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SPECIAL REPORT

Page 30 >>



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My customer focus

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High-sugar promos bad for store health



- Retailers warned to cut reliance on 'unhealthy' lines and invest in fresh produce or risk damaging reputation.
- Report author calls for change: 'Could the local corner store become the fruit and veg market?' Page 5 >>

Main squeeze

Shoppers are getting hands-on in east Scotland by squeezing their own orange juice in-store. Customers travel miles to get juice from Harris Islam's flagship Green's of Markinch convenience store on the outskirts of Glenrothes. Mr Islam said sales of his fresh juice, which earns him 40% margin, outstrip those of brands, despite being more expensive.



CONVENIENCE

Forecourt future lies in stores, not pumps

Innovation and niche services key to capitalising on growth, say retailers.

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NEWSPAPERS

Readers won't take any more price rises

Retailers' warning after Mail on Sunday hike. Page 8 >>

Increase in support for indies after Ribena Light sales surge. Page 13 >>

"I fought day-in, day-out with drunk people. I'm used to having people shouting at me, abuse thrown at me, but I never thought something like this would happen to me."

AS NIRUPA PATEL'S ATTACKER IS JAILED, SHE SHARES THE STORY OF HER ORDEAL WITH RN Page 18 >>



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LEADER



**Don't assume
that personal and
local will always
be an advantage
for independents
– just look at
Waterstones**



CHRIS GAMM

Editor

@ChrisGammRN

On Wednesday, I presented at the Better Wholesaling Summit on how start-ups like Uber, Deliveroo and Amazon Fresh are using technology to change the game for entire markets, millions of businesses and the way we access services forever. I looked at the impact technology is already having on convenience, foodservice and wholesale and how change could be an opportunity for businesses operating in these markets.

Last weekend, shopping with my family, I went into Waterstones, one of Amazon's earliest victims. The way it has adapted in response to on-line was clear and seems to be working.

While it stocks some quality stationery and gifts, it has focused on the art of selling books. There are dozens of tables of recommendations, grouped by genre, plus a chalkboard of staff picks.

The staff weren't in uniform and the atmosphere was quiet and calm. There was a fish tank, colouring and sofas, so our children were happy.

It felt personal – the opposite of everything Amazon is. Amazon may be great for convenience, but those who really want to buy books go to bookshops, and Waterstones is putting itself back on the map.

Any business dealing in physical goods, where expertise and personal service matters, faces the same challenge.

Rather than providing answers to how to respond to disruptive technology, my presentation suggested questions to ask and where to take inspiration from. You'll find more in this issue, in particular how to use your local expertise to respond to increasing customer demand for healthier food.

But be warned: don't assume that personal and local will always be an advantage independents have over multiples. Just look at the changes at the heart of Waterstones' model.

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a business for sale, with a checklist of what you need for a quick and successful transaction

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INTERNATIONAL FOODS

Boost your sales whoever your customers are

"WE THOUGHT, IF WE WON'T EAT THIS PRODUCT, HOW CAN WE EXPECT OUR CUSTOMERS TO?"

– HARRIS ASLAM ON WHY HE INVESTED IN A FRESHER, HEALTHIER FOOD TO GO RANGE Page 30 >>

NEWS



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Price rise worry on Euro lotto

Plans to raise the price of EuroMillions lottery tickets could drive away customers and cause sales to fall, retailers have warned.

Camelot has announced it plans to increase the cost of EuroMillions tickets to £2.50 in September to fund bigger jackpots and double the number of Millionaire Maker raffle wins.

Sophie Towers, of Premier Store Topshop in Burnley, said: "If it goes any higher I don't think people will buy as many."

The Lottery operator said the starting jackpots were expected to rise to £14m, while the number of jackpots more than £50m is set to double.

A Camelot spokeswoman said the company had received positive feedback from its own retailer forum. "They can see how the bigger jackpots, the doubling of the number of guaranteed UK millionaires and the fantastic Mega Weeks at the end of every month will benefit their bottom lines," she said.

Rates in firing line

Organisations representing more than 100,000 shops and businesses have called on the government to target business rates instead of cutting corporation tax.

In a letter to chancellor George Osborne, the small business organisations said that Britain has the highest business property taxes in Europe while corporation tax has fallen compared to 1990 rates. The Federation of Small Businesses, the British Chambers of Commerce, the British Retail Consortium and the Association of Convenience Stores said that simplifying and reducing the costs of business rates would stimulate economic growth.



Mike Brown of Browns Newsagents, Stokesley, pictured with his news delivery team

Deliverers' theme park fun day out

A group of 150 news deliverers from the NFRN's northern district descended on Flamingo Land theme park near Pickering, North Yorkshire, last week. The annual event gives newsagents the chance to thank their delivery boys and girls for all their hard work and commitment to HND throughout the year. This year, the event was supported by Booker, which provided goodie bags, Menzies Distribution, Smiths News and the Northern Echo, which helped towards transport costs.

Huge potential for growth and change says report 'Shop is most important part of business'

Convenience sales focus for forecourt retailers

by Greg Wilcox

Forecourt retailers are turning their attention to growing the convenience side of their business as the sector pulls in more than £4bn in sales a year.

A new industry report revealed forecourt retailing is entering a new phase with huge potential for growth and change. It states, excluding petrol, forecourts generate more than £4bn annually in sales.

Retailers told RN they believe in the next five to 10 years forecourts could

look completely different, with the convenience side of the business completely overtaking petrol in terms of importance.

"There is huge potential. For many forecourts the shop is now the most important part of the business," said David Charman, of Spar Parkfoot in West Malling.

"In the past the fuel drove the shop, but now the shop is driving the fuel. It's a natural progression I now describe myself as a convenience store owner who sells fuel, not the other

way around."

Technological improvements mean it is conceivable that electric cars will be fully recharged in 15 minutes and for Mr Charman, that will further open up possibilities for forecourt retailers.

"Car owners will need something to do with those 15 minutes and refuelling won't be simply a quick in-out procedure. That offers us a huge opportunity."

Adam Hogwood, manager of Budgens in Broadstairs, said he believes retailers who will prosper

will be those who innovate and offer niche services.

"Innovation is driving things forward and in a few years' time there will be less space for the forecourt and more for other services provided.

"The growth in forecourt retailing and services is only going to get bigger and bigger."

The 2016 Forecourt Report from the Association of Convenience Stores also revealed coffee is a major part of a modern forecourt with 70% of stores now featuring a coffee machine.

Help for stores moving non-EUTPD II stock

A cigar manufacturer has said it will help ensure retailers are not left with non-compliant EUTPD II stock after next year's deadline by moving it to faster selling stores.

With its first delivery of

EUTPD II products due to hit shelves in October, cigar manufacturer Ritmeester said it will work with retailers to replace old stock in shops where sales are slow.

Andy Swain, Ritmeester UK country manager, said:

"We'll be working hard swapping existing products for EUTPD II-compliant ones and putting existing products into stores where they're selling faster.

"We'll be working hard - it's a big part of the balance

that we've got."

Other manufacturers said they would offer advice and support to retailers in managing stock before branded packaging and smaller packs are banned next May.

● Industry profile - p19.

Retailers could suffer 'reputational risk' 'Industry must reposition its product ranges'

Stores urged to adopt a healthier business model

by Gurpreet Samrai

Retailers need to reduce their store's dependency on "unhealthy" lines such as confectionery and alcohol and increase investment in healthy products to protect their community reputation, experts have warned.

Consumption of high-sugar products increases 60% due to promotions, with unhealthy items twice as likely to go on promotion, a report by consulting firm Oliver Wyman has revealed.

It adds that "the reputational risk to retailers is real" and that store owners need to reduce promotions

in the category as the government ramps up its bid to tackle obesity.

A recent study by City University also blamed the convenience sector, alongside fast food outlets, for contributing to the undermining of government efforts to promote healthier foods in schools.

"It's very important to start changing the entire food system and that means convenience stores and newsagents. Those making money from selling sweets, chocolate and foods less desirable for health need to rethink their business model," said professor Tim Lang, director of the

Centre for Food Policy at City University. "Could the local corner store become the fruit and vegetable market for weekly shops, which has worked in other countries such as Brazil?"

Retail consultant David Gilroy said wholesalers are trying hard to get fresh to work in independent stores, but retailers are not investing enough in the equipment and resources they need.

"The industry must reposition its product ranges," he said. "All the categories currently driving the business are perceived as 'bad' by consumers: tobacco, soft drinks, confectionery,

alcohol, crisps and snacks. Moves must be taken to reduce dependency in these areas as the future for them is far from certain."

RN's special report this week highlights retailers who have found a variety of ways to make their stores healthier, with retailers stating those who don't stock healthy foods and snacks are in danger of losing customers.

Joe Williams, of The Village Store in Hook Norton, said: "The way the market is going means if you aren't stocking healthy produce you're losing out on sales and money."

● *Your Healthier Store* - p30.

Shoppers lose faith

Consumer confidence has fallen at the sharpest rate since 1994, while small business confidence has fallen to a four-year low in the wake of Brexit.

A survey by research firm GfK in the week after the vote found consumer confidence had dropped by 8%. The last time such a drop was recorded was during the 1994 recession.

Meanwhile, The Federation of Small Businesses found business confidence had fallen to a four-year low to 4.3, down from 37.9 last year.

NLW hits profits

Higher prices and lower profits have been the result of the introduction of the National Living Wage rather than jobs losses, according to a new report published by think-tank Resolution Foundation.

The report includes a survey of 500 business responses to the living wage, the first since its introduction on 1 April.

Of those affected by the wage rise, the most popular short-term action taken has been to increase prices (36%), followed by taking lower profits (29%).

Alcohol direct

Palmer & Harvey is trialling Alcohol Direct, a scheme almost identical to its Sweet and Snacks Direct business, retailers have told RN.

It is understood the trial will last six months and work along the same lines as its direct-to-door van sales service, which sells savoury snacks, biscuits, confectionery and soft drinks brands.

P&H declined to comment.

Kishor's 'Royal' friends

Kishor Patel, of Nisa Local in Houghton Regis, took a selfie with the Queen, Duke of Edinburgh and a couple of foxes as he judged floats and stalls at the Houghton Carnival last weekend. Mr Patel has been a regular visitor and participant at the festival, which he says is an important event in the local community calendar.



Retailer suspects big stores get better prices

An independent retailer has questioned whether manufacturers are failing to provide a level playing field, with different products and prices available to multiple retailers.

Mike Mitchelson, of

Mitchelson Newsagents in Cumbria, spotted a 120g Fruit & Nut bar with whole nuts on sale at £1 in a WH Smith Travel in Carlisle. He said the same bar is only available to him priced at £1.49. For £1, he added,

he can only sell a 90g Fruit & Nut bar, but with chopped rather than whole nuts.

"I want to know if WH Smith is getting better deals than independent store owners," he said - a question RN put to Mondelez.

A Mondelez International spokesman neither confirmed nor denied the claim, stating: "Every retailer is unique. The decision on which products to stock and pricing rests with each retailer."

NEWS

BUSINESS



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WebSPAR to make life easier

Spar's northern England wholesaler James Hall & Co says its redesigned WebSPAR system will make retailers' lives easier.

The 10-year-old system relaunched on 6 July after a complete redesign based on feedback from store owners.

The latest version is designed to be easier and more intuitive to use, with content specific to each retailer. It can be used across a number of devices and has full details on product recalls, latest news, deals and promotions.

Peter Dodding, James Hall & Co sales and marketing director, said: "We took on board all the feedback retailers gave us and came up with this clearer, simpler and more intuitive layout. We are confident our retailers will find it much easier to navigate around the site and find exactly what they're looking for."

Amazon Fresh set to disrupt

A report by retail analyst Conlumino claims Amazon Fresh will prove to be disruptive rather than dominant in the UK in the short to medium term.

The online giant is already delivering groceries to 128 London postcodes after launching last month. But the report, which looked at the company's performance in the US and predicted what lessons could be learned for its entry into the UK, claims the UK market will prove to be tough.

Conlumino also warned Amazon could achieve success by attracting non-online shoppers. Its report emphasised problems the company faces over the opportunities such as resistance to the £79 annual fee.



Nisa Extra staff make a difference

Staff from Milestone Nisa Extra presented PIPS Newry, a suicide and self-harm support group, with a cheque for £1,000 after the store was one of 15 outlets to win a Making a Difference Locally award. The campaign aimed to highlight the key role Nisa retailers play at the heart of their communities. Collectively, the winning stores have donated £84,000 to local causes since the charity was formed in 2008.

Eat 17 takes over former My Local site 'We need to work together,' says nearby c-store manager

Fellow indies welcome new Eat 17 to Whitstable

by Greg Wilcox

Convenience store owners and customers in Kent have welcomed the arrival of Eat 17's third store.

The Whitstable store set to open today (15 July) takes over the site of a former My Local. But rather than viewing the arrival of the trendy store as a rival, north Kent store owners told RN it will benefit both the local area and other retailers.

Adam Hogwood,

manager of a Budgens in nearby Broadstairs, said: "It's exciting news. This is a big thing as I hope it will change people's perception of convenience stores and it can't but help both the local area and other retailers."

"We need to work together, not in competition, and you'd be foolish to think it won't help. It will raise the bar. We need to work with local producers and put them in touch with independents and I

cannot wait for it to open."

Meanwhile, Claude Binns tweeted: "We're very excited. Far too many supermarkets already! Looking forward to popping in."

As well as promoting local produce, Eat 17 will open an ice cream parlour in August using ingredients from Kent.

Co-owner James Brundle said: "We are really excited to be able to acquire this site. Whitstable is a great fit for our brand

- the perfect mix of tradition and trendiness.

"We will include a great range of ambient, fresh, chilled, alcohol and tobacco products alongside loads of local suppliers."

The new store is taking over the former My Local, which shut when the company went into administration, and will employ all of its 11 staff.

It comes after Co-op announced it has bought six My Local stores across the country.

One Stop's 'exciting' Scottish future

One Stop has celebrated its first year trading in Scotland with the group's franchise director confident about its future in the country.

One Stop has now grown into double figures in Scotland, just 12 months after first setting foot north of the border.

Andrew King said: "We've seen some great interest in the brand and we're all really proud of the success our franchisees have seen since working with us. We're very excited about our future in the Scottish market."

