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- PayPoint results show retailer commission down 9% last year, despite transaction volume growing 18%.
- Payment provider's 'new retailer focus' fails to win over stockbroker and store owners. Page 5 >>



PLAIN PACKAGING

Products, price and prep: our Oz lessons

Ralph Patel and Dee Sedani report back from tobacco study tour in Australia.

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SYMBOLS

Best-one to take on Lidl with Value offer

Sales growing 5% every week at discount trial store.

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EU REFERENDUM

Priti: why vote leave

Indies better off with Brexit, MP tells RN.

Page 4 >>



Slam dunk London retailer Nilesch Patel treated customers to free tea and biscuits as part of United Biscuits' first National Biscuit Day last week. "It was a great way to make customers aware of the shop," he said. United Biscuits helped organise Nilesch's event and similar activity for nine other retailers in its Ambassadors Club.

LEGISLATION

'Change your range ahead of sugar tax'

Wholesale expert warns levy on soft drinks is just the start of health clampdown. Page 5 >>

Egmont targets 500 stores to help grow children's magazine sales. Page 7 >>

Vol 127 No 22
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Source: 1. The Nielsen Company, Total Coverage, Unit and Value Sales, 52 w/e 23.04.16
2. Kantar Worldpanel Brand Footprint 2016 3. Millward Brown, Brand Tracking, 12 w/e 22.05.16



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LEADER



Talk to your shoppers, staff and other local businesses about what the referendum means for them



CHRIS GAMM

Editor

@ChrisGammRN

Like much of the UK, no doubt, I've spent the past few weeks debating with friends about the pros and cons of leaving or staying in the EU, with the vote just weeks away.

Some are undecided, while others have made up their minds. A common theme among those voting to leave is that they have been swayed by the personalities of those making the case, rather than hard facts about the impact it would have.

For months, people have called for more information on the implications of either outcome on their daily lives and the economy long-term.

Retailers are no different and you need information about how the decision will impact your businesses. RN has been to both sides to find out.

In last week's issue, two big personalities, Vince Cable and Chuka Umunna, said leaving Europe would lead to economic uncertainty, increased prices on the goods you sell and squeezed margins.

In this week's issue, another, Priti Patel MP, tells RN leaving Europe could mean retailers benefiting from less red tape and a greater say in the laws that affect how you run your store.

For a manufacturer or exporter of goods, the impact of Brexit is clear. For a local shop, at the centre of its community, a significant impact will be on your customers and the world around you.

One way to become more informed about how the vote will affect you is to become the big personality in your community. Talk to your shoppers, staff and other local businesses about what the referendum means for them.

You may find you learn more about what leaving Europe will mean to your business than in any manifesto.

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What youngsters want to read today

"AS SOMEONE WHO GREW UP IN A SMALL FAMILY-RUN BUSINESS, I KNOW HOW DAMAGING REGULATION CAN BE"

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NEWS

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E-cig sale vigilance

Retailers should sell e-cigarettes with the same responsibility as cigarettes following the launch of EUTPD II legislation governing vaping products, according to JTI.

Jeremy Blackburn, head of communications for the manufacturer, said independents should treat age limits and laws governing e-cigarette and e-liquid products with the same seriousness as they would with tobacco lines.

It comes as restrictions on e-cigarette advertising came into force on 20 May under EUTPD II, with further restrictions from 20 November this year.

Mr Blackburn said: "It is retailers' responsibility in terms of challenging ID. It should be part of what staff do on a regular basis for e-cigarettes as with tobacco."

Meanwhile, e-cigarette maker Blu has issued a guide for retailers about the EUTPD II changes, with merchandising tips for stores.

Lottery sales up

Camelot has thanked its 47,000 retail outlets for helping it achieve record figures. The lottery operator said sales had grown to £7,595m in the 2015/6 financial year, a rise of £317m.

Traditional retail sales still make up around 80% of its total revenue, Camelot said, with independents forming the bulk of these, earning themselves £333m commission – an average of £7,000 per store.

Jayesh Parekh, of Jay's Costcutter, Manchester, said recent changes, especially offering free tickets rather than £10 prizes to customers, had hit commission earned. "The changes have benefited Camelot, but not individual retailers," he said.



Budgens shows local fare at music festival

Warner's Budgens took to the streets of Winchcombe, home to its most recently opened store, over the bank holiday as part of a week-long arts and music festival it had sponsored.

The company had a pop-up stall at a street fair marking the end of the festival, selling locally produced products that it stocks, including bread, cheeses and apple juice.

Retailers challenge discounters with new format Sales growing 5% every week

Bestway launches new value-led fascia trials

by Steven Lambert

Bestway is helping its retailers take on the discounters with the launch of a dedicated value-led fascia, planned for roll-out this year.

The group has been trialling a new Best-one Value format in Milford Haven, Pembrokeshire, since the start of the year.

The concept centres on offering more priced-marked goods, promotional deals and "non-traditional, larger pack formats at cracking prices".

Owner Darren Briggs said the response from shoppers at the store since he switched fascias to work with Bestway on the new concept had been "overwhelming".

"We worked closely with the wholesaler to come up with something a bit different in terms of offering discounted products to shoppers," he added.

"We now have 15 pallets of deals at the front of the shop with offers such as one litre bottles of Lucozade for £1. Around 99% of the products are now priced-marked, but

we're still earning a gross margin of 20% across the store."

Mr Briggs said he is now looking at other sites to launch a second Best-one Value store.

Bestway head of business development Paul Adams said sales at the revamped store had grown by 5% every week since the changes were introduced, with footfall also increasing.

He added Bestway will look to "finesse" the concept and offer it as an option to other stores later this year.

"Consumers are becoming

savvier around product prices and value, driven by discounters, so there's a need to reflect on this," said Mr Adams.

"We recognise this is a huge trend and we felt there's a place for value in our market, while still providing a full convenience offer for shoppers."

It follows Landmark Wholesale launching its own Lifestyle Value fascia last year, while Booker has also been trialling bulk pack promotions under a new store concept at Premier Singh's in Sheffield.

Leave EU for less red tape, says MP

Small businesses would benefit from less red tape and have more lobbying powers if Britain left the EU, according to an MP backing the Vote Leave referendum campaign.

Conservative MP Priti Patel told RN that independents would be better off outside the EU, despite the fact most of

them do not export to the continent.

She said: "Red tape from the EU adds costs to businesses throughout the supply chain and independent retailers are hit hard by these rules."

"While big businesses have the resources to lobby for changes that suit them, small firms

do not have this access to decision-makers and are left behind."

Ms Patel added that leaving the EU would open up more markets through new deals with countries across the world, which in turn would boost trade and help keep prices down.

However, in a speech

given by Angel Gurria, secretary-general of the Organisation for Economic Co-operation and Development, in the UK last month the argument that the UK would achieve a more liberal trade regime outside the EU was branded a "delusion".
● See page 15, Industry Profile.

Commission falls despite 17.8% more transactions Trade not convinced by 'retailer focus'

PayPoint pays £5m less on 21 million more sales

by Gurpreet Samrai

PayPoint paid retailers £5m less in commission last year despite an extra 21 million transactions being processed.

The group's preliminary results revealed a 17.8% increase in retail services transactions, with transaction value up 21.9% to £1bn and retail services net revenue up 14.3% to £30.3m. Overall group net revenue was up 0.4% to £123.6m for the year ending 31 March.

Meanwhile, retailer commission decreased to £57.7m from £63.3m, which the group attributed to last year's commission cut and

a decline in mobile top-ups.

David McCann, director at stockbroker Numis Securities Limited, said PayPoint is keeping a greater share of commission from bill payment transactions. He estimates the amount paid to retailers has fallen from 35%-40% to 29.5%.

"Had PayPoint not cut commission, its revenue would not have risen so much," he said.

Talk of PayPoint shifting its focus to the service it provides retailers, he added, seems to "gloss over" last year's fallout. "Management is trying to put a brave face on it," he said. "A year ago, it was saying 'there's no

problem at all'.

"It is equally trying to gloss over it now, saying all problems are fixed. But offering retailers a freephone number and engaging a bit more doesn't seem like the kind of thing to immediately solve problems."

While retailers told RN they had seen some positive change in PayPoint's service, they added issues such as banking charges had still not been tackled.

Kay Patel, of Global Food & Wine in Stratford, said: "Retailers haven't changed their opinion of PayPoint. The commission cap was the final straw."

NFRN chief executive

Paul Baxter said: "Retailers continue to suffer from the cutting of commission caps. It is outrageous that PayPoint considers it appropriate to pay shareholders a 'special' dividend."

PayPoint chief executive Dominic Taylor said the group has listened to retailers to understand issues and deliver "the best possible service", including a new freephone number and investment in technology with PayPoint One.

PayPoint will work with retailers through its continued focus on retail "to evolve their businesses and drive more value to them", he added.

Taxman's warning

Businesses are facing penalty notices from HMRC after it changed its bank account details, but failed to properly inform companies.

Payments remain uncollected after changes to the IBAN details used by some companies to pay their VAT and corporation taxes were introduced.

IBAN is mainly used by overseas companies to pay UK taxes, although businesses in this country also use it.

An HMRC spokesman said: "Anyone experiencing difficulties in making payments should contact HMRC immediately."

Sugar tax sweetener

Coca-Cola UK & Ireland general manager Jon Woods claimed the company is expecting to "pass the majority" of the upcoming sugar tax on to consumers during an interview with Sky News.

Answering questions about the proposal, Mr Woods said there was "no evidence from any market" of a sugar tax having an impact on obesity.

But a spokesman for Coca-Cola European Partners said: "It's too early to make final decisions about how we'll handle the costs associated with the tax."



Leicester City FC Premiership hero Steve kicks off new era for Nash

Nash Chhatralia kept the good feeling of Leicester City FC's impressive Premier League title win alive by inviting the club's former captain, Steve Walsh, to open his new One Stop Wicklow Drive Post Office last Saturday. Shoppers on the day were treated to a buffet of Indian food and the first 100 people at the store received free goody bags.

Range change key to survival says expert

Independent retailers need to drastically change their product ranges to meet shopper demands for healthier food and prepare for future legislation on snacks and confectionery, according to a wholesale expert.

David Gilroy believes legislation such as the upcoming soft drinks sugar tax

will be "just the beginning" of a drive towards new healthy eating laws and will present "the biggest challenge" to local stores in the future.

He said: "Nearly all of an independent store's business comes from categories such as alcohol, tobacco, soft drinks and crisps, which make up around 90%

of turnover. If consumers really get on board with healthier eating and take sugar and processed foods out of their diets, convenience retailers and the whole trade will need to restructure their ranges."

Paul Adams, head of business development at Bestway, said his group is promoting healthier eat-

ing in stores with initiatives such as its wholesale central pick system for fruit and veg.

Spar added it was committed to improving its health credentials by reducing sugar in its Spar soft drinks range by 10% this year.

● Read Futureproofing the Fascia in next week's RN

Guardian re-runs

The Guardian has moved from a full to limited re-run policy.

The group introduced changes to its policy earlier this year, which mean a "small number" of routes with high mileage and low numbers of copies will be excluded from re-runs. The change is not region-specific, and only applies to weekday issues.

NEWS

BUSINESS



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One Stop new lines positive

One Stop has reported “encouraging” results following the addition of new products and prices to its fresh food range.

The group has introduced 85 new lines including fresh meat and ready meals to its stores, as well as launching a price-drop campaign featuring offers such as six packs of tomatoes and 350g broccoli for 75p each.

Lizzie Reynolds, customer director at One Stop, said: “Initial performance looks encouraging for us – customers have responded positively and like the changes and investments we have made.”

At the same time, One Stop said it will launch a new messaging app, called Slack, for franchisees following a trial with its company-run stores.

New cloud tool for sales data

Blakemore Wholesale has adopted a new cloud-based reporting tool allowing it and suppliers to gain on-the-go sales data across its 14 depots.

The group said the Alchemy tool will also allow it to review average selling prices, highlight under-performing depots and report product sales by business type and customer count.

Russell Grant, managing director of Landmark Wholesale, said: “Introducing this level of transparency means that we can develop plans with our suppliers based on meaningful insight. As a result, we can agree and implement joint strategies that will grow our business in a sustainable way.”



Blakemore unveils first two ‘Bmorelocal’ stores with 30 more to follow

Blakemore Wholesale has unveiled the first two stores taking on its new premium ‘Bmorelocal’ fascia as revealed by RN in January. The first site will open in Immingham, Grimsby, this Saturday, with the second launching in Swansea next Friday and a further 30 stores due to open in the coming months. The stores will offer large chilled and frozen ranges along with food to go and Costa Express self-service units.

Franchisees offered ‘mobile control’ Wifi-enabled handheld devices based on android devices

Free EPOS system for Conviviality retailers

by Steven Lambert

Conviviality Retail is rolling out a new EPOS system to its franchise retailers to give them better control over the day-to-day running of their stores.

The Bargain Booze and Bargain Booze Select Convenience operator is offering the new system free to business owners.

It will include features such as window screens for stock checking and ordering, delivery checks and on-site reporting.

Users will also have access to wifi-enabled hand-

held terminals, based on android devices, giving them ‘mobile control’ of facilities around their shop, according to the company.

Kenton Burchell, commercial director of Conviviality Retail, said: “The bar is constantly being raised by grocers, symbol groups and franchise models. We are consistently improving our offer to franchisees, and in turn, to their customers. Ultimately, those who are adapting fastest to consumer trends will perform the best.”

In addition, Mr Burchell said the group was also



making progress with attracting more franchisees to its Fuse network.

The system, which launched to 600 franchise owners last July, allows users to communicate and share media, including images and videos highlighting in-store promotions and pricing, and advice from stores.

