

# RETAIL NEWSAGENT

## SUGAR TAX SOLUTIONS

Innovative products that will avoid the new levy

SOFT DRINKS  
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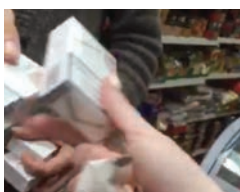


A fascia that adds value  
'Our big brand deals help us stay ahead of the discounters' Page 20 >>

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# Brazen illicit cig traders exposed



- RN sting with Philip Morris investigators uncovers shocking extent of dark tobacco trade in stores and online.
- Hundreds of pounds worth of counterfeit, smuggled and illicit 20-packs selling for just £4.50. Page 5 >>



### INNOVATION

## Food court future for c-store success

Retailers need to focus on food-service to see off online grocery delivery threat.

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### EU REFERENDUM

## 'Brexit will mean two years of hell'

Retailers raise fears while analysts explore impact for stores. Page 4 & 11 >>

### SALES SUPPORT

## Digital drive for News UK

New site and app for indies. Page 7 >>



**Boris makes a quick Brexit** The most talked about politician in the country last week, Boris Johnson, found time to pop into an independent newsagent during the furious last round of campaigning in the run up to the EU referendum. The politician popped into Maldon Newsagents & Off Licence in Maldon, Essex, just ahead of the big vote. Retailer Mahesh Patel said: "He just came in to buy newspapers, he bought the Telegraph and the Sun. There was a big crowd outside, but only one or two came in."

### NEWSPAPERS

## New SNapp protects HND sales for indies

Smiths News' new website allows retailers to split orders. Page 5 >>

Archant grows regional and specialist magazine sales by 2% after increasing distribution to indies. Page 13 >>

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## LEADER



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**Retailers and industry experts RN has spoken to since the vote show opinion is widely divided about its effect**



**CHRIS ROLFE**  
Associate editor  
@ChrisRolfeRN

Whether you voted to remain in the EU and are mourning last week's referendum result, or you voted for Brexit and are celebrating the UK's decision, every retailer now faces uncertainty about what the future holds for UK businesses.

The consequences of an EU departure for small business were barely mentioned during the months of campaigning, but retailers and industry experts RN has spoken to since the vote show opinion is widely divided about its effect.

"I can't see how it would have a big impact. The EU hasn't really ever affected me," London retailer Jimmy Tun told us. But Lorraine Lettley in Somerset countered this: "Trading is going to be hard here and in Europe. I think we're in for two years of hell."

Business experts also suggested various outcomes. Think tank Open Europe warns the falling value of the pound may result in higher food prices as the price of imports rises. Others have touted less red tape, negative equity for property owners and increased wage costs as effects.

Stability is needed as negotiations take place, and the onus lies partly with symbol operators, trade associations, suppliers and retail groups to support independent retailers so Brexit does not prove bad for small business.

But responsibility also lies with you. Retail analyst Shore Capital told RN strong local businesses that have prospered during two decades of decline in the independent market by adding value and acting to drive footfall are well placed to find their way through this time of uncertainty.

Former Bestway director David Gilroy adds retailers "will have to be highly adaptable in what is certain to be a new world". But among all the unanswered questions, he is clear on one thing – good retailers have nothing to fear from Brexit.

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**RIO OLYMPICS** Bring the summer's sporting excitement inside your store

## "GOOD RETAILERS HAVE NOTHING TO FEAR FROM BREXIT"

– FORMER BESTWAY DIRECTOR DAVID GILROY SAYS INDEPENDENTS ARE WELL PLACED TO DEAL WITH THE REFERENDUM RESULT Page 24 >>

# NEWS



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## Papers get post-vote sales boost

Newspaper sales were up by 3% for several publishers last Saturday as more customers turned to the newsstand in the aftermath of the EU referendum vote.

The Mirror, Sun, Daily Record, Express, Daily Mail and Star benefited from a 3% average uplift two days after the vote for Brexit, according to John Howard, newspaper sales director at Trinity Mirror.

"This is massive in the absence of some kind of promotion, and proves that on major events when readers need serious answers, the newsstand is still the go-to place," he said.

Adrian Rodda, of AR News in Harrogate, said: "I've never sold so many newspapers. We've sold a lot of quality papers, as well as the Daily Mirror."

## Welcome for report on energy

Retailers have welcomed the Competition and Markets Authority's recommendations for the energy market, published after a two-year investigation into its practices.

Recommendations covering microbusinesses state it should be easier to switch suppliers, rollover contracts should be banned and suppliers should be allowed to get in touch with businesses who have been on a default tariff for more than three years. The recommendations were welcomed by the ACS, although it also called for a code of practice for energy brokers.

Kent retailer Hitesh Pandya said: "I get 10 calls a day about energy. I'd love to see energy companies provide transparent and comparable prices. The report should be a wake-up call to businesses to spend time looking at energy prices."



## Polling station brings footfall bonus for store

Paul Cheema's Malcolm's Nisa Local store benefited from extra footfall on election day, as a portable building was placed next to the Coventry shop as a polling station for the EU referendum. The temporary site has been used in recent years since the previous polling station, a church, closed. Mr Cheema said: "It brings in a bit of extra custom and helps our store become a focal point for the community."

**Uncertainty after historic EU referendum vote** Independents 'likely to be more exposed'

# 'Adapt to meet changing demand' Brexit message

by Gurpreet Samrai

Retailers need to be "highly adaptable" as they face uncertainty over rising costs and consumer demand in the wake of Brexit, experts have warned.

The impact of leaving the EU on businesses will be "profound" with the grocery channel at the forefront of change, according to global food and grocery experts IGD.

With around 40% of all UK food imported, analysts have said the falling pound may mean higher food prices as the cost of imports

rise. "Independents are likely to be more exposed," said Darren Shirley, retail analyst at Shore Capital. "The likes of Aldi and Lidl may absorb these costs and take a hit in margin to gain volume or market share."

Naem Khaliq, Day-To-Day symbol group controller at United Wholesale Scotland, said in the short term wholesalers will try to absorb some costs. However, if they continue to rise they will have to be passed down to retailers.

"We expect to see an increase in food prices, which will definitely be passed on

to consumers," he said. "We also expect a distribution cost increase, with the price of oil going up and a lack of EU nationals as drivers.

"In the short-term wholesalers will take this cost in, then maybe pass it down to retailers if prices continue to go up."

Lorraine Lettley, of E J Teare in Wellington, said: "I think we're in for two years of hell. Trading is going to be hard here, and in Europe. People are going to be careful with their money, either saving it or investing in big money items. We saw this in 2008 and people are

going to get worried."

However, wholesale expert David Gilroy said the key for retailers is to adapt and meet changing consumer demands.

"If consumers are being squeezed and feeling worse off, they will step up their demand for value.

"Retailers will have to be highly adaptable in what is certain to be a new world," he said.

Meanwhile, NFRN chief executive Paul Baxter said: "What is needed now is calm reflection and clear planning so the UK can move forward positively."

## My Local stores shut as rescue talks continue

My Local stores around the country have started shutting as the convenience group looks certain to fall into administration.

The group is reported to be in talks with administrators KPMG to discuss the future of its 140-store estate.

A number of My Local

stores remain open, with staff saying they believe they could be saved from administration by a buyer, while others in areas including Torquay and Maidstone have already closed their doors.

"We saw it coming, both staff and management, but

at the end it was swift," said one store manager.

"A lot of other shops are closed and it looks like they'll be handed over to administrators. We're waiting for people like Camelot to come and get its terminals."

Another store manager

said: "We're still open and it looks like there may be a buyer, but a lot around us are closing. We could have done with more information, but fingers crossed we will be saved - it's all come as a bit of a shock."

My Local and KPMG declined to comment.

# NEWS

NEW STOCK FOR  
YOUR SHELVES  
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## Dark market revealed

1. The retailer leaves the till area to reach for a carton on top of a shelf after the undercover investigator asks for "£5 Marlboro".
2. The illicit cigarettes are passed to the investigator.
3. We hand over £11 for two packs that have non-UK health warnings.
4. Track & Trace technology shows these cigarettes were smuggled into the country from northern Poland.

**Shocking extent of illicit trade highlighted** Hundreds of pounds worth bought in just three hours

# RN goes undercover on anti-illicit sting operation

by Tom Gockelen-Kozlowski

An undercover operation has exposed the shocking extent to which illicit tobacco can be purchased from stores and online for just £4.50 per 20-pack.

RN was given exclusive access to a crackdown in an east London borough commissioned by Philip Morris during which hundreds of pounds worth of counterfeit, smuggled and illicit white cigarettes were bought from four stores in just three hours.

The operation also exposed the ease with which

these products can be bought online, with a bulk purchase of illicit white tobacco in a Morrisons car park set up through a Lithuanian-language London chat room.

"You can see from the quantity of tobacco we've purchased that it is very easy to obtain in this area. It's not just retailers, but internet sellers and people who don't usually sell tobacco," said Will O'Reilly, a former detective chief inspector from Scotland Yard who, since 2011, has been investigating the illicit tobacco trade.

The investigators who work with Mr O'Reilly across the UK are rarely unable to purchase illicit tobacco wherever they go, despite working without tip-offs.

One of the team – who cannot be named – said his eastern European nationality made accessing tobacco even easier.

"You speak a little Polish or Ukrainian and people don't think anything of selling it to you," he said.

Moments later RN witnessed an elderly newsagent taking counterfeit Benson & Hedges from an

empty outer casing on top of a shelf and handing two packs to the same team member for just £5 each.

In total, the undercover team walked away with 17 packs of premium illicit tobacco as well as a carton with a total estimated retail value of more than £250.

The haul has been taken away for analysis to confirm the products' origin and will help tobacco manufacturers and UK law enforcers in the fight against the illegal trade.

**NEXT WEEK** Read the full report on East London's illicit tobacco trade

## Promos lose their appeal

Grocery shoppers are increasingly being put off by promotional PoS material and are calling for more retailers to adopt 'everyday low pricing' in their businesses, according to a new market report.

Research conducted by analysts Shoppercentric found more than half of consumers (54%) preferred standard low prices in grocery stores over PoS-backed promotions.

The report also found that spend on PoS by retail brands has decreased by 40% in the past year and is expected to fall by 48% over the next 12 months.

It added 51% of shoppers are now prepared to split their shopping across several shops to find the best bargains.

## Discounter sales up

Discount supermarkets Lidl and Aldi have achieved a record combined share of 10.5% of the UK grocery market, according to new Kantar Worldpanel figures. Aldi's sales grew 11.5% year on year while Lidl's sales increased by 13.8% in the 12 weeks to 19 June. Asda and Morrisons were the worst-performing supermarkets during the period, with sales down 5.9% and 2.4% respectively.

## 'Lock in' HND orders with Smiths' new site

Smiths News is replacing its customer website with a new improved site which enables retailers to 'lock in' their HND orders.

SNapp Online, which will replace Connect2U next month, will give Smiths News' sales centre team full visibility of retailers' HND orders, which will be taken into account

when allocating copies to stores.

A Smiths News spokesman said: "We have worked on this with the NFRN and customers to help improve retailers' everyday order management, particularly for bank holidays."

Brian Murphy, head of news operations at the NFRN, said: "This has

been long overdue, and I hope SNapp Online will emphasise to publishers the worth of HND.

"We hope Menzies will introduce something similar, and look forward to other products including magazines and partworks to follow suit."

According to the wholesaler, the website will repli-

cate all the functionality of Connect2U, which can also be accessed through SNapp.

Julia Bywater, of Bywater News in Dudley, said: "SNapp is already one of my most useful tools. As an HND retailer I often suffer the consequences of reduced copy allocation, so I'm really pleased."

## Where's the loyalty?

Tobacco, newspapers and baby milk have the highest brand loyalty, according to new research.

Mark Johnston, senior commercial manager at Shopper Intelligence Research, said shoppers are likely to go elsewhere if they can't find their choice of brand in these categories.

# NEWS

BUSINESS


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## Celebrate the best of Nisa

Nisa will celebrate the best of its community-based stores in the coming weeks, giving consumers the chance to nominate them for their good work and raising cash for local charities.

Five winning stores, nominated by customers at the Love to be Local website, will receive £1,000 for their Making A Difference Locally fund, which aids local good causes. It will be promoted through social media and ties in with Independents' Day on 4 July and Nisa's Shop Local campaign.

## One Stop meal deal

One Stop has launched a meal deal across its estate as part of its latest promotional cycle, which runs until July.

The offer includes a meal for two for £10, taking in two ready meals, a dessert and a bottle of wine. Consumers can save as much as £5.99 and the offer will, One Stop said, complement its existing two for £4 ready meal deals.

It will be supported by in-store leafletting and PoS.

## 'Positive' Tesco

Tesco has hailed its ongoing "positive momentum" in its latest round of quarterly figures.

In a trading statement for the 13 weeks to 28 May, the supermarket said its UK like-for-like sales were up by 0.3%. It also claimed its new fresh food brands were growing, while an agreement has been reached regarding the sale of its Harris + Hoole coffee stores.

The artisan-style stores have been sold to Caffè Nero.



## Dynamic duo's plans to expand shops portfolio

After his Costcutter store in Gosport became a huge success, retailer Jaranjeet Singh (second from left) has opened a second store under the fascia in nearby Fareham. Mr Singh joined forces with new business partner Harmon Singh Kapoor (centre) for the opening of a 2,000sq ft outlet complete with ATM, Payzone, hot drinks, food to go, convenience goods and a significant news and magazine offering, with an investment of £50,000. The duo has plans to expand further in 2017.

**Indies must adapt products, ranges and services to compete** 'Foodservice is a key area'

# Stores must become 'food courts' to preserve sales

by Steven Lambert

Independent retailers will need to become "food courts" to ensure the long-term success of their businesses, according to store owners and market experts.

Pressures from new grocery delivery services such as Amazon Fresh and changing shopper habits are leading independent and convenience store owners to adapt their products, ranges and services.

Harj Dhasee, owner of

Nisa Mickleton Village Stores in Gloucestershire, said he is taking inspiration from London retailer James Brundle and his Eat 17 food-service concept as part of future plans for his store.

"We're no longer shops, we're turning into food courts and you have to be looking at the food to go concept and how we supply people," said Mr Dhasee. "This is why we've added our fresh produce units at the front of the store, offering pieces of fruit for 29p each, and we'll be looking

at more hot food to go in the future."