Meanwhile, the group has launched a rebranded

'My Local One Stop' customer satisfaction programme with the aim of reigniting staff and customer engagement.

The programme was originally launched in July 2013 and had more than 100,000 customer responses.

It is hoped the rebranded

version will give franchisees specific store-level insight to make improvements for their customers.

Lizzie Reynolds, customer director at One Stop, said: "The insight we gain from the programme has allowed us to make some simple changes for the greater good of our customers."

SUMMER PROFITS



Cigar sales are highest in the Summer*



**BRIGADIER
RORY
FREEMAN**
1797



**WILBERFORCE
FREEMAN**
1820



Lady
Dolly Freeman
1880



**BENEDICT
FREEMAN**
1900



**'BARNACLE'
BOB FREEMAN**
1910



**OPHELIA
FREEMAN**
1920

A CIGAR OF fine Summer Character - Stockup now!

* Nielsen Market track July-August vs. average monthly cigar volumes total year 2015

NEWS

NEWSTRADE

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NFRN says publishers need print presence

Publishers should not rush into online-only operations, the NFRN has warned, after the Independent's digital audience fell following the closure of its print editions.

The Independent's final newspaper edition was published in March and the digital audience peaked at 3.3 million unique daily users the following month, according to the Audit Bureau of Circulations.

But by May this had fallen by 7% to 3,048,377 unique users, the largest monthly decline in the online news market. These figures give the Independent a smaller online readership than before the print edition was shuttered.

Brian Murphy, NFRN head of news, said: "This shows publishers the grass isn't always greener on the other side. It's time for them to reinvest in supporting retailers and physical papers."

Launches such as Archant's New European and 24, the Cumbria-based "north's national paper" showed there was still demand for newsprint, he added.

News mag sales soar

Sales of news and current affairs magazines increased by between 10% and 15%, in the run-up to the referendum, according to distributor Comag.

It added UK circulation received a larger boost of 30% in the week after the historic result.

"Current issues are even stronger, with an increase of up to 45%. We're hoping this trend continues for the next few weeks and hopefully months," said Dean Russell, Comag's independent retail and sales development manager.



Lights, camera, action... News UK goes to the movies

The Sun on Saturday will feature a new free monthly film magazine, Popcorn, from 16 July, News UK has revealed. The 28-page magazine is sponsored by Sky Cinema and will offer readers a guide to the latest films in the cinemas and for home viewing. With 2.4 million copies, the company says it will be the UK's biggest film magazine.

Bauer nets more sales

Bauer Media has reported a 6% circulation rise for Angling Times following a relaunch of the title in a new format.

After 63 years as a tabloid newspaper, Angling Times was re-designed as a glossy A4 magazine in April.

Patrick Horton, managing director for sport and entertainment at Bauer Media, said the move had reversed a sales decline and readers appreciated the new format.

"You are always nervous when you make a change to a magazine that's 60 years old and has a very loyal audience. But the feedback has been fantastic," he said.

"The biggest thing for readers has been the portability: anglers spend a lot of time on the riverbank and newsprint isn't great when it's wet and windy."

Earlier deadlines for the magazine mean some coverage of angling competitions at the weekend has migrated online, however.

The new format was a financial gamble for Bauer, costing the company 20% more while it maintains the £1.99 cover price and retailers' margins.

Stark warning to publishers as price of Mail on Sunday goes up Cancellations already made

Any more price hikes and sales will go, say retailers

by Joseph Lee

Retailers have warned customers will not tolerate many more price rises, as the Mail on Sunday increased its cover price by 10p to £1.70 last Sunday.

DMG Media, the paper's publisher, said retailers could expect an extra £6m of RSV from the move as retailers' margin was held at 21%.

But retailers told RN they were more concerned that price rises would cause some customers to stop purchasing altogether, wiping out any

gain from higher-value margins.

Trudy Davies, of Woosnam & Davies News in Powys, said: "It's one of our biggest-selling papers, but customers said, 'Not another price increase!' A couple of people who had the paper on order have already cancelled."

"An extra 2.1p on the margin doesn't help if you haven't sold as many papers."

Arif Ahmed, of Ahmed Newsagents in Coventry, said: "It hasn't affected my sales yet. But we need to keep the readership high.

That's more important than the margin right now."

An analysis by Press Gazette found daily national newspapers have increased their prices by 94% in the last decade and Sunday prices rose by 53%, while circulations almost halved. Retail prices in general only increased by a third in the same period.

Papers which had the smallest price increases saw the largest gains in market share, including the Sun, Sunday Mirror and the Mail titles.

A spokesman for DMG

Media said this was the first price rise for the Mail on Sunday in 15 months, which generates £100m of RSV, more than any other Sunday paper.

The price rise coincided with a marketing push including TV and social media advertising to promote the paper's free Jamie Oliver recipe magazine.

"Helping to maintain and increase sales is a key focus for us: Sunday's price increase coincided with one of the biggest in-paper promotions so far this year," the spokesman added.



CAN EVERY ONE BE
AS FRESH AS THE FIRST?

This communication is for the information of tobacco traders only.

Smoking kills



NEWS

PRODUCTS

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Imperial tells the JPS story

Imperial Tobacco has unveiled a series of limited edition packs for JPS which aim to tell the brand's 'historic story'.

The limited edition packs, available in JPS Blue, Black, White, Silver and Menthol in king size 19s and superkings 19s formats, feature famous landmarks and items such as Big Ben, red telephone boxes and motorbikes.

Imperial Tobacco brand manager Emma Stew said: "These fun, limited edition packs are a tip of the bowler hat to the classic heritage of JPS, with eye-catching on-pack imagery."

"JPS remains a major player in the UK factory-made cigarette market, with a total share of almost 6%. Retailers are advised to stock up on these special edition packs."

Bars with Benefits

Eat Natural has added a digestive health bar to its Bars with Benefits range.

The Better Inside bar contains chicory root – a naturally active ingredient well known for its digestive qualities – alongside dried apricot, brazil nuts, coconut flakes, coated in yoghurt.

It is the fourth addition to the range which includes Eat Natural Bars with Benefits (Omega 3) Dark Chocolate, Seeds & Peanuts, Eat Natural Bars with Benefits (Extra Protein) Maple Syrup, Pecans & Peanuts (Vegan), and Eat Natural Bars with Benefits (Extra Fibre) Apple, Ginger & Dark Chocolate.



Flavour on tap with Capri-Sun Fruity Water

Coca-Cola European Partners (CCEP) is to launch Capri-Sun Fruity Water next month to tap into the water sector. It will be available in 10x200ml multipacks, in two flavours – Mango-Passionfruit and Blackcurrant. The new range is the brand's latest no added sugar variant, joining Capri-Sun No Added Sugar and Capri-Sun Fruit Crush. It will be supported by sampling, couponing and a social media campaign as well as branded quarter pallets and PoS for retailers.

Tangerine adds iconic flavour to its range 'One of the most exciting launches of the year'

Vimto is full of jelly beans with confectionery tie-in

by Greg Wilcox

Tangerine Confectionery has added Vimto Mini Jelly Beans to its range of collaborations with the drinks brand.

The assortment of Vimto Original, Strawberry Vimto and Cherry Vimto flavoured beans will be available in three pack formats – 38g and 200g bags as well as a 160g pricemarked bag at

£1 for the convenience sector.

The mini jelly beans, which are suitable for vegetarians and are dairy-free, join other Vimto branded confectionery lines including Vimto Bon Bons and Mini Bon Bons, as well as Vimto Fizzy Rip Roll and Vimto Fizzy Rippa.

The company is hoping to capitalise on the growth in jelly bean sales, which

rose by 16.6% in the last 12 weeks of 2015.

Adrian Hipkiss, head of marketing at Tangerine Confectionery, said: "We are delighted to deliver our new Vimto Mini Jelly Beans to the market through our collaboration with Vimto, a brand that is bought and loved by almost six million households. It's one of our most exciting product launches this year."

"The jelly bean market is growing at an incredible rate, and coupled with the tried and tested success of our other Vimto confectionery, we know that there will be a huge appetite among Vimto fans young and old for our new product."

The product will be available through convenience and wholesale channels with listings in Nisa, Spar, One Stop, and Booker.

Indie beginners' guide to vaping from JTI

JTI wants to help the 60% of independent retailers who don't stock vaping products with a 'beginners' guide to the e-cigarettes market'.

The tobacco manufacturer is providing its E-Cigarettes Category Guide

through its JTI Advance website and via rep visits as it seeks to dispel the "ambiguity and misunderstandings" which it sees as an obstacle to many retailers entering the market.

"This guide is about levelling the playing field – a

first step," said JTI's emerging products manager Tom Slater, who highlighted the far higher levels of distribution – more than 97% – that exists in the major multiple groups.

The guide provides basic information on the types

of e-cigarettes available, how they work and the types of customers using them.

Mr Slater said the market was performing well, with more than two million people in the UK now using a vaping product.

Hot products for your shopping list



Better Inside is the latest addition to the Eat Natural range



Vimto Mini Jelly Beans has been launched by Tangerine Confectionery



Limited edition packs tell the 'historic story' of the JPS brand



AS FRESH
AS THE
FIRST

PRO
-SEAL™



NOTHING BEATS THAT FIRST TIME FEELING

Now you can enjoy that first time feeling every time you open a pack of Marlboro. PRO-SEAL is Marlboro's innovative new pack closing system featuring a re-sealable lining to keep the last cigarette as fresh as the first.

^ THERE'S CIGARETTES.
THEN THERE'S MARLBORO.

This communication is for the information of tobacco traders only.

Smoking kills

NEWS

PRODUCTS

Ready Brek gets teddy for revamp

Ready Brek has been re-launched with a new pack design featuring a cuddly bear.

The new design, including a teddy bear with a bowl of the breakfast, aims to re-engage the brand with children and promote its healthy credentials.

The packs also feature cut-out and keep smoothie recipes to inspire shoppers.

The new design will feature on Ready Brek Original in 750g, 450g (£2 PMP), 250g (£1 PMP) and Super Fast Sachets packets and Ready Brek Chocolate in 450g (£2 PMP) and Super Fast Sachets packets. Hannah Flannery, commercial marketing manager for Ready Brek, said: "Nutritious, super smooth and ready in just 90 seconds we're confident the Ready Brek bear will become a regular guest in kitchens across the country."



Zero Sugar Coca-Cola hits the right note with Rita

Singer Rita Ora teamed up with Coca-Cola for the launch of its 'new and improved' Zero Sugar variant last week. The star opened the doors of the Coca-Cola Zero Sugar Taste Lounge in central London, which offered samples of the drink. Zero Sugar is the company's biggest product launch in a decade and is backed by a £10m campaign featuring TV and print advertising. The singer said: "If you're like me and love the original Coca-Cola but want to enjoy it without the sugar then this is perfect for you."

Wrigley in-car drive for gum

Wrigley is giving away free in-car gum holders with purchases of Extra and Airwaves bottles.

The promotion, running to mid-September, is expected to deliver a 7.5% increase in sales. It is being backed by TV and radio advertising, which will run for four weeks from 17 July, as well as in-store PoS.

The gum holder will be given away with purchases of Extra Peppermint, Extra Spearmint, Extra White & Extra White Bubblemint, Extra Ice Peppermint and Airwaves Menthol & Eucalyptus bottles.

Julio Guijarro, marketing director for Wrigley UK, said: "This new promotion will tap into consumer demand for a convenient way to keep gum to hand in the car - opening up massive growth opportunities."

NEW

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THEIR HANDS OFF



Sales of 'Light' variant rocket 47% in 13 weeks Campaign targets 16-34-year-olds through ads and sampling

Independents at forefront of Ribena's healthy drinks drive

by Greg Wilcox

Lucozade Ribena Suntory is looking to work with independent retailers to help them capitalise on the growth in popularity of healthier soft drinks, following a surge in sales of its Light variant. Emmeline Purcell, Ribe-

na's senior brand manager, told RN sales of Ribena Light have jumped 25% during the past year and 47% in the past 13 weeks, following this year's £6m marketing campaign.

The campaign saw a shift in focus for Ribena with 16-34-year-olds being targeted. It includes outdoor activity, TV advertising, sampling and a pop-up colouring café in Covent Garden in London last week.

"The sales figures speak for themselves and we have a great team to provide independent retailers with insight and ensure they can stock what their customers want," Ms Purcell said.

"We need to work with retailers and provide them information so they can stock what customers want."

Speaking about Ribena Light's sale figures, Ms Purcell said the focus on the low-calorie drink was a result of the growing push towards healthier soft drinks.

"It's like a new era for the Ribena brand and we've a new audience to talk to," Ms Purcell said.

"We've long seen Ribena Light as a sleeping giant. It's been



around for some time, but hasn't had the love or attention or focus it needed. In taste tests it has done better than the original.

"People want healthier

drinks, but not to compromise on taste. People drink soft drinks for the taste and Ribena Light has done very well in taste tests and has high repeat rates."

Scooby Doo joins Kraft Heinz

Kraft Heinz has added Scooby Doo and DC Super Friends to the cast of characters associated with its Duo Pots pasta range.

The Warner Bros favourites join Peppa Pig, Angry Birds, Ninja Turtles and Hello Kitty on the packaging of the meals for children. They are aimed at

parents looking for simple mealtime solutions. Kraft Heinz says the pots are low in sugar, free of preservatives and contain one of the recommended five a day.



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NEWS

REGIONAL



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Murder family to quit UK

The family of Glasgow retailer Asad Shah, who was stabbed to death in a religiously motivated attack, have said they plan to leave the country as they no longer feel safe.

At the High Court in Glasgow on Thursday, Tanveer Ahmed, 32, pleaded guilty to the attack in March.

Mr Shah, 40, died after being attacked outside the shop, which he opened in 1999 when he arrived from Pakistan. The shop has been closed since.

His daughter said: "We came to Scotland to start a new life because of religious persecution. My father thought this would be a safe place for us."

Paul Baxter, NFRN chief executive, said: "Retailers are not being protected. Response times are too long if it takes 20 minutes to respond to a violent incident and nine out of 10 crimes aren't reported."



