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Check suppliers or face £10k booze fine



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- Retailers call for automatic notifications and for credentials to be displayed in depots. Page 5 >>



CAMPAIGN

Shoppers helped me win better wholesaler service

My petition put an
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CATEGORY MANAGEMENT

8% growth from P&H news and mags trial

Wholesaler launches
news group to create
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HND

3am paper supplies for leading deliverers

Publishers trial early
delivery with major
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Pizza the action Nicholson Boyd is bringing a slice of Naples to shoppers in Dalston with the launch of his Pickles of London convenience store, where customers can pick up freshly-prepared, authentic Italian pizzas cooked in the shop's very own pizza oven. Retailer profile, page 22 >>

WHOLESALE

£2k reward for 'right range and promos'

1,000 stores signed
up to new Palmer
& Harvey loyalty
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RN reveals five
things publishers and
wholesalers agreed at
the fourth NFRN
news summit.

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ENJOY DRINKING MORE WATER.

- Squash shoppers are amongst the most valuable convenience shoppers*
- 5 flavours in this limited edition pack from the UK's No.1 squash**

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*Source: Him! CTP 2015 - Average Squash Shopper spends £10.47 per visit versus Average CTP Shopper £6.39

**Source: Nielsen Total Coverage, Value Sales - Squash - MAT 13TH Feb 2016 BRV330304_16

LEADER



There are plenty of things you can apply to the running of your store from Leicester's victory against the odds



CHRIS GAMM

Editor

@ChrisGammRN

On Monday night, Leicester City's status as the champions of English football was confirmed when closest rivals Tottenham drew with Chelsea.

On Tuesday morning, my Twitter timeline was full of analysis and anecdotes about their unlikely success. Cycling coach and Team Sky general manager Sir Dave Brailsford told the Today Programme he sent sports scientists to Leicester to find out how they broke the status quo of the big four clubs. But it's not just cyclists who can learn from a football club. There are plenty of things you can apply to the running of your store from Leicester's victory against the odds.

First, don't fear failure. Leicester started the season widely tipped for relegation and manager Claudio Ranieri joined as a laughing stock, having been sacked by the Greek national team.

Second, move on from your knockbacks. Leicester did not fare well in either cup competition, but used the extra time to focus on their league form.

Third, keep things simple. Leicester used fewer players than any other Premier League club – 10 less than Manchester United – this season as they settled on a winning formula rather than tinkering with different strategies.

Fourth, use the tools available to you. Previously, only the biggest clubs or companies would have a team of data analysts, but this has all changed. Like RN's What To Stock ranging guide, free with next week's issue, these powerful tools identify opportunities for fine-tuning your operation.

Fifth, have fun while you do it. Mr Ranieri ran relaxed training sessions, bought the team pizza when they won and attended players' birthday parties.

Finally, no matter how daunting a task seems, few things will have longer odds than the 5,000/1 offered on Leicester winning the title nine months ago. It shows anything's possible.

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FREE WHAT TO STOCK BESTSELLERS GUIDE

What opportunities are you missing out on?



FREE-FROM FOODS

How stores of all kinds are profiting

"IT'S BEEN A GENUINE PHENOMENON"

– RAJ AGGARWAL, WHO OWNS A NUMBER OF SPAR-BRANDED STORES IN LEICESTERSHIRE, ON LEICESTER CITY'S PREMIERSHIP WIN Page 5 ►►

NEWS

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EUTPD II guidance from P&H

Palmer & Harvey said it is working closely with the four major tobacco manufacturers to provide industry-wide advice on EUTPD II and plain packaging to retailers.

The pledge came as the wholesaler revealed it expected to stock non-compliant EUTPD II products until March next year.

Martyn Ward, managing director of P&H, said he visited Australian retailers in January to see how they were coping with plain packaging legislation.

However, he said manufacturers remain split on how retailers should best merchandise gantries.

He added: "We worked with Australian retailers on block and A-to-Z merchandising, and opinions were split as to which was the best method to use."

"We're working with suppliers here to provide industry-wide and long-term advice on range and pricing."

Mr Ward said P&H has also agreed timelines with customers and suppliers over stocking non-compliant products, saying he expects 10-packs to "be the last to go, around February/March time."

Conviviality £60m bid for Bibendum

Conviviality Retail has announced its plan to purchase alcohol distributor and wholesaler Bibendum PLB in a deal worth £60m.

Bibendum, which operates Bibendum Wine and off-trade supplier Walker & Wodehouse, is expected to increase Conviviality's turnover by 23%, with combined annual sales of more than £1.4bn.



Trade down 20% after car smashes shop

A car crashed into Grimshaws Newsagents in Bolton, smashing its front window. Owner Stephen Grimshaw said: "I heard a collision outside between two cars and the next minute there was a great big bang and smash." He told RN he had seen a 20% fall in trade since the window was boarded up last Friday. "I believe it will keep going down. I've got signs saying 'open as normal', but when things are boarded up you tend not to go in."

Service will provide tailored planograms Wholesaler helps create 'destination stores'

8% category sales growth in P&H news group trial

by Nadia Alexandrou

Wholesaler Palmer & Harvey has launched a news group with Fore Partnership aimed at helping retailers become "destination stores" by improving their newspaper and magazine ranges.

The news group, which was announced at P&H's Pro-retail trade show last week, offers free ranging advice to any retailer that trades with the wholesaler.

Simon Harris, channel marketing manager at P&H, said: "Him! statistics clearly show that custom-

ers who come in to buy newspapers and magazines tend to also pick up products like tobacco or confectionery.

"So if we help retailers get this category right, they become a destination store for their customers, who are more likely to buy other products we sell."

Mr Harris added the service is aimed at giving retailers all the tools they need to help them manage their ranges, such as providing tailored planograms, identifying and cutting slow-selling

titles and adding bestsellers, while still maintaining a degree of flexibility.

Participants will not be tied to a formal agreement, and will have some freedom to add and remove titles where they see fit.

He said: "It's like other symbol groups' news groups. We're acting as a middleman between retailers and Smiths and Menzies."

"The biggest difference is that ours will be open to independents as well, giving them the same level of service and support that a symbol group retailer

would get."

The service was first trialled across P&H's Retail Club members, who saw an average sales uplift of 8% across newspapers and magazines.

John Vine, of News World in Shropshire said that this was a credit to independent retailers and their role in the future of the print industry.

He added: "While it may appeal less to magazine specialists like myself, it could help those who are struggling in this category or just have a basic range."

3am direct delivery service trial

Selected roundsman have teamed up with publishers to trial a new direct delivery service ensuring they receive their supplies by 3am.

The larger HND operators taking part in the trial will receive deliveries earlier than their recorded

RDT for an extra cost, RN understands.

A publisher told RN: "It's more of a soft trial to see what the opportunity looks like in terms of maintaining and growing sales in areas where late copy could damage future sales."

"For large HND operators, their business is put at risk with late print runs if there are any unforeseen accidents."

Reading retailer Richard Brighton, who attended the meeting with 10 roundsmen and representatives from publishers, told RN

the copies would come from airports, which are among the first sites in the UK to receive papers.

A roundsman involved in the trial told RN more details would be revealed in the next month, as it was still in its very early stages.

Fears retailers will be vulnerable through lack of awareness HMRC comes under fire

'More action needed' over £10k alcohol scheme fines

by Gurpreet Samrai

HMRC has come under fire for putting a £10,000 burden on retailers under the new alcohol registration scheme.

Around 4,800 applications for the newly-introduced Alcohol Wholesaler Registration Scheme were received by HMRC in advance of last month's deadline, which fell below the originally estimated 20,000 businesses.

But retailers will be impacted from next year and face a fine of up to £10,000, if they fail to check the online database and buy alcohol from unlisted wholesalers.

The NFRN has raised concerns about the onus being on retailers and called for HMRC to enable retailers to register an interest in wholesalers so they receive automatic notifications if their status changes.

NFRN head of public affairs Adrian Roper said: "We have no problem with the concept and support anything that aims to drive counterfeit and illicit out the supply chain, but have concerns about the way it is being implemented.

"It puts the onus and additional burden on retailers and HMRC is not doing simple things, like offering an alerting service on the

website, which will help retailers comply."

