronenbourg 1664, Birra Moretti and Newcastle Brown Ale on Twitter. Mr Bashir's best-selling brand was Heineken. He was randomly selected as the winner and received a case of each product.

**Mondelez announces new products and PoS material** Festive scratchcard competition

# Start Christmas stocking in October retailers told

by Greg Wilcox

Retailers should start stocking Christmas confectionery in October to maximise sales, Mondelez advised as it revealed new products and PoS.

Last year, £706m was spent on confectionery during Christmas, a growth of 2% year on year with seasonal novelties up by 3.7%. Mondelez boasted a 29.4% share of the total market, and 49% of the selection box market.

This year the company is continuing its Cadvent

campaign with a £10m spend including a new van-shaped display unit and in-store activity. The company is also launching Cadbury's Dairy Milk Snow Balls with a £2.99 RRP, and Maynards Bassetts Wine Gums Merry Mix with a £1.32 RRP, alongside regular well-known favourites.

"A lot of stores haven't really given Christmas a go. This is the biggest opportunity in the convenience channel due to its impulsivity," Anna Zeller, brand executive for Christmas at Mondelez, said.

"These products help to signpost the Christmas season and provide a great opportunity to start seasonal sales off early."

Mondelez added retailers need to think well in advance and build impactful displays in-store to showcase the range they have on offer.

"Retailers need to focus on bestsellers and use our recommended stock list," Ms Zeller said.

"In October, start the countdown with smaller impulse bars, and continue the countdown theme in

November with advent and novelty sharing lines.

"In December stock selection boxes, Christmas-themed gifts, family sharing lines and top-up gifts."

Cadbury is also giving consumers and retailers the chance to win £500 with a new scratchcard competition. If a customer buys three Cadbury's products they get a scratchcard, if it has three Santas they win £500 of love2shop vouchers. That prize will be matched for retailers who have a winner in-store.

## Stock up on cigars for summer says JTI

Retailers are being urged to stock up on cigars to capitalise on the leap in sales during summer.

JTI's insights team has revealed that cigar sales jump by 5.7% during the

summer months, creating an additional £4.6m profit opportunity.

Worth an estimated £234m, approximately one third of the overall UK cigar market is sold through the

independent channel, according to figures from JTI.

It adds sales reach their peak in August and retailers are being advised to stock up on popular brands

and formats.

A JTI spokesman said: "Retailers should be stocking the most popular cigar brands and formats, ensuring availability at all times."

### Hot products for your shopping list



Mondelez unveils its Christmas range, which includes Cadbury Dairy Milk Snow Balls



Ice Cream Chewits are to return by public demand, says Cloetta



JTI is advising retailers to stock up on popular cigars for summer sales





# GIVE SHOPPERS SOMETHING TO SMILE ABOUT THIS SUMMER

- Lindeman's is worth £24m in Impulse & growing +9.5%\*
- Limited Edition 'Smile' bottles to increase shelf standout
- On pack 'win what makes you smile' competition with hundreds of prizes to be won.



# LINDEMAN'S

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# NEWS

PRODUCTS



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## Tyrrells' shindig

Tyrrells is rolling out a nationwide advertising campaign to boost awareness of the brand following the success of a south-east trial last year.

The crisp brand has seen sales grow by 17% over the last financial year, and in May bought German organic crisp producer, Aroma Snacks GmbH & CO KG.

Posters for the campaign feature the slogan "Life's a Shindig" in a bid to link the brand to informal gatherings.

## M&M's return for Halloween

Mars has announced it is bringing back M&M's Halloween limited edition Peanut range.

The relaunch will be supported by a media campaign in September and PoS featuring M&M's characters will be available for retailers. The range will be available in formats including a 45g single, RRP 60p, a 100g treat bag, RRP £1.19, a 165g pouch, RRP £2.09 and a 300g large pouch, RRP £3.29.

Bep Dhaliwal, Mars trade communications manager, said: "Halloween sharing bags have grown by 9.8% in five years and Halloween-specific sharing by 4%."

## Varta takes on Duracell

Varta is launching its first UK media campaign this autumn as it takes on Duracell and Energizer.

The Powering the Moment campaign will be shown over five months on TV, mobile phones and outdoor advertising, and is expected to reach 4.9 million people.



## All aboard the Saka special buses

Saka-branded buses will be back on the roads this summer following the natural mineral water company's successful marketing campaign last year. The buses will be ferrying passengers in cities across the UK, including London, Leeds and Manchester. Saka will also be the official partner of the women's running 10K series for the third year in a row.

**PepsiCo launches interactive X Factor-style campaign** Battle of the flavours

# Shoppers face black and white choice on Doritos

by Greg Wilcox

PepsiCo has launched a new flavour campaign giving shoppers the chance to decide which of two flavours will be rolled out onto the market.

The two flavours battling it out are Flavour A, Sizzling Salsa, and Flavour

B, Ultimate Cheeseburger 200g, RRP £1.99. One will be packaged in black, the other white. Shoppers will also compete to win £20,000 by coming up with creative ideas to eliminate their least preferred flavour.

Entries will be submitted on Facebook, Twitter or on the Doritos website using

#DoritosA or #DoritosB.

Promotional packs and PoS are available from now until early September.

The campaign will be supported by digital activity this month and next, with a one-day sponsored Snapchat lense link.

Andy Hawkswell, Doritos marketing manager, said:

"Customers will love the interactive aspect of the promotion and retailers will benefit from heightened interest."

As well as receiving the prize money, the winner will get to see his or her elimination idea brought to life in animated format at the end of the campaign.

## Kronenbourg goes to the dogs on new packs

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

Kronenbourg sales have grown 32% so far this year and it is hoped the trend

will continue with the new 'Alsace-tains' packaging.

Category and trade marketing director Craig Clarkson said: "Kronenbourg 1664 is delivering fantastic growth this year – bringing £10.5m in value to the category.

"Our recent limited edition packaging, featuring Eric Cantona, was an incredible success.

"Our new on-pack promotion, featuring the Kronenbourg 'Alsace-tains' from the TV advert, will be sure to generate great

interest."

The 'Alsace-tains' on-pack promotion offers shoppers thousands of chances to win a variety of prizes, including a trip for four to the Alsatian mountains, mini fridges and bottle openers.

## Hot products for your shopping list



Varta is taking on Duracell and Energizer with its first UK media campaign



Doritos fans can choose which of two flavours will get a full rollout



An Alsatian features on the new Kronenbourg 1664 pack





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# NEWS

## REGIONAL

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to have your say on the latest news

## French cig makers in 'support' call to PM

French cigarette manufacturers are demanding a meeting with the country's prime minister over fears that iconic brands such as Gauloises will be banned for being too cool. The owners of Gitanes and Gauloises want reassurance that EU rules preventing an association of tobacco with "sex appeal" or "elegance" will not be used to ban their brands altogether.

A health ministry source told the French national daily Le Monde that the favourite smokes of Albert Camus and Jean-Paul Sartre would be safe from an outright ban, although all tobacco in France will have to be sold in plain packaging from January.



## Newspapers 'postcode lottery' highlighted

A retailer highlighted the postcode lottery of news wholesaler territories after he was left with no papers while his neighbour was fully stocked.

Kevin Hunt posted images of the empty newsstand at his newly-acquired shop, Heskin Village Store, in Lancashire, alongside his neighbour's papers just over a mile away.

Mr Hunt said: "We're always told that it's because the papers were late from the publisher."

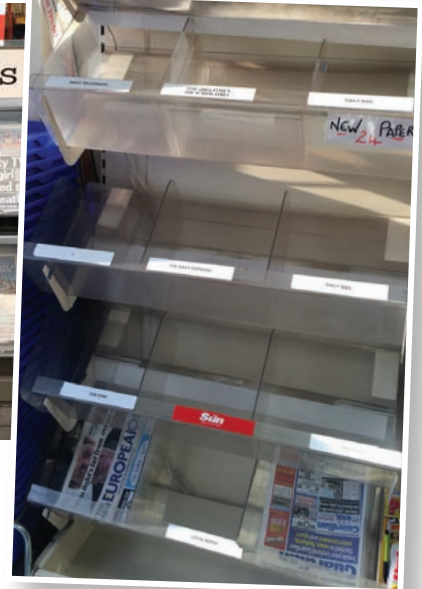
"But the distribution network is creaking at the seams."

A spokeswoman for Menzies Distribution said



wholesale depots have different cut-off deadlines, which can cause arrival times to differ between territories.

She said the wholesaler would contact Mr Hunt and continue to monitor the issue.



**Lorry crash store finally gets apology from Lottery giant** 'I'm going to frame it and put it on the wall'

## Camelot's dispute U-turn follows MP's letter to CEO

by Joseph Lee

A retailer has won a refund and apology from Camelot for unfair charges with help from his MP after his shopfront was demolished in a police chase.

Subhash Varambhia had to close his store, Snutch News in Leicester, when three men fleeing the police in a car collided with a lorry, which spun out of control and ploughed into the front of his shop.

The shop was closed for eight weeks to repair the damage, but Mr Varambhia

said while most suppliers, such as Smiths News and Paypoint, were happy to suspend his account, Camelot was continuing to charge him £25 a month for the shop's scratchcard terminal, despite promises that it would not.

"It's worrying for a self-employed man: if the doors aren't open, there's no money coming in," he said.

As the dispute dragged on for months, Camelot disconnected his terminal and demanded an £80 fee to reconnect it.



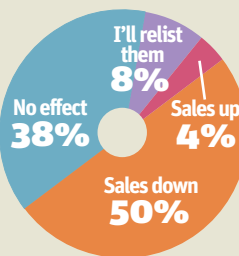
Eventually a letter to Camelot chief executive Andy Duncan and the backing of Leicester West MP Liz Kendall prompted a change of heart, with a refund of £150, reconnection of the terminal and an apology.

Mr Varambhia said: "I've never seen anything like it in my life: I'm going to frame it and put it on the wall."

"It seems as though you have to go right to the top with the chief executive and have an MP's letterhead to change things."

Richard Hickson, Camelot's head of policy and public affairs, said in a letter to Ms Kendall: "I can only apologise once again for the level of service that Mr Varambhia experienced, which fell below our usual standards."

### RN READER POLL



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

### NEXT WEEK'S QUESTION

Would you change your wholesaler to maintain competitive tobacco prices?

**Have your vote now**  
Go to [betterretailing.com](http://betterretailing.com)

## Water sales soar for hottest day of the year

The hottest day of the year so far gave summer sales a boost with purchases of bottled water rising by 210%.

A survey of 500 independent retailers by Epos Now also found that ice cream sales had increased by 112%,

compared to the daily average. The boost to seasonal sales came as temperatures rose to 33.5 degrees in some parts of the UK on Tuesday last week. Dave Hiscutt, of Londis Westham Road in Weymouth, said his soft

drinks sales had risen 45%, while sales at the ice cream parlour attached to his store more than trebled from the previous week.

"We're round the corner from the beach and we are so affected by the weather

- we do a little sun dance every morning," he said.

"The better weather has happened at just the right time this year: the kids have broken up from school and people are ready to make the most of it."



## REGIONAL

**Last of four planned issues out this week** Publisher tight-lipped about paper's future

# Delight as New European launch issue sells 40,000

by Joseph Lee

The launch edition of The New European sold more than 40,000 copies, making a profit and outselling recently folded daily The New Day.

Matt Kelly, chief content officer at Archant and editor of The New European, said the sales figures vindicated the rapid launch in just nine days and the low marketing budget of just £10,000.

"The reader reaction has been fantastic, it's been very positive from social media and members of the

public - we're delighted," he said. "I think we did the right thing by keeping the marketing budget low: the circulation figures show that we got it right."

Meanwhile, sales of The New Day were estimated to be fewer than 30,000 copies a day when it collapsed.

With the last edition in the initial planned run of four due to hit the newsstands today (Friday), Mr Kelly declined to say whether Archant would be extending The New European's run.

The company had previ-

ously said it would take the sales of each edition as a referendum on whether to continue, but did not name a target sales figure.

Some retailers were caught by surprise. Natalie Lightfoot at Londis Solo Convenience Store in Glasgow said she had not heard of the paper until it arrived in her shop.

"It could be a bit like The National after the independence referendum. That started off as a big success," she said.

The New European launched in Scotland last week for the third issue

of its planned four-week run. Mr Kelly said the roll-out was a consequence of setting up the distribution system so quickly.

Ravi Kaushal, of Premier Burlington News in Chiswick, west London, said he had sold only one copy of the paper to his customers, who are regular buyers of The Times, Telegraph and Observer.

"We've had no response at all to it, really. It's not that our customers are pro-Brexit or anything, but a lot of them just thought it was something produced by the EU," he said.