Pedal power pays off for super cyclists

Chris Etherington, GroceryAid trustee chairman and chief executive at Palmer & Harvey, was one of 33 cyclists who completed the 333km Coast to Coast Cycle Challenge across the UK from Whitehaven to Whitby. Taking three days, the ride took in several tough climbs as they ascended to 5,300m. The group raised more than £28,500 for GroceryAid, which helps and supports people who have worked in the grocery industry.

'Direct delivery is undercutting us'

Retailers say their sales of the Manchester Evening News have slumped as the paper undercuts them with its direct delivery service.

David Lomas, of Lomas News in Bury, told RN he is considering refusing to stock the paper as sales have slumped over the last 10 years from 150 copies a day in delivery alone to just 40 total daily sales.

Mr Lomas said the paper's direct delivery scheme is 26% cheaper than he can offer and that the company has ignored his requests to set up a voucher system to allow retailers to offer discounted delivery.

"We've been trading 30 years and we've stood by them. It'd be cutting my nose off to spite my face if I didn't stock it. But I think I'm going to make a stand," said Mr Lomas.

The paper said it offers a voucher subscription system redeemable at newsagents through which readers can save up to 15% on the cover price, but this does not include delivery.

● More on letters, p17

Responsible Tobacco Retailing programme success 4,000 mystery shoppers visit stores

Test purchase fails drop in first year of initiative

by Joseph Lee

The number of independent retailers failing to challenge underage purchases of tobacco has dropped, a new annual report has revealed.

In the first year of the Responsible Tobacco Retailing programme, the number of retailers successfully challenging test purchasers increased by 19.6%.

In 14% of cases, stores were deemed "at risk" after failing to challenge test purchases twice. Most of those had inadequate or no training for staff.

More than 4,000 mystery shoppers, aged 18 and 19, visited shops across the country for the programme, funded by three of the big tobacco manufacturers JTI, Imperial Tobacco and Philip Morris.

Retailers who failed to challenge were offered advice and support on preventing underage sales.



Suleman Khonat, chairman of the Tobacco Retailers Alliance, with Tony Allen, managing director of Under Age Sales

"Sometimes it's just about retailers having the confidence to challenge customers," said John Cassin, senior compliance advisor at Under Age Sales, which provided advice to stores. "I think they're catching up with supermarkets. There's a better awareness of the need for training and that it's a support mechanism for staff."

The programme found that 21% of independent retailers had no training at

all in preventing underage purchases, and 66% had only informal, ad hoc systems.

Documented evidence of staff training and records of refused service to underage customers could be a defence against trading standards sanctions, said Mr Cassin.

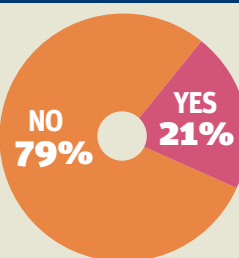
Retailers in the east of England were most likely to challenge underage buyers, with 76% asking for ID, while those in Yorkshire

and the Humber were least likely, with only 47% passing the test.

"We work tirelessly to challenge young people when they try to buy age-restricted products, but we can always improve," said Suleman Khonat, chairman of the Tobacco Retailers Alliance.

"The Responsible Tobacco Retailing programme enables us to identify any areas of concerns and potential issues."

RN READER POLL



Have you been approached by criminals wanting you to sell illicit tobacco in your store?

NEXT WEEK'S QUESTION

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



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REGIONAL

Welsh shopkeeper on target to raise £30,000 for charity 600 nominations for prize

Customers back retailer for Pride of Britain award

by Joseph Lee

Hundreds of customers have nominated a Welsh retailer for a Pride of Britain award after his son inspired him to raise thousands of pounds for charity this year.

Richard Kendrick, who runs Mace News in Rhyl, says he is on course to raise £30,000 by the end of the year for local children's charities, hospices and other good causes.

The retailer combines his duties in the shop with running charity discos

in north Wales, and has persuaded companies such as Blakemore Wholesale to support his fundraising efforts, asking any reps who enter his store to contribute to the charities.

Mr Kendrick said: "I'm just a small shopkeeper, but everyone who knows me has been nominating me, and it's just got bigger and bigger."

"I'm overwhelmed. I was in tears the other day. To know people think so much of me is amazing."

Customers and community members decided



he deserved recognition for his efforts, and organised a campaign to get him around 600 nominations

for the Pride of Britain awards.

"There are two ladies in Rhyl who are being my PRs and telling people to vote for me," he said.

He will learn if he has made the shortlist next month, with the winners to be announced at the televised awards ceremony in November.

"I've always supported charities, and 10 years ago my son was born with cerebral palsy because of lack of oxygen. He has one-to-one care and he's my inspiration," said Mr Kendrick.

Deliverers' theme park fun day out

A group of 150 news deliverers from the NFRN's northern district descended on Flamingo Land theme park near Pickering, North Yorkshire, last week. The annual event gives newsagents the chance to thank their delivery boys and girls for all their hard work and commitment to HND throughout the year. This year, the event was supported by Booker, which provided goodie bags, Menzies Distribution, Smiths News and the Northern Echo, which helped towards transport costs.



Mike Brown of Browns Newsagents, Stokesley, pictured with his news delivery team

ACS 'yes' on rates

The Association of Convenience Stores (ACS) has welcomed recommendations for a more transparent business rates appeals system.

It comes after the Department for Communities and Local Government published its response to a consultation on reforming the business rates system.

ACS chief executive James Lowman said: "We are pleased the government has listened to our concerns about delivering a more transparent rating system to resolve retailers' rating appeals as early as possible."

Papers change

Tindle Newspapers is to take control of titles the Isle of Man Examiner, Isle of Man Courier, Manx Independent and their website from Johnston Press in a £4.25m deal.

The sell-off is the first since Johnston Press revealed in January that it was exploring the sale of assets to allow for extra investment and repay debt. Isle of Man Newspapers Limited recorded a profit before tax of £598,000 for the year ending 31 December 2015 and had gross assets of £1.78m at that date.

High St. contest

High Streets minister Marcus Jones has called on communities across the UK to enter their villages, towns and cities into the Great British High Streets competition.

Now in its third year, the event celebrates the work being done to revive and diversify the country's high streets. Awards include best store manager or employee from an independent or small business.

My life sentence – by attacked retailer

The Luton retailer brutally attacked in the same shop where her husband was murdered says she has been dealt a life sentence as her attacker was jailed for 12 years.

Tomasz Jaworski, 31, was given an 18-year sentence last week, reduced to 12 years because of his guilty plea, for trying to kill

Nirupa Patel at Moon's Newsagents in Luton on Christmas Eve last year, and for two accounts of assault occasioning actual bodily harm.

He will also be deported to Poland when he is released from prison.

Ms Patel said: "He will serve his sentence then go on to enjoy his life. But look

at how much I have lost. I have lost my livelihood, business and confidence. And with my injuries, at my age I am not going to get better. No matter what sentence he has got, he has already given me a life sentence."

During the attack, Jaworski slashed Ms Patel with a shard of glass,

beat her over the head and grabbed her around the neck, attempting to strangle her.

Detective chief inspector Vicki Evans said: "This was an abhorrent attack by an extremely dangerous individual and I'm pleased that he will be locked away for a long time."

● Your Issue – p18

OPINION

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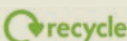
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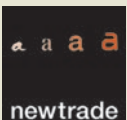


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For trade use only

YOUR SAY Calls for retailers to abandon traditional gantries to make use of this prime selling space for other products are growing. Would you consider relocating tobacco?

Arif Ahmed

Ahmed Newsagents, Coventry

It's a good idea because what's the point in having that much space? It is quite likely we'll have a think about the main things we could sell there instead. There's going to be a great loss to the manufacturer coming up and it would be good if some of the leading companies, like JTI and Philip Morris, could work together to do something to help retailers.

Sarah Ali

Gothenburg Convenience Store, East Whitburn

It's not really something we've thought about and don't think it's something we'd consider. Everything in our shop is made to measure and fits in its specific space. To take everything out and have a rejig would be an expensive thing to do.



Could space allocated to tobacco be better used for other products?

Bay Bashir

Lifestyle Express Bellevue Convenience Store, Middlesbrough

I would definitely consider using the gantry space for something else as otherwise it's a prime position wasted. I'd like to put e-cigarettes there, as I

think they will have such a big place in the market. I'd consider doing this by the time the legislation is in full effect, May 2017, if not before, as I'd want to get in there first. My tobacco could go under the counter.

YOUR STOCK Do you think Coca-Cola's multi-million pound campaign for its 'new and improved' sugar-free variant will help boost sales in you store?

Peter Mann

Nisa, Luton

To be honest, Coca-Cola's Life drink was a bit of a flop and we don't stock it now. All we have on sale is classic Coke, Diet and Cherry. So I think the new drink will need a big marketing push to make it a success. Coca-Cola needs to do something because the last Zero drink didn't sell well, and what with

the way the market is going and with the sugar tax these types of drinks seem to be what people want more and more.

Linda Williams

Premier Broadway, Oxtangas

I hope it helps because we really struggle to sell zero sugar products. Recently we've had to sell some low sugar products off cheap. With the exception

of Pepsi Max and Diet Coke, low sugar products are hard to sell so it will need a big marketing push. I am all in favour of being healthier, so I hope it works. With the impending sugar tax it's good to be ahead of the game and the big budget is probably needed.

Les Gilbert

Better Buy Local, Chard, Somerset

We've never done well with Coke Zero before. Will the market change because of the campaign? It's hard to say. But Coca-Cola definitely needs to do a lot of tastings because there are so many soft drinks on the market. To make it work it needs the big spend and to get people tasting it. I think it will do well enough to tick over, but I am not sure whether the smaller shops will have the space to push it.



LETTERS

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

EVENING PAPER HAS POACHED MY CUSTOMERS

A customer came into my shop on Monday to cancel the Manchester Evening News (MEN) because it is currently advertising its direct delivery service in which customers can save 26% by having the MEN delivered by the publisher.

I'm obviously not happy. This has re-opened old wounds because it has been going on for some time.

MEN has a delivery service because not every area has a newsagent that delivers – I get that. But it doesn't have any way to work with retailers and it is quite happy to go around poaching our customers.

Like a lot of local newspapers, MEN has suffered some self-inflicted injuries over the last few years. It has gone down some blind alleys and made some bad decisions and its readership has fallen.

Ten years ago, I used to deliver 150 copies a night. Now we have just 40 copies for delivery and the counter. I'd estimate that half of



that fall is because of customers moving to direct delivery from MEN.

We already take about £500 a week in vouchers from HND customers for The Times or Telegraph. It is a proven system and it works. Customers pay up front for a quarter and they get up to 35% off. Job's a good 'un and everybody's happy.

I've tried to talk to MEN and asked it time and time again why it can't do the same. But after all this time, it still won't introduce a system that would protect its product and help us out at the same time.

The customer on Monday asked MEN if he could get his paper delivered by his local newsagent. MEN said no, it is direct delivery only. So he came in and cancelled his paper.

We've been trading 30 years and we've stood by MEN. It would be cutting my nose off to spite my face if I didn't stock the paper. But I think I'm going to make a stand. This will be my protest, to try to get MEN to join the 21st century.

I don't think it will be a big loss. I will just concentrate on working with the professionals at The Times, Telegraph and Mail.

David Lomas

Lomas News, Bury, Lancashire

Andrew Parkinson, Manchester Evening News head of newspaper sales, said: "The Manchester Evening News offers readers the opportunity to save money on a regular purchase of the paper from their local retailer. Customers can save up to 15% on the cover price. We have spoken to Mr Lomas to ensure he has the latest details on our subscription offers and a visit from one of our sales development executives has been arranged to discuss ways that we can support Mr Lomas to grow his HND operation."

Working for nothing on the Lottery

I have just spent 10 minutes checking Lottery tickets for a customer who saves up his tickets. At the end of this, I gave him £33 and eight free attempts at the next draw. He was really happy because he didn't have to spend a penny because Camelot had given him eight free attempts. I, on the other

hand, didn't earn a sausage, because producing free tickets doesn't warrant the 5p commission I would get on a 'paid for' attempt.

Working for nothing in this instance wasn't great, but what makes it worse is that this is just one example of something we're seeing a lot more of. I reckon we could be giving away up to 50 free tickets a week because people only need to get two numbers to win.

My sales are already

falling – people were put off buying Lottery tickets when the price went up to £2 and the chance of winning is much smaller now.

I used to make £250 commission per week from the Lottery and now I'm lucky if it's £70. If I had to pay £50 rental for my terminal it just wouldn't be viable.

Camelot needs to re-evaluate what it is doing. There are too many terminals, too little chance of winning, and its push

to drive sales online and check numbers via a new app are driving customers away – from the Lottery, and independent stores.

Graham Doubleday
Newmarket, Mossley,
Ashton-upon-Lynn

A Camelot spokeswoman said: "Lotto changes are driving overall category growth. As well as sales and retailer commission being up, one of the key benefits of the game changes is the extra footfall generated by players coming back in-store to claim

their free Lotto Lucky Dip prizes. We believe the benefits of this footfall far outweigh any actions required of retailers. We are committed to working with and supporting retailers, and as our recent results have shown, we continue to grow retail sales. In-store sales made up a record £6bn of the £7.5bn total sales. In addition, retailer commission in the six months following the changes to Lotto increased by more than £8m compared to the preceding six months."

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YOUR ISSUE

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Nirupa Patel was brutally attacked in the same shop her husband was stabbed to death in six years ago. Last week, her attacker Tomasz Jaworski was sentenced to 12 years in jail. Here, Nirupa shares her first-hand account of the torment she faced to highlight the true extent of crime faced by retailers.

‘THIS GUY CLEARLY WANTS TO KILL ME’

My nephew had opened the shop that morning. I was at home, which is on the same road, and was watching the CCTV on an iPad.

A guy walked in and was being feisty and arguing with my nephew so he told him to go. A few minutes later he came back in the shop, and took a bottle of Coke and slammed it on the counter. My nephew told him to go again. But he came back again a few minutes later and he picked up a bottle of wine. They were arguing and he pushed my nephew.

I heard shouting on the road so I went out. My nephew was standing outside the shop door and the guy was a little further away. I said to my nephew “what the hell is going on?”, and he said he’d come in a couple of times and was arguing with him. At this point he grabbed my nephew by the neck and pushed him on the pavement and got on top of him. He was saying he wanted to smash his head on the pavement.

