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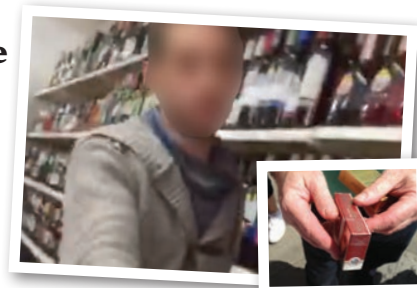
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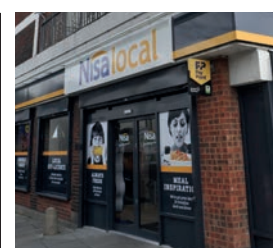
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Hate crimes soar 400% after Brexit



- Retailers fear attacks following shock rise in reports of racial abuse just one week after vote to leave EU.
- 'We're more afraid now and know others are too,' store owners tell RN. Page 5 >>



SYMBOLS

Discipline at heart of Nisa £10m profit rise

Own label focus and better stock management part of new approach.

Page 6 >>

WESTMINSTER

Could govt chaos put sugar tax on hold?

Wholesalers predict levy could fall behind raft of new priorities.

Page 4 >>

NEWSSTAND

'Pick up My Local's news and mag sales'

Distributors pledge to reallocate chain's supplies to neighbouring stores. Page 4 >>



You'd better be good, kids Retail legend Guy Warner has teamed up with online children's channel E-Bop.tv to reward good behaviour from youngsters and encourage bigger baskets from their parents. Page 11 >>



NEWSPAPERS

After the vote, two new titles launched

The New European and The Word to focus on political upheaval.

Page 7 >>

How three retailers are getting their stores in shape for the Rio Olympic Games
Page 26 >>



Sales to Smile About

ROWNTREE'S Fruit Pastilles is the #1 fruit sugar single*



New

Available for 6 weeks only



For illustrative purposes only

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All figures correct at time of going to print
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LEADER



**You've said you
need help and
ideas to build
your offer and
successfully
grow your
business**



CHRIS GAMM

Editor

@ChrisGammRN

Conrad Davies, who runs four Spar stores in Wales, loves data.

He wants to know what other retailers are charging, is passionate about sharing information and wishes more retailers would be open to sharing too. Because of this, he reads RN's Pricewatch pages every week.

Paul Mather runs a village shop and post office in Sherston on the edge of the Cotswolds. He says Pricewatch is his favourite part of the magazine. He wants as much data as possible to help him set the right prices and the right strategy to maximise his profitability.

He also loves retailer profiles that let him learn from his peers, hear their best ideas and benchmark his store.

A number of you, including Manny Patel from Long Ditton in Surrey, have told us recently that you see local produce as a point of difference. But you've said you need help and ideas to build your offer and successfully grow this part of your businesses.

All this feedback has been used to relaunch RN's Pricewatch page for this week's issue. It features more analysis on the trends you're seeing across all the categories in your store, data and ideas from more retailers each week and more information on the shops taking part.

We will be featuring a wider spread of business types – symbol and unaffiliated stores, big and small stores – to give you a wider comparison to your own shop.

Meanwhile, a different retailer will introduce their most profitable local product and why it is so successful.

RN is your magazine. We've made these changes based on your feedback to make it as useful as we possibly can. I hope you like it.

CONTENTS

NEWS

- 4 INDUSTRY NEWS** Uncertainty over EU may lead to sugar tax delay
- 6 BUSINESS NEWS** Nisa turnaround programme leads to £10.2m more profit
- 7 NEWSTRADE** Two new 'political' papers launched after Brexit decision
- 8 PRODUCT NEWS** Coca-Cola puts millions into Zero Sugar launch
- 11 REGIONAL** Budgens seeks family loyalty with new kids scheme
- COMMENT & ANALYSIS**
- 13 LETTERS/YOUR ISSUE** Problems getting supply of partwork back issues has frustrated a

- 14 YOUR STOCK, YOUR SAY** How has your approach to managing promotions changed over the years? And will you be using Smiths News's new app?
- 16 INDUSTRY PROFILE** Hellmann's brand manager Hannah Webb, right
- 17 COLUMNIST** Crisps and snacks are at the core of every independent's store. John Eastwood finds out which trends

20



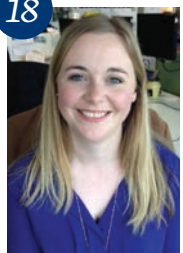
are having the biggest influence on range planning and sales in 2016

- 18 PRICEWATCH** RN's essential guide to prices in a key sector takes on a new, improved look.

In the spotlight this week are spirits

- 20 RETAILER PROFILE** London retailer Perry Thaker decided to embrace the newstrade – and it's paying off very nicely

18



36



FEATURES

- 24 ILLICIT TOBACCO** RN joins a crack team of investigators as they gather information about the illicit trade in London
- 26 OLYMPIC FEVER** Rio 2016 is almost upon us. Find out how leading retailers plan to strike gold
- 32 DIGITAL MARKETING** The tools of the trade being used to attract customers
- 36 PREVIEW**
- THIS WEEK IN MAGAZINES**
- 41 ROUND-UP**
- 42 FOR YOUR SHELVES** Olive magazine special

26



NEXT WEEK



YOUR HEALTHIER STORE

How convenience stores meet the demands of modern lifestyles



CRISPS AND SNACKS

Test your knowledge of this fast-moving sector

"ONCE THEY KNOW WE STOCK THE ONE MAGAZINE THEY WANT, THEY'LL ALWAYS COME BACK TO US"

– MAGAZINE SPECIALIST PERRY THAKER HAS SEEN HIS SALES GO UP AS THE MARKET HAS DECLINED Page 20 >>

NEWS



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'Gantries may give way to spirits'

A leading drinks manufacturer has joined growing calls for retailers to abandon traditional tobacco gantries ahead of the arrival of plain packaging.

James Middleton, UK impulse channel director at Pernod Ricard, which manufactures high-end spirits including Absolut Vodka, said in major multiples one third of spirits sales came from the premium end of the market, but this drops to less than one in five in convenience.

"Relocating spirits to the behind the counter hotspot position presents a real opportunity," he said

The comments come just a fortnight after wholesaler AF Blakemore told RN that it would be advising new retailers to use alternative tobacco merchandising solutions.

Jeremy Blackburn, head of communications at tobacco manufacturer JTI, warned against confusing shoppers "by moving the selling point for tobacco".

Hear our EU plea

The voice of the independent retailers needs to be heard loud and clear by the government as it begins Brexit negotiations.

NFRN chief executive Paul Baxter said the federation is working to put forward a positive business outlook to ensure a smooth transition for consumers and retailers as the UK leaves the EU.

"After such a monumental outcome, what is needed now is calm reflection and clear planning so the UK can move forward positively," he said. "Our retailers will continue to serve the local community."



It's game, set and match to Dionne

Everyday offers and promotions are given a fun flair at Kitt Green Spar, where manager Dionne Foster this week dressed up as a racquet-wielding pro especially for the store's Twitter account to promote its latest offers. "I always try to incorporate whatever event is going on at the time into our general promotions," said Ms Foster. "It's just a bit of fun really."

'Real potential' for delay as government priorities change 'Big challenge' for wholesalers

Brexit uncertainty may force delay on sugar tax

by Martyn Fisher

The impending sugar tax has "real potential" to be delayed as a result of the UK voting to leave the EU, according to a senior wholesaler figure.

James Bielby, Federation of Wholesale Distributors (FWD) chief executive, told the body's annual conference last week that plans for the soft drinks tax could be put on the back-burner while the government deals with a raft of amended priorities.

"George Osborne is aligned with it, and it's likely he won't be cancel-

lor once the government reshuffles.

"So maybe they'll realise they can't implement it; at the very least, the uncertainty might delay it," said Mr Bielby.

Philip Jenkins, managing director of buying group Sugro, welcomed a potential delay, telling delegates the sugar levy was one of the big challenges facing wholesalers.

Mr Bielby said the FWD is working "very closely" with the treasury to ensure it looks at all the "bumps in the road" regarding the tax's introduction. Meanwhile, a treasury

spokesman told RN there are currently no changes to timings around the soft drinks industry levy.

The importance of having a strong social media presence and the growth potential for foodservice were two other themes to emerge from the conference.

Mary Barnard, president for northern Europe at Mondelez, told delegates growth in foodservice is "absolutely here to stay".

She said: "The US is close to 50% of all food being consumed outside the home, so the opportunity to grow to a third or half of that is

definitely here in the UK."

Meanwhile, speaking about the importance of having an online presence, Tom Fender, of consultancy Fizz Enterprises, used the example of US c-store chain Wawa, which has 1.3m Facebook 'likes'; in comparison, the top 10 UK c-store groups combined have 300,000.

He said: "C-stores and symbol groups don't have enough of a presence on social media. We in the UK are one of the most digitally and technically advanced nations and, like it or loathe it, tech will influence everything."

My Local closure opens news market for others

Retailers have the opportunity to grow their news and magazines sales following the closure of My Local as wholesalers and distributors look to reallocate the chain's supplies.

Dean Russell, independent retail and sales development manager at Comag, told RN the distributor is

working with wholesalers to prevent the loss of sales by finding nearby independent and symbol group stores where supplies can be increased.

"It's a good opportunity for independent retailers," he said. "I have already had one retailer who had a My Local 30 yards away get in

touch to find out about the range it offered and the opportunities for his store."

He added Comag could also help retailers who take on extra supplies promote their extended range through PoS and leafleting.

It comes after 90 My Local stores were closed last week. Administra-

tors, Mark Orton and Blair Nimmo from KPMG, said they intend to find buyers for the remaining 32 stores.

Mr Orton added they are in "active discussions" with a number of interested parties in relation to both the premises that are trading and a small number of those that have closed.

Local stores 'benefit communities'

Half of consumers believe their local community benefits from having an independent local store, new research carried out for Independents' Day on

Monday has revealed.

The survey, conducted on behalf of Nisa, also found 62% preferred their local store to larger superstores because it is within walking

distance, 15% of shoppers find shopping at larger chain stores and supermarket too stressful and 25% said that helpful, friendly staff made them want to

return. Now in its sixth year, Independents' Day is a national initiative which celebrates and highlights the contribution made by independent retailers.

Store owners tell of verbal abuse in week after vote Report all crimes to police, NFRN urges

Retailers afraid as hate crime soars after Brexit

by Greg Wilcox

A fivefold rise in hate crime in the wake of Brexit has left retailers fearful attacks will move from the streets to their stores.

Rav Garcha, owner of six stores across the Midlands, told RN he is aware of store owners who have been subjected to verbal abuse, while a halal butcher yards from one of his stores was petrol bombed.

"Since the vote I have been aware of fellow shopkeepers being abused and it is affecting them," he said. "I am more fearful now and know others are as well since the vote and in light of what's been reported."

Kam Nijjar (pictured, left), of Spar in Meriden, echoed Mr Garcha's fears.

"Reading about the rise in racial abuse has made me more fearful. I read about the attack in Walsall and it's



totally terrible," he said. "I'd urge everyone to report any hate crimes that take place. There needs to be a deterrent and we must not let these people get away with it."

Last week, Jatinder Saha, of Max's Londis in Kent, questioned what the focus on immigration means for people like him who have worked hard to be at the hub

of their community. "It's very unsettling," he said.

Sara Thornton, chairman of the National Police Chiefs' Council, revealed reports of hate crime had soared from an average of 63 a week to 331 in the first week after the vote, leaving people frightened to leave their homes.

The NFRN and Association of Convenience Stores, have described the rise in hate crimes as unacceptable.

NFRN chief executive Paul Baxter said: "The NFRN is against any instances of abuse - racial or otherwise - and would encourage victims to report these crimes and for the police to give such incidents the attention they deserve and to take the necessary action."

Meanwhile, an RN poll found 52% believe Brexit will have a negative impact on their business, 20% a positive impact while 28% say no impact.

EUTPD in spotlight

A third of retailers have still not heard of EUTPD II, according to new research from wholesaler Palmer and Harvey.

Almost a quarter admitted they do not know the minimum quantity of a pack of cigarettes will change under the legislation, while 34% are unaware that roll-your-own tobacco pouches less than 30g will be banned.

Meanwhile, 75% of retailers do not think their customers are aware of EUTPD II.

Palmer and Harvey is introducing initiatives to help retailers and their customers understand EUTPD II, including a guide in July.

Lords vote on e-cigs

A House of Lords motion proposing changes to advertising restrictions on e-cigarette and vaping products was voted down on Monday.

Lords Callanan and Hunt, along with Baroness Walmsley, all expressed concerns that the regulations would impact educating smokers that vaping was 95% safer, and harm the aim to reduce the number of tobacco smokers.

Menzies in split push

John Menzies has come under pressure to split its aviation and distribution businesses.

Frankfurt-based Shareholder Value Management bought a 7% stake in John Menzies and, like Lakestreet Capital Partners, feels the two operations would be worth more separately than together.

Menzies interim chairman Dermot Jenkinson, has reportedly made no comment on the demand.

National papers in NFRN firing line

The NFRN has accused national newspapers of neglecting their loyal readers, as new figures reveal a 174% year-on-year increase in late papers.

The number of occurrences of publishers missing cut off times into wholesale depots was up by 17% in the three months to June compared to the same period in 2015.

The federation said the recent spate of extensions to wholesale cut off times for the referendum and Euro 2016 has made the situation worse and given publishers leeway.

"Subscribers who are expecting their paper at a certain time are having to wait, so nationals are neglecting their most loyal customers," said Peter

Williamson, NFRN news operations manager.

"It's so easy now for people to stop their subscription, considering they can just go online.

"I know editorial teams are waiting until the last minute as they need to compete with online headlines, but we wonder if they realise what a detrimental effect it's

having on sales."

Roger Clapham, chair of the supply chain committee, said editorial pressure in June in relation to Brexit and Euros coverage has led to missed cut offs.

However, he added the past fortnight has been "great for newspaper sales" which has benefited the whole industry.

NEWS

BUSINESS

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Cheers all round for cider festival

Nisa is to help its retailers boost their sales this summer with the launch of a cider festival.

The promotion, set to run from 11 to 31 July, aims to drive additional sales with competitive pricing and offers on a varied selection of ciders, supported by themed PoS including shelf talkers, hanging signs, bus stops, window posters, highlighters and shelf strips.

It follows the success of Nisa's wine festival in March, which led to almost £1.2m additional sales, seeing a 66% increase in sales of wines featured in the three-week long promotion.

The ciders selected for the festival include Bulmers 568ml, Rekorderlig 500ml and Old Mout 500ml bottled ciders at four for £5.

One Stop bag cash

One Stop has launched a new scheme donating funds raised through the 5p carrier bag charge to community groups.