## Raids net huge 1.2m cigs haul

More than 1.2m cigarettes and 244kg of rolling tobacco were seized in a raid of 50 shops and self-storage units in Bristol and Somerset.

Officers from HMRC, along with local trading standards, also found 100 litres of suspected illicit spirits. Two men and two women were arrested.

John Cooper, assistant director of the fraud investigation service at HMRC, said: "The sale of illegal tobacco will not be tolerated by us or our partner agencies. This is theft from the taxpayer and undermines legitimate traders."

## Parachute jump set to raise £10k

A team of publishers and retailers will be leaping out of a plane to raise funds for NewstrAid.

The parachute jump on 23 September aims to raise £10,000 for the charity, which provides welfare for ex-employees of the distribution, wholesale and retail trade.

Andy Law, sales manager for independents at Mail Newspapers and one of the parachutists, said: "I don't have a problem with heights, although I might feel differently at a few thousand feet. But it's for a great cause."

## GroceryAid £4.3m help

GroceryAid has spent a record £4.3m on welfare support in the last 12 months thanks to its biggest ever fundraising year.

The charity, which raised £4.7m, was able to provide help to 11,000 former grocery industry workers.



## Post Office workers' special delivery for new business secretary

Post Office workers delivered a 20ft postcard to new business secretary Greg Clarke calling on him to stop branch closures. The Communications Workers Union, which represents Post Office staff, left the giant card in protest at the planned closure of 64 branches this year. Its general secretary Dave Ward said: "The Post Office as we know it is on the brink of extinction. We're asking the government to act now to protect the heart of the high street."

## Estate agent-style boards promote HND

A retailer is planning to promote his HND service by placing estate agent-style boards outside homes of satisfied customers.

David Lomas, of Lomas News in Bury, came up with the idea because he felt that advertising the ser-

vice by using leaflets was becoming less effective.

Instead, he has arranged for a local signmaker to print the boards and will offer existing customers incentives such as discounts to host his promotional signs in their front gardens

for six to eight weeks.

Mr Lomas said: "We don't get much back from leaflets: sometimes they just go straight in the bin. So we wanted something that's really going to stand out."

The boards will feature a new design which will

also be reflected in the store front and Lomas News's social media pages.

Mr Lomas said he hoped they would help the shop create a presence in its far-flung delivery areas, where newcomers might not be aware of its HND service.

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 18.07.2016



**Tony Collins** reports from the NFRN East Midlands district council meeting

### Fighting off the competition

Members of the East Midlands district were challenged to find ways to improve their businesses to secure them against increasing competition from large retailers.

Retailers in the area have been urged to come up with suggestions that will be included in a special district council newsletter.

Leicester branch member Deepak Tanna, said: "We have to modernise our shops and think like the large retailers otherwise we're not going to get anywhere."

"We need to think modern, with improved lighting, windows displayed nicely and shops clean and tidy. Even a coat of paint can make a big difference."

Hinckley member Mike Hopkins said:



**Mike Hopkins**

"Stand on the corner and ask yourself what makes people want to come into these premises. Custom-

ers expect a much higher standard of shopping experience now so you've got to make sure that when people come in they want to come in again."

Leicester member Sunil Patel asked whether a template form could be produced for members to score things such as lighting and stock in their own stores out of 10.

Leicester member Ken Patel also urged members not to give up on new promotions as it took time for customers to recognise good offers.



**John Green**

District president John Green called on members to put all their ideas forward over the next couple of months so they could be included in the district's next newsletter.

### Mini-trade event in the pipeline

A joint mini-trade event with wholesalers and publishers has been proposed involving the Derby & Burton, Mansfield, Erewash Valley, Newark & Grantham and possibly Leicester branches to discuss newspaper sup-



**We need to think modern, windows displayed nicely and shops clean and tidy**

**Deepak Tanna**

Leicester NFRN member



**Sunil Patel**

ply problems and engage with members.

Derby & Burton member Alan Smith, who proposed the idea, said he recently received just 21 Daily Telegraphs instead of 55, and only got the rest of the order at 7.40am after all his paper deliverers had gone home.

Nottingham member Barry Whiten said he had "constant problems" with supply and, on one occasion, was more than 60 copies of the Daily Mail short.

Sunil Patel said he was not receiving all his telephone credits for calls he was having to make to Smiths News.

"Every time we ring Smiths if the papers are late we claim 10p for the call, but I've been monitoring this for the last five weeks and I'm not getting enough telephone credit."

Members agreed to discuss the proposal further and identify possible sponsors and venues.

### 'Virtual' branch idea mooted

The East Midlands district is hoping to solve the issue of un-officered branches by trialling a new 'virtual' body comprising several branches which could be operated over the phone without the need for meetings.

The proposal was approved by members meeting at Grantham, Lincolnshire, and will now be put to the federation's national president in the hope it could be rolled out nationally.

Mike Hopkins said the East Midlands had three branches - Mansfield, Lincoln and Newark & Grantham - which were un-officered and "realistically defunct".

"Reactivating these branches always remains an option, but they are all situated in rural settings with low populations," he said.

Mr Hopkins said the proposal was to amalgamate the three into a single "virtual branch" with no need for meetings.

This would be done with a phone-based system whereby the 95 members across the three branches would each receive a personal call from an experienced and trained federation contact on a monthly basis. These calls could be help gather data such as late deliveries, shortages and supply issues to support our news operations department, and be developed to promote NFRN commercial products.

"At two minutes a call and two minutes preparation time, all 95 calls could be done in just over a day."

### Your say

Have you started telling your customers about upcoming changes in the tobacco category? What help would you like from suppliers to help you adapt to these changes?



I tell customers asking for a packet of 10 cigarettes they won't be able to get them soon. My supplier hasn't got any plain packs yet, so the help I would want is to get stock in early and replace any old stock.

**Alan Smith**  
TD & EL Smith, Derby



I haven't - I think it's too early. I would like leaflets from suppliers to hand out to customers nearer to the changes informing them about them, including what plain packs will look like.

**Deepak Tanna**  
Francis Street News, Leicester



Yes, I've put a leaflet on my counter. It explains everything about pricemarked packs disappearing, time schedules and minimum pack sizes. I want to know from suppliers what to do with leftover stock.

**Barry Whiten**  
Whiten's News, Carlton, N'ham



# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT EASTERN COUNTIES 18.07.2016



**Richard Goss** reports from the NFRN Eastern Counties district council meeting

### Fake £20 note gang warning

Retailers were warned to be on the lookout for two criminal gangs operating across the region, one which has been passing around fake £20 notes and the other carrying out a string of distraction till snatches.

Great Yarmouth member Owen Church reported that the fake notes – all bearing the same serial number – were turning up in shops across East Anglia.

He added that gangs of eastern Europeans were also snatching hundreds of pounds by distracting staff at the till and helping themselves to cash from the drawer.

### Collection cash for young Amy

Money donated by an Eastern Counties council member has helped the family of a young school-girl recently diagnosed with an inoperable brain tumour.



**Debbie Turner**

Amy Hewett's parents are regular customers at Norwich branch member Debbie Turner's shop in Gorleston, and Ms Turner, her staff and other shoppers organised an immediate collection in the shop to provide five-year-old Amy with the special wheelchair that she needs. A fun day helped raise more than £700 to support parents Gary and Tracey and to decorate Amy's bedroom.

### Card supply not up to scratch

Several members criti-



The supply of Lottery scratchcards came in for criticism by Eastern Counties members

cised National Lottery operators for an apparent breakdown in deliveries of scratchcards.

Owen Church reported delays of up to two weeks in receiving fresh supplies.



**Owen Church**

He also criticised the operator's decision to increase the price of a

EuroMillions tickets to £2.50 in September, and said this had already led to a marked decline in sales.



### There is not much demand for sugar-free confectionery

**Josie Dixon**

Retailer, Carlton Colville

### Holiday demand being ignored

Wholesalers were criticised for not responding to some retailers' demands for increased copy allocation to accommodate seasonal peak in demand for newspapers at shops in tourist areas.

Norwich branch member Barry Starling said that despite asking for extra papers to satisfy holiday-



**Barry Starling**

makers' needs, his shops often sold out.

Mr Starling also told the meeting how one newsagent near him was so frustrated with delayed deliveries that he decided to follow the van from the wholesale depot and reported that the driver went past his shop twice before returning for a third time to drop off his papers.

### Amalgamation discussion

Three Eastern Counties branches will hold a special meeting in October to discuss the possibility of amalgamation and the potential cost savings such a move might bring.

If agreed on, the merger would see Norwich and Great Yarmouth in Norfolk, and Lowestoft in Suffolk join together.

Members also agreed that they would not hold executive meetings separately in between regular meetings.

### Newsreader is off the agenda

Eastern Counties district council decided not to pay the £500 fee which would be payable to a local TV newsreader to give a talk at their president's dinner in September.

Instead, they plan to raise a similar amount to give to a speaker from the charity that runs the East Anglian Air Ambulance.

Members agreed they would pay £200 to the charity, and were confident they could at least double that amount by a collection on the night.

### Your say

Have you introduced any healthier products into your range recently?



I already sell fruit and a lot of mums now buy an apple, banana or orange to put in their youngsters' lunch boxes. We do sell sugar-free sweets but children almost never specifically ask for them. They just want chocolate.

**Debbie Turner**  
Your Local Shop,  
Gorleston



There is not much demand in our area for sugar-free confectionery. We have tried to promote it but most people don't want to know. And the reps don't seem that keen on pushing healthier brands either.

**Josie Dixon**  
Dixons,  
Carlton Colville



We do offer a range of sugar-free and gluten-free sweets but few customers want them. We're finding that people are turning to fresh fruit more and more so some of the health messages must be getting through.

**Owen Church**  
Post Office Stores,  
Hemsby

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT WESTERN AND DEVON & CORNWALL 19.07.2016



**Nick Constable** reports from the joint Devon & Cornwall and Western district council meeting

### Call for 'digital-first' approach

Facebook and social media hold the key to re-engaging the NFRN with its membership, delegates were told.

Speaking to his home district for first



**Ray Monelle**

time since becoming national president, Ray Monelle said a new digital-first approach was overdue as the federation looks to the future.

"Our social media and digital presence is an area we really need to address. You can pick up newsagents' problems on Facebook which we don't even know about," he said.

Mr Monelle, a long-standing Somerset newsagent, added it was also crucial to keep raising the organisation's profile with government.

"The best way to help all our members is politically, through lobbying and making our case," he said.

### Re-run ban 'thin end of the wedge'

A ban on Guardian re-runs in rural areas is the 'thin end of the wedge' retailers were told.



**Andrew White**

Although only two areas of the West Country are affected – both supplied from Smiths' Exeter house – Devon member and roundsman Andrew White warned that the policy could spread.

"There are real concerns about this, and with papers increasingly



**Ray Monelle told the meeting social media such as Facebook needs to be used more**

late, will re-runs disappear from more and more areas?" he said.

He added that house managers now had no leeway to extend cut-off times 'because they want to make publishers pay for late deliverie'.

Ray Monelle said the Guardian claimed it lost up to £10 on every re-run copy. "The federation is keeping a close eye on this," he added.

### 'Voucher delays costing me £100'

Delays in Smiths' voucher payments have left a



### Our social media and digital presence needs to be addressed

**Ray Monelle**

Newsagent, Somerset

newsagent £100 short, despite repeated pleas to the wholesaler's new call centre.

North Devon member Roy Crawford said he had lost up to 47 credits a week for the last three weeks.

Messages which were left with the call centre on three days in July got no response.

"You might as well scrap it. It's a complete and utter waste of time. £100 is a lot of money for a small business," said Mr Crawford.

Ray Monelle added: "The call centre is an

issue we need to address, and we are addressing it."

However, delegates praised Smiths for the smooth running of its new Newport distribution centre.

"The centre upgrade is the best they've done so far," said Exeter member Bridget McNulty.



**Bridget McNulty**

### Call for task force to tackle issues

The NFRN should consider a task force to help members take more drastic action to solve their newstrade issues, the meeting heard.

Western member Steve Berry said past plans to challenge publishers and wholesalers on issues such as heavy supplements from Argos had fizzled out.



**Steve Berry**

"A lot of members now want to see something happening that's a bit closer to the edge," he said.

"Do we need a task force to get out there and help retailers do something? Blockade wholesalers for instance?"

Ray Monelle said the federation was doing a huge amount behind the scenes to fight for better terms, but it often failed to fully communicate exactly what it was achieving.

"It's all very well taking more drastic action but you need the support of your members," he said.

"So many times we've taken that line but only a few respond."

### Your say

At the NFRN's annual conference, retailers in this district were urged to work with and report business crime to your new PCC. Have you done this? Have you suffered and crime recently and how did the police respond?



