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Early booze ban's 50% sales threat



- RN analysis reveals potential harm to Scottish trade after NHS Shetland proposes sales ban before 5pm.
- Premier retailer Mo Razaq says £2,500 of his weekly sales could be at risk. Page 5 >>



POINT OF DIFFERENCE

My £600 a week haul from new £1 section

Bargain toiletries, toys and tools show we offer great value, says Vince Malone. Page 12 >>

NEWSPAPERS

Half-price subs offer for New European under fire

Archant defends deal, but retailers fear losing sales. Page 4 >>



EARNING A CRUST

A Nisa store in Kinross earns £2,000 a week from its new pizza oven. Giacopiazzi sells 40 pizzas a day from £7.50, earning a 70% margin, while £1.50 slices capitalise on the school trade. Franck and Joanna Casonato said the oven paid for itself within a month. Page 22 >>

Retailers warned there's "no real logic" to charging for card payments. Page 5 >>



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LEADER



The right wing press forced themselves up the news agenda



CHRIS GAMM

Editor

@ChrisGammRN

When news of the high court's Brexit ruling broke last week, half the coverage – and most of the social media chatter – was reaction to the next day's newspaper front pages.

With their 'enemies of the people' and 'we must get out of the EU' headlines, the Mail, Express and Telegraph made themselves the talking point in the debate. Retailers tell us it worked and resulted in further short-term sales gains, following the Brexit boost over the summer.

But while the right wing press forced themselves up the news agenda, I've noticed a few examples this week from the left wing press that are endemic of some of the newstrade's problems.

The Guardian's EU referendum coverage has been pretty good, but it has all been given away for free online. I've noticed several ads on the site lately asking me to fund it for less than the price of a cup of coffee.

The New European, meanwhile, created its exciting pop-up model, which Archant said it sees as the future. But it has now started pushing subscriptions in the paper and the retailers who helped build its success fear being left behind.

But worst of all were the examples of lazy journalism across the board I saw on Sunday night. The Guardian picked up RN's story from a fortnight ago on PepsiCo's price rises and credited RN for using our quotes from wholesalers James Russell and Naeem Khaliq.

I watched the story quickly spread across dozens of national, regional and business titles, all using exactly the same source information and putting in no extra research or detail.

Writing in RN last month, Neville Rhodes said 'never give readers a reason not to buy the paper'. If strong headlines sell papers, then free or unoriginal content surely doesn't.

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PAINT & DRAW EDITOR BEREN NEALE SAYS PAINTING BOOKS COULD BE THE NEXT 'COLOURING IN' Page 40 >>

NEWS



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Birds Eye prices set to go up

Birds Eye fish fingers are the latest product set to see price hikes as a result of fluctuating exchange rates.

Following on from Walkers crisps' 7% wholesale price increase, revealed exclusively by RN last month, Birds Eye has announced the plummeting pound is driving up the cost of its goods.

According to the Guardian, the price of a basket of 20 Unilever products has also risen by an average of 5.7% across the UK's main supermarkets since the Brexit vote.

Eugene Diamond, of Diamonds newsagents in Country Antrim, Northern Ireland, said he has seen a "whole swathe" of changes this week. It includes a 27p increase on one confectionery line, with dozens of others also affected.

10-packs run out

The first reports of cigarette 10-packs running out at wholesalers have emerged.

Amit Patel of Belvedere News Food & Wine approached his local Booker for Benson & Hedges Blue 10-packs to be told there were none left.

A JTI rep told Mr Patel he would have to travel to a Bestway depot to stock up.

Spar is top grower

Spar has been named the fastest-growing retailer in the past 12 months.

Research conducted by the Local Data Company shows Spar sits behind Poundland, with a net change of 112 units.

McColl's was listed in third place, One Stop in sixth and Bargain Booze in 16th.



Indie initiatives a hit for News UK

News UK is ahead of target for a number of its independent retail initiatives and has praised retailers for embracing them.

More than 3,500 retailers have signed up to its news-retail.co.uk trade website in the four months since launch.

Head of retail trade

marketing Greg Deacon said: "It's an astonishing achievement considering we only went live in July."

News UK said it had seen high levels of engagement with the site, with more than half of retailers registered looking at their sales data at least once a week.

It is anticipated that

5,000 retailers will have signed up by the end of 2016 and 10,000 by June 2017.

The publisher has also signed up 10,000 stores to its MyPerfectShop initiative, with 15,000 forecast by June 2017, while 750 stores have been fitted with BigDL beacons.

The activity helped News UK win a gold award at the Field Marketing Awards, a first for a newspaper publisher.

"We've had a fantastic year and a really good six months. We're pushing the boundaries at retail and retailers seem to be welcoming it," said Mr Deacon.

New European in firing line over 50% discount offer Publisher defends move as retailers hit out

New European subs deal is a 'kick in the teeth'

by Tim Murray

Archant has defended its decision to cut out retailers with a 50% subscription discount to the New European, while also promising more support for the trade.

The pop-up newspaper, which was initially planned for a limited number of issues, is making the offer in its pages as part of a 10-week deal for subscribers.

Its launch has been welcomed by many independents and hailed as the most successful of the year.

But RN columnist Mike

Brown, of Browns Newsagents in Stokesley, Middlesbrough, said a customer alerted him to the half-price offer.

"They were sorely tempted by it. As the most successful post-Brexit launch, which has built its circulation via the newsstand, why do we constantly get kicked in the teeth with subscription offers which bypass us?" he said.

"Every time we naively get sucked into the hype associated with a launch and give it our full support. Surely, with publisher support, a title can grow sales

without having to resort to subscriptions."

Archant chief marketing officer Will Hattam said: "From its successful launch, The New European has invested the majority of its marketing spend on stimulating impulse sales through its retail partners.

"This is best demonstrated by investment in point of sale, merchandising, sampling, strong supply levels and content, with many features exclusive to our publication.

"The latest of these was our Tony Blair piece which we expect to drive uplift in

sales and retail profit.

"Like all publications of this type, we are reacting to reader demand by offering subscriptions, which in turn gives The New European a solid revenue base on which to build further impulse-driving activity.

"We recognise the tremendous support our retail partners provide which is reflected in our plans for the future, driving even more interest, impulse sales and profit. This includes the start of stronger links with the NFRN for independent retailers, which was agreed yesterday."

Health lobby wants new restrictions on selling hours Retailers fear big drop in takings

Pre-5pm alcohol ban could see Scots lose 50% of sales

by Matt Hutchings

Scottish retailers could see up to 50% of alcohol sales come under threat if a proposal by NHS Shetland to ban stores from selling alcohol before 5pm is made law.

Research conducted by data analyst EDFM on a representative sample of 20 Scottish stores found half of alcohol sales take place before 5pm, with 27% taking place between 2pm and 5pm.

Mo Razzaq, of Premier Mo's in Blantyre, said he

could lose up to £2,500 a week if the plans to curb excessive drinking are introduced.

"We make around £10,000 each week from alcohol. Around 35% of that is before 5pm at the weekend. We could be losing up to £1,500 at the weekend and £1,000 during the week.

"With the National Living Wage kicking in, smaller retailers won't be able to afford to keep up with the losses and some may have to close if the legislation happens."

Linda Williams of Premier Broadway in Edinburgh agreed the move would impact sales. "About 10% of alcohol sales are before 5pm, which would mean losing about £40-50 a day," she said.

But she added her main complaint was the inconvenience the move would cause. "People who want to drink during the day will simply buy their alcohol the day before," she said. "The only thing that will change is there will be massive queues at 5pm - already

a busy time for retailers - causing frustration and, as per usual, retailers will be left on the frontline to deal with the public backlash."

However, John Lee, head of policy and public affairs at the Scottish Grocers Federation, said the change was unlikely, and any review of current policy would take at least 18 months.

"There is no immediate threat of change, but the proposal could be an indication of the next battleground on alcohol policy."

'No logic' in card use fees

There's "no real logic to charging for card payments", Worldpay's chief marketing and commercial officer James Frost has told RN.

"In the old days there would be a minimum fixed amount but that's changed," he said.

Mr Frost warned stores that do charge might repel customers: "It doesn't send out a great message."

A report commissioned by Worldpay found one in five millennials would "seriously distrust" a store which didn't keep up with modern technology.



Toblerone redesign backlash

Toblerone has been redesigned, but fans have taken to social media objecting to the changes. The new bars feature more space between each triangle piece. In a Guardian report, one user was quoted on Facebook saying: "[It's] just plain dumb changing the trademark shape of your flagship product." Mondelez denied the move was a result of post-Brexit price hikes.

A bit of Belgium in East Sussex

A family-run convenience store in East Sussex is boosting Christmas sales by promoting its extensive range of Belgian chocolates through social media. Jempson's in Peasmarsh, run by Andrew and Steven Jempson, stocks more than 50 treats and is encouraging Christmas shoppers to pick out the perfect gift with in-house 'chocolate champion' Marion. Marketing manager Dominic Plomer-Roberts said: "We've always been active on social media and saw this as the perfect



opportunity to invite customers to try our extensive range of chocolates and truffles."

Andrew and Steven Jempson are using social media to promote Belgian chocolates for Christmas

Fears over tobacco minimum price

The government has been accused of endangering sales in small businesses as tobacco companies reveal they are bracing themselves for enforcement of a minimum price on cigarettes.

The proposal of a set excise tax rate, which British American Tobacco and

Imperial Tobacco predict could be announced by the chancellor as part of the Autumn Statement, could result in pack prices undergoing a hike to a minimum of £8.68 - an increase of almost 50% on some brands.

Ravi Kaushal, of Nisa Local in Chiswick, west London, said the move would

cause small businesses to lose money.

"The chancellor has already screwed our businesses. I have no doubt it will push people towards the illicit sale of tobacco," he said.

A spokesman for British American Tobacco said a report it commissioned

from KPMG to analyse the impact of minimum pricing revealed the lowest pack price could be as much as £8.68.

"Research shows people who buy value-for-money and low-cost cigarettes are more likely to drop into the black market if you hike up prices," he said.

Use EPOS

Retailers should make better use of their EPOS systems to run reports which provide them with vital business insights and enable them to be more competitive, Reposs sales and marketing director Richard Holder has said.

● Industry profile - p36.

NEWS

BUSINESS



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Big stores' 'race for space' is at an end

The supermarkets' race for space has finally come to a standstill as the latest figures reveal nearly two thirds of plans to build new large stores have been cancelled or put on hold by the multiples in the last two years.

Sainsbury's, Tesco and Morrisons have filed just one supermarket planning application each since 2014 - compared to 19 applications two years ago - according to figures from Barbour ABI.

The figures also show eight applications are on hold due to economic uncertainty and four out of 10 abandoned are from Tesco.

Asda was the only firm to lodge plans for new supermarkets this year - two of its three applications are going ahead.

M&S out of clothes into food

Marks & Spencer has announced plans to open 200 new food stores as part of a move away from clothing shops.

Over the next five years the firm has said it will 'transform its estate', with 60 fewer clothing and home stores.

Around 30 of these will close. The remaining stores will be turned into food stores, while Steve Rowe, chief executive, unveiled plans to open 200 Simply Food shops as part of the five-year plan.

The news comes following its half-year trading results' which indicate pre-tax profit dropped by 88%, from £216m to £25.1m year on year, partly due to higher pension costs.



Dessert delights at Sunder's store

Sunder Sandher, from S&S One-Stop in Leamington Spa, has brought Christmas into his store with a range of locally-sourced seasonal desserts. "We work with Blueberry Hill patisserie, which makes premium Christmas cakes and puddings," he told RN. "We sell the cakes for £16.99 and puddings for £13.99. It's a niche market and it takes time to build up sales. But people want something special for Christmas and once they try the products they don't mind paying the premium price."

Managing director unveils recruitment drive Retailers can earn £2,000-a-year bonus

P&H wants 600 to make Sircle top loyalty scheme

by Charlie Faulkner

Palmer & Harvey is aiming to add 500-600 new members to its new Sircle loyalty scheme in the next year, as the company's managing director Martyn Ward told RN it has potential to be the best wholesaler loyalty scheme for independent retailers.

Sircle has achieved 1,000 sign-ups since going live in September. It is open to all P&H customers and is aimed at increasing store compliance, which in turn drives sales and gives

retailers access to an extra £2,000-a-year bonus.

Mr Ward told RN: "We wanted to provide an award and recognition programme which promotes driving sales through in-store excellence.

"It's about promotions, pricing and range, but most of all it's about stocking the right products.

"The £2,000 is important, but if retailers are earning this, they are getting a lot more in increased sales."

Independent auditors visit stores on a three-weekly rotation to assess

what they have on offer and how products are presented before advising on how to optimise potential. Retailers can then track their progress online.

Advice on newspaper and magazine category management is also provided.

Mr Ward said: "We're looking to give constant feedback because we want them to earn the £2,000. Previously, we ran our very successful Prep scheme and we've taken the lessons from that. We believe we know what makes a good

loyalty scheme."

Dean Holborn, of Holborn's in Redhill, Surrey, was one of the first retailers to sign up to the scheme, having previously been involved with the Prep scheme.

"The monetary rewards are greater than Prep. The online portal means we can easily log in and look at our results and track how we are doing.

"We can make sure we're stocking the right products and that we're up-to-date with what we're offering," he said.

Engagement on Nisa conference agenda

Engagement with suppliers and shoppers, industry collaboration and symbol and supply chain development will be key themes at Nisa's 2016 conference this week.

The event, which takes place over three days in Rome over this weekend, will bring together suppliers and retailers to share ideas

and for Nisa to update members on development plans.

Paul Cheema, of Malcolm's Store in Tile Hill, Coventry, is one of the speakers at the conference. "I'm talking about engagement and will address the questions of 'how do we engage better with suppliers and consumers, how

can we collaborate better together and how can we best use Nisa?," he said.