Grants of up to £1,000 can be applied for towards a variety of local projects within two miles of a One Stop store.

The scheme will be administered by environmental charity Groundwork.

Graham Duxbury, Groundwork chief executive, said: "We look forward to 'Carriers for Causes' helping groups come together and work together to make their community a better place to live."



A.F. Blakemore's community affairs officer Liz Bell, left, and corporate affairs officer Clare Knowles

Triple whammy of Blakemore awards

A.F. Blakemore is celebrating three of its responsible business programmes being reaccrédited for a second year in the Business in the Community Responsible Business Awards 2016. The awards, which took place at the Botanical Gardens in Birmingham, celebrated businesses that are making a significant difference by taking action to improve their local communities, create more inclusive workplaces and tackle environmental challenges. Blakemore Fine Foods Producer Growth Scheme, Blakemore Logistics' Sustainability Programme and the A.F. Blakemore Education Matters Programme were all recognised.

Symbol group's incredible turnaround New member stores up by 476 in a year

'Disciplined approach' by Nisa gives £10.2m swing

by Greg Wilcox

Nisa boss Nick Read has credited the biggest annual swing in profit in the company's history to taking on a much more disciplined approach to how it does business.

The symbol group's end-of-year figures for the 2016 financial year revealed adjusted earnings of £7.3m, compared to losses of £2.9m for the year before.

Chief executive Mr Read attributed the success to a

new approach to running the business.

"The company was pleased to achieve year end adjusted earnings £100,000 better than target – the biggest annual swing in profit in Nisa's 39 year history," he said.

"We have also secured the repayment of deferred rebates to Nisa members, resulting in £3.1m becoming available to the membership.

"The key to this success has been a much more dis-

ciplined approach to how we do business, coupled with the benefits from our investment in skills and capability across the organisation."

The group also saw fresh sales rise by 6% to £210m and added 476 new member stores.

Mr Read said he is confident about the coming year, as Nisa had an impressive first quarter and would continue to focus on pushing its own brand Heritage, sales of which

rose 7.9% last year.

"Encouragingly, Nisa's weekly sales through quarter one have been ahead of budget and 3.5% ahead of where Nisa was in the same period last year, which points to the continuing success of our turnaround strategy," he said.

"The business aims to make further strides in stock management, range and loss making account mitigation over the next year."

Bestway set for summer as Rewards card takes off

Bestway has launched its biggest summer fun collection for the school holidays.

A variety of colouring and sticker books, activity packs, stationery sets, sewing puppets, travel games and play putty for children are now available, including licensed products from major summer blockbust-

ers such as Finding Dory and The Secret life of Pets.

Salim Setra, sourcing controller at Bestway Wholesale, said: "Convenience stores and CTNs are extremely popular destinations for parents to stock up on the summer special issues of their kids' favourite magazines."

Meanwhile, the company has seen an increase in the number of customers participating in the Bestway Batleys Rewards Card scheme.

The card was launched in February with changes in May to make it easier to win. Since then there has been an increase of more

than 37% in the number of stamps.

Salih Sheikh, head of marketing at Bestway Wholesale, said: "Almost 13,500 customers have participated in the Rewards Card, which represents more than 40% of the total symbol and unaffiliated estate."

NEWSTRADE

Archant title created from scratch in just nine days Crowdfunded left-wing tabloid alternative

Brexit leads to launch of two 'political' papers

by Joseph Lee

Two newspapers focusing on Britain's political upheaval are being launched this month.

Archant launches The New European, a newspaper created from scratch in nine days, today (8 July) aimed at people who voted remain in the EU referendum. It is being distributed to 10,000 retailers, focusing on key remain strongholds in London, the south east and cities such as Liverpool and Manchester. "It's a Herculean challenge," said editor Matt Kelly.

Archant plans an initial print run of 150,000 to 200,000 copies, with retailers receiving a 22% margin on its £2 cover price. The publisher has described it as a "pop-up" newspaper, committing to only four issues – after which, the company will treat each week's sales as a "referendum" on whether they should produce more.

"We have no set targets," said Archant's chief marketing officer Will Hattam. "It's moving so fast, it's difficult to tell whether this extraordinary interest is just a particular moment

in time or whether it's an ongoing concern."

"It's a wholly-new model for launching a newspaper," said Mr Kelly. "It challenges the notion that you need a three-year plan for a newspaper launch, with a £5m marketing budget and ad spots on Coronation Street."

Last week, RN reported newspaper sales were up 3% for several publishers two days after the vote for Brexit.

Meanwhile, The Word, a crowdfunded weekly newspaper, is launching on Wednesday (13 July), with the first issue on sale

for two weeks before going weekly, aimed at readers looking for "a left-wing alternative" to the tabloid press.

It is launching with volunteer staff, having raised more than £5,000 from crowdfunding. Retailers will take 15p of its 60p cover price, with an initial print run of 30,000 distributed through independents.

Alan Davies, a former newsagent from Salford who is co-ordinating the launch, said: "We wanted to create an entertaining tabloid newspaper with a left-wing point of view."

Elle gives backing to indies

Elle UK has said independent retailers have nothing to fear as it offers a print on demand version of its September edition giving readers the choice of five covers to mark its redesign.

Customers are able to pre-order the issue this week, four weeks before it hits the newsstands. Hearst has also struck deals to distribute the magazine through brands such as matchesfashion.com and SpaceNK, as well as London Fashion Week.

However, Reid Holland, marketing and circulation director for Hearst Magazines UK, said: "The independent sector remains very important to us, and we will continue to support it."

PPA Award for Women's Health

Women's Health scooped the award for consumer magazine of the year at this year's PPA Awards. It beat titles from Esquire to Vogue to take the crown. Awards also went to Slimming World, which was named customer magazine of the year, FourFour Two, for the reader-voted best cover, and Cyclist magazine, for best specialist consumer magazine. Barry McIlheney, PPA chief executive, said: "Congratulations go to all our truly worthy winners, who managed to stand out from some incredibly talented shortlists."



Women's Health editor Katie Mulloy (second from right) and Alun Williams from publisher Hearst-Rodale (third from right) collect the award for consumer magazine of the year

'Greatest' bookazine

News UK has launched an 86-page bookazine tribute to boxing legend Muhammad Ali, following on from one shots after the death of David Bowie and the Queen's birthday.

The £9.99 title has a print run of 10,000, with 40% distributed through 2,000 independents. Retailers will receive a 25% margin.

EU vote sales up

The referendum drove more newspaper sales than a general election, according to figures released by Guardian News & Media. Last Saturday's edition of The Guardian sold 375,958 copies, an increase of 77,395 week on week and 16,058 more sales than following the general election. The Observer saw sales rise by 44,311 to 242,294 copies, a rise of 27,413 on the post-election edition.

Marine theme for colouring one shot

Anthem Publishing is aiming to appeal to a "whole new potential market" with the launch of a one shot in the £9m adult colouring sector.

Colour By Numbers launches on Wednesday, offering 32 illustrations of marine life, priced at £3.99.

It follows on from Anthem's launch of Ultimate Dot 2 Dot, which is now selling up to 20,000 copies per issue and is on track to deliver more than £650,000 in retail sales a year.

Colour By Numbers will have an initial print run of

40,000 copies.

"The whole category exploded last year," said Anthem's managing director Jon Bickley. "The market has been maturing quickly and the current trend is for more specialist titles."

Anthem expects Colour

By Numbers to appeal to an audience who feel less confident about their artistic skill. "Colour by Numbers offers the same mindful concentration with a simpler route to getting satisfying images," said Mr Bickley.

NEWS

PRODUCTS

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McVities's on-the-go big value relaunch

McVitie's has relaunched its on-the-go range with the addition of three, two for £1, pricemarked packs.

Available in six variants, including McVitie's Chocolate Hobnobs Slices, McVitie's Milk Chocolate Digestive Slices and McVitie's Digestive Caramel Millionaire Slices, the relaunch includes the introduction of a new smaller case size with a longer shelf life. A new 12-pack case replaces all previous 18 and 24-pack cases.

Available in stores from 11 July, the new permanent multi-buy packs aim to help convenience retailers offer greater value.

'Bespoke' Camel unveiled

JTI's premium cigarette brand Camel has launched 'Icon in Lights' limited edition 20 packs.

The packs will be available across the UK throughout July while stocks last with an RRP of £9.61.

The three new bespoke designs have been created with the aim of reflecting the creative spirit of the brand and celebrating the distinctive character of Camel.

The release comes just months after the introduction of EUTPD II and plain packaging regulations, which mean retailers have until May 2017 to sell through smaller and branded packs.



Multi-million pound campaign for 'new and improved' sugar-free variant 'Close to classic taste'

Coca-Cola goes big on new Zero Sugar campaign

by Greg Wilcox

Coca-Cola Great Britain has launched its biggest new product campaign in a decade to support the launch of its "new and improved" sugar-free variant.

Coca-Cola Zero Sugar has been launched across the UK supported by a multi-million-pound campaign which actively encourages

customers to choose a no sugar option.

The company claims the new drink tastes more like Coca-Cola Classic, but without sugar.

The marketing push includes in-store promotional activity, more than four million samples to be given away across the UK this summer, and outdoor advertising.

Leendert Den Hollander, general manager at Coca-Cola European Partners, said: "We know that millions of people across the UK love the taste of Coca-Cola Classic so we're excited to unveil the new Coca-Cola Zero Sugar."

"We've spent years developing this new recipe to get even closer to the taste of Coca-Cola Clas-

sic without the sugar. We know a growing number of people want to reduce their sugar intake, but have been reluctant to try a no sugar option because they don't think they taste as good as the original."

The launch is the latest action to result from the company's £30m reformulation and new product development programme.

Healthier options from Nature Valley

Nature Valley is capitalising on the popularity of healthy snacks by expanding its offering with the launch of two bigger bars.

Available to retailers in 85p pricemarked and non-pricemarked 40g single bars, the new Nature Valley Protein range comes in two flavours; Peanut & Chocolate which launches

this month and a Salted Caramel Nut variant available from September. Each bar is now 40g, increased from 30g, and contains 20% (10g) of recommended daily protein needs.

The brand has also announced a partnership with the Lawn Tennis Association as the official snack bar of British Tennis.

Hancocks' kids' lines to offer 40% margins

Confectionery specialist Hancocks has launched three new novelty and five new tub lines for kids.

Combining sweets and toys the £1 products - Crazy Candy Factory Spin Ray, Crazy Candy Factory Candy Flyer and Crazy Candy Factory Candy Racer - offer retailers up to 40% margin.

The five new kids tub

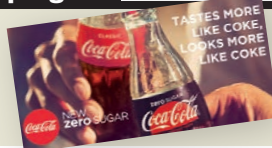
products are halal certified and will earn retailers up to 34% margin when sold at 5p.

In addition to the new products the cash and carry is also offering a new fully-stocked exclusive Haribo display unit. Selling at £19.56 excluding VAT until 10 July, the deal offers retailers margins of 34.8%.

Hot products for your shopping list



Hancocks' new kids lines offer up to 40% margins



Coca-Cola Zero Sugar is the company's sugar-free variant



McVitie's has relaunched its on-the-go range

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NEWS

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¹Nielsen Total Impulse MAT to 21.05.16



Grown up kids are back for Haribo

Haribo has unveiled its third TV advert for this year, continuing its 'kids' voices' journey for Star Mix. It sees the characters from 'Platform', the brand's most recent Star Mix advert, return for a new nine-week push.

The ads aim to celebrate the inner child in adults and form part of a multi-million-pound campaign for 2016. The advert will appear across TV, cinema and online.

Pernod Ricard's five-year plan Exclusive research findings

£56m wine and spirits bonanza

by Greg Wilcox

Pernod Ricard is launching a five-year plan to help independent and symbol retailers unlock £56m in premium wine and spirits sales.

The company has outlined three sales opportunities, garnered from exclusive shopper research, which it claims will harness the 'power of summer' and increase sales by £1.1bn across the entire retail trade between now and 2020.

The advice urges retailers to focus on inspiring customers during the summer months from snack matching in-store to providing information about locally-sourced ingredients. The guide also tells retailers to get to know their customers and to use social media to speak to them, suggesting ideas about what to drink and understanding their preferences.

Pernod Ricard says an event-packed summer, with the European

Championships and Rio Olympics, is the ideal time to start the plan.

Chris Ellis, commercial director at Pernod Ricard UK, said: "We have discovered that retailers could unlock a potential £1.1bn across a five-year period, and that this summer will be the perfect opportunity to kick start that ambition by following three simple steps – harnessing the power of summer itself through social media, knowing customers inside out to build even deeper connections, and tapping into the rich calendar of occasions and sporting events that bring people together to celebrate.

"Summer is about driving sales through key occasions, and by following these insights-led steps, we believe we can get our five-year ambition for retailers off to a flying start, so I would urge all retailers to join us in continuing to grow premium wine and spirits sales ahead of the market."

REGIONAL

Deal with E-Bop.tv set to boost basket spend 'More engaging experience' for young shoppers

Budgens seeking family loyalty with kids scheme

by Gurpreet Samrai

Warner's Budgens has teamed up with an online children's channel to launch a reward card for youngsters to encourage more families to do their big shop at its Moreton-in-Marsh store.

Through the scheme, launched in partnership with E-Bop.tv, children receive a sticker for their card when the adult they are with spends more than £15.

It aims to reduce the number of shops under £15 and encourage good behaviour from children.

The scheme, which was launched over the weekend, will be advertised in-store and on promotional panels outside of the store as well as a 30-second TV-style advert to feature on E-Bop.tv's parent portal, which will also show the latest in-store offers.

Guy Warner, who owns six stores, said: "Our new E-Bop.tv reward scheme is

an exciting initiative that promises to make the shopping experience far more engaging for young visitors throughout our stores."

Staff will offer children the reward card when they arrive at the store and explain how it works, and Warner's will also be promoting the scheme to local schools, playgroups and football clubs.

Children need to collect 10 stickers to complete their card, and will receive a Herbie Plush or voucher to

redeem online for an E-Bop.tv 'VIP membership'.

Vicky Brook, director of E-Bop.tv, said: "E-Bop.tv is delighted to be partnering up with Warner's Budgens to encourage children to behave well and help while grown-ups are doing the shopping.

"We hope this initiative will encourage others to follow suit. We all know rewarding and recognising good behaviour at this key stage in child development influences future traits."

Eight face ATM theft charges

Eight men have been charged in connection with a series of ATM gas attacks.

Thieves used high-powered tools to cut through shutters of stores with ATMs and then wrap chains around the machines before dragging them away. While, in other incidents a small explosion was created within the machine using tubing and gas canisters to blow it up from the inside making the cash accessible and causing extensive damage to the shop.