We had a brick through our shop window three weeks ago. I called the police but they never came. I hadn't thought of raising crime issues with the PCC but I will definitely consider reaching out to her for any future incidents.

**Russell Haynes**  
Brittix News,  
Devizes



I had to lock customers in my shop recently to protect them from an abusive customer outside. The police didn't respond. They seem to see these problems as business crimes yet they're very personal to us. I will gladly raise this issue with my PCC.

**Ray Monelle**  
Orchard News,  
Weston-super-Mare



Retail crime is a much bigger problem in cities and towns. We're fortunate to operate in a rural area of North Devon and we just haven't suffered from any serious crime. I feel for members who do, though.

**Roy Crawford**  
Crawford News,  
Torrington



# LETTERS

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



The opinions on this page do not necessarily represent those of the editor

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

## Camelot sent out the wrong letter to us – so we bought a business...

We recently decided to buy Brooklands Minimarket in Manchester, on the condition there was a successful transfer of the National Lottery terminal.

We intended to take over the business in October last year, but because of a delay in the decision on our application we had to postpone.

On 26 October a National Lottery rep, Sophie Jack, sent me a text to say our application had been rejected 'based on sales of the previous owner', but that I could appeal. I sent the appeal letter three days later, putting our purchase on hold as we had no intention of buying the business without the terminal.

On 17 November, I received a handwritten letter stating our application had been accepted, so we decided to complete the purchase of the business and took ownership of it two days later.

The following week I contacted the National Lottery for log in details, but was told that our application had been rejected, and the approval letter had been a mistake.

While waiting for the review of the decision, we had also applied for a National Lottery Compact Lottery Terminal as advised by Sophie. This was also rejected.

This whole process has been very disappointing, and there are a few questions we would like to raise.

Sophie contacted us as a National Lottery rep who would be dealing with our application. It was always difficult to get hold of her but she has not responded to any of my calls or text messages since 7 December last year.



## NO RE-RUNS DECISION IS WORRYING

The Guardian's policy to not re-run papers in certain rural areas is worrying.

Speaking with our Smiths News depot manager in Newport, he confirmed this and told me I was not on the list, but what's stopping

them extending the policy to other areas, or other publishers following suit? I'm a roundsman in a rural area, and I sometimes have to travel 20 miles to deliver two or three papers. It may cost me more than it's worth, but as a deliverer I feel like

that's part of my service, irrespective of the cost. Publishers should feel the same way.

**Andrew White**  
Wotton's Farm, Devon

**The Guardian did not respond to RN's request for comment.**

We would also like to know how we could have doubted the transfer of this terminal when we received a handwritten letter of approval from Camelot.

**Muhammad Shafiq**  
Brooklands Premier Express,  
Manchester

**A Camelot spokesman said:** "As with all new applications, every change of proprietor request needs to be considered on its own merits. We used the same criteria in this case – including looking at current and projected sales, footfall and store size – and carried out all the necessary checks (including credit checks). Unfortunately, the application was not successful but an incorrect letter was sent out in error. Our representative explained this at the time to Mr Shafiq and offered an apology. My colleagues will be in touch by



**We are now reconnected, free of charge, the money has been refunded in full, and we've received an apology, which I will frame**

**Subash Varambhia**  
Snutch Newsagents,  
Leicester

phone to help to answer any further questions."

**I had to get my MP in to get Camelot charges back**

I had to suspend my Camelot account for eight weeks while my shop was being rebuilt after a lorry crashed into it.

Despite Camelot agreeing to this, we noticed that the provider had been drawing £25 out of our account every month without our consent.

Camelot's response, when challenged, was that it had no record of the suspension request and that we had to pay an £80 reconnection charge.

We tried to resolve this through the Camelot

helpline, with no success. And the rep, who is local, was nowhere to be found.

I then went straight to the chief executive, as well as going through my local MP Liz Kendall. We are now reconnected, free of charge, the money has been refunded in full, and we've also received an apology, which I will frame and pin on my till.

My advice to any retailer in a dispute – go directly to the chief executive for resolution.

**Subash Varambhia**  
Snutch Newsagents,  
Leicester

**A Camelot spokesman said:** "Our retail team spoke to both Mr and Mrs Varambhia to confirm the actions taken and followed this up in a letter – to offer our apology for the inconvenience caused and for the length of time it took to sort it out."

# OPINION

**Do you want to see your views in RN?**

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**Editor**

Chris Gamm  
020 7689 3378

**Associate Editor**

Chris Rolfe  
020 7689 3362

**News Editor**

Gurpreet Samrai  
020 7689 3386

**Reporter**

Nadia Alexandrou  
020 7689 3350

**Features Editor**

Tom Gockelen-Kozlowski  
020 7689 3361

**Features Writer**

Rachel Barr  
020 7689 3358

**Head of Production**

Darren Rackham  
020 7689 3373

**Senior Designer**

Anne-Claire Pickard  
020 7689 3391

**Designer**

Emma Langschieid  
020 7689 3380

**Production Coordinator**

Billy Allen  
020 7689 3368

**Director of Sales**

Mike Baillie  
020 7689 3367

**Account Director**

Will Hoad  
020 7689 3370

**Account Managers**

Liz Dale  
020 7689 3363

Marta Dziok-Kaczynska  
020 7689 3354

Erin Swanson  
020 7689 3372

**Audience Development Executive**

Chris Chandler  
020 7689 3382

**Marketing Manager**

Tom Mulready  
020 7689 3352

**Marketing Assistant**

Tom Thorn  
020 7689 3384

**Managing Director**

Nick Shanagher  
07966 530 001

Email firstname.surname@newtrade.co.uk

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

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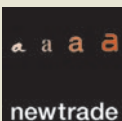
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## YOUR SAY In response to demand for fresh and healthy products, Musgrave is investing in a cash and carry with a culinary theatre area. Would you like to see something similar near you?

### David Ingham

Spar, Leamington Spa,  
Warwickshire

Spar puts on roadshows where it does exactly what the new cash and carry will do. It puts on shows, tastings and demonstrations, and it's brilliant. I'll always come away from those things with a few products I didn't stock. For me, I only top up at my local cash and carry, so I don't think I'd find much use in that sort of cash and carry, but retailers who use them more will.

### Michael McDermott

Londis, Clonmel,  
Co Tipperary

I never go to a cash and carry because we get three deliveries a week from a warehouse. We also attend workshops put on by Spar, which has a huge tradeshow every year where it does something very similar.



**Would you like to see culinary theatre at your local wholesale depot?**

It's incredibly useful, as it does demonstrations and c-store displays that allow you to visualise what it would look like in store. I think it would be useful for retailers who don't attend such workshops.

### Julian Taylor-Green

Spar, Lindford,  
Hampshire

I already go to a lot of supplier demonstrations, as I'm always

on the lookout for new developments in food to go products. I can see how this would be useful to retailers who are in the early stages of food to go, or who don't invest in it at all. It's quite risky, however, because this market is progressing so fast that a retailer could invest in a concept they got from that cash and carry, and a new or better model would come out next month.

## YOUR STOCK One retailer's success with local chocolate prompted him to invest in local honey. Are you taking advantage of, or working with, any local suppliers and stocking their products?

### Norma Pirie

Newtyle Post Office,  
Newtyle, Perthshire

We try to stock as many local products as we can. My husband is the local village butcher, who's won a lot of awards for his produce and we sell it in store. The most popular of these is his scotch pies. We also stock strawberries from a farm 10 minutes down the road, as well as jams and chutneys. Local residents

really appreciate the fact that we work with local suppliers, so we get a lot of support from them.

### Paul Mather

Sherston Sub Post Office,  
Malmesbury, Wiltshire

We specialise in local products, and it's a fantastic point of difference for us. We've developed our own shelf labels that highlight the local products and provide a brief description, because if

we don't people often aren't even aware it's local. We stock three different types of local honey, which become even more popular in the summer because they help with hayfever. We also stock a local apple juice, and when it's the right season, local cider.

### James White

White's Calver,  
Hope Valley, Derbyshire

We work with around 20 local suppliers, including two butchers, a bakers, a wine merchant and four big breweries. I find it a lot easier to work with these suppliers rather than large wholesalers, mainly because if I'm ever short of anything, I can get same-day delivery with the exact quantities I want. Out of the £40-45,000 we turnover a week, about £8-9,000 is from local produce, and it's still growing.



**Do you work with local suppliers and stock their products?**



# YOUR ISSUE

**Gurpreet Samrai**  
 gurpreet.samrai@newtrade.co.uk  
 020 7689 3386  
 @GurpreetSamraiRN  
 facebook.com/retailnewsagent



## RN MEETS RETAIL CRIME'S NEW BOSS

**H**aving owned a newsagent for five years in Grimsby, Martin Vickers, MP for Cleethorpes and new chairman of the All-Party Parliamentary Group on Retail Crime, will be able to use his own experience to highlight the plight faced by retailers. Here he speaks to RN about what he is hoping to bring to the role.

**Former chairman Guto Bebb put you forward for the role. How will you continue the work he has done?**

He raised the profile of the issue and that's what I want to do. We look to the police and security organisations to actually combat the issue, so my role is to ensure they are proactive in dealing with it, they have all the powers they need and that they are well-equipped to take on the challenges. I also need to ensure that local police forces are responding. If they are not the APPG can take the issue forward with police commissioners and chief constables and, if need be, with ministers. The All-Party Group wants to know if a retailer is not getting a response. Let us know which police force it is, so we are able to name and shame them if necessary.

**How will your own experience of running a newsagent help?**

I only owned a shop for five years in the 1980s, but it's a bit of experience I hope to bring to the role. It was extremely challenging, and I have a great deal of respect for retailers who carry on the business and make a go of it. It's hard work, but it can be rewarding. I experienced a bit of shoplifting here and there and I had to replace smashed windows two or three times. I only had one serious burglary when I lost a substantial amount of stock.

**Do you think MPs are generally aware of the extent of crime retailers face?**



Yes, I think on the whole they are because we all hold constituency surgeries, and we all get out in our own constituencies regularly. Then you also get the very sad cases such as the murder of the newsagent in Glasgow recently that gives business crime a national profile and makes MPs, like everyone else, stop and think.

**How will you raise awareness?**

Through the political system, by asking questions and ensuring ministers are aware of the issues. I'm also very happy to take delegates from the

trade to meet ministers if that's helpful. If they've got a specific issue and they say they need additional support it's not just the crime aspect, I'd also be supportive of the trade as a whole. We want to see thriving high streets and we don't want to be crowded out by the big multiples all the time.

**Have you seen evidence of the police responding quicker to supermarkets than independent stores?**

I've not seen evidence of bias towards multiples from my own constituency experience. We have to be realistic and recognise police resources are stretched. The police are under pressure and they have to face the issue of reduced resources and fresh challenges. It's a matter of how they prioritise the work and different forces approach these this differently. In my own area the police take a very proactive role in trying to combat retail crime, but I know they can't follow up every incident, that's the sad fact. Where a gang descends on a shop, for example, and are not only intimidating but also potentially violent, they will certainly respond

to that. But if you call them and say someone has walked out with a Mars bar and not paid you are not going to get a police response, to be honest.

**What is your message to retailers?**

I would urge shopkeepers to go and see their local MP if they have concerns about policing or any issues – they all have surgeries. Lobby the people who are there as your representatives, who will then do their own lobbying of the police constable or police minister, whatever is necessary. Police commissioners also have a role to play. They are the elected representatives of the people. They don't represent the police, they represent the community, and retailers need to be aware of that and go and see their local police commissioner – make a fuss. It is also important to report everything so the police can build up a profile and see there's a specific issue in an area. People like me can then also go to the police and say "you have had regular reports from this area, what have you been doing about it? Have you stepped up patrols?"



**Lobby the people who are there as your representatives**

**Martin Vickers**

MP for Cleethorpes and chairman of the All-Party Parliamentary Group for Retail Crime

# INDUSTRY PROFILE

## WOR Consultancy

After RN went undercover with his team last month, former police officer Will O'Reilly explains why the work he does is so vital

**RETAIL NEWSAGENT** What role does your team play in the fight against the illicit trade?

**WILL O'REILLY** The philosophy of the team is to raise the public and political awareness of the illicit tobacco trade. According to the government's own figures, this trade leads to a loss of £2.1bn to the Treasury. There is also the issue of organised crime advancing because of the significant profits and smaller risk that tobacco represents compared to drugs or firearms, for example.

**RN** Does the illicit trade endanger the public too?

**WO** There are additional health risks. No cigarettes are healthy but these products are unregulated and contain higher rates of dangerous ingredients. They also have no fire retardant measures and there have been reports of house fires and even deaths due to counterfeit tobacco and illicit whites.