Spar retailer Conrad Davies said he is developing a kitchen area in his Pwllheli business to create hot meals, coleslaws and salads, which he will also distribute to his three other convenience stores.

He said: "I think doing hot food is becoming a necessity if you want to be something other than a standard convenience store. We're on a race to the bottom on food prices, so this is one of the few areas where

we can gain some margin."

It comes as speakers at last month's IGD conference told retailers foodservice is a key area for convenience and having a distinct offer drives footfall into stores.

Declan Ralph, retail development manager at BWG Foods which operates Spar, Londis and Mace stores in the Republic of Ireland, said: "Food to go has been the cornerstone of our business. The key is having something that stands out and covers all meal options."

## Savvy retailers get a boost from social media

Convenience retailers are reducing their advertising costs and doubling their sales during seasonal events by adapting the way they promote their businesses on social media.

Store owners speaking to RN said they are tailoring their store's Facebook and Twitter accounts to include

more posts about their local community and exclusive special offers.

Sandeep Bains, owner of Simply Fresh in Faversham, Kent, said he is saving more than £250 by launching a promotional e-leaflet on Facebook. He added: "We got a big hit when we promoted a big advert saying

we'd be open on Christmas Day – it doubled our sales, and everyone who came in said they knew we'd be open from Facebook."

Jacqui Bailey, of Spar London Road Bakery in Lincolnshire, said she now has 1,100 Facebook followers after posting pictures of her store and local area from

the Victorian era

She said: "The best posts reflect how local we are."

Meanwhile, Kwiksaver retailer Bhavesh Parekh has been using Facebook's boost post function to highlight bespoke shopper deals, adding: "We pay a little more to reach particular people, but it's very effective."

## NEWSTRADE

Revamped site 'will engage better on every platform' App advertises deals to passers-by

# Website relaunch and new app from News UK

by Nadia Alexandrou

News UK is relaunching its retailer website and introducing a marketing app for independent stores.

Launching next month, News Retail Plus will give retailers access to resources including personalised sales data, live reports and an HND profit calculator.

Once registered, retailers will have a personal account through which they can see their store's sales of The Sun and The Times and report and receive distribution updates. Regular news streams, Twitter feeds and

case studies will also be available through the site.

Greg Deacon, independent sales manager at News UK, said: "This forms part of our new contact strategy which aims to engage better with retailers on every platform. This site will help retailers drive sales across their whole business, and also give them better access to support. There will be a help centre, for example, where retailers can log any issues they're having, and also request a rep visit."

According to Mr Deacon, News UK aims to have

20,000 retailers registered on the website by 2018.

News UK has also partnered with UK deals app BigDL to provide independent retailers with a tool that advertises their shops' deals to passers-by. BigDL – which works with around 25 brands and 70,000 high street retailers and has beacon technology in Today's group stores – works by targeting customers with registered retailers' deals and promotions within a specified radius.

Customers with the app will be able to redeem these promotions by scanning

their phone on a device in-store.

Matt Norbury, chief executive of BigDL, said: "This will put retailers alongside the promotions of big high street retailers such as Dominos and John Lewis, which will open up their shops to a much wider audience. Our research shows the redemption rate of digital vouchers is 11.8%, and with paper vouchers this is a much lower 0.8%."

News UK reps will target an initial 2,000 newsagents and symbol group stores with the free technology in August.

## Shoppers' needs are revealed

Navigation and layout are the most important factors for newspaper shoppers, according to recent research.

Presenting at News' UK's conference this week, Mark Johnston, senior commercial manager at Shopper Intelligence Research, told sales reps that availability, range and layout were crucial to driving sales.

He said: "Customers are not interested in price or promotions. Out-of-stocks, poor displays and bad ranges are far more likely to damage sales."

## Relaunch for promo

The Irish Daily Star's price promotion has relaunched, with publisher the Independent Star Limited once again pledging to retain margin for retailers despite the price drop.

The price of the paper has been cut from 55p to 20p for the promotion – a price drop which lifted sales by 23% when the same promotion ran in the spring – but margin is being maintained. It will be supported by radio advertising and PoS.

## Imagine the Future

Future has added a further raft of titles to its stable after acquiring Imagine Publishing Limited in a deal worth £14.2m.

The deal will see Future taking on the 19 Imagine titles, which include 3D Artist, Digital Photographer, How It Works and SciFiNow. It is the third major acquisition by Future in as many months, following the publisher's purchase of Noble House Media and Blaze Publishing's magazines, websites and events.

## 'Vibrant' stickers from My Little Pony

Panini has announced the launch of a My Little Pony Sticker Collection. It includes 216 stickers, with starter packs priced £2.99 and sticker packets 50p. The collection will be backed by marketing including covermount sampling on My Little Pony Magazine, children's press and digital advertising and sampling during Hasbro's Friendship Bus Tour this and next month. "This is a vibrant collection that will capture little collectors. We urge retailers to display it prominently at the till," said Jess Tadmor, head of marketing.



## Indies help Farmers' title harvest sales

Farming tabloid Farmers Guardian is relaunching as a magazine this week, with an independents-exclusive sales initiative and increased print run designed to boost sales through local stores.

The former newspaper will be printed in an A4 format from 1 July with

a new cover price of £3.25 – the first price rise since 2005 – and a print run with 4,000 extra copies. The new format will contain more news analysis and coverage of international news affecting UK agriculture.

"Our readers are now consuming more news online. This is making

the weekly news agenda a thing of the past, which is why we decided to move to a magazine format," said Kevin Dunne, head of membership at publisher Briefing Media Agriculture. "Our readers have told us they want to know more about international issues such as global grain prices."

The move will be backed by a sales initiative, Retail Heroes, which will reward stores that actively promote the title. The publisher will also visit more than 400 retailers and roundsmen with high sales of the title to provide merchandising packs.

● Industry profile – p26.

# NEWS

## PRODUCTS

### Häagen's tennis partners

General Mills has unveiled a new Häagen-Dazs Strawberries & Cream ice cream bar to promote the brand's new five-year partnership deal with the Wimbledon tennis championships.

The manufacturer will also mark its sponsorship of the event with the launch of updated Häagen-Dazs tubs, which will feature the Wimbledon logo, along with branding and sampling activity.

General Mills will further promote the deal with a £2.5m marketing campaign. Arjoon Bose, marketing manager at General Mills, said: "Our campaign will put the brand front of mind among consumers."

**Latest 'masterbrand' release** Launch part of £5.6m brand plan

## New Pastilles aim for adults

by Steven Lambert

Nestlé is expanding its Rowntree's Fruit Pastilles range with the launch of a new premium line targeted at adult confectionery buyers.

Rowntree's Fruit Pastilles Infusions will consist of fruit sweets available in three flavours – Apple & Elderflower, Raspberry & Pomegranate and Orange & Grapefruit.

It will be available to retailers in limited edition 45g single bags (RRP 51p)

and perman-

ent 140g pouch bags (£1.29), with each pack containing a mix of all three flavours. Nestlé said the product will be used to plug a gap in the market for confectionery targeted at adult shoppers, claiming they make up two thirds of all fruit sugar confectionery buyers.

A spokesman for Nestlé said Infusions will launch this month to take advantage of higher consumer demand for sugar confectionery during the summer.

The news comes as Nestlé announced sales of Fruit Pastilles

are growing at 6%, adding that previous flavour launches such as last year's limited edition Berries & Cream had grown sales of Rowntree's singles packs by 11%.

The launch will also form part of the manufacturer's £5.6m 'masterbrand' plans for Rowntree's this year.

Nestlé will support independent retailers with a range of new PoS solutions designed to grow confectionery sales during the summer, with the strapline 'Find Your Smile'.



### Binky's blushing with WKD

WKD has teamed up with Made In Chelsea star, blogger and designer Binky Felstead for a 10-week digital and social media campaign to support the launch of WKD Blush.

The weekly hour-long radio show, WKD Blush Hour, will air on Mixcloud radio on Saturdays at 7pm. The activity will be promoted through both Ms Felstead's and WKD's social media channels.

Debs Carter, SHS Drinks marketing director, alcohol, said: "The campaign will provide an unrivalled opportunity for WKD Blush to engage with WKD's core audience of 18- to 24-year-olds at a key point in their week."





## Galaxy expands for Mars

Mars is expanding its Galaxy chocolate range this month with the launch of Galaxy Crispy in large block bars.

The product combines Galaxy chocolate with crispy cereal pieces and will be available to independent stores with an RRP of £1.39 from 17 July.

It follows on from Mars' launch of Galaxy Salted Caramel in a large bar format last year, with the company claiming the product has generated £5.4m in sales for the block chocolate category.

Mars will support retailers with PoS material promoting Galaxy Crispy, while the product will also be supported with TV ads under a total £12m spend on Galaxy this year.

**Gantry innovations** Nationwide seminar tour

## Ritmeester's cigar solution

by Tom Gockelen-Kozlowski

Tobacco manufacturer Ritmeester is to offer specially-designed gantry solutions for retailers to highlight the branding that will remain on cigars following the introduction of plain packaging.

Although standardised packaging rules will not affect cigars, providing the sector with an advantage over rolling tobacco and cigarettes, incoming EUTPD II legislation means traditional gantry units won't highlight this.

"The health warning now takes up the top 60% of the design and the lower third

of the pack is covered by the gantry price barrier," said Tony Lyles, field development manager at Ritmeester. "This transparent front panel display should lift the packs up above the covered part of the gantry so the pack design can still be displayed when the gantry doors are open."

The company is also investing in boxes that can be attached to gantries to hold cigars, with delivery of English language units expected this week.

The company, meanwhile, has embarked on a nationwide seminar tour to educate retailers about the opportunities in the cigar



market as new legislation has arrived. "We are planning 15 more around the country with about 10-12 retailers at a time," Mr Lyles said. The company is also working to organise events at NFRN meetings.

"Many retailers still don't realise cigars and cigarillos are exempt from plain packaging and that packs will remain in outers of 10 as opposed to rising to 20s. This will mean cigars and cigarillos will, by default, become the cheapest packs on the gantry," he said.

Mr Lyles urged retailers to focus on cigars, emphasising the higher margins – of up to 24% – they provide.

## Daley and Volvic in the swim

Olympic diver Tom Daley has joined forces with Volvic Touch of Fruit to help launch the brand's Reveal Your Flavour campaign.

He admits a surprising fact – he struggles with swimming – to encourage consumers to reveal their hidden talents and passions.

Consumers can share these on a dedicated website for the chance to see their revelations turned into digital posters around the UK during the August bank holiday.

The campaign will include 18 limited edition packs featuring revelations such as 'Karaoke King' and 'Social Media Dodger' and will run as part of Volvic's Channel 4 sponsorship and through digital channels.

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# NEWS

## PRODUCTS

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## Tropicana packs get healthy update

PepsiCo is updating packs of its Tropicana juice to highlight the brand's healthy credentials to shoppers.

The changes are being applied to the entire Tropicana range, including its Trop 50 juice, with packs now featuring updated graphics including a new leaf design and enhanced pictures of fruit.

PepsiCo said the changes will highlight the health and nutritional benefits of Tropicana in line with its recent 'Little Glass' TV campaign. It added the new design will be gradually rolled out to all Tropicana products over the next few months.

## A change of season for Kettle Chips

Kettle Chips has unveiled its latest seasonal flavour, targeted at shoppers going to barbecues and outdoor events during the summer.

The new line, Chorizo, Feta & Olive, will replace Kettle's limited edition winter flavour, Soy, Ginger, Chilli & Honey this month. It will be available to retailers in 150g bags with an RRP of £1.99 in outers of 12.

Andrew Slamin, marketing director at Kettle Foods, said: "Chorizo, Feta & Olive will give a seasonal boost to our strong core range and offers retailers something new for their customers."



## Robinsons serves up Wimbledon ads campaign

Britvic is marking the start of the Wimbledon tennis championships with a new outdoor and digital marketing campaign for Robinsons squash. The activity includes the launch of a 3D tennis court poster near Waterloo train station in London (left), while the brand will also be promoted with outdoor thermal digital ads that are activated by warm weather.

**New category management strategy unveiled** Six 'growth drivers' identified

# Winning Mixx to unlock extra £75m spirits sales

by Steven Lambert

Maxxium UK said it will help independent and symbol retailers unlock an additional £75m in spirits sales with the launch of a new category management strategy this month.

The manufacturer has unveiled its 'A Winning Mixx' guide, which has identified a total £942m incremental opportunity for spirit sales for the on- and off-trade over the next

four years. It said £75m of this would be generated by independent and symbol stores, £282m from grocery multiples, and the rest from bars and pubs by 2020.

The guide has been designed to help retailers grow their spirit sales based on six 'growth drivers', which will cover topics including attracting non-spirit drinkers to the category and encouraging shoppers to trade up to

premium brands.

Mark Riley, managing director of Maxxium UK, said: "A Winning Mixx presents a sustainable sales growth opportunity across the spirits industry, born out of a compilation of unrivalled insight, collaboration and passion."

Maxxium UK said it has invested more than £1m in consumer research and surveyed more than 7,000 adults over the past year to develop 'A Winning Mixx'.

The firm claims 61% of UK households now purchase spirits, with 35% of these buying spirits more than once a year.

It added it will use the research to develop new, PoS material for retailers.

Mr Riley added: "Interest in premium spirits is at an all-time high and we look forward to turning our category vision into reality as we embark on a journey with customers to unlock future spirits growth."

## Star Trek fans Iceland-bound with Rollover

Rollover Hot Dogs is offering shoppers the chance to win a trip to Iceland as part of its sponsorship of the Star Trek Beyond movie.

The partnership will see Rollover trays and PoS material updated with artwork from the forthcoming film, which will be released on 22 July.

Consumers will also be encouraged to visit the Rollover Facebook page, which will feature more Star Trek Beyond content and a competition.

The winner will bag themselves a holiday to Iceland, which will include activities such as a Northern Lights tour and lava

caving.

The activity follows Rollover's sponsorship of last year's blockbuster film, Mission Impossible: Rogue Nation.

Tony Owen, sales and marketing director at Rollover, said the brand is aiming to reach more than three million shoppers

with its latest campaign.

He added: "We have developed a fantastic PoS pack to communicate the promotion in-store, which includes posters, wobblers and promotional hot dog trays. It will really help retailers to recruit new consumers to the hot food to go category."