I tried to pull him away saying “Don’t do anything stupid”. I managed to kick him and he got up and said he didn’t touch women and that he was going. But he went behind me, picked up a bottle of wine and slammed it over my nephew’s head.

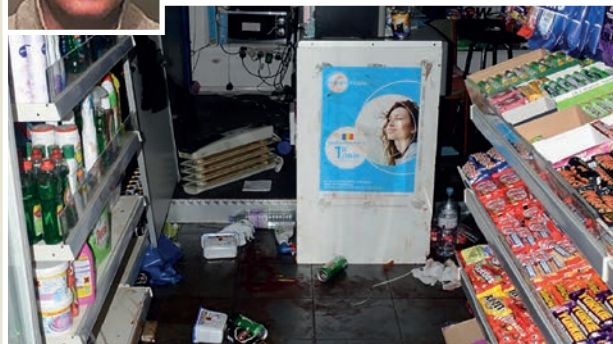
He then disappeared, so I told my nephew to go. I went into the shop, my eye shot to the camera and I could see him in the corner of the shop.

I thought ‘Oh no, what do I do?’. Someone opened the door of the shop and said “Don’t worry we have called the police” and went. He then got really angry. I completely froze.

He came and grabbed my neck and got hold of a pencil from the counter saying “I’m going to kill you now”. I managed to take the



Tomasz Jaworski (left and above) was jailed for 12 years for brutally attacking Nirupa Patel (right) in her shop (above and below)



pencil off him and break it in two and he got really angry.

He grabbed me by my hair and dragged me around the shop like a ragdoll and kept on punching and kicking me and wouldn’t let go of my neck.

He then dragged me behind the counter, looking for something to stab me with, but couldn’t find anything. He was so, so desperate. I tried to press the panic button and he saw. He said if I called the police or anyone he was going to kill me.

He was strangling me harder and harder with all his force. He managed to get hold of a piece of glass and start slicing me from the top of my head to the cheek and his intention was to go down to my neck. I managed to get the glass and he got angrier. I said to

him “It’s Christmas Eve, you must have a family to go to, just let me go and I won’t say anything to the police”. But he wouldn’t let go of me.

I said “I need water, can you give me some water please”. He picked it up and slammed it on the floor and tightened his grip on my neck. I couldn’t breathe at that moment and I could feel my eyes coming out of my head and I thought ‘This is it’.

I tried to pull away from him and then all of a sudden I lost my balance and fell on the floor. He got on top of me and picked up whatever came into his hand and start slamming it on my head. I thought “This guy clearly wants to kill me”.

A delivery man from Smiths came in and saw what was

happening and went to get my nephew. They came in and tried to pull him away from me and at that moment the police arrived.

I was on the floor on the same spot as my husband. I thought I can’t let people walk all over us, I lost my husband, but I will let his memory go on, so I opened up and did it for six years.

I had the courage to go back after my husband was stabbed when so many would have given up. I would still say don’t give up, but this time my children won’t let me go back.

I fought day-in day-out with drunk people. I used to have people shouting at me, throwing abuse at me, but I never ever thought something like this would happen to me. I never thought it would happen again.

INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
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Ritmeester

With plans to swap non-compliant stock, host a series of retailer seminars as well as build a portfolio of products to attract cigarette smokers towards cigars, Ritmeester's country manager in the UK Andy Swain believes his business is ready for the new regulatory environment

RETAIL NEWSAGENT How are you preparing for the new tobacco regulations, EUTPD II and plain packaging?

ANDY SWAIN Everything from our side is about working with retailers – they're all we've got. How else can we interact with consumers when we're working in an entirely dark market? The retailers are effectively our brand ambassadors.

RN How will you be doing this?

AS We plan to interact with more than 500 retailers over the course of this year, over and above the regular sales reps visits we do. We want to take them away from their shops to a more relaxed environment where we can really talk specifically about the category and the opportunities there are. It's such an overlooked category – worth more than 250 million sticks per year.

RN What will be the benefit to retailers of focusing on the cigar sector?

AS Cigar smokers are very loyal and their basket spend tends to be high. Once they know where they can get their product of choice, they will stay there. If you go out of stock of their product, however, they will go elsewhere. Staying in stock is of huge importance.

RN With fewer restrictions on cigars compared to cigarettes, is there an opportunity for retailers to grow cigar sales as the market develops?

AS If you've got the right product, yes. I don't think being able to sell our miniature cigars in 10s and fives and singles will really make a huge difference. If you can find the

kind of product that's suitable for a cigarettes smoker – like our double-filtered Mini Moods – however, there is a big opportunity because they are targeted at cigarette smokers but will still have 35% branding and are available in a 10-pack.

RN How can retailers identify cigarette smokers who might want to move into the cigar market?

AS It's the consumer who is looking for something different. Mini Moods are there for special moments – in the garden, having a beer – they're not there to replace the everyday smoke. Because they can be sold in 10s, they naturally become the cheapest product on the shelf. It's going to be below a £5 pricepoint which will make it more likely that a customer is going to think, 'you know what? I'm, going to give it a try'.

RN As pricemarking disappears on cigarettes, retailers will be tempted to increase prices to recover their



Cigar smokers are very loyal and their basket spend tends to be high

margins. Do you think this is a good idea?

AS We always try and give retailers a fair recommended retail price so they're less likely to overprice. Where we've seen retailers put their prices up by 30p or 40p I sometimes ask them why they didn't just put it up by £1. They'll say, 'because it won't sell', but ultimately that's what they're doing already.

RN Some retailers are also fearful that wholesalers may now raise their prices to recover margin. Is this a risk?

AS We've already seen it with some wholesalers where we issue them with a recommended retail price and they automatically add 20p. By doing that they make it look like they offer a bit more profit on return to retailers. I think there's a huge risk that you'll see price inflation as wholesalers try and squeeze extra margin as well as retailers so you get a double-edged sword, in effect.

RN Finally, how will you help retailers to avoid having non-compliant stock on their shelves in May 2017?

AS Our first delivery of EUTPD II-compliant products come into the UK in September. We expect it to hit shelves around October. We'll be working hard swapping existing products for EUTPD II and putting non-compliant products into stores where they are selling at a faster rate.

** Company CV **

Company Ritmeester

Country manager Andy Swain

Profile Producing Royal Dutch cigars and Mini Moods, Ritmeester is a relatively new but fast-growing player in the UK tobacco market.

Latest news The company is running a number of seminars on the cigar market and wants to speak with 500 retailers at them over the course of 2016. It is also going to assist store owners by swapping non-compliant stock for compliant stock in stores where rates of sale are low.

**

**

BARRY FROST

GUEST COLUMNIST

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Preparing a business for sale

At some point most retailers will need to think about selling their business. Whatever the reason, doing a few simple things beforehand will ensure you get the best price as quickly as possible

I am often asked to advise clients on what they should do when thinking of selling their businesses. My answer to that question will always depend upon the reason for considering a sale and how much time there is to prepare. Ill health, retirement or just the desire to move on to something different can all lead to people wanting to sell and the reason will generally have an effect on what needs to be done in the time available.

Yet even in the case of ill health, when there isn't always a lot of time to prepare for a sale, the basic principles are the same and there are a number of things to sort out that come into the "get your ducks lined up" category.

First, where possible, business owners should be thinking about what they are going to do three years ahead. The main reason I say this is that there are a number of things that will help attract a buyer to a business and they often take time to get right. If they are taken care of in a logical order, they will make a business more saleable and will help achieve a higher price.

On the property side of things, whether the premises is leasehold or freehold, it is important to get any outstanding maintenance issues sorted to ensure that the shop is

presentable inside and out. All buyers of the freehold of a property will normally carry a survey that may expose maintenance issues that haven't been attended to and this could give a buyer an opportunity to negotiate the price downwards. Make sure all equipment such as CCTV and chillers are all in correct working order.

The most crucial area to get right though is the financial information that any buyer is going to want to see before they even consider making an offer. It is absolutely essential to have three full years of accounts to give to a purchaser and it is important that these are well presented, up to date and accurately represent the way the business has traded.

Remember that these may also be used to raise money from a bank so it won't help a buyer if they are inaccurate, incomplete, out of date or covered in coffee stains.

Buyers may occasionally ask if you are happy to let them see some business bank statements to support the turnover shown in the accounts and, while you are not obliged to do so, I often advise my clients to provide these as an extra layer of transparency.

If you are asked, it is important therefore to ensure there are no anomalies such as bounced cheques in there. Also, ensure that VAT



It is absolutely essential to have three full years' of accounts to give to a purchaser

returns are fully updated as you may also be asked for these.

Make up a folder with all of the information on things like utility suppliers, maintenance contracts on chillers and anything connected to the running of the store. If there is any equipment on finance, this must be settled before a sale goes through. The general idea is that things are made as easy for the buyer as possible and what they will see as a result is a well run, efficient operation that they can hopefully build on. By doing that, you will help achieve your business's maximum value as quickly and in as stress-free a way as possible.

Barry Frost is managing director of finance and property consultancy service Commercial Plus

What you need to do...

- + If possible, try and plan your exit from the business as far ahead as you can.
- + Deal with any maintenance issues and ensure your store looks it's best inside and out.
- + Ensure all shop equipment is in good working order.
- + Make sure your accounts are up to date and well presented
- + Provide all information regarding anything to do with the day to day running of the store.
- + Make life as easy for a buyer as possible and be prepared to supply any extra information requested without objection



INDEPENDENT
Achievers Academy

SAVE THE DATE



IAA Gala Dinner

East Wintergarden, Canary Wharf, London

#IAA16



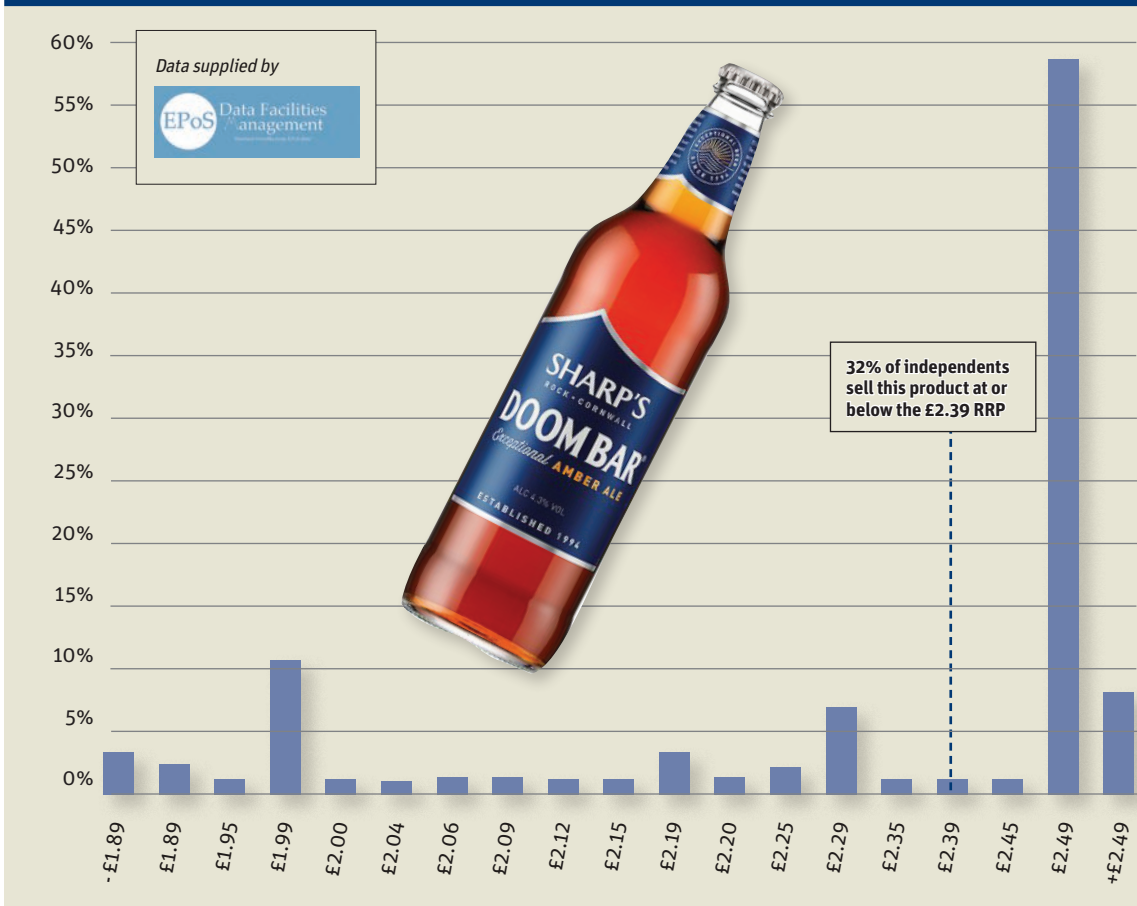
PRICEWATCH

Benchmark your prices against your peers

In focus Ales & Stouts

Sample prices

SHARPS DOOM BAR AMBER ALE 500ml Price distribution %



PRODUCT

Bishops Finger Ale 500ml
Hobgoblin Strong Dark Ale 500ml
Newcastle Brown Ale 550ml
Guinness Draught 440ml
Fuller's London Pride Premium Ale 500ml
Spitfire Premium Ale 500ml
Guinness Foreign Extra Stout 500ml
Abbot Ale 500ml
Sharp's Doom Bar Amber Ale 500ml
John Smith's Extra Smooth 12-pack 440ml
McEwan's Export 500ml
Old Speckled Hen 500ml

Analysis

Pricing ales to sell as part of a multibuy offers appears to be a popular trend among retailers, especially a deal of three for £5 as profit margins are still protected at more than 20%. Supermarket

giant Tesco has a similar deal, offering four for £6 on bottles of ales and stouts. Pricemarking has yet to have a major effect on this subsector as it is viewed by retailers as a premium

product where it could become counterproductive. Sales of this subsector are particularly strong, where shops are close to the local independent breweries whose products they stock.

How we set our prices

Suresh Patel

STORE Upholland Convenience Store
LOCATION Skelmersdale, West Lancashire
SIZE 1,000sq ft
TYPE neighbourhood

TOP TIP

"We have made a feature display out of the ales to let people know what range we have got."