Harj Dhasee, of Mickleton Village Stores in Gloucestershire, is also attending the event. He said: "I'm looking forward to hearing about Nisa's development plans, what's happening now and how we're

looking to grow. There will be a lot of suppliers there so it's a good opportunity to build relationships."

Last month, Nisa Retail announced a 21.9% increase in sales of fresh produce in the first six months of the year and a 1.1% sales increase on the same period in its half-year results.

NEWSTRADE

DC Thomson bullish about 'vibrant and dynamic sector' Investment and innovation promised

Thunderbirds are gone but kids mags stay strong

by Tim Murray

Retailers should maintain faith in the buoyant children's magazine sector despite the closure of DC Thomson's Thunderbirds Are Go magazine, industry figures have said.

DC Thomson announced the next issue of the magazine, due on 7 December, will be the last, blaming poor sales for its decision, but said sales in the children's market continued to grow.

Iain McKenzie, head

of circulation, said, "The children's magazine market continues to be the most vibrant and dynamic magazine sector. It's one of the few delivering growth and there have been a high number of new titles in 2016.

"This year to date, (Jan - Aug), the market is up 6.5% in retail revenues. DC Thomson is at the forefront of this, continuing to drive growth and innovation. In the same period, our children's portfolio is up 13.1%.

"We're continuing to in-

vest in standalone and one-shot magazines such as our current Pokémon special, a title from 110% Gaming.

"DC Thomson has a long history of investment in innovation and we'll continue to look for new opportunities in other formats to add to our stable of publications."

NFRN head of news Brian Murphy said: "It's a shame that Thunderbirds are no longer go, but retailers should not be disheartened and are reminded that branded magazines and col-

lectables products remain a pivotal way of growing news profits. All retailers should be capitalising on this vibrant marketplace."

"We're doing quite well with kids' magazines at the minute," said Rajesh Nayi, of Broadfield Newsagents and Post Office, Crawley.

"We've got a good range. The gifts on the front don't always make a difference but a lot of the boys' magazines have their regular buyers and they like us to reserve them."

Bauer's exclusive for indies

Bauer Media has reaffirmed its commitment to the independent sector and defended its decision to give a groundbreaking video cover on Empire magazine exclusively to Sainsbury's.

The publisher produced a limited run of covers which featured forthcoming blockbuster Fantastic Beasts And Where To Find Them, but all went exclusively through the supermarket.

Bauer Media said the move made distribution easier, but it would still offer independents the chance to take part on other groundbreaking activity.

A Bauer spokesperson said: "We have a track record of delivering exciting cover innovations through all retailers, including last year's special lenticular Star Wars issue, and will continue to do so in future."

Vinyl frontier for Anthem

Anthem Publishing is set to capitalise on the revival of vinyl with the launch of a one-shot. Long Live Vinyl, packaged in a similar style to a 12" vinyl record, will launch on 18 November and retail at £9.99. It will offer features on Bowie and The Beatles as well as turntable reviews and how to look after records. Sales of albums and singles were up more than 60% year on year for the first part of 2016 and last year's figures were the highest for more than two decades.



Hockey weekly

Greenways Publishing has launched a weekly sports paper to capitalise on the popularity of Hockey in the UK.

The Hockey Paper, due on 16 November, is an addition to the publisher's growing stable of titles, which already includes similarly branded publications such as The Football League Paper, The Rugby Paper and The Cricket Paper.

Greenways said the benefits to retailers who support the title include a 25% margin, which equates to 37.5p per copy.

Editor in chief David Emery said: "This is a thrilling time for hockey fans in the UK after the success in the Rio Olympics. We believe The Hockey Paper can tap into that interest and reflect the ever-growing status of the game."

Sales soar with fresh Brexit coverage

Brexit news coverage in national newspapers is helping keep sales at similar high levels as in the run up to the referendum, retailers have said.

As soon as last week's High Court judgement on Article 50 and parliamentary debate over the UK's departure from the EU was

announced, many consumers began speculating how newspapers such as The Sun and Daily Mail would respond.

Front pages the following day saw their responses dominating the news agenda in the wake of the announcement.

"Newspaper sales are very

good at the moment," said Adrian Rodda, of AR News, Harrogate.

Peter Wagg of News on the Wharf in East London, said: "We've seen an increase in newspaper sales. And we're seeing even more sales of magazines such as The Economist and Time.

"Newspapers are becoming

very polarised over Brexit, which is good for sales in the short-term, although I'm not sure that's healthy going forward," he said.

Mr Wagg said his stores had also run promotions with the Wall Street Journal and Time around the US election, which were also popular with readers.

NEWS

PRODUCTS

Jacob's 40 years of top wine awards

Pernod Ricard UK is celebrating 40 years of Jacob's Creek with a campaign highlighting the awards the brand has won since its inception.

Labels will cover the necks of more than two million bottles of Shiraz, Merlot and Chardonnay proclaiming Jacob's Creek as 'Winner of over 7,000 Awards'.

"Our research shows awards are a strong motivation in the final purchasing decision," said Toni Ingram, head of marketing wine and champagne at Pernod Ricard UK. "There is now an even more compelling reason for retailers to stock Jacob's Creek."

The campaign will be supported nationwide with print and poster advertising.

Maoam has new pack formats

Maoam has added two new pack formats to its range of fruit chews.

Maoam Stripes have been relaunched in a limited edition 100g Christmas cracker-shaped gift box and a Duo Tub in a sharing format filled with Pinballs and Stripes has been added to the range.

"Stripes and Pinballs are our most popular lines," said Vicky Forshaw, Maoam brand manager. "We're sure the new cracker-shaped gift box and Duo Tub will be a hit with customers."



Twining's relaunch

Twining's is relaunching its range of fruit, herbal and green teas. The new packaging features blend-specific illustrations to make it easier for customers to identify different flavours. The £10m campaign also includes TV, outdoor and digital advertising as well as sampling, which will support the launch from February 2017. Vicky Keenan, head of brand, said: "Twining's spearheaded the revolution in infusions and green teas, and we want our packaging to reflect our commitment to the enjoyable wellbeing promoted by our tea."

Naturally occurring extract linked to 'health benefits' Novelty lines need to be strong sellers

New novelty soft drinks 'must earn shelf space'

by Charlie Faulkner

Novelty soft drinks must be strong sellers and offer good margins to earn space on independent retailers' shelves.

That's the view of retailers in reaction to news that a milk drink boasting health benefits via ingredients derived from the cannabis plant has been launched.

London-based organic food brand Rawlignion, has introduced Relax, a milk drink containing hemp extract, cashews, dates,

coconut oil, vanilla, water, hemp seeds and Cannabidiol (CBD) oil.

Kishor Patel, of Nisa Local in Houghton Regis, Bedfordshire, said: "It's a pretty saturated market but we only deal with soft drinks that provide big margins, and if this is received well and provides a good margin, we would look at making permanent shelf space for it."

The launch follows a trend in the US and Canada for products containing the same cannabis plant

ingredients. US hemp drink company, Rocky Mountain Hemp, reported a 49% increase in its share pricing last month.

Rawlignion said the consumption of CBD, a naturally-occurring extract produced from the cannabis plant, has been associated with a number of health benefits and has been found to have a positive effect on the symptoms of anxiety.

Kesser Mahmood, manager of Go Local in Cheadle Hulme, Stockport, believes the product would be a big

hit. "If there are health benefits they could do phenomenally well," he said.

Harry Goraya, from Nisa Local, in Northfleet in Kent, stocks a good range of health drinks including Weetabix protein drinks and Nurishment.

"It's an interesting gimmick to start with, that's how it will sell," he said.

Due to the methods used in the processing and extraction of the CBD oil, the psychoactive ingredient in Cannabis - known as THC - is removed.

'Best toast or your money back' from Kingsmill

Allied Bakeries has announced the launch of Kingsmill's Super Toasty loaf with an on-pack 'best toast or your money back' guarantee for shoppers.

From January, the Super Toasty will be available to retailers with an RRP of £1.25, as well as a new Hi

Fibre White loaf.

New packaging will be rolled out across the Kingsmill range over the next three months, starting with Kingmill's Toasties, which boasted one million sales in their first week on sale. The new packaging will be more open, display

text on how much the brand loves its bread and will undergo a change in colour scheme.

Core product recipes have been improved, including crumpets, Soft White, White Farmhouse and Seeded Batch loaves.

Allied Bakeries' Allinson

range is also set to undergo a new look, including roll-top bags, to appeal to customers looking for the experience of an in-store bakery but with the shelf life of wrapped bread.

New variants of Burgen loaves will be unveiled from May next year.

Hot products for your shopping list



Two new pack formats have been added to Maoam's range



Twining's is relaunching its range of fruit, herbal and green teas



Kingsmill's Super Toasty has a best toast guarantee

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NEWS

PRODUCTS

A festive refresh for Stella

Stella Artois has unveiled limited edition packaging and Christmas gifts to drive sales during the festive season.

The Christmas-themed packs, which put a greater focus on Stella Artois' star logo, are now available to retailers. Shelf strips, aisle stoppers and displays will also be available.

In addition, a number of gift packs include special edition heritage bottles and chalices.

Less sugar from Volvic

Volvic has reformulated its Juiced water range to reduce the amount of sugar it contains in response to growing consumer demand for healthier drinks.

The new recipe will feature just 4.9g of sugar per 100ml. A national £1m marketing campaign will support the release of the updated formula throughout 2017 to boost consumer awareness.

Rustlers in £2.5m push

Rustlers is rolling out a £2.5m marketing campaign over the next 12 months, including a TV advert targeting 16 to 24-year-olds.

The first wave of the campaign has been launched in Scotland and the north of England and will run until mid-December.

The move comes as Rustlers reports annual sales of more than £100m – up 16% year on year.



Quaker Oats' takeover gives breakfast boost

Quaker Oats took over Watling News Ltd in Norwich in a bid to boost breakfast sales. Activity in the store included a breakfast fixture makeover to drive sales, extra Quaker stock, seasonal affective disorder lamps, Quaker Oats-branded hoodies and mugs, beanie hats and fingerless gloves to keep customers warm. Store owner Gail Watling, said: "It's been a brilliant morning having the Quaker Oats team with us."

Manufacturer's commitment to 'simple and efficient' sales 'Volume per trip is increasing'

Kellogg's bigger packs to meet pricemark demand

by Charlie Faulkner

Kellogg's is launching bigger pricemarked packs which it says will improve shared margin and meet changing shopper needs.

The new value-driven range of larger packs will be pricemarked at £2.99, instead of the smaller £2.19 sizes, and box sizes will

increase between 16% and 50%. The new cereal packs can also be displayed horizontally or vertically.

Jonathan Hunt, Kellogg's senior channel manager for wholesale, said: "Convenience cereal shoppers tend to be families on planned top-up missions, buying big brands in larger packs.

"With that in mind, volume per trip is rapidly increasing in convenience stores – so by moving our pricemarked pack range to bigger packs, we'll be offering more of what shoppers want, increasing sales and profit for wholesalers and convenience stores.

"The option for packs to be displayed horizontally

and vertically and price-marked pack sizing is part of our commitment to keep sales simple and efficient."

Kellogg's £2.99 price-marked range includes Crunchy Nut, Corn Flakes, Coco Pops, Special K, Rice Krispies, Bran Flakes, Frosties, Fruit & Fibre, Krave and Variety.

Müller 'revs up the engine' for £700m growth

Müller Milk & Ingredients (MMI) is investing £60m to help unlock an additional £700m of growth in the category by 2020.

The investment forms part of a spend of more than £100m planned over the next 18 months by Müller

to improve its operations, innovation and marketing across chilled yogurts and desserts, fresh milk, cream and milk drinks.

Müller wants to drive sales through brand awareness and pricemarked promotions.

Ronald Kers, Müller Group chief executive, said: "We want to use rev up the engine and work collaboratively with customers and farmers to realise untapped potential."

Last month the company announced an extended

partnership with the National Basketball Association (NBA), in which its rice pudding will become an official marketing partner of the upcoming NBA Global Games London 2017. The partnership will include on-pack promotions.

Hot products for your shopping list



Volvic Juiced has been reformulated to reduce sugar content



Kellogg's is launching bigger pricemarked packs at £2.99



Rustlers is spending £2.5m on its new marketing campaign

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NEWS REGIONAL



@RetailNewsagent for expert advice to help you grow your sales

Retailer's bravery is world news

Brave retailer Hemalata Patel chased two machete-wielding raiders out of her store with a chair – and ended up hitting headlines around the world.

The story of Mrs Patel's bravery during the bungled attack on her store, K&L Newsagents, in Winsford, Cheshire, spread rapidly, resulting in calls from newspapers in Australia, India and America.

Mrs Patel said: "The raiders demanded money; I told them I wasn't going near them or the till. When they started smashing up the place I went for them with the chair. I was protecting my young granddaughters.

"The story spread like wildfire. I thought it would just be in the local paper but it's gone berserk."

Two youths, aged 14 and 16 years old, have been bailed by Cheshire police.



New lease of life for former pub

The site of a burnt-out pub in Dudley has been transformed into a One Stop store for the local community by father and son retailing trio Atul, Rakesh and Dhanesh Amin. One Stop Tavern Hill opened on 29 October with a Halloween-themed launch party, where entrants of the best dressed Halloween competition all went home with a giant tub of sweets courtesy of the franchise.

Discount move boosts trade by 20% in a year DIY tools, dog toys and toothbrushes among offers

One pound bays deliver £600 weekly sales hike

by Matt Hutchings

A convenience store has boosted its weekly turnover by £600 by introducing £1 bays.

Vince Malone of Tenby Stores and Post Office in Pembrokeshire, Wales, installed the displays in February and told RN they have helped to grow the business by 20% compared to the same time last year.

"We identified that customers viewed the store very much as a convenience store, not realising we offer good value and deals.

"We have plenty of great deals in store on everyday items – bread, milk and eggs for a pound and so on – but this just wasn't registering with customers.

"We decided to look into what we could do to draw attention to our competitive prices and the idea of the £1 bays came up."