“Fuse has an average

of 730 views per day in peak season and offers true engagement with our franchisees,” said Mr Burchell. “The flexibility of the platform gives our franchisees a voice to the head office, while being accessible from desktop, tablets and mobile devices.”

Last month, Conviviality announced sales increases of 137% in its latest full year financial results.

The group attributed this to strong acquisitions of alcohol firms including Matthew Clark. It also recently purchased wine producer Bibendum.

Growth ‘slow’ for Family Shopper

Booker chief executive Charles Wilson has admitted development of its value fascia Family Shopper has been “slow” in the last 12 months, but expects store numbers to pick up through its new Londis distribution model.

Speaking during the announcement of the

company’s full year financials last month, Mr Wilson revealed Booker now has 42 Family Shopper stores open around the UK. This figure is up from 30 at the end of its previous financial year.

He said: “The team has been putting quite a bit of energy into helping Londis

and Budgens come into the group, so Family Shopper is running a little bit slow.”

Mr Wilson said using the Londis supply chain will help Booker to “develop the fresh side of Family Shopper” in the near future.

He added: “I am in no doubt we will achieve our growth ambitions for

Family Shopper and we’ll be able to do a better job for customers as well.”

In addition, Londis brand director John Pattison revealed volume sales of own label products through its stores had jumped by 60% since switching out its SuperValu range to Booker’s Farm Fresh products.

NEWSTRADe

Category advice leaflets and posters to entice youngsters Top 10 titles chart for sub-sectors

Publishers target indies to boost kids' mags sales

by Nadia Alexandrou

Hundreds of independents are being targeted with advice and materials to help them grow sales of children's magazines.

Egmont Publishing and Seymour Distribution are producing category advice leaflets and window display posters focusing on growing the children's magazine category. They will be distributed to 500 independent stores with the highest sales of

children's magazines in the UK and Ireland at the end of June.

The category advice in the leaflets includes highlighting the value of the category within the overall magazine market, a breakdown of the sub-sectors within the children's market, and a 'Top 10 titles' chart for each of the four sub-sectors.

Practical advice is also being provided on how to capitalise on sales during the summer and offers a

suggested retail planogram for the sector.

Helen Stables, marketing director at Egmont, said: "Egmont and Seymour have worked together to create an extremely useful category guide which will help independent retailers make the most of sales from the lively and crowded children's sector.

"At Egmont we specialise in publishing for children and are passionate about helping retailers capitalise on this buoyant part of the

market. We hope that all the retailers who receive this leaflet use the information and guidance to make 2016 their best-ever year selling kids' magazines."

To encourage retailers to review how they organise children's magazines in their shop, there is also an opportunity for the retailer with the best children's magazine display to win a £250 retail voucher.

● See next week's issue for RN's guide to growing children's magazine sales.

Retailers invited to delivery discussion

The Press Distribution Forum is hosting a roundtable at the Telegraph Media Group's offices on 8 June.

Retailers will get the chance to discuss the supply chain, the challenges they face with newspaper deliveries and how to improve services.

Trinity Mirror newspaper sales director John Howard said: "Retailers' input will highlight the areas that publishers and wholesalers need to work on."

Waitrose adds Sun to loyalty

News UK's The Sun newspaper has joined the MyWaitrose loyalty scheme

It means customers who spend £5 during the week or £10 at weekends will be able to get a copy of the newspaper for free.

The Sun is the first red-top to join the scheme alongside titles including The Guardian, The Times, the Telegraph and the Mail. The offer is available to card holders now.

Ads down for Mail papers

Strong growth in online advertising has failed to make up for falling print advertising at the Daily Mail and its associated titles.

Half-year results for the Daily Mail and General Trust showed that overall revenue for the Daily Mail and Mail on Sunday fell £18m to £242m, while the Mail Online grew by £12m to £44m for the period.

New concept puzzle book launch

Bauer Media has added Mini Crossearch to its Take A Break portfolio.

Crossearch is a new concept puzzle which combines elements of three of the most popular types of puzzles – crosswords, arrowwords and wordsearches. The magazine launched today with a print run of 30,000, and is expected to deliver £260,000 annually.

Spike Figgett, publishing director at Bauer Media, said: "Crossearch is one of an eight-title range of Mini magazines we began launching five years ago. They have been phenomenally successful for us, achieving year-on-year growth each year since 2011 despite a declining market, and accounted for more than £3m in retail sales value in 2015."

According to its distributor Frontline, Crossearch sits in the wordsearch category, which is the second largest puzzle sub-segment and is the only puzzle category in growth – up 0.21% year on year. It generated £9,700,000 in retail sales value between April 2015 to March 2016. During the same period, the overall puzzles category generated £45,000,000 retail sales value.



Lads' mag readers not lost to market

Not all former FHM and Zoo Weekly customers have left the market, retailers have reported.

The news comes as the final 'Best of' editions of

Zoo Weekly and FHM went off sale last week and this week respectively. Instead, some of the former lads' mag readers have switched over to tech publications

such as Stuff and T3.

Mark Ansell, of Liskeard News, Liskeard, Cornwall, said: "Some of them have moved over. They were already switching before

the magazines closed."

He added that the 'Best of' editions had not performed as well, as it was difficult to highlight and display them.

NEWS

PRODUCTS



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Seriously Strong adds new spreads

Lactalis McLelland is supporting its Seriously Strong Spreadable Cheddar range with new products and a £3m summer marketing campaign.

The brand will receive two additional flavours this month, Vintage and Caramelised Onion, in 125g packs (RRP £1.45).

In addition, Lactalis is launching Seriously Strong Spreadable Cheddar Squares, with each 133g pack containing eight individual foil-wrapped portions of cheese (£1.75).

Mike Chatters, category sales director at Lactalis, said: "With flavours like Caramelised Onion and new snack formats like Squares, we expect to give the category a big boost."

Rollover's Dogs are now easier to sauce

Rollover Hot Dogs has redesigned its sauce bottles to make it easier for consumers to add the condiments they want.

The new bottles, available in eight flavours from ketchup and mustard to garlic mayonnaise and sweet chilli sauce, feature a new easy-to-use twist nozzle and restyled branding.

Rollover, which sells 25 million hot dogs a year, is also offering a sauce station which stores four bottles to allow retailers to easily display their range.



Olympic hopeful Gordon is new Müller Rice brand ambassador

British triathlete and Olympic hopeful Gordon Benson is the new brand ambassador for Müller Rice and will star in a TV and press marketing campaign alongside bear mascot Tasty B from this month. The activity runs until October and forms part of Müller's sponsorship of Team GB at Rio 2016.

Lucky winners will get a chance to train with top names 'Inspiring Britain to stay active'

Top stars join Weetabix Summer of Sport team

by Joseph Lee

Weetabix is launching a "Summer of Sport" promotion that will offer shoppers the chance to train with star athletes such as Denise Lewis.

The promotional codes will be available on 15 million packs in July and August, with every one offering a free or two-for-

one session in sports from football to scuba diving. Top prizes also include a family set of bikes or five-year gym membership.

The offer will run across the entire Weetabix range, including 12, 24, 36 and 72 packs and Minis, Oatibix and Protein Crunch, while pricemarked packs will also be available on Weetabix 12 (£1.60) and 24 packs (£1.99).

Weetabix will grow awareness of the campaign with a promotional scheme backed by former heptathlete Denise Lewis, former footballer John Barnes and rugby player George North.

All three will take part in a number of sporting challenges outside of their comfort zones, such as cricket, as part of the £3m market-

ing scheme accompanying the promotion.

Victoria Westwood, senior brand manager at Weetabix, said: "We hope the new campaign helps to highlight the importance of a proper breakfast as well as staying active – and with the help of some well-known sports stars we will be inspiring Britain to do just that."

Weekly cash and iPads with Vimto promotion

Retailers can win £100 cash prizes every week in a promotion by Vimto aimed at boosting its soft drink sales this summer.

The brand's sales team will be touring the Midlands and north west England in Vimto-branded vans until September to

grow awareness of its range of soft drinks, including Vimto Fizzy and Vimto Remix. The company will support the campaign by offering independent retailers £2 money-off coupons that can be redeemed on cases of Vimto Remix purchased from cash and carries.

In addition, retailers who buy four cases of selected products, create a display with the PoS kit and email a photo to Vimto will be entered into a prize draw to win a prize of £100.

Consumers will also have the opportunity to enter a weekly draw to win an

iPad by entering barcodes on bottles or cans online.

Vicky Marsden, senior brand manager for Vimto, said: "Summer is a key time for the soft drinks category and we're excited to be launching a campaign aimed at both retailers and shoppers."

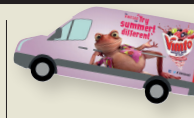
Hot products for your shopping list



Two new flavours have joined the Seriously Strong Spreadable Cheddar range



Rollover Hot Dogs' sauce bottles have been redesigned for easier use



Vimto's sales vans hit the road as part of the drink's latest promotion

New soft drink has less than 15 calories per bottle 'Nothing like it on the market'

Bottled water 'reinvented' by Rubicon says AG Barr

by Steven Lambert

AG Barr is aiming to "re-invent" the bottled water market with the launch of its Rubicon Spring soft drinks range next month.

The product combines sparkling water with fruit juice, vitamins and green tea extract with no added sugar, and 15 calories or less in each bottle.

It will be available in four flavours – Lemon Lime, Orange Mango, Black Cherry Raspberry and Strawberry

Kiwi – from July.

The launch follows shopper research undertaken by AG Barr, which found 20% of consumers consider calorie content as the most important factor when choosing soft drinks.

The firm also claimed 5% fewer people are only buying carbonated drinks, with an 18% rise in the number people buying both carbonated drinks and water.

It also comes months after the government an-

nounced it will introduce a levy on sugary soft drinks by April 2018.

Adrian Troy, head of marketing at AG Barr, said more shoppers were looking to make healthier choices on soft drinks, but were still looking for products that "taste great".

He added: "Flavoured water makes up around 10% of total water sales and there is a big opportunity for retailers to encourage shoppers to trade up to Rubicon Spring. There is

nothing out on the market right now that delivers like this product."

AG Barr will support Rubicon Spring with a £2m marketing investment, including a 'beach-themed' TV campaign starting in August, weather-activated outdoor ads and social media activity.

Mr Troy added: "Rubicon is a £100m retail brand with around 14 million users and we expect this to grow further with Rubicon Spring."

A facelift for Stella

Stella Artois is receiving re-vamped bottle designs and packaging this month in a rebrand running in conjunction with the brand's new 'Be Legacy' campaign.

The update includes redesigned Stella Artois bottles with a more streamlined shape, while on-pack graphics have been enhanced with new neck labels and a gold trim paying homage to Stella Artois's chalice glass. Similar changes have also been introduced to Stella Artois cans. Meanwhile, Stella Artois pack formats have also been extended to include 3x330ml, 4x330ml, 6x330ml and 12x330ml sizes.

Assorted retro bags

Tangerine Confectionery is bringing its range of retro sweets together in a new assortment pack being launched to the independent trade this month.

The Sweet Champions Chews Assortment pack combines Fruit Salad, Wham and Mojo Cola chews in both a 180g hanging bag and a £1 price-marked 150g bag. Tangerine said it will target the packs at convenience stores, forecourts and discount stores.

New Leaf

JTI has unveiled new limited edition tins running across its Amber Leaf range from this month.

The neon-themed packs will come with three different designs, with each tin containing a 12.5g pouch of Amber Leaf, rolling papers and filters (RRP £4.93).

Smash hit snack

Nature Valley has been named official snack bar of British tennis after signing a deal with the Lawn Tennis Association (LTA). The partnership will see Nature Valley sampled at tennis tournaments such as the Aegon Championships while LTA stamps will now feature on the front of packs. In addition, Nature Valley is updating its Protein bars with larger 40g packs and two new flavours, Peanut Butter & Chocolate and Salted Caramel Nut.



Mini Eggs are Wini Eggs for Rio trip

Shoppers can win a family trip to Rio in a campaign running on packs of Cadbury Mini Eggs from this month.

The confectionery brand has been renamed 'Wini Eggs' with 90g bags receiving limited edition packaging encouraging consumers to find a golden

egg inside. Anyone who finds one of the golden eggs will win themselves a holiday in Brazil. In addition, Cadbury owner Mondelez said it will donate 2p from every bag of Wini Eggs sold towards fundraising for the Supercharge Paralympics GB campaign.

Declan Duggan, brand

manager for Cadbury, said: "Due to the product's popularity in the Easter season, we believe the launch of Wini Eggs will provide retailers with a great opportunity to drive incremental chocolate bag sales during the summer of sport with an attractive £1 offer."

The launch will be pro-

moted with a digital marketing campaign as part of further plans by Mondelez to grow its bitesize confectionery range.

The manufacturer added that its last bitesize chocolate launch, Terry's Chocolate Orange Minis, is growing value sales by 56% year on year.

Hot products for your shopping list



Mini Eggs are Wini Eggs in Cadbury's new campaign



Rubicon launches its new Spring soft drinks range next month



Limited edition Amber Leaf tins will come in three different designs

NEWS

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Alcohol price wars hit indies

Alcohol consumption in Scotland is on the rise, according to new figures, but independent retailers say their shops are not seeing increased profits.

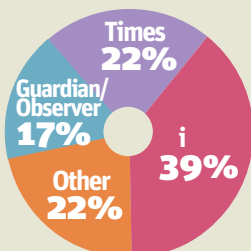
NHS Health Scotland says a change towards stay-at-home drinking equates to 41 bottles of vodka per person being consumed a year.

However, independent retailers say supermarkets are benefiting most, with aggressive price offerings.

Abdul Qadar, of Ramzan & Sons in Edinburgh, said: "The supermarkets have huge offers on and we're caught in a vicious cycle of trying to maintain our share of that."

Mo Razzaq, of Premier Mo's in Blantyre, Glasgow, said: "The supermarkets have 15-packs for £9, we're lucky to get them for £10.99. We've got to be competitive, but while sales may have increased, our profits haven't."