Our ale range is a bit hit and miss as we can sell a lot and then they will get stuck for a while. I think there is a specific market for ales so it is about finding the customers to let them know what we have. We currently have a three for £5 offer on premium bottles ales which has run for a few months now and does move them. I put about 5p on top of RRP for the price of the individual bottles but I don't really sell any bottles on their own anymore because of the multibuy offer.

Sandeep Bains

STORE Simply Fresh
LOCATION Faversham, Kent
SIZE 1,000sq ft
TYPE main road

TOP TIP

"We have a range of popular brands as part of multibuy deal along with straight priced bottles from the local brewery"



We are well placed to sell ales as we have a brewery at the top of the road. We have two different multibuy offers depending on the strength - the 5.5% are on at three for £5 and anything above this is three for £6. Not all of the ales are in the deal though and many of local brands are priced just for one. For example we sell ales from Kent-based Old Dairy Brewery at £2.39 each. Being in Kent and having four different microbreweries nearby, ale sales are very good. We wouldn't ever consider pricemarking. The bottles have about a 30% mark up on the RRP.

➔ Rachel Barr

✉ rachel.barr@newtrade.co.uk

☎ 020 7689 3358

All data is
sourced by EDfM
except RRP's
from Booker

AVERAGE	BOOKER RRP	RETAILER 1 Large C-store in shopping parade in Yorkshire residential suburb	RETAILER 2 Local shop in picturesque Kent village	RETAILER 3 Very modern residential development	RETAILER 4 Neighbourhood corner shop in Yorkshire village	RETAILER 5 Large shop in South Welsh suburban high street	RETAILER 6 Medium-size south west London neighbourhood shop
£2.24	£2.29	£1.99	£2.39	–	–	£1.99	–
£2.17	£1.29	£2.09	£2.09	£2.35	–	–	–
£2.17	£2.35	–	–	–	£2.35	£1.99	–
£1.43	£1.49	–	£1.39	–	£1.59	–	£1.19
£2.55	£2.49	–	–	–	–	–	£2.29
£2.26	£2.29	£1.99	£2.39	£2.49	£2.29	£1.99	–
£1.60	£1.89	–	–	–	£1.89	–	£1.49
£2.33	£2.49	–	–	–	–	–	–
£2.39	£2.49	–	£2.49	–	–	–	–
£13.44	£15.49	£11.99	–	–	£15.49	£10.49	–
£1.40	£1.49	–	–	–	–	–	–
£2.36	£2.39	–	–	–	£2.39	£1.99	–

My Local Hero

Retailers reveal the most profitable produce on their doorsteps

David Ingham

Spar Bath Street, Warwickshire



Purity Brewery beers, from £2



Where did you discover it?

I was drinking it in a pub and thought it was a very good product. So the next day I phoned up and asked if they did retail and they said no, but it would be coming soon. When it did, which was about eight years ago, I ordered them in and have been stocking products from Purity Brewery ever since.

Who buys it?

There are six different varieties, from pale ale and a stout and even a lager and they are quite popular with students. I find the beers also sell well to tourists as they like to buy something local when they visit.

Why is it so successful?

People around here like to buy local products and it is popular because people drink it in the pubs here too. I sell about £300 worth every two weeks and get a good margin of just over 20% on each bottle.

Paul Keys

STORE Keys News & Stores
LOCATION Sheffield, South Yorkshire
SIZE 500sq ft
TYPE Secondary road

TOP TIP

"I have a big range and make sure they are always competitively priced."



I have quite a big range and have a whole bay in the shop dedicated to ales. I have the complete range of local brewery Thornbridge's beers, which is about 20 different craft ales. I sell these individually and get about 15 to 20% on each bottle. On the big brands I like to price them to sell as a multibuy of three for £5. Because the ales are competitively priced people always come here to buy them. We have the best price in the country for a Thornbridge ale called Serpent at £12.50, as others sell it for around £15 to £20. Even at the lower price the margin is about 25%.

Bhavesh Parekh

STORE Kwiksave
LOCATION Bolton, Lancashire
SIZE 2,800sq ft
TYPE main road

TOP TIP

"I make sure I get the individual bottles at a price I can sell them for £1.99 or less so I can have them as part of the multibuy."



We have quite a large range and always selectively choose the range to fit the price bracket of £1.99 or less so I can sell them for three for £5. This offer does very well. The well-known ale brands such as Doom Bar and Old Speckled Hen always sell the best and are also included in the multibuy offer. We don't get a fantastic margin but it brings in footfall and people know that they can get a good range. We also sell premium brands individually – these are more for people who know exactly what ale they want. ●

Become an e-cig expert

Need to know facts from JTI

To enable retailers to maximise sales from the e-cigarette category, JTI has created an informative guide which is available now to download at jtiadvance.co.uk

Here, JTI provides a snapshot of the information contained in the category guide.

The e-cigarette category explained

In order to maximise sales, retailers must be knowledgeable about the various devices available, their USPs and how they work.

Training staff to have these informed conversations is crucial to maximising e-cigarette sales.

Market overview

£158m¹

- the retail sales value of e-cigarettes in the UK last year.

Nearly 2 million²

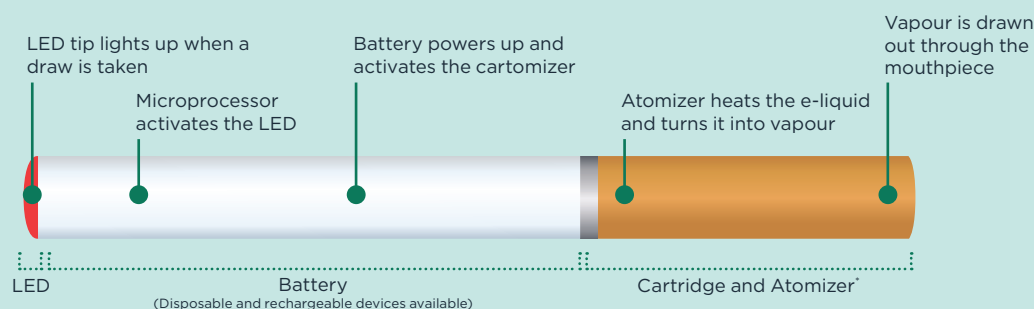
- the number of adult vapers that currently exist in the UK.

Cigalikes

Rechargeables hold

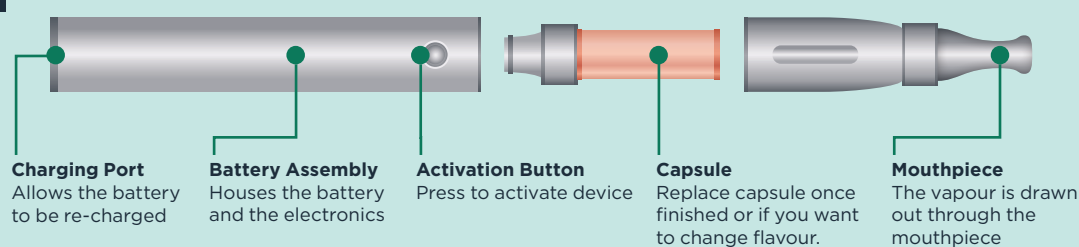
40.9%

value share of the e-cigarette market³



Closed tanks

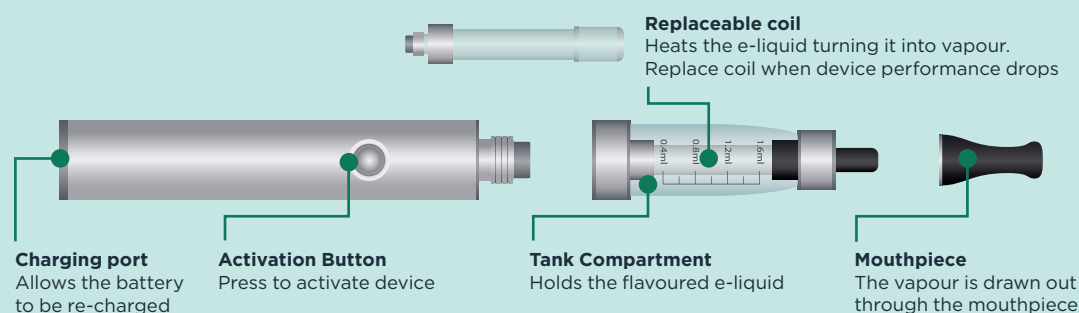
STOCK UP NOW ON LOGIC PRO



Open tanks

Tanks are the fastest growing devices in the category⁴ and are used by

87% of vapers⁵



Managing the category

Retailers can maximise their profit opportunities within the e-cigarette category by following the below steps.

Stay stocked up

- It's vital that the e-cigarette merchandising unit maintains 100% availability 24/7 to help guarantee repeat visits from local customers and maximise the profit potential of the category
- Use a good EPOS System to monitor sales, identify trends and inform purchasing decisions

Think about your customers

- Offering an e-cigarette range alongside traditional tobacco will ensure the store is a one-stop destination for existing adult smokers and vapers

Educate your staff

- Ensure staff are well trained on how to educate vapers about the e-cigarette category and range stocked in store

Merchandise correctly

- Visibility is key – ensure e-cigarettes are located prominently in store, preferably on the counter top in a clear and tidy bespoke countertop unit

TPD2 – how will it affect e-cigarettes?

For now no action is required from retailers, but from May 2017, e-cigarette products will have to adhere to the following regulations:

- Health warnings must cover 30% of the e-cigarette pack
- 10ml max volume for e-liquid bottles
- 20mg/ml max concentration of nicotine in e-liquids
- 2ml max volume for e-liquids in cartridges and single-use devices

In the meantime, retailers should concentrate on training staff and ensuring they have the right range and availability.



JTI Advance App

JTI has also launched the new JTI Advance app – available to download now from Google Play and the App Store. Designed with retailer needs at the forefront, the app features an innovative barcode scanner and fingerprint sign-in, a shopping list, a margin calculator and training modules.

Where can I find more support?

Retailers can download the category guide and complete the e-cigarette training module at www.JTIAdvance.co.uk

JTI Advance
Leading Tobacco Together

www.jtiadvance.co.uk



Continue to make the most of your JTI sales visit to ask any questions you have on the category or contact **JTI's Customer Care Line on 0800 163 503.**

JTI's UK trading company is Gallaher Limited. 1. Nielsen Scan Track FY 2015 retail sales value of e-cigarettes - Conventional retail only. 2. TNS Omnibus MAT Q1 2016. 3. Nielsen Scan Track YTD w/e 25/06/2016. 4. Nielsen Scan Track YTD w/e 25/06/2016 vs YTD 2015. 5. TNS Omnibus MAT Q1 2016.

JTI

RETAILER PROFILE



Village life for Chaz

Previously the site of an old forge, Chaz Chahal has transformed a former newsagents in the tiny village of Inkberrow into a Simply Fresh that has become the heart of the community.

Rachel Barr reports

If the popularity of the bench outside is anything to go by, the residents of the Worcestershire village of Inkberrow have already taken the local Simply Fresh convenience store to its heart.

The store opened in April, almost two years after experienced retailer Chaz Chahal submitted plans for the site. "I had been looking for somewhere new for a while and this location ticked all the boxes," the 35-year-old, who also owns two Costcutter stores in Bromsgrove and Kidderminster, says.

"The village has an aging population but there is also a new estate being built and, as we are on a main road, we get sales reps and business people driving past," he adds.

Getting the most out of these three different demographics was always going to be a tough ask from the small newsagent Chaz found. "The old shop was 300sq ft, there was not much you could do with it," he says.

So, soon after finalising the deal – in summer 2014 – Chaz submitted plans for a 1,000sq ft convenience store which better focused on the types of customers he wanted to serve. This included the elderly residents who relied on the store (the closest shop is more than three miles away) but also young mums on the neighboring estate and business people passing through.

The first priority was ensuring the store didn't close at all during the renovations, making it available to older customers who couldn't easily get to the next village to shop. For 10 days, it operated from the

stock room.

Attracting new customers would mean building a store that could offer them something different from the traditional newsagent it was replacing. However, this meant choosing the right partner to work with.

"I went with Simply Fresh because of its farm shop and deli feel. Something else could have had an alien, urban feel to it," he says.

No expense was then spared with creating a bright, modern convenience store that would project this image, with layout and colour used to make the space feel welcoming.

"I paid £3,000 extra to get the lighting just right. A lot of the fixtures are wood and in the evening, the lights give the whole store a glow.

"As the ceiling is lower at the back, we then painted it black at the front of the shop and white at the back to make it feel more open," he says.

The next stage was building the right range and, here, Chaz credits a big part of the store's popularity with the locally-sourced and independent brands he stocks.

"I have around 10 different independent suppliers for more local and fresh products," he says. "The bestsellers are products from a local bakery. They sell out really quickly."

As well as this, the store stocks artisan jams and fresh fish from Cornwall-based company Matthew Steven and Son.

"The local brands are trusted. Worcester honey, which is more expensive

I read Retail Newsagent because it allows me to keep up to date with the latest issues and trends which helps me plan for the future."

CHAZ CHAHAL



With a busy road through the village, a great food to go station helps the store attract passing trade



"I paid £3,000 extra to get the lighting just right"

than the branded Rowse honey, sells better because of it," he says.

Chaz says he wants these products to leave his customers "inspired" to stop by and fill their baskets.

But he also wants the larger store to meet the everyday needs of young families on the new estate. "I have focused on food for now and food for later," he says, while crediting his existing relationship with Costcutter for allowing him to build a great range of branded bestsellers and a great price.

"Fruit and veg are doing really well too and are fresh, good quality and reasonably priced," Chaz says, adding: "people are very price conscious".

Chaz says the lack of direct local competition means he could easily hike prices, but that would threaten the store's long-term growth and its place in the community.

Employing 12 additional members of staff from the area is another clear sign of how important the store's place is in the village, as is the store's name "Simply Fresh: The Forge Shop" – referencing the store it replaces and the history of the area. Yet it's the seating outside the door, where locals can come together, which really shows how much this store now means to Inkberrow.