Retailers have also called for wholesalers to display their credentials on their websites and in depots.

Conrad Davies, of Spar Pwllheli in Wales, said: "It won't affect me personally, as we only buy from Blakemore. But retailers are the ones who are going to have to pay again.

"We have to display everything, including our licence details. Wholesalers should be doing that at the very least."

Faisal Naseem, of Party Time in Arbroath, said: "I'm tech-savvy, but even I wouldn't know where to

look to see if a wholesaler is registered.

"Older retailers and those independents who use smaller wholesalers are often faced with an information void. Wholesalers should display that they are a trusted source around their alcohol section so customers can see it and feel confident."

An HMRC spokesman said there is no requirement for wholesalers to display signs, but they are required to display their AWRs registration number on invoices. He added HMRC is working on help for retailers who can't access the online database.

70 sign up for IAA

Retailers from 70 stores signed up to benchmark their businesses against Independent Achievers Academy best practice standards at Pro-retail in Telford last week.

"The IAA team shared business advice with retailers to help them improve the profitability and management of their stores," said Newtrade marketing manager Tom Mulready.

"It was fantastic to meet retailers who told us they are entering the Academy again this year to develop their businesses, but it was also exciting to meet 42 new retailers who could see the benefits of working with the IAA and its partners."

Retailers have until 20 May to enter at betterRetailing.com/IAA

£23 Oz cigs warning

A pack of cigarettes in Australia could cost as much as £23 by 2020 after the country's prime minister announced further tobacco taxes this month.

Malcolm Turnbull revealed the coalition government would increase excise on tobacco products by 12.5% every year from 2017 to 2020. Market experts said the move could see the average price of 25 cigarettes, currently around 25 to 30 Australian dollars (£13-£15), rise to around 45 Australian dollars (£23).

Celebration time as Leicester triumph

Retailer Raj Aggarwal joined in the celebrations as his beloved Leicester City romped home to their first Premier League win. His Spar Wigston store, just a few miles from the centre of the city, has also seen a huge boost to trade. Mr Aggarwal said off-licence sales have soared and newspaper sales have also been boosted – with all 100 copies of the Leicester Mercury sold before 8.30am on the day after the team clinched the trophy. "It's been a genuine phenomenon," he said.



Cut-offs and re-runs review pledge

Publishers and wholesalers have agreed to review how they notify retailers about missed cut-offs and monitor re-runs, following concerns raised at the fourth NFRN News Summit.

The NFRN told the summit last week calls to its helpline reporting service failings have increased by 15% and missed cut-offs

were up 3.6% from January to April compared to the same period in 2015.

It added that retailers have reported receiving their deliveries three or four hours late and in some rural areas re-runs are not happening at all, which came as a surprise to publishers.

"We are at a point where

the industry needs to share the contingency plan for missed cut-offs," NFRN head of news Brian Murphy said.

"There are cases where retailers tell me they are receiving their deliveries past 8am and in some cases not at all. It's costing people their business."

It also came to light that

wholesalers do not monitor re-runs, meaning there is no record of when the last papers go to a store.

In response, publishers agreed to review communications following poor distribution and Smiths News and Menzies will investigate how re-runs can be recorded.

● Your issue – p19.

Positive on Polestar

Administrators believe Polestar, which prints titles such as Radio Times, can be saved. PricewaterhouseCoopers (PWC) was called in at the company when a pre-packaged sale faltered after DMG cancelled its contract with the company. PWC said it was business as usual and it is seeking a buyer.

NEWS

BUSINESS



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Motor Fuel pumps up Booker supply deal

Forecourt operator Motor Fuel Group (MFG) has announced a new shop supply deal with Booker Retail Partners, which is due to commence on 1 July.

The move will see 300 of MFG's 374 sites supplied by Booker, as well as introducing the Londis and Budgens symbol groups to its network.

At the same time, MFG revealed it will reduce the number of Costcutter stores with which it currently works.

MFG chief operating officer Jeremy Clarke said: "Costcutter will continue to be an important supplier to our business as we diversify our brands to meet customer expectations."

However, Dan Quest, retail director of Costcutter, said: "It is extremely regrettable that we were unable to reach mutually acceptable terms to retain the whole MFG estate."

Nisa £1.1m holiday bonanza

Nisa claims its retailers took an additional £1.1m in sales courtesy of its Bank Holiday Bonanza campaign.

The promotion enabled Nisa stores using the group's order capture system to provide exclusive shopper offers over the Easter bank holiday.

Nisa announced at its annual conference that it plans to run similar deals for retailers this month, with trading director Stewart Smith claiming it will offer "market-leading prices on key convenience lines".



Eat 17 at the ready

Eat 17 Spar is expanding its food offering by rolling out a range of premium ready meals to convenience retailers. The company, known for its Bacon Jam brand, has created five chilled dishes in its Hackney kitchen, including Shepherd's Pie and Tarragon Chicken and Chickpeas (RRP £5), which it has rolled out to five other retailers, including Pickles of London (Retailer Profile, page 22). Chris Connor, joint owner of Eat 17, said: "After making these originally for our store only, it got off to a flying start so we decided to start wholesaling to a small number of premium stores."

Points for following regular promotions Joint wholesale and direct van sales initiative begins

P&H's Sircle loyalty offer worth up to £2,000 a year

by Steven Lambert

Palmer & Harvey (P&H) is aiming to generate an extra £2,000 a year for retailers with a new loyalty scheme as part of plans unveiled at the group's Pro-retail event last week.

The wholesaler said the initiative, called Sircle, will allow retailers to gain points for stocking recommended products, following regular promotions and maintaining store standards.

Independent auditors will also visit stores every

three weeks to identify areas where sales could be improved.

Martyn Ward, managing director at Palmer & Harvey, said 1,000 retailers have already signed up to the new scheme.

He added: "Retailers will benefit from earning up to £2,000 a year by stocking the right products and promotions. It also gives suppliers compliance on their goods, which we're facilitating, so it's a win all round."

At the same time, P&H said it has begun rolling

out its new joint wholesale and direct van sales initiative, which it unveiled at the end of last year.

The strategy, dubbed 'Big Van, Little Van', will allow retailers to order from P&H's delivered lorry service, offering around 12,000 product lines, and its van sales service, offering smaller drops on confectionery, drinks and impulse products, through a single sales representative.

Darren Goldney, commercial director for P&H's independent business,

said it would also extend its rebate scheme, with retailers able to aggregate their total spend on van and lorry orders to claim rewards.

"We are combining the best of our delivered and van sales service into one great sales proposition for independent retailers," he said.

Meanwhile, P&H unveiled the winners of its 2016 Pro-retail Awards, with Dean and Russell Holborn of Holborn's taking home the overall Retailer of the Year accolade.

Costcutter's online sales toolkit

Costcutter has unveiled a new toolkit to help its symbol retailers drive sales and footfall from new market trends and events such as Euro 2016 and the Olympics.

Launched at last week's Pro-retail show, the 'Your Sell More Toolkit' will offer tips on how to attract more

shoppers based around four activities focusing on product ranging, store improvements, customers and staff.

It will give guidance on 36 core product categories and topics such as health and safety and food hygiene, while also offering a 'Made Easy' guide to maxi-

mise sales during events such as the summer and major sporting occasions.

Dan Quest, retail director at Costcutter, said: "We've designed every element of the toolkit to be quick to read, quick to implement and quick to benefit from. The toolkit will provide a continuous

stream of support activity throughout the year with every initiative designed to make a difference."

The toolkit will be available online through Costcutter's ActiveHUB retailer portal, which the group said will be updated with new initiatives throughout the rest of the year.