The store now boasts a 3.5 metre section to the left-hand side of the front door of the shop.

"People can find all sorts in the bays – DIY tools, dog toys, toothbrushes, health and beauty products

– there's something for everyone."

The move also came as a response to the increased pressure from new bargain stores opening in the vicinity in an effort to diversify the store's offering and increase footfall.

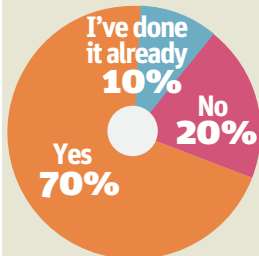
"There's plenty of competition in the area, including a Savers and a Poundland and people are price-conscious.

"People always expect us to only offer premium prices, but we've opened their eyes to the fact that, although we're a small



convenience store at around 900sq ft, we're still able to offer competitive prices that match the multiples. The results have been really impressive."

RN READER POLL



Would you consider launching an own brand for your store to add a point of difference?

NEXT WEEK'S QUESTION
Do you make good use of the functions on your EPOS system?

Have your vote now

Go to betterretailing.com

'Brilliant' response app-exclusive offer

Singh's Premier has hailed its first ever app-exclusive offer as a huge success, with the deal attracting scores of new customers to the store and to download the app.

The Sheffield-based store, noted for being an early adopter of social media and driving interest

through internet activity, recently launched its own app for online shopping.

Its first offer, exclusive to the app, offered a bottle of Jack Daniel's for £14.99. And while it was advertised through the store's social media channels, the only way shoppers could

access it was via the app.

Mandeep Singh said almost 200 new customers had signed up to the store's Facebook page after the initiative, although final figures for the deal are yet to be compiled.

"The reaction has been brilliant," he said. "We had people coming in the shop

and asking if they could get the offer – we said they could but had to do it through the app. They were downloading it in the shop.

"People started ordering other things too. They see how user-friendly it is and then start using it. We're really happy with it."

REGIONAL

Nestlé Cereal Partners teams up with Sheffield retailer Van drives engagement and footfall

Free meals give shoppers a real taste of breakfast

by Matt Hutchings

A convenience store in Sheffield has teamed up with Nestlé Cereal Partners to offer free breakfasts to local residents.

MJ's Go Local Extra, run by Jai Singh, hosted the activity from 7am until late morning to promote its cereal range and to encourage children and adults who skip breakfast to enjoy what is often referred to as the most important meal of the day.

Nestlé Cereal Partners

supplied a van for the event, where customers were invited to sample cereals.

"Cereal Partners were interested in working more closely with retailers and we were happy to work with them to deliver the event," Mr Singh told RN. "Despite the cold it was a really successful morning. Between 7am and 9.30am around 35 people took part. This event was important for us because it was a way for us to get kids and adults



who miss out on breakfast to try new meals, and it was about raising awareness of the products we stock.

"We are hoping it has encouraged parents to come in and purchase cereals from us and that we'll see

an uplift in breakfast item sales."

Georgia Brown, customer marketing manager for Nestlé Cereal Partners, said: "The initiative was designed to drive engagement and to help increase footfall for retailers.

"The cereal van allows customers to try cereals they might not have had before and creates a buzz."

She encouraged any retailers interested in hosting their own free cereal morning to contact Nestlé Cereal Partners.

Relief for business in Wales

The Association of Convenience Stores (ACS) has welcomed the Welsh government's decision to fund the transitional relief of retailers affected by the revaluation of their businesses.

ACS chief executive James Lowman said: "The relief scheme will offer targeted relief to those likely to be most impacted by the revaluation, giving retailers three years to plan for and adjust ahead of their full increased liability."

However, the organisation has called for more support for businesses that are not eligible for Small Business Rate Relief. The ACS' Voice of Local Shops survey identified this could be as many as 40% of Welsh retailers.

Local goodies pack hampers

A retailer in Hereford is selling bespoke Christmas bags, boxes and hampers to boost sales over the festive season. Hopes of Longtown is offering customers a selection featuring combinations of premium, locally-sourced produce such as gin, cheese knives and runner bean chutney, dog toys, lights and gloves for dog walkers or food magazines and recipe ingredients. The store's Facebook page features a video, inset, showcasing the kinds of products customers might consider and encourages them to "let us help you personalise a Christmas Hamper".



Customer Bonnie Probert shows off products included in Christine Hope's Christmas gifts range



P. Office debate date set

A debate on the future of the Post Office will be held in Westminster Hall on 17 November.

MPs will discuss the imposition of new contracts which, if approved, could force thousands of retailers to keep the post office side of their businesses open for the same length of time as the retail side.

It is feared the extra staff costs could force local postal services to close. Traditional contract holders only need open between 9am and 5.30pm. Retailers worried about the changes are encouraged to lobby their MPs.

Paper launched in 1859 prints last issue

The final edition of a weekly newspaper first published in 1859 has been printed as a turf war between two publishers has claimed another title.

The Eastbourne Gazette was relaunched as a broadsheet in September 2015 by Johnston Press in a bid to

compete with rival publisher Newsquest's Eastbourne Independent, which was launched by the Gazette's former editor Peter Lindsey but closed in April after less than a year in print.

The editorial content of the Gazette will now be merged with the title's

sister publication, the Eastbourne Herald – a paid-for paper and the only surviving title in the town.

A statement by the publisher stated: "Producing the midweek Gazette no longer makes sense. Readers prefer to obtain their breaking news as it

happens on our website, with updates on Facebook and Twitter."

The publisher added that by combining the two papers, staff would be better able to deliver the best news and research the most relevant stories to the community.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT SOUTHERN 01.11.2016



Matthew Hutchings reports from the NFRN Southern district council meeting

Members vote in favour of merger

Southern and Kent district council members voted in favour of merging the two areas to form what will be known as the South East district.

The motion faced no opposition and comes as districts and branches around the country restructure to pool resources.

Eastbourne member Michael Garner said that “by amalgamating we’ll have a good nucleus of people to bring new blood to the organisation”.

Mr Garner’s son, William Garner, also a delegate for the region, went on to note that the move would save money for the organisation in the long run.

Rules on late delivery ‘unfair’

The rules around restitution for late deliveries are unfair and waste retailers’ time chasing refunds, delegates concurred.

“We all pay carriage charge,” said Linda Sood, national vice president.

“Where there’s bad service there should be a blanket carriage charge refund.

Restitution forms are made deliberately difficult for retailers to fill in to discourage them from claiming, which is clearly unfair on the retailer.”

Mrs Sood went on to cite one example of a retailer who had not



A trader at Havant town centre market is selling current issues of puzzle magazines for as little as a pound

received his paper delivery for the whole of Sunday, for which the NFRN was able to help him claim back the carriage charge plus loss of earnings.

Delegates’ advice to all retailers having problems with the claims process is to contact the NFRN.

Cover flashes confuse readers

Delegates debated the ongoing issue of the Daily Express and Daily



Bad service should lead to a blanket carriage charge refund

Linda Sood

NFRN national vice president

Star misleading customers with their cover advertising.

The papers both feature a 20p and 10p flash on the cover, clarifying in the small print that this is in fact the saving they will make when compared to the price of other national papers, rather than the cover price of the paper itself.

Delegates said the flashes had caused some awkward conversations with customers who had felt misled by the marketing activity

into buying something when they weren’t fully aware of its true price, and that this was in turn damaging to the trusted retailer-customer relationship local retailers work hard to build.

Bournemouth and Poole member Denis Killen said he had contacted Trading Standards to complain, but was told the issue was outside of its jurisdiction and advised to contact the Citizen’s Advice Bureau.

Market trader sells cheap mags

A stall has appeared at Havant’s Tuesday town centre market selling current issues of puzzle magazines, national councillor Nigel Swan told council.

The magazines are reportedly selling for as little as £1 each. Members said retailers around the country have been facing competition from market stallholders undercutting retailer prices with stock from unidentified sources.

Delegates agreed to investigate the matter.

Date set for local awards 2017

The NFRN local awards for the Southern region will be held at the Crown Plaza in Reading for the third year running on 12 May 2017.

A singer will be attending the event to provide entertainment. The NFRN is encouraging votes for both big and small retailers.

The price for a ticket to the event is expected to be around £40.



Michael Garner



Nigel Swan



Linda Sood



By far our biggest seller over Christmas is Radio Times. We sell around 40 copies each year. Food titles also do well, specifically Good Food. We always make sure we sell some Christmas-specific titles to keep the store seasonal and tap into any impulse buys.

Bhavesh Patel
Watties News Agent, Horley



TV listings do really well this time of year – Radio Times particularly – but also titles like Good Housekeeping, which can double in sales, and the Good Food calendar. We clear four of our magazine shelves and make four front-facing sections. We also take advance orders from customers.

William Garner
Garner’s News, Eastbourne



Radio Times is a big seller and we sell around 30 copies during Christmas. Women’s magazines also double in sales. We always make use of the PoS materials we’re sent by the publisher to boost takings. I’d say to other retailers to trust your instincts regarding what will sell.

Pratap Joshi
Montpelier Wines, Brighton

Your say

Which Christmas magazines are your bestsellers and how do you promote sales?



“

Retailers love numbers, it's how we think. RN's Pricewatch shows me where other retailers are at on prices, allowing me to check I'm making great profits. I trust RN the most.

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OPINION

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Annual Subscription

UK 1 year £150 Europe £302
2 years £237 Rest of world £354
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Printed by Southernprint, Poole,
on 80gsm Galerie Fine Gloss paper
Distributor Seymour Distribution,
2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2015 to June 2016 average net
circulation per issue **13,316**



Winner of the **2009 ACE** gold award for
circulation excellence by a smaller magazine

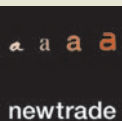
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YOUR SAY Did increased controls on fireworks this year put you off selling them?

Ranjan Patel

Marsh Hill News,
East London

We used to sell fireworks years ago, but when they changed the law, we agreed with the changes and we completely stopped selling them. I think it was the right thing to do. We'd started doing it about 20 years ago, the first couple of years it went really well. But we started getting more and more young people trying to buy them, everyone else was doing them and we didn't think they were safe.

Hitesh Pandya

Toni's News,
Ramsgate,
Kent

We stopped because once the supermarkets and garden centres came in, they went at it a lot heavier than us. At the same time, trading standards were getting pushier and pushier. We couldn't afford the advertising that the supermarkets could do,



and it got to the stage where it was going to cost more than it was worth to implement all the trading standards rules.

Rajiv Chotai

Chatham News Plus,
Chatham, Kent

We stock a lot and it's more a case of how much retailers want to be bothered. Some independents

may be a bit worried about Aldi and Asda and others encroaching on their territory, but the super-market fireworks are so much inferior to what we sell. People come back to me every year and I do them discounts. They'll give me a budget, tell me about their garden, neighbours, animals and I'll tailor it to that. There are no negatives for me.

YOUR STOCK Does the high margin on wine tempt you to make it more of a focus in your store?

Gary Pilsworth

Offley Stores,
Hertfordshire

For the extra margin you might make, I'm not sure if it's worth it. I go to Booker and I buy a lot dependent on what's on offer, I might even pick up some bottles to sell in Asda, they're so hard

to compete with. But tastes are changing and it might be something we'll look at if we can get more margin in the future.

Harry Goraya

Northfleet,
Kent

We've just started specialising a

bit more on the wine side. We have found a good supplier and we're trying them out. In less than a week we've sold half a dozen bottles. We've got shelf-edge labelling, with details of what the wines can be drunk with and so on. They're a very good margin too. We'll see how they go and then take it from there.



Rodney Coombes

Lee Park Stores and Kinson
Convenience Stores,
Dorset

Nowadays, we find more people tend to look for offers and deals, and for wines that might cost around £9.99 that are reduced in price, so you might not get a really good margin. Their taste in wine is getting better, but they predominantly want to pay an average of around £6 for it. Unfortunately, it's all price and offer driven for us, which means we don't get as much room on margin.

LETTERS

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☎ 020 7689 0600
The opinions on this page do not necessarily represent those of the editor
Letters may be altered by the editor for reasons of clarity or of length

WHY PUZZLE MAGS ARE WINNING

I sympathise with Aidan Staton's concerns about the number of puzzle magazine titles greeting him in the morning (A Puzzling Matter, RN 28 October), but I'd like to offer a few points in our defence.

Magazine sales have been in decline for a number of years now, but puzzle magazines have largely bucked that trend. As such they are becoming a larger sector of the market as a whole.

One reason for that is

continuing innovation in terms of new titles and re-designs. Innovation is the life-blood of any industry and perhaps the rest of the magazine industry could be bolder in innovating – customers react favourably to attractive new titles and 'refreshed' old ones, so we'd urge retailers to stock new titles to give their customers a chance to sample the wares.

In addition, Eye to Eye Puzzles has been proud to help small retailers by launching

NFRN-exclusive puzzle titles and other activity to boost their business.

To answer Aidan's point about waste, this is something we take very seriously, both as a cost to business and for the environmental effects.

We do all we can to allocate copies carefully to minimise waste and increase efficiencies. This is never going to be a perfect science, but we're persevering.

Guy Haslam

Managing editor, Eye to Eye Puzzles

For once I've got good news on deliveries...

As mentioned in RN previously, I've been sending a weekly email to publishers and my wholesaler to let them know about delivery times and the impact they've had.

I wanted to let the publishers know that when they get papers late to the wholesaler, it has a knock-on effect for us.

I'm pleased to say, this week's email was a happy one. Now pick yourselves up off the floor.

Our delivery times for this week have been great, but I will not be celebrating with Champagne just yet, as this has been the case in the past. It can be good for a couple of weeks and then a dramatic slip back to old ways.

So for now, maybe until Christmas, I will continue informing them all weekly of our delivery times, and then after Christmas, maybe only once every three or four weeks.

I'm not sure at this precise moment where the improvement has taken place, but I will look into it and try to find out.