**RN** We spent a morning with you and your team last month undertaking test purchases. What happens to evidence like this which you collect?

**WO** All the intelligence we glean is passed on to law enforcement. We give everything over to HMRC and, if we have a dialogue with a certain Trading Standards department we will often pass things on to them too. Sometimes Trading Standards officers will refuse to work with us because we're funded by the tobacco industry.

**RN** What have been the results of this intelligence sharing?

**WO** We have seen people prosecuted and there have been significant seizures after we have passed on our intelligence.

**RN** In your experience, are we winning the battle against this trade?

**WO** Unfortunately there seems to have been a rise in the illicit tobacco trade in recent years and the government figures show this too. Plain packaging and higher taxation make me concerned that it will continue to rise. The organised criminals behind much of this trade seem to have more resources available to them now too.

**RN** Is it frustrating to be fighting a crime when the government's own policies appear to aid those behind it?

**WO** I do understand why the govern-



“  
Anything that makes it easier for counterfeiters is a concern

ment wants to raise prices and restrict access to tobacco to young people. There is a tipping point, however, where it begins to help the illicit trade.

**RN** Will illicit white brands such as Jing Ling disappear once the legitimate trade is operating entirely with plain packaging stock?

**WO** In Australia we have actually seen the emergence of new illicit white brands such as Manchester, which are fully branded and now represent a significant slice of the total tobacco market. Anything that makes it easier for counterfeiters is a concern and with plain packaging they will only need to get the design right once and can go on creating counterfeit plain packs. The Sun spoke to some Chinese counterfeiters undercover last year and they all said plain packaging would make their lives easier.

**RN** How is the illicit trade changing more generally at the moment?

**WO** We're seeing a lot more illicit whites being sold by criminals too. This tells us that there is organised crime involved because this isn't the kind of operation where someone is just bringing in cigarettes from a holiday abroad, it's sophisticated. We're also seeing more counterfeit as well because there's a lot of money to be made.

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

**Company** WOR Consultancy

**Director** Will O'Reilly

**Profile** Will O'Reilly is a former Metropolitan Police detective chief inspector who now leads a team of other former law enforcement agents which gathers evidence and raises the profile of the illicit trade across the British Isles.

**Latest news** RN went out with Mr O'Reilly and his team last month to collect evidence of the illicit trade in one London borough. You can watch an undercover video of the operation at [BetterRetailing.com/anti-illicit-sting](http://BetterRetailing.com/anti-illicit-sting)



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# NOEL KEELEY

GUEST  
COLUMNIST

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



## A flavour of what's to come

**What will the average cash and carry be like in 10 years' time? With training and sampling at its heart, Musgrave's new Dublin depot will be a new kind of wholesale experience**



**T**his year, we predict sales in our online business will hit £100m – that's approaching 20% of our overall business.

Online sales have grown at 40% year on year, and when our customers shop online, or do this in conjunction with using our cash and carries, their spend goes up 8%.

The question is, does online growth signal the death of cash and carries?

No, because while customers want multiple channels to shop in, they still want interaction with products. But it's increasingly important to meet their expectations online, on social media and in depots, and showcase products in cash and carries so customers can learn about them.

We've just sanctioned a £2.2m investment in Ballymun in Dublin, where we're building our Ballymun Food Emporium, because we believe that cash and carries are still a very legitimate channel.

The most profitable customers are those who come and collect products. Distribution is expensive so there's a big opportunity to drive people through the door. We will make Ballymun a destination because we want our customers to engage with our products – to touch, feel and understand them – and to give people a true reason to shop with us.

This idea came from the Catex food-service exhibition that I attended 18 months ago. I watched exhibitors and customers engaging with each other and with the products on show and realised this could happen in my depots every day. I have big cash and carries which I can use to showcase what we

sell, and I realised this would give me an edge over delivered wholesalers who don't have these facilities.

There are several reasons why the depot will attract customers. Firstly, it will focus on fresh food. While customers buy ambient food online, they want to see and touch fresh produce before buying it. You don't look at a piece of meat and say "that's a great price, I'll buy that", you look and say "that's a great piece of meat, I'll buy that".

Secondly, it will also focus on food innovation and inspiration, so people can come and learn about trends in the food industry. Foodservice in convenience retail has evolved immensely and every convenience store is in effect a foodservice outlet that competes with foodservice.

It will be a destination for food leadership and education, with a demonstration area where we'll cook products for customers so they can test and learn about them. It will create theatre, so while customers may not buy something every time they visit, or come to us every time they shop, it will still make our depot a destination.

Thirdly, the depot will also showcase new and developing categories. Health is a mega trend, for example. People are concerned about what they eat and want gluten-free, or this-free or that-free products. High-end alcohol is also a growing category. It's about using trends like this to drive sales and footfall.

Fourthly, we're putting business solutions into the cash and carry, including a mock-up of a convenience store and a fast food proposition that can be operated as a franchise.



**You have to adapt and become the business that will put you out of business. Because if you don't, someone else will**

And lastly, we'll give concession space to companies that sell products we don't do ourselves but our customers want to buy, such as heavy equipment and refrigeration. Our customer base is a real asset to companies selling things like these because we interact with 45,000 customers who they want to talk to directly. They're willing to pay for that so it creates a whole new revenue stream for us.

Ultimately, the future of food wholesaling is omnichannel and the really successful businesses are those that use 'bricks and clicks' together. If you don't evolve and respond to your customers' changing needs, demands and shopping habits, you won't survive.

In truth, wholesalers are an inefficiency. The only reason we exist is because products have to be packed and distributed. If customers could deal directly with suppliers, they would, and if someone else like Uber does it, we're in trouble. We have to act fast to create an omnichannel experience.

Nokia didn't look to what was going to happen next and by the time it got to smartphones it was too late. Kodak was the first to discover digital photography but didn't pursue it because it thought it would destroy its film business. That was a catastrophic decision.

You have to adapt and become the business that will put you out of business. Because if you don't, someone else will.

*Noel Keeley is managing director of Musgrave Wholesale Partners, and gave this presentation at RN's sister title Better Wholesaling's Summit in Birmingham this month*



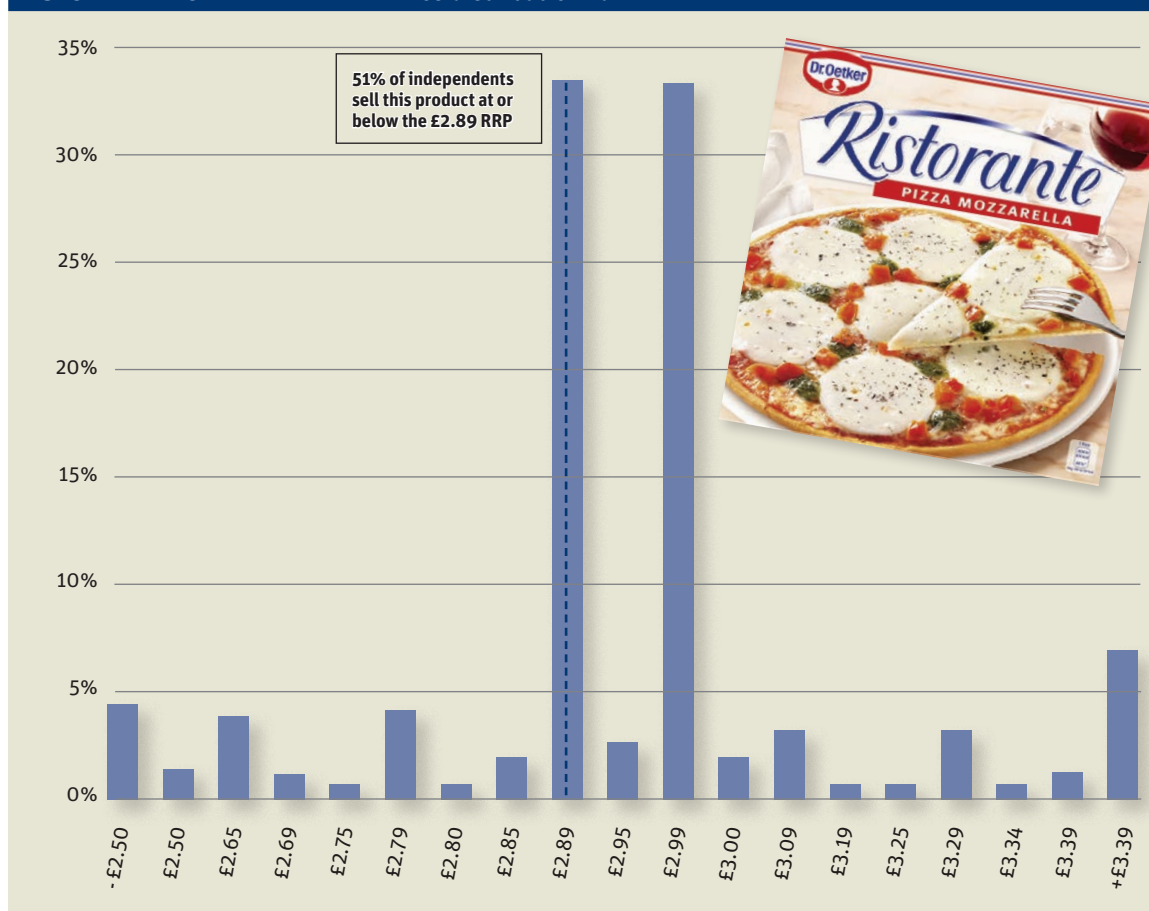
# PRICEWATCH

Benchmark your prices against your peers

## In focus Frozen pizza

## Sample prices

### RISTORANTE MOZZARELLA PIZZA Price distribution %



#### PRODUCT

<b>San Marco Pepperoni</b> 250g
<b>Goodfellas Thin Pepperoni</b> 340g
<b>Goodfellas Thin Margherita</b> 345g
<b>Chicago Town Pepperoni</b> 310g
<b>San Marco Cheese &amp; Onion</b> 253g
<b>Chicago Town 4 Cheese</b> 310g
<b>Goodfellas Think Chicken Italia</b> 365g
<b>Chicago Town Deep Cheese</b> 415g
<b>Ristorante Mozzarella Pizza</b> 335g
<b>San Marco Superiore Americano</b> 410g
<b>San Marco Deep Pan Margherita</b> 405g
<b>Chicago Town Deep Cheese</b> 405g

## Analysis

The frozen pizza market is dominated by a handful of low-priced big brands, with Booker's selection made up of five big names, just under half of which are pricemarked.

RRPs and average selling prices range from £1 to £3, a trend demonstrated by the Ristorante pizza on our chart. This non-pricemarked product sits at the higher end of the price scale, with more than 60% of

sellers selling it at between £2.89 – its RRP – and £2.99. This pizza is significantly cheaper in Tesco, which sells it at a non-offer price of £2.50, a price only 6% of independents have matched or beaten.

## How we set our prices

### Joey Duhra

**STORE** Julie's Premier  
**LOCATION** Telford  
**SIZE** 1,500sq ft  
**TYPE** main street

#### TOP TIP

"Range pizzas next to products like chips, onion rings and wedges for people looking to make up a full meal"



"Frozen pizzas are quick and easy to take home after work and prepare so we get a lot of people who live on their own buying them. We only sell the main brands such as Chicago Town, San Marco, Ristorante and Goodfellas and make a 20% margin on this range. Many of them are pricemarked at around £1 or £2. I've noticed my pizza sales are decreasing overall, though, despite the fact they have a good, low price. I think this is down to a lack of disposable income and also because the papers are full of information about eating more healthily."

### Kate Mills

**STORE** Heath Stores  
**LOCATION** Paddock Wood, Tonbridge  
**SIZE** 1,700sq ft  
**TYPE** village store

#### TOP TIP

"We don't do any offers on frozen pizza because it is quite a resistant range with consistent sales."



"We have only ever sold two Ristorante pizzas because our customers like them and we have always had strong sales of them. Also, we have strong fresh sales and make our own pizzas in the shop – although there is a completely different market for these. A wide range of people buy our frozen pizzas, from busy mums and single people to teenage boys. We stick to the RRP which means we get a profit of about 20% on them. We are getting a new type of freezer soon, so when that's installed I may reassess our range."