Ten ATMs were attacked, from Swindon to Kingswell in the north of Scotland, during a 12-month period up until February this year.

The men charged are all from north west England.

Simon helps them say 'thank you'

As children look for ways to thank their teachers ahead of the summer holidays, Simon Ford, manager of Appley Bridge Spar, decided to make the process a little easier. "We've made a 'thank your teacher' present display," he said. "Things like mini bottles of Prosecco, Thornton's chocolates and hand-finished cakes on offer at £2. It's just a mixture of things we thought would be affordable for kids."



Prepare for polymer £5

The NFRN has produced advice to help Scottish retailers prepare for the introduction of polymer banknotes.

New £5 notes will be coming into circulation during autumn 2016, with new £10 notes to be introduced in the second half of 2017.

Polymer notes are expected to last two-and-a-half times longer than paper notes and be harder to counterfeit.

Ball raises £188,000

GroceryAid raised £188,000 for industry workers in need through its annual summer ball at the Honourable Artillery Company Gardens. The money is enough to support 125 beneficiaries over the next 12 months.

A total of 600 guests enjoyed live music, a DJ set from BBC Radio 1's Dev, fun-fair attractions and a casino. The event raised 14% more than last year.

Mag specialist's pop-up partnership

Specialist magazine retailer magCulture is exploring the option of partnering with other store owners to launch pop-up sections in their shops.

Jeremy Leslie, who opened the store six months ago in Clerkenwell, east London, says it has broadened its stock and is

ahead of target in terms of numbers with 350 special-interest titles stocked.

Mr Leslie is now looking at pop-up shops, which he will have at Central St Martins and another in Edinburgh. He is also eyeing up the placement of bespoke, capsule ranges in other shops.

"To expand the business we're going to talk to other shops about taking a capsule range of our magazines," he said.

Mr Leslie has also moved into events since first opening the store. He has hosted book and magazine launches for the likes of the V&A and Index On

Censorship.

He said: "It was always our intention to hold events here, we have publishers coming in to talk about their magazines and with question sessions after. It attracts new customers to the shop and it's also a celebration of magazines."

● *Retailer viewpoint, p43*

NEWS

REGIONAL



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Stay safe says have-a-go hero

A retailer has urged other store owners to do all they can to protect themselves after a man was jailed for the attempted robbery of his Wolverhampton store.

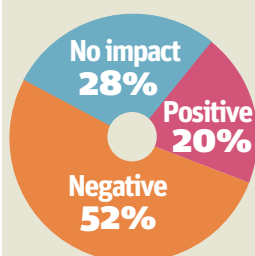
Nat Patel fought the thief off with a ladder when he attempted to rob Parkfield Stores with a knife earlier this year. Now the ordeal is over the have-a-go hero is encouraging his fellow retailers to do whatever it takes to keep themselves safe.

"I will put more cameras in the shop or at least upgrade the system. It will cost more but I suppose it needs to be done," the 65-year-old said. "Things like this are part of the hazards of running a shop."

"I'd say to fellow shopkeepers they have to look after themselves. If the incident was to happen again I'd do exactly the same."

The 37-year-old robber was sentenced to two years and eight months in prison.

RN READER POLL



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

NEXT WEEK'S QUESTION

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

Have your vote now

Go to betterretailing.com



TMA director general Giles Roca with Rebecca Dove, managing director of Hubbard Enterprises

Tobacco firms butt in with Ballot Bin opinion polls

The Tobacco Manufacturers' Association (TMA) is supporting the national rollout of the Ballot Bin, a project designed to increase awareness of the problems caused by litter. It encourages smokers to discard stubs responsibly by involving them in a public opinion poll. Each bin has a question printed on the front and smokers discard their stubs in one of two slots, in doing so casting their vote. The TMA, has part-funded the initiative, and has supported it since the launch of a pilot study in central London.

Undercover sting reveals scale of illegal activity Greater enforcement welcomed

Tackling illicit trade is local authority's priority

by Gurpreet Samrai

The trading standards team in a borough where an undercover operation exposed the ease with which illicit tobacco can be purchased in stores and online has claimed tackling the issue is a priority.

It comes after RN was given exclusive access to a crackdown in an east London borough, during which hundreds of pounds worth of counterfeit, smuggled and illicit white cigarettes were bought from stores for as little as £4.50 for a 20-pack.

A spokesman for the local authority's trading stan-

dards, this week, said: "Illicit cigarettes and tobacco are a priority target, we will use this information for future operations."

"Our trading standards officers already regularly work alongside our licensing team, police and HMRC to crack down on off-licences evading duty on tobacco and alcohol."

"Often during these operations, we use a sniffer dog to help us uncover goods hidden in basements and false walls."

The spokesman added that last week 500 duty-evaded cigarettes hidden behind a shop's counter were seized, as well as 2.9kg

of duty-evaded rolling tobacco, 3,800 cigarettes and 18l of unlabelled spirits in water and soft drink bottles after the doors of a locked store room were forced open by officers investigating the shop.

The sting, commissioned by tobacco manufacturer Philip Morris, 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.

Meanwhile, NFRN chief executive Paul Baxter this week said trading stan-

dards, councils, police and retailers must work closer together to burst the ballooning market in illicit tobacco and alcohol.

Following complaints from members that reports about sales of illicit or counterfeit goods fall on deaf ears, Mr Baxter has also called for greater transparency on investigations and outcomes from trading standards.

"Members would welcome greater enforcement from trading standards and we want to work together in partnership to crackdown on illicit trade," he said.

● *Up close with the bad guys* - p24.

Post Office acts after Irish passport rush

The Post Office says it has now responded to the unprecedented dash for Irish passport application forms after several branches in Northern Ireland ran out in the wake of Brexit.

Britain's vote to leave the European Union resulted in an upsurge of people across the region, which voted to

remain, looking to secure an Irish passport.

Several post offices were unable to cope with the demand, one that it now says it has under control.

"We saw an unusually high number of people in Northern Ireland seeking Irish passport applications over the weekend, which

meant we were temporarily out of stock at some branches," a Post Office spokesman said.

"On Tuesday morning we received more applications and so now have stock of the forms at all branches."

The problem was not helped by the fact that only 70 of 484 post offices in

Northern Ireland carry Irish passport application forms.

One postmaster said: "We have had a noticeable rise in the number of customers wanting an application form. I've never seen such an interest."

"We have more copies now, though."

LETTERS

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Collectors of partworks such as Military Watches are shopping elsewhere when supply difficulties persist

Partwork problems are losing me money – and customers

I've been having real problems getting back issues for partworks I order from Smiths News. We're missing a number of back issues for titles including Military Watches, Star Trek Ships, the Star Wars Millennium Falcon and Real Life Bugs.

This has been going on for a while and I'm losing my customers now.

One of the titles goes back to last year. I've spoken to Smiths, which gave me Comag's number; I've spoken to Comag, which told me it was down to Smiths and I can't seem to get an answer.

But nothing has happened and I'm so frustrated.

One customer was buying Real Life Bugs for his son and was coming in and doing his weekly shopping as well, but he's told me not to bother getting his back issues and he won't be back. He'd been coming for years. From a retailer's point of view, we can't afford to lose customers.

They've all filled their cards in, they're coming in to pick up the current issues, so they're asking where their back issues are.

We don't know if the new ones will arrive, let alone the back issues.

It's embarrassing, I've started calling Smiths in front of one of them, so they can see the problems I'm having and don't think it's me.

The customers are asking me what kind of business I'm running.

I've built the store up myself, I'm self-employed and I work hard, so

this kind of problem is so frustrating.

Harjinder Dosanjh
Dosanjh Convenience Store,
Eastleigh, Hampshire

A Smiths News spokesman said:
"We will contact Mr Dosanjh directly to discuss and resolve the issue."

Publishers' pledges are a lot of hot air

The national supply chain has got into such a state, with publishers now seemingly working to the wholesale house cut off time, as opposed to delivering within their agreed scheduled arrival time.

Publishers have to take a close look at their responsibility to retailers and wholesale. Constant late and bunched deliveries to wholesale circulated throughout the country places an un-financed burden on wholesale, which in turn is recovered through retail increased service/delivery charges. This is further compounded by late deliveries to retail. Not counting double-runs, the cost to retailers can amount to hundreds of pounds a year, for some larger retailers and roundsmen thousands.

Poor excuses for lateness are becoming the norm and not being addressed by the publishers. Major incidents or accidents excluded, in general terms the retailer is so fed-up with the publishers' lateness, with no compensation payable. Is it any wonder that when the publishers keep saying that they want to work with and help support retailers, it is taken as just hot air?

Stuart McClymont
Mac's, Nottinghamshire

YOUR ISSUE

HOW YOU CAN FIGHT AMAZONFRESH THREAT

AmazonFresh announced it was expanding its services to an additional 59 postcodes in north, east and south London last week. With the launch of new delivery options threatening to infringe on independent and symbol retailers' trade, RN has spoken to a retailer, online service provider and analyst to find out how they can fight back.

Sandip Kotecha, Londis retailer

Offering a delivery service is going to be vital to survive over the next five to 10 years.

We partnered with Just Eat last year. I had the choice of setting it up myself, but, in reality, to make it viable almost instantly I didn't have the resources to go it alone.

Just Eat takes 14% of all sales and there was an outlay cost of £700 for the terminal and set up costs, but it's been an instant success.

It is brilliant at selling your store and offering for you. Advertising is local and national, it's brilliant. Last Sunday we had our best-selling day ever – double the previous Sunday.

No one in a half mile radius orders for delivery, but people are looking at Just Eat and coming into the store, as well as people phoning orders through.

Food to go and delivery came in hand in hand for us and since the beginning of December last year we have seen a 13% increase in turnover.

Things like AmazonFresh are a threat, but I'm local and I'm fast.

Marco Saio, co-founder of delivery service Bevy

It's an interesting evolution of the retail industry. What Amazon is doing is the same as the big four. Independents are at the back of the retail pack in terms of technology and delivery solution, and Bevy gives them a platform and customers who have never stepped foot through their doors. We're a new tool in the fight to draw back share against the encroaching supermarkets.

There is scope for retailers to

go it alone and offer their own online delivery service, but they need to have the time and the technological know-how.

Most of the retailers we work with don't have a website and we are giving them a digital net to increase incremental sales. On average, month-on-month revenue growth has been 30% for the stores we work with.

It's very important to be aware where the market is moving. There's huge opportunity for growth and technology can help convenience stores claw back business.

Tim Billson, IGD's senior retail analyst, convenience

Nowadays, the question for shoppers isn't just what to have for dinner, but how is it going to get to the table? Will Amazon-Fresh be whizzing it around that afternoon, or will something be delivered from a favourite restaurant courtesy of Deliveroo or Uber Eats? Convenience stores need to consider how they will keep shoppers coming through their doors as these new market entrants start to make their mark.

For those shoppers on a 'meal for tonight' mission, inspiration and ideas are crucial, and this is where convenience store operators can really come into their own.

Cross-category merchandising and complete meal ideas will help shoppers to trade up.

Are you helping shoppers by grouping core ingredients together? For example, combining meat and fish with complementary fresh ingredients and paired wines or beers offers a straightforward option for shoppers and can help increase basket spend.

Despite all the options now available to shoppers, they still visit convenience stores more times than any other type of food and grocery store each month, so there is plenty to play for.

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OPINION

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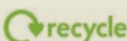
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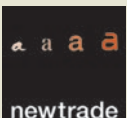


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YOUR SAY Has your approach to managing promotions changed over the past few years? If so, how?

Bhavesh Parekh

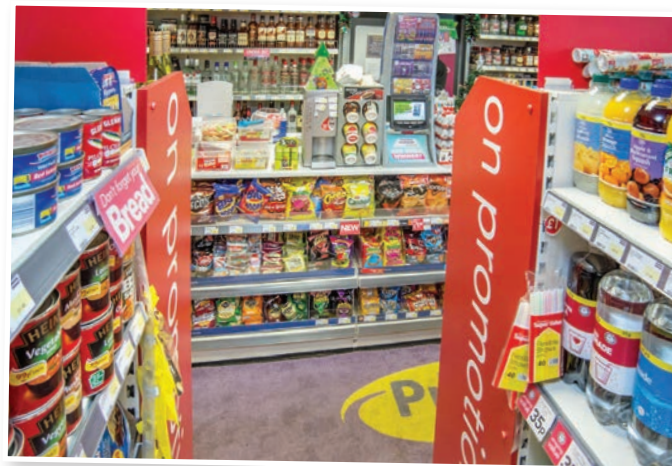
Kwiksave,
Little Lever,
Bolton

We're still quite reliant on promotions to drive footfall. We do the largest leaflet run we can to drive that activity and to make people aware of what offers we run. PoS is very helpful, it does all the work for us. Customers still want to see promotions in-store too. They change every three weeks and people always want to know when the next one is on its way. The only downside is if they only come in for the promotion.

Julie Duhra

Julie's Convenience,
Telford

I would say shoppers are looking for promotions now more than ever. They're not just looking for bargains, and we are reflecting that more and more. Our end-bay promotions and so on are doing really well. Promotions are definitely working



for us. We now have customers coming in asking when they are changing. They want to be first and don't want to miss out on promotional offers.

Paul Mather

Sherston Sub Post Office & Stores,
Sherston

A good promotion always works, but it's increasingly about getting the right balance. Everyday

low prices are fine, but that extra offer, where shoppers perceive it as being better value, never goes amiss. What works best now is a combination, with good pricing giving you a reputation for value, as well as good promotion offers. We've just had a promotion on local beers, people know the price and the offer is great, so it's worked. But it's not black and white any more.

YOUR STOCK Do you think Smiths News' new app which will enable retailers to lock in HND orders will be beneficial?

Julia Bywater

Bywater News,
Dudley

SNapp is already a really useful tool, but it's going to be even better with the HND feature. This morning, for example, I didn't have enough copies of the Black Country paper for my HND customers because we had a particularly slow week in store last week, so Smiths re-

duced my copy allocation. I had to go out early and buy them from Tesco, which is definitely not ideal.

Graham Walker

Walkers News,
Norfolk

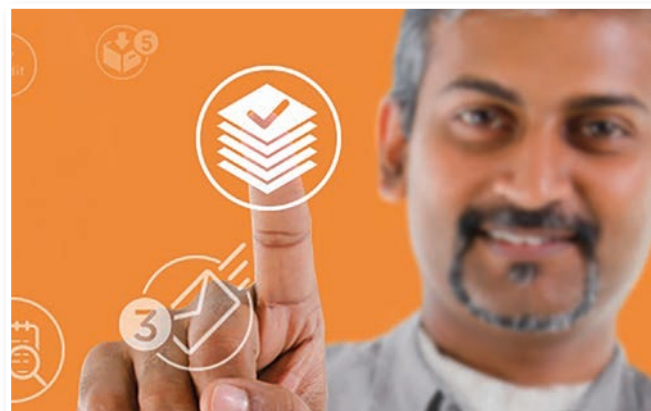
If it actually works, then that would be great. I have eight very profitable HND rounds, which I have spent 15 year accumulat-

ing. These are big businesses including factories, libraries, theatres and accountants, which have stayed loyal to me because of my good service. Magazines are sometimes even worse, and even though I have put myself down for three saved titles a week, I still get fluctuating allocations between one and 10 a week.