I've asked the publishers and wholesaler if any of them have any information as to why this has happened. Please let me know and I will follow it up as best I can.

On Monday, papers arrived at 5.27am, on Tuesday 5.29am, Wednesday 5.42am, Thursday 5.28am and Friday 5.23am. On Saturday I arrived at 6.05am and the papers were waiting for me ready to open at 6.30am.

Can this be the norm from now on? Only time will tell.

And long may it continue.

Adrian Cooke

Station Kiosk, Hockley, Essex

#TOP TWEETS Who's saying what in retail?



Need a helping hand? Our stores provide a flexible home delivery service from our stores, direct to your door. <http://www.budgensof-holt.co.uk>

@CTBakerBudgens

Sugar tax is very bad for business, which means less investment back into local communities

@Raaj_c

Latest updates and reports from Smiths News and Menzies Distribution on the #NFRN website <https://www.nfrnonline.com/grow/news-mags/>
@NFRN_Online

Does the @CocaCola_GB Truck stop near you? Check the dates here betterRetailing.com
@betterRetailing



Just arrived, the Pokémon hunters essential kit #PokeBallBelt

@LochLomondNews



Very proud to say that Spar Rudheath made an amazing £215 for @NSPCC #GoGreen-ForHalloween

@SparRudheath

Daily Deli – Coming Next Week to Lindford...For those peckish moments when a small snack isn't quite enough

@SparLindford

INDEPENDENT
Achievers Academy

BOOKER
WHOLESALE

ACADEMY IN ACTION
Follow up



Service to the Community

Booker and the IAA visited Prudip Naran at his Salford store in June to discuss how he could become more involved in the community. Three months later, the IAA catches up with Prudip to see what steps he has taken



Prudip's action plan

- Set up a Twitter account and post photos of recent community events on this and Facebook
- Build a relationship with the local hospital and suggest sponsoring the children's ward and events
- Encourage healthy eating with a fruit loyalty scheme and offer to support sports days

Prudip says

"We've set up a Twitter account and have 550 followers. We found when we put a staff member in charge that increased a lot because they're more hands-on with the community. We're also looking at putting a coupon on Twitter. We've had meetings with the hospital and two schools about working with them, and have launched an initiative with help from Subway, where if a child reads a book the school can sign a voucher for them to come in and get a free kids' pack."



Your action plan

Visit betterRetailing.com/IAA to find out more about Prudip's and the other retailers' visits from the Academy and develop your own action plan to see similar results in your store

YOUR ISSUE

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BAL'S STORE DREAM IS IN TATTERS

When Bal Chahal moved into a parade of shops below a row of flats 12 years ago, it seemed her Londis store was in a prime position.

In the middle of a busy estate in Hitchin, high footfall and regular customers seemed guaranteed, and Bal expected additional future profits because the landlord, housing association North Hertfordshire Homes, had promised the estate was due to be refurbished imminently.

But now, with many residents being moved out by the association, Bal's dream of running a store at the centre of a busy, thriving, modern estate is in tatters.

With the flats above and most of the rest of the parade now empty, and a stream of residents from neighbouring blocks of flats also moving away, her business is suffering.

But her rent has stayed the same despite her mounting losses, with one North Hertfordshire Homes staff member telling her "I can't see them going down, the only thing I can see is them going up".

The housing association has further demoralised Bal and son Chaz, who helps out in the store, with the news that there is no start date in sight for the long-promised refurbishment.

"When we first bought the business 12 years ago, we were told that in five years' time, they'd have spent a lot of money refurbishing it," says Bal.

"Now, 12 years down the line, nothing's happened. We can't carry on like this."

The 1,000sq ft store comprises two units knocked into one. A third unit, which Mrs Chahal has the lease for, has been vacant for some time, although she has recently opened a cleaning and launderette shop in it in an attempt to recoup some of the money being lost from the store.

The Chahals' frustration has been added to by a number of false hopes that the development was coming.



Bal Chahal says her business is suffering because a local housing association is moving residents out

"They moved the basketball court from the park nearby and said that was the beginning, but they've still not started.

"The six flats above - all three-bedroom properties with room for families or groups - have all been emptied and not refilled. They've started to move people out of another block behind us but they're not filling these either.

"We've lost a lot of business. Every day our revenue is falling lower and lower. Just last Thursday we were £600 down on what we should have been."

As she notes, every day brings in less business and therefore less money to replenish the stock. The result is a store that looks as though it is failing and a retailer caught in a vicious circle which is not of her own making.

"It all starts reflecting badly on us," says Bal.

Meanwhile, the quarterly bill for the lease is still £3,300 and North Hertfordshire Homes has not offered the Chahals any reduction,

nor does it provide regular updates.

"We get rebates on the rates, but that's it," she says.

The estate is now starting to look increasingly dilapidated, with no end to the problem in sight. "A lot of the properties are derelict now. There are metal frames on the windows and it looks awful. Some of the shops are boarded up.

"They keep saying it's going to happen, they said it would be in 2017, but now we can't even get a date, and some people have said they think they haven't got the money to do it at all."

As Bal points out, the store's value is not just the service it provides to existing residents on the estate, but also its position at the heart of the local community - staff drive customers home if their shopping is too heavy, verify their passport forms and help them with other problems.

"We don't know what's going to happen and still have a couple of years left on the lease. We've helped the local community for

years, but now no-one's helping us," she says.

Neil Brooks, director of new business at North Hertfordshire Homes, said: "We understand there may be frustration for the retailer with the pace of progress concerning the regeneration of John Barker Place. The delay is due to a combination of funding challenges, escalating construction costs and a reduction in the rents we are permitted to charge, which means we have less income to build new homes with.

"We are working hard to come up with solutions, such as providing a mix of properties for sale along with rented homes, to generate the necessary income. "As a result we have restarted the business planning process which means we won't have further news until early next year.

"We want to ensure that what happens next will meet the needs of existing and future residents. In the meantime, we're very grateful for the commitment shown by the local shopkeepers and for the patience of all the community."

“

We've lost a lot of business. Every day our revenue is falling lower and lower. Just last Thursday we were £600 down on what we should have been

BAL CHAHAL

BINTESH AMIN

COLUMNIST

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📧 @RetailNewsagent



Get smart to make best use of space

Space in independent stores is at a premium, but make sure every product is earning its place and you'll maximise profits from every available inch

Every category in my shop has to justify its space, so using EPOS data to do regular layout planning is really important.

I had a refit earlier in the year, for example, and could see how fast food to go was growing. Then, it made up 13-14% of my sales, so I used space created by the removal of the old post office counters to expand it with a range of curries and sandwiches. My food counter, coffee and sandwiches together now generate around 25% of my sales and I'm still looking to grow this.

We've got a large Tchibo coffee machine and a slush machine too. Obviously, adding equipment like this means losing a lot of selling space, but to me these machines have been no-brainers.

I chose a medium-sized slush machine that cost £2,500 after asking other retailers about their sales and profits to determine what I could earn from this space. I had to clear a whole bay to get the machine in, but it paid for itself in three months. The profit I get from selling cups for £1, £1.50 and £2 at 60% margins is much better than what I previously got from promotional stock earning 5%-20% margins in that space. Now the weather is getting colder, I expect sales will fall off, so I'll relocate it to a less prominent place for winter.

It's the same story with my coffee

machine. Last week we made £360 from it and this week it's £480 already. To keep pace with the season, I'll look to sell hot food like baps and burgers and other impulse lines with my coffee.

Space planning has been essential for adding new ranges too. I introduced American confectionery last year, for example. We started with a massive order and filled the whole counter with it.

I had three or four shelves at the front and a whole promotional bay at the front too and was selling £3-400 a week.

Since then, I've expanded my range of bestsellers like American Snickers, and have cut space for hard-boiled



Bintesh is making up to £480 a week from takeaway coffee

“ My counter is possibly the most important space of all

sweets which are slower sellers.

It's just as important to constantly review your traditional ranges and work your space to maximise sales from them too.

There's been a lot of talk among retailers about how much space to give tobacco and where to put it. For me, it pays for the space it occupies because we premium-price it, it has a high turnover and I make more than a standard margin on it.

We sell a lot of newspapers, and they bring people in to the store. They are one of the only things that gets people walking around the shop, so I move them around a fair bit because it keeps customers on their toes looking for them.

My counter is possibly the most important space of all. Anything will sell well from it because staff and customers are always in buying mode there, so I use it to display new products, impulse and £1 lines or things we're testing. Halloween stock flew out from it last week, and now that's over we can start using it for Christmas.

Space planning never stops though, so once Christmas is behind us I'm planning to declutter my ranges in January and get a new value range in place in the new year.

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

* Christmas crackers

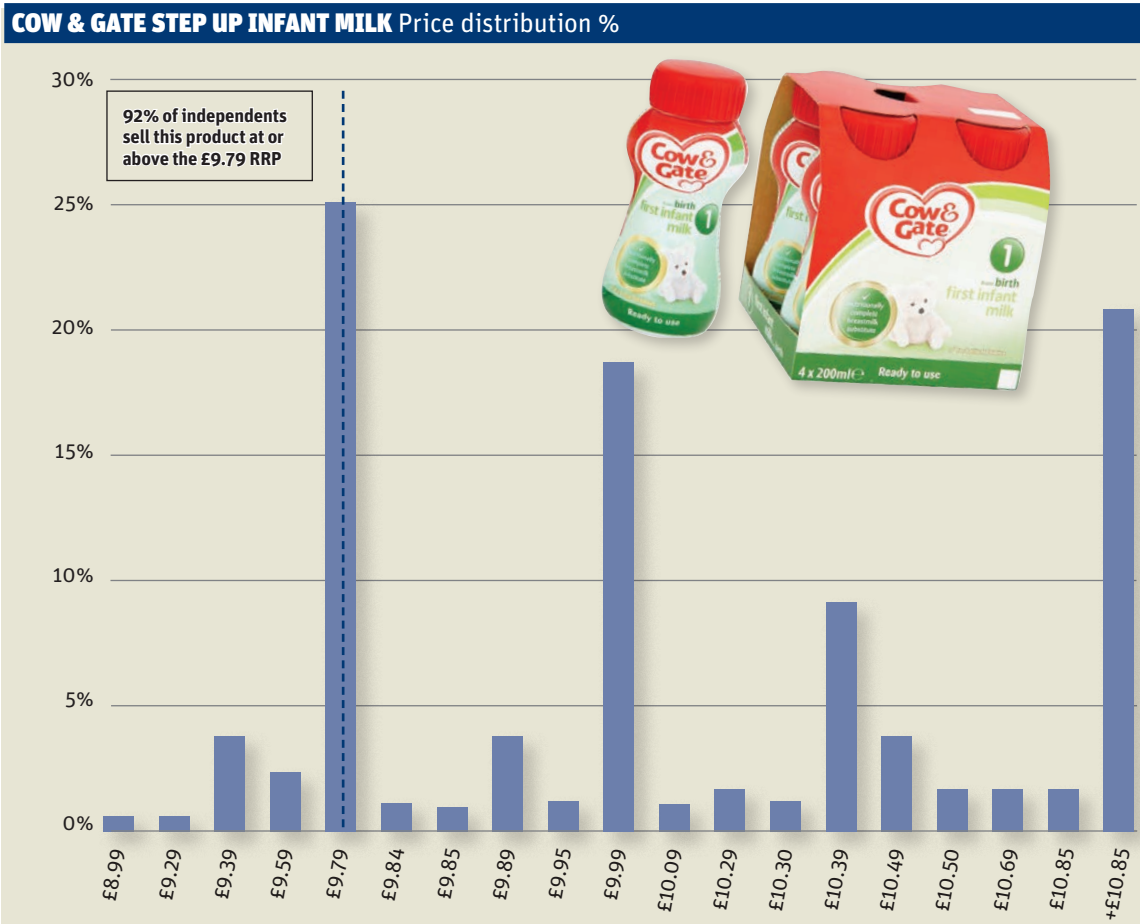
+ I want to have fun with Christmas this year, and I hope it's a cold, traditional winter because that seems to help sales. For some of the big mainstream brands, I'll look around the supermarkets because they put on crazy offers that our wholesalers can't compete with. But I'll also look for niche and local products because these have worked well for us before. Customers like stock they can't easily find elsewhere and will pre-order things like products made in Kent, along with turkeys and geese. Hampers have worked really well for the past four or five years, as have packs of cheese and wine. I want to stock these again, then find products to complement them. At Christmas, I need my store to stand out.

PRICEWATCH

Benchmark your prices against your peers

In focus Baby products

Sample prices



PRODUCT
Calpol Sugar Free Infant Suspension Liquid 100ml
Euro Shopper Baby Wipes 72
Pampers X/L 17s Baby Dry
Pampers Junior 17s Baby Dry
Calpol Six Plus Bottle 80ml
Cow & Gate Premium Baby Milk refill
Pampers Baby Wipes Fresh
Cow & Gate Step Up Infant Milk
Cow & Gate Plus Milk Eazy Pack
Huggies Disney Wipes
Pampers BD Small Pack Maxi+
Calprofen 3+ Months

Analysis

Retailers this week report that baby products are well received by their customers, often leading to repeat custom. That popularity is reflected in the fact that only two of our featured retailers elect to charge

below the RRP, with 3% and 5% reductions on Calpol Infant Suspension and Calprofen 3+ months. Why? The answer appears to be convenience, with many shoppers topping up their weekly shop with

purchases in their local store. Our featured product showed that customers were also prepared to pay above what the manufacturers recommend, with two retailers pricing 40p and £1.10 above RRP respectively.

How we drive our profit

Ian Lewis

STORE Spar Crescent Stores
LOCATION Oxfordshire
SIZE 1,800sq ft
TYPE village store

TOP TIP

The Capitol Essentials range we stock is well worth having – they're impulse buys



We sell dummies and bottles and wet wipes and we also sell a few other bits around the store. We used to have a good range of baby food but it doesn't sell as well as it used to, so we've really reduced the range down. I think that's down to the multiples, where people can buy in bulk. There's still an opportunity for pre-packed products – I know from when my wife and I were bringing up our son we didn't want to use them but we found that we did end up going for it because he liked them; not everyone wants to make it themselves.