### Hot products for your shopping list



Tropicana packs have been redesigned to promote the drinks' healthy credentials



A trip to Iceland is the prize in Rollover Hot Dogs' Star Trek-themed competition



Kettle Chips has unveiled its new summer flavour

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT SCOTLAND 22.06.2016



**Pamela Paterson** reports from the NFRN Scotland district council meeting

### Late deliveries costing sales

Newsagents at the Scottish district council meeting discussed a range of newstrade service issues including late deliveries and mishandling of week-end supplements.

Newsagents in areas including Greenock, Edinburgh and Dundee are losing sales, the meeting was told, because newspapers are often not delivered before shops open, or in time for home news delivery rounds.

"We're getting late papers on a Saturday and Sunday. On 19 June, quite a few retailers, including Morrisons and

Tesco, didn't get the Sunday Herald," said Greenock member Ron Ramsay.

Edinburgh member Aleem Farooqi also reported late delivery of all newspapers from Menzies.

"It could be because of late arrival from the publishers, but it's a very, very late delivery. We then have a problem with the paper delivery boys and girls because they have to go to school. We've been struggling for the last two months," he said. "The shop across the street is getting its papers delivered before us."

District president and Dundee newsagent David Forbes added he had seen deliveries not arrive until 5.30am, despite his store opening at 4.30am.

He asked Menzies to change the order of its round and advised other retailers to do likewise. "Make sure they are getting to you first," he said. Dumfries member



**Retailers are losing out on sales because of late deliveries**

George McCall added: "On Sundays especially, I'm down to be the first delivery. But I've found it depends on the driver.

Sometimes they might do two or three drops beforehand just for the sake of convenience."

Meanwhile, other delegates also reported problems with weekend supplements.

Paisley member David Woodrow said he had contacted the Linwood office of Menzies for answers after suffering



**If people can't tell Times from Telegraph they shouldn't be there**

**David Woodrow**

consistent errors.

"The answer I'm given is they have different people during the weekend than they have over the week. I told them that is not an excuse, that it is unacceptable," he said.

"If the people they employ can't tell the difference between the words Times and Telegraph they shouldn't be there.

"At first, I let it run for a couple of weeks, just touching base with the warehouse and to be fair, they sorted it quickly.

"But it's still happen-

### Your say

Have the Euros and the EU referendum benefited your newspaper sales? What have you done to cash in on these events?



I haven't had a big take up of newspapers.

If Scotland had been in the Euros, alcohol sales would have gone up. The semi-finals and finals will generate interest, though.

**George McCall**  
Nisa, Dumfries,  
Dumfriesshire



On the referendum side people are more

likely to read papers, but it's not had that big an impact. We put up a few posters for it, but we didn't bother for the football as Scotland isn't in the Euros.

**Aleem Farooqi**  
Golden Acre Mini Market,  
Edinburgh



The referendum was a turn off. I'm apolitical. I

don't put posters up as you can lose as many customers as you gain. The Euros are a positive, but Scotland isn't in them so there's not much interest.

**David Woodrow**  
Woodrows, Bishopton,  
Renfrewshire

ing and it's costing us time and effort. It's also costing Menzies time and effort. We need to organise a meeting."

### Skye shops get same-day papers

Newsagents on Skye are now receiving their Sunday newspapers on the same day they are published, council was told.

Inverness member Gail Alexander Winfield said the new Caledonian MacBrayne ferry timetable has allowed the island to get papers on the day they come out.

Previously, Sunday papers did not arrive on much of the island until Monday morning.

The Skye population of around 10,000 often doubles during the peak summer tourist season, fuelling demand for same-day Sunday newspaper deliveries, she added.

### Delegates praise at conference

Scottish delegates who attended the NFRN's annual conference in Torquay last month were praised for their contribution at the event.

Lanarkshire member Des Donnelly said speakers had spoken well.

"I was delighted with the way Scottish delegates spoke at the conference. Both experienced and new delegates were excellent in their presentation.

"It puts us in good stead. My only regret is more delegates didn't speak," he said.



**Aleem Farooqi**



**David Forbes**



**Des Donnelly**

# NEWS

## REGIONAL



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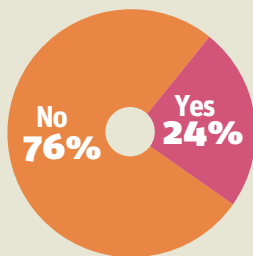
## Holyrood challenge from SGF

The Scottish Grocers' Federation (SGF) has been challenging politicians at Holyrood and Westminster about unfair advantages that companies such as Amazon could receive.

The SGF met under-secretary of state for Scotland Lord Dunlop at Downing Street before the European referendum and raised key issues, such as the threat of Amazon moving into grocery shopping and its tax situation. Lord Dunlop promised to send the delegation a report on work it was doing to ensure companies were paying tax. He also recognised the importance of the independent convenience sector.

SGF chief executive Paul Cheema said: "We are determined to strengthen our relationships with the UK government – there are still key reserved issues which impact on business in Scotland."

### RN READER POLL



Have you made changes to your range to prepare for the introduction of a sugar levy?

### NEXT WEEK'S QUESTION

What effect do you expect Brexit to have on your store?

**Have your vote now**

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

## The weiner takes it all

Everyone was a weiner at Blean Village Londis as customers at the store were offered the chance to win free cinema tickets and in-store vouchers as part of a hot dog promotion. Bintesh Amin's store in Kent teamed up with Sibylla for the promotion, which used the shop's social media channels to encourage customers to send in hot dog selfies. He said: "It went really well. We generated extra sales and brought in a number of new customers."

Retailer goes in search of best practice 'I am challenging myself'

## Raaj's food to go factfinding tour

by Steven Lambert

A High Wycombe retailer who has set himself the challenge of establishing a distinct food offer as part of his expansion plans has visited an array of stores to pick up advice and best practice tips.

Raaj Chandarana, of Premier Tara's News, gained insight on stock management, staff training, utilising EPOS data and running a kitchen after visiting award-winning retailers including Sandeep Bains, Adam Hogwood and Harry Goraya.

"This is the first time I've looked to expand the store so I'm going in blind," said Mr Chandarana. "Speaking to other retailers is the best way to share information

and best practice."

With work at his store set to get under way next month, he is exploring options including adding a kitchen or food to go products.

"We all know food to go is big, but we're a very small store so I am challenging myself and my symbol group for evidence that you can do food to go in traditional newsagent and small convenience store formats," he said. "I want to challenge the existing food to go options we have in our industry and think outside the box."

He added the tips he picked up on stock and staff management will help him manage increased wage costs following the introduction of the National

Living Wage earlier this year.

"I have hired more youngsters – three under-18s – to help me offset the Living Wage. I wanted to find out if other people have younger staff and how they keep them going," he said. "I learned one retailer gets the last person to join to train the new person so there's an accountability system in place and it helps with their development."

"The other thing was space allocation. It can get confusing with planograms and different category approaches, so seeing what other people are doing with space allocation and merchandising is powerful, and if they have a similar demographic you can apply it."



## Brooming robbers

Police have released footage of two schoolchildren attacking a retailer with a broomstick during a raid in broad daylight.

The youths fled with sweets and drinks after threatening the unnamed retailer at AJ Corner Shop in Wandsworth, south west London. The raid took place in the morning of 23 April, and police have released the CCTV footage as part of an appeal.

## London to be first with rates control

London boroughs will be the first to take control of business rates, as early as April 2017, the chancellor has confirmed.

The devolution pro-

gramme, announced by George Osborne last October, will roll out nationally by the end of the current parliament and will enable local governments to retain

all local taxes, including revenue generated by business rates. The government will also abolish the Uniform Business Rate to give local authorities power to

cut rates in their areas.

James Berry MP for Kingston and Surbiton said: "This move will help us to support smaller, independent businesses."

## REGIONAL

Specialist and regional magazine circulations up 2% 'Product needs to be widely available'

# Archant bucks trend and aims for further growth

by Nadia Alexandrou  
& Chris Rolfe

Archant is aiming for further sales growth through independent stores after bucking the national trend of falling magazine sales by increasing copy allocation and distribution to the sector.

The publisher's specialist and regional magazine division saw circulation growth of nearly 2% when 18 out of its 35 titles achieved volume growth last year.

It comes after Archant distributed "significantly

more" of its titles to an additional 7,616 outlets last year, most of which were independent stores, and reintroduced traditional merchandising tactics such as billing.

"Archant plans to continue to invest in its magazine division this year with increased availability of titles and effective merchandising of key stores," said Will Hattam, chief marketing officer at Archant. "Independent retailers will be at the core of this activity."

Archant said tests showed investment in

increased distribution as a sales tool compared favourably to other marketing tactics such as direct mail, editorial investment and price cuts.

"Recently, as circulation has declined, publishers have managed that by trimming the volume of copies they produce to reduce costs.

"But that means you have a vicious circle where you're producing fewer copies, which will be available to buy in fewer stores, which means fewer copies being bought," said Mr Hattam.

"My view has always been, the product is good, so you need to make it as widely available as possible so it can be bought as much as possible."

Brian Murphy, head of news at the NFRN, backed Archant's strategy.

"It makes perfect sense, and we've been saying for years that publishers have got their model all wrong.

"If you get more copy in more stores – the right stores – you're going to improve availability and consequently sales," he said.

## Festival warnings

With the festival season now in full swing, retailers must beware of selling age-restricted products to youngsters.

The warning comes from social enterprise organisation Under Age Sales, which said a number of retailers lost their licences after being caught selling products to minors last year.

Under Age Sales reminded retailers a wide range of products besides alcohol and tobacco, including knives, gas canisters, hayfever medication and fireworks, fall under current legislation.

## CAPs are extended

The Association of Convenience Stores-backed Community Alcohol Partnerships (CAPs) scheme is set to add another 30 areas.

The CAPs see retailers join with police, schools and other interested parties to look at responsible retailing, proxy purchasing, confiscation powers and ways of encouraging young people to get active in the community.

The ACS is aiming for 130 CAPs to be in place by the end of the year.

## Fresh Start successes

Retail charity NewstrAid has reported a successful first year for Fresh Start Assist – a joint initiative with the NFRN set up to help trading newsagents and shop staff.

Sinead Flood, welfare manager, said assistance had been provided to retailers with struggling businesses, cashflow and debt problems and family welfare issues. "We need to promote this scheme to find more retailers with problems," she said.



### Customers vote in favour of store's referendum re-run

Premier Singh's offered its customers the chance to have another say in the EU referendum last Thursday. The Sheffield outlet gave customers the chance to say whether they had voted remain or leave on referendum day, offering a £50 hamper to the winner of a draw. "We had close to 200 comments. It's all about interacting with customers and the community," said retailer Mandeep Singh. In keeping with the national referendum, the 'leave' vote won the day. Pictured is Guriqbal Khaira (left) with winner Donna Mowat.

## Range change leads to double profits for Kamal

A retailer has revealed how he doubled profits from key sales space by switching from promoted products to high-margin lines.

Kamal Sisodia, who took on the WH Smith Local franchise at his Leicester-shire store in February, has seen a significant rise in

profits after changing his range. "Our seven-metre promotional space was constantly moving around with different products, including confectionery, alcohol and groceries. But despite selling between £2,000 and £3,000 worth of stock per week, the

margins we earned from it were only between £150 and £200," he said.

He told RN despite his sales dropping his margin has doubled.

"We replaced promotional products with high-margin lines including office essentials, children's

books, arts and crafts and greeting cards. Even though our sales from this area dropped to £500 a week, we're now earning £300-£400 margin from it," Mr Sisodia said. He added: "It makes sense. There's no point trying to compete with the big discounters."

# YOUR ISSUE

**Nadia Alexandrou**  
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## CAMELOT, A CAUSE FOR CONCERN

**A**t the NFRN's annual conference last month, Camelot came under-fire for a myriad of service issues. Delegates queued to question head of retail James Pearson on the company's monthly charges, allocation of terminals, commission and helpline charges.

But the Camelot saga didn't end at conference. RN has had several calls since from retailers, and a former company employee, outlining further problems and concerns.

### Neil Mitchell, Nottinghamshire

We have had a scratchcard-only terminal for 18 months and in January were one of the first retailers to have it upgraded to include the National Lottery.

I first complained about scratchcard availability, or lack of it, last summer. Since October, they have only been made available when we request them. We ran out of Christmas scratchcards in late November and by the time we received more we had missed all of December's Christmas sales. This trend has continued this year and we have now been told we don't sell enough to generate a minimum order.

A couple of things have improved, though. The nightmare silver log-on button that can sometimes take up to 20 hits before it gives you access to the appropriate page seems to have been fixed in the past week. We also seem to be having far fewer system crashes.

We were reluctant to report these issues as I believe from reading the trade press that some retailers have been left with no functioning terminal at all, and I didn't want to spend five minutes of each call listening to recorded messages at my expense.

### A retailer who did not want to be named

The new terminal is not fit for purpose. The combination of having to manually enter the numbers and the insensitive touchscreen which requires you to push the same button several times adds massively to queue times.

The customer-facing screen,



Camelot were in the firing line at the NFRN's annual conference last month

which you have to swivel around to use when processing the numbers, doesn't lock properly. But I found that Chewits are the perfect size to wedge in the gap, and that seems to do the trick.

I reported all these things to Camelot, but they told me there was nothing I could do about it.

### Julia Bywater, Dudley

My sales rep has not been returning my calls. He did arrange to Skype me once, saying it was a new thing Camelot was trying, but it never happened and I haven't heard from him since.

### A retailer who did not want to be named

I have a separate account for paying the weekly Camelot direct debit. It was mostly my fault, but Payzone had somehow been added to the account and took the money that was meant for Camelot. When Camelot

couldn't withdraw it, it shut down my terminal. When problems like this happen, I normally just pay it straight away and my machine is up and running again the next day. But that didn't happen this time. When I phoned, a Camelot rep said their system had changed and the terminal would not be activated until the following direct debit was taken out. I was out of action for several days and lost a lot of business.

### A former sales rep

I was a retail sales executive and my role was to visit retailers and develop business plans for them. There were 105 of us, and we'd visit our retail estate four times a year to look at how we could improve sales and resolve any problems, for example with terminals.