RN READER POLL



ABC figures show quality papers have grown sales since the Independent closed. Which of your newspapers are up?

NEXT WEEK'S QUESTION

Has your relationship with PayPoint improved since it first cut commission last year?

Have your vote now
Go to betterretailing.com/retail-newsagent



Panini Euro 2016 pop-up success

City workers and adult Panini fans have been flocking to Peter Wagg's News On The Wharf to take advantage of special Euro 2016 promotions.

After a day-long pop-up shop event did roaring trade, including adults buying entire boxes of the stickers, the stores in Canary Wharf, east London, offered 10% off sales of boxes. Mr Wagg said: "It's gone exceedingly well. We're planning to do even more when the next big tournament comes along."

Digital High Street Hub pilot Government initiative to get local community businesses online

Digital training trials for Gloucestershire retailers

by Tim Murray

Digital training to help independent retailers with their online activity is being trialled in towns in Gloucestershire as part of a new government initiative.

Assorted expert advice, toolkits and training will be offered to help retailers and small businesses in Cheltenham, Gloucester and Stroud learn more about making the most of digital opportunities.

The Great British Digital High Street Hub will then be rolled out nationwide in early 2017.

Vip Panchmatia, of Wharf Convenience Store in Ebley, Gloucestershire, said: "It sounds like a great idea and it's definitely something we'd like to be involved with. It could be really useful for us."

Linked to the government's Future High Streets Forum, the pilot will comprise three main features: free digital skills training for a group of independent retailers, linking businesses' social media marketing with common hashtags, and sharing data on how customers use high streets.

The pilot is being supported by a range of large and small retailers, technology businesses, the Gloucestershire Local Enterprise Partnership and national trade associations.

MP Marcus Jones, minister for high streets, said: "Digital technologies have transformed how people live, work and play. Digital is changing how consumers interact with businesses and how high streets are used."

"We need to provide high quality tools and training from reliable sources to help businesses in local

communities to get online."

James Lowman, chief executive of the Association of Convenience Stores – a board member of the Future High Streets Forum – said: "This pilot is a huge step forward because it's about getting businesses to work together to make the whole high street more attractive and accessible."

"Convenience stores have a big part to play in this, and we know that retailers who link in to the communities they serve make their businesses more profitable and sustainable."

Packaging warning for food and drink

The concept of plain packaging could move on from tobacco to other areas, such as alcohol, confectionery and fizzy drinks, according to experts from the Institute of Economic Affairs.

Director general Mark Littlewood warned other industries should be wary

that plain packaging could come to their sector next at the Battle Of The Brands event jointly organised by smoking group Forest and the Tobacco Retailers Alliance (TRA) in Westminster.

He said: "It's time to draw a line before virtually every area of human activity is

over-regulated by bossy bureaucrats."

Forest director Simon Clark said: "There's not a shred of evidence to suggest that smoking rates have fallen as a result of plain packaging. The government has declared war not just on tobacco, but also on smokers."



NEWS REGIONAL



@RetailNewsagent for expert advice to help you grow your sales

Coventry retailers illegal cigs raids

More than a dozen retailers in Coventry were found to be selling illegal cigarettes during a raft of test purchases in the city.

Thirteen stores were

caught selling either counterfeit or non-duty paid cigarettes and tobacco during the swoops, carried out on behalf of JTI.

The tobacco manufactur-

er has passed its files on to the authorities. Anti-illegal trade operations director, Steve Wilkins, said: "The availability of cheap illegal tobacco across towns and

cities in the UK is damaging local communities. Along with retailers, suppliers and the government, we all have a role to play to combat the issue."

Burgin's 148 years of trade

Burgin's Newsagents in Dudley has decided to close its shutters after 148 years of business.

It is thought to be the oldest newsagent in the Black Country, run by four generations of the same family. Cynthia Burgin, the last at the helm, said: "It's unfortunate we've had to close the doors as it's been a lifetime of work and of meeting people. But I had to close due to ill health. And, we've run out of Burgins!"

UK retailers learn from mistakes in Australia Staff training key concern for second phase

Trip Down Under to see effect of plain packaging

by Gurpreet Samrai

Retailers need to prepare, know their products, and get their prices right as a tidal wave of tobacco legislation comes into force "changing retail forever".

That was the key message from retailers Ralph Patel and Dee Sedani following their trip to Australia with tobacco manufacturer Philip Morris last month.

They were there to assess the effect of plain packaging on three key parts of the industry – the economy, retailers' day-to-day operation and customers – to compile training material for

the company's reps and retailers.

"One of the concerns for me is staff training," Mr Sedani told RN. "There was a lot going on and that's something retailers in the UK need to be aware of. Come this time next year, packs will all look the same."

The main message from both retailers was that store owners need to start preparing for the second phase of the legislation, which comes into effect next May, and ensure they and their staff know as much information as possible about the products in their gantries.

"Most importantly, we need to become experts in our products so we can pass that information on to our customers who will have confidence in us and return," Mr Patel said.

"It is going to be paramount that retailers



prepare and work out what products are going to go where because they will not be easy to identify."

Pricing was another area where the pair said store owners in the UK could learn from mistakes made by their Australian peers'.

Mr Sedani said: "In Australia, retailers thought they could put their prices up and that had a massive backlash. The public weren't stupid.

"My advice to retailers in the UK would be don't put your prices up, make sure you are fully aware of the packaging and the products within them so you can educate your staff."

Meanwhile, he added: "Plain packaging and going dark has had no effect on retailers' sales; all it's done is fuel the illicit trade."

● More in next week's issue.



Scottish hotlines

The Scottish Grocers Federation has set up two new legal hotlines to give advice on licensing and employment issues affecting its members.

The hotlines, launched in partnership with legal experts at TLT, will offer initial consultation for free and discounted rates for follow up services.

SGF chief executive Pete Cheema said: "Partnering with TLT underlines our commitment to offer our members real value on benefits, which are important to them."

Robbery in Ruislip

A knife-wielding attacker made off with a "substantial amount of cash" during a raid on a store in Ruislip, west London. The robber held a blade to both the owner of Taal Food & Wine and his son during the attack. The 49-year-old store owner, who has not been named, suffered cuts to his hands defending himself. Police have appealed for witnesses.

Get creative to offset NLW

Retailers need to get creative to help minimise the effect of the National Living Wage, which has increased costs by as much as 10%.

That's the view of Unilever's Partners For Growth Retail Advisory Panel, whose members have offered up seven tips to

offset the increased costs.

Tips include increasing prices, reducing staff hours, differentiating stores, changing suppliers, reducing overheads, taking advice from Partners For Growth and engaging with customers.

Panel member David

Charman said: "The living wage increase has had a big impact on small business owners and the loss needs to be recouped somehow. We can't trade our way out of it – we have to find other ways to preserve our margins."

The latest panel advice

came as the Association of Convenience Stores urged retailers to take part in its survey on the effects of the minimum wage and the National Living Wage (www.surveymonkey.co.uk/t/G3G6QK6), as part of a submission to the Low Pay Commission.

YOUR ISSUE

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



PAY UP OR YOU'LL FACE THE MUSIC

Last month, store owner James Mitchell got in touch after he received an invoice from the PPL for £156 for a licence to authorise the public performance of sound recordings. He told RN he has never been charged before and asked if this was due to a new law or whether shops were being targeted by an old law. Since then, several retailers have got in touch with similar issues. They have told RN they feel poorly informed over the right protocols for playing music in-store.

Here, three retailers tell RN about the issues they've faced, and the PPL and PRS answer some frequently asked questions.

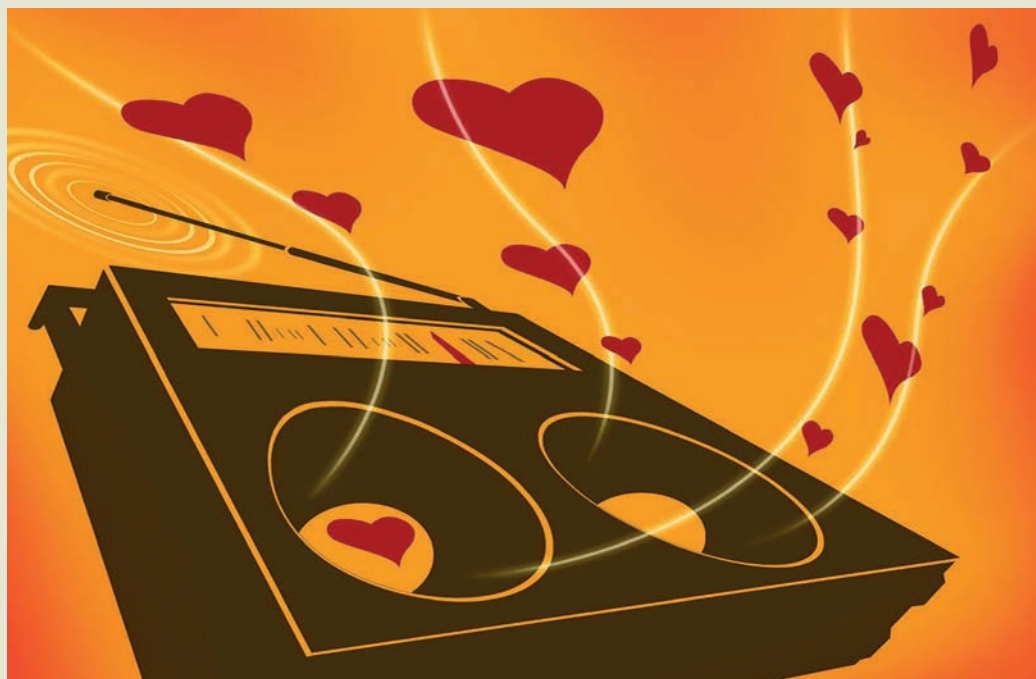
Sarfraz Kham, Nisa Local, Walsall Wood

Last year a lady from the PPL came in telling me that we needed to have two licences to play music in-store. Despite being a symbol group, Nisa does not take responsibility for music licences and therefore I was not aware of the regulations. I had never played music in my store, but I signed up anyway just in case I might want to do so in the future.

I never did end up playing music, so I decided not to follow it up, but three months ago I received a letter stating I had to pay my outstanding fee. I don't mind paying for a licence, but the whole process is very confusing.

Helen Drew, Wright News, Wem, Shropshire

We did have this confusion ourselves, but now we're up and running with both licences. We initially just had the PRS licence and weren't told otherwise. However, two years later the PPL got in contact saying we needed to buy another licence from them and said this would be backdated to cover the time we had not paid for it. But after making a complaint, it decided to waive the fee as a good-will gesture and now I have both licences.



I still don't entirely understand why we need two licence to be allowed to play music in our store.

Narendra Bharani, Cannon Newsagent, Pinner

There is an alternative route – radio stations which don't play music. A couple of years ago, I learned that I was allowed to play LBC Radio – a London-based talk show – without a music licence, because it doesn't play music.

Sarah Mitchell, head of public performance operations at the PPL, has answered some frequently asked questions to address the issues.

Do I need a music licence?

If you play recorded music in public, including playing a radio or TV on your premises, you will usually be legally required to have both a PPL and a PRS for Music licence. By purchasing the correct music licences, businesses can play recorded music while being confident that they are legally compliant.

A PPL licence covers the use of recorded music by retailers.

This includes background music on the shop floor, in staff areas, warehouses and showrooms as well as on hold music on telephone lines.

How much is the PPL licence?

It depends on several factors, such as business type, size, activity and how you use recorded music in your shop. For example, the fee for a shop with an audible area of up to 600 square metres is currently £130.51 per year plus VAT.

Shops with an audible area of 50 square metres or less who use only traditional radio and television broadcasts may be eligible for a 50% concessionary fee of the above.

How do I apply for a PPL licence?

You can purchase a PPL licence for your business online at ppluk.com/apply-online

Alternatively, you can speak to a PPL customer service advisor on 020 7534 1070.

Where does my licence fee go?

PPL collects and distributes licence fees for the use of recorded music on behalf of record companies and performers.

A PRS spokesman has also addressed some retailers' questions.

Who is PRS for Music?

We are a society of around 118,000 songwriters, composers and music publishers. We represent the rights of these members by licensing organisations to play, perform or make available music. We distribute royalties to those members and societies fairly and efficiently.

How do I know if my business needs a PRS for a music licence?

The best way is to ask if it plays music for customers, staff or both through radio, TV, MP3, computer speakers or live events. If the answer is yes, this is classed as a public performance and will need a licence in line with the Copyright, Designs and Patents Act 1988. This states permission is needed from the copyright holder to 'perform' music in public.

Where does my licence fee go?

Nearly 90% of all the money collected goes back to our members (the rest on our running costs).

LETTERS

✉ letters@newtrade.co.uk
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The opinions on this page do not necessarily represent those of the editor

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

Thanks for the support for NFRN London show

Thank you for the two-page spread on the NFRN's London trade show. As always, Retail Newsagent has been supportive to NFRN members and retailers to assist with ways to improve their businesses and margins.

Our trade show gave a forum to over 300 attendees and 49 trade partners that evening, where they got special deals for that night only, thereby putting more money in their tills.

Some of the feedback from all our leading suppliers was that they were very pleased with the event and would continue to support it in the future. Here are just a few examples:

United Biscuits was promoting its Better Biscuits, Better Business initiative by introducing its new website, which communicated a wealth of useful information on how retailers can increase biscuit sales, and also offered money-off coupons and samples of its new range of McVitie's Nibbles chocolate biscuits in handy bag sizes.

Ritmeester held seminars throughout the evening explaining the process of cigar making and promoting how retailers can increase cigar sales, which was very well received.

Warburtons was also promoting its wheat-free and gluten-free bread range, giving independents an opportunity to diversify their offering to customers.