Graham Doubleday

Newsmarket,
Ashton under Lyne

Around three quarters of my newspaper sales are HND, so if this actually works, it would be beneficial. However, based on the current system I really don't have a lot of faith. Right now I have to fill Smiths' 'sale point' form, which is basically telling the sales team how many copies you would like the next day, but I never get the amount I request. So only time will tell if this will be any different.



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INDUSTRY PROFILE

Unilever

Hellmann's brand manager Hannah Webb explains why summer is a great season for independents, and how her brand's new range of sauces can add to their sales

RETAIL NEWSAGENT From a Hellmann's point of view, what sales opportunities does summer provide independent retailers?

HANNAH WEBB As soon as the sun comes out, consumers flock to the shops for barbecue ingredients. The peak season is the 12 weeks to 17 August and this presents a huge opportunity for retailers who will undoubtedly see an increase in sales of table sauces.

RN How can store owners take advantage of this?

HW It's important for retailers to be prepared and stock up early on key summer products. Then, to drive sales, they should make barbecue products easy to find and encourage cross-category merchandising by stocking variety sauces, mayonnaise and ketchup next to barbecue fixtures or meat chillers. Also, they should keep a flexible store layout that allows them to clearly highlight barbecue-related products. When it comes to condiments, it is important to offer a range that has variety and choice.

RN How does the Hellmann's portfolio fit into this?

HW We're looking to reinvigorate the dressings category with our new 10-strong range of barbecue and hot sauces, which launched in April along with our campaign, 'Grilltopia', backed by a £10m media investment. They offer retailers an opportunity to stock up and tap into summer sales with something completely new. The range can be used to glaze, dip and marinade so it will appeal to a wide variety of consumers shopping on impulse or looking for barbecue condiments.

RN Which trends and demands have influenced your brand activity?

HW We have seen a growth in sales of 'variety' sauces. Our new line-up of flavours, which are sourced from around the world, will capitalise on this and attract more shoppers by offering something different. Customers are always looking for new ways to improve their barbecue dishes and the demand for unique and innovative flavours continues to grow.

RN How reliant are you on the fact that stores have a strong and appetising fresh range to boost sales?

HW Our core mayonnaise products perform consistently well throughout the summer, which makes them an essential addition to salads and barbecues and a must-stock for retailers. The barbecue and hot sauces range offers premium products which are completely unique and different to other sauces



It's important for retailers to be prepared and stock up early on key summer products

on the market. Consumers are always looking for choice, so the range, which is being supported through a heavyweight marketing campaign, gives retailers the opportunity to offer a wide range of flavours for shoppers to choose from.

RN What support are you providing to improve stores' sales and standards?

HW We recognise shoppers are always looking for inspiration for new dishes, so we have ensured each variant within the barbecue and hot sauces range has been paired with a specific food on PoS material. In addition, stores can display the range next to these foods to encourage shoppers to experiment with new combinations.

RN Looking ahead, what's your ambition for Hellmann's in convenience? What's the big opportunity for the brand?

HW Through our marketing campaign, we're hoping to attract mayonnaise shoppers who don't buy variety sauces to accelerate category growth. This creates a huge opportunity for independent and convenience stores to unlock sales with a range that offers shoppers something different. We're determined to make Hellmann's not only the nation's favourite mayonnaise, but a barbecue must-have too.

** Company CV **

Company Unilever

Hellmann's brand manager Hannah Webb

Profile While mayonnaise dates back to 1756, the Hellmann's brand was launched in New York in 1905 and now comprises mayonnaise flavours such as garlic, chilli, plus dressings, vinaigrettes, ketchup, salad cream and barbecue sauces.

Latest news A new range of Hellmann's barbecue and hot sauces is now available, which maker Unilever says is perfect for consumers who want to offer barbecue guests something new and different.

**

**

JOHN EASTWOOD

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Crisps and snacks have always been core to every independent store, but which trends are having the biggest influence on range planning and sales in 2016? John Eastwood investigates

Core foundations still strong

Earlier this year, I undertook a major transaction study which highlighted the importance of crisps and snacks to independent retailers.

I tracked sales in a sample of 211 shops over a four-week period, where more than two million transactions took place. Of these, 8.1% involved the purchase of crisps and snacks, showing that one in 12 customers buys from this category.

More importantly, the data showed customers who purchased crisps and snacks bought an average 4.3 items during their visit, and more than 24% of these transactions included six or more items. This is far higher than the average basket size.

Looking at data for the wider independent sector, two main trends are evident in this market this year.

Firstly, pricemarked packs are growing in prominence. Figures for the first 24 weeks of the year show they now account for 45.5% of sales value, which has grown from 36% a year ago.

PepsiCo's introduction of 50p pricemarks on standard 32.5g bags of Walkers last summer has contributed heavily to this growth. They have been adopted by the majority of retailers, with data for the four weeks to 11 June showing 82% of stores had chosen to sell independents' best-selling product, Walkers Cheese & Onion, in pricemarked packs. The fact 18% decided to opt for non-price-marked packs shows how important it still is for manufacturers to offer retailers choice about what to stock, however.

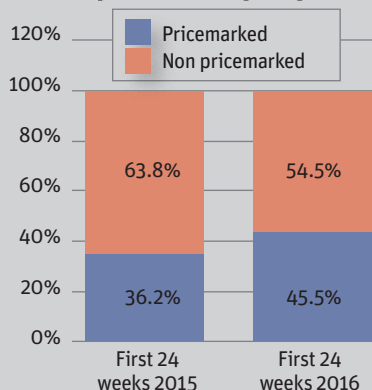
Secondly, another major development has been the increasing importance of sharing bags. In the first 24 weeks of 2015 they accounted for 34% of market value, but this had grown to 38% in the same period this year. There was marked growth in Doritos 102g bags pricemarked at £1, for example, and also significant contributions from Pringles 190g and

RIGHT FORMAT, RIGHT TIME: How and when customers buy crisps and snacks

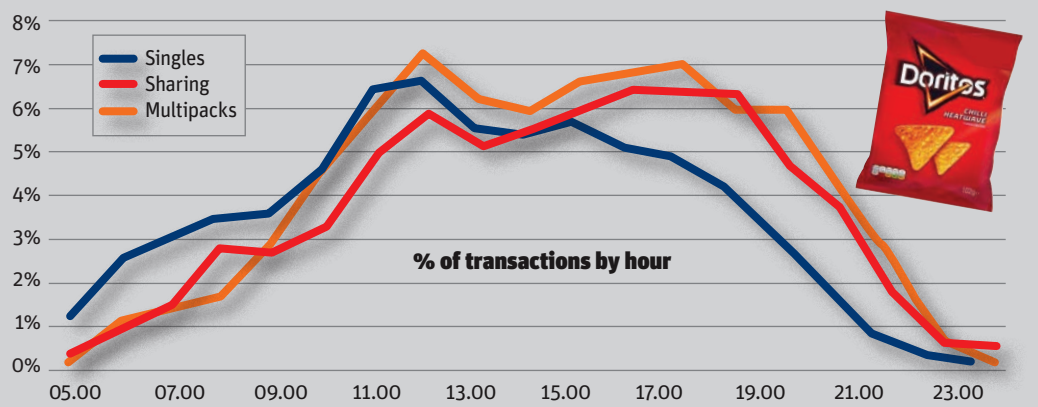
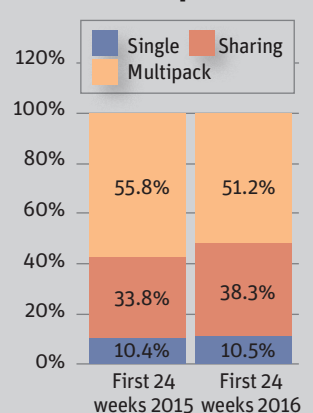
Top 10 bestsellers in independent stores

Walkers Cheese & Onion 32.5g
Doritos Chilli Heatwave 102g
Walkers Ready Salted 32.5g
Doritos Tangy Cheese 102g
Doritos Cool Original 102g
KP Hula Hoops Beef 96g
Quavers Cheese 58g
Pringles Original 190g
Wotsits 63g
Own Label Onion Rings 75g

% value share – pricemarked v plain packs



% value share – pack formats



82% of stores had chosen to sell Walkers Cheese & Onion in pricemarked packs

KP with Hula Hoops at this price.

Transaction data for sharing bags show that while they sell well at lunchtime, their peak sales are achieved between 4pm and 5pm, so it is clearly essential to ensure shelves are fully stocked at these hours.

Multipacks and assorted boxes also continue to climb the sales charts.

Looking at the crisps and snacks market overall, traditional crisps accounted for 31% of sales value last year, with other savoury snacks such as Pringles and Doritos taking a 62% share. Elsewhere, nuts, savoury popcorn and other miscellaneous snacks such as Bombay mix make up the

mix, with nuts and popcorn in distribution in just over 80% of shops.

In 2015, £340m was spent on crisps and snacks in our shops, representing a small fall of 2.6% on the value of the market compared with 2014. Moving into this year, the rate of decline slowed down to just 1.6% in the first 24 weeks.

So while symbol groups and manufacturers give ever more focus to categories such as fresh and chilled, this study shows how core traditional sectors remain foundational to independent stores. ●

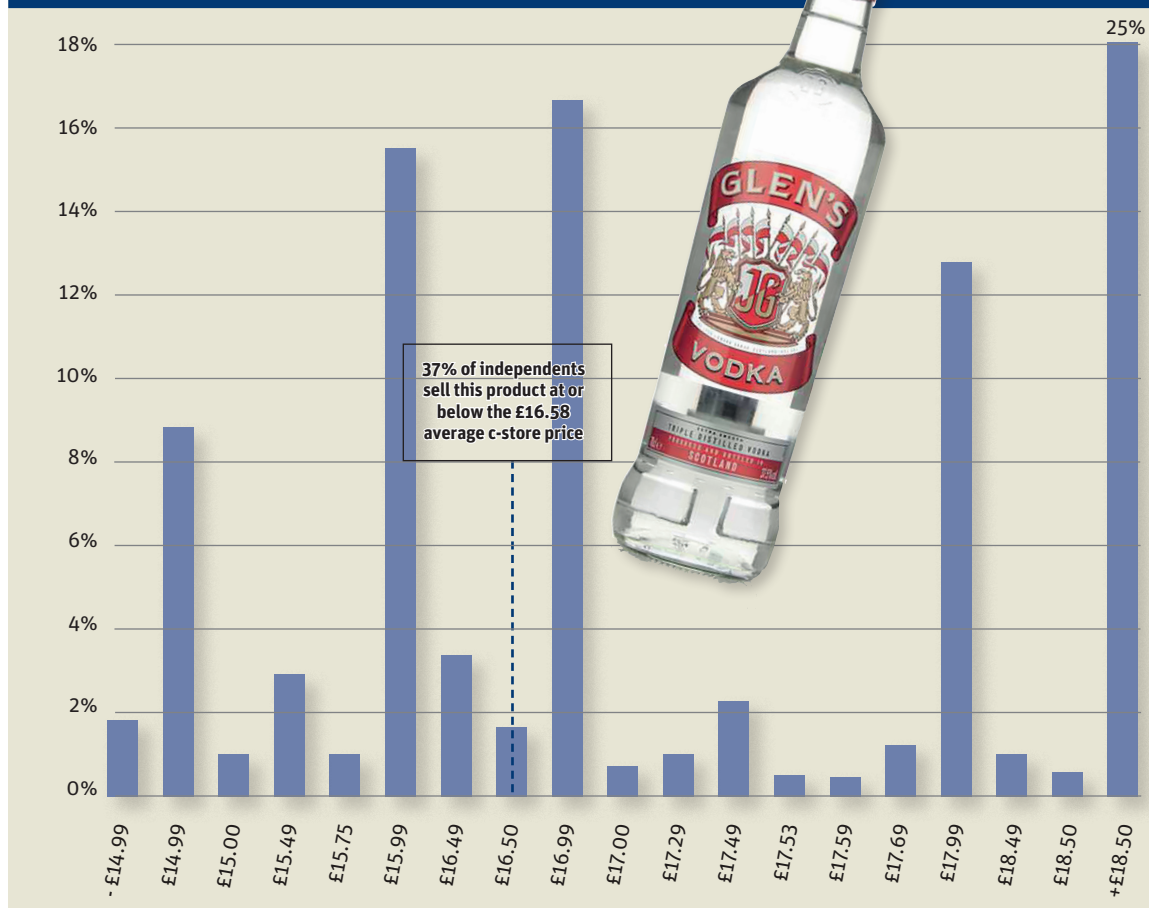
John Eastwood is a data analyst for EDFM

PRICEWATCH

Benchmark your prices against your peers

In focus Spirits

GLEN'S VODKA 1l Price distribution %



Sample prices

PRODUCT
Smirnoff Red Label Vodka £13.79 PM 70cl
Glen's Vodka 70cl
Smirnoff Red Label Vodka £7.89 PM 35cl
Glen's Vodka 1l
Chekov vodka 70cl
Jack Daniels Tennessee Whisky £19.99 PM 70cl
Russian Standard Vodka 70cl
Smirnoff Red Vodka £4.79 PM 20cl
Chekov Vodka 35cl
Glen's Vodka 20cl
Gordon's Gin 70cl
Smirnoff Red Label Vodka 1l

Analysis

Pricemarked packaging on spirit bottles has become ubiquitous across the country with bestseller Smirnoff 70cl topping the chart largely thanks to its pricemarked variant. It's further evidence

that almost no category is now unaffected by pricemarking, but the high take up across all kinds of stores on the above table suggests retailers understand how necessary it is to communicate value. To

protect margins and stand out it is not surprising the likes of Harj Dhasee focusing are on premium and regional products (Cotswold Gin and Two Birds Gin) where increased profits can be found.

How we set our prices

Debbie & Ben Dyer

STORE Debbens News
LOCATION Waterlooville, Hampshire
SIZE 1,000sq ft
TYPE neighbourhood

TOP TIP

"Pricemarking is very important so people know we are not ripping them off."



We tend to pricemark our spirits and we tailor what we are selling to what our regulars are after. For example we make sure we have Scotch whisky as we have someone who comes in for a bottle almost every day. We try to keep it competitive because if we wacked up the prices it just wouldn't sell. We have brand names such as Smirnoff but have also economy ones too. A £4.99 bottle of amaretto we stock sells very well, with one person buying four bottles in one go.