Naresh Gajri

STORE Cranhill Convenience Store
LOCATION Glasgow
SIZE 2,900sq ft
TYPE residential

TOP TIP

Our customers appreciate a well-stocked baby section – they don't have to go to the supermarket for everything



Nappies and baby wipes are the best sellers in our store and we stock Pampers and Happy Shopper. Our shop isn't in an affluent area and that explains why Happy Shopper is the most popular, with wet wipes for £1 and nappies for £3.49. We get a margin of 25-28% and we're happy with that. Our customers have come to reply on our range, which currently includes a promotion on Pampers Baby Dry for £2.99, £2 under the RRP. They've sold incredibly well and we hope that when the price goes up people will continue to buy them.

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 @RetailNewsagent
 facebook.com/retailnewsagent

Data supplied by



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

BOOKER RRP	AVERAGE	RETAILER 1 VILLAGE C-STORE NORTH OF GLASGOW	RETAILER 2 SMALL CAMBRIDGESHIRE VILLAGE SHOP	RETAILER 3 LARGE TOWN CENTRE SHOP IN LANCASHIRE TOWN	RETAILER 4 LARGE SHOP IN NEWCASTLE RESIDENTIAL SUBURB	RETAILER 5 HIGH STREET SHOP IN S.E. MANCHESTER SUBURB	RETAILER 6 PARADE OF SHOPS IN SMART SURREY THAMESIDE SUBURB
£3.59	£3.70	£3.49	£3.59	£3.59	£3.59	-	£3.59
£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00
£4.99	£4.99	£4.99	-	-	-	£4.99	£4.99
£4.99	£4.95	-	£4.99	£4.99	£4.99	£4.99	£4.99
£3.59	£3.70	£3.59	£3.59	£3.59	-	-	-
£9.79	£10.26	-	-	-	£9.79	-	-
£2.49	£1.98	£2.49	£2.49	-	-	-	£2.49
£9.79	£10.26	£10.89	-	-	£9.39	£10.29	-
£9.79	£10.28	£10.89	£9.79	-	-	£9.89	£9.79
£1.00	£1.09	-	£1.00	£1.00	-	£1.29	-
£4.99	£4.99	£4.99	-	-	-	-	-
£3.69	£3.81	£3.49	-	-	£3.59	-	-

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Sandra Taylor-Meeds

Budgens, Holt



Martin's Farm
Turkeys
(price by weight)



Where did you discover it?

Martin's Farm is the local poultry farm and it has provided us with whole chickens and chicken pieces for a while now, both of which are good sellers. The turkeys were discovered by chance. I popped in to have a chat with the farmer and he spoke to me about the turkeys he had, which I didn't even realise he kept. He showed me great numbers of wonderful free-range Norfolk Blacks and Bronze turkeys. It's funny because lots of the local producers round here don't push their products as much as they could do - he doesn't even have a website or an email. He supplies us with chickens now and, as the farm is only four miles away, it's an arrangement that works really well.

Who buys it?

People who already buy Martin's Farm chickens, know and trust the quality of it.

Why is it so successful?

Other than the brand association, I think our customers like to see us supporting a local supplier. We don't just sell turkey and chicken, we also stock local, leeks, cheese, Cromer crab and jam, the last of which is supplied by a local grower.

Nishi Patel

STORE Londis
LOCATION Dartford
SIZE 1,200sq ft
TYPE main road

TOP TIP

We stock budget and premium ranges of baby wipes. We sell up to three boxes (35-40 units) of each a week



Baby food is a really good seller - we stock Cow & Gate and Ella's Kitchen. Our store is in a very family-orientated area which means there's interest in our baby products. We do have regular customers but there is a significant area of business from impulse purchases; people pop in for a few bits and will also buy baby food while they're there. We sell nappies and have six lines available and our range helps out those customers who just want to top up, as most of them stock up in the supermarket. It's a quick pick up and go product.

Chloe Ithell

STORE Ruabon Discount Store
LOCATION Wrexham
SIZE less than 1,000sq ft
TYPE next to railway station

TOP TIP

We'd recommend advertising on Facebook. It works really well for us and we get trade from people who have seen the posts



We've got wet wipes, dummies and bottles, which are all everyday items that we like to have in the store. They're very much impulse purchases. We stock them in different areas of the store, using our little 'baby corner' where we keep most of the items, but wet wipes are with the toiletries. They may be called baby wipes but they have a lot of uses so they always sell really well - we have about five items and the budget ones go better. We sell about a box a week of those. We buy from a number of suppliers and get a margin of around 25% across the range. ●

RETAILER PROFILE

Franck and Joanna spent three days training in a factory and pizzeria in Italy



Room for one more

A century after their first store opened in Kinross, the Giacopiazzi family has launched a second store, only a mile away from the original site. Specialising in pizza and ice cream, store owners Franck and Joanna Casonato were soon joined behind the till by their first child.

Tim Murray reports

The Giacopiazzi family has had two major additions this year, as, more than 100 years after its first store opened for business, the family-run operation finally opened its second outlet.

And as well as overseeing the store, Franck and Joanna Casonato, the son-in-law and daughter of Joe, from the original dynasty, have had their first child too.

The fact the two arrived within days of each other only made for even more stress for the extended family.

The two stores are only a short distance apart – “They’re about a mile away from each other,” says Frank. “We’re our own competition.” Each has its own point of difference, however.

“The first shop is run by my wife’s parents,” he says. “The new shop was opened by my wife and I. It’s close, but we’d been looking and it was the right size for what we wanted to do.”

And the point of difference? “At the other shop we make our own Italian ice cream. The family has been doing it for more than 100 years; we’re still using the same recipe for vanilla that we have for years,” he explains.

As well as selling its own ice cream, the new store, which is 3,000sq ft also has its own pizza oven.

“We had the idea in mind of opening our own pizza restaurant, it’s a good profit mar-

gin product, like ice cream. We thought about having a sit-down restaurant, but we decided to make it just takeaway, and have it as part of a convenience store.

It’s made in an authentic Italian pizza oven, one imported specially for the store. “We went to the Italian town of Rimini for an exhibition where they had catering equipment in stores. The acquisition came with its own training in Mantova, Italy – “We spent three days training in a factory and a pizzeria in Italy,” explains Franck – and fits in neatly with the Giacopiazzi offering.

“We’ve always been focused on food to go. We did a refit on the first store a few years ago and it concentrated on this,” he says.

Both stores have forged close links with local bakers at Stuart’s of Buckhaven, which keeps a supply of fresh bread and other lines. “The pizza oven is a really nice feature, it does take up some space, but it’s worth it, and we’ve still got room for groceries and other offerings,” Franck says.

Business has been brisk since it opened. “It started really well, as there was the novelty value and people wanted to try the pizza. Now we’re trying to really build the loyal following up.”

It’s been helped by the proximity of a school, with the store offering pizza by the slice for pupils rather than the evening’s

“Pizza is a good profit margin product, like ice cream, which is great to have. Food to go has to be the focus of a modern convenience store”

FRANCK CASONATO



“We have 200 or 300 schoolchildren in, we bake a lot of pizza just before they arrive.”

full pizza offering. “We have 200 or 300 schoolchildren in, we bake a lot just before they arrive,” he says.

There’s also a coffee machine, with a loyalty card aimed at enticing regular business, as well as Frappino frozen drinks.

“We’re trying different things all the time,” says Franck. “We’re looking at a lot of local suppliers.”

Both stores are run in partnership with Nisa, which further aided the new opening, Franck says. “We had our own plan, but they helped us too,” he explains. “It’s always good to have the support there.”

Where the new store and its sister operation succeed further is in their wine offering. “We’ve been building it in the other store for years,” says Franck. “We’ve got a really strong customer base and we’re known for it. We have a few different suppliers and we have wines from different countries; we’ve got quite a lot of Italian wines in now and we vary them regularly. We also run tastings. We have customers coming back to see what new ones we have on offer and we pride ourselves on the quality of the wine we offer. We have around 100 in all at any one time, some customers don’t mind paying up to £30 a bottle.” ●

VISIT MY SHOP

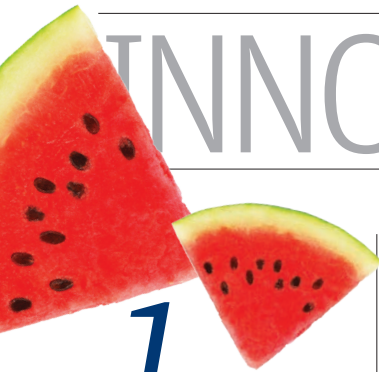
Giacopiazzi

17 New Rd,
Kinross
KY13 9XT



Want to see more of Franck and Joanna’s store? Go to betterretailing.com/giacopiazzi

INNOVATIONS



1 Watermelon juice

Cultural goliath Beyonce Knowles is among those to have invested in producers of this latest superfood craze. Watermelon water is full of vitamin C, anti-ageing lycopene, potassium, and amino acids and is lauded by the singer for offering “clean, natural hydration”. After the success of coconut water and the emergence of other plant waters (aloe vera and maple among them) there is clearly a growing taste for these kinds of natural products.

Where can I find it? While Beyonce’s WTRMLN WTR grabs

the headline on both sides of the Atlantic, Mello watermelon juice is already stocked by Waitrose. For independents, healthier wholesaler Epicurium stocks Bolton-based What a Melon watermelon water.

For you? There’s a high chance at least one product will break through next year and, as stores across the country and social divide report an increased focus on healthier products, this shouldn’t be limited to trendy urban centres.



London-based What a Melon is already available for independent retailers

3 Nitro coffee

Cold brew coffee has been the latest trend in 2016 for those caffeine addicts who’ve moved beyond lattes, Americanos and other coffee shop staples. Cold brew takes 24 hours to produce has been a barrier to market for many but, according to the Guardian, coffee chains including Costa and Starbucks are now investing in the sped-up process of cold brewing – using liquid nitrogen.

Where can I find it? Trials in Britain’s two biggest coffee chains aren’t scheduled to begin until 2017 but, through wholesaler’s including Epicurium, retailers can already stock cold brew coffees including the Minor Figures coffee brand.

For you? There are many retailers out there looking to go the extra mile when it comes to a profitable coffee offer. This is your chance to get in before the major brands.



2 Freakshakes

Imagine putting a cake and a milkshake in the particle accelerator at CERN – the result would be something like the Australian phenomenon of freakshakes. These calorific creations look as impressive as they apparently taste and recipes for them include ingredients such as honeycomb pieces, meringues, chocolate and strawberry sauces and – of course – ice cream. If this trend becomes mainstream in 2017 increased sales of these indulgent products will be the first sign.

Super-indulgent Australian freakshakes are predicted to be a 2017 smash hit



Where can I find it? This is another trendy food that travelled first to London but has already gained a national foothold. According to Cosmopolitan magazine great places to try a freakshake include Lily Bake Cakes in Glasgow, Barley and Beans in Liverpool and Freakshakes in Bangor, north Wales, which all serve these indulgent treats.

For you? Any store with a home baking section can help their customers recreate these drinks, but will a store embracing foodservice use these showstoppers to grab their customer attention next year?

What will we eat in 2017?

Independent retailers are always looking around for the next big thing to hit the market. As Waitrose reveals the top trends it expects to dominate in 2017, **Tom Gockelen-Kozlowski** takes a look at what’s in store



Many major trends were identified by upmarket supermarket Waitrose’s annual Food and Drink report



This is your chance to get in before the major brands



5 Perfume cocktails

Another future trend identified by Waitrose is one that's been building slowly. As early as 2013, royal-approved Victorian perfumery Penhaligon's was working with mixologists (that's cocktail makers to you and me) to recreate its fragrances in the form of alcoholic drinks. It's now a major trend in cities including London, New York and Berlin.

Where can I find it? The Perfume Shop is the first high street name to embrace the



Would your customers buy a Chanel-branded cocktail?

trend, opening a pop-up cocktail bar earlier this year. For interested connoisseurs, top cocktail bars are likely serving up these drinks already but there's little sign it's moving into the mainstream just yet.

For you? If this trend is picked up by a major alcohol brand then fashion-conscious customers could flock to a Chanel or Dior-branded pre-mix can or take-home pouch. Whether this happens is down to the industry.

And one for 2020....

7 Insect protein

With the world's population soaring, and resources diminishing, one longstanding solution has been for humans to farm and eat insects as a sustainable source of protein. Crowbar peanut and cricket flour snack bars are one of a number of niche products already delivering edible creepy crawlies into Britons' diets. According to PepsiCo's global chief executive India Nooyi the future will see crickets, worms and termites play an increased role in many western diets.

Where can I find it? Under a stone in your garden for the freshest produce, though it's wiser to go direct to the manufacturers of

products such as Crobar. There are obvious cultural barriers that will have to be traversed before most UK consumers embrace eating insects but the positive news is that, with the likes of PepsiCo discussing this move openly, retailers will not be lumbered with the job of convincing the sceptics alone.

For you? If the world goes this way retailers will have to go with it, but there's little chance that consumer demand alone will lead the market this way alone. If governments get involved with legislation to promote insect foods, the battle could make plain packaging look like a tea party. ●



Insects provide a sustainable protein source but will eating flies ever take off?

4 Vegetable yogurt

Carrot, beetroot and sweet potato are among the vegetable flavours that have created an unlikely stir in the US.

New York-based Blue Hill has become one of the big names associated with the trend and advises customers to eat the product alone, as a condiment or as an eye-catching alternative to sour cream. Subtly flavoured and loose in texture, Blue Hill says these products are made for the adult market.