JTI, Philip Morris and BAT all had special offers, and were explaining about the new EUTPD II regulations.

Dhamecha Cash & Carry spent the evening promoting its services and deals of the evening and meeting its many regular shoppers in a relaxed atmosphere.



Tune in to talk radio

RADIO PLAY WITHOUT PAY

I read with interest about retailers' struggle with music licences last week and wanted to get in touch to say that there is an alternative route – radio stations that don't play music.

A couple of years ago, I made

some enquiries with the PPL and learned that I was allowed to play LBC Radio – a London-based talk show – without a music licence, because it doesn't play music.

Two weeks ago, I got a phone call from the PPL saying I needed

to pay £70 for a licence, but I told them I didn't need one for the station I was playing. The guy on the phone had to double check it, but did confirm that I was right.

Narendra Bharani
Cannon Newsagent, Pinner

I would also like to take this opportunity to thank our trade partners, the NFRN head office team and the London district trade committee for all the hard work they put it to make this a success, and not least, all the retailers who attended.

Nilesh Patel
London District deputy vice president and London district trade committee chair

Menzies still failing on service

Following my letter published in RN (27 May) and my previous one a few weeks prior regarding the

failure of Menzies to credit my vouchers on a weekly basis and the following response, I write with an update.

My first complaint resulted in emails and phone calls with a promise from Menzies that not only would my account be monitored regarding vouchers but the "offer" from Menzies that they would "help" with the direct debit to include the average voucher credit.

So, when Menzies failed to credit my weekly vouchers again (I know the conditions say it can take 10 days, but remember that "weekly" charge we pay), I asked credit control to

contact me in the 20-odd emails between myself and the company that week.

Eventually they rung on Thursday afternoon and I was told the direct debit has been processed and I am too late – despite the fact I asked them to contact me three days prior. Here we are, 10 days later, still waiting.

So I'm writing again about not receiving voucher credits. I'm also still waiting for an actual answer as to why the previous ones were not credited.

The answers Menzies give are not being actioned. As a company

they are giving no consideration to their customers as this would not be happening on a regular basis.

So Menzies, please answer every complaint and question.

Steve Barker
S & J News
Rochester

Dave Shedden, head of communications at Menzies, said:

"It's disappointing to hear that Mr Barker has ongoing frustrations with service, and we're keen to resolve them."

"To that end, as he has requested, a member of our local team will contact him to discuss each of his concerns."

OPINION

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11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600

email letters@newtrade.co.uk

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Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporters

Steven Lambert
020 7689 3357

Nadia Alexandrou
020 7689 3350

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Head of Production

Darren Rackham
020 7689 3373

Designer

Emma Langschieid
020 7689 3380

Production Coordinator

Billy Allen
020 7689 3368

Director of Sales

Mike Baillie
020 7689 3367

Account Director

Will Hoad
020 7689 3370

Account Managers

Liz Dale
020 7689 3363

Dwain Nicely
020 7689 3372

Audience Development Executive

Chris Chandler
020 7689 3382

Marketing Manager

Tom Mulready
020 7689 3352

Marketing Assistant

Tom Thorn
020 7689 3384

Managing Director

Nick Shanagher
07966 530 001

Email firstname.surname@newtrade.co.uk

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

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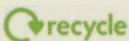
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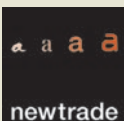
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YOUR SAY How will you ensure staff take reasonable steps to monitor sales of legal highs following the introduction of The Psychoactive Substances Act?

Bay Bashir

Belle Vue Convenience Store, Middlesbrough

It's difficult to put the onus on us to recognise this. It's more responsibility for us to work out if things are going to be used for a genuine purpose. It's very difficult, we do have a certain responsibility here anyway, but you don't want to discriminate against someone because they look a certain way. Is someone in a suit going to be less likely to abuse substances? They're putting more and more responsibility on retailers with no help for us.

Linda Sood

Falcon News, Portsmouth, Hants

We know about gas canisters and things like that. We make sure we don't sell them to people to get high. The onus has always been on retailers with that. We've never sold legal highs, but



we'll speak to our local trading standards about this. We have a good relationship with them, so we can talk to them and then talk to NFRN members locally.

Andrew Taylor

Taylor's Value & Convenience, Hull

We've never sold legal highs and I don't know anyone who has. Our staff are trained to watch

out for people buying gas and lighters. You can normally tell the type of people who abuse solvents and if anyone is going to buy nail varnish remover for what it's meant for, they'll only buy one. If someone buys more, alarm bells start ringing. It's something we've been doing for a while, but it would be good to get guidelines. Everything seems to be landing on our doorstep.

YOUR STOCK Following Imperial cutting 10p off the RRP and wholesale price (while maintaining margin) of four of its tobacco brands, would you follow the lower RRP? Would it help you remain competitive in an EUTPD II market?

Raj Dhillon

Westcombe Park Food & Wine, south east London

I don't think too many retailers will do that, they'll pocket the 10p themselves. They'll stick to what they're already selling it for. I do sell Imperial products and it supplies the gantry, so I'll have to have a closer look. I usually stick to the RRP, maybe add a little bit on, otherwise I sell pricemarked packs. You try to be competitive,

but you want to keep margin.

Ranjan Patel

Marsh Hill News, east London

We'd have to think about it, look at it when it happens. We've still got pricemarked stock, so it wouldn't happen for a while. It's already £10 plus for a pack, so I can see why Imperial would be trying to bring the price down. We might look at adding, say, 2p

on to our prices. Everyone's looking at margins, but not a full 10p on the RRP.

Kate Clark

Sear's News, Upton-upon-Severn, Worcester

It's been a concern of ours for a while. We've always gone for pricemarked cigarettes. I don't believe in ripping people off when it comes to prices. Customers only need to get ripped off on price once and they won't come back, it's a false economy. When plain packaging comes in, we'll need the support of the manufacturers. I'm a big believer in what Imperial is doing and as long as we don't lose margin - which is really important, we don't want cigarettes to go the same way as newspapers - then we'll support this.



INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
 email tom.gk@newtrade.co.uk
 tel 020 7689 3361
 @TomGK_RN

Vote Leave

Employment minister Priti Patel grew up above, living and working in her parents' newsagent shop. This experience, she says, is among many that fuels her support for the Leave campaign in this month's EU referendum



Priti Patel thinks the UK would be stronger outside the EU

RETAIL NEWSAGENT Why would small businesses such as independent retailers be better off outside the EU?

PRITI PATEL All businesses in the UK are affected by EU rules and regulations despite the overwhelming majority not exporting to the continent. Red tape from the EU adds costs to businesses throughout the supply chain and independent retailers are hit hard by these rules. While big business with its political connections and money can lobby for changes that suit them, small firms do not have this access to decision-makers and are left behind.

Since 2010, the UK government has introduced measures to reduce red tape on small business but it has only been able to do this for domestic rules. Leaving the EU will mean that we can respond quickly to concerns that are raised about red tape and take action, which we cannot do as members of the EU.

RN What would a UK economy free of the EU look like for small business owners?

PP The opening up of new markets would boost trade, help keep prices down, and create new opportunities for investment, jobs and growth. Small businesses would benefit from the UK being back in control of the laws it makes and our ability to reduce the burdens of regulation. Importantly, by leaving the EU, we can take back control of the £350m a week we pay to the EU. This money can be spent on our own priorities, including

to support investment in infrastructure that benefits businesses.

RN Would the benefits be felt immediately?

PP Leaving the EU will not take place instantly following a vote to leave in the referendum on 23 June. There will be a process put in place where withdrawal arrangements would be negotiated. This will provide stability to the economy as the UK reaches new trade deals with countries across the world.

RN It has been said that prices would rise after Brexit, affecting retailers' competitiveness. Is this true?

PP The remain campaign cannot offer a positive vision for the future



Businesses flourish when regulation is effective and not excessive

and is frightening and misleading people. It has no evidence to prove that prices will rise and the claims are nonsense.

There are many factors that affect prices and leaving the EU could lead to prices falling. In fact, membership of the EU leads to prices being kept high. The rules and regulations imposed by the EU and the tariffs it imposes on imports from outside of the EU have an adverse effect on prices. By leaving the EU we can take action on these issues.

RN Also, the Remain campaign says much of the regulation that is most complained about originates in the UK, not Brussels. What specific changes to regulation might be possible outside the EU?

PP As someone who grew up in a small family-run business, I know how damaging regulations can be to small firms. I believe that businesses flourish when regulation is effective and not excessive. By leaving the EU, we would be free to set our own regulatory framework, keeping rules that work well whether from the EU or the UK and amending and removing those that are excessive and damaging.

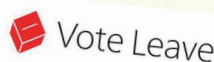
Small businesses, independent retailers and the whole country will be better off in a strong, independent UK following a vote to leave the EU.

** Campaign CV **

Organisation Vote Leave
Campaign committee member
 Priti Patel MP

Profile Vote Leave is the official campaign group which supports leaving the EU and, alongside Ms Patel MP, committee members include Boris Johnson, former chancellor of the exchequer Lord Lawson and justice minister Michael Gove.

Latest news Priti Patel hit the headlines this week after she told the Sunday Times that David Cameron and George Osborne were "too rich" to care about mass migration

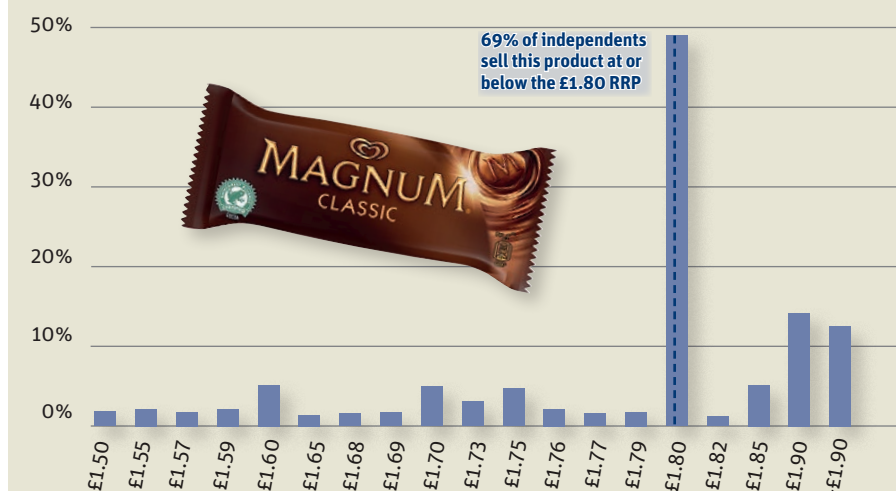


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PRICEWATCH ICE CREAM

MAGNUM CLASSIC 120ml Price distribution %



ICE CREAM PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Twister 80ml	£1.00	£1.05	£1.00	£1.00	-	£1.20	£1.23
Calippo Orange 105ml	£1.00	£1.03	£1.00	£1.00	-	£1.10	£1.20
Cadbury Flake Ice Cream Cone 125ml	£1.69	£1.68	-	£1.60	-	-	£1.64
Magnum Classic 120ml	£1.80	£1.82	£1.60	£1.80	£1.79	£1.99	£1.80
Magnum White 120ml	£1.80	£1.82	£1.60	£1.80	£1.79	£1.99	£1.80
Calippo Shots Strawberry & Lemon 80ml	£1.23	£1.30	-	-	-	£1.25	-
Wall's Feast 92ml	£1.00	£1.08	£1.20	£1.00	£1.10	-	£1.10
Solero Exotic Explosion 90ml	£1.25	£1.31	£1.30	£1.25	-	£1.30	£1.40
Mars Xtra Ice Cream 74ml	£1.35	£1.49	£1.75	£1.50	-	-	£1.62
Magnum Almond 120ml	£1.81	£1.60	-	£1.79	£1.99	-	-
Magnum Infinity 100ml	£1.90	£1.75	£1.90	-	£1.99	£1.90	-
Rowntree's Fruit Pastilles Ice Lolly 75ml	£1.00	£1.04	£1.00	£1.20	-	-	£1.20

Pricing strategies

RETAILER

1

NAME JON POWELL

STORE The Newsagent

LOCATION Newport

SIZE 320sq ft

TYPE high street

Our ice cream sales have been a bit slow so far this year. We had a couple of sunny days the weekend before last and, as always, the scoop ice cream we stock, Sidoli's, sold best. It's a local ice cream made by an Italian-Welsh family down the road. We stock 32 flavours and they're the most popular without any shadow of a doubt - we sell them all day and they're far more popular than major brands like Wall's. Otherwise, Magnum always sells well, and Twister is probably our most popular single product.

RETAILER

2

NAME PAUL MATHER

STORE Sherston Post Office

LOCATION Malmesbury, Wiltshire

SIZE 1,350sq ft

TYPE village

Ice cream is a great category. It produces additional rather than substitute purchases and is great for driving incremental sales. The margins are good too, around 30%, although you've got to pay for your freezer and upkeep. It's also not as price-sensitive as other categories, and people are willing to pay a little more in pursuit of their brand, as long as you don't push it. In the end, it's all weather driven, of course - on a hot day people will come in and buy their favourite brand and the price doesn't matter too much.

Toby Hill
 editorial@newtrade.co.uk
 020 7689 0600

RETAILER

3

NAME ANISH PAREKH**STORE** Londis Broadoak & Post Office**LOCATION** Ashton-under-Lyne, Greater Manchester**SIZE** 1,000sq ft**TYPE** residential

My chiller's been empty through the colder months and I've just got round to filling it up. I've tried bringing in some more economy products from Booker's own brand range and found that they're doing really well. They're selling much better than some of the bigger branded names and they provide better margins too. So I'll stick to this strategy through summer, and probably increase the range a bit. The one premium product I'll be sure to keep with is Magnum, which always does well. Otherwise, people seem to be more interested in price than brand.