Eric Jordan

STORE Evenwood News
LOCATION Bishop Auckland, County Durham
SIZE 250sq ft
TYPE village

TOP TIP

"Being next to big supermarkets you need to sell economy or pricemarked bottles to survive."



Scotch whisky and vodka sells very well in our shop especially the economy brands such as Chekov. It is the same with brandies. To be honest, unless I have pricemarked bottles I can't really compete with deep discounting supermarkets and it just wouldn't sell at all. This is because in recent years at least four different supermarkets have opened up within four miles of our store.

Rachel Barr

rachel.barr@newtrade.co.uk

020 7689 3358

Data supplied by



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

		RETAILER 1 Village store, Gloucs.	RETAILER 2 Large suburban c-store, Glasgow	RETAILER 3 Small town centre store, Scotland	RETAILER 4 Busy town centre store, East Mids.	RETAILER 5 Housing estate c-store, Surrey	RETAILER 6 Village store, Beds.
£13.79	£13.67	£13.79	£13.79	£13.79	£13.79	£13.79	£13.79
£13.99	£12.04	–	£10.99	£11.99	£13.99	£13.99	–
£7.89	£7.88	£7.89	£7.89	£7.89	£7.89	–	£7.89
£19.29	£16.58	–	£15.49	£16.99	–	£16.99	–
£17.99	£12.32	£12.29	–	–	–	–	£12.29
£19.99	£19.97	–	£19.99	–	£19.99	–	£19.99
£16.49	£14.03	–	£13.99	–	£13.99	£13.99	£13.99
£4.79	£4.79	£4.79	£4.79	–	£4.79	£4.79	£4.79
£6.59	£6.94	–	–	–	£7.19	–	–
£4.39	£4.48	–	–	£4.29	–	£4.39	–
£18.29	£14.40	£14.49	–	£14.49	–	–	£14.49
£25.99	£21.16	£19.99	£19.99	£19.99	–	£19.99	–

My Local Hero

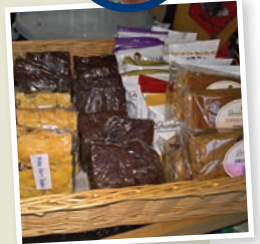
Retailers reveal the most profitable produce on their doorsteps

Peter Lamb

Lambs Larder,
Bells Yew Green,
East Sussex



Homemade flapjacks and other cakes, £1.20



Where did you discover it?

"A lady called Zoe who lives in the village and works part-time in the shop saw that we were stocking flapjacks and cake and said she could do better. She is a good baker and since we started four years ago we have gone from flapjacks to selling brownies and other cakes as well."

Who buys it?

"A lot of people who come in for a coffee from our machine tend to buy them. Because we are by the station people get them on their way to and from work. We put out samples for people to try when we first started and we now sell hundreds every week."

Why is it so successful?

"I think people believe they are better for you and they probably are and they don't have any preservatives. Even though they are more expensive than the bought in ones (which are 70p) people see her bringing them in showing that they are always fresh."

David Hiscutt

STORE Londis
LOCATION Westham Road, Weymouth
SIZE 2,000sq ft
TYPE town centre

TOP TIP

"We stock more premium brands during the holiday season as they are more popular then."



We stock economy brands along with Smirnoff. I have tried the more premium brands such as Ciroc but they just don't sell normally. This is because we are a seaside location and our trade is very seasonal. We tend to sell more premium spirits in the summer holidays when families come to visit. We don't have all our products priced marked but having a selection of them means we are giving the perception of value across the range.

Harj Dhasee

STORE Nisa Local
LOCATION Mickleton, Gloucestershire
SIZE 1,800sq ft
TYPE high street

TOP TIP

"We get staff to taste the brands so they know what they are talking about when advising customers."



We have all of the main stream brands priced marked otherwise it makes us very uncompetitive. It does mean our profits are controlled so I am not the biggest fan of it. If we don't it just doesn't sell, though. We have done quite well with high-end spirits such as Cotswold Gin and Two Birds Gin. Not in huge volumes but the cash margin is good as we make £8 a bottle and they do sell. We have been letting staff sample products too so know what they are talking about. ●

RETAILER PROFILE



New mags on the block

While many retailers have started to steer away from the challenging newstrade, London retailer Perry Thaker embraces it. Over the past three decades, Perry's store has evolved to specialise in niche fashion titles, meeting an ever-increasing demand. **Tim Murray** reports

During the near-30 years that Perry Thaker has owned Charlotte Street News, in London's Fitzrovia, many store owners have decided to move away from the newstrade as sales have dwindled. Not Perry, however – he has slowly but surely morphed his business into a specialist magazine outlet, one that stocks scores of somewhat obscure titles.

Nestled in between advertising agencies, fashion houses and lying just north of the world-famous shopping mecca Oxford Street, it stocks lavish fashion magazines that retail for sums well into double figures.

"We started ordering titles local businesses were asking for. Slowly, over the years, we've grown the business as demand has grown."

Titles available at Charlotte Street News include such names as Lula, Proper, Jocks & Nerds, Lucky Peach, the Australian fashion title Lunch Lady and Purple Fashion (priced at almost £30).

Fashion fans, meanwhile, also make the trip up from Soho to the store. "Once they know we stock the one magazine they want, they'll always come back to us," he says.

To keep this customer base satisfied, Perry searches out new publications, too.

"There are still magazines we might not stock. People ask 'do you have this one?' and if we don't have it, we Google it, contact the publisher and get it in stock."

Key to the business's success is the display that draws magazine lovers in. Under the store's canopy – one of the few in the country that features The Week, published by nearby Dennis – are purpose built shelves featuring new titles, all face on, highlighting the extent of the range available.

To increase his overall profits, Perry deals with companies to book up space in the display, with similar arrangements in store.

"We got the units from a company in Birmingham 20 years ago. The publishers like it and book the windows up," he says. "One of the distributors books space for their titles all the time. Every week, on a Thursday, we change it – which keeps it fresh," he says, adding: "When London Fashion Week is on, all of our windows are solidly booked."

There's a similar system at work inside the store too – and the results prove its success. "If we have a display on the wall, we'll take a lot more copies and they will sell," Perry says.

While he does stock the other items you'd expect to find in a CTN he says he would happily ditch the sweets and chocolates. "I'm not as interested in that anymore," he says. "If we could sell that space to publishers and distributors, we'd not sell chocolates at all."

"We used to do a lot of cards and chocolates, but you can buy them cheaper at Tesco." Instead he concentrates on



Stocking a lot of specialist magazines isn't that different. It takes more time, but you still work closely with distributors and publishers and we keep their details on a spreadsheet."

PERRY THAKER



Perry no longer sells as many cards and chocolates so he can use more space to sell products with higher margins, such as magazines



"We started ordering titles local businesses were asking for. Slowly, over the years, we've grown the business as their demand has grown"

VISIT MY SHOP

Charlotte Street News

66 Charlotte Street,
Fitzrovia,
London W1T 4QE



magazines costing £10 and upwards, offering a far better margin than confectionery and snacks.

As the business has developed, Perry has begun to use his store's website to offer online sales. He pushes the site to customers in store, on the canopy and on his plastic bags. "I'm not good at computers, but I found someone who could build the site. I knew what we wanted."

The online side has replaced his delivery business, which at one time provided magazines for media companies such as Channel 4. He sold it a few years ago during a bout of ill health.

Yet while digital sales are a growing area of his business, the store's atmosphere benefits from being rather less boldly modern.

Despite the size of the store – it is around 500sq ft – it has a feel more akin to a bookstore at times, with customers browsing and eyeing different publications. It's something he positively encourages.

"People said it looked like a bookstore," he says. "People like it and we have tourists taking pictures of it."

"It's nice to have customers come and look at it. Some people browse, some people don't buy, and that's fine too."

"With all the magazines we stock here, some people will buy more than they intended." ●



Want to see more of Perry's store?
Go to betterretailing.com/perry-thaker

ACADEMY IN ACTION



Imperial Tobacco's Dean Elson and Rob Taylor talk about availability with Trudy Davies and Tracey Orehawa

Availability

Search
#IAA16 for
ideas and
inspiration



You can't sell empty spaces, which is why maintaining good availability of products is crucial. The IAA's Chris Dillon visited Trudy Davies' store in Powys with Imperial Tobacco's Dean Elson and Rob Taylor to find out how she can improve her availability



Name Trudy Davies

Store Woosnam & Davies

Location Llanidloes, Powys

Size 800 sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 6th 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.



Woosnam & Davies News is a CTN in a small town in the heart of Wales. It is located on a busy high street packed with other local businesses and benefits from a loyal customer base and strong community.

The store is a long-standing part of Llanidloes and in 2018 will celebrate its 50th anniversary of selling news.

Trudy has been in charge of the store for 22 years and regularly supports community events and causes, which helps it stand out from competition such as a Spar just two doors away.

The store already maintains high availability, but struggles because it is far away from its suppliers. Trudy and her staff keep notes in a handwritten diary to keep on top of when products are needed.

My challenge

Trudy prides herself on stocking the products her customers ask for, but struggles to get hold of specialised brands.



IAA ADVICE

1

Have a written target for availability

Dean asks if Trudy uses EPOS to keep track of her availability.

"The nature of our shop means customers are not going to wait for me to scan every newspaper. Half the time it's in their bag and they just hand us the money," she says.

Trudy asks if EUTPD II will affect tobacco availability.

"I don't think it'll have a huge effect, although the products being phased out will go at different times. But it'll mean you can double-face bestsellers, which will actually improve availability," Dean says.

A good target for availability is 90-95%, he adds, but with Trudy's location this might not be possible all the time. He suggests she selects a target, shares it with staff and records how they are doing so she has a better understanding of the store's overall availability.

2

Follow up suppliers to get the products you need

Owing to Trudy's location, the nearest cash and carry is over an hour away, meaning they only visit once a week and then rely on deliveries. Because of this, Trudy is unable to stock one specialised tobacco brand, which is causing her to lose customers.

"On average, fifteen per cent of consumers will go elsewhere if their preferred product is out of stock, but on specialised brands that figure is a lot higher," says Dean.

Trudy says she has tried to discuss her problem with her wholesaler but has had no luck. Dean suggests Twitter is an effective way of getting suppliers' attention. "Try telling them you love their product but can't find a way to stock it and they're more likely to help you." Trudy agrees to use her Twitter account to help her build relationships with suppliers and discuss her issues.

3

Analyse data to work out when perishable items should be available

Dean asks Trudy how she keeps on top of everything if she doesn't use EPOS. "We have a diary that has everything in it, such as when products go out of date, delivery information and under-age sale refusals," she says.

Although Trudy doesn't sell a lot of fresh products, she is very careful about the dates on her confectionery and her staff make a note of products, such as local eggs, with short sell-by dates so they can be put on offer two weeks before.

Dean recommends an easier way to keep track of dates. "If you invest in a communal tablet, staff can carry it around the shop and update it as they go. Having everything in one place would help you keep track. You could even set reminders, and jot down new ideas. It'd be easier to update social media from it too."



WHAT WE LEARNED



Dean says

"We were really impressed with this store. Trudy is doing a lot of things really well. She's not just running a shop, she's running a resource for the community, which is something that's at the heart of every successful convenience store. But it's important to retain customers with strong availability of the products they want. Trudy has read up on EUTPD II and understands it will be an organic process she'll need to be quick to react to."

Dean Elson

Availability and distribution executive for Imperial Tobacco






Trudy says

"It's been excellent to hear where I can improve from someone like Dean. You can't stop learning and you can't stop changing, you have to evolve. When we first came here we had £10,000 worth of stock to take over. Over the years we've kept adding things people wanted to buy and now it's nearly £40,000. This makes maintaining strong availability really important to us, so we'll definitely look to talk to our suppliers more."

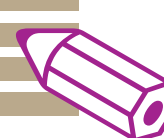
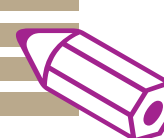
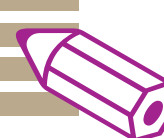
Trudy Davies

Woosnam & Davies News, Llanidloes, Powys

Trudy's action plan

-  Select an achievable target for availability and keep track of progress
-  Use Twitter to build relationships with suppliers and raise awareness of availability issues
-  Invest in a tablet to keep track of stock and sell-by dates more easily

Your action plan

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

ILLICIT TOBACCO

Last week, RN joined a team of former law enforcement officers as they gathered evidence about the illicit trade in one London borough. **Tom Gockelen-Kozlowski** reports

Up close with the bad guys

In one London borough, over the course of just three hours, RN was able to see first-hand just how extensive the problem of illicit tobacco has become.

A group of former law enforcers who investigate the illegal trade on behalf of Philip Morris had invited us along to witness test purchases and even take part in some. It is all part of an ongoing mission the team has to spread awareness of the dark market.

"We can do this as much as we like, but the benefit is when other people become aware of it so they can do something to start to tackle it. Until that happens, legitimate retailers are going to be handicapped," one member of the team says.

Because of the nature of their work, RN has agreed to protect the investigators' identities. With the illicit trade flourishing, the team travels across the country collecting evidence, so their anonymity is crucial.

As we prepare for the first purchase, another team member begins

to tell me about the process involved.

"Once I make the purchase I make a note of it, then we take them back and one of the team catalogues and sends it off for analysis," she says. "We will write a report which is then handed to HMRC and trading standards."

The extraordinary thing about their work is that they do not use tip-offs before entering an area, but will begin simply by asking people where they can get cheap tobacco and go wherever this advice takes them.

During the test purchases – over the course of two days, for which RN is present at one – hundreds of pounds-worth of tobacco was bought with retailers using outers, old boxes and even – in one case – a can of SMA baby milk powder, to conceal illicit tobacco.

Online adverts, ice cream stands and a host of other businesses were also in on the illicit trade and what became clear was if one store had run out – it's clearly a popular crime in this area – the same



The team found smuggled, illicit, white and – as seen here – counterfeit cigarettes



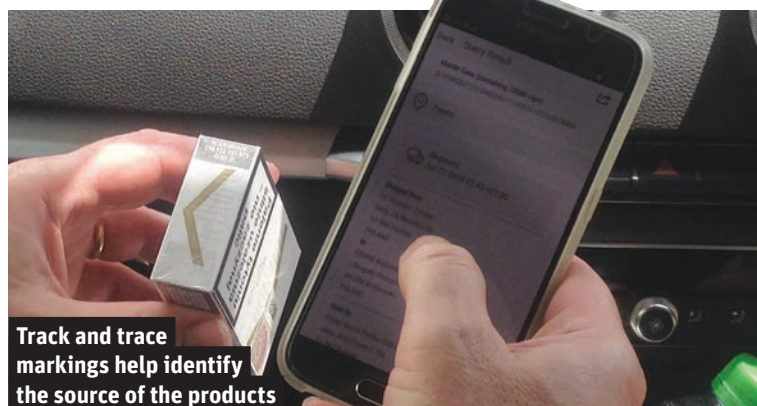
Coroners have said these products have contributed to deaths

retailer would be able to point out another store where we would be able to stock up.