Where can I find it? Tesco stocks fruit and vegetable yogurts including mango and carrot and raspberry and beetroot flavours. Arla has launched a similar range for kids under the Big Yogs brand. When it comes to more adult-focused products in the UK, we're still waiting to catch up with our American cousins.

For you? Children's products are already available and if this does become a major trend, retailers investing in fresh and chilled will be perfectly placed to take advantage.



CATEGORY ADVICE

Brhunil Patel's brother's passion for technology led to him taking part in the trial of the new PayPoint One terminal. Three months on, RN and PayPoint's **Lauren Menck** visit Brhunil to see what he has learned so far

The right decision

The Expert
Lauren Menck
Marketing manager,
PayPoint



The Retailer
Brhunil Patel
Owner, Magnum News
London



It's very user friendly and the team are really helpful and provide support

Magnum News has been in Brhunil Patel's family for 28 years, and after a desire to change careers, Brhunil joined the family business. Situated in central London, the small newsagent is always busy with local business workers and passing trade. Due to the location and size, it is vital that Brhunil is able to serve his customers efficiently but in a friendly manner, so

keeping up to date with the latest technology is vital, which is why he took part in the trial for the new PayPoint One system. Last month, PayPoint's marketing manager Lauren Menck visited Brhunil to find out how PayPoint One is working for his business.

Why did you take part in the PayPoint trial?

To be honest, we were wondering if

we needed it, but my brother is really into technology – he likes to be an early adopter – so we decided to go for it. Now, I wouldn't go back. It was the right decision.

How has PayPoint One affected you day to day in the store?

It has saved us time. We used to have to do our sales reports by hand, which could take between half an hour and two hours to complete. With PayPoint One everything is uploaded by category and sales at the end of the day, then the payments come out automatically, and we get a consolidated sales report at the end of the day.

How do you think PayPoint One will change your business in the future?

We have a lot more data to draw on and interpret, in ways that were either impossible or incredibly time-consuming before. The new system gives us the information capabilities you'd usually associate with the big retailers, and I'm looking forward to it making us more efficient and competitive.

How do you find the PayPoint One system to use?

It is very easy to use. It takes moments to input specialist or unique products and prices. And it puts in one place so many different functions, from the creation and printing of price labels to individual staff log-ins. And there are videos that allow new staff to be trained very fast.

What is your favourite function of the new PayPoint One system?

I have to spend time away from the

Why PayPoint One? Lauren Menck outlines six benefits of the new system



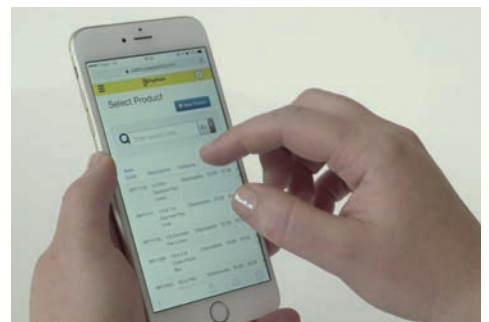
Speed and Accuracy

The integrated services mean PayPoint services, EPoS and card transactions can be completed by one device. This saves time and increases accuracy for retailers when they are completing their end-of-day reports.



Accessible Technology

PayPoint One is unique because it provides a platform for independent convenience retailers to get the latest in EPoS technology with absolutely no upfront cost.



Cloud-based Access

The cloud system means that all store data is backed up, and also means retailers can access their store information remotely from any device, allowing them to spend more time away from the store, while still monitoring their business.

In Association with



PayPoint's Lauren Menck joins retailer Brhuni Patel at his store in central London

business at the cash and carry, and the system allows me to keep track of what is happening while I am out. I can log into the website on my phone, and the detail is fantastic. I can see what's going on in real time, and so can deal with any problems immediately. It blows my uncle's mind.

Would you recommend PayPoint One to other retailers?

I would definitely recommend PayPoint One to any retailer looking to take the step from a normal till to EPOS. It's very user-friendly and the team are really helpful and provide support. ●



Flexibility and Control

PayPoint One is a retail system which over time, will allow retailers to customise the platform to suit their store, allowing them to have complete flexibility and control.



Easy to use

The touchscreen, built-in training content and on-screen prompts mean this device is easy to use.



Insight

The advanced sales reporting available on the device means retailers can analyse data to identify slow sellers, monitor staff activities and run tailored promotions, to suit their customer base.

BREAKFAST

Sukhi's Simply Fresh can sell more than £80 of breakfast food to go items a day – and it's by no means the only store to benefit. Is it time for you to look again at this meal time opportunity?

Dave Songer reports

Rise and shine



IN THE SUBURBS

In suburban stores, professional workers and families on the school run provide a steady morning trade to retailers such as Avtar Sidhu who runs Sukhi's Simply Fresh in Kenilworth.



People nowadays are very time-poor and although breakfast is considered to be the most important meal of the day, it's one of the most neglected. Our 'pots to go' range is really popular and we sell Rice Krispies, Wolfy's and Quaker porridge. They're positioned next to the coffee machine and we allow customers to use the hot water dispenser to fill them up and give them a free spoon.

By watching customers help themselves at the breakfast station it also encourages others to make impulse purchases, a knock-on effect that can mean someone just getting a coffee also buys breakfast from us.

As the temperature drops we see an increase from our usual sales of these porridge pots from four or five cases and we get a margin of 35-40%. There are other brands on the market being advertised but we're sticking with what we have. Not only do the adverts confirm to me

we're doing the right thing, we also think too much choice is bewildering and could lead to us selling fewer products.

Weetabix's on-the-go range sells very well and has been in the chiller from day one. At 22%, the margins could be better but we sell around six cases a week at £1 each – chocolate and strawberry are the most popular. Being on the edge of a small town, it's the sort of thing that commuters will have on their way to work.

We do hot food to go as well, such as bacon and cheese turnovers and filled baps. Sausage and bacon baps are £2, going up to £3 if they add an egg. We'll sell 25 to 40 of those a day and they're all cooked freshly on site every day, doing it little and often to keep it fresh. Customers can add a hot drink for £1. They go hand in hand, actually, so a black coffee, latte and hot chocolate is a great upsell for us.



Our 'pots to go' range is really popular

Hot and tasty snacks are popular with many consumers



AVAILABLE NOW



THE NEW PMP RANGE



WE ARE LAUNCHING A NEW RANGE OF PRICE MARKED PACKS, HELPING YOU TO PUT MORE MONEY IN YOUR TILL.

The new packs are available now and include the new Curiously Cinnamon PMP.

We will also run **EXCITING PRICE PROMOTIONS** during the year* that will help you **ATTRACT MORE CUSTOMERS** to your shops and tap into the increasing consumer demand for **VALUE FOR MONEY**.

 **@Cerealsuccess**

*WIGIGs promo on core range at £1.49;
WIGIGs on big packs Cheerios and Shreddies at £2.

**For more information visit
www.cerealsuccess.co.uk**

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BREAKFAST

ON AN ESTATE

The challenge of promoting healthier lifestyles, particularly breakfasts, is hardest for retailers in poorer areas, but Linda Williams and her husband Dennis work tirelessly on this in their Premier store in Oxgangs, Edinburgh



We have quite a lot of young families living locally, which means we sell a lot of cereal and milk. We've done quite a lot of work with the local school to make sure that kids are eating a proper breakfast before they go to school and that's really boosted our sales of porridge. We've done that event twice now.

We're also going to be starting up a fruit club, which is a drive to get kids to eat a piece of fruit before they go to school. In fact, we'll be visiting the two local schools to do an assembly on it. Each child gets a card which gets stamped when they buy a single piece of fruit. We're hoping they'll get into the habit of coming in on their way to school and buying a single apple, satsuma or banana whether to eat on the way in or have as part of their break.

We're not naïve enough to think that they're not also going to come in and get crisps and sweets, but if they buy fruit as well it's a win. It's about changing their behaviour. The bonus of that initiative is that the children's parents

will then come to the store and that definitely has a really positive impact.

We find that after we've done something at a school the children become very familiar with us, so they tell their parents that they want to go to our shop. We're making a name for ourselves to be a healthy option.

We've just started stocking a selection of recipe cards in store from a competition we ran and they're free for customers to take away with them. It's currently got breakfast options that the children from the local primary schools have done and it's set up in a really nice display. One of them is 'perfect, pleasing porridge' with freshly chopped blueberries and the other is 'fantastic fruity feast' that is a selection of fruit smothered in natural yogurt.



We're making a name for ourselves to be a healthy option

Getting kids living healthier lines can be a profitable option



belVita
Breakfast.
Category-leading
repeat rate
62%*

belVita

Breakfast

On TV
and sampling
throughout
2016

TRY A
SOFTER
START TO THE DAY



New belVita Soft Bakes from the no.1 breakfast biscuit**

National sampling campaign reaching over 2 million consumers

Stock the range today

For great category advice go to www.deliciousdisplay.co.uk

Retailers are free to set their own prices. Non-PMP packs available. *Kantar data 2016. **The Nielsen Company, 06.2.15.

BREAKFAST



IN THE VILLAGE

A village store can be an essential resource for a community, meeting its needs when supermarkets and other competitors aren't an option. Christine Hope of Hope of Longtown, Herefordshire, takes this responsibility seriously



We sell a range of pretty healthy snack bars that are often bought by people who will eat them in their car. There's something about the health element that really resonates with our customers.

We buy cereals at specific times of the year and stock certain lines for a small number of customers who want it. Kellogg's Fruit & Fibre is one example; it's not normally a big seller for us but we're absolutely committed to having it. We're a very small shop, so getting the right product for the right people coming into our store is what we have to be aiming for.

If a customer asks for a specific item then we'll always get it in because it's highly unusual now for customers to ask, "can you get this?" That's how we started stocking Fruit & Fibre. We may have had a customer whose favourite product has been delisted in the supermarket and - as a last port of call - they'll come to us.

That's the attitude we've had with breakfast cereals. It doesn't work

for a 5,000sq ft store but it does for us. People nowadays look online first, discover the expensive delivery costs, and then come back to the shop.

Purchasing cereal at the right time is important because cereal has a shelf life of six to 12 months, so we'll only purchase it when it's on offer. Our turnover is quite low, so instead of having a low return we wait.

We've seen a growth in gluten-free products, such as Nature's Path Organic Maple Sunrise and Organic Crispy Rice. Originally we only had a couple of lines but now we stock five or six, including gluten-free porridge oats. They're not flying out the door but what it brings us is loyalty and an entry point to them bring them to other gluten-free products in the shop.

Breakfast snacks are another convenient option



Meeting the need

How suppliers are developing products for morning customers

Cereal Partners UK is continuing to invest in the independent channel with its Cereal Success category management website and its field sales teams. These teams are offering free category relays to businesses nationwide.



Crumpets and bagels are among the breakfast goods which Warburtons has developed to meet the growing demand for interesting early-morning options. Bakery shoppers have a higher basket spend (by £2.08) than other customers.

To take advantage of price conscious consumers Kellogg's is launching an innovative reversible pricemarked pack.



Mondelez International's Belvita breakfast biscuit brand took advantage of the category's double-digit growth earlier in the summer by launching Belvita Soft Bakes Choc Chip, joining Crunchy Hazelnut and Honey and Nut variants.



Trendy breakfast-pot maker Moma has a new porridge and juice bircher product available that avoids the need for overnight preparation. Its Raspberry & Coconut Bircher Muesli will also be available on Eurostar.

**POCKET
MORE
PROFIT**

Shipping from
mid November



**WHICHEVER
WAY YOU
LOOK AT IT**

Kellogg's is changing the £2.19 PMP range to a new £2.99 PMP range. Same brands but now in **bigger, better selling packs!**

Research shows that cereal shoppers in convenience tend to be families, and have more children than the average convenience shopper**, so we're moving our PMP range to **bigger packs**. These are our **best selling pack sizes**, and they're now available in PMP.

OUR NEW PMP RANGE



*Excluding Krave and Variety packs. **Direction only: 54 Breakfast Cereal respondents. Source: CTP 2015. © 2016 Kellogg Company.

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www.kelloggsvantage.co.uk

CHRISTMAS GUIDE

The Essentials

49
CRACKERS
(43-49)

Great ideas for growing sales from top industry figures

Items such as batteries, cake ingredients and gifts can so easily fall off shopping lists. **Dave Songer** asks if eight retailers are ready for these last-minute customers in the final part of our Christmas guide

Get the festive basics right

43



Naresh Gajri
Premier,
Glasgow

Stock up on high-margin cards

Christmas cards bring in a lot of customers over the festive period. I sell between 30 and 40 cases of cards, each of which have 24 multipack boxes and offer a 30% margin.

It's a great way for us to further boost our profits.

The essentials specialist

Inspired by the discount ranges of Aldi and Lidl, Sunita Kanji has built a range that includes everything from hardware to electricals in the heart of her store. A place to browse during the rest of the year, this offer comes into its own as Christmas approaches



Sunita Kanji
Family Shopper
Little Hulton, Bolton

How I plan for Christmas

Our three-bay seasonal display is already stocked with things like wrapping paper, gift tags, stocking fillers, lights and replacement bulbs. Batteries sell really well - I'll guarantee that the first customer through the doors on Christmas Day will ask for them.

What my customers want

I stock up on items like Sellotape, drawing pins and Blu-tack from the beginning of December for customers putting up Christmas decorations. They're included in our £1 range and I'll put in a big order, knowing that if I don't sell them at Christmas they'll sell well throughout the year.

How I bring Christmas to life

We're open throughout Christmas from 7am-9am and the community atmosphere is great. Our staff come

in on their days off and we give out glasses of wine and mince pies and play Christmas music. It's a celebration and we like to be part of that celebration with our customers.

My new product for Christmas 2016

We sell lots of paint because people want to do their houses up in the lead-up to Christmas - we get it from the cash and carry and sell it for less than B&Q. We get a 70% margin on them and sell up to 45 containers a week. We only have white and magnolia but to widen our range - without having to stock big pots of paint - we sell little tubes of colours that customers can squirt in to create their own shade.