But 40% of us have been made redundant and the plan is for the 60 reps who remain to visit retailers

just once a year. Multiples like Asda will still get a visit four times a year. We were shocked by this change. We'd just inherited 12,000 new retailers and were expecting our workload to go up, not down.

The new compact lottery terminal is where they are having all the problems. There were problems with the silver button, which wouldn't work, and there were connectivity problems too. We fed this back to management constantly.

Previously, we'd be able to resolve those problems when we visited. But because the website has only just been launched, the only way retailers were able to get any tactical support during the previous six months was through a chargeable phone line.

I believe James Pearson's strategy is just about cost-cutting. I don't think Camelot will give retailers more support.

Camelot has been very tight-lipped about its future, but I predict it's all going to be chargeable and that there will be a change of strategy. I think the way they're treating independent retailers is disgraceful.

### A CAMELOT SPOKESMAN SAYS:

There are no widespread issues with direct debits, stock allocation or equipment. We have 47,000 retailers, so it's important to look at this handful of complaints on that scale. However, we'd like the opportunity to help these retailers, to resolve any outstanding problems and provide them with the necessary ongoing support. With their contact details, we can pass on the details to the retail team who will get in touch with each of them.

We are consulting with a number of employees in the team about potential changes. However, no final decisions have yet been made and we therefore cannot make any further comment until we have fully consulted with the employees concerned.

# LETTERS

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

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

## Referendum result brings trials – and opportunities

The future has always been full of opportunities and challenges. The result of the UK's referendum on leaving the EU brings a lot of unknowns just like any other event.

For the convenience store channel and its customers the question of food supply and the impact of leaving the Common Agricultural Policy (CAP) and in smaller part the Common Fisheries Policy are likely to be most important. The UK's food supply chain is a vast international enterprise into which the EU regulations are deeply imbedded.

Unpicking these regulations and replacing them with a new set of rules is going to be an important part of our new future.

After all, consumers will not want to see their lives impacted by higher prices and poorer quality of the products they are offered.

As retailers are on the front line in the food supply chain they and their trade organisations will need to lobby the new government on this.

Both the NFRN and ACS seem to be focusing on the peripheral regulations, as ACS chief executive James Lowman illustrates with this comment: "There are many European regulations that affect convenience store retailers, from rules on waste and energy efficiency to the incoming Tobacco Products Directive."

Convenience stores have changed hugely since Bob Sperring launched the concept in the UK in the 1970s. The opportunities that come with change (and the next decade will bring big change) will favour the entrepreneurs who understand and grasp them. Food is the most important category for



Amit Patel's wet magazines from another rainy day Menzies delivery

## MENZIES, I CANNOT SELL THESE

It's the same old story with Menzies every time it rains. I don't know what sort of procedure they have, but when it rains, nine times out of 10 I will get a wet tote. The magazines and papers are wet, torn and not fit for sale. This happened to me last week, and I could not sell a single one of my titles.

I receive no compensation from them for lost sales. I sent an email to Menzies last Thursday when I received

the damaged tote boxes, and I got a response saying that someone will be in touch in due course. But since then I've heard diddly squat, so I sent another email on Tuesday.

Amit Patel  
Belvedere News Food & Wine

**Menzies did not respond to RN's request for comment**

the channel so getting the right policies for UK agriculture to replace the CAP will be key to a successful future.

Steve Denham  
betterRetailing columnist

## Conference visit took me back years

It was great to meet up with some dear old friends in Torquay at the NFRN annual conference last month. It was my first visit in 16 years.

Despite a dwindling



**The magazines and papers are wet, torn and not fit for sale**

Amit Patel  
Belvedere News Food & Wine

membership the same spirit is there as was when I was privileged to be national president. The debates in the conference hall brought back some wonderful memories.

But most important was how I was welcomed back into the family. I will be forever grateful for the wonderful time I shared with you all and look forward to the centenary celebrations – God willing – and indeed next year's conference.

Tony Egginton  
Mansfield

## #TOP TWEETS

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

#### EU referendum

#democracywins good people of UK have trusted themselves to make the right decision to #LeaveEU. New era begins.

@AmitP327

Just reminded myself that 61% of conference delegates said they wanted to leave the EU.

@steve\_d123

If the euro currency strengthens NI border stores will get a boost again.

@darrengiven

'The pound is stable': Boris Johnson is in denial about the financial markets

@lambslarder

#### My Local closures

Sad news sending best wishes to all at #MyLocal - sad news shows how tough the convenience retail trade is.

Dan@whitstonestores

Terrible news for My Local and more importantly its employees....

@Chard\_News

@MyLocal\_Holbury Thank you for everything. I'm sorry we couldn't complete the journey and best wishes with Southern. All success to you.

@neilaturton

# OPINION

Do you want to see your views in RN?

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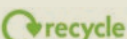
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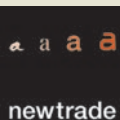
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## YOUR SAY How are you taking advantage of the growth in parcel deliveries?

### Kamal Sisodia

WH Smith Local,  
Leicestershire

I've been doing Pass My Parcel through Smiths News for the past year, and it has grown significantly. I'm now processing around 12 parcels a week and I get 45p commission for every one, which gets deducted from my news bill. It's a very short transaction time - it takes about one minute at the till, and requires almost no extra organising on my part as the parcels are delivered along with my newspapers and magazines.

### Naresh Gajri

Cranhill Convenience Store,  
Glasgow

We have a post office and Collect+, both of which have offered steady sales over the past year. I've had the post office for about 30 years, but this side of the business is declining as customers go elsewhere to pay their bills and collect their parcels. I process about four



to five parcels a day. I'm quite well positioned as I'm the only convenience store in my area, so this gives me a competitive edge.

### Mark Ansell

Liskeard News, Cornwall

With limited resources, I have decided to invest exclusively in an alternative delivery service,

home news delivery. While I recognise parcel deliveries are on the rise, I drive more than enough footfall through home news delivery. I've taken the decision to specialise in it and make it my point of difference. I find parcel delivery also adds queue times to my shop, which is why I don't offer Camelot or PayPoint either.

## YOUR STOCK How are you building in a range that's relevant to your area and customers?

### Jon Powell

The Newsagent, Newport

I only buy things I know my customers want. Over the years I've learned what this is, and just buying products that sell fast cuts out a lot of waste and saves me money. The product most tailored to my demographic is probably Welsh Panini stickers, as well as the

free local magazine Voice. Even though Voice is free, people know I'm one of few stockists in the area, so they come specifically to me for it.

### Mehmet Guzel

Simply Fresh, London

We're always on the lookout for new ranges that reflect the trends in our area. Right now,

Spanish food seems to be a big thing, so we've just invested in a range from Brindisa Spanish Food, including chorizo and Spanish cheeses. The Brindisa chickpeas are particularly popular, which we sell at £3.45 per can. We've also just loaded up on a whole freezer full of artisan ice cream from Ice Kitchen, which we get straight from the supplier.

### Kate Mills

Heath Stores, Tonbridge

Bantering with my customers really helps me to find the perfect range for my store. The other week, one of my customers told me it was a good thing I didn't have the peanut butter-flavoured Magnum, which was her weakness. So naturally, I bought a whole load of them and now she hates me - in a good way. We also make it clear to customers that they can request specific magazines from us, and most recently we've ordered Art Therapy and Fly Fishing.





# BINTESH AMIN

COLUMNIST

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## Rising to my turnaround challenge

**Six months ago, Bintesh took on a run-down store well known for its illicit trading. But with a focus on pricemarked packs, speciality alcohol and improving the interior of the store, the business is turning around**



**Bintesh is now stocking speciality wines to attract more affluent customers**

When I took over my Binny's store in Canterbury six months ago it was really run down.

The owners had lost their alcohol licence because they had been caught selling age-restricted goods to under-age kids. They did very little legitimate business, while making a killing on illegal sales.

It's taken a lot of work to turn the business around, but six months in we are starting to get somewhere.

I've done a lot of work to get the stock right. There was tons of rubbish in the shop when I bought it. It had 12 bays of greetings cards, and basic confectionery, soft drinks and ice cream that was out of date. I paid for the stock as part of the purchase, but had to write off £2,000 of it.

To recover that, I've set a goal of earning margins of 35%-40%. Most of my stock is pricemarked and is from Booker and Londis, because they have the best promotions and give a good return. We sell a lot of energy drinks, crisps and snacks and focus on value products. We also sell non-price-marked premium cigarettes.

I applied for an alcohol licence before I took the business over and got one, albeit with a lot of terms and conditions concerning selling times, who we could serve, use and placement of CCTV, restricting us to selling four-packs and so on.

We're doing a good trade on alcohol

now. I have speciality wine to appeal to Waitrose customers, as well as niche Belgian beers which people make a point of coming in for. We do speciality spirits that are popular with students, such as flavoured vodka. I also have a standard range of beers and wines in the fridge. Everything is on a deal – I want people to see our prices and know we are cheaper. Round prices have been popular, such as £1, £3 and £5 on beer, £8 on wine and £7 for Prosecco.

Through making these changes,

“

**I want people to know we are cheaper**

### ★ Maintaining standards

**+** **Recently**, I visited a few stores, hoping to pick up some new ideas. In some of them, it was interesting to see how busy they were, considering how run down they were. The staff were rude and the shops were dirty, yet they were taking a lot of money. Those stores get away with being like that because they lack competition and their customers have no choice but to shop there. They could easily have been improved without massive investment, with some cleaning and staff training, but the owners won't bother because they have a captive audience. I have very little competition at my Londis in Blean, and as with the stores I visited, customers come to me because there is nowhere else nearby to go. But I still make sure my store standards are very high and that I offer great customer service. Even if my customers have no choice but to shop with me, I still want them to enjoy coming here. I treat them like I would like to be treated myself.

I've built turnover from nothing to £3,000 a week. It's going up steadily because students bring people in. College students are our bread and butter, and I expect that to pick up in September when the new term starts. I also get a handful of Waitrose customers looking for food to go, so I want to grow that section to appeal to more workers.

I'm also improving the store itself. I've just replaced the old lighting with LED lights. New floors will go in before September too, and shelves and fridges.

When I took the store over, I decided not to sign up to a symbol group because I wanted to be unaffiliated and try my own ideas. But now I've done a lot to build the store up, I'm considering a few groups. I was interested in what Debbie Robinson said at the Spar conference about food to go in their Irish stores, because I'm trying to build this up in my two shops too. I've also spoken to Bargain Booze and Londis.

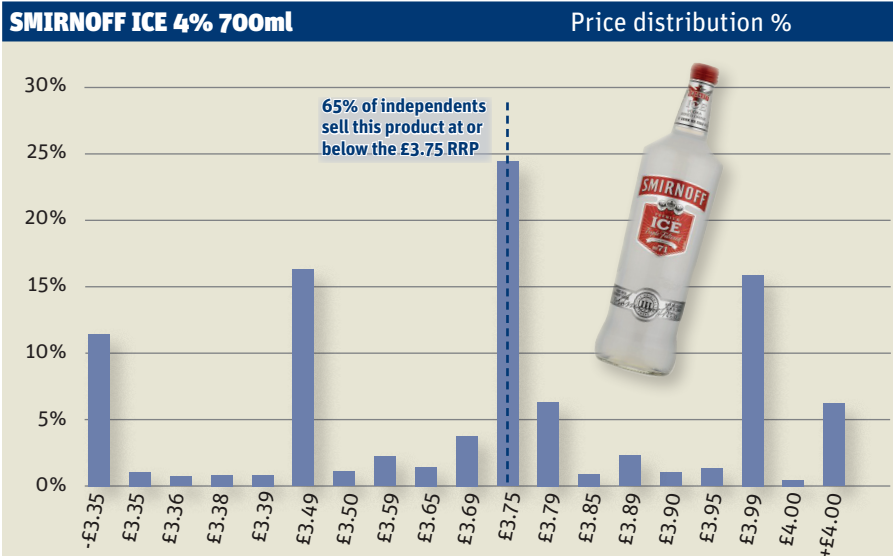
This time next year, I'd like to have a lot of new faces shopping here, to have a great atmosphere, and to be busy and hitting my sales targets.

It's been a scary six months in some ways, but the situation I faced here is exactly the same that I faced when I took over my Londis and I've got faith in my plans.

*Bintesh Amin runs Binny's in Canterbury and a Londis store in Blean*

# PRICEWATCH

# PRE-MIX DRINKS



**PREMIX DRINKS PRICES AROUND THE UK**

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>WKD Blue 4-pack</b> 275ml	£4.99	£4.99	£4.50	£4.99 (PM)	-	-	£4.99 (PM)
<b>Smirnoff Ice</b> 700ml	£3.67	£3.75	£3.50	£4.99	£3.25	£3.99	£3.79
<b>Crabbie's Ginger Beer</b> 500ml	£2.34	£2.49	£2.29	£4.99	-	£2.49	-
<b>Dragon Soop Raspberry Vodka</b> 500ml	£2.99	£2.99	-	-	£2.99	-	-
<b>Smirnoff Ice 4-pack</b> 275ml	£4.59	£4.59	£4.59 (PM)	-	-	-	£4.59 (PM)
<b>Hooch Lemon</b> 500ml	£2.31	£2.39	£1.95	£1.99	-	£1.99	£2.39
<b>Dragon Soop Sour Apple</b> 500ml	£2.99	£2.99	-	-	£2.99	-	-
<b>Red Square Reloaded</b> 700ml	£3.10	-	£2.50	£2.99	-	-	-
<b>Pimm's No1 &amp; Lemonade</b> 250ml	£1.86	£2.09	-	£1.99	-	£2.00	-
<b>Caribbean Twist Pina Colada</b> 700ml	£2.73	£2.50	-	-	-	£2.99	£2.69
<b>Vodka Sorted Lemon</b> 700ml	£2.13	£2.19	-	-	£2.19	-	-
<b>WKD Blue</b> 700ml	£3.21	£2.99	£2.50	£3.29	£2.99	£2.99	£2.99

## Pricing strategies

**RETAILER**

**1**



**NAME SALEEM SADIQ**  
**STORE** Spar Renfrew  
**LOCATION** Glasgow  
**SIZE** 4,500 sq ft  
**TYPE** main road

Pre-mix is a dying market. Five or six years ago, it was dynamic but it's winding down now. WKD Blue is still popular, but other brands no longer are - Red Square doesn't sell, my local wholesaler delisted the Barcardi Breezer range and I hardly see it in the market anymore. People move on to new tastes and new trends - the cider market is much more buoyant now. So we've adjusted our stock to match that, reducing our range of pre-mixed drinks and bringing in more flavoured ciders.