Every purchase that is made involves asking for two packs so one can be left unopened and the other can be analysed. I'm told it's not just substandard ingredients that can pose a risk to illicit tobacco smokers.

"Coroners have said these products have contributed to deaths. A legitimate cigarette will go out when it's burned to the end, but you get a little flame from the filter with counterfeits and illicit whites. If a little old lady falls asleep in her chair you can see how it can be very dangerous."

In all, we pick up 17 packs of cigarettes on that one morning as well as another carton of 10 through an online delivery. The two packets I'd bought myself are given to Will O'Reilly – the man in charge and one person we can identify – who uses new track and trace markings to discover my two packs had last been



Track and trace markings help identify the source of the products



Will O'Reilly, far left, with his team of investigators



recorded a few weeks prior in Gdynia in northern Poland. It's all further evidence that will help crack down on this illegal trade.

After witnessing repeated purchases over a few hours it was difficult not to wonder about retailers in the area who are not engaged in this activity. What must they think about such brazen flouting of the law on their doorstep?

"Legitimate retailers have got a mountain to climb," the team

member I'd first got talking to says. "People will go to these businesses because they want their cigarettes and while they're in there they might buy their milk and bread and other products. If you haven't got the items that bring customers in in the first place, you won't sell the other bits."

In this corner of east London there will be many dozens of retailers in this position – struggling to maintain sales because they do the right thing.

WHAT I LEARNED BUYING ILLICIT TOBACCO

I thought it would be tough – what disturbed me most was that it was easy



"If you want, you can have a go at making some purchases too."

I had met the team who investigate the illicit trade on behalf of the tobacco industry in an east London car park just moments earlier, after receiving a phone call the previous day giving me details of the time and location of the evidence-gathering operation.

Minutes into the briefing and I'm facing the possibility that I could be thrust into the position of buying from these illegal traders myself. I'm a little doubtful, it has to be said.

The team who I meet are all experienced former law enforcers from the UK and eastern Europe – one tells me how she has had experience of buying heroin and worked in teams who have purchased firearms over the course of different cases during eight years with the police. I, on the other hand, have no experience of going undercover or asking for under-the-counter items.

Surely they would suspect me? Surely it would take more than a few words to get a retailer to offer up cheap, illegal tobacco to a stranger? Surely, I thought, it wouldn't be so easy.

Shockingly, it really was that easy. Where ever we went, "£5 Marlboro" or "cheap Benson & Hedges" was all you would need to say and a plentiful supply of counterfeit, smuggled or illicit white cigarettes would be handed over.

This wasn't just retailers either – mobile phone shops and an ice cream stand handed investigators illicit tobacco during the course of their investigations and although we never met him, "Bill the baccy man" was a well-known figure in one pub we visited. We were told he switches between selling in the pub itself and outside a supermarket.

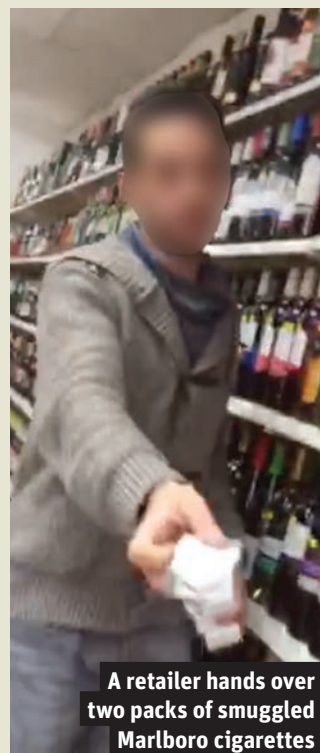
In the same supermarket's

car park the team organised an online delivery of smuggled tobacco through a London-based Lithuanian chatroom. There I was – the first external person ever allowed to take part in this kind of online deal – with zero Lithuanian and unable to understand the conversation. This, surely, must be a step too far?

No, the guy who arrived for the deal shook my hand, handed over a carton of Winston Classics and didn't bat an eyelid.

This may be just one London borough, and I may have only been following the team for three hours, but this – they tell me – is the same experience they have up and down the country.

Knowing the facts and figures behind the illicit trade is one thing, seeing how openly these criminals are willing to sell their goods and how many of them there can be in a single community makes it clear just how massive a problem this is for our society. ●



A retailer hands over two packs of smuggled Marlboro cigarettes

RIO OLYMPICS 2016



Being prepared and having a plan can help guarantee you greater sales

With less than a month until the Rio Olympics begin, retailers have an opportunity to profit from the excitement of dedicated sports fans. **Toby Hill** talks to retailers to discover how they plan to take advantage

On 3 August, the opening game of the women's football tournament will launch Rio 2016, picking up the baton of a summer of sport from Euro 2016.

Retailers will be hoping Britain can recover from the

embarrassment of England's all-too-short appearance the Euros.

RN asks readers for their three-point plans for taking full advantage of the opportunity in their stores this summer.

Dave Hiscutt

Westham Road Londis, Weymouth



1 I felt we spent too much time focusing on football, so I sat down with staff and discussed what we could do for the Olympics instead.

2 A different demographic watches the Olympics to the Euros, so we'll use different in-store theatre and highlight an alternative range. We'll push premium snacks and pork scratchings from our local supplier.

3 We'll push a wider range of alcohol than we did during the football - wines and spirits, not just lager. We'll dual site the most important products, stacking them both in our horseshoe-shaped alcohol section and near the tills.

Julie Duhra

Julie's Premier Convenience Store, Telford, Shropshire



1 I'll put posters in the windows to catch people's attention, then talk to customers about it when they come into the shop and find out what kind of things they want.

2 We'll run an in-store raffle with a range of prizes: picnic baskets full of food, a teddy to attract the kids, products from the Olympic sponsors and so on.

3 I'll try and draft in some extra sporting magazines to put on the shelves alongside the few usual ones we have, and point them out to any customers that might seem interested. »

RIO GAMES TIMELINE: What's happening when?

WEDNESDAY, 3 AUGUST

17.00 First event - women's football, first round

FRIDAY, 5 AUGUST

23.15 Opening ceremony

SAT 6 AUGUST

13.30 Men's cycling road race - likely to feature Chris Froome and Geraint Thomas

14.00 First beach volleyball games on Copacabana Beach

MONDAY, 8 AUGUST

20.00 Diving: Men's 10m platform synchro - likely to feature Tom Daley

FRIDAY, 12 AUGUST

20.00 Cycling track finals: likely to feature Sir Bradley Wiggins

SATURDAY, 13 AUGUST

01.55 Athletics: Men's 10km final - hopefully with Mo Farah running

02.45 Athletics: Women's heptathlon finishes - likely to include Jessica Ennis-Hill

drinkaware.co.uk
for the facts

STRIKE GOLD WITH STRONGBOW



Strongbow, the UK's No.1 Cider*, is the exclusive partner for Team GB within Beer & Cider

- Limited edition packaging with high impact on shelf
- On pack promotion with hundreds of limited edition glasses to be won
- Supported by a £5M ATL campaign over summer

Stock up today



OFFICIAL SUPPORTER

* Source: Nielsen Total Coverage
MAT 23.04.16

RIO OLYMPICS 2016

KEY PRODUCTS: What you need to stock



Strongbow

Heineken's bestselling cider brand Strongbow is supporting Team GB in Rio. The team's logo is currently featuring on limited edition packs.

Landmark

The wholesale group is running promotions on a range of major soft drink, beer and snacks brands in the run up to the games – helping retailers take advantage of the summer of sports.

M & M's Rios Colourmix

Mars is launching Olympics-themed bags of peanut and chocolate M&M's. The bags feature only green, yellow and blue M&M's – the colour scheme of the Rio games. They will be available in both single and sharing formats, from a smaller 45g bag priced at RRP 60p to the larger 300g bag at £3.25.



summer, consumers are always searching for exciting new fragrances," says Libby Sheriff, Radox brand manager.

Coca-Cola Zero Sugar

For Olympics lovers who are themselves interested in health and fitness, Coca-Cola Zero

Sugar provides a simple way to enjoy a low-calorie soft drink as the events unfold.

"The Olympics naturally appeals to consumers who are sporty and health-conscious," says Ms Pisani. "Coca-Cola Zero Sugar will be released this summer and replaces Coca-Cola Zero. It tastes even more like original Coca-Cola, but without sugar."



Radox Feel Victorious

Unilever is launching a limited edition gold-hued Radox shower gel this month. "With major sporting events about to kick off this



Harj Dhasee

The Village Store, Mickleton



1 We'll push all the products that are sponsoring the games, highlighting them in store. They'll have a huge marketing push behind them during the tournament.

2 We'll make use of the display kit that our symbol group Nisa sends out every month, which will have lots of Olympic-themed material for August.

3 We'll put together some big-night-in style displays, cross-merchandising crisps and dips and fizzy drinks and installing dump bins and bay ends in the areas that are needed.



Sponsors of the Olympics will run major marketing campaigns as well as a wide-range of promotions



ANALYST ADVICE:

What you need to know



Andy Stevens

senior analyst at Verdict Retail

● The four-hour time difference between London and Rio means some events will be take place late at night, but I don't think this will make much difference to retailers. Sports fans are likely to buy in advance to avoid getting caught short at 2am.

● Sponsors of the Olympics will run major marketing campaigns as well as a wide-range of promotions during the tournament. Retailers should piggy-back on this activity and highlight those products in store.

● The Olympics are the perfect excuse for people to have a celebration, so alcohol and party food are key products.

● There will be a lot of media attention on Brazil and Brazilian culture, so think about bringing in some food or drink that reflects that – cachaça, the spirit used in capirinha cocktails, is a Brazilian speciality, though rum makes a perfectly good substitute. Promote alongside limes and sugar.

RIO GAMES TIMELINE: What's happening when?

SUNDAY, 14 AUGUST

16.00 Tennis: Men's singles final - could include Andy Murray and Novak Djokovic
02.25 Athletics: 100m final - could include Usain Bolt
02.45 Athletics: Women's 400m final - could include Christina Ohuruogu

WEDNESDAY, 17 AUGUST

02.30 Athletics: Women's 200m final - could include Dina Asher-Smith

THURSDAY, 18 AUGUST

02.30 Athletics: Men's 200m final - If Usain Bolt wins he will be within just one race of a historic 'treble' of gold medals

SATURDAY, 20 AUGUST

15.00 Triathlon: Women's race - including Jodie Stimpson
01.30 Athletics: Men's 5,000m - including Mo Farah

SUNDAY, 21 AUGUST

23.15 Closing ceremony

In depot
11-30
Jul
2016

All you need for the Summer

Save up to
£30
on the
Top 12*



Stock up now
for sizzling summer sales

STOCK UP AT YOUR LOCAL LANDMARK WHOLESALE MEMBER DEPOT

Abra Wholesale
Blakemore Wholesale
East End Foods (Plc)
EDA Quality Foods
First Choice Wholesale Ltd
Forteith Foodservice

Gilsons Wholesale Cash & Carry
JW Gray
Hi Line
Hyperama Cash & Carry
Jones Food Solutions
AG Parfett & Sons Ltd

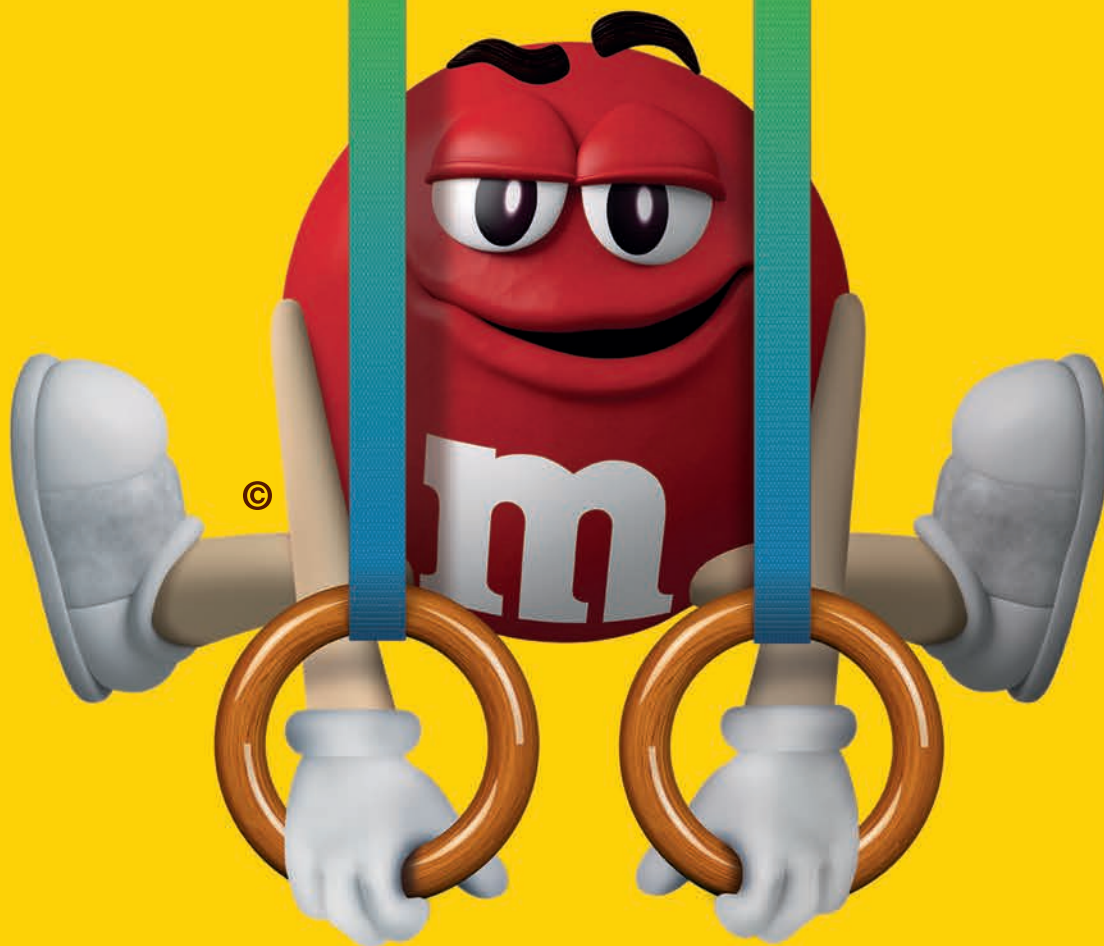
Sutherland Bros Ltd
Time Wholesale Services
TRS Cash & Carry Ltd**
United Wholesale Grocers

For more details contact your local Landmark Wholesale Depot
or call Landmark Wholesale Central Office on 01908 255 300 | www.landmarkwholesale.co.uk

*Check your local Landmark Wholesale Members PLOF and in depot signage for details of local member pricing

**TRS will be participating in the promotion, but does not sell alcoholic products

More
Great Deals
from
**LANDMARK
WHOLESALE**



AVAILABLE NOW!