"We put the benches at the front for mums and the elderly or people who want to stop for a coffee," he says. "It's become a real meeting point for the whole village." ●

VISIT MY SHOP

**Simply Fresh:
The Forge
Shop**

High Street,
Inkberrow
Worcester-
shire WR74DY



Want to see more of Chaz's store? Go to betterretailing.com/chaz-chahal

ACADEMY IN ACTION



Procter & Gamble's Shelagh Clark talks to Simon Lunn about his staff development

Search
#IAA16 for
ideas and
inspiration



Staff Development

Skilled and enthusiastic staff are a crucial aspect of any successful business. The IAA's Stefan Appleby joined Procter & Gamble's Shelagh Clark and Carla Berry at Simon Lunn's Simply Fresh store in Weare to discuss how to get the best out of your employees



Name	Simon Lunn
Store	Simply Fresh Weare
Location	Lower Weare, Somerset
Size	1,000 sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 7th 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.



Simon Lunn took over his family's forecourt business from his father Gerald 10 years ago, and converted the independent store to a Simply Fresh in 2013.

Carrying a strong range of local and fresh produce, coffee and hot snacks alongside traditional convenience and forecourt staples, the store sits on a main road and serves 400 residents in the local village as well as people travelling between Bristol and Bridgwater.

With an average basket size of £4.14, it is the main store within a five-mile radius, meaning it also attracts regular custom from surrounding villages.

Simon has 15 staff, a mixture of part and full-time, with at least two working at all times, so it's essential they buy into his vision.

My challenge

Simon feels he is "doing things the way they've always been done". His staff have no job descriptions and he wants people to feel inspired to work in his store.





INDEPENDENT
Achievers Academy



IAA ADVICE

1

Regularly review staff performance and provide feedback

Peak time at the store is 5-7pm when commuters pop in on their way home. Simon wants his staff to be busy, but has noticed at quieter times they stand around chatting.

"Identifying the strengths of staff members is crucial to help ensure they remain happy and motivated and that you get the best possible performance from them," says Carla. Shelagh suggests Simon discovers more about his team's strengths by hosting bonding events such as quizzes, and implements an appraisal process.

"Regular appraisals are a really valuable tool," says Shelagh. "Any appraisal process should concentrate on what your staff are doing well."

Carla advises Simon to find a template he can apply to his business, ensuring he keeps his staff working on his longer-term business goals.

2

Have written job descriptions for all staff

Simon has a great mix of youth and experience in his team.

However, he feels potential new recruits are put off by a lack of clarity about what working in his store actually involves.

Shelagh tells Simon job descriptions can be helpful if they are grouped around five key result areas that align to his business growth aims.

"Why not get your staff to write down what they do, so they can create their own job descriptions? This will help them feel like they own it," she says.

Carla advises Simon writes his own job description so his staff can follow his lead.

"If staff know what you're working on, they will feel their jobs are in line with the direction of the business," she says.

3

Share information, delegate to and trust staff with decisions

Simon has meetings every three weeks with key members of staff. Some staff have responsibility for different sections and keep orders up to date, yet he is the only person who reads trade press to find out about new products. He thinks his staff could develop by reading more about the industry.

"If they already look after ordering for individual sections, why not give staff responsibility for finding and trying new products?" says Shelagh. "They will feel more engaged and motivated."

Shelagh says she has seen how delegating to staff can work well.

"What if one member of staff was responsible for staff training and inductions, for example?" she asks. This would then allow Simon to concentrate on other areas of his business.



WHAT WE LEARNED



Shelagh & Carla say

"This is a fantastic family-run store, and it's great to see that Simon is willing to embrace new ideas. We were impressed with the fresh produce offering and range of products, which were well suited to the customer base. His staff are friendly, smiley and very helpful. Our suggested next steps will get the team motivated, help them understand their strengths, and ultimately drive category growth."

Shelagh Clark and Carla Berry
P&G



Simon says

"Today has been very helpful. I feel like we're doing the things the way they've always been done, but it's great to receive expert advice that will help push us forward. I'm always open to new ideas on how to improve and grow, and P&G has given me a number of new areas to work on. I do read trade press which helps, and having a clear action plan will help me get the most from my staff and help me grow sales."

Simon Lunn
Simply Fresh Weare, Somerset

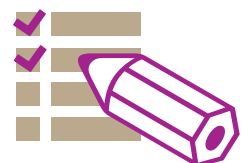
Simon's action plan

- Get staff to write their job descriptions, grouping them under five key headers
- Find a staff appraisal template and implement regular review meetings
- Get staff to read trade press and recommend how to improve their own sections



Your action plan

- Check how your staff development compares on **betterretailing.com/staff-development**
- 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



YOUR HEALTHIER STORE



It's time to shape up

Progressive retailers are investing to make their businesses healthier places to shop, while suppliers are busy reformatting products and rethinking portfolios.

Tom Gockelen-Kozłowski investigates

Last weekend, Harris Aslam re-launched the food to go range in his flagship Green's of Markinch convenience store, on the outskirts of Glenrothes in east Scotland. Out went the cheap, pre-assembled sandwiches his store had stocked for many years and in came a unit where staff could make sandwiches freshly each day.

"It was getting to the point where we were sitting in our stores and we weren't eating our own sandwiches," Harris says. "Frankly, they tasted like crap and we had no idea what was going into them. We thought if we won't eat this product how can we expect our customers to?"

The new range isn't only made by staff with fresh, healthy ingredients – the fillings for the sandwiches, paninis and jacket potatoes Harris now offers can also come in low calorie versions. Like convenience stores up and down the UK, he is increasingly aware that helping your customers live healthier lives – and losing the traditional reputation of a local store for only stocking 'bad' foods – makes perfect business sense.

Why? Much of the reason can be seen online and in the press where discussion about the 'right' foods to eat competes for space with endless depressing updates on

the UK's deepening obesity crisis.

And it is a crisis. Twenty years ago one in six women in the UK had a BMI that meant they were obese, by last year this had risen to one in four. For men and women morbid obesity has more than doubled over the same timescale. The figures for young people are particularly worrying. Data from the Welsh Health Survey shows fully one third of children in Wales aged two to 15 were overweight by 2012 and England and Scotland fare only marginally better.

Convenience stores are often identified as playing a role in these dire statistics with a recent study by City University blaming convenience stores, alongside fast food outlets, as being part of an atmosphere that undermines government efforts to promote healthier foods in schools.

It's a point underlined by David Gilroy, a former operations director at Bestway and now convenience retail lead at W2 Commercial, who



Supplier innovation: Free-from cereal
One company which is meeting the needs of gluten-avoiding customers is Cereal Partners UK. Its range of free-from cereals include rice pops, honey flakes, coco rice and cornflakes.

Harris' innovation: Local ice cream
By introducing customers to the supplier of his local ice cream, he can highlight how near to the store it is produced. Though not a health food by any means, this increases trust that the product is natural and additive-free.

Harris Aslam has developed his store with healthier eating in mind

Supplier innovation: Clearer labelling
In April, Mars Foods announced the packaging of its Dolmio and Uncle Ben's sauces would carry an "occasional" or "everyday" message based on the sugar or fat content of the product in question.

Harris is one of many retailers who are taking this seriously, however. He's recently removed confectionery from till points, allowing space for more

We thought if we won't eat this product how can we expect our customers to?

says the convenience sector must now act. "The industry must reposition its product ranges. All the categories currently driving the business are perceived as "bad" by consumers: tobacco, soft drinks, confectionery, alcohol and crisps and snacks. Moves must be taken to reduce dependency in these areas as the future for them is far from certain," he adds.

With healthier products often classified as fresh produce, this shift presents challenges to the entire supply chain. David Gilroy believes it's something wholesalers are now facing up to, but retailers need to meet them halfway.

"Wholesalers are trying hard to get fresh to work in the independent store sector," he says. "Most have credible ranges and a decent logistics infrastructure. But many retailers are not investing enough in the lighting, refrigeration and hygiene that fresh food requires. They compound this by deploying little time and resources to it."

It's for this reason, he says, that independents "under-index" on sales of healthier fresh foods compared with their multiple rivals.

Harris is one of many retailers who are taking this seriously, however. He's recently removed confectionery from till points, allowing space for more



YOUR HEALTHIER STORE

Supplier innovation:

Lighter brands

Many major snacks brands have invested in lighter products for customers. One recent arrival is Kettle Bites which contain as few as 94 calories per bag.



Supplier innovation:

Portion control

Eating the right amount is as important as eating the right things and the launch of McVitie's two-biscuit on-the-go packs of plain milk and dark chocolate digestives are a recent example of a major supplier, United Biscuits, doing just this.



Supplier innovation:

Healthy craving killers

Bel UK introduced snacking cheeses – containing only 14 calories per cube – to the market for this summer with the aim of finding a healthier way to get rid of “pesky between-meal hunger cravings”.



Supplier innovation:

Protein bars

Brands including Nakd and Bounce have been developing a niche by offering high protein alternatives to the traditional chocolate bar snack. Nature Valley is the latest to meet this demand with a peanut and chocolate protein bar.



than 18m for fresh and chilled display during the store's refit last year and investigating ways he can work with the wider community.

But his experience with swapping confectionery for strawberries at the till points at each of the estate of stores he runs highlights an issue that even proactive retailers face in promoting healthier foods.

“In our village store we put them in with a sign saying ‘fresh local strawberries picked 5.1m from the store’. We’re picking them up daily and selling six or seven trays of 20 punnets a day,” he says. This isn’t the picture everywhere, however:

“In the store we operate on a housing estate we’ve sold two or three trays in the past two or three weeks. It’s just one of those things where education needs to happen in some areas. Customers in affluent areas just tend to be a bit more health-conscious, whereas in the store that’s in a housing estate we sell more crisps and snacks just because it’s always been like that.”

Retailers like Harris (and Linda and Dennis Williams – see page 35) are more than willing to get that conversation going, playing an active role in educating

their customers. But it’s a big task.

A study at the end of 2015, which analysed data from 20,000 UK families, showed children from poorer backgrounds were more than three times more likely to be obese than from richer ones. Life expectancy at birth is highest for boys and girls in affluent Kensington & Chelsea and the Chilterns respectively. The lowest figures, meanwhile, are in Blackpool and Middlesbrough – both areas with high levels of deprivation.

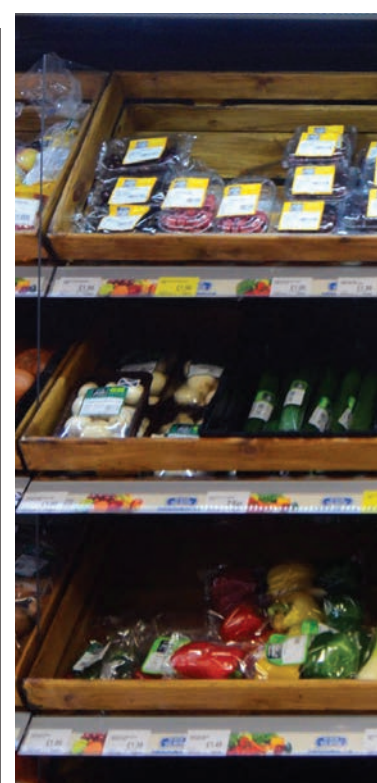
Any retailer working to encourage poorer customers to pick up healthier foods is therefore fighting against an entire social disconnect in the UK.

It’s for this reason the government has begun to turn to measures such as the sugar tax to alter the public’s buying habits. In its Budget in March, a sugar tax on sugar-packed soft drinks was announced after years of campaigning – most notably by TV chef Jamie Oliver.

The levy will be divided into two bands – one for the most sugary drinks, containing more than 8g of sugar per 100ml at 24p per litre and a lesser 18p charge on drinks that contain between 5g and 8g of sugar per 100ml.



Customers in affluent areas just tend to be a bit more health-conscious



**Harris' innovation:
Low calorie options**

Since a relaunch of his food to go area two weeks ago, customers can get lower calorie versions of sandwiches and baked potato fillings such as tuna sweetcorn.


**Supplier innovation:
Gluten-free products**

Halewood Wines & Spirits is one of a number of companies to wake up to the growing demand for gluten-free alternatives to everyday products. The entire Crabbie's range of alcoholic Ginger Beer's is gluten-free.


**Harris' innovation:
Free fruit**

To encourage school children to eat more healthily, Harris is considering providing a free piece of fruit to all schoolchildren as an alternative to them buying sweets after or before school.



Ironically, the tax came at a time when suppliers were already focusing on producing more low and no-calorie drinks. Coca-Cola Enterprise's newly reformulated Zero variant, Britvic's Trop-50 lower sugar orange juice and a raft of new zero calorie energy drinks are all a sign of a market reacting to the demand for healthier products.

Neil Saunders, managing director of Conlumino and a leading market analyst, was one of a large number of influential figures to be disappointed by the move.

"My view is that retailers respond to demand and there is an undoubted, and growing, demand from consumers for healthier products and snacks.

"The problem with blunt levies like sugar taxes is that they punish and penalise all consumers, even those who buy products as part of a healthy and balanced diet.

"Moreover, to shift behaviour they also need to be harsh which means once imposed levies and taxes tend to move upwards and become more and more onerous – which can be detrimental to poorer consumers and even to whole industries. Education and information are better in

helping change habits," Mr Saunders says.

It's a point that Harris agrees with. "I think the sugar tax will have zero impact and we as retailers want more support to educate customers instead – whether it comes from the government, the Scottish Grocer's Federation or the Association of Convenience Stores."

Harris has already begun this process in his stores. "We wanted to see how we could combat this without being legislated upon," he says.

This includes using "Eat better, feel better" signage around the store where healthier options are on offer. "The concept behind them is brilliant – and it works," he says.

As well as this there is, of course, the placing of strawberries in the prime till point position, but his next plan is to use social media to offer free fruit to schoolchildren who come to his store before and after school.

"It's so simple and will cost the business a minimal amount. Kids love a freebie as well. If they're getting a banana for free it's promoting the healthier option," he says.

And Harris is clear as well that many >>

YOUR HEALTHIER STORE

of the other moves towards healthier products can actually lead to greater profits for his business. "The initiatives were working on with the tobacco companies is with e-cigarettes and we can still promote it and there are better margins as well. We've got to make that move in every category," he says.

A good example of this idea is with the freshly-squeezed orange juice that customers can make themselves in store. "The response to that has been brilliant because soft drinks are a key category for us, but the orange juice is healthier and the competition doesn't sell it," he says.