**RETAILER**

**2**



**NAME LUKE MANSELL**  
**STORE** Chalbury Food & Wine  
**LOCATION** Weymouth  
**SIZE** 900sq ft  
**TYPE** residential

We don't sell a great deal of pre-mix drinks now - years ago we stocked more. We don't get many 18-to 21-year-old customers passing through the store, but even if we did, I don't think they start their evening out with pre-mix drinks any more. It's a dying trend - some middle-aged ladies still drink them, but not many young people. We've delisted some lines, and though we still keep the core products - 70cl bottles of WKD or Smirnoff - a case will last us six months.



Average selling prices and best-selling products rankings are sourced by EDFM Ltd from EPoS data from over 3,500 independent retailers throughout the UK. The prices given on this page are the prices at point of purchase.

RRPs are sourced from Booker and are correct at time of going to print.

**Toby Hill**  
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## RETAILER

3

**NAME ADEIL HUSSAIN****STORE** Family Shopper**LOCATION** Motherwell**SIZE** 2,200sq ft**TYPE** residential

Dragon Soop is popular; we were the first shop in Motherwell to stock it. For the first six months we didn't sell a single can. But then people started to hear about it, they did a great Facebook advertising campaign, and it suddenly took off - now it's our most popular product. Otherwise, the pre-mix category has had its day really - back in 2000 it was really popular, when I was going out at 18 everyone would be carrying one. But now people are wary of the sugar content and prefer to mix their own.



## RETAILER

4

**NAME ANISH PANCHMATIA****STORE** The Wharf Convenience Store**LOCATION** Stroud, Gloucestershire**SIZE** 2,000sq ft**TYPE** residential

We have our cans of pre-mix drinks - the gin and tonic, Smirnoff and Coke etc - on a three for £6 offer and they fly off the shelves. The Smirnoff Ice and WKD 70cl bottles pretty much sell themselves, too. Crabbie's is starting to pick up, and Hooch sells really well while giving us a margin of 20%. We're in quite a well-to-do area so a lot of adults would rather have other things, but there are enough young people to keep pre-mix products selling.



## RETAILER

5

**NAME JOHN DONNELLEY****STORE** Premier Turlin Moor Convenience Store**LOCATION** Poole**SIZE** 1,500sq ft**TYPE** residential

We're next to a big council estate so we don't sell Pimm's or anything like that. Smirnoff Ice four-packs sell well, as does WKD Blue - they've been around for quite a while now and are still popular. Others don't sell so well - Caribbean Twist just about keeps things ticking along. But I'm actually thinking of cutting the section down to bring in more ciders and beers, including Polish beers like Tyskie, which are more popular right now.



# THE ENTREPRENEURS

The world's best business brains and what you can learn from them



## TINA BROWN

### Route to the top

Before her meteoric rise through the world of US media, Tina Brown was born into a quiet village in the south of England. She was expelled from three boarding schools for being "an extremely subversive influence", but made it to Oxford University, where she studied English Literature and was a frequent contributor to the student magazine. On graduating she threw herself into freelance reporting for The Sunday Times and Sunday Telegraph. But her real success came as an editor: at the age of 25, she took the helm of the near-extinct society magazine Tatler, and transformed it into a glossy icon. In 1983 Brown crossed the Atlantic to work on Vanity Fair, before moving

onto the New Yorker a decade later. She has since published a book on Princess Diana, hosted shows on CNBC and, in 2008, launched the online magazine The Daily Beast.

### Key achievements

- Brown has won many awards during her years as an editor: magazine of the year with Tatler; editor of the year with Vanity Fair; and a total of 19 prestigious awards while running the New Yorker.
- Sales of Vanity Fair grew from 200,000 to 1.2 million during Brown's editorship.
- Established the annual feminist summit Women in the World, bringing together lesser-known female voices from Asia and Africa with western women such as Angelina Jolie.

### Lessons for your store

- 1 Take risks - Brown was always open to new challenges, moving from Tatler to Vanity Fair to the New Yorker before the Daily Beast.
- 2 Change with the times - Brown transformed every title she took on, modernising layouts and content with sometimes controversial results.
- 3 Pursue your passions - Brown's love of writing, reporting and feminism run from her schooldays to her subsequent life as an editor.





## Best-one for the job

With supermarkets dominating his local community, Welsh retailer

Darren Briggs felt it was time to transform his store with help from Bestway. The result was the creation of the first Best-one Value store, helping his sales grow by up to 7% week-on-week.

**Steven Lambert** reports

**W**hen Darren Briggs set out to find a new symbol operator to help him develop his convenience store in Milford Haven in south west Wales, he made it clear immediately he wanted to create a new business that was completely different to his competition.

"I specified that what I was looking for was not the normal convenience store because of the competition with Tesco, Spar, Lidl and Aldi," he says.

After many talks with various groups, Darren settled on Bestway after the company offered him the opportunity to create a completely new convenience format.

"After meeting Bestway, seeing the way they operate and the support they gave us, it was clear they offered the best option.

"I spoke to them about developing a new value proposition in the store focused on heavily subsidised goods and pricemarking."

The result was the launch of the Best-one Value fascia, which officially opened at Darren's business in January.

The revamped 2,600sq ft store is completely geared around offering the best possible prices to shoppers through promotions and £1 ranges, while Darren adds the products he stocks are now 99% pricemarked.

He says the shift has been driven by increasing competition from both

supermarkets and discounters around the business.

"We now have a Tesco and a Lidl nearby, and Aldi and other convenience stores not too far away as well.

"The catalyst for change was about three years ago, when Lidl launched its in-store bakery.

"We could see their car park getting busier and busier by the day.

"I would say 40% of the footfall from the Milford Tesco has diverted to the discounters. We knew we had to make some changes."

While some might question the decision to bring his store directly in competition with the larger discounters, Darren says there are a number of noticeable differences about his business.

"The discounters focus on their own brand goods whereas we have the big FMCG brands at discounted prices, so it's a different proposition," he notes.

"For example, this week we have a Walkers variety 30-pack at £2.95, Pringles at £1, and Andrex toilet roll pricemarked at £2.99.

"We have 15 pallets at the front of the store that we fill with a number of different bulk-buy products, which we change on a regular basis."

In addition, Darren says he has grown sales further by expanding his range of discounted non-food lines, including household cleaning products, and has also increased the number of



**We keep a close eye on the competition. I have a site manager who regularly visits the local Tesco to see how our prices compare to theirs.”**

**DARREN BRIGGS**



**Around 99% of Darren's stock is now pricemarked and his margins are at a consistent 20%**



**“I would say 40% of the footfall from the Milford Tesco has diverted to the discounters. We knew we had to make some changes”**

#### VISIT MY SHOP

**Best-One  
Milford  
Haven**  
85 Charles  
Street,  
Milford  
Haven,  
Dyfed,  
SA73 2HA



deals in his alcohol section with offers such as Premier Estates wine at £3.99. “A lot of our deals are better than Tesco,” he adds.

“Bestway have also been fantastic with their support and promotions.

“While most of what we stock is on offer, we’re still achieving a gross margin of 20% across the board, including cigarettes.”

Darren says since the changes, weekly sales and basket spend have been growing between 5% and 7% week on week, while footfall is also on the rise.

He is now looking to differentiate his store further by adding more locally-sourced goods, such as freshly picked potatoes from Trehill Farm, and introducing a range of American sweet brands.

“We were considering food to go as well, but we have a Greggs and a Subway nearby, so the market is already saturated.”

This early success has also prompted Darren to begin planning the launch of another Best-one Value store in the near future.

He says “I think I’ll give it 12 months and by then we will have opened another store in west Wales.

“It’s been really important to build a clear and focused proposition for shoppers. We’ve got that now, and it is giving us an advantage against the competition.” ●

**Want to see more of Darren's store? Go to [betterretailing.com/darren-briggs](http://betterretailing.com/darren-briggs)**



# ACADEMY IN ACTION



Coca-Cola European Partners' Tina Childs shows London retailer Pratik Sampat through a CCEP planogram

Search #IAA16 for ideas and inspiration

## Effective Ranging

Effective ranging is about getting the right mix of must-stock products and new lines. The IAA's Chris Gamm joined Tina Childs from Coca-Cola European Partners on a visit to south-east London retailer Pratik Sampat to help him identify improvements to make to his range



<b>Name</b>	Pratik Sampat
<b>Store</b>	Premier Express Food & Wine
<b>Location</b>	Penge, London
<b>Size</b>	1,000sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 5th 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.

**P**ratik Sampat runs three stores in south-east London, including a CTN and this Premier Express c-store, both on a small parade next to Penge East railway station. While trade is stronger in the mornings at the CTN, which has a large range of greetings cards, it is busiest in the evenings. Pratik capitalises on this commuter rush with a focus on wine, impulse products, core grocery and chilled beer. This includes a recently-introduced range of 12 local beers from around Penge and Herne Hill that sold out just days after he promoted them on Facebook. With space at a premium, Pratik knows how important it is to get his core range right, add interesting things around it, but most importantly understand what's selling and why.

**My challenge**

Pratik knows customers' tastes are changing and needs to get a balance of core bestsellers and interesting products that make him stand out locally.

# IAA ADVICE

1

## Measure the sales and profit performance of the items you stock

With trade from commuters and residents, Pratik's impulse drinks chiller is a key part of his store.

Tina sees he has all key brands and sectors covered, but suggests blocking all the colas and lemonades together to make it easier for shoppers to grab what they want.

Pratik has most lines single-faced and Tina encourages him to use his EPoS data to check his top 30 products by value and unit sales and look for lines to take out.

"If you are sensible, you won't lose customers by cutting duplications, and double-facing bestsellers will help stock turn," she says.

"It could also free up space to add something different, like putting sandwiches in the drinks chiller to encourage lunch sales."

2

## Adjust your range to meet seasonal changes

Pratik's dairy range is positioned opposite the till and closest to the door, with soft drinks at the opposite end of the chiller.

Tina suggests switching them to encourage more impulse sales.

"Cheese and butter are planned purchases so customers will walk a bit further, while soft drinks are bought on impulse, especially during the summer," she says. "At the moment, it's a challenge for Pratik's customers to grab a drink. If the drinks chiller was opposite the till, it would encourage grab-and-go sales and remind everyone in the queue to pick up a drink."

Pratik says the dairy was in front of the till to discourage shoplifters, but agrees to try switching the location.

3

## Train your team so they can upsell key items

Pratik recently completed a wine course to improve his category knowledge and range.

"We used to just do white and red wine that didn't appeal to customers who work in the city. Now I can recommend a good Argentinian Malbec," he says.

Tina advises making better use of this knowledge by introducing hand-written tasting notes, food pairing suggestions and a 'wine of the week' to show why it's worth spending £10 on a bottle.

"Post on Facebook that you are doing local beer tastings and tell staff which wine goes with sausages. It will get people talking," she says.

Tina also encourages Pratik to train his staff to upsell and, within minutes, his wife has upsold a John Smith's buyer to local Canopy Beer.



## WHAT WE LEARNED



Tina says

"The visit was great and Pratik is doing lots of things right. One of the most important parts of my job is going out and meeting retailers, talking about their challenges and helping them find solutions. It is satisfying to find some simple changes that could make a real difference to his sales and help him promote some of his great points of difference locally."

### Tina Childs

Category planning manager,  
Coca-Cola European Partners



Pratik says

"I would love to try moving the soft drinks and dairy displays as it's something I'd never thought of. I can see it will make it easier for customers running for a train when it is right in front of them. I plan to make all the changes we agreed today within six to eight weeks and let you know how I get on."

### Pratik Sampat

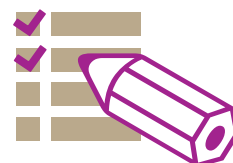
Premier Express Food & Wine,  
Penge

## Pratik's action plan



- Identify top 30 soft drinks, cut slow sellers and double-face bestsellers
- Swap dairy and drinks to drive impulse sales and add sandwiches to chiller
- Use tasting notes and Facebook to promote and upsell wine and beer ranges

## Your action plan



- Check how your effective ranging compares on [betterretailing.com/effective-ranging](http://betterretailing.com/effective-ranging)
- Email [iaa@newtrade.co.uk](mailto: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](http://betterretailing.com/IAA) to increase your sales

# EU REFERENDUM

It took many by surprise but last week the UK voted to leave the EU. What does it mean for your business?

**Tom Gockelen-Kozłowski, Gurpreet Samrai and Rachel Burr report**

## Brexit: The retailing world reacts

**I**t's doubtful that the fate of independent retailers' businesses featured in the thinking of many voters last week – even in that of the retailers who took part. Yet, the transformative effect leaving the EU will have on the UK makes it likely that the consequences of this historic decision will be seen in stores across the country.

“It’s all pretty uncertain at the moment,” Raoul Ruparel, co-director of the neutral think tank Open Europe says. “For the short-term the focus is going to be on domestic politics – who is going to be the next prime minister, for example – and once they are in office it will be a case of



**Good  
retailers  
have nothing  
to fear from  
Brexit**



what their strategy is. In combination with the civil service, they will have to come up with a negotiation plan and figure out exactly what they want from the EU so I don't think the process of leaving is go-

ing to start for quite a few months, maybe not until towards the end of the year.”

This means much of the predicted impact regarding EU regulation and potential tariffs on food imports

### YOUR VIEWS

**Jimmy Tun**

Bargain Booze  
Bermondsey,  
London



“I’m sure it will affect us long term, but I can’t see how it would have a big impact. I’m sure if you were a multi-site retailer, for example, you’d feel that the changes in petrol prices and imports would make a big difference, but the EU hasn’t really ever affected me. Every once in a while you’d hear about amusing EU

laws about bananas, for example, but they often didn’t turn out to be true. I personally think the country has made a mistake, but hopefully working through it together can make us stronger.”

**Jatinder Sahota**

Max’s Londis,  
Isle of Sheppey,  
Kent



The economy was starting to look brighter ahead of

the vote and this has been thrown into the air. The vote to leave was a bit of a shock, to be honest. We now have to wait for a new Budget and a new prime minister to see whether there will be tax rises in the future and I’m intrigued to see if we benefit as a business from Brexit. The decision was about far more than just immigration but a lot of people on the far right are seeing it as a victory. They say they’ve got their country back, but what does that mean for

me – someone who was born and raised here – do they want me to ‘go back’? We’ve worked really hard to be at the hub of our community. It’s very unsettling.