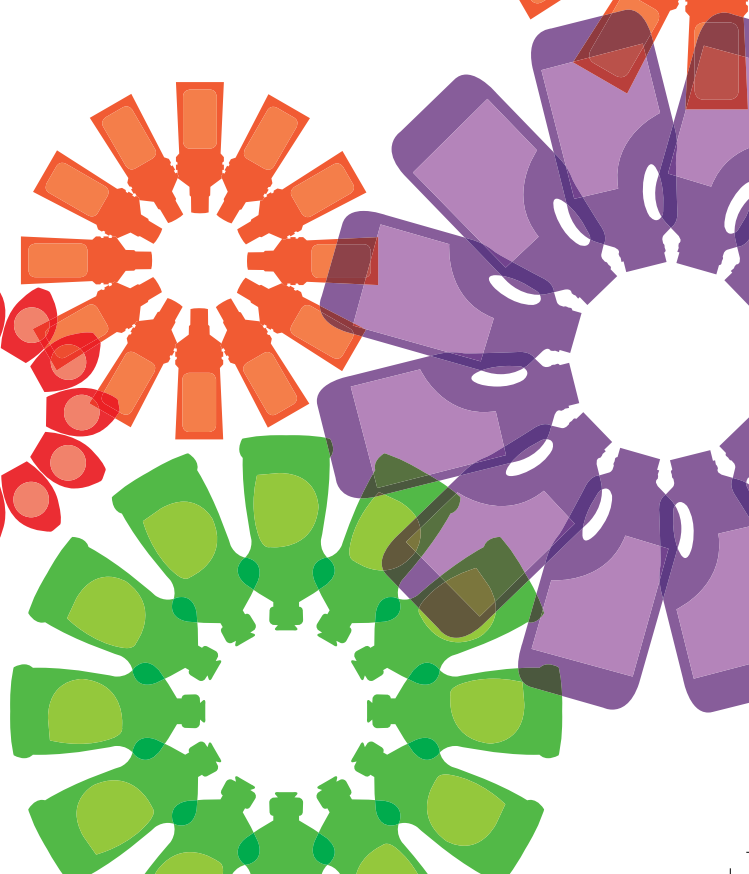
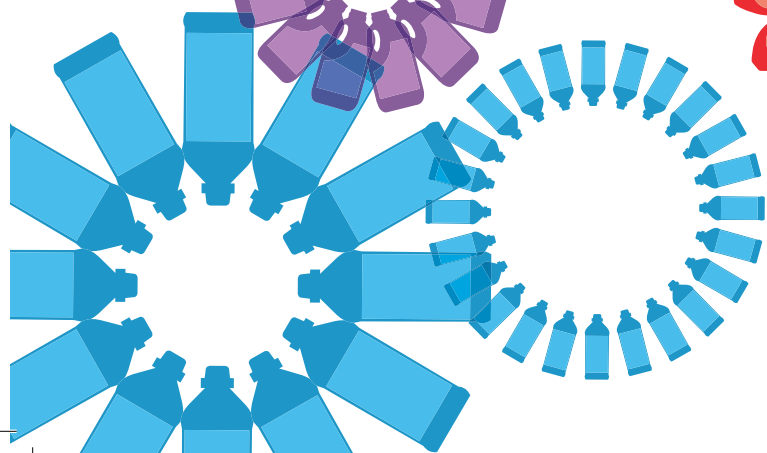
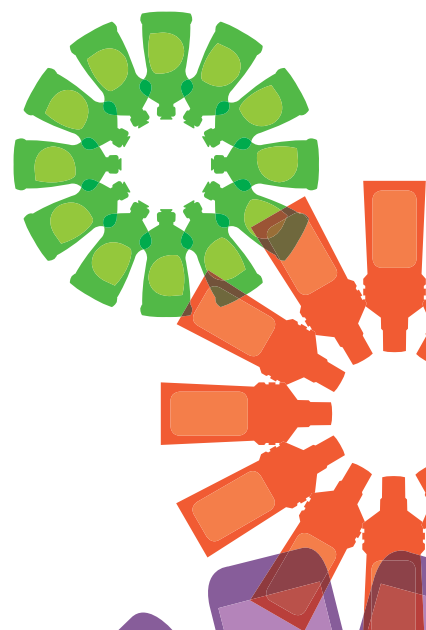
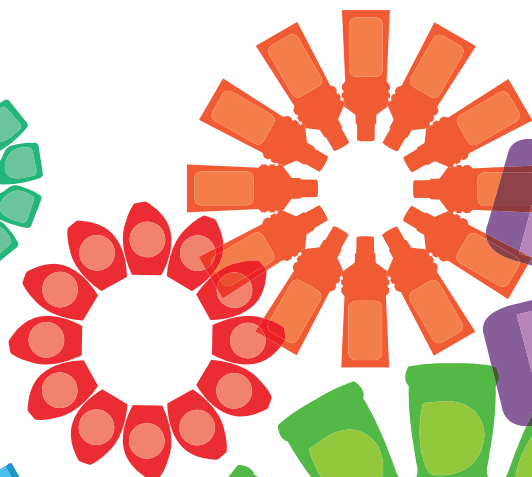
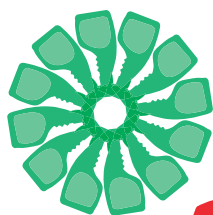
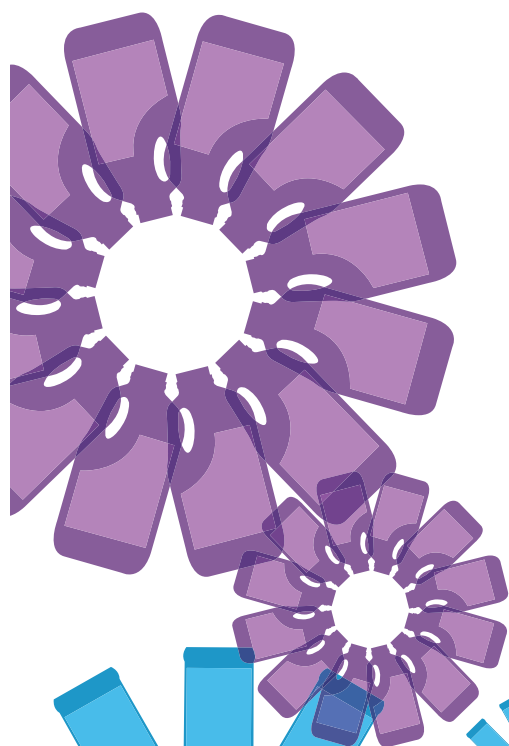


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NEWS

NEWSTRADE

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News UK's Sun delivery hits 45,000

News UK's free home delivery service promotion for The Sun hit 45,000 orders last week.

The initiative was relaunched last July with the aim of growing sales through independent retailers, offering customers 12 weeks free delivery through an independent retailer of their choice when they signed up online.

The promotion has now secured 45,000 orders, which averages out to 4,500 customers signing up every month.

According to Greg Deacon, independents sales manager at News UK, the promotion has a retention rate of more than 90%. He said: "We've had over 600,000 people visit the website, and with such a high retention rate this promotion has helped give retailers stability in the news category."

New Day offers app

Trinity Mirror says the launch of its New Day app is no different to any other newspaper with "e-edition companion" apps.

Trinity Mirror announced the launch of the app last week, which gives readers a full digital replica of the New Day Monday-Friday daily print edition. The app is free for the first week, after which users have to pay £8.99 a month.

Neil Jagger, general manager at Mirror Group Newspapers, in response to RN's question as to whether this was the first step toward going digital-only, said: "It's about making the paper available through additional channels that suit consumer needs, just as all newspapers have an app or e-edition companion – one size no longer fits all."



Peter Wagg (right) with the PPA's Anne Hogart at his Canary Wharf store

Second successive PPA win for News on the Wharf

Peter Wagg, of News on the Wharf in Canary Wharf, has won Independent Magazine Retailer of the Year in the PPA's Mag-sell Awards 2016 for the second year running. The retailer, along with his daughter Janet, was recognised for his dedication to increasing magazine sales, proven by his promotional activity, online and social media marketing, and his development of business customers as well as consumers.

Market share sales value on par with gardening and puzzles 27 regular colouring titles on sale

Colouring makes £7m as fastest growing sector

by Nadia Alexandrou

Adult colouring magazines are continuing to outperform other magazine categories as the fastest growing sub-segment, generating £7m in just over 12 months.

From September 2015 to February 2016, the colouring and drawing segment was the fastest growing category according to Smiths News, ranking 23rd out of 155 regular magazine sub-segments.