➡ 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 SHOP ON A PARADE ON NEWCASTLE OUTSKIRTS	RETAILER 2 LARGE HIGH STREET STORE IN SOUTH EAST LONDON	RETAILER 3 HIGH TURNOVER SHOP IN HIGH RISE AREA OF GLASGOW	RETAILER 4 LARGE C-STORE IN RESIDENTIAL AREA IN THE WEST MIDLANDS	RETAILER 5 LARGE SHOP IN RESIDENTIAL AREA OF SOUTH COAST RESORT	RETAILER 6 MEDIUM-SIZE SHOP IN SOUTH WALES VILLAGE
£1.00	£1.00	–	£1.00	£1.00	£1.00	£1.00	£1.00
£2.99	£2.91	–	£1.99	–	–	–	–
£2.99	£2.95	–	£2.99	–	£2.99	–	–
£2.00	£2.00	£2.00	£2.00	–	–	–	–
£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00
£2.00	£2.00	£2.00	£2.00	–	£2.00	£2.00	£2.00
£2.99	£2.92	–	£1.99	–	–	–	–
£2.00	£2.01	£2.00	£2.00	–	£2.00	–	–
£2.89	£2.94	–	–	–	–	–	£2.99
£1.50	£1.50	£1.50	–	£1.50	–	£1.50	£1.50
£1.50	£1.50	–	–	–	–	£1.50	£1.50
£2.00	£2.00	£2.00	£2.00	–	£2.00	–	–

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Paul Mather

Sherston Sub Post Office, Malmesbury, Wiltshire



The Old Bakehouse rolls and loaves, from 25p



#### Where did you discover them?

When we took over the shop Old Bakehouse was already supplying it but on a much smaller scale. Then it was just a few loaves three days a week, but now we sell hundreds of rolls and loaves and they deliver six days a week. The rolls start at 25p each and a large white loaf at £1.59.

#### Who buys them?

A wide variety of customers come because this is a real point of difference for us and we are five miles away from any large shops. We can also change our orders so we get people reserving products if they want a set or a large amount on a certain day. We also get Lardy Cakes – a Wiltshire speciality – in.

#### Why are they so successful?

We never carry any products forward to the next day so people come to us because they know they will always be fresh that day. Sales have grown hugely over the years because of this and every week we sell at least 200 loaves, 300 soft white rolls and 500 other rolls. We charge the same as The Old Bakehouse shop, but we get a discount on what we buy and make our margins that way.

## Mehmet Guzel

**STORE** Simply Fresh  
**LOCATION** Bethnal Green, London  
**SIZE** 1,700sq ft  
**TYPE** city store

#### TOP TIP

"I stock a good range with plenty of different varieties to show customers I offer good value and choice"



"Frozen pizzas are mostly bought by male customers in my shop, and it's been this way for some time. I don't sell any own brand pizzas but instead offer a good range of branded products including Chicago Town and Goodfellas. I don't do any deals or promotions on them unless they come from the suppliers, but I like it when manufacturers run these as they give an impression of good value to customers. I price all my pizzas between £1.50 and £2.50 and the profit margins I make on them are up to 25%."

## Naresh Gajiri

**STORE** Premier Cranhill  
**LOCATION** Glasgow  
**SIZE** 2,900sq ft  
**TYPE** housing estate

#### TOP TIP

"I try to have at least one type of promotion to keep sales up"

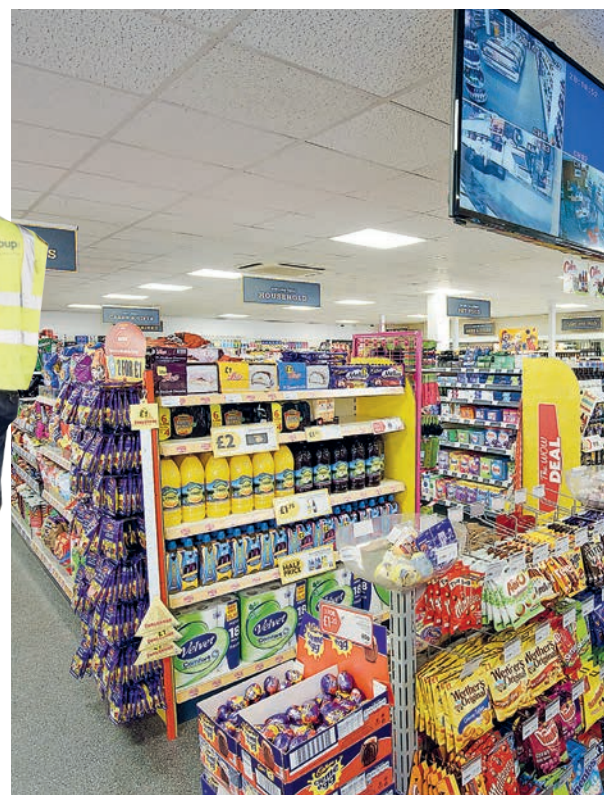


"We only stock popular branded pizzas including Goodfellas and Chicago Town. Almost all of our pizza sales come from single people buying them for their dinner. This changes when we have a multi-buy offer, though. Then, we see families buying them too. We make between 18% and 20% margins on frozen pizzas when they are selling at full price. Our bestsellers are usually Chicago Town Deep Dish pizza as they are priced at £1. Unless we have some sort of promotion I find we don't sell many pizzas because people will go for the fresh ones instead." ●

# RETAILER PROFILE

THIS WEEK IN  
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29 July 2016 Retail Newsagent



## United in a crisis

In the space of four days, Bolton retailer Bhavesh Parekh fell victim to two raids on his store. What happens when an award-winning retailer faces such adversity? **Greg Wilcox** speaks to him to find out

**I**n the space of four days earlier this month, Bhavesh Parekh's Nisa Local in Little Lever, Bolton was raided twice.

Those two robberies – one in which a gang blew up the ATM and the other which saw £9,000 worth of cigarettes stolen – left him with a £54,000 bill, which were a “soul-destroying” experience for a retailer who’d never fallen victim to anything like it before.

He was notified of the first robbery by the alarm company at 1.10am, and found himself with the worst case of déjà vu when told about the second.

“I turned up at 1.30am for the first raid and the place was cordoned off as a crime scene. I’d never seen something like that before, so it was a bit of a shock,” he says.

“I was at a wedding in Leeds when the second one happened, so had to rush back at 4.30am. It was surreal to see the shop like that again, I couldn’t believe it was happening.”

So what happens when a retailer more used to being recognised for his store’s excellence – he has been named in the IAA top 100 stores – faces such adversity? Firstly, his work on building a strong bond with the surrounding area has clearly paid off.

“The local community has been really helpful and been full of kind words and wished us well since the attacks,” Bhavesh says.

Bhavesh’s store is very much a hub of the Little Lever area and last Sunday he held a fun day to thank residents for their help over the past two weeks.

“Good customer service is very important. We know most of our customers by their first names and it’s important to show them they are not just a number and that we are there to help and care for them.

“There’s a lot of respect between all of us and it was great to see the community rally together on Sunday,” he says.

It is clear that this community spirit, allied to his positive attitude, has helped Bhavesh get through a tough time.

“We are 90% on track in terms of repairing all the damage done, we’re still open for business. We’re going to come back stronger,” he says.

“We’ve kept the shop as it was before the raid, added stronger shutters and improved the CCTV system. We’ve not let it get the better of us.”

That can-do attitude has been instrumental in making the 3,000sq ft store such a success. His attitude to the fact Tesco is right on his doorstep highlights this perfectly.

“It is a challenge but you have to be positive and work out what you can do better than them,” he says.

“You have to piggyback on their footfall and utilise your skills and abilities to do what they do but better than them.”





**The best tip I've got from RN is to always embrace new products and innovation."**

**BHAVESH PAREKH**



**"I turned up at 1.30am for the first raid and the place was cordoned off as a crime scene. I'd never seen something like that before"**

#### VISIT MY SHOP

**Nisa Local**  
205 Church St,  
Little Lever,  
Bolton  
BL3 1BW



Bhavesh's approach is one of trying to be more nimble and being able to change his approach much faster than his big neighbour.

"We have a great range of products, can offer great customer service and do lots of promotions, we can adapt quicker than Tesco and do lots of promotions and good deals all-year round if need be.

"The competition is always tough, but you have to focus on the end goal and concentrate on what you do well."

The store's bestsellers are the traditional trio of alcohol, confectionery and soft drinks. However, it is very much a modern-day convenience store, housing a Subway and an in-store bakery. And as with many other shops, is seeing a rise in sales of its healthy produce.

"We have a full range of fruit and veg and six months ago started to sell gluten-free items. That's the way the market is going and we have to adapt to that. People are eating smarter and healthier," Bhavesh says.

With the store back on its feet, he's now once again able to focus on these vital elements of modern convenience retailing.

"You have to have a positive attitude, keep up the hard work and don't let events like the robberies grind you down." ●



**Want to see more of Bhavesh's store?**  
Go to [betterretailing.com/bhavesh-parekh](http://betterretailing.com/bhavesh-parekh)



# ACADEMY IN ACTION



Prudip Naran talks with Booker's Martin Swadling and a local hospital worker about his service to the community

Search  
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ideas and  
inspiration



## Service to the community

Serving your community isn't just about selling the right products. It also means getting involved and supporting local groups and causes. The IAA's Gurpreet Samrai joined Booker's Martin Swadling at Prudip Naran's Salford store to help him build his community profile



<b>Name</b>	Prudip Naran
<b>Store</b>	Premier Eccles Old Road
<b>Location</b>	Salford
<b>Size</b>	1,600 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 seven years working in his father's four stores in the north-west, Prudip Naran, alongside his brother Sanjay, is putting everything he has learned into practice.

Situated on a busy road with a parade of shops, schools and a hospital only yards away, Prudip discovered what his customers wanted through a feedback form at the till. He acted on all their suggestions, including adding a Subway counter, which has seen turnover grow by 10%.

Prudip understands the importance of being at the heart of his community and hosted a community day to officially launch the store last month, as well as running a competition for children at Christmas. But now he needs advice on how to continue to improve the store's place within the local community.

### My challenge

Prudip wants to support his community but isn't sure how to make local groups aware he wants to partner with and support them.







**INDEPENDENT**  
Achievers Academy

**BOOKER**  
WHOLESALE

## IAA ADVICE

1

### Take pictures and videos of local events and share these on social media

Having recently switched to Premier, Prudip and Sanjay are adjusting to running their social media activity. Sanjay posts on their Facebook page, but the store is not on Twitter. Martin sees an opportunity to boost the store's profile, letting local customers know they want to support the community.

He suggests they set up a Twitter account, as both Twitter and Facebook encourage engagement, and post about how they've helped local schools and hospitals, such as the book donation to two local primary schools.

"Social media can also be used to promote your products and price promotions," says Martin.

"Additionally, you could use it to promote fun competitions and events such as local fetes, showing your support."

2

### Build relationships with and raise money for local charities and good causes

Prudip already offers a Subway NHS deal, which brings in staff from the hospital 100 yards away.

"The NHS discount is great," Martin says. "The hospital is a community in its own right and a lot of staff and patients will be local, so we need to build on this relationship."

He suggests supporting and working with the children's ward around seasonal events such as Easter and Christmas when the store could run a colouring competition and provide various discounts and goods. Prudip says he has made initial contact with the hospital, but has not yet established a relationship to provide support.

Martin says the next step is to find the person at the hospital who deals with the local community and set up a meeting. He adds this is something Booker can help with.

3

### Encourage healthy eating among customers

Prudip and Sanjay recently donated books on the risks of drugs and alcohol to Clarendon Road Primary School and Light Oaks Junior School, just yards away.

"You could take that to another level and tie in healthy eating," Martin says. "One of our retailers in Edinburgh has a loyalty card with fruit, and after four stamps you get the fifth piece of fruit free. That could be a way of driving loyalty with the schools."

He also suggests sponsoring events such as sports days and supplying drinks, as well as finding out whether the schools have a breakfast club the store could provide milk or cereal for.

Prudip says parents shop in the store, but this could be a way to increase that footfall and also involve their children.



## WHAT WE LEARNED



Martin says

"It's fantastic to see such a brilliant store and great retailers who want to be even better and engage with their local community. Our biggest challenge over the next few weeks is to be really loud about what the store's about, so the local community, schools and hospital embrace it. It's a really good all-round shop with a great mixture of fresh, grocery and impulse. There's nothing you couldn't get for your weekly shop."

**Martin Swadling**  
Director of Premier, Booker



Prudip says

"It's been really interesting to hear how we can get our brand out there and use social media to let customers know we are here and that we want to support them. I'm looking forward to setting up the fruit loyalty scheme for children to get them coming back to the store and also to using social media more to let customers know we are here and what we have to offer."

**Prudip Naran**  
Premier Eccles Old Road

## Prudip's action plan

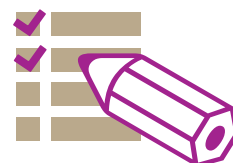


Set up a Twitter account and post photos of recent community events on this and Facebook

Build a relationship with the local hospital and suggest sponsoring the children's ward and events

Encourage healthy eating with a fruit loyalty scheme and offer to support sports days

## Your action plan



Check how your service to the community compares on **betterretailing.com/community**

Email **iaa@newtrade.co.uk** to find out how you can take part in a future visit from one of our partners

Use the free tools on **betterretailing.com/IAA** to increase your sales

# THE RN INTERVIEW

Have you ever used Google to search for something? Do you have a Gmail account?