We also sell paint brushes and lots of other DIY-related items including paint stripper and turps, which I buy in for 56p and sell for £1.

44



Trish Lettley
EJ Teare Newsagents,
Wellington

Let customers try their luck

Scratchcard sales shoot up 500% because they're often put in with Christmas cards. Some customers like to also include handwritten letters, so we'll sell double the number of writing pads as a result too.



Varta High Energy batteries promise to power Christmas morning toys at a lower price point than market-leader Duracell

45



Harris Aslam
Greens,
Markinch

Say it with a bottle

Our one-bottle gift bags, which we use to hold wine and whisky, are popular. We buy them for £1 so it means we can pass on good value to customers.

47



Kath Hitchin
Lifestyle Express,
Caenarfton

Make your own hampers

2016 will be my first Christmas, so I'll be keeping my ear to ground and see what's popular. I'm doing my own hampers - stocked with items like wine and chocolates - and the local florist will supply me with holly wreaths.

46



Narendra Singh Jadeja
Spar Crescent Stores,
Witney, Oxfordshire

Stock the staples

Despite being very close to a high street that has much bigger stores, I still get sales from boxes of cards, wrapping paper, tags, Sellotape and balloons. It's worth stocking even a small quantity - it always sells.

The wholesaler's view

Batleys Bellevue is situated in the heart of Edinburgh and gets many visits from retailers on last-minute missions to stock up for customers last-minute Christmas needs.



David Howe
general manager,
Batleys Bellevue

What's the big opportunity for retailers this Christmas?

Christmas isn't what it was for retailers in Scotland because most multiples are open on Boxing Day whereas independents used to have two days of being the only businesses open.

So now it's more about being there to stock up on things customers have forgotten: lemonade, port and sherry or batteries.

What's the big challenge for wholesalers?

Retailers used to pick up palettes

and palettes of Quality Street and other selection boxes but now our sales are in cases.

The prices that supermarkets can sell them at are impossible to match.

What's your big tip for success?

Champagne, prosecco but especially single malt whiskies are picked up in large numbers by retailers for their customers' festive parties and gifts.

A lot of the retailers we see stock on up on cigarettes for the festive period too.

48



Kamal Sisodia
WHSmith Local,
Coalville

Invest in a last-minute gifts range

Gift-type items like stationery, annuals, books and spirits are good for us. We'll also have a lot of people coming for stamps, generally we'll sell three times as many in December.

Products for your store



Dr Oetker has a range of baking products - including marzipan - for any last minute bakers out there



For those looking for a chic tippie, Lumbrini is offering a fashion-themed promotion



It's the top time of year for gifts and this Jaffa Cake Pole is designed as a great stocking filler



Mince pies are a Christmas staple and Mr Kipling's are a national favourite

49



Ray Monelle
Orchard News,
Weston-super-Mare

Focus on the little things

As a convenience store, we're there for busy people who want to nip in for bits and pieces. That covers basic lines like bin bags and turkey foil and even last-minute gifts, such as port or sherry.

To read all 49 tips together

log on to better-retailing.com

INDUSTRY PROFILE

Dave Songer
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 @RetailNewsagent

Reposs

EPOS systems can give retailers the information they need to improve sales and stock the right products. Richard Holder from Reposs explains how independent retailers can harness the power of the terminals to give them the edge over the multiples



RETAIL NEWSAGENT How can retailers use EPOS systems to get their pricing strategy right?

RICHARD HOLDER They can encourage shoppers to not think about the cost of particular items.

That's how Tesco Express, for example, operates: it knows that customers will use cards and not worry about the price because they want it – they're paying for the convenience.

RETAIL NEWSAGENT Is this a new phenomenon?

RH Historically, people would pick up a priced item, take it to till and keep seeing that price and being reminded of it even when they took it out the shop. Now they're not reminded at all.

So when the sugar tax comes in the reality is no one is going to care if 10p goes on the bottle of a fizzy drink – they already cost around 30p more if you buy them from a service station.

RN Getting a till operation wrong can be expensive for stores. How do EPOS systems help retailers avoid damaging mistakes?

RH One of the first things I was told when I began working on EPOS systems 20 years ago – when they cost twice what they do now – was that the index finger did more damage to peoples' businesses that

anything else.

The reality is that if consumers get undercharged they won't say anything, whereas if they get overcharged they will.

It's the same with change and the retailer always loses. EPOS systems give retailers quick transactions but also 100% accuracy.

RN Many retailers use EPOS in quite a rudimentary way. Which functions should they use more?

RH Reports, which enable retailers to see customers' spend and to build profiles, are often underused.

Much of the time, retailers have



EPOS systems give retailers quick transactions but also 100% accuracy

done the hard work and have the information but they aren't pressing the button to tell them that's what's happening.

That's one of the major obstacles that retailers face; ask them the cost of a bottle of Coke in every cash and carry in a 50-mile radius and they'll know, but ask what the optimal price is in their area and they may struggle.

RN How can a Reposs product help in this situation?

RH EPOS can tell retailers who's buying Coke and when, and whether they should be stocking Classic Coke or just Coke Zero – it helps retailers to be better sellers.

The good news is it's a fairly level playing field because the multiples haven't got a hold on what they can do with this either.

RN How do the best stores maximise the advantage your systems provide?

RH More forward-thinking retailers interpret reports and use them to reinforce what they want from their suppliers.

They can ask themselves, 'if I have this sort of volume at this price, then this is what we can sell it at?'

EPOS systems can help less-advanced retailers to get their mix right and bring more people into their store.

** Company CV **

Company Reposs
Sales and marketing director
 Richard Holder

Profile Reposs is a supplier of EPOS systems to independent convenience stores and newsagents, with more than 1,700 independent retailers throughout the UK using its system to manage their shops.

Latest news Reposs partnered with the card payment company Paymentsense in August as their preferred EPOS integrated Chip and PIN provider as it looks to the further growth of contactless payments.



**

**

PREVIEW



Done like a pro

Blu has launched its EUTPD II compliant range, which includes a new Blu Pro Kit.

RRP £14.99

Outers 5

Contact 0117 9636636



Be mature about it

Dairy Crest has unveiled new 30g Cathedral City Snack Bars, available in Mature and Mature Lighter.

RRP 60p

Outers 12

Contact 08457 811 118



Recharge organic sales

Sheckter's Organic Energy drinks are 'natural' caffeinated soft drinks offering four variants: Original, Lite, Green Tea & Mint, Green Tea & Ginger.

RRP £1.35

Outers 12

Contact 07787 504854



It's the new skinny

Metcalfe's Skinny Popcorn has revealed a new packaging design, available now.

RRP £1.49

Outers 8

Contact 0800 616 996



What a pickle

Chutney and pickle producer English Provender has announced a range rebrand.

RRP chutneys £1.69, pickles £1.50

Outers 6

Contact 01635 592655



Chip in with new flavours

The Kettle Veg Chips sharing range offers two new flavours - Honey & Black Pepper and Sea Salt & Balsamic Vinegar.

RRP £2.49 per 125g bag and 89p per 40g bag

Outers 18

Contact 0800 616 996



Caffeine is a Virtue

Recently-launched Virtue Energy Water contains no sugar, calories or sweeteners, with as much caffeine as a cup of coffee.

RRP £1.35

Outers 24

Contact 0790 393 8844



Pop this on your shelves

Cadbury Dairy Milk Popping Candy Bunny is another new product launched by Mondelez for Easter next year.

RRP £1.49

Outers 15

Contact 0870 6000699



Tangerine's three flavours

Tangerine Confectionery is launching fruit salad mini bon bons in three favours in two pack formats - 140g and 180g packs.

RRP 140g £1 pricemarked, 180g £1.29

Outers not given

Contact 01253 603 613

THIS WEEK IN MAGAZINES

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Round up



TIM MURRAY
Magazines
reporter

YOUR CHANCE TO SHARE THE MAGIC

The arrival of *Fantastic Beasts and Where to Find Them*, the sort-of Harry Potter spin-off from the wizarding world's creator JK Rowling, at cinemas on 18 November, is set to herald the start of another huge franchise for Warner Bros and one that, like Potter before it, should bring ancillary benefits to other sectors far beyond the world of cinemas and theatrical releases.

The launch of the Panini a sticker collection gives retailers a chance to share in the money the new addition to the brand will bring to the market.

Potter needs little introduction and the studio parent will be able to use the experience it has picked up working on it and apply those lessons to the new Beasts brand. You can tell as much by the way the whole series is being carefully timed and worked out.

What's more, there's plenty more to come from this too – Rowling herself recently revealed there will be five films all under the *Fantastic Beasts* banner.

It's no secret in the film industry that the summer box office for 2016 has been a bit of a disappointment, certainly in terms of bankable franchises. The fact that the biggest film of the year thus far is *Bridget Jones's Baby*, hardly a key trading card, sticker or one-shot opportunity, shows that some of the key blockbusters have flattered to deceive.

But *Fantastic Beasts'* imminent arrival should be welcome, arriving on the back the success of *Doctor Strange* (its UK opening was bigger than that of some previous Marvel outings such as *Guardians of the Galaxy*, again offering retailers in our sectors opportunities), and with another *Star Wars* release looming (*Rogue One* opens on 16 December) things are looking good for film-related goodies in the coming months and into 2017.

Harry Potter spin-off

MOVE OVER HARRY, IT'S NEWT'S TURN TO SHINE

JK Rowling makes her screenwriting debut in the first of five films based on her book series. Get set for the latest sticker craze

SET SOME 70 years or so before the adventures of Harry Potter, which were charted across seven books and eight films, the lengthily titled *Fantastic Beasts and Where to Find Them* exists in the same kind of magical universe as JK Rowling's first set of books. Panini's sticker book smartly capitalises on all the noise surrounding the new film series and, thanks to the double annual idea contained in the starter packs and stickers, plays up to the heritage of the Potter brand. After Eddie Redmayne and co from the new film featured on assorted stickers, including special heat-reveal ones, the second half of the set celebrates the world of the Potter series.



**FANTASTIC BEASTS
AND WHERE TO
FIND THEM STICKER
COLLECTION**

On sale 10 November

Frequency one shot

Price starter packs

£2.99, stickers 50p

Distributor Panini

**Display with Doctor
Strange trading card
collection, Total Film**

OUR CHRISTMAS MINIS WILL REV UP YOUR SALES

THE PERFECT STOCKING FILLERS: ON SALE 17 NOVEMBER



PUZZLE ANNUAL CHRISTMAS SPECIAL

The Christmas period offers another fillip to the puzzle magazine sector and it's no different for publisher Eye To Eye Puzzles, whose Puzzle Annual Christmas Special edition has proven to be a winner with people at home with their feet up on the sofa or holiday travellers. It includes a cover-mounted pen and a £1,500 cash prize competition, as well as a seasonally-themed front cover.



On sale out now
Frequency annual
Price £3.30
Distributor Comag
Display with Take A Puzzle, Puzzler Collection



TAB MINI PUZZLES

There are eight different Take A Break mini puzzle editions being released at the same time, promising an RSV of more than £200,000, according to Frontline. The size of the eight on offer (Arrowwords, Codebreakers, Crossearch, Crossword, Puzzle Mix, Sudoku, Wordsearch, Wordsearch Lite), and the Christmas theming, gives them potential as stocking fillers come 25 December too, further boosting interest.



On sale 17 November
Frequency monthly
Price £2.10
Distributor Frontline
Display with Take A Break puzzle magazines, the Mini Puzzle range, Puzzler Collection



AVAUNT

It's the fourth issue of hefty magazine Avaunt, which has as wide a brief as possible, taking in "adventure, style, innovation and culture". It's the biggest issue yet and features two different covers, one featuring an Ethiopian tribeswoman compete with lip plate and AK-47. Destinations include Addis Ababa, Utah, the frozen tundra in Iceland and underwater caves in Mexico.



On sale out now
Frequency irregular
Price £7
Distributor Seymour
Display with Condé Nast Traveller, Monocle, Wallpaper



DOCTOR STRANGE

The latest Marvel movie, Doctor Strange, featuring the eponymous hero, who, as his name suggests, is more otherworldly than many others inhabiting the comic book universe, has got off to a strong start at UK cinemas. Its success bodes well for the launch of Panini's trading card collection, which features characters and more from the film and Strange's alternate dimensions. Starter packs include 16 cards and a special limited edition one.



On sale 10 November
Frequency one shot
Price Starter pack £4.99, trading cards £1
Distributor Marketforce
Display with Doctor Strange Movie Special, Empire, Total Film



PAINT & DRAW

An interesting launch from Future, this monthly is aimed at both amateur, beginner and more accomplished artists. It features interviews with their contemporaries and takes in all different styles of painting and drawing. Its 100 pages also feature step-by-step guides. This one looks closely at watercolours.



On sale out now
Frequency 13 issues a year
Price £4.99
Distributor Seymour
Display with Art Therapy, Relax With Art, Leisure Painter



Bestsellers Teenage

Title	On sale date	In stock
1 2000AD Weekly	16.11	<input type="checkbox"/>
2 We Love Pop	16.11	<input type="checkbox"/>
3 Princess	06.01	<input type="checkbox"/>
4 Princess Pippa	06.01	<input type="checkbox"/>
5 Astonishing Spider-Man	17.11	<input type="checkbox"/>
6 Judge Dredd Megazine	16.11	<input type="checkbox"/>
7 I Love	09.12	<input type="checkbox"/>
8 Beauty Mermaid	06.01	<input type="checkbox"/>
9 Pony World	06.01	<input type="checkbox"/>
10 Rainbow Princess Colouring	11.11	<input type="checkbox"/>
11 Fairytale Princess	25.11	<input type="checkbox"/>
12 Essential X-Men	17.11	<input type="checkbox"/>
13 Wolverine and Deadpool	01.12	<input type="checkbox"/>
14 Star Wars Junior Graphic Novel	28.12	<input type="checkbox"/>
15 Avengers United	01.12	<input type="checkbox"/>
16 Batman	10.11	<input type="checkbox"/>
17 Marvel Legends	10.11	<input type="checkbox"/>
18 Mighty World Of Marvel	17.10	<input type="checkbox"/>
19 Top Model	02.12	<input type="checkbox"/>
20 Incredible Hulk	01.12	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

DOCTOR STRANGE
TRADING CARD COLLECTION

ON SALE NOW!