A Smiths News spokes-

man said: "We have now started to classify 'crafts – colouring & drawing' as a separate market sub-segment. It has already secured 0.8% of total market share in terms of sales value, which is on par with gardening, science and puzzles."

GMC Publications, which launched the first colouring magazine – Zen Colouring – in the UK in April 2015, said this sector had generated a total of £7m retail sales value in just over 12 months.

According to the publisher, there are 27 regular colouring titles on sale, with Zen Colouring the market leader, accounting for more than 22.5% of sales. Out of the 27 products, Zen Colouring is ranked in the top three titles for sales through independents and symbol groups.

A GMC Publications spokesman said: "To ensure maximum profit from the colouring trend, retailers are recommended to spend time produc-

ing creative and visually pleasing displays in high footfall areas. However, retailers should also avoid displaying too many titles together, as too much choice can reduce the number of impulse purchases."

According to the publisher, retailers should also merchandise complementary products together, such as pencils and colouring pens, next to popular colouring titles to boost incremental purchases.

Archant launches Norwich football standalone

Archant has launched one of its regional paper's weekly supplements as a standalone sports magazine.

Pink'Un was launched on 30 April as a football magazine covering the Norwich constituency, with a print run of 6,000 priced at £3.99.

The Pink'Un was previously published as a standalone sports pink, before merging with Archant's Norwich title, the Eastern Daily Press, as a Monday sports supplement.

Matt Kelly, chief content officer at Archant, said: "The Pink'Un already as

a strong following on its website, and we sell up to 37,000 copies of the Eastern Daily Press on a Monday with The Pink'Un as a supplement."

The launch comes just two weeks after Sport Mail, one of two regional sports pink papers left in circulation, announced it

was under threat of closing down again.

However, Mr Kelly said he was confident that the brand's strong fan following and ability to attract advertising would secure the title's success as the only regional magazine sports pink in the market.

NEWS

PRODUCTS



Lineker's taking the 'P' in latest Walkers ads

Gary Lineker's off on his hols for the latest Walkers campaign, which is pushing its new Holidays promotion offering 20,000 trips to travel spots around the globe. The TV burst sees the Match of The Day presenter dreaming of sunnier climes and 'desperate for a P' – one of the letters being put in Walkers crisps that shoppers must find to spell out the name of their chosen dream destination.

Long-term campaign on single chocolate bars TV ads, PoS and digital

Cadbury targets young shoppers in £18m push

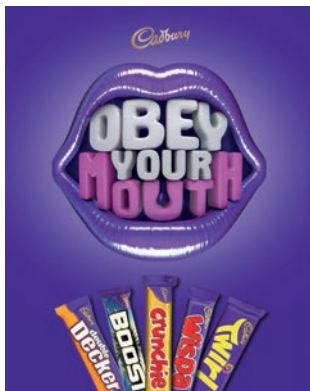
by Steven Lambert

Mondelez is investing £18m in a new long-term marketing campaign designed to attract new and lapsed shoppers to its Cadbury single chocolate bars.

The scheme will operate under the tagline 'Obey Your Mouth' and marks the biggest single marketing spend from the manufacturer since its activity around the 2012 Olympics.

The firm will invest £6m every year for the next three years to promote its Cadbury chocolate bars, including Boost, Wispa, Double Decker, Crunchie and Twirl.

The activity will include TV ads starting on 9 May, which will see Cadbury Crunchie appear on the small screen for the first time



in 16 years.

In addition, Mondelez will support retailers with PoS material and promotional posters located close to independent and convenience stores.

The firm is also targeting younger shoppers by promoting

Cadbury singles on digital and social media sites, with interactive games running on services including Shazam and Snapchat.

It comes as Mondelez revealed sales of total chocolate had recovered slightly following a 4% decline last year.

Susan Nash, trade communications manager at Mondelez, said: "70% of chocolate singles are bought through the convenience channel, with more than one million Cadbury bars sold every day, and we're aiming to recruit and remind shoppers about Cadbury brands with this campaign."

Meanwhile, Mondelez has expanded its Belvita range with the launch of Belvita Soft Bakes Choc Chip, which will be available in 60p pricemarked packs.

Rowntree's masterbrand's £5.6m push

Nestlé has launched its biggest media campaign for its Rowntree's brand since the launch of its Randoms brand six years ago.

The £5.6m campaign will highlight the entire Rowntree's masterbrand, taking in Fruit Pastilles, Fruit Gums, Randoms, Jelly Tots and Tooty Frooties.

It forms part of a raft of activity that includes changing its hang-

ing bags to sharing pouches, a move that will include a limited 25% extra sweets offer on the Randoms sharing pouch.

The campaign is headlined by TV advertising, with support from digital advertising, including social media activity across Facebook, Instagram and Twitter. The TV ad, which focuses on the imaginary factories where

the sweets are made, will run throughout April and May, with a second wave of ads airing from July to October.

It follows the brand's activity in 2015, which saw Rowntree's sponsoring the 9pm film on the Film4 channel. Nestlé said it expects its latest campaign to reach an estimated 85% of the population.

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NEWS

PRODUCTS

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Strongbow on target for Team GB deal

Heineken has announced its Strongbow brand is an official partner of Team GB after signing an exclusive deal with the British Olympic Association.

The partnership will lead to the launch of limited edition packs of Strongbow, Strongbow Cloudy Apple and Strongbow Dark Fruit carrying the Team GB logo running between June and September.

The packs will also feature messages encouraging shoppers to support Team GB in advance of the 2016 Olympics in Rio.

Heineken will back the move with a multi-million pound marketing campaign including TV, outdoor and digital ads, with Strongbow also sponsoring the Team GB Clubhouse in London during the Games.

Family fun days with Toffifee

Storck UK is launching its first UK on-pack promotion on Toffifee giving shoppers the chance to claim £20 vouchers to spend on family days out.

The offer will run on 1.5 million 100g Toffifee boxes, with shoppers encouraged to enter pack codes on a website.

Winners will be able to redeem the vouchers on various outdoor activities and family meals at more than 5,000 venues.

The activity falls under a total £5m marketing spend to grow awareness of Toffifee this year.

Biggest-ever promotion for Cadbury Animals

Burton's Biscuit Company is relaunching its Cadbury Animals with new pack designs and its biggest ever on-pack promotion.

The company has teamed up with Chessington World

Of Adventures Resort for the promotion, which will run from April to October.

It will run a "kids go free" offer on packs, with a further prize draw offering a VIP family adventure to the

resort with an overnight stay. The relaunch will see new artwork for Cadbury Animals and Cadbury Dinosaurs, as well as a new recipe with a stronger chocolate flavour, a lighter biscuit and

new character shapes.

Burton's UK and Ireland marketing director Mandy Bobrowski said: "This is the first time in 10 years the brand has undergone a relaunch of this size and scale."

Chilled Experts site to boost category management Free to use and no log-in required

Kerry's website to help unlock £2.3bn in sales

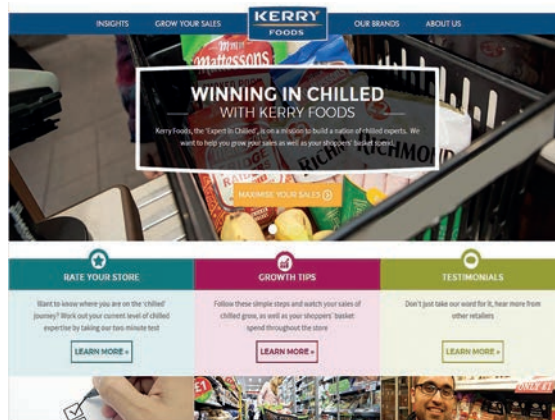
by Steven Lambert

Kerry Foods has unveiled a new chilled food category management website for independent retailers that it claims could unlock an extra £2.3bn in retail sales over the next two years.

The manufacturer has launched its Chilled Experts website this month as part of the next stage of its ongoing 'Building a Nation of Chilled Experts' programme.

The site will include a feature asking retailers to rate their level of chilled food expertise by answering four questions about their business.

Users will then be cat-



egorised into one of three different areas - Get Chilled Fit, Build a Basket or Destination Chilled - based on their answers, which will offer them targeted advice on how they can grow their

chilled food sales.