Maybe you've found your way home using Google Maps? Google's head of retail Andy Burgess believes these tools could level the playing field for independents.

Tom Gockelen-Kozlowski reports

## Andy Burgess

**B**usiness phrases such as data silos, leveraging and streamlining might sound like a foreign language to all but the most corporate techie, but the digital age, which has transformed so many careers already, may be about to do the same for independent retail.

Google's retail arm already works with an impressive list of major retailers including John Lewis, Waitrose, Morrisons and Specsavers. Hosting emails with Gmail, analysing website and social media success with Google Analytics and integrating spreadsheets through Google Drive, these businesses have decided Google's suite of tools can meet their digital needs.

The difference between what the company offers now in comparison to previous systems is the cloud-based nature of the tools it provides, as well as the fact that each tool – whether it's a spreadsheet, map or calendar – is building to be able to 'talk' to each other. For John Lewis this means understanding how particular events such as Glastonbury Festival will affect sales of tents and wellies, using previous years' data to identify trends and then enabling every section of the company – from the team in charge of online sales to its marketing department and even a particular store manager or head of department – to access the data and information simultaneously.

This can also help these businesses be smarter, so that a customer who buys a tent, for example, isn't then included on a mail shot offering a discount on the same tent a week later.

Google Retail's top man, Andy Burgess, says the same benefits can apply to retailers of any size.

"It's like egalitarianism, levelling the playing field. The online tools independent retailers get from Google are the same tools that John Lewis gets. For big businesses and small businesses, they allow you to communicate internally and externally," he says.

**Andy Burgess and his team work with some of the biggest retailers in the UK**





Interview by **Tom Gockelen-Kozlowski**  
 email [tom.gk@newtrade.co.uk](mailto:tom.gk@newtrade.co.uk)  
 tel 020 7689 3361

So why should a local retailer – not likely to have the sprawling teams of bigger operations – embrace these digital opportunities to the same extent? Much of the benefit comes from the sales data that can be shared with wholesalers, suppliers and reps to help each part of the supply chain to identify opportunities and increase efficiencies. So a sales rep could potentially look at a store's sales data on a spreadsheet in Google Drive, identify its social media success in Google Analytics and then use this to book in a promotion on Google Calendar. Video messaging tool Google Hangouts would then enable a retailer to make a video call to their rep to feedback on the promotion's success.

By using them altogether, each 'app' knows what the other is doing, and it all changes made to a spreadsheet or event date can be synchronised with other tools instantaneously.

"These tools help keep things up to date," Mr Burgess explains. "For example, in a lot of businesses daily sales figures are still done on Excel spreadsheets. As soon as they've got a spreadsheet on the Google cloud it's available to all in real time. If you work that through the whole supply chain, it makes things easier and makes sure all the data is fresh. You're not working on old figures."

The benefits he cites extend to the way that a store can better reflect – and engage with – its customer base. "If you want to have a community website it makes it incredibly easy to set up, to accept comments and it just helps you to take advantage of how many social tools are available now.

"If you go to a neighbourhood store it still tends to have notes stuck in the windows. The



## The online tools independent retailers get from Google are the same tools that John Lewis gets



ability to make that digital is just as easy. Why shouldn't people have a marker on their browser for their convenience store which has updates and comments?" he says.

One of the words that Mr Burgess keeps using while talking about his system is "democratising" – both in the relation to the way it works for retailers of any size, and the effect it can have on internal company dynamics. At the source of this lies the ease with which retailers can get on board with the Google apps.

"We make it as simple as possible. Retailers could sign up in two minutes on the web and they would have a domain and everyone in the business would be connected," he says.

If problems arise, or you need support, Mr Burgess's advice is simple. Google it.

"Google search is an incredibly effective way to search for anything you need on Google Apps," he says.

This simplicity is at the heart of his pitch and goes back to the idea of democratisation. With one billion people using Gmail, for example, the chances are your team won't need training to use it.

"Lots of people have got Worldpay, everyone is using some kind of social media – it's just allowing them to use that at work, which some business don't do," he says.


In fact Mr Burgess believes that everyday life is providing far more sophisticated digital experience to employees than most work environments. "All the good stuff [in technology] used to happen in corporations and then go to consumers. Now all of this is happening and it goes to consumers," he says.


Bringing these tools into your business might just help you get the best ideas out of your team, Mr Burgess adds.


"You find the guys who often have the best ideas just aren't currently consulted. We talk to retailers and there are so many people who are disconnected. If you go to all our retailers, however, you have a head office which tends to be well connected to stores."


So a store manager could use sales data and a mailing list together to ensure that customers who've signed up for, for example, a family fun day at his store, can be targeted specifically when he wants to market the


## 6 Google apps and how they could help your store


 Google Drive is an integrated system of spreadsheets and word processing which can be accessed by everyone across a business

 Google Hangouts enables meeting and updates to be made via video chat

 Google Admin helps manage devices and accounts for your whole team

 Google Calendars books in events and meetings which can then be synced to emails and spreadsheets

 Google+ is described as a 'social network for business' and helps internal and external communication

 Google Search Having a problem with any of these tools? A Google search will help you find advice and support

business's new back to school range.

And, as with so many aspects of retailing, the autonomy and quick thinking that Google tools enable retailers to act on day to day is matched by the speed with which they can choose to embrace it in the first place. "I sat down with a small company and the chief executive signed up the next week," Mr Burgess says.

"With John Lewis it's a 24-month sales cycle, going through multiple layers of management at both Waitrose and John Lewis – convincing everyone it's the right thing to do. The chief executive had made himself that much more efficient." ●



# BACK TO SCHOOL

The school holidays may have just started but smart retailers are already focused on taking advantage of back to school sales. **Rachel Barr** speaks to two retailers with very different stores to see how their plans are shaping up

## Become a class act

### The all-rounder

#### Ranjit Singh

Go Local Extra,  
Maghull in  
Merseyside



**Ranjit has a flourishing back to school market in his shop for both stationery and lunchbox products. He has found that much of his success is from people buying top-up items that were missed when customers were doing a main shop.**

"We are opposite a primary school so we sell a lot of products for lunch boxes.

"These include fruit, Kellogg's Square bars, Kellogg's Winders, small packs of Oreo biscuits, sugar-free flavoured water, sandwiches for the disorganised parents, Mattessons Fridge Raiders, yoghurts, jelly tubs, Dairylea Lunchables and Dunkers and Cheesstrings.

"The food parents are buying is usually sugar-free and free of artificial additives and colours.

"The stationery we sell is mainly colouring pencils for little kids and pens, pencils, rubbers and maths sets for secondary school kids.

"We mainly cater for the items people have forgotten to get so we also stock glue and various other bits and pieces."

### The stationery specialist

#### Paul Patel

WH Smith Local,  
Southampton



**Despite more and more children using computers in the classroom, a pencilcase full of equipment is still needed for traditional subjects such as maths. Paul says his back to school display is already set up and selling well.**

"This is the first back to school I have done with WH Smith. It has analysed sales and sent us planograms of what stock we should have available in our two metre bays.

"They include a range of colourful filing materials, dictionaries, pens and maths kits – everything children would need to go back to school. A lot of it is on offer so parents feel like they are getting a deal.

"The margins on products in the back to school range are fantastic, up

to 50% – WH Smith can get a folder for 49p but it can sell for between £2.49 and £3.49. We are relying on presentation for sales so the display is vibrant and attractive and includes Sharpie markers and folders with curved edges."

#### Lessons from Paul

##### ■ Work with your wholesaler

Paul is benefiting from the in-depth knowledge of WH Smiths to ensure he gets his back to school range right

##### ■ Look for high-margin sellers

Paul has also identified products such as folders where he can take advantage of huge margins.

##### ■ Promote your promotions

WH Smith is running a number of back to school promotions which Paul plans to highlight in store.



**We are opposite a primary school so we sell a lot of products for lunch boxes**

#### Lessons from Ranjit

##### ■ Stock big brands

Mattessons, Kellogg's and Dairylea are among the big brands helping to give Ranjit's range credibility.

##### ■ Be there for emergencies

Ranjit knows customers will often come to his store at the last minute. He needs to have what they need.

##### ■ Offer healthier options

He has noticed his customers buy low-sugar products for children and has adapted his range to reflect this.







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# BACK TO SCHOOL

## How can you bring your back to school range to life?

To grow sales retailers should become the obvious go-to destination for all back to school items. Here, leading suppliers highlight their top tips on using merchandising and display to attract customers

### Have a display of the most popular products

#### Maurice Newton

Sales and marketing,  
CBL Drinks



A back-to-school display can showcase several products including soft drinks and snacks.

Where there may not be space for a full range, a selection of the most popular items can give customers what they want without asking them to make compromises.

### Help parents build a lunchbox by dual-locating products

#### Amy Burgess

Trade communications manager,  
Coca-Cola European Partners



In late August parents will begin to consider stocking up on lunchbox items. For that reason, retailers should consider second sitings, such as by the entrance to the store or adjacent to the tills, to showcase their offering to shoppers.

### Highlight approved healthier products

#### Nick Dawson

Sales director (speciality),  
Kellogg's



Our Choco Bakes adhere to Ofcom's strict nutrition guidelines for healthy foods, meaning they meet the high standards required to advertise to children. The Coco Monkey character also appeals to a wider age range of children in comparison to other kids' products on the market.

### Put all single-serve snacking products together

#### Amy Fisher

Central shopper marketing  
manager, Dairy Crest



By merchandising single-serve snacking products all together, retailers can maximise potential impulse sales of products shoppers hadn't considered.

Locating the snacking products together also allows a faster shopping time for customers and promotes retailers as a destination shop for snacking.

### PARENTS' TOP PRIORITY: HEALTHIER FOODS

Suppliers are reacting to a growing demand for lunchbox items that will help families maintain a healthy, balanced diet

**Summer habits change when people go back to their usual routines and packed lunches are often looked over with a fresh pair of eyes.**

With celebrity chefs such as Jamie Oliver championing healthy school lunches, parents now want healthier alternatives.

The latest figures from The National Child Measurement Programme, which measures the height and weight of around one million school children in England every year, reveal that more than a third of children leaving junior school are overweight or obese.

Such figures give retailers a great opportunity to help parents ensure their children are eating well at school.

Suppliers have reacted by relaunching sugar-free variants of popular bestsellers, especially in the drinks category.

Sarah Brooks, marketing director at Purity Soft Drinks has explained that, along with having a portion of fruit in every bottle, 75% of its Juiceburst brand's range now has no added sugar.

"This range was specifically developed for 11-year-olds and over. It is sold in more than one-in-three secondary schools and is now available in a new multipack format making it perfect for lunchboxes," she says.

Perfectly Clear, owned by CBL Drinks, also has a range of sugar-free flavoured waters in both still and sparkling varieties.

Available in strawberry, summer fruits, red apple, orange, blackcurrant, lemon & lime, cherry and a new coconut flavour, it comes with a sports cap and is also sold as a six-bottle multipack.

Health is such a priority for Coca-Cola European Partners that more than £30m has been invested for reformulation and new product development, to provide lower and no-sugar drinks.

Amy Burgess, its trade communications manager, says Capri-Sun No-Added-Sugar is ideal for a packed lunch.

Sold in multipacks of 10 the no-calorie variants in orange, blackcurrant and summer fruits flavours allow parents to give their children a low-sugar yet tasty drink.

Along with drinks retailers should also highlight the dairy options they have available, with research from Mintel revealing that 65% of people see cheese as part a healthy diet.

Amy Fisher, central shopper marketing manager at Dairy Crest, recommends Cathedral City Kids Snacks as they are 100% natural and come in single serve portions.

And, with sandwiches popular with children, Dairy Crest-owned Clover has had a recipe reformulation so that it no longer contains any artificial ingredients. ●



Major suppliers are investing in lunchbox-friendly formats





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# FRESH & CHILLED

From products' life spans to an increase in staff training, there have long been reasons to fear stocking fresh and chilled produce. **Rachel Barr** looks at how the industry is working to make getting involved in this growth category easier for retailers

## Helping hands

# 1

### Understanding shopper behaviour

As concepts, fresh produce and ready-to-eat products are easy bedfellows. With time-poor customers' lifestyles changing, retailers need to reflect these needs of in their ranging and merchandising to guarantee success.

For Ian Garrett, sales director for convenience at Kerry Food, this means ensuring there is a clear 'grab and go' section within a store's chilled range.