RETAILER

4

NAME ADRIAN RODDA**STORE** AR News**LOCATION** Harrogate, Yorkshire**SIZE** 400sq ft**TYPE** town centre

Everyone just seems to want Magnum. They outsell everything else five times over. Hardly anyone goes for the fruit ice lollies. We don't bother with promotions and I don't find there's any need to stock a more economy range. If the weather's warm people come in and generally go for the Magnum brand. It's as simple as that for our ice cream sales.



RETAILER

5

NAME IAN LEWIS**STORE** Spar Crescent Stores**LOCATION** Witney, Oxon**SIZE** 1,800sq ft**TYPE** village

The weather is hugely important, of course, and you can get caught out if it creeps up on you, so we look at the forecast and try to predict what we're going to need to have in. We have a Mr Whippy machine which is very popular. We take advantage of deals from Blakemore, which pretty much sets the margins. People aren't really sensitive to price with ice creams. They're an impulse buy and they won't go round shopping for them.



THE ENTREPRENEURS

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



RENÉE ELLIOTT

Route to the top

Founder of Planet Organic and passionate advocate for organic food, Renée Elliott was born in Mississippi to food-obsessed parents. Her mother was from New Orleans and constantly cooked up Cajun-Creole cuisine, while her dad kept a large vegetable garden. Her love of fresh organic vegetables became a conscious passion when she left for university and found the canteen tomatoes insipid and flavourless. After university she travelled in Europe, returning to Boston in 1991, where she frequented the city's health food stores. In one she had the breakthrough epiphany that would propel the rest of her career: why not open an organic super-

market in London? For the next two years she learned the ropes as manager of a health food shop before, at the age of 30, opening her first Planet Organic store in West London. There are now six dotted across the capital.

Key achievements

- Opened the UK's first organic supermarket.
- Successfully broke into the challenging UK grocery market while holding onto her principles around organic and environmentally-friendly food.
- Now serves as a council member for the Soil Association and advises the government on issues related to organic food, GM crops and nutrition.



Lessons for your store

- 1 Bring your passions, principles and inspirations into your store.
- 2 Always be alert to new ideas – Ms Elliott's 'eureka' moment came while idling in a Boston food store.
- 3 Look for unfilled niches in the market – she was struck by the lack of organic food stores in London, compared to east coast US cities such as Boston.

RETAILER PROFILE



Off to a flying start

His store has only been open 10 months, but already Tharmalingam Gnanachchandran has 15 staff, turnover up 50% and a place in the heart of the local community. **Toby Hill** reports

In many ways, Best-one Fairways Kirby resembles what most convenience stores across the country aspire to be. Local charity boxes sit on the counter, fresh produce provides a splash of natural colour and a gleaming new coffee machine delivers hot drinks to thirsty customers.

But more impressive still, the 2,900sq ft store only opened 10 months ago and is already registering great success: there are 15 staff on the payroll, and turnover has increased by 50%.

Behind this success stands the store's experienced owner, Tharmalingam Gnanachchandran. Tharmalingam began his retail career in a Chelsea convenience store, where he worked as a shop assistant, before opening his first store in East Ham, east London.

As competition in the capital intensified, he sought another location to base his business, and settled on Liverpool. It turned out to be a good choice – Best-one Fairways Kirby is his eighteenth store in the area. The growth of his convenience empire was recognised by Bestway last year, which awarded him its most prestigious accolade: the Bestway National Retail Development Award.

With so much experience to draw on, what were Tharmalingam's priorities when opening his latest store?

"It's very important to know the local area and what customers are looking for," he explains. "I don't use a uniform standard

layout for my stores. I personally look at the area and decide which departments and products to highlight."

He based these judgements on research conducted as he first designed the store, which he converted from a long-neglected pub. The methodology was simple: spending time in the local area, visiting the convenience stores that were already open, and observing their customers' behaviour.

Having developed a blueprint, Tharmalingam moved on to what he describes as "our biggest challenge": enticing customers through the doors in the first place.

"We distributed lots of leaflets and had a grand opening," he recalls.

Then, once a customer base was established, he focused on tweaking the store to more closely fit local demand. "We surveyed customers in store, which helped me decide where to expand."

Tharmalingam recently introduced a fresh bakery section alongside a coffee machine. Quick to realise the importance of community to his customers, he aims to stock local goods wherever possible.

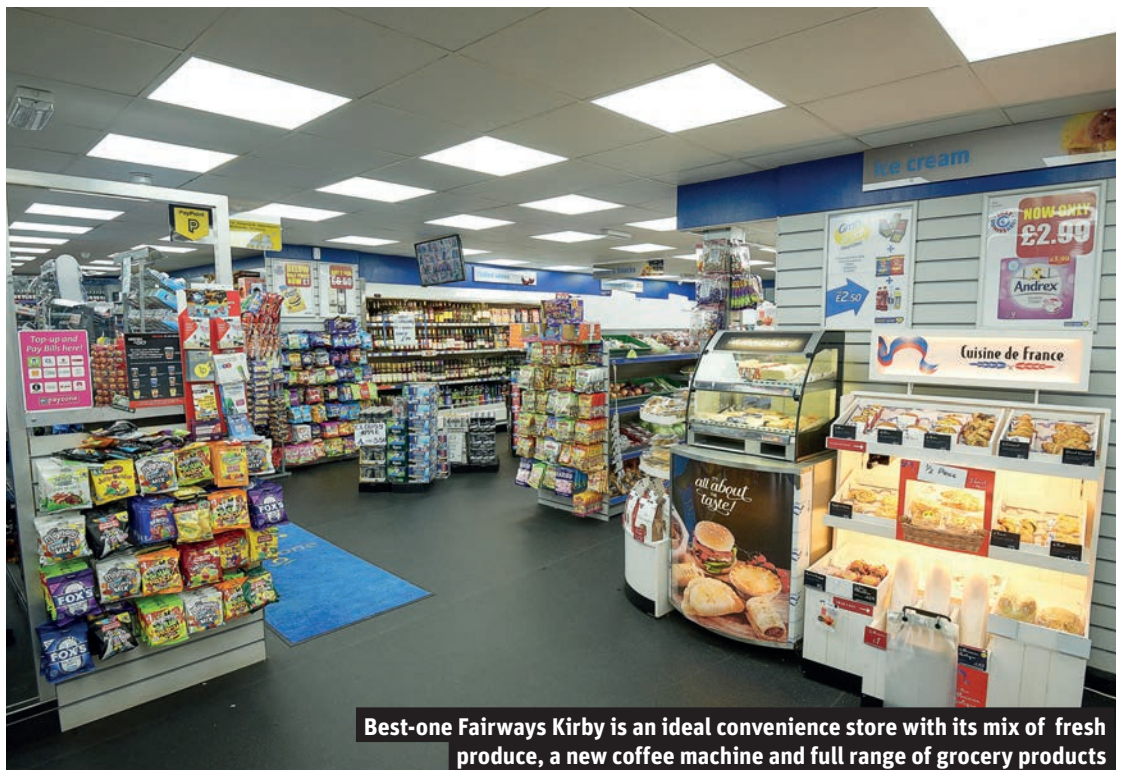
"Our most important products are definitely fresh produce and chilled food," he says. "We get fruit and vegetables from local farms; our 2kg bags of potatoes are very popular." In his chilled section he stocks a range of meats from a nearby butcher, which are also among the store's biggest sellers.

As well as stocking local products, he has sought out other ways to support the local community, such as sponsoring the football



The secret of my success is hard work and dedication to the trade. I spend a lot of my time in my stores."

THARMALINGAM GNANACHCHANDRAN



Best-one Fairways Kirby is an ideal convenience store with its mix of fresh produce, a new coffee machine and full range of grocery products



"I don't use a uniform standard layout for my stores. I personally look at the area and decide which departments and products to highlight"

VISIT MY SHOP

Best-one Fairways Kirby
Westhead Ave,
Kirby,
Liverpool
L33 0XE



and cricket teams. "It's good to spend money in the local community," Tharmalingam concludes. For this reason, he is ambivalent about the introduction of the National Living Wage. "It puts a pressure on the financial side, and the wage bill will increase dramatically," he says. "But at the same time you are paying it back to local people."

While all this attention to local detail is vital, Tharmalingam emphasises that the basics remain crucial. Most important of all: offering good value. "It isn't enough to just offer convenience anymore," he says. "People are looking for value."

To attract the most value-conscious customers, he takes advantage of Best-one's monthly promotional offers. His store receives around 1,000 leaflets; with three members of staff working at any one time, there's always someone available to distribute them around a two-mile radius.

This thoughtful, community-oriented approach to convenience retailing is already reaping rich rewards. But, in typical fashion, Tharmalingam has no intention of resting on his laurels. "I'm waiting for planning permission to install a hot food section in the store, with fish and chips and kebabs, chicken and pizza," he says. "And next year I'll probably try and open another shop somewhere else." ●



Want to see more of Tharmalingam's store? Go to betterretailing.com/Tharmalingam-Gnanachchandran

ACADEMY IN ACTION



Wrigley's Mark Watt advises Manny and Minal Patel on creating a meal deal

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Merchandising

Merchandising is about category management, pricing and promotion. The IAA's Tom Gockelen-Kozlowski joined Wrigley's national trainer Mark Watt and Surrey retailer Manny Patel who, six years since his last major refit, wants to improve his promotions to increase sales



Name	Manny Patel
Store	Manny's Londis
Location	Surbiton, Surrey
Size	1,000sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 1st of 12 features to help show how retailers are working with our partners to follow the Academy's advice and grow their sales.



Close to three schools and within walking distance of many affluent customers Manny Patel's Londis store, on the outskirts of the Surrey commuter town of Surbiton, is in an enviable location.

But that doesn't mean Manny sits on his laurels. "We bought the next door business six years ago, expanded, and changed the business from a CTN to a full convenience store. It was in the middle of the recession so it was quite frightening," he says.

The plan was, and is, to use this extra space to tempt regulars to buy more throughout the day - from cups of coffee to locally-baked cakes, sandwiches and sweets. Years after his last major re-fit, however, he knows up-to-date merchandising will be key to his success.

My challenge

A busy shop and limited space means cross-merchandising products and offering promotions has been difficult and Manny's worried he's missing out on sales.



IAA ADVICE

1

Review displays to support bestsellers

Manny tells Mark that one of the major markets for his store are schoolchildren. "The kids come in, pick up some gum, hand over 50p, and they're gone," Manny explains.

It's at these busy times that Manny will use his second till and Mark sees an opportunity for extending the gum display to include this area. "Gum is such an impulsive product but often shoppers don't plan to buy it. Having the best sellers ranged at both till points mean more shoppers will see gum and potentially buy it," he says.

He also spots an opportunity to improve visibility. "Your high-value items can be at risk of theft if placed out of the cashier's sight.

"By moving them higher up and having clear pricing, shoppers can see products and how much they cost more easily, increasing impulse purchases."

2

Group products to help shoppers find what they want

Manny tells Mark that two of his biggest challenges have been where to position crisps and snacks and how to set up a successful meal deal.

Mark explains that great merchandising, emphasising the right products, can help this category stand out and will help communicate a meal deal.

"Look at your sales data – you might be selling some products only once a fortnight and you'd be better off having a double facing of a bestselling crisp brand. Then add a premium range and value snacks to complete the offer," Mark adds.

Manny's crisps are sited next to a chiller but the sandwiches are further along, Mark suggests Manny moves his sandwiches to the end of the chiller so they're adjacent to the crisps, making it easier to create a meal deal.

3

Cross-merchandise to gain linked sales

"We've had our Tchibo coffee machine in for six weeks now and it's been a real success – we thought we'd do 10 cups a day but right now we're doing 900 cups a month," Manny tells Mark.

But Manny thinks there's potential for more. "If we could position a hot food cabinet next to it, it would be even better," Manny says.

Mark is impressed. He agrees that this is a great opportunity for cross-merchandising and suggests a morning linked promotion could work well too.

Manny agrees, "I've seen a few customers buying cereal bars with their coffee, so I'd like to give a morning deal a try."

Mark also advises that a chewing gum stand nearby could boost incremental sales. "Then you would have the 'eat, drink, chew' idea in one place," he says.



WHAT WE LEARNT



Mark says

"I've loved meeting Manny because he is very open minded and wants to grow his business. Today has been about working out what he is looking for and finding a few options available to him that will benefit his sales and his business as a whole. It's great that he's willing to take the ideas we've discussed forward and see how they can affect his sales in the weeks and months to come."

Mark Watt

National trainer, Wrigley



Manny says

"Retailers like us don't have all the ideas – things change so we need advice from experts like Mark. I don't think many store owners know how much support and advice is available to them, if they reach out to suppliers. I like the idea of double siting gum so it's easy to pick up at both of our tills, and we're 100% ready to try out the plans we've discussed over the next few months."

Manny Patil

Manny's Londis, Surbiton, Surrey

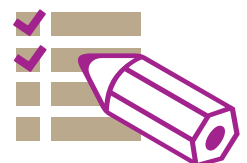
Manny's action plan

- 'Mirror' bestsellers in the gum display across to the till area to boost peak-time impulse sales
- Give best-selling crisps multiple facings and put sandwiches adjacent to enable a meal deal
- Position snacks and gum display by coffee machine and cross-merchandise to gain linked sales



Your action plan

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



THE HIGH STREET

This year has already been a dramatic one for high street retailers. **Tom Gockelen-Kozlowski** takes a look at the big stories and asks what independents can learn from the rises and the falls of some very big names

Lessons in survival



It lost its point of difference and gave people fewer reasons to visit its stores

A number of struggling retailers have hit trouble this year

What you can learn

For independent retailers the lessons from BHS and Austin Reed are clear. Know your customers and develop your offer and proposition around them. But always keep developing that understanding because customers evolve and businesses have to evolve with them. Independents have an advantage in that they can be much closer to their shoppers than bigger chains, and introduce changes far more quickly.