In addition, the site will offer general tips for retailers on how to grow profits from chilled food to go, ready meals and dairy, and will include various testi-

monials from convenience retailers.

Ian Garrett, convenience sales controller at Kerry, said the site will be free to use and would not require retailers to enter log-in details.

He added: "If we can get every convenience and independent retailer to follow this advice, we believe this will be worth an extra £2.3bn in sales to the trade by 2018, which will grow chilled food into a £6bn category."

As an added incentive, Kerry Foods will give retailers using the Chilled Experts website the chance to win £1,000 worth of stock and a makeover for their chiller.

Squeeze the Day with revamped Capri-Sun

Coca-Cola Enterprises (CCE) is aiming to grow sales of Capri-Sun with a new flavour, new pack designs and a major summer promotion.

The burst of activity, called 'Squeeze the Day' is aimed at encouraging more young adults to the brand and coincides with the launch of a new 330ml

Mango Passionfruit variant.

The new design has been launched alongside an on-pack promotion, which will encourage consumers to submit their bucket list ideas online. The idea with the most social media votes will give its creator the chance of winning a £2,000 prize, while a further nine

prizes worth £100 will be up for grabs.

It follows a similarly successful campaign last year, with the latest activity running from May until the end of August.

Meanwhile, CCE announced Capri-Sun is also the official drink partner of the Color Run, the 5,000 kilometre event taking place

at six venues across the UK in the summer.

CCE operational marketing director Caroline Cater said: "We're investing in making the Capri-Sun brand even more appealing to young adult consumers, which will in turn help our customers to make the most of the huge opportunity in juice drinks."

Hot products for your shopping list



Strongbow is now an official partner of Team GB



Capri-Sun has a new flavour, new pack designs and a major promotion



Cadbury Animals is to receive its biggest-ever on-pack promotion



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Spar shows its sporting side

Spar is showing its support to aspiring young athletes with sponsorship of the Lancashire School Games. The event, sponsored by Spar wholesaler James Hall & Co., is in its 10th year and will see 2,400 youngsters competing in a variety of sports during the summer.

Dozens of newspaper readers sign petition Some customers 'lost altogether'

Retailer rallies support to tackle late deliveries

by Tim Murray

A retailer fed up with receiving his papers late has seen his delivery times improve after launching a petition for his customers to tell publishers they are disappointed at the way the shop is being treated.

Adrian Cooke, of Hockley Station Kiosk in Hockley, Essex, urged his customers to sign the petition before sending it to all publishers, wholesaler Menzies and MPs. He outlined the problems he is facing and called on them to act to ensure he receives his papers on time.

"It's been getting worse since February," Mr Cooke said. "The papers were getting later and later. We open at 5.30am, while the papers were arriving between 6am and 6.30am. We were missing on average three or four trains, which meant 10 or 15



papers per train, that's a lot of lost sales we can't afford. Our customers were getting more and more annoyed and if they don't bother coming in because they don't think we'll have papers, we've lost them all together."

He said he had gone through all the usual channels, using Twitter to highlight how late his papers were, calling and writing to Menzies and publishers, before his NFRN membership service manager suggested the petition.

Mr Cooke said: "We put the petition on the counter for two weeks; it wasn't easy, trying to serve customers who were rushing for a train and asking them to sign it."

After amassing enough signatures, Mr Cooke sent it to every newspaper publisher.

At the time RN went to press, he'd received a reply from the Daily Mail, which took up his case and told him his delivery run is now leaving earlier and his slot has moved to an earlier time.

A Menzies spokesman said: "We have been working with Mr Cooke to help resolve this issue over the last few weeks and Mr Cooke has reported improved delivery times. We will continue to monitor the situation over the coming weeks and keep in contact with Mr Cooke to ensure that we do everything we can to meet delivery times."

Licence suspended over fake tobacco

A Sandwell shop had its alcohol licence suspended after £400 worth of counterfeit tobacco was seized by trading standards.

Harry's News in Great Bridge was banned from selling alcohol for seven days by Sandwell Council's licensing panel, and the designated premises supervisor removed. The shop must also now install CCTV to cover the

shop floor areas, with a clear view of the sales counter.

During the licensing review, the panel heard that counterfeit tobacco was seized at the shop last year and the business had been issued with a caution for possession of illicit alcohol in 2012.

Bob Charnley, Sandwell Council's trading standards and

licensing manager, said: "This case should serve as a warning to those who are involved in this illegal trade. Our team, supported by specialist tobacco sniffer dogs funded by public health, has seized more than one million cigarettes and will continue to identify those operating illegally. You can hide it but we will find it."



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NEWS

REGIONAL



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Vicious robber is jailed for 16 years

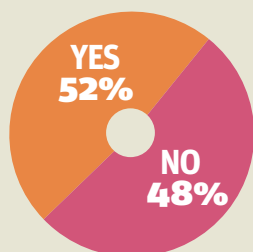
A "dangerous individual" who subjected a convenience store worker to a terrifying ordeal before making off with £10,000 cash has been jailed for 16 years.

Richard Campbell, from Tooting, south London, raided the One Stop Shop in Cliftonville, Margate, breaking in via the back door and interrogating the woman to find the whereabouts of the safe. He then forced her to open it, making off with the cash and a number of scratchcards.

Campbell was given 13 years for the robbery and three years for a charge of supplying heroin.

DC Clive Horn said: "He is a dangerous individual who showed a lack of consideration over his actions. His crimes were nasty, subjecting the victim to a terrifying ordeal, as well as greedy and self-centered."

RN READER POLL



Are you fully aware of what new EUTPD II e-cigarette regulations will mean for your store?

NEXT WEEK'S QUESTION

As a HND retailer, would you pay more to have your papers delivered by 3am?



Have your vote now

Go to betterretailing.com/retail-newsagent



Business slowdown for Tory candidate

Spar retailer Ramesh Samani was visited by Conservative candidate Nick Ramsey AM before yesterday's National Assembly for Wales elections. They discussed regulatory issues his business is facing, with Mr Samani raising the importance of suitable parking provision and the need for the business rates and finance system to incentivise small businesses to expand. Mr Ramsey, who is seeking re-election in Monmouth and is also shadow minister for business, said: "The store was buzzing with customers which goes to show just how important stores like Mr Samani's are for local communities."

Shock new figures from Home Office survey Independents and c-stores are hardest hit

Retail and wholesale are worst affected by crime

by Tim Murray

Retail and wholesale businesses are more affected by crime than any other sector, according to new Home Office figures.

The 2015 Commercial Victimisation Survey shows the high level of crime is driven predominantly by shoplifting, with the sector experiencing 4.7 million crimes in the 2015 survey year – around eight times higher than the sector with the next highest volume.

The survey, however, shows the total number of incidents fell from 7.7 mil-

lion in 2012 to 4.7 million in 2015.

NFRN president Ralph Patel, who has spent his time in office trying to raise awareness of retail crime, said that while multiples may have experienced a decline, independent newsagents and convenience stores are hardest hit.

He said: "The multiples can afford security guards and other methods, but small businesses can't afford such extravagance. Most independents are run by a husband and wife team, maybe with a few part-time staff, and they are the most

vulnerable. They work long hours, often on their own and the police response time is shocking. Until the police start taking it seriously, nothing is going to change."

He added the survey might help keep crime near the top of the political agenda.

Shoplifting accounted for around 72% of all crimes, an increase from around 51% to 55% from 2012 to 2014.

The Association of Convenience Stores (ACS) said its Crime Survey released in March showed that shop theft cost the convenience sector more than £43m in

2015, with only 37% of retailers reporting they had not experienced shop theft in their store.

Meanwhile, statistics released by ONS earlier this month showed shop theft has increased by 2%.

ACS chief executive James Lowman said: "Shop theft is a damaging crime that takes both an economic and human toll on convenience store retailers and their staff. We urge retailers to continue to report shop theft where it occurs, and for the police and justice system to treat these offences seriously."

Shop owners get together to fight developers

A retailer fighting eviction has joined forces with other shop owners to fight against developers turning shops into homes.

Sunny Patel, who is awaiting confirmation of a judicial review into the granting of change of use planning permission at the

store he has been in for almost 30 years (RN 22 April), has discovered a parade near Sunny News, Southfields, south west London, is facing similar problems.