"People have limited time so having a good selection of products that people can pick up will fulfil customers' food to go needs. Snacking ranges should therefore be sited with the rest of the food to go so they are all together," he says.

"In some stores we find Matteson's Fridge Raiders positioned next to chilled meat but actually they should be with sandwiches," he adds.

Kepak Convenience Foods' channel director, Angela Daulby has also noticed this change in consumer behaviour and says her business has also reflected this in its recent activity. "The traditional three meals a day have been replaced by snacks and smaller meals throughout the day," she says. Kepak has now price-marked its 'Rustlers Super 6' range at £1.99 to tap into this.

Addo Food Group – the company behind Wall's – also offers a range of products which can be eaten at any time, including pasties and slices as well as smaller pork pies and sausage rolls.



# 2

### Making the supply chain work

Having the products and merchandising in place to reflect shopper behaviour is vital. Yet ensuring the supply chain works to make retailers' lives as easy as possible is just as important.

The trading team at Nisa, for example, constantly reviews pack sizes to ensure retailers are able to buy only as much stock as they require. This, the company hopes, will mean retailers remain competitive while minimising fresh produce wastage.

Another avenue of support the industry is supplying is in training and legal advice – issues that can make category management more challenging with fresh produce. The Nisa Retail Academy, for example,

provides help for best practice food quality, managing the fresh category effectively, food safety, reducing food wastage and upselling.

A similar project has also been launched by Kerry Foods. Mr Garrett explains the company has a new website for retailers to rate their stores, show them how to improve and what to do next in terms of ranging or training.

"There is a guide with tips and tactics for retailers. It takes them on a chilled journey to help them understand how to grow their sales. There are three levels of help as we realise that people are at different stages and it is not a one-size-fits-all approach."

**The traditional three meals a day have been replaced by snacks and smaller meals**





## 3 Offering value

Nisa's head of trading of fresh and frozen food Greg Goodwin says the continued stagnation of wages in the UK has only added to the importance of offering a strong and competitive own label range. Its success is highlighted by the incredible 98% uplift in sales of its stonebaked pizzas.

"With consumers increasingly seeking quality products that also represent great value for money, this presents a real opportunity for the own label market," says Mr Goodwin.

The company has also reduced the price of 33 popular fresh produce items, allowing its members to offer competitive prices while still benefiting from strong margins.

Another group to focus on its own brand range is Spar, although – as its head of fresh and frozen, David Armstrong, says – its focus has been on fruit and vegetables. "Fruit and veg is often seen by customers as a barometer of freshness and quality – don't neglect this area of your store and ask the question, 'would I buy it?'," he says.



## 4 Making it exciting

"New flavours and formats keep shoppers engaged and recent trends have reflected the demand for interesting flavour combinations," says Addo Food Group's head of marketing Kim Burgess.

And it's clear that both suppliers and retailers are using the growth of fresh and chilled products to increase the variety and vibrancy of flavours customers have access to. Addo launched a range of Wall's-branded Breakfast Twists and Smoky BBQ Sauce Sausage Rolls to cater to these widening tastes while it launched four pack of mini Pork Farms-branded sweet chilli-topped pork pies.

But, while flavour is an obvious way to widen the appeal of products, major brands are also investing in catering to customers with special dietary needs.

Dairy Crest, for example, has seen a 50% increase in sales of dairy-free spreads and, according to Neil Stewart, marketing manager for spreads at the firm, this has led to the re-emergence of Vitalite as a major brand. "The dairy-free market has seen huge expansion over recent years in categories such as milk alternatives, but this growth has yet to be fully unlocked within butters and spreads," he says.



## 5 Building trust

Before a customer is going to purchase fresh produce from a retailer they need to know they can trust the quality of the products they buy. One way the industry is helping retailers to build this trust is establishing major brands that customers can rely on.

### Philadelphia

Brand-owner Mondelez suggests stocking its lighter variant of the iconic soft cheese – Philadelphia Light – as the demand for healthier eating continues to grow. Meanwhile recent additions of a lactose-free variant, a smoked ham flavour and the Duo Cremoso flavour (a herb-infused cheese) highlight the growing choice available.

### Dairylea

Both a snack or lunchbox addition, Mondelez is promoting Dairylea Dunkers' revamped recipe with the launch of updated pack designs for Dunkers along with the cheese spread. For (slightly) more mature tastes, a 'Springy Onion' cheese spread has also been introduced.



### Rustlers

Kepak estimates 25 Rustlers products are sold every minute and its 2Super 6" range represents the bulk of these sales. The six products include Rustlers Flame Grilled Quarter Pounder, Flame Grilled BBQ Rib, Flame Grilled Chicken Sandwich, the Deluxe (a bacon cheeseburger), Rustlers Southern Fried Chicken Hot Sub, and Rustlers Pepperoni Panini.



### Mattessons Fridge Raiders

Kerry Foods' chicken pieces brand Fridge Raiders is another established lunch box-friendly product. There are six varieties – Slow Roasted, Southern Fried, Smokin' BBQ, Piri Piri, Hot 'n' Spicy and Spicy Tikka – and all are available in single 60g bags as well as a range of multipacks and larger formats. ●

## New flavours and formats keep shoppers engaged





# PREVIEW



## Lucozade can

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

RRP 69p

Outers not given

Contact 0800 096 3666



## Mars is even cooler

Mars Chocolate Drinks and Treats has launched three new frozen desserts; Twix Cheesecake, Maltesers Pavlova and Mars Dessert Bar.

RRP £2.99

Outers not given

Contact 08457 446 644



## Get ready for premium

Hovis has launched a premium Farmhouse range which includes a Soft White Farmhouse 800g and a Hovis Wholemeal Farmhouse 800g.

RRP £1.40

Outers not given

Contact 08707 288888



## Expect a waffle lot of sales

Stute Foods will add a sugar waffle, served with a sachet of hazelnut chocolate spread, to help expand the brand's portfolio of on-the-go impulse snacks.

RRP not given

Outers not given

Contact 01179 238823



## JD times three!

Jack Daniel's is launching new pricemarked packs for its pre-mix formats - Jack Daniel's & Light Cola, Jack Daniel's & Cola and Jack Daniel's Tennessee Honey & Lemonade.

RRP 3 for £5

Outers 12

Contact 01962 762200



## Four more join the Clan

Clan Brewing Company has produced four new beers using barrels from four whisky regions for sale in the UK.

RRP £5

Outers not given

Contact 0141 427 2977





### Fill up on fruit

Princes has announced the launch of a new variant in its limited edition range – Red Cherry & Blueberry with a hint of Elderflower.

**RRP** £1.19

**Outers** 6

**Contact** 0151 966 7000



### Certain to heat up your sales

Tropical Sun is launching Dragon Malt; a non-alcoholic malt drink suitable for vegetarian, vegan and halal diets in 500ml cans, 330ml bottles and six-packs.

**RRP** 99p for 500ml can

**Outers** 24

**Contact** 0208 988 110



### Mondelez goes for Gold

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

**RRP** 50p

**Outers** not given

**Contact** 0870 191 7343



### One to sink your teeth into

Maynards Bassetts is launching Juicy chews – its first adult chew sweet with a liquid centre since the brands joined forces in February.

**RRP** £1.30

**Outers** 17

**Contact** 0141 427 2977



### Vim-total profit potential

Vimto has announced the launch of its first ever 'Vimto Factory' with the aim of highlighting the potential its products can offer retailers.

**RRP** various

**Outers** various

**Contact** 01925 220 122



### Burton's feels the fear

Burton's is launching its 2016 Halloween Cadbury Biscuits range with four products – Scream Egg Biscuits, Animals Halloweenies, mini fingers and Trick or Treat biscuits.

**RRP** £1-£4.49

**Outers** not given

**Contact** 01727 899700





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

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

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

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

\*YouGov Omnibus Research 2015

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# THIS WEEK IN MAGAZINES

**Nadia Alexandrou**  
 nadia.alexandrou@newtrade.co.uk  
 020 7689 3350  
 @NadiaAlexRN  
 facebook.com/retailnewsagent



## Net gains

# YOU'LL LAND A SALES WINNER WITH DORY

**Pixar's sequel to the universally popular Finding Nemo – Finding Dory – is the subject of an exciting launch in the children's sector**

**EGMONT PUBLISHING** is launching a magazine based around the recently-released sequel to Finding Nemo, Finding Dory. Aimed at boys and girls aged three to six, the magazine is filled with comic stories, fish facts, puzzles, colouring activities, cut-outs and posters. Each issue comes with stickers and a Finding Dory gift. The first issue comes with a free fishing game, 100 stickers, three posters and the first of a series of collectable cards. The Pixar sequel Finding Dory led the US box office for three weeks in a row when it first aired last month, making this magazine a promising launch for the children's sector.



**On sale 13 July**  
**Frequency four-weekly**  
**Price £3.25**  
**Distributor**  
**Display with Go**  
**Jetters, CBeebies**  
**Magazine, Peppa Pig**

## Round up



**NADIA ALEXANDROU**  
 Magazines  
 reporter

## STAY ON TREND FOR SUCCESS

While waiting for the Pokémon Go craze to hit magazines and find its way onto RN's TWiM pages, plenty of titles are taking advantage of other trends and seasonal events.

The preview issue of Four Four Two – which gives fans everything they need to know about the 25th season of the Premier League, starting in August – is definitely one to stock. Last year's preview issue achieved an uplift of 128% in retail sales value (RSV) for independents, which generated an additional £20,440. For that same issue, symbol groups saw a 161% sales uplift, which generated an additional £9,300. From July last year to June, this magazine generated a total of £257,000 RSV through symbol groups and independent retailers.

Similarly, Radio Times has gone big on the 2016 Rio Olympics with an ultimate guide to the event. The last time Immediate published such an issue – for the 2012 Olympics – it generated more than £1.5m RSV, made £700,000 more than a normal issue and boosted sales volumes by 26%.

And one for the whole family, the long-awaited Finding Nemo sequel, Finding Dory, will be on sale on 3 August. Egmont already has a strong presence in the independent sector and symbol groups, with around 25-35% of sales going through these channels, so this box office hit has a promising future as a magazine.

The good news is you don't have to do a lot to enjoy the sales peaks of these titles – just make sure you stock them and display them as prominently as possible.



**BRAND NEW!**

**STICKER COLLECTION**



**STARTER PACK**

**Album +31 STICKERS**



**INCLUDES**

**Album +31 STICKERS**

**Starter Packs: £2.99 <sup>rrp</sup> Sticker Packets: 50p <sup>rrp</sup>**

**ON SALE NOW!**

**PANINI**  
www.paninigroup.com

© Disney

# THIS WEEK IN MAGAZINES



## Bestsellers Gardening & outdoors

Title	On sale date	In stock
1 Garden News	06.08	<input type="checkbox"/>
2 Amateur Gardening	30.07	<input type="checkbox"/>
3 BBC Gardener's World	27.07	<input type="checkbox"/>
4 Kitchen Garden	25.08	<input type="checkbox"/>
5 Garden Answers	20.07	<input type="checkbox"/>
6 The English Garden	20.07	<input type="checkbox"/>
7 Grow Your Own	05.08	<input type="checkbox"/>
8 Gardens Illustrated	21.07	<input type="checkbox"/>
9 Country Walking	21.07	<input type="checkbox"/>
10 Practical Poultry	22.07	<input type="checkbox"/>
11 Trail	29.07	<input type="checkbox"/>
12 Smallholder	06.08	<input type="checkbox"/>
13 The Great Outdoors	22.07	<input type="checkbox"/>
14 Home Farmer	12.08	<input type="checkbox"/>
15 Your Chickens	10.08	<input type="checkbox"/>
16 Bushcraft Survival Skills	02.07	<input type="checkbox"/>
17 Camping	28.07	<input type="checkbox"/>
18 Climber	11.08	<input type="checkbox"/>
19 Practical Pigs	05.08	<input type="checkbox"/>
20 Garden Designs Journal	17.08	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## STUFF

The September issue of Stuff comes with the 'Lust List', which features the top 100 'must-have' gadgets for readers, as well as a review of a new phone model, OnePlus3. Frontline expects a 10% uplift on both volume and retail sales value for this issue. Stuff is the world's best-selling gadget magazine, according to Frontline, and generated £947,000 from July 2015 to June 2016.



**On sale 27 July**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Men's Health, GQ, FHM



## TWIRLYWOOS

The seventh issue of Twirlywoos comes with a felt picture set that allows children to create different scenes with the provided characters. Based on the popular CBeebies show, the magazine is filled with stories, stickers, activities and games – this particular issue comes with four sticker pages. Coming on sale as children are breaking for their summer holidays, it will be a summer special containing games and activities suited for the anticipated good weather.