ANALYSIS

Neil Saunders

Managing director, Conlumino



The main problem with both Austin Reed and BHS is that both lost touch with customers, albeit in different ways. This meant their offers and proposition became less relevant – a fatal position in today's very competitive retail market.

As a heritage brand, BHS failed to move with the times and remained very much in the middle of the market – neither expensive nor cheap, neither fashionable nor classic. It lost its point of difference and gave people fewer and fewer reasons to visit its stores. When that happened the economics of the business started to unravel.

Austin Reed was slightly different in that it did once have a very distinct point of difference which was focused on classic tailoring and quality. Unfortunately, the brand sacrificed that when it tried to cut costs on its suits. Quality suffered while price points remained

the same and customers defected. This was exacerbated by the fact that Austin Reed always failed to create a broader brand identity in the way that a player like Burberry did, so it could not rely on sales from its casual offering to prop up its ailing suits business.



High street losers

British Home Stores went into administration in April, putting 11,000 jobs at risk and creating a furore about the behaviour of its owners and managers in recent years.

In truth, questions about its relevance to modern retailing had been asked for more than a decade – before the arrival of its controversial former owner, Sir Philip Green.

He took over the business in 2000, believing the brand was undervalued and could be reinvigorated. Independent retail analyst Richard Hyman argues, however, that the retail market BHS operated meant its identity no longer catered for shoppers' needs.

"At its height, BHS was the poor man's M&S. It was for people who liked M&S, but couldn't quite afford

it," he says. "The problem is that market does not exist anymore. It doesn't exist for M&S either. That market has actually moved lots of notches down, towards Primark."

The billionaire retailer sold the company for £1 in 2015 to an inexperienced consortium led by a former racing driver. Its decline threatens employees' and former employees' pension funds and is under investigation by MPs.

Upmarket tailor Austin Reed, meanwhile, fell into administration this year and has also been accused of not keeping pace with a changing market, with a poor website and clothing ranges coming in for particular criticism from analysts.





It's been yet another dramatic year on the high street



Seb James has led Dixons Carphone into a new era of success

High street winners

Dixons Carphone is an amalgamation of four once-stalwart high street names: Dixons, Carphone Warehouse, PC World and Currys.

Until recently it seemed the pressures that forced them together – online retailers undercutting prices and slashing margins – might see the end of these brands, but last week chief executive Seb James said the company had had a “stonking year” with profits expected to rise to between £445m and £450m.

On how the company had turned things round, Mr James explained to the Telegraph: “It is the internet, not us, which sets prices. But customers can come to our stores and see products properly demonstrated and

talk to our staff. We do all of that for free – it really is a bargain.”

Mark & Spencer hopes it is now on a similar path with its long-troubled clothing and homeware divisions. The company’s food offer has been held up as an example to the industry for more than a decade, but this success has been hard to replicate in the rest of the business.

The company’s boss told the BBC the plans would impact profits in the short-term, but would mean a clearer identity for the business going forward. “We’ve got a very clear idea who our customer is – Mrs M&S. We need to cherish and celebrate her and make sure we’re giving her exactly what she needs at the right time.”



Will M&S manage to replicate its performance in food with clothes



What you get when you walk into a Currys PC World now is a lot better sense that the people you are talking to are experts

ANALYSIS

Andrew Stevens

Senior Analyst,
Verdict Retail



One of the biggest things that Dixons Carphone has realised is what customers want. What you get when you walk into a Currys PC World now is a lot better sense that the people you are talking to are experts, which contrasts well with the online generalists.

Dixons Carphone was obviously helped a lot by Comet dropping out of the market but it’s really been the focus it has put on how consumers shop, why they shop and what they want that has turned things around. This helps them to compete a lot better with online retailers like Amazon.

There have been a few false dawns for Marks & Spencer’s homeware and clothing business in recent years, but its boss Steve Rowe has got a lot of experience from the company’s food arm. With this, it has always focused intensely on quality, innovation and having interesting products. He now needs to do this for the homeware and clothing business. ●

What you can learn

Independent retailers can’t compete on all fronts, so achieving success in a market that will, as Dixons Carphone found, be transformed by the rise of online players like Amazon means discovering where you can offer a point of difference.



New M&S boss Steve Rowe has a ‘lot of experience’ according to analyst Seb James

PHILLIP ADCOCK

GUEST
COLUMNIST

✉ editorial@newtrade.co.uk
☎ 020 7689 0600
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Ensure your store really is 'convenient'

If you want to win the best possible share of sales in the UK's competitive grocery market, you have to offer your customers a convenient place to shop. Shopper analyst Phillip Adcock explains how

As Amazon Fresh launches in the UK, the multiples grow store numbers on the high street and shoppers embrace the convenience of new ways of shopping, competition for grocery sales remains fierce.

I believe independent retailers can respond to this challenge by focusing on being 'convenient' rather than 'convenience' stores.

Being convenient isn't about the size of your store, the breadth of your ranges or charging the lowest price. Rather, it is about making shopping a more convenient part of customers' busy lives. It's about understanding how shoppers shop and the value they place on their time and tailoring your offer around this.

At SBXL, we have conducted studies in the convenience channel in 17 countries. Our data is consistent with the hard fact that shoppers shop where it is convenient for them: whether that be for a packet of cigarettes in Japan, a can of cola in Germany or a bag of Biltong in South Africa. In their words: "I want my product available exactly where and when I want to buy it."

The rapid growth of ready meals and food to go in the UK is proof that convenience is more important than price. So how can you ensure your store is a 'convenient' store?

A good starting point is by making the most of your location. Shoppers' growing impatience means every

second matters – 70% of all food retail sales in smaller stores are from customers who live or work less than 800 metres away. Why? Because life is too short to walk another 100 metres.

In a number of our studies, we have quantified and validated the definition of 'convenient' in terms of time. In essence, shoppers will choose the most preferable store, vending machine, kiosk, etc, that is within six minutes of where they are. To them, that is convenient.

Imagine you are an office worker wanting to leave work to buy your lunch. Wouldn't you go for the most convenient outlet that meets your needs – even if that is a large superstore? In almost all the studies we have conducted, the main reason shoppers say they are in a grocery store or c-store, large or small, is because it is convenient. If it is easiest to go to a 50,000sq ft store to grab a takeaway lunch, that's where they will go.

If customers are looking for stores within a six-minute walk, my advice is to make sure you have better, more relevant ranges and services than any other store within a six-minute radius of your potential customers, and that you offer the best customer service.

Being convenient also means offering the right (not necessarily the biggest) range, and for many categories this will differ by store and shopper mission, taking the day of the week and the time of day and so on into



Amazon Fresh is the latest to enter the highly competitive convenience market

My advice is to make sure you have better, more relevant ranges and services than any other store within a six-minute radius

consideration.

The major chains have recognised the importance of tight ranges and are slashing the number of products they stock. Tesco, for example, is laying off hundreds of buyers and delisting thousands of products.

An experiment in the USA proved that retailers can offer too much choice. In it, shoppers encountered either a limited range of jams (six) or a much larger assortment (30). Interestingly, shoppers were attracted more to the larger display, with 60% going to the fixture with the larger range. However, significantly more shoppers purchased a jar of jam when presented with just a small selection of six. In actual fact, the smaller display sold to 30% of visitors compared to the large assortment that sold to just 3%.

'Convenient' stores, which are stocked and laid out to meet the needs of time-pressed shoppers, are very much a channel in their own right. And I believe those best placed to do this are independent stores. These local businesses may struggle with a host of other retailing issues, but they know their shoppers and their local area, and that gives them a huge advantage.

Phillip Adcock is the author of 'Shopology, The Science of Supermarket Shopping' and managing director of shopper behaviour analyst Shopping Behaviour Explained Ltd

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*Cadbury Dairy Milk brand, Nielsen data, Total Chocolate, UK Total Coverage MAT to 19.03.2016.
[^]Display Unit does not include stock. Available via your sales representative and some distributors.
All packs available in non-pmp format. Retailers are free to set their own prices.

SUGAR CONFECTIONERY

With summer holidays around the corner, getting your sweets fixture into shape will get you set for better sales. **Toby Hill** learns more

Are you offering the range they want?

Sweet taste of summer

Summer offers sweet opportunities for retailers to boost their sugar confectionery sales, as hot weather traditionally drives people away from chocolate. And with the category as a whole worth over a billion pounds – that's a possible £25,000 for every retailer in the UK – it's definitely worth working to maximise its potential.

Here, we profile three retailers who've thought carefully about how to do so. Each is based in a key location for sugar confectionery sales: a service station, a family residential area and alongside a cinema. They share their strategies for increasing sales, while suppliers outline new products and provide a few merchandising tips of their own.



People are comfortable buying cheaper brands now



Service station

During the summer holidays many families stock up on sweets to help the journey pass as painlessly as possible. **Tom Dant**, owner of three service stations in Lincolnshire, describes how he prepares for this demand.



We see a massive increase in sales of sugar confectionery during the summer, 30% or 35%. We're on the main coastal route to Skegness and trunk roads to Boston and Grimsby so we sell loads of bags of sweets to people going on long journeys.

We always have displays of sugar confectionery, whether they be new ones or promotional ones. The stands are laid out so when people are queuing they're standing

next to the fixture. Pricemarking on bagged sweets makes a big difference. And when they are on a multibuy promotion we can sell hundreds.

We've just introduced pick 'n' mix, from Bonds, which comes with a display stand. We sell it by the cup and try to offer different sweets in the pick 'n' mix from what's available in sharing bags. That way there's no clash and people buy it as an extra on top of a bag of sweets.

The margins on the pick 'n' mix are excellent.

Price is a lot more important than it used to be. Spar's pricemarked own label bags are one of our biggest sellers. People are comfortable buying cheaper brands now as I think they're used to shopping at Lidl and Aldi. More expensive, mainstream brands only really sell when they're on promotion, which is good for us, as margins are better on value brands, by 7% to 8%. >>

Top tip

Pick 'n' mix brings great margins and you can tweak the selection so it differs from your range of packaged sweets





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SUGAR CONFECTIONERY

Family residential area



In a residential area full of families and children, sugar confectionery is an ever-popular purchase.

Paul Keys, owner of Keys News & Store in a family neighbourhood in south Sheffield, outlines how his sales change during the summer.

We've got a nursery nearby and when summer comes and the schools are closed we used to see a drop-off in sugar confectionery sales. But these days it stays stable, as peoples' buying habits have changed. Quite a lot of parents will only allow their children sugary sweets as a treat, and that stays consistent regardless of holiday season. Friday seems to be treat day and we sell a lot to children then, but the rest of the week more adults buy sweets.

Kids tend to go for cheaper lines like Jelly Tots. Given the choice, I'd say kids go for the small sugary lines unless guided by their parents. I don't know why but chocolate seems to have a

Top tip

As health concerns about sugar grow, it's important to monitor sugar-free and other healthier alternatives



better reputation than sugar confectionery, so parents tend to guide them in that direction. But many kids do still buy sweets; we have a range of hanging bags price-marked at £1 which are popular with them.

There's been a bit of an uptake in sugar-free confectionery recently. It's not vast but it's noticeable. We've seen increased sales

of products such as Sula, which is Europe's most popular sugar-free sweet. It's something we're monitoring; it's only small so far, but I do think with the government crackdown on sugar, we need to be prepared to step further into that market if necessary.



Alongside a cinema

Many cinema-goers want to stock up on sweets from somewhere less extortionate than the box office. **Shahid Gani**, the manager of Newpoint in Westfield Shopping Centre, Stratford, London, describes how he makes his store is the go-to place for good-value sugar confectionery.

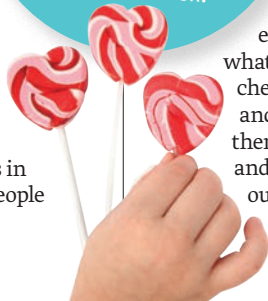
Demand for sweets

increases a lot in the summer, especially during the school holidays. Here in the shopping centre we see a lot of kids coming in with their families. We place price-marked sweets, hanging bags and so on, at a height children can notice and reach. Promotions help too – two for £1.20, for example.

There's a cinema near us in the shopping centre and people

Top tip

Display sugar confectionery clearly and at a variety of heights, to inspire impulse purchasing by key demographics such as children.



come in to the store to buy sweets and drinks and popcorn before the films. We display all these products clearly in the shop so they're easy to see. People who go to the cinema know they can get whatever they want much cheaper than at the cinema, and we sell loads of stuff to them – it keeps us very busy and is an important part of our sales.

SUPPLIERS' CORNER

New products and merchandising tips from top suppliers.

Tips

Bev Rushbrook

Commercial manager, Cloetta UK



Placing products next to the counter or magazines and newspapers where there is longer dwelling time is a clever technique to drive sales.

A dedicated children's area can maximise pocket money sales from a key audience. Be aware of the height of the shelves in this fixture; allow children to shop independently.

John Eatly

Customer excellence director, Wrigley



Visibility is key and popular confectionery items should be located at eye level to take advantage of incremental sales.

Encourage additional purchases using cross-category promotions, such as 'buy a sandwich, drink and confectionery for £3'.

Jo Dell

Category controller for snacks, Mondelez International



Make the most of events and seasonal trends, such as the Euros or summer barbecue season, by ensuring great visibility, leveraging new products and using colourful PoS.

Utilise supplier advice and support services, such as our field advisers and website deliciousdisplay.co.uk.

Jonathan Summerley

Purchasing director, Hancocks



Retailers need to carefully balance sugar and chocolate confectionery to ensure they put more emphasis on sugar confectionery than chocolate during the summer season. Stocking fruity flavours in high foot-fall areas is key for increasing sales as well as making sure you offer a variety of pack formats.