Mr Patel said: "It's a different landlord, but the same architects. I'm showing them what they can do and

what can be achieved."

He is also asking other retailers to contribute to his ongoing crowdfunding campaign. Meanwhile, the Association of Convenience Stores has called on the government to consider the "economic health, service provision, and impact on

the character of the community" when assessing applications to change planning permission from retail to residential in rural areas.

The call comes as part of a consultation on rural planning from the Department of Communities and Local Government.

LETTERS

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Save Sunny News from residential conversions

Thank you for reporting the Save Sunny News story and its implications regarding retail to residential conversion. As a consequence, I've discovered six other retailers have been served with a notice to vacate their premises as their landlord wants to convert the premises to residential. This is occurring 200 metres along the road.

At a great personal cost, I am challenging the permitted rights legislation at the high court.

The neighbours have set up a crowdfunding campaign, therefore I kindly ask all readers for any donation they can manage with the costs projected to be in the tens of thousands, all in the hope of saving others from being exploited by this unjustified legislation.

The link is www.crowdfunder.co.uk/save-sunny-news-1

Many thanks for your generosity.

Sunny Patel
Sunny News,
Southfields,
south-west London

Crazy magazine voucher regime from Smiths

I'm writing in regards to Smiths News and its crazy vouchers credit procedure. On 23 April, as normal, I returned my vouchers with magazine returns.

These vouchers should have been on my credit papers on 30 April, but when I saw they were missing I phoned Smiths on 2 May to inquire.

The response I got was that it did not confirm them until 28 April, but this is nothing to do with me. When I asked an employee named Debbie what happened to my vouchers for five days, she said she didn't know. I then asked her who did, and what the manager's name was, and I got the same response.

My credits are about £600 a week and it is not acceptable to receive them late, especially when we get fined 1.5% of our



Retailers have concerns with Smiths magazine voucher credit returns

SMITHS NEWS FAILS TO RETURN RETAILER'S CALLS ON LATE CREDITS

Since the beginning of April, when magazine distribution was recentred from Smiths News in Plymouth to Newport, I've been having problems with late credits for my vouchers.

Before the rationalisation I used to get my vouchers credited in the same week I sent them off.

I normally get £100 in credits and I depend on that every week to pay my bills. Now I have to find that money from elsewhere.

Smiths seems unwilling to return my calls, or advise us

when credits will be awarded.

Mike Welsh
Praa Sands PO & Stores,
Praa Sands,
Penzance

A Smiths News spokesman said: "We have acknowledged the issue raised by Mr Welsh and would like to apologise to him for the time it has taken to credit his returns. We've investigated the matter and have made some changes to the sequencing of processing the totes which should resolve this issue. We'll monitor the returns over the next few weeks to ensure the process has improved."

news bill if we don't pay on time.

Publishers should be shamed for employing wholesalers like this. I do hold publishers responsible for this problem. I trust some publishers will have the decency to reply or do something about it.

So Smiths please give me my

money on time, just like I pay my news bill on time.

Vijay Patel
Higham News,
Higham Ferrers,
Northamptonshire

Smiths News did not respond by the time RN went to press.

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT WEST MIDLANDS 25.04.2016



Simon King reports from the NFRN West Midlands district council meeting

Number of re-runs 'diabolical'

Central branch member Anne Newman reported on a meeting held at Smiths News in Birmingham on Friday, 22 April.

Mrs Newman said: "What astounded me was the sheer volume of re-runs taking place between 22 February and 25 March – 194,660 copies were re-run to our members in that period.

"This is absolutely diabolical and all the problems with the re-runs resulted in 19,381 affected customers – the wholesale house is getting worse."

Looking at the figures, Mrs Newman said from 1 February to 16 April, the Daily Mail was the latest delivered paper to the Smith News depot in Birmingham, accounting for 17% of late into depot newspapers.

Mrs Newman added that local papers for Birmingham and Coventry were regularly late, regardless of coming from the same location as the Mirror.

Despite meeting with managers at the hub meeting, Mrs Newman said the delegation from the district did not get half of the answers it was looking for.

"We asked for a blanket refund, but they couldn't give us an answer," she added.

Delight Sunday changes halted

District president Ramesh Sahota said he was delighted that controversial plans by the government to relax Sunday trading hours



Ramesh Sahota

in England and Wales had been defeated in the House of Commons.

Mr Sahota said: "I would like to thank all members of the federation, from the most junior to the most senior, for their campaigning and support in the run-up to the vote."

The proposed changes, which would have seen



**The NFRN should be congratulated
Narinder Randhawa**

South East Birmingham NFRN member

local councils given power to extend trading hours on Sundays, were opposed by 317 votes to 286.

Mr Sahota added: "When members question what the federation has ever done for them, my message is quite clear, the lobbying that has gone on behind the scenes, is what the federation has done for you."

South East Birmingham member Narinder

Randhawa told the meeting that three MPs from the district – two from Birmingham and one from Worcester – had met with officials from the district in the run-up to the vote.

Wolverhampton & Dudley member Kuldip Sekhon added: "The NFRN team should be congratulated for all the work that was put in regarding possible changes to Sunday trading."



Narinder Randhawa



Kuldip Sekhon

High sales hopes for Euro 2016

Smethwick member Manjit Samra told members that this year's UEFA Euro 2016 and the Rio Olympics are good opportunities for convenience retailers.

West Birmingham member Sukhdeep Balaghan pointed out that independent operators will be able to sell Panini Euro 2016 stickers until 16 October.

Mr Balaghan said: "Independent retailers have got the edge to sell Panini Euro 2016 stickers until 16 October, while other retailers will not be able to."

"In the case of Euro 2016, it will be a longer tournament, with more matches and, of course, more home nations are taking part with England, Wales, Northern Ireland and the Republic of Ireland all competing."



Sukhdeep Balaghan

Your say

Would you welcome a tobacco licensing system or will it lead to further restrictions that would put your business at risk?



I think a tobacco licensing system would be absolutely fine, but my concern is that a licence is another mechanism for the local authorities and government to make more money out of reputable retailers. I am for it, but with reservations.

Manjit Samra
Samra Supermarkets
Smethwick



I have no problem with a free licence for qualifying retailers and it can run on the same structure as the alcohol licence. However, if the government wants to bring in a licence, why doesn't it focus its efforts on getting rid of the illicit trade?

Narinder Singh
NS News
Ward End



A tobacco licensing system would lead to further restrictions and add an extra obstacle that we could do without. The majority of retailers are quite responsible; we don't need to be told what to do. Things need to be done to stop those who sell tobacco to kids.

Aman Aneja
Village News
Moseley Village

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT EAST MIDLANDS 21.04.2016



Tony Collins reports from the NFRN East Midlands district council meeting

Short supply is a heavy concern

Members raised concerns over short supplies of newspapers and overweight parcels during a discussion on wholesaler and publisher issues.

Northampton member Terry Jones, speaking on behalf of branch colleague Raj Patel who was unable to attend the meeting, said: "Raj says Smiths News is continually cutting his supply. He told me he's not getting his papers, he isn't getting supplies, and it's not on."

"When I spoke to him to him yesterday he said he was looking at empty shelves in his shop. He has phoned Smiths and the call centre, but he said he hasn't heard back from them."



Terry Jones

Peterborough member and district president John Green said: "He has raised this problem before when he said he was having to buy papers from the supermarket to make up his orders."

The district council agreed to look into the situation on Mr Patel's behalf and report back to him and Mr Jones.

Newark & Grantham member Christopher Bridgett said he was experiencing similar issues, mainly with supplies of the Daily Mirror, as well as the People and Sunday Mirror.

During the same discussion, Leicester member Sunil Patel added: "I asked for 10 extra copies of one paper and I got two extra from Smiths, and then it cut it again. If I'm having this problem I am sure that other newsagents are too."



Smiths News in firing line over incorrect supplies

Derby & Burton member Alan Smith said delivery times had been "excellent" over the last three weeks or so, but he added: "The only problem we get is at weekends when we don't get enough magazines to go into the papers."

"We also have a problem at weekends with heavy parcels. They try to cram everything into one or two parcels, especially on Saturdays and Sundays."