**On sale 27 July**  
**Frequency** monthly  
**Price** £3.50  
**Distributor** Marketforce  
**Display with** Showcase, CBeebies Weekly, First Friends



## FOOD HEAVEN

Food Heaven, published by Anthem, is relaunching as a more comprehensive magazine that offers more practical cooking advice and techniques, all presented in a contemporary design. The new look Baking Heaven will now be 124 pages and will still include 101 recipes, but with more features and expert advice. The issue will also include a 24-page supplement, which features 25 cupcake recipes.



**On sale 4 August**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** BBC Good Food, Delicious, TAB My Recipes



## FOUR FOUR TWO

On track to be the biggest-selling issue of the year, this issue provides the season preview for the 25th season of the Premier League in August. The supplement is a guide to the new season, and covers all 92 league clubs. Frontline expects a 110% uplift in volume, and 120% uplift in retail sales value compared to normal issues. Priced at a premium £5.25, rather than its usual £4.75, retailers can expect a boost in revenue.



**On sale 3 August**  
**Frequency** monthly  
**Price** £5.25  
**Distributor** Frontline  
**Display with** World Soccer, When Saturday Comes, Back Pass



## VLOG SQUAD

Time Inc. UK is publishing a one-off special for the YouTube generation, tapping into the vlogging (video blogging) phenomenon. Brought by the team behind Now magazine, Vlog Squad contains features on the most popular YouTube sensations and provides young readers with everything they need to know about their favourite vloggers. Vlog Squad is available now and will be on sale for 12 weeks.



**On sale 19 July**  
**Frequency** one shot  
**Price** £3.99  
**Distributor** Marketforce  
**Display with** We Love Pop, Shout, Teen Vogue



This issue...

- 8 pages extra
- £5000 Orient Express trip
- Favourite with holidaymakers

**PLEASE DISPLAY PROMINENTLY**







## RADIO TIMES

This week's Radio Times is an Olympic special, which includes a 72-page supplement providing a complete guide to more than 3,000 hours of live Olympic TV coverage, with full listings covering the BBC's 24 exclusive Olympic channels. It features highlights and expert opinion for every day of the Olympics – what to watch and when to tune in across 16 days of competition, including how to follow the Games – on TV, online, on catch-up and on the radio.



**On sale** 26 July  
**Frequency** weekly  
**Price** £3  
**Distributor** Frontline  
**Display with** TV Choice, What's on TV, TV Times



## BBC MATCH OF THE DAY

Match of the Day's next issue will give every reader a collectable wallchart and moveable club scarves and shirts. From Arsenal to Yeovil and Aberdeen to St Johnstone, the wallchart allows readers to update English league and Scottish Premiership tables as they change throughout the season. This issue is the first part of the new 2016-17 league ladders, with the second part in the following week's magazine.



**On sale** 26 July  
**Frequency** weekly  
**Price** £2.99  
**Distributor** Frontline  
**Display with** Match, Kick, Strike It



## FOOD TO LOVE

This issue is a summer special, with a focus on healthy recipes and ideas for summer party dishes. Offering more than 80 recipes in every issue, Food to Love is aimed at the premium end of the cookery market, with an emphasis on using the best in seasonal fresh produce. Sales for the magazine are down by 1.95% year on year, which is ahead of the total market decline of 4%.



**On sale** 28 July  
**Frequency** monthly  
**Price** £4  
**Distributor** Frontline  
**Display with** BBC Good Food, Delicious, TAB My Recipes



## HORSE & HOUND

Horse & Hound previews the 2016 Olympics with this premium-priced issue. This complete guide provides equestrian enthusiasts with everything they need to know to follow and enjoy the games. The issue previews each of the equestrian Olympic disciplines and explains who to watch out for. There's also an exclusive interview with British Rio-bound dressage hero Carl Hester.



**On sale** 28 July  
**Frequency** weekly  
**Price** £2.99  
**Distributor** Marketforce  
**Display with** Pony, Horse & Rider, Your Horse



## DISNEY PRESENTS: FINDING DORY

The next issue of Disney Presents is a special dedicated to the recently-released children's film Finding Dory. This issue comes with a free water game, as well as posters and stickers. Panini's Finding Dory special includes stories, activities, and cut outs based on the Disney Pixar film, and also gives readers the chance to win several prizes.



**On sale** 28 July  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Marketforce  
**Display with** Frozen, Pink, Disney Princess

## Industry viewpoint

Richard Campbell

Publisher, Radio Times



**M**agazines still have huge potential at retail, and for many publishers they represent the biggest part of their business.

I believe the future looks promising: if you look at the key magazine categories Immediate Media is in – TV, children's and special interest – their value at the newsstand is the same or even higher than 10 years ago. Over the past four or five years, Immediate has launched around 27 regular-frequency titles into these areas.

Moving into my new role as publisher at Radio Times – which is the biggest UK magazine for retail sales value – newsstand circulation is a key focus for me.

Radio Times' distribution through independents and symbols groups is roughly 30%, and in this channel it's about making sure we've got the basics covered. Availability is a big part of this, and last year our availability to independent retailers improved by 3%.

Pricing is another focus, and in January Radio Times increased its cover price to £2.30, which means retailers keep just over 57p per copy. On such a high-volume title, that is a massive opportunity to drive profits.

One way we work with independents is through Frontline, which has a dedicated team that looks after the network, and is also official category partner to the NFRN. Through simple merchandising initiatives and retail promotions, we're able to better support retailers in this channel.

Moving forward, the newsstand will continue to play a big role for Radio Times, and by working together, publishers and retailers can unlock the full potential of the magazines market as a whole.

Top tip

Place high-selling titles at the front of fixture to drive visibility and sales



## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## HOW BROTHERS PETE AND CHRIS HERRING BUILT ON THEIR FATHER'S RETAIL ROOTS

Plus, with the return of the Great British Bake Off just weeks away, how you can profit from the home baking trend, and readers on the effect of illicit tobacco on their stores



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	30	100	<b>8.99</b>
Build the Millennium Falcon	83	100	<b>8.99</b>
Cake Decorating Relaunch	78	169	<b>2.99</b>
Dinosaurs & Friends	76	80	<b>5.99</b>
Jazz at 33 and third RPM	15	70	<b>14.99</b>
Simply Stylish Knitting	31	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	81	90	<b>6.99</b>
Build A Solar System	50	104	<b>6.99</b>
DC Comics Graphic Novel	26	60	<b>9.99</b>
Disney Cakes & Sweets	152	160	<b>4.50</b>
Doctor Who Figurines	77	120	<b>7.99</b>
Marvel Chess Collection	82	96	<b>8.99</b>
Marvel Fact Files	177	200	<b>3.50</b>
Military Watches	65	80	<b>9.99</b>
Star Trek Ships	78	78	<b>10.99</b>

## Hachette

Art of Crochet	49	120	<b>2.99</b>
Art of Knitting	80	90	<b>2.99</b>
Art of Quilting	31	90	<b>3.99</b>
Art Therapy	72	120	<b>2.99</b>
Build the Mallard	101	130	<b>7.99</b>
Build the U96	101	150	<b>5.99</b>
Dr Who Complete History	24	80	<b>9.99</b>
Draw The Marvel Way	16	100	<b>4.99</b>
Judge Dredd Mega Collection	41	80	<b>9.99</b>
Marvel's Mightiest Heroes	68	60	<b>9.99</b>
My 3D Globe	82	100	<b>5.99</b>

## RBA Collectables

Amazing Dinosaur Discovery	75	80	<b>5.99</b>
My Zoo Animals	48	60	<b>5.99</b>
Precious Rocks, Gems & Minerals	80	100	<b>5.99</b>
Real Life Bugs & Insects	98	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**



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



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



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



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



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



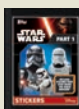
**Shopkins**  
Starter **£2.99**  
Stickers **£0.50**



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



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



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



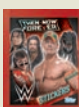
**Star Wars Stickers Part 2**  
Starter **£2.99**  
Stickers **£0.50**



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



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

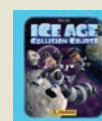


**WWE**  
Stickers **£2.99**  
Cards **£0.50**

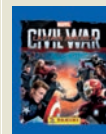
### Panini



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



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



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



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



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



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



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



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



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



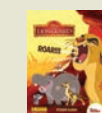
**England Trading Card Collection**  
Starter **£4.99**  
Cards **£1.00**



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



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



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



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



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

**betterRetailing.com**

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## Newspaper terms

### Daily newspapers Margins/pence

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

### Daily newspapers Margins/percentage

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

### Saturday newspapers Margins/pence

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

### Saturday newspapers Margins/percentage

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

### Sunday newspapers Margins/pence

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

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 23-24 July

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,150g	855g	65g	4	45g
Sunday Times	935g	555g	90g	3	45g
Guardian	745g	240g	65g	2	50g
Times	745g	410g	80g	4	50g
Mail on Sunday	745g	335g	30g	1	30g
Mail	560g	225g	45g	2	30g
Sunday Telegraph	535g	315g	0g	0	0g
Observer	505g	115g	0g	0	0g

### 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

**LOCAL  
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## Back in the day

# 100

YEARS AGO

29 July 1916

Retailers were encouraged to sell memorial cards "specially designed for use in cases of men killed in the war". A book of cards was issued with "appropriate designs with special wordings, to which they add the crests of most regiments".



# 50

YEARS AGO

30 July 1966

RN readers were told that reports and comments on football would appear regularly in the Evening Standard throughout the next year. A far cry from today's blanket coverage, readers learned that a "searching analysis of match prospects" would now be the norm.



# 25

YEARS AGO

27 July 1991

GQ launched a verbal swipe at main rival Esquire after it increased its Jan-June sales figure to 71, 229. Stephen Quinn, launch publisher of GQ, said of the magazine's rival: "Esquire was launched with great fanfare...it now lags sadly behind with an average circulation of 45,000."



## Solved! Mystery of getting Heinz ketchup to flow...

How you get ketchup out of a glass bottle need no longer be a mystery after a Heinz spokesman finally revealed the answer after decades of bruised hands and baffled brains. And the answer has apparently been staring us in the face all this time.

If you gaze intently enough at the bottle you'll see a 57 on the neck. This isn't just yet another reminder that Heinz has 57 varieties, oh no. This is also apparently a spot that, when tapped, makes all ketchup lovers' lives easier.

A spokesman for Heinz

told Mirror Online: "To release ketchup faster from a glass bottle, here is a little secret from Heinz.

"The sweet spot to tap on the Heinz bottle is the embossed 57 on the neck.

"All you need to do is apply a firm tap where the bottle narrows, and the ketchup

will come out easier."

If you didn't know this, don't worry too much. According to Heinz only 11% of people are aware of the trick. But, as it admits, if you don't have success with the sweet spot you could always just go and buy the squeeze bottle...



## Waitrose workers develop a taste for diners' leftovers

If there's one thing we've learned this past week it's that if you work at Waitrose you need to eat a hearty breakfast.

The upmarket store has suspended 17 staff members and sacked one after they were accused of eating half-eaten meals left by customers in its Milngavie outlet near Glasgow.

A source told the Daily Mirror: "When a customer has left an unfinished meal they have been eating the re-

mains rather than throwing the food in the bin.

"For example, if someone has ordered a brownie and not been able to finish it, the worker has had a couple of bites of the leftovers on the way back into the kitchen."

So next time you're at Waitrose and are served by someone with gravy dripping down their chin, you can probably guess where it has come from.



## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



What a difference a couple of days make where the weather is concerned. It went from 13c to 26c virtually overnight, and travelling round in my little car I think I can safely say I know just how a tomato in a greenhouse feels.

Of course, the farmers are extremely happy because they can get on with some harvesting, which was delayed by all the heavy downpours of a couple of weeks ago.

Last week, I had a phone call from a very nice young man called Neil who works for Greenways Publishing. He wanted to know if I would distribute some leaflets on my rounds to promote a couple of sports newspapers, with the aim of generating some orders for them among my customers. I told him he can send me some, but whether anyone takes any of them on is another matter entirely. A lot will depend on the price.

The Scarecrow Festival at Great Bridgeford has just taken place. It was brilliant and some people must have a lot of patience to make the things they did. One house had a complete scene from Wimbledon, with the court marked out on the grass, a player at each end holding real rackets and an umpire in his chair. It must have taken hours to make all that. Another house had animals climbing a ladder into the Ark. It will be interesting to see what the Woodseaves folk come up with when they do theirs over the August bank holiday weekend.

I wholeheartedly agree with Graham Doubleday - the Mail on Sunday price increase is quite simply barmy.

The publishers keep on about increasing HND but we will never do that as long as they keep pushing up prices and sticking news online. They will learn the error of their ways when we are all out of jobs.



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