New products

Bertie's Jelly Mix

New sharing box from Mondelez International, with a 'Britishness' theme.



Refreshers Sour Apple Chewbar

Drumsticks producer

Swizzels has produced this new chew bar with a 10p pricemark.



Softmints Lemon Mint

New flavour combination from Mondelez's Trebor brand, launched at the end of 2015.



Skittles Tropical

Wrigley launched this new flavour in January in 55g single bags, 125g hanging bags and 174g sharing pouches.



Swizzel's Squashies

Swizzel's is launching two new flavours in to its Squashies range: Drumstick Sour Cherry & Apple and Bubblegum. They will be available in 160g bags with a £1 pricemark.



Haribo Frenzy Carnival

In May, Haribo launched carnival-themed extensions to its Frenzy brand, available in both Starmix and Tangfastics varieties.



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BARBECUE & PICNICS

Summer is here and any signs of sunshine are already sending shoppers to their local stores for an impromptu barbecue or picnic. **Toby Hill** looks at the products that meet this year's top trends and hears advice from top suppliers and retailers on boosting sales

Sensations for summer



The average consumer spends £120 a year on products for barbecues, and the category as a whole is worth £20m.

Add picnic products to that mix and summer events provide great sales opportunities across the store, from the chiller to the freezer as well as the snacks category too.

But with their reliance on the

unpredictable British sunshine and sudden spikes in impulse purchases – barbecues sales leapt by 712% during the mini heatwave at the start of May – these can be tricky categories to manage. Here, top retailers tell us how they surf the summer wave, and suppliers outline which hot trends you should be following this season.

FIVE SUPPLIER TIPS

Push key events

Donna Pisani

Trade communications manager, CCE



"Be aware of big occasions that people may mark with a barbecue, such as popular TV shows or sports events, which provide a key opportunity to drive sales."

Cross-sell food and drink

Hannah Webb

Brand manager, Hellmann's UK



"Retailers should explore cross-category merchandising by stocking items such as mustard, mayonnaise and ketchup next to the barbecue fixture or meat chiller."

Use PoS to highlight products and seasonal trends

Emma Billinge

Portfolio lead, Warburtons



"PoS and in-store theatre around display should also be used to maximise the opportunity of seasonal trends such as barbecues."

Keep on top of trends

Donna Pisani

Trade communications manager, CCE



"Stay up-to-date with innovation. New products, variants or packaging formats are an ideal way to achieve incremental growth."

Expand your offer

Tony Holmes

Retail sales director, Bestway



"Sometimes we put too large a focus on beers, wines and condiments when we should be encouraging retailers to expand their offer to include fresh meat, salad, vegetables, charcoal and other essential barbecue products."



What they want in 2016

Suppliers have paid close attention to the trends driving the market and have developed a range of products to meet the needs of this year's summer shoppers



Sometimes we put too large a focus on beers, wines and condiments

Low-sugar soft drinks

Coca-Cola Life

Part of Coca-Cola Enterprises' response to consumer concern about high sugar intake. "Made with a blend of sugar and stevia plant extract, Coca-Cola Life appeals to those looking to reduce their sugar intake but who want a naturally-sweetened product," says Donna Pisani, the company's trade communications manager.



Exotic alcohol flavours

Malibu Pineapple and Coconut Rum

Picnic-goers can bring a Caribbean flavour to the unreliable British summer with Pernod Ricard's launch of Malibu Pineapple & Coconut, available in a 70cl bottle with an RRP of £14.99. "Lighter, flavoured alcoholic drinks are what people are looking for during summer," says retailer David Ramsay.



Lighter snacks

Kettle Bites These new baked wholegrain and lentil snacks contain 50% less fat than standard crisps. "Consumers are looking for snacks that are lighter than traditional fried





Customers will be looking for any excuse to socialise outside

crisps," says Andrew Slamin, Kettle Foods marketing director.

Healthier baking products

Warburtons Thin Bagels Launched last April, these bagels target weight-conscious, gluten-wary customers seeking less bloating bakery products. "I like working with Warburtons because we can check the weather forecast and adjust our order online up to 2pm the day before delivery," retailer Jacqui Bailey says.

Varied BBQ flavours

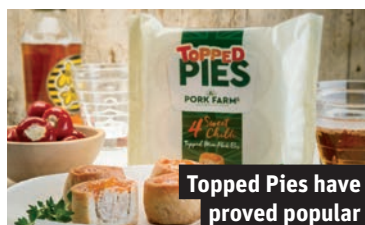
Spar BBQ Pulled Pork

Spar has launched a range of marinated meat products in advance of the summer, including BBQ pulled pork and BBQ ribs in a glaze, both price-marked at £3.50. "Half of adults who eat BBQ food would like more ideas for interesting dishes," says Susan Darbyshire, Spar UK brand director.

Varied picnic options

Pork Farms Sweet Chilli Topped Pies

The Addo Food Group launched this new take on the British picnic classic at the start of May. According to Kim Burgess, head of markets at the firm, "customer feedback reveals that variety and new flavours is high



on the list of demands across the chilled pastry category".



Low-fat snacking cheese

Laughing Cow Mini Cravings Capitalising on trends towards low-fat snacks, Bel has launched Laughing Cow Mini Cravings, containing just 14 calories per cube. "Perfect for a moment of indulgence during picnic season, Mini Cravings are targeted at female adult 'snackers'," says Bel's UK product manager, Chloé Féminier Tomkins.

Global flavours

Hellmann's Spicy Brazilian Grilling BBQ Sauce

Unilever has tuned into trends for adventurous eating with a range of exotically flavoured BBQ sauces. The Spicy Brazilian was launched alongside Smokey American, Sticky Japanese and Sweet Australian varieties. The products aim to "introduce a global palate to the UK BBQ occasion," says Hannah Webb, brand manager for Hellmann's.



RETAILER STRATEGIES

Five top retailers outline their barbecue and picnic strategies and pick their essential local products

David Ramsay

Best-one,
Byram, West
Yorkshire



"My chilled and frozen section has been going barmy the past couple of months. We had two deliveries a week up until five weeks ago, then we negotiated with Bestway to make it three. It's about keeping consumer confidence, and regular deliveries mean everything's fresh and well in date."

LOCAL PRODUCT Eddie Nurse

Pork Pies "We have a local meat and pies supplier called Eddie Nurse who comes in three times a week with pork pies and home-cooked meats like ham, beef and turkey."

Rajwinder Kaur

Lifestyle Express
Newhouse Mini
Market, Kilbirnie,
Ayrshire



"I'm making lucky bags of picnic stuff for the kids, with straws, plastic cups, crisps, cocktail sausages, juice, things like that. Then I've been putting together a shelf of barbecue products, logs and charcoal, for the adults. I'll hang some balloons or bunting to draw attention to it."

LOCAL PRODUCT Lorne

Sausage "We buy square lorne sausage from a local butchers, along with fresh beefburgers."

Jacqui Bailey

Spar London Road
Bakery, Boston,
Lincolnshire



"We're sorting out space in our chillers, moving away from wintry ready meals and bringing in more chicken drumsticks and salads. Then I will rearrange the freezer to fit more price-marked packs of Spar ice lollies, and we're double-facing our fruit ciders. Flavoured wines, like Echo Falls summer berries, have been selling exceptionally well."

LOCAL PRODUCT Haslet from Boston Sausage butchers

"Haslet – a kind of cold meatloaf – is a local speciality and



perfect for summery days in the garden. And of course we also stock Lincolnshire sausages."

Vip Measuria

One Stop,
Borrowash,
Derby



"Our barbecue and picnic trade is very weather-dependent. People come in and see what's on the shelf and go from there. So we have to promote it well and shout about what we've got. We have these smaller stands which we can easily strip down and manoeuvre to the front of the store to load with barbecue stuff at the start of a hot day."

LOCAL PRODUCTS

Barnie Baps from Adkins Bakery

"We've brought in three types of rolls and baps from a local baker. I had an order through Facebook the other day for a load of barnie baps for someone having a barbecue in June."



Peter Lamb

Lamb's Larder,
Bells Yew Garden,
East Sussex



"We got rid of a frozen ready-meal supplier recently and brought in more local farm food, which has been doing great. We also do tuna and swordfish steaks, which come to us individually frozen and shrink-wrapped as fillets. Then there's salad leaves and local fruit and vegetables. It's all about local produce here."

LOCAL

PRODUCT BBQ Meat Packs

from Peter Speaight butchers

"We asked a local butcher to prepare barbecue-ready packs with burgers, kebabs and marinated chicken wings. They went on sale for the first time last weekend and they all sold out." ●



PREVIEW



An ace serve

Robinsons is celebrating its ongoing partnership with Wimbledon with new tennis-themed packaging and a £5m marketing push.

RRP various

Outers various

Contact 0845 755 0345



Cinema paradiso

Popcorn specialist Butterkist is offering its Sweet Cinema Style flavour in multipacks of 6x15g bags.

RRP £1.69

Outers not given

Contact 01977 692500



Senior service

Whiskas has launched a new price-marked pack for its 7+ range for older cats.

RRP £3.29

Outers not given

Contact 01664 411111



Totes amazing

Campo Viejo is launching a limited edition bottle with neck tags offering shoppers the chance to score a free tote bag.

RRP £12.35

Outers 6

Contact 0208 538 4484



Pricemarked Discreet

Always is offering two Discreet adult incontinence pads, Liners and Small Pads, in pricemarked packs.

RRP £1.99 - £2.49

Outers not given

Contact 0800 597 3388



Sporting chance

Weetabix is running a Summer Of Sport promotion, offering free two-for-one sports sessions and 'money can't buy' prizes backed with a £3m marketing push.

RRP various

Outers various

Contact 01536 721 405



Caffé society

Starbucks is continuing to move into the packaged goods arena with the launch of a new chilled drink, Caffé Americano with milk.

RRP £1.59

Outers not given

Contact 0845 762 6434



Living the dream

Corona is launching a marketing campaign playing on the brand's outdoor and beach-style credentials under the tagline 'This Is Living'.

RRP various

Outers various

Contact 01582 391166



In the red

Halewood Wine & Spirits has launched two new pre-mixed cans for its Red Square brand, Sloe & Lemonade and Toffee & Apple.

RRP not given

Outers not given

Contact 0845 6000 666

THIS WEEK IN MAGAZINES

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



Healthy alternative

NEW MAG ON THE MENU FOR A MILLION VEGANS

Anthem Publishing is dishing up something tasty for the UK's non-meat eaters, with a massive potential audience of readers

ANTHEM is launching Vegan Food & Living as a bi-monthly title after the success of two trial issues. The title is aimed at the population of 150,000 vegans in the UK and a potential audience of more than one million mainly vegan consumers. Adopting the same combination of simple recipes, interviews, product news and expert opinion as Anthem's Free-From Heaven, it aims to fill a gap in one of the UK's fastest-growing cooking categories. The July/August issue includes a bonus 32-page desserts supplement, while in the main magazine there are 75 summery recipes, ranging from picnic food to barbecue essentials.



VEGAN FOOD & LIVING
On sale 9 June
Frequency bi-monthly
Price £4.99
Distributor
Marketforce
Display with Healthy
Food Guide, BBC
Good Food, Free-From
Heaven

Round up



NADIA ALEXANDROU
 Magazines
 reporter

DIGITAL DO'S AND DON'TS

Recently, I was chatting to a retailer about the pros and cons of processing subscriptions and vouchers digitally. He said publishers were "dragging retailers into the digital age, whether they like it or not".

The question is, how important is digital to smaller newsagent and convenience stores, and how should you be engaging with it? It is clearly high on the agenda for the multiples and publishers, which are increasingly investing, innovating and profiting from technologies. Waitrose, for example, just added The Sun to its MyWaitrose loyalty card scheme, joining the Daily Mail, Telegraph, Times and Guardian.

Elsewhere, during a webinar on "top tips for a retail strategy that delivers", publishers were told in-store technology was a huge opportunity – with one suggestion of putting digital stands in-store so customers can easily browse for the right magazine. Even a print magazine called Swipe launched last week to trawl the internet and give readers the "best of the web" in print.

But are smaller retailers as engaged with this market? Last week, Sid Sidhu spoke excitedly about the launch of his own Tesco-style loyalty tag scheme, which he said newspapers and magazines would certainly be part of. For him, it more importantly meant he would build a better relationship with publishers and get a lot more support.

While examples like Sid's are not widespread, I think it is a good example of how retailers should approach digital. Figure out what you want from it first and then set up your own system that will fit primarily around your needs, rather than other peoples'.



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THIS WEEK IN MAGAZINES



Bestsellers News & current affairs

Title	On sale date	In stock
1 Farmers Weekly	10.06	<input type="checkbox"/>
2 Jewish Chronicle	10.06	<input type="checkbox"/>
3 Farmers Guardian	10.06	<input type="checkbox"/>
4 Private Eye	10.06	<input type="checkbox"/>
5 The Economist	04.06	<input type="checkbox"/>
6 Country Life	08.06	<input type="checkbox"/>
7 Church Times	10.06	<input type="checkbox"/>
8 New Scientist	04.06	<input type="checkbox"/>
9 Irish Post	04.06	<input type="checkbox"/>
10 The Week	10.06	<input type="checkbox"/>
11 Irish World	08.06	<input type="checkbox"/>
12 The Gleaner	09.06	<input type="checkbox"/>
13 Times Higher Education	09.06	<input type="checkbox"/>
14 New Statesman	10.06	<input type="checkbox"/>
15 The Stage	09.06	<input type="checkbox"/>
16 The Voice	09.06	<input type="checkbox"/>
17 National Geographic	01.07	<input type="checkbox"/>
18 Jewish Telegraph	10.06	<input type="checkbox"/>
19 BBC History	17.06	<input type="checkbox"/>
20 New Yorker	08.06	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



THE CRAFT NETWORK QUILTING

The Craft Network Quilting is the third title from Time Inc's new craft-oriented team. It comes with a free cover-mounted English paper-piercing kit, so readers can patchwork on the go this summer. The magazine is aimed at modern quilters and patchwork enthusiasts. Each month, it will have simple patterns, ideas and exclusive designs.