**Martyn Brown**

Wood Lane  
News,  
Leeds



I voted out because things needed a change and for the country to go in a different

direction. I don’t think it will affect us as retailers one little bit. As a business, we already have 1,400 regular customers at the moment. We were looking at a bit of a dip, a recession, in the economy before the referendum vote anyway. In regards to regulations that the EU has given us, I hope now there will be less red tape for stores like ours. As long as workers’ rights are protected under the new system, I think it will be fine.





The UK voted to leave the EU, but what effect will this historic vote have on businesses?

has yet to become clear. Mr Ruparel maintains, however, that stores may still feel the effects sooner rather than later.

"In the short-term it seems market prophecies are coming true to an extent. There's a lot of volatility, the pound and stock market have dropped. If that continues and feeds through to the wider economy then it might lead to the economic downturn some warned of and that would hit retail spending," he says.

Mr Ruparel also suggests the falling pound may mean higher food prices as the price of imports is raised.

It's a point backed up by Darren Shirley, retail analyst at Shore Capital: "If you start to see material currency weakness against the dollar or Euro you will start to see inflation rising over time and retailers will start to see rising import costs," he explains.

Worryingly, Mr Shirley believes the three to four week lag it will take

for prices to rise will put independent retailers at particular disadvantage. "Independents are likely to be a bit more exposed as they are unlikely to have that hedging position in place," he says. This means retailers will have no cushion as costs start to go up. "The likes of Aldi and Lidl may decide to absorb those costs and take a hit in margin to try to further gain volume or market share or new trade - that's the big imponderable."

The message isn't entirely negative, though, and Mr Shirley thinks the contraction in the market over recent decades mean that the retailers who have so far survived are well placed to do so again.

"We have had a steady decline in independents in past 20 to 30 years and what is left is a lot of small and good operators who have been very active, adding value to their stores and doing whatever they can to drive footfall," he says. "It is going to be a challenge, but it's going to also be a challenge for the big four, it's going to

be a challenge for everyone. No-one is going to be immune if we do see material currency weakness."

David Gilroy, former operations director at Bestway Wholesale and now convenience lead at W2 Commercial, has decades of retail experience and is positive about retailers' prospects for the coming years. "I've seen these shocks before in the seventies - three-day week, etc - and nineties and many retailers flourished. My view is that small retailers could benefit if consumers look to shop more, little and often, and that pressure on the large outlets will continue. Also a little food inflation is helpful to retailers. But if consumers are being squeezed and feeling worse off, they will step up their demand for value. For sure, retailers will have to be highly adaptable in what is certain to be a new world. But good retailers have nothing to fear from Brexit." ●

## CAMPAIGN VIEWPOINT

### 'This is a vote of confidence in you'

There will be no immediate changes. The Leave campaign and the prime minister have been clear that maintaining stability is incredibly important while negotiations over the UK's withdrawal from the EU takes place. In the medium and long term, as we develop our own economic and trade policies, there will be more growth in the economy, which will benefit retailers.

There have been many predictions made about what will happen following a leave vote. However, I do not subscribe to the view that there will be a slowdown or downturn. By taking control of our country we can deliver greater prosperity.

The vote to leave the EU is a vote of confidence in our businesses and people. This will support businesses and small firms in particular with investment and growth.

### Priti Patel MP

Employment minister and prominent Leave campaigner



# INDUSTRY PROFILE

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## Briefing Media Agriculture

**Briefing Media Agriculture's head of membership Kevin Dunne explains why switching Farmers Guardian from a tabloid to magazine format is the right move for retailers and readers alike**

**RETAIL NEWSAGENT** Tell us about **Farmers Guardian**, and how relevant it is to independents.

**KEVIN DUNNE** It's a business-to-business title, which is mainly for farmers and anyone in the wider agricultural industry. Our strongest retail channel continues to be independents, particularly in rural communities. Between 64% and 68% of our circulation goes through independents, so it's very relevant.

**RN** How is the farming magazine sector, and your title, performing, and what are your readers' buying habits?

**KD** Farmers Guardian's ABC is 33,673, measured from 1 January 2015 to 31 December 2015. The weekly farming newstrade sector – the biggest three of which are Farmers Guardian, Scottish Farmer and Farmers Weekly – is down 13% year on year. From our EPoS data, we've learned 65% of our newspaper purchases are made on a Friday and Saturday.

**RN** How are changing reader habits affecting your title?

**KD** Our readers are now consuming more news online, which is broadly in line with global trends. This is making the weekly news agenda a thing of the past, which is why we have decided to move from a weekly tabloid to a magazine format. Our readers have also told us they want to know more about international issues such as global grain prices, for example.

**RN** What has changed about the title?

**KD** Farmers Guardian will now come

in an over-sized A4 format, with a thicker paper stock to improve durability. This is to make it more portable, so farmers can keep it in the tractor as well as on the kitchen table. In terms of editorial, the magazine will provide more analysis on news, specifically on how events will affect our readers' daily lives. It will also provide a wider scope on international news affecting UK agriculture. The price will go up from £2.95 to £3.25.

**RN** What will you be doing to help retailers sell more copies?

**KD** We'll be introducing a new initiative – Retail Heroes – which is exclusive to independents and will reward five retailers per quarter. This is to recognise the retailers who actively promote sales of Farmers Guardian. Retailers can send in photos showing their display of it, or even of a customer who's just bought



**There's a lot of life left within print**

a copy. We'll then pick the five best photos, and these retailers can win anything from a tablet to a high street voucher. We're also boosting the print run by 4,000 copies for at least the first four issues.

**RN** Will this be targeted to specific retailers?

**KD** This promotion will be open to everyone, however we are planning visits to more than 400 retailers who do well with farming titles – including roundsmen – to give them merchandising packs containing bundle cutters, pens, carriers and shelf wobblers. For roundsmen, we'll also be offering free sampling copies to give out to customers who read our competitor titles.

**RN** Following the succession of several tabloid newspapers to magazines, what does the future hold for these specialist titles?

**KD** There's definitely no danger of it going online only any time soon. While we are trying to be platform-neutral, it's clear that many of our readers not only value a tangible print product, but also the fact they can buy it from their local independent. There's a lot of life left within print, especially within agriculture sector.

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

**Company** Briefing Media Agriculture  
**Head of membership** Kevin Dunne

**Profile** The company operates in the media strategy and agriculture industries, where it claims to reach around 250,000 farming decision makers across its range of products and services. Briefing Media acquired Farmers Guardian in 2012.

**Latest news** Briefing Media is changing Farmers Guardian from a tabloid newspaper to a magazine format, with the first edition coming out 1 July.

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# BEER

With more than 1,400 breweries operating in the UK and the well-documented trend for social drinking at home there's few more dynamic categories than beer.

Toby Hill reports

## Right beer, right now



### Top tip

Make the most of the merchandising and promotional support available for mainstream lagers, capitalising on sporting events such as the Euros.

**B**eer is a convenience store staple: who hasn't popped into their local shop to grab a few cans with friends? But alongside essential brands such as Carlsberg and Guinness, trends in UK beer consumption mean the category can be so much more for today's retailers. As both world lagers and English real ale surge in popularity, beer provides ample opportunities for retailers to differentiate themselves from their competition.

Furthermore, with the UK recently labelled a "brewing powerhouse" by communities and local government minister Marcus Jones, craft beer enables retailers to link up with their local communities and make themselves a destination store for their surrounding areas.

Here, we consider what retailers can do to maximise the potential of the beer category in these four key sectors: world beer, mainstream lager, real ales and local craft.

### Lager

Although many customers' tastes are tilting towards more exotic beers, mainstream branded lagers continue to sell well. "Mainstream lagers are always really popular. There's so much promotional and marketing support that they're very straightforward to merchandise," says Faisal Naseem, from Party Time off Licence in Arbroath.

Kal Binning, from One Stop Community Stores in Scunthorpe, agrees. "Lager flies off the shelves, especially during the football and barbecue seasons."

Even in this evergreen sector, however, consumer tastes are evolving. Kal has noted people opting for bottles of lager instead of cans. "There never used to be bottles of lager - just what came over from France," he says. "But now the big brands have really got into it, and we sell lots of 10 or 12-packs of bottles of Stella and Kronenberg. We're displaying the bottles more prominently, and I see people mixing bottled lagers with real ale."

This trend towards bottled lager has been picked up on by suppliers, too. For example, Stella Artois recently released a new bottle design while expanding its range of pack formats, which are now available in 3x330ml, 4x330ml, 6x330ml and 12x330ml formats.

**Kal Binning has seen an uplift in sales of larger beer formats**



**Top tip**  
Stock a broad range and use promotions to encourage adventurous drinkers to mix and match



**Mital Patel stocks a Cypriot beer his customers first tried on holiday**

### World beer

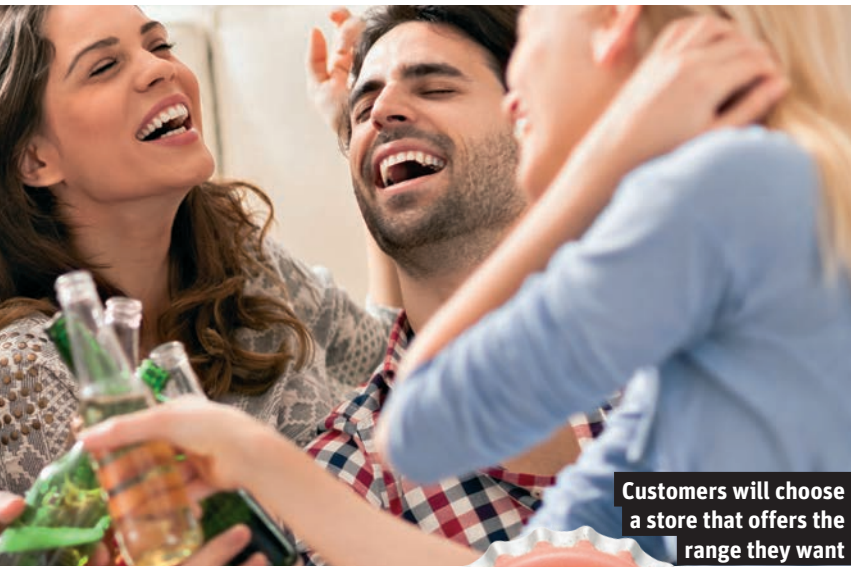
A major beneficiary of shifting consumer tastes has been world beer, with curious customers keen to try flavours from around the globe. "Research has shown consumers switching from more mainstream lagers and younger consumers interested in trying new, exotic beers," says Michelle Chadwick, senior brand manager at Halewood Wines and Spirits, whose beer Tsingtao has seen strong growth in the past year.

It's a trend that retailer Mital Patel has capitalised on in his Brentwood store, Bargain Booze Select Convenience. He has seen a number of economic currents pushing consumer habits towards world beer. "People are going on foreign holidays more frequently, and when they come back they might recognise a beer and have it at home," he says, giving the example of KEO, a Cypriot beer that is popular with his customers.

Another influence has been the proliferation of international restaurants, driven by more adventurous eating habits. "We have an Indian restaurant next door and often people grab something more interesting than a Cobra,"

Mital says. "Or if people are going to a Japanese restaurant they'll come in looking for a Japanese beer."

Finally, Mital concludes, blonde beers like Leffe and premium lagers such as Birra Moretti and Singha are appealing simply because of their "cleaner, less chemically taste".



Customers will choose a store that offers the range they want



The margins are good, and the interest it generates makes us a destination point for our customers



Top tip

Stock a seasonally-adjusted range of local craft beer, establishing a relationship with local breweries to help you select your range

## Local craft beer

Accompanying the renewed interest in real ales but filling a more niche and locally-orientated section of the beer category, the commercial viability of craft beer has surged in recent years.

"I've always banged on about supporting local breweries," says David Ingham, owner of Spar in Leamington Spa. "And it's definitely become much more popular recently. Desperados used to be my best-selling beer, and it's been pushed right down. Instead, I'm selling a lot of craft beer from Purity, a Warwickshire-based brewery," he says.

London retailer Mehmet Guzel has focused on local craft beer since he opened his Simply Fresh store in Bethnal Green three years ago. "We prioritise beer brewed within three miles," he says, "alongside a small range of American craft beers."

Mehmet describes his east London customer base as "extremely experimental" and admits it can be "hard work" keeping ahead of the curve. But the rewards make it undoubtedly worth the effort: "The margins are good, and the interest it generates makes us a destination point for our customers," he says.

Stocking local craft beer involves a slightly different approach to most categories. Mehmet recommends striking up a personal relationship with local breweries, and asking them to keep you up to date with new products. "We started with just a couple of breweries and now have seven or eight," he says. "We contacted them directly - they're small teams of passionate people and so they are very approachable."

## Real ales

While branded lagers are ticking along steadily, Arbroath retailer Faisal has noticed sales of mass-produced dark beers such as McEwan's and Belhaven's declining steeply. Instead people are "looking to try new things: the younger generation are interested in craft beers and real ales. They see them in restaurants and Wetherspoons and want to experiment," he says.

It's a trend that some of the biggest names in the brewing business have been muscling in on. In April 2015, Diageo launched three new ales under its flagship Guinness brand: Guinness Dublin Porter, Guinness West Indies Porter and Guinness Golden Ale. In April 2016 it added Guinness Hop House to the range. All are available in 500ml bottles with an RRP of between £2.39 and £2.49.

In his store in Scunthorpe, retailer Kal Binning uses a three for £5 deal to attract customers to his growing selection of real ales. "The margins can be narrowed a bit by the promotion, but people are attracted to the shop if they know we have a good range. It's more of an experience drinking bottles of real ale. People come into the store to browse our selection."

Faisal deploys similar promotions in his store in Arbroath. "I'll keep promotions on for a while to give customers a chance to get know the product," he says.

He also devotes time to talking to his customers about his real ale selection. "People don't just pick them off the shelves," he notes. "You've got to give them a bit of a sales push. We build good relationships with our customers: they teach us what they like, and we guide them to what will match their tastes. Strategic plans from symbol groups provide a basis for your store's range, but each area has different customers and it's very helpful to talk about their preferences."