"Customers know it contains oranges and nothing else because they're squeezing it themselves. The margins are great – about 40%, but the price is the real advantage. It sells better than Tropicana, which is £1, for £1.49. Customers are paying a premium for it and come from Kirkcaldy, eight miles away, just because they can get freshly-squeezed orange juice," he adds.

The fact that this product is successful because customers see how pure it is shows that other profitable local products can benefit from customers' health concerns – even if they aren't necessarily very healthy.

"With our ice cream I've got a picture of Owen who's the third generation of his family to make it. We have a sign that says he makes the ice cream 10 or 12 miles from the shop."

For any customer worried about artificial ingredients, preservatives or any other unwanted additions to their food, paying a premium for a local product is a price worth paying.

And it chimes with a point that David Gilroy makes: "The good news for all is that wellness and fresh ranges are more profitable than the traditional categories. While low in volume right now, these new ranges will catch on and in time will drive considerable profitable sales for those with authoritative ranges."

Mr Gilroy says the key to success for others is to trial and experiment as busily as proactive retailers such as Harris are doing already. "The industry needs to wake up to the opportunity and accept that losses will be incurred and mistakes made until critical mass is reached. The first movers will be rewarded."

And with his ear to the ground and an attitude that wants to make his business a healthier proposition for customers, Harris looks set to be on the winning side. "I don't think we're quite at the stage where people are health-mad but we as retailers at the heart of our communities need to do something. We simply need to stay ahead of the curve," he says. ●





Supplier innovation: Investing in e-cigarettes
Debate is still raging about the relative health impact of e-cigarettes but there is widespread agreement that they are less harmful than traditional tobacco. Harris is one of many retailers to find that tobacco manufacturers are investing more time and support in this category and he is attracted by the better profit margins these products offer too.



Supplier innovation: Lighter sub-brands
AG Barr's launch of Rubicon Spring "blends the health benefits of water with fruit flavours".



HOW TO MAKE YOUR STORE HEALTHIER: BRILLIANT IDEAS FOR YOUR BUSINESS FROM FOUR MORE LEADING RETAILERS

Linda Williams

Premier Broadway,
Oxgangs



We've gone to two schools to push eating healthy breakfasts. We take over the school hall and have stations with different offerings such as porridge and toast and bananas. The idea came to me when I read an article which said 60% of children didn't eat breakfast – be it due to being from low-income families or time pressure. As a mother, I was shocked so decided to do something about it and the reaction has been really good. Even though we're feeding 425 kids it's not a huge undertaking and the suppliers are only too keen to help out.

What's the business benefit? Getting involved in schemes like this can only help your business. We're known by lots of families who come into the shop as a result and it's a win-win situation for all involved.

Raaj Chandarana

Tara's Premier,
High Wycombe



With the current refurbishment of the shop I am looking to take kids away from energy drinks and promote healthy eating. A lot of retailers would love to promote healthier foods but with certain demographics, and in certain areas, that's tough. A lot of people just want junk and shops give them that. It's all to do with education. You can fill your store with fruit and smoothies all you want but if people don't want it then there's not a lot you can do. I am not saying I am an expert but it's what I am looking to do once the refurbishment is done, it's very much a long-term goal.

What's the business benefit? By promoting healthy eating you can create a point of difference and become a hub for healthy foods. The profit margins are good with healthy foods, so it benefits store owners.

Sid Sidhu

Sukhi's Simply Fresh,
Kenilworth



The best way of describing what we do is that we're our own customer, we use the produce we have on our shelves and create, among other things, fruit salads, salad boxes and freshly-baked banana bread to sell. The banana bread does very well on Fridays and has good margins. We've got a primary school opposite us and we've got to get the right message across to them that eating healthily and getting your five-a-day is better than simply eating chocolate and crisps. We sell a range of healthy snacks and the take up is pretty good. The key is to have a consistent offering. People are more aware now than ever about the benefits of healthy eating and storeowners need to adapt to that.

What's the business benefit? The current trend is for more healthy products and if you don't stock healthy foods and snacks then you are in danger of missing out on customers.

Joe Williams

The Village Store,
Hook Norton



Thanks to TV programmes people are now much better informed about what is going into their food and that's led them to buy more fresh produce and fewer manufactured products. We've adapted to that. You need to have a lot to offer, so customers can buy a full meal with produce from your shop. So as well as stocking healthy things like lean steak mince, reduced-salt bacon and low-fat creams and yoghurts, you also need to have a full range of fruit and vegetables. People are more health-conscious now and it makes sense that we've adapted to their changing diets. We've noticed a move away from ready meals and now we sell £1,500 of fruit and veg alone each month, thanks in part to having a good, prominent display of what we have to sell.

What's the business benefit? When a report came out that people should eat more broccoli our sales of broccoli shot up. The way the market is going means if you aren't stocking healthy produce you're losing out on sales and money.



CRISPS AND SNACKS

It's crunch time!

Think you've got a handle on what's hot and what's not in this fast-moving category? Take **Rachel Barr's** quiz to find out



The snack market is fast moving and dynamic – how much do you know about it?

Snack-loving Brits spent more than £3bn a year on their favourite bagged nuts, crisps and other snacks. That equates to a potential £1,400 of sales for every store, each week.

And while Walkers bestselling Cheese and Onion flavour will always be near the top of any sales chart, more unusual products and flavours are now entering the market. With new launches filling the pages of RN almost every week, retailers need to stay up to date with the current trends and the new products are now available.

From the arrival of Mr Peanut in the UK to the revival of a popular 1980s brand, find out how up to date you and your staff are with the current market with our essential category quiz.

1 Kettle Foods has launched a new flavour of its Kettle Chips for summer. What is it?

- a) Chorizo, Feta and Olive
- b) Beef and Tomato
- c) Smoked Salmon and Cheese

ANSWER A)

This new limited edition flavour will be available throughout this summer with Kettle Foods describing it as a combination of "the savoury moreishness of spicy chorizo with the salty tang of feta and a touch of olive fruitiness".

Marketing director of Kettle Foods, Andrew Slamin, says that the flavour will give a seasonal boost to the brand's core range while allowing retailers to



Snacking on the go and portion control are two major trends



capitalise on the continuing popularity of entertaining at home.

2 Which baked savoury snack has launched a new multipack?

- a) Mini Cheddars
- b) Yushoi Snapea rice sticks
- c) Kellogg's Special K Cracker Crisps Sweet Chilli

ANSWER B)

Calbee UK, owners of Yushoi Snapea rice sticks, which are made using green peas, has launched a new multipack of six 21g packs. These contain a selection of the brand's top-selling flavours including Lightly Salted, Sweet Chilli & Lemon and Soy & Balsamic Vinegar. For health-conscious customers each pack contains just 96 calories and are suitable for vegetarians and vegans.



3 What brand has the iconic Mr Peanut as its brand ambassador?

- a) Planters
- b) KP
- c) Nobby's Nuts

ANSWER A)

Kraft Heinz-owned Planters, which is the number one nut brand in the US, is launching a range of different nut products for the first time in the UK this month.

These include dry roasted and lightly salted peanuts, salted cashews and a salted peanuts and nut mix. As with all Planters products, the iconic 100-year-old brand ambassador Mr Peanut will feature across all formats and flavours along with the strap-line 'Deliciously Nut-tricious'.

4 What new Marmite-flavoured product was launched in May?

- a) Marmite crackers
- b) Marmite rice cakes
- c) Marmite popcorn

ANSWER C)

Marmite owner's Unilever has released the new popcorn after teaming up with award-winning British popcorn brand Joe & Seph. One of the most requested products from fans, its unique flavour is created with caramel popcorn, glazed with the iconic spread.

5 According to IRI, which segment of the crisp market is growing the fastest?

- a) Singles
- b) Sharing bags
- c) Multi packs

ANSWER B)

This growth is mainly coming from more people spending time at home with family and friends with evening snacking occasions currently worth £5.2bn and growing at almost 3%. ➤

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Fill your
tortilla
with our new **chips.**

Since the launch of Pringles Tortilla in May the Brand is now worth **£2.8million** in symbols and independents*

Pringles Tortilla is already the **No.2 Tortilla Brand***

* IRI 52 w/e



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call the Kareline on 0800 783 6676

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CRISPS AND SNACKS

6

What product has been launched as “the perfect after-work snack to feed your cravings”?

- a) Mini Babybel light
b) The Laughing Cow Mini Cravings
c) Philadelphia Light snack

ANSWER B)

Launched in 2015 Mini Cravings are aimed at female ‘snackers’ and have just 14 calories per cube. They come in three varieties: mixed herb, cheese and a mixed flavour pack.



7

Which one of these is not a Walkers MixUps flavour?

- a) Cheese and Worcester Sauce crisp mix
b) Sweet and spicy popcorn mix
c) Tomato Sauce and Roast Chicken crisp mix

ANSWER C)

Launched last year, there are seven different MixUps combinations that come in 120g bags. These include popcorn, snack and crisp varieties with the flavour combinations including sweet and salty popcorn; sweet and spicy popcorn; cheese and bacon flavour crisps; cheese and Worcester sauce flavour crisps and Doritos, Wotsits, Monster Munch and French Fries in meaty, cheese and spicy varieties.

8

Walkers is the top single-serve snack brand in UK convenience stores according to Nielsen

Convenience Value Sales data. Which brand makes second place?

- a) McCoys
b) Wotsits
c) Hula Hoops

ANSWER A)

Wotsits and Hula Hoops are in the top 10 but in eighth and sixth place respectively. Following Walkers and McCoys are Quavers, Doritos and Monster Munch respectively.



PepsiCo's latest innovation for Walkers is Bugles



9

In June, Spar launched two new snack products for its own Daily Deli lunchtime range. Spar hard boiled eggs was one of the products but what was the other?

- a) Chicken satay kebabs
b) 10 mini cocktail sausages
c) Carrot sticks with hummus

ANSWER A)

With an RRP of £1.20 the chicken satay kebabs are accompanied by a sweet chilli dip. With a 53% spent on sandwiches at lunchtime, Spar UK brand director Susan Darbyshire says the company are trying to tap into the 47% spent on other chilled lunchtime food products. She said: “Snacking on the go and portion control are two major trends, so these new convenient, mini products from Spar are ideal for satisfying shoppers’ need for snacking and grazing.”

10

Which 1980s snack brand is being reintroduced by Burton's Biscuits this month?

- a) Chicken ‘n’ Chips
b) Piglets
c) Potato Puffs

ANSWER A)

This chicken flavoured snack, which comes in chicken and chip shaped pieces, will be available in six 25g-bag multipacks. David Costello, head of category and shopper management at Burton's Biscuit Company says the time was right to relaunch the product after a social media campaign by thousands of people. Like the popular Fish ‘n’ Chips snack that was relaunched in 2014, it will also have the recognisable chip shop-style packaging.



11

What is not a flavour of Bugles, the new Walkers-branded snack launched by PepsiCo?

- a) Cheese
b) Southern Style BBQ
c) Salt and Vinegar

ANSWER C)

The crunchy cones have been released following the success of Walkers MixUps last year in a range of formats – 30g single packs, multi-packs of six and 110g sharing bags. As well as Cheese and Southern Style BBQ there is also a third flavour, Sour Cream & Black Pepper, although this will only be available in a sharing format.

12

Kellogg's has launched a new Pringles-branded snack. What is it?

- a) Pringles Tortilla
b) Pringles Rice Cakes
c) Pringles Mini's

ANSWER A)

Launched in the UK in April the new corn chips have been described by Kellogg's as the “biggest Pringles innovation since the original chips.” Instead of the usual triangle, Pringles Tortilla come in Pringles’ iconic ‘hyperbolic paraboloid’ shape and resealable can. With an RRP of £2.48 they come in four flavours: nacho cheese, sour cream, spicy chilli and original. ●



PREVIEW



Zero sugar, millions invested

A 'new and improved' Coca-Cola Zero Sugar has hit the shelves in a bid to encourage customers to choose a no-sugar option backed by a multi-million-pound campaign.

RRP not given

Outers not given

Contact 08457 227222



Say "bonjour" to BBQ

French's is looking to add a Southern American flavour to summer barbecues with the launch of a trio of south-inspired sauces.

RRP £2.33

Outers 8

Contact 020 8537 4080



It's 'dam serious vodka

E. & J. Gallo Winery has launched a new 35cl format of New Amsterdam Vodka. It is five times distilled and triple filtered and imported from the USA.

RRP £8.99

Outers not given

Contact 01895 813444



They're Goblin these up

Burts Chips is hoping you are ready for Hamageddon with the release of its latest flavour innovation combining roasted ham, Hobgoblin Gold beer and pickle.

RRP 79-99p

Outers various

Contact 08450 852220



Give them a slice - and another

United Biscuits has relaunched its on-the-go McVitie's range with the addition of three, two for £1 packs - available in six variants including Caramel Millionaire Slices.

RRP £1

Outers not given

Contact 0800 1380813



Pricemark your Pots

Unilever is making three flavours - Chicken & Mushroom, Beef & Tomato and Original Curry - available in a price-marked format.

RRP £1.29

Outers not given

Contact 01293 648 000



Light up your sales

JTI has launched 'Icon in Lights' limited edition 20-packs of Camel cigarettes. The new designs have been created with the aim of celebrating its distinctive character.

RRP £9.61

Outers not given

Contact 0800 163503



Nature Valley goes nuts

Nature Valley has launched a new Peanut & Chocolate protein bar which is now 40g (increased from 30g) and contains 20% of an average person's daily protein needs.

RRP 85p

Outers various

Contact 01895 201100



More treats from Hancocks

Hancocks has launched five new tub lines for kids. From Cola Bottles to Rainbow Pencils, all are halal certified and will earn retailers up to 34% margin when sold at 5p.

RRP 5p

Outers various

Contact 01509 216 644

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THIS WEEK IN MAGAZINES



Toyland hero

NODDY TURNS CRIME FIGHTER IN NEW MAG

Times have changed, and now Enid Blyton's famous character has taken on a new role as he turns detective in DC Thomson's launch

DC THOMSON has launched Noddy magazine, a new publication based on the hit show Noddy: Toyland Detective, which reimagines Enid Blyton's beloved character solving mysteries. Aimed at children aged three to six, the 32-page magazine includes fun features and activities aimed at encouraging discovery, exploration and learning. Each issue features a Noddy-branded gift, with the launch edition coming with Noddy's Who-What-Where Tablet, so kids can help Noddy find clues to Toyland's mysteries.