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* Euromonitor International, 52w/e 20.10.2014. **Nielsen Scantrack, Total Market, WE 11.07.15

m&m's®

COLOUR LIMITED EDITION

M&M'S® IS THE **NO.1**
CHOCOLATE BRAND IN THE WORLD*

STOCK UP
FOR THE BIGGEST
SPORTING EVENT OF

2016

£8.5 MILLION
TOTAL MEDIA INVESTMENT IN 2016

FASTEST GROWING
BRAND IN THE TOP 20,
AT **+26%** CSV MAT**



DIGITAL MARKETING

The new tools of the trade

Using technology to build and grow a loyal customer base is an increasingly important part of the monthly plan for many stores. **Toby Hill** looks at the tools that are helping retailers to succeed

Social media and smartphone apps have revolutionised the tools retailers can use to engage with customers. Instead of laboriously posting leaflets through hundreds of letterboxes, it's possible to reach a wider pool of people with the click of a mouse. And the potential of digital marketing is just being born: research company Gartner forecasts that, by 2017, mobile apps will be downloaded more than 268 billion times. So which apps are best, and what are the most effective ways that leading retailers have found to utilise social media sites such as Facebook and Twitter? Here we take an in-depth look at the diverse range of apps that are helping retailers to communicate with their customer base.

Key apps



Big DL

Incredibly innovative when it was launched back in 2015, the Big DL app sends real-time promotional alerts to consumers. A beacon is installed in participating stores, which connects with the app on consumers' phones to send tailored deal alerts whenever it is within a 20-mile radius of the store. So, someone strolling past a high street Londis might receive a notification for 20% off a bottle of whisky. By going into the store and swiping their phone they can receive that discount – while also, of course, picking up anything else

they fancy as they pass through the store.



Corner Shop Online

Popular online platform Corner Shop Online has a loyalty app providing an easy way for retailers to communicate directly with customers. It sends promotions and digital vouchers to customers' smartphones, provides easy access to store information such as the address and phone number, and enables retailers to customise their own smartphone-based loyalty schemes. The platform is working with Simply Fresh to design a customised app.



Snakk

Snakk Media is at the cutting-edge of pinpoint digital marketing. Employing smartphone technology that combines the precise location of an individual and their previous buying behaviour, retailers can use it to direct ads with great specificity to potential customers – hitting them with the right ad, at the right time, in the right place.



Plan for Profit

Last year, the Today's symbol group launched its Plan for Profit app to help retailers manage their businesses wherever they are. Building on its popular website, it encompasses exclusive product deals, sales advice, and location information on whole-



A great app can change the way people use your store



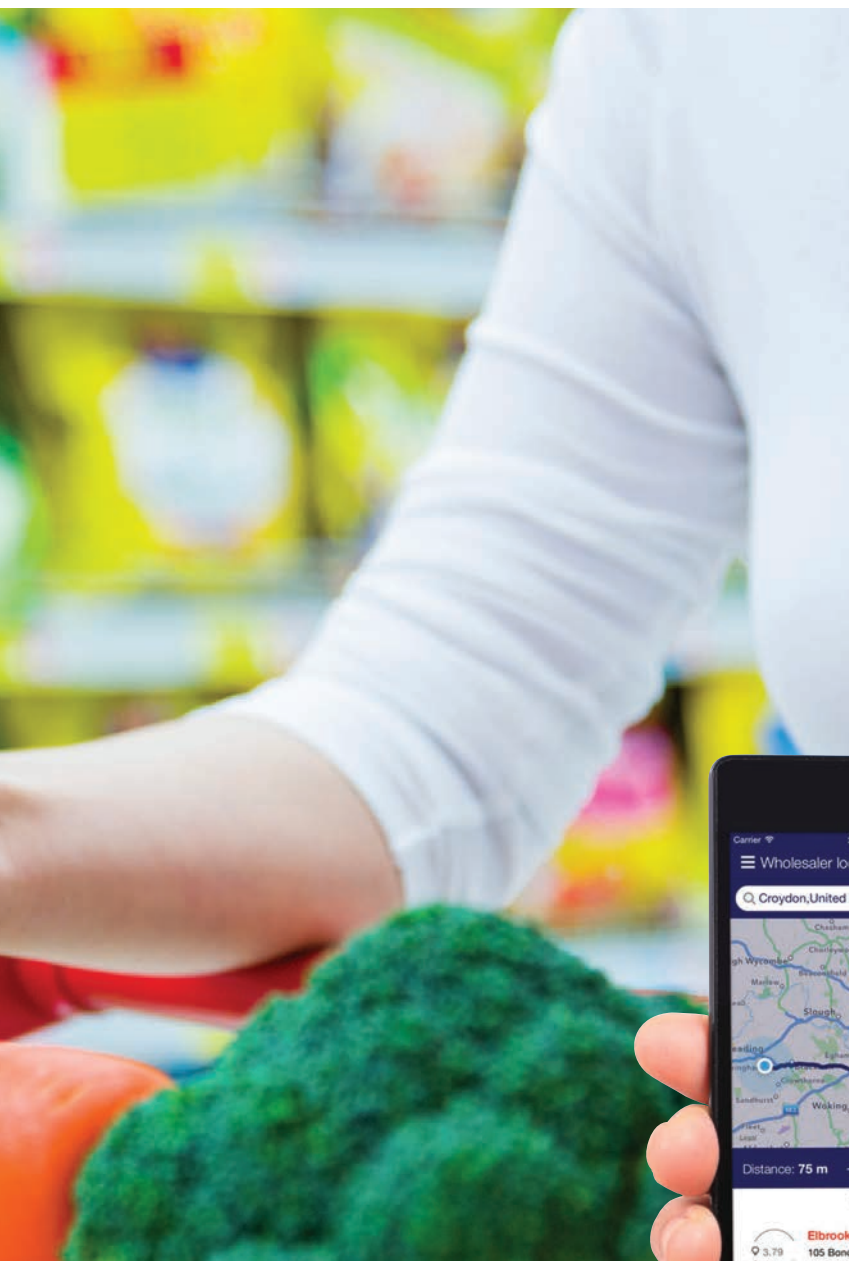
It's possible to reach a wider pool of people with the click of a mouse

saler depots, all accessible whether online or off. Wholesalers can also upload deals onto the app, making it easier for retailers to access the promotions available in their local area.



Boutique Window

With so many possible platforms to push your store from – Facebook, Instagram, Twitter, Pinterest, Google + and FourSquare to name just a handful – it can sometimes seem too much to stay on top of. Boutique Window enables retailers to manage various social media accounts side-by-side, making the whole process far more time-efficient. They can also build content with its graphic design tools and schedule their social media posts.



We've got over 1,100 followers now: it's really caught on and is a great way to generate a sense of involvement with the store

RETAILER VIEWPOINTS

How I use social media to drive sales and footfall

Bhaves Parekh,

Kwiksave, Little Lever, Greater Manchester



We've registered our own Facebook and Twitter pages, and they're both really useful. We'll tweet special offers, and obviously we're linked into our main symbol group accounts so they can retweet our stuff. Then with Facebook we continually push our own promotions, making good use of its boost app. We pay a little more to reach particular people, by age and demographics. So, depending on the product, we can tailor the advertising to reach key customers – with a soft drink promotion, for example, we'll target young people.

Jacqui Bailey,

Spar London Road Bakery, Boston, Lincolnshire



We use a bit of Twitter, but it's better for networking with suppliers than growing sales with customers. Facebook is really useful but I've found that direct promotions don't work so well – we use it to raise awareness of our shop instead. The best posts reflect how local we are: putting up photos of the shop building or street from Victorian times, or posting an update whenever a member of staff has done something interesting. We've got over 1,100 followers now: it's really caught on and is a great way to generate a sense of involvement with the store.

Sandeep Bains,

Simply Fresh, Faversham, Kent



We've just cut down our leaflets from 4,000 delivered to having 500 in-store. Instead we e-leaflet on Facebook – it'll cost me £10 or £20 a time instead of £300. And whereas with leaflets, when I've got basically no idea how people are responding, with Facebook I'll get proper feedback in terms of how many people see it and whether they like it or not. It's very flexible. For example, we promoted a big advert saying we'd be open on Christmas Day – Facebook doubled our sales that day.



Hootsuite

More streamlined and focused than Boutique Window, retailers can use

Hootsuite to schedule social media posts and share them from multiple accounts and platforms at the same time. It's free to use for up to three social network accounts and can help guarantee you communicate with shoppers in ways that most suits their lifestyles and smartphone behaviour.

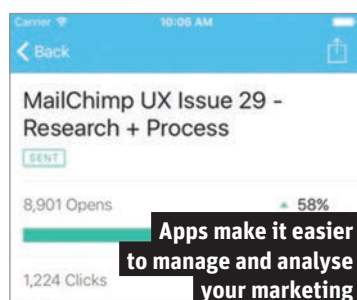


MailChimp

MailChimp allows retailers to move beyond social media accounts into direct

email marketing, reaching customers who may not have Facebook

or Twitter. Through its easy-to-use interface retailers can manage contacts lists, add new subscribers, and create an email marketing campaign on their desktop then send it from a mobile device later in the day. ●



TASTES MORE
LIKE COKE,
LOOKS MORE
LIKE COKE



TASTE THE FEELING™



TASTE THE FEELING™

zero SUGAR
NEW IMPROVED TASTE
£10M
MARKETING SPEND
STOCK UP NOW



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PREVIEW



Orange you excited?!

Nestlé is targeting adult sweet buyers with the launch of Rowntree's Fruit Pastilles Infusions this month.

RRP 51p - £1.29

Outers various

Contact 01904 604 604



Lineker backs Bugles

PepsiCo is backing the launch of Walkers Bugles with a TV campaign starring Gary Lineker.

RRP 57p - £1.99

Outers various

Contact 0118 930 6666



From another Galaxy

Mars is updating its chocolate range with the launch of Galaxy Crispy in a large block format.

RRP £1.39

Outers not given

Contact 01753 550055



Supply a summer special

Kettle Chips has launched its latest limited edition summer flavour, Chorizo, Feta & Olive.

RRP £1.99

Outers 12

Contact 0800 616 996



Look Beyond with Hot Dogs

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

RRP £1.79

Outers not given

Contact 01753 575558



Tropicana's looking fresh

PepsiCo is updating packs of Tropicana with new imagery to better highlight the brand's healthy credentials.

RRP various

Outers various

Contact 0118 930 6666



Häagen Dazs whacks it!

Häagen-Dazs is marking its sponsorship of Wimbledon tennis with £2.5m marketing campaign and updated pack designs.

RRP various

Outers various

Contact 01895 201100



Bag these Blush-ing beauts

WKD is teaming up with Made in Chelsea's Binky Felstead to launch its WKD Blush Hour digital and social media campaign.

RRP various

Outers various

Contact 01452 378500



Britvic backs Wimbledon

Britvic has launched an outdoor and digital marketing campaign promoting Robinsons' sponsorship of Wimbledon tennis.

RRP various

Outers various

Contact 0845 755 0345



Corona takes centre stage

Corona is sponsoring this year's Lovebox and Citadel festivals to grow awareness of the beer brand among music fans.

RRP various

Outers various

Contact 01582 391166



Sweet new range

Haribo is adding new products and pack formats to its sweets range, including Haribo Tangfastics Stixx.

RRP 30p

Outers not given

Contact 01977 600266



King of chocolate

Mondelez has launched Mikado King Double Choc featuring twice the amount of chocolate as standard Mikado King.

RRP £1.35

Outers 24

Contact 0870 191 7343



88% OF SHOPPERS WILL PAY MORE FOR HEALTHIER FOOD*

COMING UP IN RETAIL NEWSAGENT
Your Healthier Store special 15 July

You face increased government legislation on sugary products and a consumer shift toward healthier food. Next week Retail Newsagent will show you how to take advantage of these opportunities.

*Nielsen 2015 Global Health & Wellness Survey

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Nadia Alexandrou
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THIS WEEK IN MAGAZINES



New quarterly

LEGO FANS WILL BE IN SEVENTH HEAVEN

There's no stopping Lego, and the latest magazine for fans of all ages will have wide appeal, with posters and free gifts for readers

LEGO CONTINUES to go from strength to strength, with the brand topping lists in whatever sector it touches, including games (a new Star Wars-related video game has just launched). And now the seventh magazine under the banner, Bionicle, based around the more complex figures, has hit the shelves. Like sister publication, Lego Elves, this will be a quarterly publication. Bionicle has wider potential, going beyond kids into AFOLs (Adult Fans Of Lego) and the free gift, a skull scorpion set, will further that. It also includes free posters, strips and more.



LEGO BIONICLE
On sale 6 July
Frequency quarterly
Price £3.50
Distributor Frontline
Display with Lego Star Wars, Lego Ninjago, Lego Chima

Round up



TIM MURRAY
 Magazines
 reporter

BECOMING A MAG SPECIALIST

The retailer profile in this week's issue, looking at Charlotte Street News, the magazine specialist based in London's West End, came about after a visit to the store during assorted meetings in the heart of town. I've long been a fan of stores that focus heavily on magazines, as I've said in this column on previous occasions, I'm a magazine junkie, so love browsing.

The fact I came out lighter of pocket – I must have spent getting on for £30 on just a few magazines – shows the benefit for retailers of stocking a wide range.

The ones I picked up weren't even particularly obscure. The marvelously named quarterly Jocks & Nerds, currently attracting big names in terms of both editorial subjects and advertisers plugging their wares, was among them.

However, that kind of transaction, as the store's owner Perry Thaker confirmed, make it all worthwhile and bring in much more than a pack of crisps and a copy of a tabloid.

There are a handful of such outlets dotted around the capital, Wardour Street News and, more recently, magCulture in Clerkenwell (see retailer viewpoint – p43).

"What's in it for me?" you might ask, especially for retailers outside of the big metropolitan areas. But a look at a specialist well away from London, such as, say, Liskeard News in Cornwall, and you can see that magazine specialists can work further afield.

There's something of a revival in independent publishing. It's well worth investigating in the specialist side of the business.