Top tip

Talk to customers then tailor your symbol group's overall strategic plan to your local customer base



Faisal Naseem appreciates the support brands provide



Mehmet invests time and space for craft beers

# COLAS & CARBONATES

**T**he government's most recent Budget contained a bombshell for the UK's independent retailers: the announcement of a sugar tax on soft drinks. But while the new levy is causing concern – a further tax intended to influence customer buying habits – soft drink suppliers have already been busy cutting a clear path towards low-sugar alternatives.

Indeed, as a British Soft Drinks Association report from last year noted, 57% of soft drinks sold in 2014 were low or no-calorie varieties. Not surprisingly, suppliers have worked to bring a slew of new products to the marketplace to meet this demand. Here we talk to retailers about their response to the sugar tax and the products that might help mitigate its impact.



PA Photos  
**Jamie Oliver was a prominent advocate of a sugar tax for soft drinks**

The sugar tax is the latest levy designed to affect independent retailers' sales. By taking a look at the latest supplier activity **Toby Hill** finds out why innovation, not regulation, is driving the sector forward

## All prepared for the sugar tax?

### Lucozade Zero

Launched in May, Lucozade Zero offers the brand's two most popular flavours – Orange and Pink Lemonade – in a sugar free variety. It is available in 380ml price-marked and non-price-marked packs and 500ml bottles.



Lucozade Zero launched in May

#### Jon Powell

The Newsagent, Newport



I've got a Lucozade fridge so they automatically give me new promotions, which recently included the Zero variants. They are actually selling reasonably well, which surprised me a bit – I thought Lucozade was the most sugary drink of them all, that's the point of it! But people seem to like the zero version too.



**We're always looking for new low-sugar drink options**



#### THE SUGAR TAX FACTS

In his March Budget, chancellor George Osborne announced government plans to implement a sugar tax. Due to come into force in April 2018, the tax will be applied in two bands:

**A levy on total sugar content above 5g per 100ml at 18p a litre.**

**A levy on total sugar content above 8g per 100ml at 24p a litre.**

The tax is aimed at high-sugar and especially fizzy drinks. Pure fruit juices and milk-based products will be exempt. The Office for Budgetary Responsibility predicts that the cost of the tax will be entirely passed on to consumers. Accordingly, it forecasts a 0.8%-1% reduction in demand for sugary drinks for every 1% rise in price as a result of the new levy.

## Monster Ultra Red

There's been quite a bit of low-calorie and sugar-free action among energy drinks in recent years, with Boost, Rock Star and Monster all launching sugar-free variants. Coca-Cola Enterprises first launched Monster Ultra in September last year, partly in response to a media storm over the amount of sugar in some energy drinks, which highlighted the 13 teaspoons found in a normal 500ml can of Monster as a particular culprit.

### Mark Ansell

Liskeard News,  
Cornwall



We've brought in some sugar-free energy drinks, like Monster and Rockstar. People have tried them, and the sugar versions are definitely more popular. No one's paying any attention to the sugar tax for now; maybe they will when costs increase, or maybe they'll just leave a little less change in the charity box.



## THE RETAILER PERSPECTIVE

Have you seen a decline in customers buying sugary soft drinks?

### Yes

#### Bimal Patel

Londis Ferme Park Road,  
London



The more that sugar is in the news, such as after the announcement of the sugar tax, the bigger the decline in my sales of soft drinks. People are getting frightened of buying fizzy drinks, they're choosing mineral or coconut waters instead. Some people, maybe one in 10, will shift to low-sugar soft drink alternatives, but I think the category is going to decline in the long-term.

### No

#### Lorraine Lettley

EJ Teare Newsagents,  
Wellington, Somerset



The announcement of the sugar tax has made no difference to us at all. We're selling exactly the same drinks as before. The only people mentioning it are people criticising the government for telling us what to do. With all the tobacco regulations coming in, it's a relief not to have to fight against another layer of government rules.

## Tango Orange Sugar-Free

Sugar-free fruit carbonates grew 6.2% in 2014, inspiring Britvic to get in on the action: it launched Tango Orange Sugar Free the following year. It is available in four formats: single cans, 600ml bottles, 6x330ml cans and 2l bottles, RRP 59p, 99p, £3.19 and £1.99 respectively.



### Rocky Leach

Chellow Heights  
Service Station  
and Spar, Bradford



The last few weeks have seen some summery days and soft drink sales have been crazy, just as they always are. We stock a lot of the low-calorie and sugar-free stuff, including Tango's sugar-free range, and sell quite a bit of it. But I've not noticed people switching to it – it's usually part of people trying to watch their weight and so changing what they eat and drink in general.

## 7-Up Free Mojito

This non-alcoholic, sugar-free soft drink combines two massive market trends: lower or no-calorie drinks and cocktails. It is currently available in 600ml bottles. "We understand that sugar is a key factor in shoppers' purchasing decisions," says Kevin McNair, marketing director for Britvic Soft Drinks.



### Natalie Lightfoot

Londis  
Solo Convenience



I know a few retailers who stock this and they say it's selling fine, at least on sunny days. But I think it's a bit confusing to have an alcohol-flavoured soft drink. With the strict licensing laws here in Scotland, I've concluded it's best to just leave it alone.

## Coca-Cola Life

Launched in 2014, Coca-Cola Life's green packaging has established itself on the shelves of UK newsagents. "Made with a blend of sugar and stevia plant extract, Coca-Cola Life appeals to those looking to reduce their sugar intake but who want a naturally-sweetened product and do not want to switch to a sugar-free cola," comments Donna Pisani, trade communications manager at CCE.

### Debbie Dyer

Debbens News,  
Hampshire



I've got quite a few customers who go for Coca-Cola Life for its lower calories. Men who aren't comfortable picking up a Diet Coke will buy it. But I don't think the sugar tax will have any impact – we've got cheaper soft drink lines now and they don't sell well, people just pay the extra pence for the taste they like.

Major suppliers are offering innovative variants of their biggest brands

## Coca-Cola Zero Cherry

CCE's sugar-free version of old favourite Coca-Cola Cherry is available in a range of formats, with the latest, single packs of 330ml and 500ml bottle formats, launched in January this year. The product aims to "tap into consumer demand for choice and low calorie options," according to Donna Pisani, Trade Communications Manager at CCE.

### Bay Bashir

Belle Vue Convenience Store



People are looking for the healthy option these days and they think that low-sugar drinks are better for them. So there's already been a big shift towards zero-sugar soft drinks which hasn't had anything to do with the government – the sugar tax will obviously push it forwards, but it's been moving in that direction for a while. We're always looking for new low-sugar drink options, we've got a big range, Coca-Cola Zero Cherry for example, and they're all good sellers. ●



# PREVIEW



### Crabbie's in cans

Halewood Wines & Spirits is launching its Crabbie's Alcoholic Ginger Beer in cans to grow sales during the summer.

**RRP** not given

**Outers** not given

**Contact** 0845 6000 666



### Get ready for Rio

Mars has launched M&M's Rio Colourmix in single and sharing bags to grow sales during this year's Olympics.

**RRP** £1.19 - £3.29

**Outers** not given

**Contact** 01753 550055



### Time to make some noise

PepsiCo is bringing its Walkers Bugles brand to convenience stores this month in three flavours - Cheese, Sour Cream & Black Pepper and Southern Style BBQ.

**RRP** 57p - £1.99

**Outers** not given

**Contact** 0118 930 6666



### Water way to start the day

Nestlé Waters is encouraging commuters to exercise on their way to work with new labels on 75cl bottles of Buxton.

**RRP** 68p

**Outers** 15

**Contact** 01904 604 604



### TV debut for Amstel

Amstel beer is appearing on TV for the first time in a new marketing campaign launching this month.

**RRP** various

**Outers** various

**Contact** 0845 301 0330



### A Stella performance

Stella Artois is launching limited edition packaging on cans and bottles promoting its sponsorship of Wimbledon tennis.

**RRP** various

**Outers** various

**Contact** 01582 391166



### Making all the right Lynx

Lynx has launched a new digital campaign - 'Men In Progress' - running on its YouTube and social media channels.

**RRP** £3.29 - £5.99

**Outers** various

**Contact** 01293 648 000



### Mars follows a different trail

Mars is launching its own range of trail mix bags featuring its M&M's, Galaxy and Bounty brands.

**RRP** 69p

**Outers** not given

**Contact** 01753 550055



### Worth chicken out

Burton's Biscuit Company is reviving its Chicken 'n' Chips snacks, which will be available in 6x25g multipacks.

**RRP** £1.89

**Outers** 12

**Contact** 01727 899700



# THIS WEEK IN MAGAZINES

**Nadia Alexandrou**  
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## Chef's special

# FOODIES ARE GOING TO LOVE THIS NEW MAG

**As a nation, we love to cook, with a seemingly insatiable appetite for recipes and meal ideas. Now there's something new on the menu**

**FOOD TO LOVE** focuses solely on food and recipes, offering readers more than 80 recipes per issue. The magazine draws from H Bauer's successful Australian cooking title, Australian Women's Weekly, and its cookery team. According to Frontline, the cookery and kitchen category is worth £12.5m with sales falling slightly by 1.95% year on year, which is ahead of the total market decline of 4%. With the magazine expected to deliver £660,000 annually, Frontline is advising retailers not to return the title early, and give it a full facing and prominent display.



**FOOD TO LOVE**  
**On sale 30 June**  
**Frequency monthly**  
**Price £4**  
**Distributor Frontline**  
**Display with BBC Good Food, Delicious, TAB My Recipes**

## Round up



**NADIA ALEXANDROU**  
Magazines  
reporter

## INDEPENDENTS: IT'S PERSONAL

While asking retailers which ranges in their shops made them stand out from other stores this week, I was pleasantly surprised to hear magazines mentioned frequently. Kate Mills, of Heath Stores in Tonbridge, encourages customers to request any specialist magazines or partworks they are interested in. "I love to banter with my customers," she told me. At present, she is holding PC Pro and Fly Fisherman for two customers.

Similarly, Newport retailer Jon Powell's good relationship with his customers helps him understand their demands - particularly with magazines. "With Wales qualifying for the Euros, I knew Welsh Panini stickers would be a hit. They've been flying off the shelf," he said.

It's this key point of difference which gives independents the edge over the multiples - you don't get Tesco stores holding Fly Fisherman for their regulars. Or anything else, for that matter.

And publishers are recognising this, too. Will Hattam, chief marketing officer at Archant, told me his company distributed an extra quarter of a million copies last year to an additional 9,000 retail outlets - primarily newsagents. This contributed to a 2% circulation volume growth of its specialist magazine division. Similarly, Farmers Guardian - which is being relaunched as a magazine next month - is being targeted at rural and village independents. Why? Kevin Dunne, head of membership at the magazine's publisher Briefing Media Agriculture, said: "Because we understand our readership values independent stores, and they are where you'll find most of our customers."



**STICKER COLLECTION**



**ON SALE NOW**



**STARTER PACK**  
**£2.99**

**STICKER PACKETS**  
**50p**

www.paninigroup.com

# THIS WEEK IN MAGAZINES



## Bestsellers Science

Title	On sale date	In stock
1 New Scientist	07.07	<input type="checkbox"/>
2 BBC Focus	21.07	<input type="checkbox"/>
3 Wonderpedia	28.06	<input type="checkbox"/>
4 Astronomy Now	21.07	<input type="checkbox"/>
5 Scientific American	12.07	<input type="checkbox"/>
6 BBC Sky at Night	21.07	<input type="checkbox"/>
7 How it Works	14.07	<input type="checkbox"/>
8 Scientific American Special	05.07	<input type="checkbox"/>
9 New Scientist Collection	27.04	<input type="checkbox"/>
10 British Archaeology	12.08	<input type="checkbox"/>
11 Sky & Telescope	12.07	<input type="checkbox"/>
12 Curious Minds	07.07	<input type="checkbox"/>
13 Astronomy	14.09	<input type="checkbox"/>
14 Current Archaeology	01.09	<input type="checkbox"/>
15 American Scientist	13.09	<input type="checkbox"/>
16 Science	15.07	<input type="checkbox"/>
17 Popular Science	05.07	<input type="checkbox"/>
18 Technology Review	13.09	<input type="checkbox"/>
19 Biblical Archaeology Review	28.06	<input type="checkbox"/>
20 Hole & Corner	08.09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



## FARMERS GUARDIAN

Farmers Guardian is moving from a tabloid newspaper to a magazine format. As well as featuring a new A4 design and style, the title will contain more news analysis and a wider range of international affairs relevant to farmers. For the first four weeks the magazine will have a boosted print run of an extra 4,000 copies. Farmers Guardian has a circulation of 33,600 and is growing by 13% year on year.



**On sale 1 July**  
**Frequency weekly**  
**Price £3.25**  
**Distributor Seymour**  
**Display with Tractor and Farm Heritage, Scottish Farmer, Model Farmer**



## LAKELAND WALKER

Lakeland Walker's July/August issue will be polybagged with the August issue of Camping magazine. This one-off twinning will offer readers two magazines for £4.95, whereas the usual price of each title is £3.95. Trade terms will remain pro-rata for both bundles so newsagents will reap extra profit on copies sold. Lakeland Walker is the only walking magazine entirely devoted to the Lake District.



**On sale 7 July**  
**Frequency bi-monthly**  
**Price £4.95 (usually £3.95)**  
**Distributor Warners**  
**Display with Walk, Trail, Country Walking, The Great Outdoors**



## WOMAN'S WEEKLY CLASSIC SERIES

This issue from Woman's Weekly Classic Series is dedicated to the Royal family with a 100-page souvenir special of their history, from William the Conqueror to the present day. Priced at £4.99, the issue is packed with images and features, including accounts of the Royal family overcoming adversity in the twentieth century.



**On sale 30 June**  
**Price £4.99**  
**Frequency bi-monthly**  
**Distributor Marketforce**  
**Display with Woman's Weekly, Woman's Own, Woman**



## DECANTER

The August issue of Decanter comes with a free supplement showcasing the full results of the Decanter World Wine Awards 2016 – the largest wine competition, according to Time Inc. Judged by wine experts, this issue features a comprehensive guide to the list of winners chosen from more than 16,000 wines entered. In previous years, this annual supplement has been extremely popular with wine connoisseurs as well as a broader audience, according to Marketforce.