INCLUDES:
COLLECTOR'S ALBUM
PLUS!
16 TRADING CARDS

PACKET: £1.00
STARTER PACK: £4.99

BRAND NEW!

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www.paninigroup.com

THIS WEEK IN MAGAZINES



LONG LIVE VINYL

As anyone reading a newspaper or watching TV news should now be aware, the UK is in the grip of a vinyl revival, with sales of records at their highest for more than 20 years. Arriving from Anthem to capitalise on this returning format is Long Live Vinyl, a one shot offering information, features and more to hardcore record collectors and new devotees. What's more, it is smartly presented in a 12-inch format, mirroring vinyl albums.



On sale 18 November
Frequency one shot
Price £9.99
Distributor Marketforce
Display with Mojo, Uncut, Q



BREATHE

The magazine that aims to help readers, particularly women, relax and make time for themselves is helping free up time for its readers in the run-up to Christmas by offering a free 32-page supplement as well as wrapping paper, tags and postcards. According to publisher GMC, the title is performing ahead of expectations, with word of mouth building.



On sale 17 November
Frequency bi-monthly
Price £5.99
Distributor Seymour
Display with Simple Things, Flow



AUTOCAR

Autocar has pulled off something of a coup in managing to get the first UK test drive of the new Ferrari F12 TF, the kind of car that should get petrol heads everywhere positively salivating. The Autocar brand, the number one in the all-important motoring sector, is enjoying a strong year and this issue also includes a look at the Autocar team's attempts to design their own car.



On sale 16 November
Frequency weekly
Price £3.80
Distributor Frontline
Display with Autosport, Auto Express, What Car



STARBURST

As Disney readies itself to launch a new Star Wars movie around the world, Rogue One is due at cinemas on 15 December, sci-fi and genre film fans are becoming hugely excited, making the next issue of Starburst all the more timely. It features the film, complete with star Felicity Jones, on its front cover. The film also features extensively inside, while the rest of the magazine includes the usual mix of sci-fi fare old and new.



On sale 18 November
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Sci-fi Now, SFX, Empire



THE HOCKEY PAPER

Following Team GB's gold medal-winning performance at Rio 2016, publisher Greenways is moving quickly and smartly to capitalise on growing interest in hockey, launching a weekly newspaper to sit alongside its existing portfolio and using the same Paper suffix and brand. It is aimed at the 100,000 regular hockey players in the UK and, covering all levels of the sport, it will also look beyond the UK to the international scene.



On sale 16 November
Frequency weekly
Price £1.50
Distributor Mail Newspapers
Display with The Racing Post, The Cricket Paper, The Football League Paper

Industry viewpoint

Beren Neale
 Paint & Draw editor,
 Future Publishing



The computer has been wonderful for creativity. Not only can a photo be cleaned up, re-lit and colour-corrected in Photoshop in minutes, but an artist can 'paint' a masterpiece on a graphics tablet without ever having to open a tube of paint, or clean the brushes afterwards. With newsstand titles like Computer Arts, ImagineFX and 3D World – plus the website creativebloq.com – we know a little bit about this market here at Future Publishing.

The thing is, it's all become a bit too clean. Professionals and amateurs alike are turning off their computers, closing their tablets, and getting messy. They want to hear the scrape of brushes on canvas, smell the paints, mix the colours and apply their creativity by hand. It's relaxing and rewarding.

Once you've finished a painting you want to start your next, improve your technique and maybe even try out a different media. Learning is constant.

Paint & Draw satiates that need. It's for people wanting to master watercolours, oils, pastels, acrylics, pencils, charcoal, etc.

The mainstay of the magazine is its how-to workshops, by artists like Tony Hogan, Jem Bowden, Jill Tisbury and Sylvia Paul. Every issue, our readers will come away with advice they can readily use. But there are big doses of inspiration too. We talk to artists from around the UK and abroad who've taken their art to the next level. There's a fantastic reader's gallery in Paint & Draw, and it's the place to look for exciting exhibitions and innovative new art products.

Adult colouring books have been a big hit. We think that regardless of whether you colour inside the lines, grabbing a pencil or paintbrush and making your mark is the perfect way to de-stress. For many readers it will be the start of something beautiful.

The response so far – from fine artists through to local art clubs – has been unanimously positive.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



MILLENNIALS WILL NOT ACCEPT TECH-FREE STORES SAYS WORLDPAY BOSS JAMES FROST

Plus, RN profiles Londis retailer Martin Mulligan, and top suppliers explain the logic behind some of the most ubiquitous pricing strategies on the market



Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	45	100	8.99
Build the Millennium Falcon	98	100	8.99
Jazz at 33 and third RPM	22	70	14.99
Simply Stylish Knitting	46	90	3.99
Star Wars Helmet Coll'n	23	60	9.99
Zippo Collection	31	60	19.99

Eaglemoss

3D Create & Print	97	100	6.99
Build A Solar System	66	104	7.99
DC Comics Graphic Novel	33	60	9.99
Doctor Who Figurines	85	120	8.99
Marvel Chess Collection	96	96	8.99
Marvel Fact Files	192	200	3.99
Military Watches	72	80	9.99
Star Trek Ships	85	85	10.99

Hachette

Art of Crochet	64	120	2.99
Art of Knitting	92	90	2.99
Art of Quilting	46	90	3.99
Art Therapy	87	120	2.99
Art Therapy 50 Mindful Patterns	2	80	4.99
Build the Mallard	116	130	7.99
Build the U96	116	150	5.99
Dr Who Complete History	32	80	9.99
Draw The Marvel Way	23	100	4.99
Judge Dredd Mega Collection	48	80	9.99
Marvel's Mightiest Heroes	76	100	9.99
My 3D Globe	97	100	5.99
Warhammer	3	80	9.99

RBA Collectables

Precious Rocks, Gems & Minerals	95	100	5.99
Real Life Bugs & Insects	12	60	0.99

Panini

F1 Collection	16	60	9.99
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Collectables

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

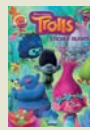
Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

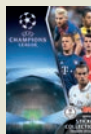
Topps



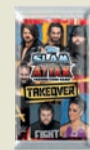
Shopkins Sparkle Sticker Collection
Starter **£2.99**
Stickers **£0.50**



Trolls Sticker Collection
Stickers **£2.99**
Cards **£0.50**



UEFA Champions League Official Sticker Collection 2016/17
Starter **£2.99**
Stickers **£0.50**



WWE Slam Attax Takeover
Stickers **£4.99**
Cards **£1.00**



Match Attax 2016/17
Stickers **£3.99**
Cards **£1.00**

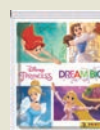


Star Wars Rogue One
Starter **£4.99**
Cards **£1.00**



Trolls Trading Card Game
Starter **£4.99**
Cards **£1.00**

Panini



Disney Princess Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



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



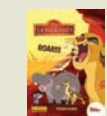
Disney Tsum Tsum Stickers
Starter **£2.99**
Stickers **£0.50**



Secret Life of Pets
Starter **£2.99**
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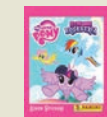
FIFA 365 Sticker Collection
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FIFA 365 Trading Cards
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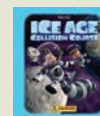
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Peppa Pig Around the World
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Stickers **£0.50**



Ice Age
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Cards **£0.50**



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THIS WEEK IN MAGAZINES

Newspaper terms

Daily newspapers Margins/pence

Sun	50p	11.15p
Mirror	65p	14.5p
Mirror (Scotland)	70p	15.61p
Daily Record	65p	14.30p
Daily Star	30p	7.26p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	50p	12.10p
Telegraph	£1.60	34.4p
Times	£1.40	30.10p
FT	£2.70	54p
Guardian	£2.00	44.0p
i	50p	12p
i (N. Ireland)	50p	12.5p
Racing Post	£2.30	54.0p
Herald (Scotland)	£1.30	29.90p
Scotsman	£1.50	33.75p

Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	70p	22.30%
Daily Record	65p	22.00%
Daily Star	30p	24.20%
Daily Mail	65p	22.308%
Express	55p	24.20%
Express (Scotland)	50p	24.20%
Telegraph	£1.60	21.5%
Times	£1.40	21.50%
FT	£2.70	20.00%
Guardian	£2.00	22.00%
i	50p	24.00%
i (N. Ireland)	50p	25.00%
Racing Post	£2.30	23.48%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.50	22.50%

Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	£1.00	21.00p
Mirror (Scotland)	£1.00	21.00p
Daily Record	90p	19.80p
Daily Star	50p	12.085p
Daily Mail	£1.00	21p
Express	80p	17.152p
Express (Scotland)	80p	18p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.90	63.80p
i Saturday	60p	14.40p
i (N. Ireland)	60p	15p
Racing Post	£2.60	61.00p
Herald (Scotland)	£1.70	39.10p
Scotsman	£1.95	43.88p

Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	£1.00	21.00%
Mirror (Scotland)	£1.00	21.00%
Daily Record	90p	22.00%
Daily Star	50p	24.17%
Daily Mail	£1.00	21.00%
Express	80p	21.44%
Express (Scotland)	80p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.90	22.00%
i Saturday	60p	24.00%
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	90p	19.89p
Sunday Sport	£1.00	24.3p
Mail on Sunday	£1.70	35.70p
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	90p	22.10%
Sunday Sport	£1.00	24.30%
Mail on Sunday	£1.70	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 5-6 November

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,290g	220g	190g	9	60g
Sunday Times	1,160g	455g	220g	6	110g
Mail on Sunday	1,045g	575g	120g	2	5g
Times	955g	140g	205g	60	100g
Guardian	840g	310g	140g	5	100g
Sunday Telegraph	755g	170g	95g	5	45g
FT	750g	420g	0g	0	0g
Mail	660g	230g	120g	4	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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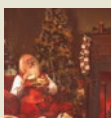


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Back in the day

100
YEARS AGO



11 November 1916

With almost 100 pages of editorial, unheard of with wartime paper and staffing shortages, the annual Christmas Catalogue, listing scores of books, magazines and periodicals, was published. An editorial said the purchasing power and desire of the public was undiminished.

60
YEARS AGO



17 November 1956

A bill was due to be discussed in parliament which would force shops everywhere to close an hour earlier – at 7pm rather than 8pm. Late closing day would enable premises to stay open until 8pm, while on Sundays newsagents would stay open until 7pm.

25
YEARS AGO



16 November 1992

With the funeral now over, former Mirror Group chief Robert Maxwell was remembered by RN as well as former NFRN leaders. More larger than life characters – The Simpsons – featured heavily with scores of new products, as the popular series landed on these shores.

The nation has decided – it's blue for salt and vinegar

It's official. Blue is the colour... for salt and vinegar crisps, at any rate, as polling company YouGov decided to attempt to settle once and for all the debate over the colour of packaging for both the aforementioned flavour and cheese and onion.

It polled the great British public about their preferences

and most said they'd rather have green for cheese and onion, blue for salt and vinegar.

This, of course, runs contrary to the colours used by Walkers, with crisp and snack fans preferring the

Golden Wonder colours (although, incidentally, Walkers got there first in terms of colour, having brought in the cheesy option almost 10 years before its rival).

Walkers was prompted to issue a statement saying it was happy with its colours, while time may be on its side – younger consumers tend to agree with its colours, mirroring the brand's rise to prominence and dominance after PepsiCo bought the manufacturer in the 1990s.



It's only pork and roll as Radio Sausage takes to the airwaves

It seems as if every day, week or month, one great British institution or another is celebrated with its own dedicated time period, and so, British Sausage Week rolled into view.

And for the 19th such week, the Agricultural and Horticultural Development Board came up with a wizard wheeze – launch its own radio station.

Hosted by JB Gill, formerly of boy band JLS, now, among

other things, a farmer, rather than music, it features sounds of sausages sizzling as they're being cooked.

Different types of sausages get their own separate soundtracks ("a chart rundown of the top 10 bangers... our first sausage sizzler is a classic... the Cumberland") and the whole wheeze, available through music website Soundcloud, earned plenty of coverage for the week.



AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Well, you just wouldn't believe the new "toy" they have got to play with at Staffordshire County Highways. It's for mending potholes. Instead of a couple of men putting dollops of tarmac in the holes with shovels then using a whacker plate to make sure it stays put they've got a machine that looks like something off Dr Who.

It's driven by one man and has a long tube coming out of the front, something like an elephant's trunk through which a more refined liquid tarmac is poured into and around the pothole. The machine is then driven over it several times in order to set the repair and that's it, job done. The back of the machine is covered in lights, none of which seemed to be switched on that I could see when I was waiting behind it on my round, but it seems to be quite a useful tool. I bet it has cost an awful lot of money.

While I'm on the subject of the highways department it says in our local paper that they have got more than 40 gritters and snow ploughs ready to roll if the temperatures drop, with more than 20,000 tons of salt stockpiled. Let's hope they do not need to be sent out too often between now and next March.

I was fed up a few weeks back trying to get the Mail on Sunday delivered. What a pain. The Debenhams catalogue was so thick it made folding the paper to get it through letterboxes very difficult, but I suppose we will be loaded up with more of the same sort of thing that people really don't want between now and Christmas. Talking of which, I am writing this with just 59 days left until our day off.

The Thursday morning of 27 October was something of a nightmare. My driver came at 4.20am with everything except the Daily Mail. He said it had to be re-run because it hadn't arrived when he left. It finally arrived in Stafford at 7.50am with no apology or explanation why. It caused me to be very late.



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