His comments were echoed by Terry Harts-horne, also of Derby & Burton, who said: "Bun-



I asked for 10 extra copies of one paper and I got two extra

Sunil Patel

Leicester member on his supply chain issues

dles have escalated in size over the last few weeks."

Fears aired over margin cuts

Northampton member Jimmy Patel raised concerns over newspaper margin reductions and price increases, which he felt could end up hitting the membership.



Mike Hopkins

Hinckley member Mike Hopkins, agreed, adding: "We have again seen

swinging price increases on the printed word when they are giving it away on the internet. Are we going to get to the situation of a £5 newspaper one day?"

Publishers need to support NFRN

Leicester member Ken Patel has called on newspapers to help promote the NFRN by placing an advert in their publications. He said: "There should be a small advert on the front of every newspaper mentioning the NFRN. I think it's the best thing that newspapers could do to help promote the federation."

Award scheme to be discussed

Members of the East Midlands district council are to set up a meeting with their colleagues in the West Midlands district to discuss promoting a joint NFRN Local Award. It was agreed to hold the meeting before this year's annual conference.

Happy birthday, Your Majesty

East Midlands district council wished Her Majesty the Queen a happy 90th birthday as they met on Thursday 21 April. District president John Green said: "I would like to wish Her Majesty a happy 90th birthday, but also congratulate Northampton Town football club on getting promoted to League One and Leicester City ahead of its final few games."



John Green

Your say

Do you think staying in the European Union, or leaving it, would be better for independent businesses, and why?



Sue Smith
T.D. & E.L. Smith, Derby

It would be bad if we left because we wouldn't have the markets or the choice of imported goods. We get products from all over Europe so, if you are not in the EU you're not going to get them or you will pay more for them.



Christopher Bridgett
Newark News, Newark

I would say it would be better if we were out of the European Union, mainly because there would be less regulation. Anyone who employs people has to deal with more and more legislation coming through all the time.



Sonal Patel
Preston Store, Northampton

Leaving the European Union would be better for independent businesses. I haven't had any help or felt any benefits through being in the European community. For my shop it isn't helpful, especially with all the regulations you have to deal with.

"We should always look to take advantage of good news, whatever it is."

BARRY FROST

GUEST COLUMNIST

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Delays can be expensive — be prepared

Many retailers are expanding their businesses and combining post office services with existing convenience stores. For most, the process is a smooth one, but for others, the legal process has caught them off-guard



It is normal in commercial property transaction for draft documents to be sent backwards and forwards for a long time before a final version is agreed

In the current market, many retailers are taking the opportunity to expand their businesses by buying additional stores. In addition, the Post Office's Network Transformation programme has created an opportunity to combine Post Office services with existing convenience stores.

These projects will normally involve store development and all of the associated administration that comes with it in terms of finance, dealing with landlords, planning permission and suchlike. In most cases, this goes very smoothly and most problems that occur can be solved by applying a bit of common sense.

However, I was recently asked to help a retailer who thought he had done all the necessary preparation and just needed the solicitors involved to sort the legal matters out. He discovered a serious problem at the eleventh hour that not only delayed his store refit, but also cost him quite a bit of money.

The client in question was due to take over a post office in the Greater London area at the end of last month. He was then going to have the store refitted under Network Transformation and join the WH Smith Local franchise.

The work should have taken two weeks from start to finish and the client had been delighted with the preparation work done by all those involved to ensure the smooth passage of the business from the outgoing subpostmaster to the new one.

Dates for the closure of the post office were agreed and a schedule for the work was prepared. Everything was in place and everybody was waiting for the agreed date to arrive and the work to commence.

Work was due to start on a Monday, but on the Thursday before, I received an urgent call. The new subpostmaster was very worried that all the legal paperwork wasn't agreed and signed and there were only a couple of working days to go.

His solicitor told me the speed of the vendor's solicitor was the cause of the problem and there was very little chance of completing matters in time for the work to start as planned on the Monday.

In the end, it was decided the best option was to postpone for four weeks to allow for the paperwork to be completed and new dates to be agreed. My client incurred penalty payments adding up to several hundred pounds because the job was cancelled at such short notice.

So what went wrong and what can other retailers learn from this?

My client simply underestimated the length of time the conveyancing would take. This was his first experience of commercial property and he had no idea what was involved. By the time he realised what was going on it was simply too late to do anything other than postpone, and this was an expensive lesson to learn.

It is very normal in commercial property transactions for draft



My client incurred penalty payments adding up to several hundred pounds

documents to be sent backwards and forwards in what seems like a never-ending game of legal table tennis before the final version is agreed.

When three solicitors are involved, as in this case, it can be even more tortuous and when questioned, each solicitor will probably blame the other two for being slow. In reality, there is likely to be a combination of factors that contribute to the lengthiness of the process, the main one being that different solicitors work at different speeds due to workload or the size of their practice. This can be very frustrating, so here in the box below are a few things to think about relating to conveyancing when you are planning any store development or business purchase.

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

★ How to keep on top of solicitors

- + Always use an experienced commercial conveyancing solicitor.
- + Ask how long it is likely to take and add two to three weeks for delays.
- + Tell your solicitor about relevant time constraints or deadlines at the start and keep reminding him/her of them as they get closer.
- + Keep in touch with your solicitor on a daily basis and monitor progress.
- + Keep in touch with the other parties and compare notes about where things are at.
- + Don't be afraid to show your frustration to your solicitor.

OPINION

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Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2014 to June 2015 average net circulation per issue **14,539**



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



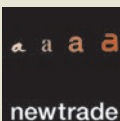
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YOUR SAY What checks do you have in place to protect your business against employee theft?

Andrew Wright

Wright Way
Rackheath, Norfolk

We have 10 cameras placed around the store. We have never had a staff member steal from us and I have a lot of trust in them as we are a very close-knit team. I find cameras to be the most effective means of protecting my business from theft, particularly when staff and customers can see them clearly, as it discourages them from stealing in the first place.

Dennis Trounce

Spar
Llantwit Major, Vale of Glamorgan

It is very worrying that staff theft has shot up so much. I always do background checks on staff before I hire them and ask for references from their previous employers. I think this is particularly important because it's always difficult to tell whether someone will be trustworthy at face value. I also have 16 cameras in my store,



Retailers find CCTV cameras act as a deterrent to customers and staff

which is just under 1,000sq ft, so I'm well covered.

Nick Southern

Southern Newsagents
Maidstone, Kent

The main thing we do is check the balance of the till at the end of every day to make sure staff are not stealing cash. Apart

from that we have nine cameras in-store and they help discourage anyone from stealing in the first place. We haven't had anyone steal from us recently, but we did sack an employee some years back after we discovered she was pinching scratchcards and doing them in the toilets.

YOUR STOCK Which launches are you planning to trial in your store and why?

Vip Panchmatia

Mace
Ebley Wharf, Stroud

I was impressed by Country Choice's new range of sausage rolls. I sampled them at Pro-retail and found them very moreish and kept going back to the stand. I think they would be very popular with the workmen who come into

my store. Although it's quite a small portion, it's chunky and has a decent price of £2.29. I've ordered some for my store, along with Cadbury's Medley bars.

Jay Kacha

Shephed General Store
Shephed, Leicestershire

I've just put in a post office so I've not been keeping on top of

launches recently. However, I did have a rep come in the other day selling JTI's Logic Pro, which I took. I think it will be quite successful because there's no risk of touching the liquid, you just slot in a cartridge rather than manually re-filling the tank. I've put it by the till and it's already caught the attention of many customers.

Dean Holborn

Holborn's
Earlswood, Surrey

I went to Pro-retail and it was Moo milk drinks that caught my eye. They were predominantly available in multiples, but are now launching into independents. I'm keen to get them in my store because they give a high margin. I'm also going to try the new tropical-flavoured Boost drink. I'm not a big energy drinks fan, but Boost has been supporting independents for 15 years and deserves our backing.