Starter Packs
£2.99 RRP

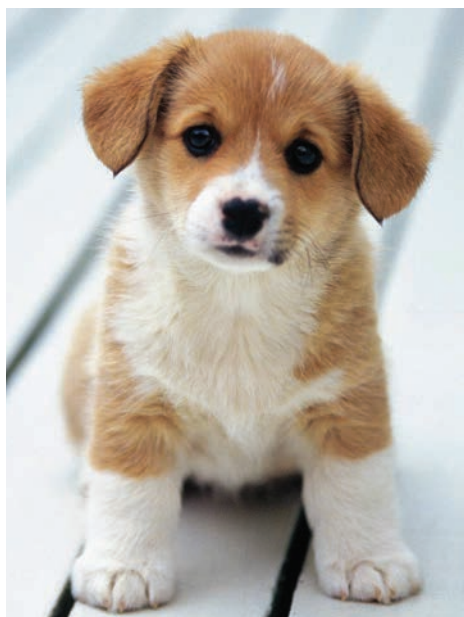
Sticker Packet
50P RRP

On Sale Now!

www.paninigroup.com

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THIS WEEK IN MAGAZINES



Bestsellers Leisure

Title	On sale date	In stock
1 Horse & Hound	14.07	<input type="checkbox"/>
2 Dog World	08.07	<input type="checkbox"/>
3 Tractor & Machinery	08.07	<input type="checkbox"/>
4 Cage & Aviary Birds	13.07	<input type="checkbox"/>
5 Classic Tractor	29.07	<input type="checkbox"/>
6 Empire	28.07	<input type="checkbox"/>
7 Railway Modeller	14.07	<input type="checkbox"/>
8 Steam Railway	15.07	<input type="checkbox"/>
9 Rail	20.07	<input type="checkbox"/>
10 Railway	06.07	<input type="checkbox"/>
11 Hornby	14.07	<input type="checkbox"/>
12 Flypast	29.07	<input type="checkbox"/>
13 Navy News	02.08	<input type="checkbox"/>
14 Amateur Photography	12.07	<input type="checkbox"/>
15 Total Film	29.07	<input type="checkbox"/>
16 Steam World	15.07	<input type="checkbox"/>
17 Old Glory	21.07	<input type="checkbox"/>
18 Our Dogs	08.07	<input type="checkbox"/>
19 Heritage Railway	28.07	<input type="checkbox"/>
20 Model Rail	28.07	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



MAKING

The latest edition of Making is a Sewing Special to coincide with the ending of TV competition The Great British Sewing Bee, presented by Claudia Winkleman. With more than 40 different ideas of things to create – many of them summer themed – including a hammock, picnic set, and play tent, publisher GMC Publications believes interest in the series will give sales a substantial lift.



On sale 14 July
Frequency monthly
Price £5.99
Distributor Seymour
Display with Knitting magazine, Simply Sewing



RUGBY SEVENS OLYMPIC SPECIAL

The forthcoming Rio Olympics marks the first time in almost 100 years rugby has appeared at the games, and the debut for the sevens version of the sport. To mark the occasion, Rugby World is publishing a special one shot magazine, with 132 pages devoted to the event, looking at all the teams, as well as focusing on Team GB.



On sale 14 July
Frequency one shot
Price £4.99
Distributor Marketforce
Display with Rugby World, Olympic one shots



WOMAN&HOME

Woman&home is getting in the mood for summer, with tips on how to unwind and relax during the warm weather. It features the 100 best books to read on holiday, the results of its readers' choice book awards, and tips on the best spas to visit. There's also a free pampering session with a facial aromatherapy session offer.



On sale 7 July
Frequency monthly
Price £4.20
Distributor Marketforce
Display with Prima, Red, Good Housekeeping



THE SECRET LIFE OF PETS STICKER COLLECTION

With the latest animated film from the makers of Despicable Me and offshoot Minions comes a tale that looks at what our animals get up to when our backs are turned. Panini is marking the release with the publication of a special sticker collection, made up of 180 stickers, including some special holographic and fabric ones.



On sale 14 July
Frequency one shot
Price starter packs £2.99 and packets 50p
Distributor Marketforce
Display with Finding Dory sticker collection



FINDING DORY

Due to open at UK cinemas shortly, the sequel to the much-loved Disney Pixar classic Finding Nemo sees Dory, the forgetful blue fish, on a mission to find out about her past. The Panini sticker collection has 184 stickers and will benefit from the theatrical marketing campaign, and sampling with Disney Presents magazine and in cinemas.



On sale 14 July
Frequency one shot
Price starter packs £2.99 and packets 50p
Distributor Marketforce
Display with Frozen sticker collection



**COLLECT
& DISPLAY
TOGETHER TO
MAXIMISE
SALES**

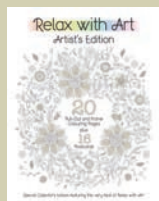


COLOURING HEAVEN SPECIAL: COLOUR BY NUMBERS

With Anthem's Ultimate Dot 2 Dot selling up to 20,000 per issue it is now looking to another new area. Colour By Numbers offers the chance to create complex images without having inherent artistic ability. Anthem says it has identified the key subjects, topics and styles and selected a collection of 32 Sealife images for the first edition.



On sale 13 July
Frequency one shot
Price £3.99
Distributor Marketforce
Display with Ultimate Dot2Dot, Colouring Heaven, Art Therapy



RELAX WITH ART – ARTIST'S EDITION

The summer holidays are expected to provide a further boost to the colouring market. This one shot from Bromleigh House features the best of its Relax With Art series, offering up 20 different colouring pages that can be pulled out and displayed or even framed after completion, as well as 16 postcards and cards.



On sale now
Frequency one shot
Price £6.99
Distributor Marketforce
Display with Art Therapy, Zen Colouring, Colouring Heaven



THE CRAFT NETWORK SEWING

The gift on offer with the current issue is a cover-mounted free pattern worth £8.99. Within its pages, there are a total of 30 different projects for keen sew-and-sews to get involved with, taking in everything from kimonos to trousers, as well as sewing tips for the festival season and more from the Great British Spelling Bee.



On sale 8 July
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Love To Make, Knitting & Crochet, Sewing World



HELLO FASHION MONTHLY

Hello is continuing the price promotion for its fashion-based sister publication to its bestselling weekly offering. It's the second issue on a three month-long promotion, which will, according to Marketforce, offer both increased volume sales and greater margin for retailers. Both Marketforce and Hello say they are putting their full weight behind the promotion.



On sale July
Frequency monthly
Price £1
Distributor Marketforce
Display with Good Housekeeping, Glamour, Cosmopolitan



TODAY'S GOLFER

The golf season is in full swing and the 350th issue of this Bauer publication is expected to deliver more than £100,000 in retail sales value. There's the usual welter of reviews, with a free golfball for its readers. The latest issue is subtitled The Cool Issue looking at the changing face of the game, with a guide to the forthcoming Rio Olympic Games.



On sale 7 July
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Golf World, Golf Monthly, Women & Golf, Golf International

Industry viewpoint

Jeremy Leslie

magculture
Clerkenwell, London



LOOKING GOOD FOR FIRST YEAR

We've now been open for six months. We had fairly simple targets we were hoping to hit and I'm happy to say we're exceeding them. There's still a way to go, but I'd say we're on our way to having a successful first year.

The hardest work has just been getting the whole thing off the ground. We've already got other businesses that are magazine-based including a website. This has been a useful addition to the business, in terms of broadening our knowledge.

We've been learning a lot about the distribution trade, how it works – or rather how it doesn't work. We're busy in the store, it could always be busier, but it's okay. We're in a secondary position, not a prime retail location, but we're starting to get footfall, from local people and students, and we're becoming a destination for people coming from some distance, both here and from abroad.

The number of magazines we stock has gone up too, we started with about 250 and now it's gone up to 350. We always had it in mind to grow the numbers, but that's a lot over the year, we've probably stocked something like 470 titles in all, but on the shelves, it's more like 370.

We're now getting a lot of publishers approaching us, and we reach out to people too. We have built a unique network of suppliers and we're now stocking rarities and magazines only available in our shop.

One area that has pleasantly surprised us is literary magazines, such as The White Review, we knew these existed, but they've been doing well. There's a whole range of magazines being produced for young women as well.

What has also surprised us is most of the 400 or more magazines have sold, we've only had three or so we couldn't sell.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



CHAZ CHAHAL'S RURAL DREAM: A LOCAL PRODUCE-FILLED SIMPLY FRESH STORE

Plus, RN takes an in-depth look at how convenience retailing is embracing customers' demand for healthier food, and take our exclusive crisps and snacks category quiz



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	27	100	8.99
Build the Millennium Falcon	80	100	8.99
Cake Decorating Relaunch	75	169	2.99
Dinosaurs & Friends	73	80	5.99
Jazz at 33 and third RPM	13	70	14.99
Simply Stylish Knitting	28	90	3.99
Star Wars Helmets Coll'n	14	60	9.99
Zippo Collection	22	60	19.99

Eagle Moss

3D Create & Print	78	90	6.99
Build A Solar System	47	104	6.99
DC Comics Graphic Novel	24	60	9.99
Disney Cakes & Sweets	149	160	4.50
Doctor Who Figurines	76	74	7.99
Marvel Chess Collection	79	96	8.99
Marvel Fact Files	173	200	3.50
Military Watches	63	80	9.99
Star Trek Ships	76	78	10.99

Hachette

Art of Crochet	46	120	2.99
Art of Knitting	77	90	2.99
Art of Quilting	27	90	3.99
Art Therapy	68	120	2.99
Build the Mallard	98	130	7.99
Build the U96	98	150	5.99
Dr Who Complete History	23	80	9.99
Draw The Marvel Way	14	100	4.99
Judge Dredd Mega Collection	39	80	9.99
Marvel's Mightiest Heroes	67	60	9.99
My 3D Globe	79	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	72	80	5.99
My Zoo Animals	45	60	5.99
Precious Rocks, Gems & Minerals	77	100	5.99
Real Life Bugs & Insects	95	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**

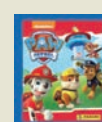


WWE
Stickers **£2.99**
Cards **£0.50**

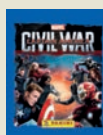
Panini



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



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



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



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



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



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



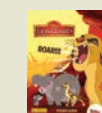
Official UEFA Euro 2016 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



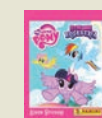
England Trading Card Collection
Starter **£4.99**
Cards **£1.00**



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



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



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

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

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 2-3 July

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,195g	920g	45g	3	25g
Sunday Times	1,000g	685g	25g	2	15g
FT	740g	400g	0g	0	0g
Times	740g	440g	40g	2	25g
Mail on Sunday	730g	280g	120g	3	55g
Guardian	645g	240g	15g	1	15g
Sunday Telegraph	615g	375g	0g	0	0g
Mail	600g	210g	100g	3	50g

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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Back in the day

100

YEARS AGO
8 July 1916

Newsagents were implored to stock a series of silk postcards as part of their patriotic duty during the Great War. The cards had "Regimental Crests and Patriotic Designs, beautifully woven in silk" on them and shops were told to select the crests of regiments stationed nearby.



50

YEARS AGO
9 July 1966

Readers were told that four national newspapers would die over the next 10 years. Lord Thomson of Fleet felt the market was too saturated and predicted two daily papers and two Sunday editions would go out of business.



25

YEARS AGO
6 July 1991

Swizzels Matlow made a move into the children's gum market by launching Fun Gums, a range of novelty shaped sweets costing 1p. The range consisted of fizzy cola bottles, jelly teddies, fruit bottles, fried eggs as well as jelly spiders, foam mushrooms and strawberry tarts.



Iceland's identity crisis

You could be forgiven for thinking Iceland stores have been suffering an identity

crisis over the past few days. In the run up to England being frozen out of the European Cham-

pionships, thanks to a humiliating defeat to the store's namesake country, the branch in Leicester changed its name to 'England or Iceland'.

National allegiances aside, the right side probably won, if only for brand awareness. However, such was the shock at England's loss to a bunch of part-timers that many fans confused Iceland with the football team, taking to Twit-

ter to congratulate @Icelandfoods rather than @icelandfootball. After all that confusion the guys at Iceland HQ doubtless needed to relax with a few cold beers.

As luck would have it there were plenty to go around thanks to Carlsberg.

The official beer of the England team went head-to-head with Iceland on Twitter with the wager resulting in 600 bottles being sent to the supermarket's head office.

The Twitter battle between the well-known brands was certainly more fun than the entertainment dished out by Wayne Rooney and Co.



Magic Stars survive EU fallout

In the immediate aftermath of Brexit the pound dropped off a cliff, jobs were in jeopardy and, if you believed some, the sky was about to fall down.

Amid such dire warnings of fiscal meltdown it was all too easy to lose sight of the real consequence of the UK's proposed departure from the EU - the fate of Magic Stars. In the run up to the monumental vote a photo of Mars' popular chocolate was shared thousands of times due to a message on



the packet: "Product not to be sold outside of the EU." And no sooner had the decision to leave been announced than many worried chocoholics took to Twitter to announce they were going to stock up on Magic Stars ahead of any Brexit ban.

While the fallout from the vote remains uncertain there was one bit of sweet news. Mars told Metro: "Fans can rest assured that they will remain on sale in the UK." Phew, crisis over...

VIEW FROM THE COUNTER with Mike Brown



After the criticism about Camelot's shortcomings at the recent NFRN conference, I was surprised to receive a terminal message asking me to tell customers to keep their Lotto tickets this month and enter online for a chance to win £1m. I thought the idea was to improve relationships with retailers, not let them deteriorate further.

On the other hand, Frontline wants to work closely with us to maximise sales. It told me I was outperforming the market by 2.84% and offered a bespoke range for my shop based on my top 10 Frontline magazines.

Radio Times is way out in front, generating sales of £2,679. It could be even better if I was allocated more copies and didn't have to compete with subscriptions, but it's refreshing to be offered help and support to grow sales.

The day after the EU referendum I was boxed out with newspapers and expected bumper sales, but they didn't materialise, mainly because of free online content.

Meanwhile, my middle daughter, Mary, has just finished her A-levels. She looked utterly exhausted. It has been a very stressful time for the whole family. I do think we ask and expect too much of our youngsters today. They seem to be under enormous pressure constantly. My younger daughter Emma starts her GCSEs in September so I could suffer another four years of tantrums.

The famous coast-to-coast walk passes quite near to the shop and the walking season is in full swing. It is not uncommon to pick up stray Australians or Americans when I am out on my rounds who are lost and exhausted. I usually feed and water them before dispatching them.

As part of our plans to revitalise the high street the council carried out a parking consultation with residents and businesses. The results are being presented at a meeting next week. Always a very contentious issue I will report back in the next column.



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