On sale 10 June
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Love to Make, Knitting & Crochet



F1 RACING

The July issue includes an in-depth feature and interview with Formula 1 champion Lewis Hamilton, as well as a trip with German F1 driver for Mercedes Nico Rosberg around his home town of Monaco. According to Frontline, this issue is expected to deliver an extra 10% uplift in sales. It is also the third highest-selling magazine in sport-motoring and delivered £462,000 of retail sales value between May and April.



On sale 10 June
Frequency monthly
Price £4.99
Distributor Frontline
Display with Autosport, Motorsport News, Motor Sport



CLASSIC & SPORTS CAR

From this issue, Classic & Sports Car is increasing its price to £4.90. It comes with a free 32-page supplement on the next generation of classics. The expected sales and retail sales value uplift is 5%, according to distributor Frontline. The magazine is the third highest-selling title in the Motoring - Classics sub-segment and delivered £1.494m of retail sales value between May and April this year.



On sale 2 June
Frequency monthly
Price £4.90
Distributor Frontline
Display with Classic Car Weekly, Practical Classics, Classic Cars



TAB MINI CROSSEARCH

Crossearch is a new concept combining elements of three of the most popular types of puzzles — crosswords, arrowwords and wordsearches. Frontline says the title is expected to deliver £260,000 annually, adding more value to the puzzles category, which is worth £45m. According to Bauer Media, this new puzzle variant will be in the Wordsearch sub-segment, which is the second-largest puzzle sub-category, worth £9.7m.



On sale 2 June
Frequency monthly
Price £2
Distributor Frontline
Display with Mini Arrowword, Wordsearch Collections, TAB Crossword



GOLF MONTHLY

This special edition gives golf enthusiasts a guide to the 2016 Open Championship, to be held on 14-17 July. A 32-page Open Championship review tells readers all they need to know about the course, the history and the players. It is bagged with a Strokesaver booklet, offering an in-depth look at Royal Troon, featuring key hole information.



On sale 9 June
Price £4.99
Distributor Marketforce
Display with Today's Golfer, Golf World, The Ultimate Sport Series



NEW PUZZLE CONCEPT

Is it a Wordsearch?
Is it a Crossword?
Is it an Arrowword?

IT'S ALL THREE IN ONE PUZZLE!





MBUK

MBUK has recently had a redesign, with the June edition the first relaunch issue. It comes with a free 68-page 'Little Rippers' guide, aimed at the increasing demographic of MBUK readers who now have kids and are keen to get them into mountain biking. The issue has a headline feature on Steve Peat in his final year of World Cup racing, timed ahead of the Fort Bill World Cup.



On sale 31 May
Frequency monthly
Price £4.99
Distributor Frontline
Display with Mountain Bike Rider, What Mountain Bike



PHOTOGRAPHY BUMPER PACK

This photography bumper pack contains the 11 June issue of weekly title Amateur Photographer, the July issue of monthly title What Digital Camera and the annual issue of Photo Technique. Priced at £5.25, the pack has a combined value of £11.48 offering readers a saving of £6.23 on three key photography titles.



On sale 9 June
Frequency irregular
Price £5.25
Distributor Marketforce
Display with Amateur Photographer, What Digital Camera, Practical Photography



RADIO TIMES

Radio Times celebrates the Queen's official birthday with a special celebratory cover designed by one of its young readers. In March, Radio Times launched a competition for under-18s to design a birthday cover for the Queen – attracting more than 11,000 entrants vying for their design to be the cover of this special issue. The issue will also feature comprehensive TV and radio listings for 11 to 17 June, including Euro 2016.



On sale 7 June
Frequency weekly
Price £2.30
Distributor Frontline
Display with TV Choice, What's on TV, TV Times



AIRLINER WORLD

This issue of Airliner World comes with a free 24-page Airbus A350 supplement. The A350 is a new model, which is the first Airbus aircraft with both fuselage and wing structures made primarily of carbon-fibre-reinforced polymer. Inside this issue, readers also have the chance to win return flights with Miat Mongolian Airlines. There's also a feature which looks at aviation in Nepal as a gateway to the Himalayas.



On sale 8 June
Frequency monthly
Price £4.80
Distributor Seymour
Display with Flypast, Aeroplane Monthly, Flight International



TOTAL FILM

Total Film has had its biggest redesign in its 19-year history with new sections and a new tag line – "The Smarter Movie Magazine". Each issue will also contain a 36-page supplement that explores the 100 greatest films by genre, with the first in the series covering sci-fi and fantasy. The first redesigned issue features a Jason Bourne exclusive.



On sale 3 June
Frequency monthly
Price £4.50
Distributor Seymour
Display with Empire Magazine, Sight & Sound, Stardust

Retail viewpoint

Mark Dudden

Albany News, Cardiff



NICHE TITLES SELLING WELL

We have 1,600 titles and are still growing. We're selling less of the top 100 titles – the mainstream stuff – and replacing them with more magazines

which retail for £10 and upwards.

We stock a magazine called Flow For Paper Lovers for £15.99, for example, and sell a copy of it every other day which soon mounts up. These are titles you can't get anywhere else, and certainly not in our sector. These magazines then do the marketing for us – word tends to travel that we stock them, and people actually travel to see us. Where we are helps – we've got a large student population, so we get in a lot of fashion and photography magazines.

We're selling a lot of American car magazines, for which people drive from west Wales and spend £100 in one go.

Elsewhere, the new Marvel Movie Collection partwork is doing well – I'm selling 20 copies a week.

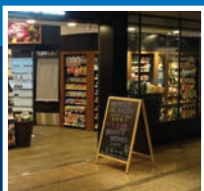
Game Of Thrones is also popular, as is the Star Wars Helmet collection and Formula 1 magazine.

Football stickers are still the flavour of the month. We're selling a box a week of the Panini Welsh stickers, and like the Star Wars partwork, it's guys of a certain age who are buying them. It's tapping into their childhoods. Younger kids tend to go for Match Attax instead.

Top tip

Keep an eye on trends, read Retail Newsagent and the Smiths bulletin and so on, but with niche titles go further. Build a relationship with suppliers such as Comag and Central Books in London.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



FUTURE-PROOFING THE FASCIA: COMPANIES THAT WILL KEEP YOUR STORE THRIVING

Plus, we ask your youngest customers about the children's magazines they want to read this summer, and wholesale expert David Gilroy on the 'sugar tax bombshell'



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	21	100	8.99
Build the Millennium Falcon	74	100	8.99
Cake Decorating Relaunch	169	169	2.99
Dinosaurs & Friends	67	80	5.99
Jazz at 33 and third RPM	11	70	14.99
Simply Stylish Knitting	22	90	3.99
Star Wars Helmets Coll'n	11	60	9.99
Zippo Collection	20	60	19.99

Eagle Moss

3D Create & Print	72	90	6.99
Build A Solar System	41	104	6.99
DC Comics Graphic Novel	22	60	9.99
Disney Cakes & Sweets	143	160	4.50
Doctor Who Figurines	73	74	7.99
Marvel Chess Collection	73	96	8.99
Marvel Fact Files	168	200	3.50
Military Watches	60	80	9.99
Star Trek Ships	73	78	10.99

Hachette

Art of Crochet	40	120	2.99
Art of Knitting	71	90	2.99
Art Therapy	63	100	2.99
Build the Mallard	92	130	7.99
Build the U96	92	150	5.99
Classic Pocketwatches	99	100	8.99
Dr Who Complete History	20	80	9.99
Judge Dredd Mega Collection	36	80	9.99
Marvel's Mightiest Heroes	64	60	9.99
My 3D Globe	73	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	66	80	5.99
My Zoo Animals	39	60	5.99
Precious Rocks, Gems & Minerals	71	100	5.99
Real Life Bugs & Insects	89	97	5.99

Collectables

DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



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



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



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



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



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



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



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



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



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



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



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



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



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



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

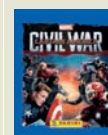
Panini



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



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



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



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



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



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



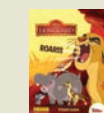
Official UEFA Euro 2016 Sticker Collection
Starter **£2.99**
Stickers **£0.50**



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



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



Lion Guard Sticker Collection



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

betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

Daily newspapers Margins/pence

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

Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	70p	22.30%
Daily Record	65p	22.00%
Daily Star	40p	24.20%
Daily Mail	65p	22.40%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
Telegraph	£1.40	23.30%
Times	£1.40	21.50%
FT	£2.70	20.00%
Guardian	£2.00	22.00%
i	40p	25.00%
i (N. Ireland)	50p	25.00%
Racing Post	£2.30	23.48%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.50	22.50%

Saturday newspapers Margins/pence

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

Saturday newspapers Margins/percentage

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

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.70	35.70p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£3.00	73.50p
Scotland on Sunday	£1.70	39.95p
Racing Post	£2.60	61.00p
Sunday Herald (Scotland)	£1.70	35.70p
Sunday Express	£1.40	29.65p
Sunday Post	£1.60	33.60p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.30%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.70	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£3.00	22.00%
Scotland on Sunday	£2.15	23.00%
Racing Post	£2.60	23.46%
Sunday Herald (Scotland)	£1.70	21.00%
Sunday Express	£1.40	21.18%
Sunday Post	£1.60	21.00%

Newspapers

Scale of third-party advertising insert payments

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

* By negotiation

Weight Watchers 28-29 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,660g	1,345g	85g	3	40g
Sunday Times	1,090g	610g	190g	4	110g
Mail on Sunday	825g	365g	150g	3	110g
Sunday Telegraph	815g	535g	0g	0	0g
Guardian	795g	245g	110g	1	110g
Times	710g	405g	25g	2	15g
Sun	610g	170g	195g	4	110g
Mail	605g	205g	90g	3	45g

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.

Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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Back in the day

100

YEARS AGO

3 June, 1916

Dublin newsagents close to the fighting of the Easter Rising said they suffered "total destruction", taking weeks to resume business as usual. The Irish Times was the first newspaper to publish after the battle.



50

YEARS AGO

4 June, 1966

Punch Magazine, the satirical weekly, was celebrating its 125th anniversary with a double issue which included a facsimile of its first edition in 1841. As well as the usual features, it included parodies imagining the 125th anniversary editions of rival magazines, including Country Life (1897) and Playboy (1953).

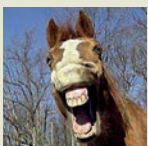


25

YEARS AGO

8 June, 1991

A racehorse jointly owned by the Northern Echo and NFRN North-Eastern district newsagents was due to have its first outing in a race during NFRN conference week. The two-year-old, named Mister News, had previously been expected to make his debut a month earlier, but had to postpone after he caught a cold.



Hair of the dog? No ta, I'll have an ice cream...

"Hang in there." It's advice anyone suffering from a hangover struggling through a day at work will have heard umpteen times before.

But for people in South Korea, the symptoms following a heavy night out may soon be a thing of the past with the launch of an ice cream that doubles up as a hangover cure.

The Gyeon-dyo-bar, being launched exclusively through the WithMe FS convenience store

group, is loaded with Japanese raisin tree fruit juice, which has apparently been used as a remedy for alcohol over-indulgence for hundreds of years.



The news will no doubt be welcomed by many South Koreans, where the hangover remedy market is already worth \$126m a year.

We can't wait to test this one out in the

near future, so fingers crossed for a launch a bit closer to home...

Veggie join barbecue fun

Vegetarians and barbecues are not necessarily the best partners, with non-meat eaters making the barbecue season a touch difficult for any carnivores hosting events in their back gardens.

Never one to miss a trick, Tesco is now aiming to fill this gap in the market with a vegetarian twist on traditional barbecue food.

The supermarket is updating its summer range with products such as 'cauliflower steaks' and 'portobello mushroom burgers' designed for outdoor grilling.

The new lines will, according to Tesco, stop vegetarians feeling like "an afterthought" at the barbecue with just a corn on the cob for comfort.

"Cauliflower has become one of the food trends of the

past few years thanks to the huge trend for spiralling vegetables as a low-carb alternative to rice and couscous," according to Tesco

food developer Alston Stokes.

Keep your eyes peeled for future 'innovations' from the supermarket such as broccoli sausages and asparagus kebabs.



AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Thanks to modern technology my round is becoming smaller. I have lost a Sunday Times customer and a Daily Telegraph customer again due to the fact they are online, so I will say thanks for nothing to the publishers. I am convinced they are doing their best to get rid of the printed copies of newspapers.

I am writing this on Tuesday 17 May and today we have had a special person in Stafford - Boris Johnson on his Vote Leave campaign.

He certainly attracted a large crowd of people along with the usual radio and television reporters.

On Saturday morning I arrived at Mr and Mrs Williams' house at Sutton just as they were about to go out for the day. They had house guests for the weekend who were up from London so they were taking them on a bit of a tour.

I got introduced to them both as they were getting in the car - the

gentlemen turned out to be Mr Joe Elwood, who was a professional footballer for Leyton Orient Football Club over 40 years

ago. Mr Elwood went on to tell me that when he was playing football they were paid £40 a week and had to have a proper day job in order to pay for a mortgage and provide for a family and had to do their training at night after they had finished work.

It was a very interesting conversation to which we all agreed that today's 'prima donnas' wouldn't even get out of bed for £40 let alone do a full-time job. In Mr Elwood's opinion, it's a great shame that money came along and took the enjoyment out of it.

Finally, I would like to wish my fellow RN columnist Mike Brown a speedy recovery from his illness. Get well soon, Mike.



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