On sale 13 July
Frequency four-weekly
Price £3.25
Distributor
 Marketforce
Display with
 Go Jettors, CBeebies
 magazine, Peppa Pig

Round up



NADIA ALEXANDROU
 Magazines
 reporter

A PROFITABLE FUTURE FOR YOU

As publishers are in the process of adapting their businesses – along with the rest of the supply chain – what role will independents play in future plans?

On the surface, it seemed the rise of top-up shopping may have given an edge to the convenience channel and attracted more investment – but that far from meant the decline or move away from supermarkets, contradictory to some speculation. In fact, they've come back in a very big way, according to Shopper Intelligence Research, and that's made them a prime target for publishers.

As supermarkets have adapted layouts to suit customers on every mission, every brand is fighting for prime space in these stores. Even Aldi and Lidl are being groomed by publishers to get their news and mags ranges in order.

What these companies – publishers in particular – need to keep in mind, however, is that independents are still the backbone of their sales, and still hold a vast amount of unlocked potential. This was part of what was discussed at News UK's conference last month. While its investment next year will target many outlets outside of traditional newsagents, it was good to see a healthy chunk of it will be for independents – who it still recognised as having a place in communities and a personal relationship with customers that larger chains could never have.

As the biggest channel for selling newspapers and magazines, (excluding, importantly, unprofitable bulk copies) independents are still a vastly untapped goldmine for publishers. They need to work together to build a profitable future.

★ **MORE PRIZES THAN ANY OTHER PUZZLE MAGAZINE**

★ **EXTRA PUZZLE PAGES THIS ISSUE**

★ **PROMOTED DAILY IN THE DAILY MIRROR**



ICE AGE COLLISION COURSE

Tying in with the launch of Ice Age: Collision Course, the fifth movie in the hit animated series, Panini is launching an Ice Age Sticker Collection aimed at six- to 10-year-olds. The collection features 176 stickers, including 56 special foiled and holographic designs. The starter pack includes a pull-out poster that gives kids more room to display their favourite Ice Age characters, on their epic quest to save their world from a cosmic threat.



On sale 21 July
Frequency one shot
Price £2.99 starter pack, 50p sticker packet
Distributor Marketforce
Display with Frozen sticker collection, The Secret Life of Pets sticker collection



WOMAN'S WEEKLY LIVING SERIES – GARDENING

The next edition of Woman's Weekly Living series is dedicated to gardening, aiming to provide inspirational ideas and stunning imagery to encourage readers to get their gardens blooming for summer. The magazine features 12 tricks to fill your garden with colour, how to turn salvage discoveries into planters, and how to choose the right lavender.



On sale 14 July
Frequency monthly
Price £1.99
Distributor Marketforce
Display with BBC Gardeners' World, Amateur Gardening



GUARDIANS OF THE GALAXY

Panini is launching an official Guardians of the Galaxy magazine, to tie in with the second series of the animated TV show based on Marvel's sci-fi superheroes. Aimed at boys and girls aged six to nine, the magazine features comic strips, puzzles, activities and fact files on all their favourite characters. The first edition comes with a Rocket Raccoon blaster, posters inside and a guide to making Star Lord's helmet.



On sale 21 July
Frequency two issues in July and October
Price £3.99
Distributor Marketforce
Display with Toxic, Angry Birds, Monster High



BING

After successful one shots, Egmont is launching a monthly magazine based on the hit CBeebies show Bing. It is packed with stories, activities and stickers all aimed at pre-school children, aged two to five. The award-winning TV series features a bunny called Bing and his carer, a panda named Flop, as they explore their world and learn new things. The magazine's first issue comes with a garden play set.



On sale 20 July
Frequency monthly
Price £3.99
Distributor Seymour
Display with Peppa Pig, Thomas & Friends



DANGER MOUSE

It's the 1980s revival that has become one of CBBC's biggest hits, with 3.6m viewers. And now, Danger Mouse is getting his own magazine, as DC Thomson launches a fast-paced, funny publication about the world's greatest secret agent. The magazine promises jokes, gadgets, mind-blowing missions and "mega-maniacal toilets" to capture the excitement and humour of the adventures of Danger Mouse.



On sale 20 July
Frequency four weekly
Price £3.99
Distributor Marketforce
Display with Simpsons Lego, Star Wars, The Beano, Ultimate Spider-man Magazine



Bestsellers Motoring

Title	On sale date	In stock
1 Motorcycle News	13.07	<input type="checkbox"/>
2 Autocar	13.07	<input type="checkbox"/>
3 Classic Car Weekly	13.07	<input type="checkbox"/>
4 Speedway Star	07.07	<input type="checkbox"/>
5 Autosport	07.07	<input type="checkbox"/>
6 Motorsport News	13.07	<input type="checkbox"/>
7 Auto Express	13.07	<input type="checkbox"/>
8 What Car	28.07	<input type="checkbox"/>
9 BBC Top Gear	13.07	<input type="checkbox"/>
10 Trial Motocross News	07.07	<input type="checkbox"/>
11 Classic Sportscar	07.07	<input type="checkbox"/>
12 Classic Bike	27.07	<input type="checkbox"/>
13 Practical Classic	13.07	<input type="checkbox"/>
14 Classic Cars	27.07	<input type="checkbox"/>
15 Classic Car Buyer	13.07	<input type="checkbox"/>
16 Land Rover Owner	13.07	<input type="checkbox"/>
17 Classic & Vintage Commercials	15.07	<input type="checkbox"/>
18 Truck & Driver	19.07	<input type="checkbox"/>
19 Practical Sportsbike	13.07	<input type="checkbox"/>
20 Back Street Heroes	07.07	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

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THIS WEEK IN MAGAZINES



TAKE A PUZZLE

Take a Break's puzzle magazine is celebrating its 25th anniversary this month with a bumper 72-page edition. This issue launches Take a Puzzle's silver jubilee celebrations, with competitions that feature silver-themed prizes, including a £5,000 silver service holiday. The magazine will continue its celebrations for the rest of the year, with giveaways such as cover-mounted pens and an additional £20,000 in prizes.



On sale 21 July
Frequency monthly
Price £2.50
Distributor Frontline
Display with Take a Crossword, Puzzler Collection



SPARKLE WORLD

The latest edition of Sparkle World comes with a free summer nails set for young readers to style themselves like the Winx Club fairies. This issue of the magazine, aimed at girls aged three to nine, will also feature 82 activity stickers, a Shopkins card craft activity and a Barbie pull-out workbook. Stories and activities inside feature My Little Pony, Rainbow Magic and Littlest Pet Shop, as well as competitions to win Lego and Disney's Frozen toys.



On sale 14 July
Frequency monthly
Price £2.99
Distributor Comag
Display with Disney Princess, Frozen, Barbie



TAKE A BREAK SERIES

The Holiday issue of Take a Break Series is offering prizes worth £20,700 alongside its usual bumper collection of true-life stories in one of its biggest-selling editions of the year. The magazine also includes pages on relationships, health and fashion advice, beauty secrets and household tips. In the past, the publisher has seen a 24% increase in sales for this Holiday issue, as readers grab a copy for plane and poolside reading on their summer breaks.



On sale 21 July
Frequency monthly
Price £1.80
Distributor Frontline
Display with Take a Break, That's Life, Bella



PUZZLELIFE

Eye to Eye Media is launching a new puzzle magazine, offering readers the chance to pit their wits against a huge variety of brainteasers. PuzzleLife will feature 130 puzzles in every issue, with something for every age and ability. As well as old favourites such as wordsearches, crosswords and sudokus, the magazine aims to put readers to the test with a range of new number and word games.



On sale 21 July
Frequency every four weeks
Price £2.60
Distributor Comag
Display with Puzzle Collection, Take a Puzzle



VLOG SQUAD

This Teen Now summer special is aimed at vlogging enthusiasts with dedicated content on the latest YouTube sensations including Zoella, Alfie Deyes and Joe Sugg. Features include tips and advice for the aspiring vlogger, Zoella's ultimate guide to life and the best YouTube videos of all time. The issue on sale for 12 weeks, comes bagged with a booklet containing a colouring book and quizzes as well as a giant double-sided pull-out poster featuring Zoella and Alfie.



On sale 19 July
Frequency one shot
Price £3.99
Distributor Marketforce
Display with Seventeen, Shout

Industry viewpoint

Joanne Bourne
H Bauer cookery and
specials publisher



IS YOUR NEWSSTAND A DELICIOUS FEAST?

Although the amount of disposable income has fallen in recent years we still want to live and eat well. Some 52% of consumers say that rather than go to a restaurant, they prefer to treat themselves to delicious meals at home, either choosing from premium retailer ranges or opting to create inspirational food from scratch.

We are surrounded by amazing food creations more than ever, from the high street to television and cookery websites. This has resulted in food magazine sales rising as more and more people are bitten by the bug to bring these wonderful creations to their own plates.

Whether you're a novice cook, confident in the kitchen, or maybe looking for the latest trends in gluten-free or vegetarian, there is something for everyone. The cooking market is thriving so the time to capitalise is now.

Our new title, Food to Love, will give the already successful category (worth more than £12.5m annually) a further boost to revenue. It is priced at £4 and will focus completely on food, offering readers new ideas and fantastic value with more than 80 inspirational recipes every month.

Each issue will offer everyday meals along with more indulgent meals for the weekend. Also bringing a spotlight on what's in season and the latest food trends. Each recipe carries the triple-tested stamp ensuring that each dish is achievable, delivering from the page to the plate.

Top tip

Key seasonal issues are those in the lead up to Christmas so be sure to capitalise by bringing to front of fixture



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

WHY MANNY PATEL IS NOT ALONE IN EXPLORING IN-STORE SERVICES

Plus, how to get the best out of the booming international foods market, and read Neville Rhodes's latest exclusive column



Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	27	100	8.99
Build the Millennium Falcon	81	100	8.99
Cake Decorating Relaunch	76	169	2.99
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Zippo Collection	23	60	19.99

Eaglemoss

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Collectables

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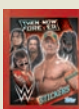
Match Attax Extra 16
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WWE
Stickers **£2.99**
Cards **£0.50**



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Starter **£2.99**
Stickers **£0.50**

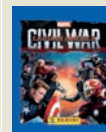
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Abatons Humans
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Paw Patrol Stickers
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Disney Tsum Tsum Stickers
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Official UEFA Euro 2016 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



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



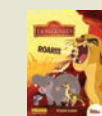
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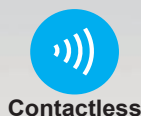
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Back in the day

100
YEARS AGO

15 July 1916

'My Love Letter by an Actress' began in Women's Life. Very much of its time, the special feature was predicted to "capture enhanced sales for a weekly that is invaluable to every practical woman".



50
YEARS AGO

16 July 1966

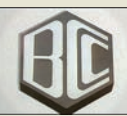
In an early guide about how to make as much money from Christmas annuals as possible, store owners were told to "consider the potential influence of several popular TV series and cinema releases". One such popular programme was Till Death Us Do Part.



25
YEARS AGO

13 July 1991

It was feared many Asian newsagents were facing financial ruin after the closure of the Bank of Credit & Commerce International amid allegations of massive fraud. A large part of the BCCI's client base was made up of Asian businesses, including small convenience store owners.



Peparami loses in straight sets to Wimbledon suits

There has always been a sense that Wimbledon is somewhat detached from the world inhabited by us hoi polloi.

Never is that more apparent than when seeing what is on the menu in SW19. Strawberries and cream are munched after the pile of prawns and caviar has been demolished, that is then all washed down with some Pimm's and champagne – and that is just for breakfast.

So perhaps it is not surprising that one snack not allowed through the gates of the All England Club is a



Peperami. The self-described "manly weapon of choice against rumbling stomachs that's more of an animal than ever" (definitely no All

England Club member) has been barred from the tournament amid claims the sausages could damage the Wimbledon brand.

A free sample truck approached spectators in the queue last Monday, but no sooner had those famished Federer fans gladly accepted the free meal than it was confiscated.

Apparently, the snooty suits don't take kindly to ambush marketing. Brands, you have been dealt an ace...

Romantic walk up the alcohol aisle

Weddings are happy occasions where, at least in theory, two people who are head over heels in love with each other are united in holy matrimony. However, they can also be very stressful.

But Morrisons may have the solution. Last year its store in Camborne, Cambridgeshire, was the venue for Rebecca Wooler and Blake Green to get hitched after walking down the Easter egg aisle.

And clearly the photos of that happy day are now seen as something to emulate. While the vows were uttered elsewhere, Matt and Claire



decided there was no better place to get some wedding snaps than at the Morrisons in Leigh. They plumped for the alcohol aisle for their memorable pictures. Perhaps, there is a new line of business for the supermarket?

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



A couple of days ago I was talking to Paul who runs Paul's News in Friar Terrace in Stafford and we were comparing the state of the tote boxes that arrive each morning from Smiths News.

When I take the magazines out there is all sorts of rubbish at the bottom – other people's used delivery notes, empty crisp packets, string, broken tote fasteners and the most annoying thing of all is the sticky tape on the outside of them that people use to fasten them up with because they didn't have any actual fasteners to use. I have just had to make three phone calls in order to get some sent out. They arrived this morning so at least I won't now have to resort to that dreaded sticky tape.

How quickly my two favourite two weeks of the year speed past. I am referring to Wimbledon, of course. It is the one thing that remains the same, typically English, traditional and unspoilt. The players' fitness is amazing and it was great to see Andy Murray win again.

I was very interested to read Mike Brown's RN column last week when he wrote about the Radio Times generating sales, because I have had a definite drop in sales since it went up to £2.30. I also didn't sell any extra papers because of the referendum. People were saying they were glad to see the back of it.

I saw a delightful sight as I drove up to Tunstalls Farm on Thursday. There in the field was a cow with her brand new baby calf. It was only a few hours old and was having a lot of trouble co-ordinating its legs. It was so cute I could have watched it all day.

The scarecrows are coming to Great Bridgford and Woodseaves. Both villages are holding festivals so it will be interesting to see how many people bother to make one and what – or should I say who – they depict. I'm quite sure imaginations will run riot especially where the children are concerned. I hope the weather is kind to everyone.



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