**On sale 6 July**  
**Frequency monthly**  
**Price £4.50**  
**Distributor Marketforce**  
**Display with BBC Good Food, Delicious, TAB My Recipes**



## AUTO ITALIA

This issue of Auto Italia comes bagged with a mouse mat and free tickets to the Brands Hatch Festival Italia. According to Seymour, the magazine has seen a significant sales increase over the last few months – up 15% for February and up 60% for April. With independents accounting for 23% of sales, the distributor is encouraging retailers to display the issue well.



**On sale 6 July**  
**Frequency monthly**  
**Price £4.80**  
**Distributor Seymour**  
**Display with BMW Car, Audi Tuner, Performance Car**

# WORDSEARCHES SELL IN THE SUMMER



**SO DON'T HIDE THEM FOR READERS TO SEEK STOCK & DISPLAY PROMINENTLY**



## MINECRAFT MAYHEM

With interest in gaming at an all-time high, according to Future, the publisher has launched Minecraft Mayhem, aimed at six- to 12-year-olds. It features tips for creating buildings in the game, as well as cheats and activities. Every issue features the YouTube megastars whose online video advice is watched by millions of fans worldwide, as well as three free gifts. Issue one comes with a YouTube Stars guidebook, an A2 poster, and Lego Marvel pop-out characters.



**On sale 30 June**  
**Frequency three-weekly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Toxic, Angry Birds, Minecraft World**



## YOUR GAMING HEROES

The popular world of video games, including mobile gaming for kids, is the focus of new magazine Your Gaming Heroes, aimed at six- to 12-year-olds. Each issue gives readers the latest gaming previews, game guides and cheats as well as reviews, fun facts, and interviews with YouTube stars. Issue one comes free with a Lego Marvel PS4 controller skin, a YouTube Stars guidebook, and a A2 double sided poster.



**On sale 30 June**  
**Frequency three-weekly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Toxic, Angry Birds**



## YOUR COMIC HEROES

The world's best comic stars from film, TV and comics feature in new magazine Your Comic Heroes. Each issue carries its own exclusive comic strip, as well as competitions for readers to create their own. The magazine features everyone's favourite superheroes and supervillains, offering fun facts and activities about each. Every issue comes with free gifts. Issue one has a Spiderman mask, superheroes guidebook, and a A2 double-sided poster.



**On sale 30 June**  
**Frequency three-weekly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Toxic, The Astonishing Spider-Man**



## MY LITTLE PONY STICKER COLLECTION

This new sticker collection from Panini has 216 stickers to collect, including 36 rainbow foil and special scented stickers. The launch is backed by a marketing campaign including covermount sampling with My Little Pony Magazine, digital advertising, competitions, and a large investment at retail.



**On sale 7 July**  
**Frequency N/A**  
**Price starter pack £2.99, sticker packet 50p**  
**Distributor Marketforce**  
**Display with My Little Pony Magazine, Pony World**



## ADVENTURE TIME COMICS MAGAZINE

The first issue of Adventure Time Comics features 17 pages of comic strip, two posters, algebraic activities and a chance to win prizes including Adventure Time Guess Who? as well as Adventure Time Top Trumps. The comic strip follows Finn the Human and Jake the Dog on an adventure as they attempt to go as far as they can in a straight line.



**On sale 30 June**  
**Frequency quarterly**  
**Price £3.99**  
**Distributor Comag**  
**Display with Quiz Kids, Kids First Puz**

## Industry viewpoint

Jon Powell

The Newsagent,  
Newport,  
Wales



## IT'S GOOD TO ASK FOR HELP IF YOU NEED IT

One of the most important lessons I've learned as a retailer is if you need help, ask for it. I first started selling newspapers and magazines in a small wooden kiosk. At that point Newport Council was doing some redevelopments and because of the roadworks no one was walking past my shop anymore. I was as good as bankrupt, so when I was offered a place on the high street, I said yes. I was moved into a temporary cabin, and told it would only be four weeks before I moved out. The redevelopment suffered delays, however, and I ended up staying there for nine months.

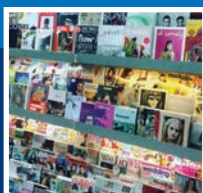
I had no money to invest in any signage, so my makeshift shop looked more like a builder's tea cabin than a newsagents. As my last roll of the dice, I called for help. I went on Twitter and sent out emails asking for support. Greg Deacon at News UK was the first man on the scene.

I hadn't seen a News UK rep for years, but Greg sent me posters, headlines, dumpbins, bunting - the lot. I stuck them all over the place and put it out on the street. I got help from other suppliers, too, and the NFRN, and it was these resources that gave me the lifeline I needed to develop my business.

Four years later, I've increased my magazine sales by 200% and stock 400-odd titles. I've invested in and grown as an HND retailer and have built a solid reputation with my community and suppliers.

### Top tip

Reach out to relevant organisations, suppliers and bodies and ask for help. Twitter is a particularly useful tool for this



## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## HOW CHARLOTTE STREET NEWS BRINGS HIGH-END FASHION MAGAZINES TO LIFE

Plus, after England's embarrassing exit from Euro 2016, reinvigorate your summer sports sales with our Olympics guide, and digital marketing opportunities explored



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	27	100	8.99
Build the Millennium Falcon	80	100	8.99
Cake Decorating Relaunch	74	169	2.99
Dinosaurs & Friends	71	80	5.99
Jazz at 33 and third RPM	13	70	14.99
Simply Stylish Knitting	27	90	3.99
Star Wars Helmets Coll'n	14	60	9.99
Zippo Collection	22	60	19.99

## EagleMoss

3D Create & Print	77	90	6.99
Build A Solar System	46	104	6.99
DC Comics Graphic Novel	24	60	9.99
Disney Cakes & Sweets	148	160	4.50
Doctor Who Figurines	75	74	7.99
Marvel Chess Collection	77	96	8.99
Marvel Fact Files	172	200	3.50
Military Watches	63	80	9.99
Star Trek Ships	76	78	10.99

## Hachette

Art of Crochet	45	120	2.99
Art of Knitting	76	90	2.99
Art Therapy	68	100	2.99
Build the Mallard	97	130	7.99
Build the U96	97	150	5.99
Dr Who Complete History	22	80	9.99
Judge Dredd Mega Collection	74	80	9.99
Marvel's Mightiest Heroes	66	60	9.99
My 3D Globe	78	100	5.99

## RBA Collectables

Amazing Dinosaur Discovery	70	80	5.99
My Zoo Animals	43	60	5.99
Precious Rocks, Gems & Minerals	75	100	5.99
Real Life Bugs & Insects	93	97	5.99

## Collectables

### DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

### Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

## Collectables

### Topps



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



**Shopkins**  
Cards £4.99  
Stickers £1.00



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



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



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



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



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



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



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



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



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



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



**Shopkins**  
Starter £2.99  
Stickers £0.50

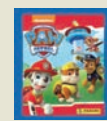


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Cards £0.50

### Panini



**Abatons Humans**  
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Stickers £1.25



**Paw Patrol Stickers**  
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Stickers £0.50



**Captain America: Civil War Stickers**  
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**Disney Tsum Tsum Stickers**  
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Stickers £0.50



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



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



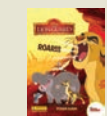
**Official UEFA Euro 2016 Sticker Collection**  
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Stickers £0.50



**Zootropolis**  
Starter £2.99  
Cards £0.50



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



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



**Frozen Sticker Collection**  
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Stickers £0.50



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



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## Newspaper terms

### Daily newspapers Margins/pence

Sun	50p	11.15p
Mirror	65p	14.5p
Mirror (Scotland)	70p	15.61p
Daily Record	65p	14.30p
Daily Star	20p	4.84p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	30p	7.26p
Telegraph	£1.40	32.62p
Times	£1.40	30.10p
FT	£2.70	54p
Guardian	£2.00	44.0p
i	40p	10p
i (N. Ireland)	50p	12.5p
Racing Post	£2.30	54.0p
Herald (Scotland)	£1.30	29.90p
Scotsman	£1.50	33.75p

### Daily newspapers Margins/percentage

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

### Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	£1.00	21.00p
Mirror (Scotland)	£1.00	21.00p
Daily Record	90p	19.80p
Daily Star	30p	7.25p
Daily Mail	90p	19.26p
Express	45p	9.65p
Express (Scotland)	45p	10.13p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.90	63.80p
i Saturday	50p	12.5p
i (N. Ireland)	60p	15p
Racing Post	£2.60	61.00p
Herald (Scotland)	£1.70	39.10p
Scotsman	£1.95	43.88p

### Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	£1.00	21.00%
Mirror (Scotland)	£1.00	21.00%
Daily Record	90p	22.00%
Daily Star	30p	24.17%
Daily Mail	90p	21.40%
Express	45p	21.44%
Express (Scotland)	45p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.90	22.00%
i Saturday	50p	25.00%
i (N. Ireland)	60p	25.00%
Racing Post	£2.60	23.46%
Herald (Scotland)	£1.70	23.00%
Scotsman	£1.95	22.50%

### Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.40	29.40p
People	£1.40	29.40p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.70	35.70p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£3.00	73.50p
Scotland on Sunday	£1.70	39.95p
Racing Post	£2.60	61.00p
Sunday Herald (Scotland)	£1.70	35.70p
Sunday Express	£1.40	29.65p
Sunday Post	£1.60	33.60p

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 25-26 June

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,145g	840g	40g	3	30g
Sunday Times	1,015g	570g	100g	3	50g
Sunday Telegraph	870g	485g	40g	2	20g
Guardian	775g	265g	30g	4	10g
Times	775g	465g	50g	2	40g
Mail	665g	225g	105g	4	45g
Mail on Sunday	660g	285g	0g	0	0g
Observer	620g	165g	0g	0	0g

### Insertion payment guide

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

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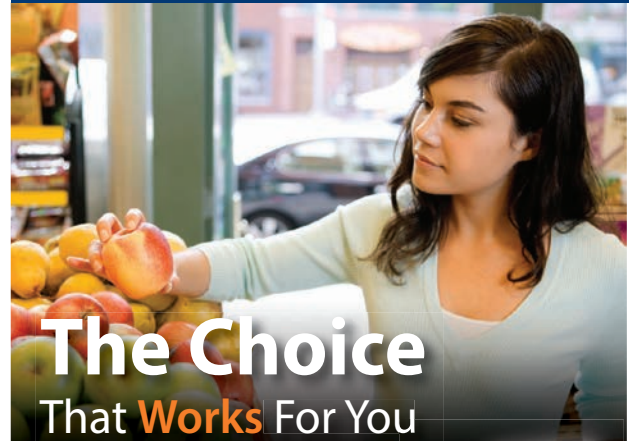
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## Back in the day

# 100

YEARS AGO

1 July 1916

At a Cheshunt tribunal the clerk reported that he had inquired of the local government board whether it would be contempt for tribunals, when granting exemption to small tradesmen, to impose the condition that they should work in their spare time in munition factories.



# 50

YEARS AGO

2 July 1966

A question mark hangs over the future of the Morning News, the left wing national daily due to be launched by the Labour Press Co-operative Society on 3 October. Publication has been postponed indefinitely because of lack of support.



# 25

YEARS AGO

6 July 1991

Mirror Group Newspapers claims it has saved retailers over £500,000 in carriage charges following readjustments to its wholesale territories, and says that one wholesaler – rumoured to be Johnsons – has proposed to reduce its carriage charges by 25% as a result of the company's suggestions.



## Confused pensioner has a trolley long wait for a bus

Whether it's standing in line at a department store or waiting for public transport, queuing is something us Brits excel at.

But now one pensioner is taking this to a whole new level after forming her own one-woman queue at a Tesco trolley shelter she had mistaken for a bus stop.

The confused OAP was photographed leaning against the shelter with a book in her hand, seemingly in the hopes of catching the next double decker home.

HGV driver Wayne Crossman, whose image has since



been picked up the national press, told the Daily Mail the woman had asked him: "Do you know what time these things run?"

Having not had the heart to tell her about the error, Mr Crossman returned to his van to eat his lunch before driving off 15 minutes later – with the determined shopper still waiting for her non-existent bus.

He said: "It dawned on me what her question meant. She thought it was a bus stop. It was clearly a trolley bay."

As far as we know, the shopper may very well still be waiting to this day...

## RN Skittles competition - win free stock

This year, Skittles is partnering with The Color Run

UK and, as sponsor of the event, is offering one retailer the chance to take part in the competition.

The brand is giving away two tickets to the event on 4 September, and the winner will also receive £150 worth of Skittles Original to sell in their shop.

The Color Run, which is presented by Skittles, is held annually across five cities in the UK, and Color Zones are placed along each of the



5k routes. "A great opportunity to increase confectionery

sales and maximise footfall, retailers local to the events will be kitted out with top tips and ideas for sampling opportunities to help maximise awareness of Skittles' involvement with The Color Run," Skittles also told RN.

To enter, log on to [betterRetailing.com/Retail-Newsagent/competitions](http://betterRetailing.com/Retail-Newsagent/competitions) and fill in your details. The competition will remain online for four weeks and the editor's decision is final.

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Can you remember the drought of 1976, when we didn't have rain for weeks, hose pipes and car washing were banned, some villages had standpipes and people had their daily water usage rationed?

At that time, Dennis Howell was made minister for the drought, but two days after his appointment it started raining, then it rained every day for six weeks.

Well, my son has decided that I am a modern-day Dennis Howell because it was rain-free here for quite some time and people were getting fed up of having to water plants, flowers and vegetable patches.

I said I would sort this out by taking my car to the car wash, because whenever I have it washed, it never fails to rain.

So, on Wednesday 8 June, I got it washed and dried, then on Thursday we had torrential rain, which has continued almost every day since.

The Staffordshire Iron Man contest took place two weeks ago. Weather conditions could have been better but the contestants battled their way through the contest nonetheless and the winner of the men's race was Matt Trautmann.

The ladies' winner was Lucy Gossage. I would think there were a lot of very tired people at the end of it, but a lot of money was raised for a number of different charities.

Here in Stafford, we will have Ian Marsden representing Great Britain in the Rio de Janeiro Paralympic Games in the canoe team.

Watching his progress will be exciting and he will hopefully return home with a gold medal. I wish him every success, and all of his team mates too.

The referendum voting is finally done and dusted, and I for one am very glad about that because it seems to have gone on forever. I suppose being a newsagent, it is easy to get fed up with stuff no matter how important it is.



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