Moo milk drinks caught Dean Holborn's eye when he attended Pro-retail

YOUR ISSUE

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NFRN NEWS SUMMIT SUMMED UP

Last week, RN was given an unprecedented invitation to the fourth NFRN News Summit where publishers and wholesalers faced concerns raised by retailers and the federation. NFRN head of news Brian Murphy outlined the four key areas where the NFRN wants to see progress from the summit:

1 Service improvements – highlighting the NFRN Helpline has seen a 15% increase in calls reporting service failings;

2 To pay a fair price – following Menzies' service charge increase;

3 To stem declining profitability – stressing suppliers need to understand how their decisions are affecting retailers and stop retailers exiting the category or giving it less priority;

4 To work together for the future.

Here are the five main issues discussed and action points agreed.

Missed cut-offs

Missed cut-offs were up 3.6% from January to April this year compared to the same period in 2015, with March the worst month in two and a half years, NFRN news operations manager Peter Williamson told the summit.

"April is a concern because we've still got another week and it's 25% up on last year already," he added.

The Daily Mail and Daily Express were singled out as the worst offenders with 313 and 307 missed cut-offs retrospectively.

In response, Andy Law, Mail Newspapers' sales manager independents, said this was largely due to issues with production which the publisher has worked on internally to improve.

Other publishers agreed they had a lot of issues in March, but it is something they are working on.

The knock-on effect of late deliveries is having a devastating effect on retailers' trade, the NFRN added, raising the need for the reason for deadlines being missed to be communicated.

"If a retailer is standing behind the counter and customers are ask-

ing where the papers are and they are standing there like an idiot unable to answer, that damages that relationship," said Peter Wagg, a member of the NFRN's national executive committee.

ACTION POINT: Publishers to review timing of early warning notice and their post communications following poor distributions.

Late deliveries / re-runs

"We are at a point where the industry needs to share the contingency plan for missed cut-offs," Mr Murphy said. "There are cases where retailers tell me they are receiving their deliveries past 8am and in some cases not at all. It's costing people their business." News operation committee chairman Ray Monelle added in some cases papers arrived three or four hours late and in some rural areas aren't being re-run at all. This came as a surprise to publishers who said they were not aware of papers not being re-run.

During the debate, it also came to light that wholesalers do not monitor re-runs, meaning there is no record of when the last papers go to a store. "It's a big black hole," NFRN news operations manager Jerry Hayes said.

Smiths News sales director Simon Gage said: "In principle we are set up to re-run everything. I accept we do not scan every delivery we make on a re-run and we do not hold those times. I'm happy to go back and assess the feasibility of that.

"My expectation is every retailer gets a delivery even if it does have to be 11am, 12pm or 2pm."

ACTION POINT: Smiths and Menzies to investigate the feasibility of scanning re-runs and how re-runs can be recorded.

Carriage service charge

The NFRN also used the summit to challenge publishers and wholesalers on the increasing carriage charge burden.

"The challenge we put to you is can we look at and change the



The NFRN Helpline has seen a 15% increase in calls reporting service failings

carriage service charge to better reflect how retailers sell all other products," Mr Murphy said.

"We understand it's tied up in various contracts and it's something very historical. But to give retailers a better message, can it become a part of the publisher to wholesaler rather than the wholesaler to retailer contract?

"We want you to investigate that and give it some support. We understand it's going to be hard, but we think there has got to be another way."

Trinity Mirror general manager Neil Jagger said: "If we all had a proportion of the carriage service charge that was ours, we could subsequently pay retailers a lower margin, but that's only our element. What about Frontline and Marketforce? I don't know how to do it so it's meaningful for retailers."

ACTION POINT: NFRN to look at how other product supply chains work.

RDTs

An industry review of RDTs and more transparency from Smiths News was also called for. Mr Murphy said following Menzies publishing its RDTs on the NFRN website there have been less complaints. Smiths was urged to do the same or use an alternative method to make retailers aware of their RDTs.

Mr Wagg explained that retailers being unaware of their RDTs caused confusion. He said some stores have been receiving their papers at an earlier time, which

means when there are delays they are under the perception their RDTs have been missed. However, although the papers have often arrived later than they are used to, it is still ahead of the RDTs wholesalers have for them.

ACTION POINT: Smiths agreed to look at the possibility of making RDTs available on SNapp and to meet with NFRN chief executive Paul Baxter to discuss publishing them on its website.

National Distribution Monitor (NDM)

Flaws with the National Distribution Monitor were also discussed and the need for it to be updated and made more retailer-friendly. The NFRN raised concerns that information on the monitor and the way it is recorded is outdated despite being the "main industry focus for information".

Mr Gage highlighted the monitor was created more than 15 years ago and is not going to be easy to update, leading to suggestions it should be replaced with a new system.

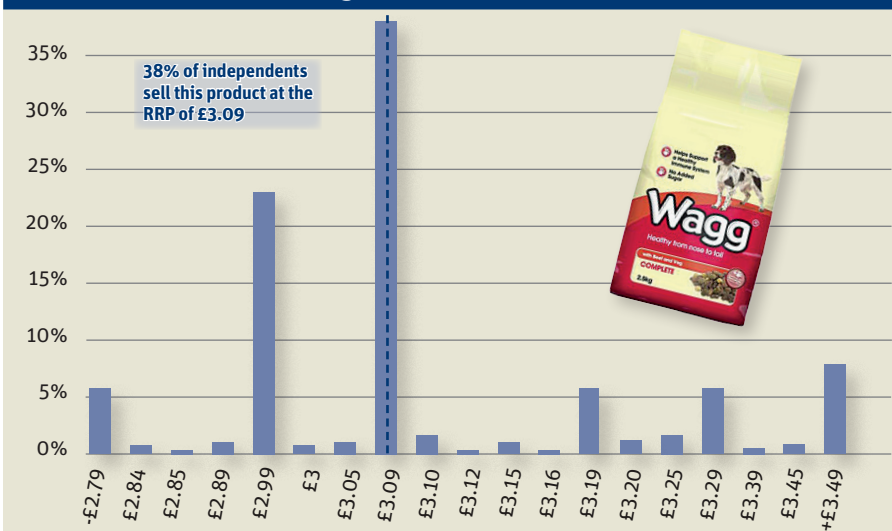
Mr Baxter said: "There should be a common monitor that measures the availability, performance level and service of a product we're selling. If we have a clear monitor we can all at least be on the same page when we're talking about how we are performing."

ACTION POINT: A working group will be set up to establish if the monitor can be updated or if it needs to be replaced.

PRICEWATCH

CAT & DOG FOOD

WAGG COMPLETE ORIGINAL 2.5KG Price distribution %



CAT AND DOG FOOD PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Bakers Complete Beef & Veg 1.35kg	£3.65	£3.69	£3.69	£3.00	£3.69	£2.69	-
Bakers Complete Chicken & Veg 1.35kg	£3.65	£3.69	-	£3.00	£3.69	£2.69	-
Whiskas Pouch Poultry 100g 12pack	£3.29	-	£3.29	£3.00	£3.29	£3.29	-
Whiskas Fish & Meat 12pack	£3.29	£3.29	-	£3.00	£3.29	£3.29	-
Whiskas Pouch Fish 100g 12pack	£3.29	£3.29	£3.29	-	£3.29	£3.29	-
Whiskas Chicken C/J P/M 390g	75p	-	75p	-	75p	-	50p
Pedigree Can Loaf 400g	70p	70p	70p	-	75p	75p	-
Pedigree Can Gravy Beef 400g	70p	70p	70p	72p	75p	75p	-
Pedigree Schmackos Beef 10 pack	£1.00	£1.00	£1.17	£1.00	£1.00	-	79p
Whiskas Chunks in Jelly Salmon 390g	75p	75p	75p	78p	75p	-	-
Whiskas Chunks in Jelly Chicken 390g	70p	70p	-	72p	75p	75p	70p
Pedigree Rodeo Chicken	£1.00	£1.00	£1.00	£1.00	£1.00	-	-

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

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

Pricing strategies

RETAILER

1



NAME DAVID WOODROW

STORE Woodrow's

LOCATION Bishopton

SIZE 850sq ft

TYPE commuter village

People don't tend to move between brands in pet food – they work out what their animal likes and then stick to it religiously. Still, pricemarking definitely helps – customers trust they're not getting ripped off. It's easier for us too. We can just stick stock straight on the shelf and don't have to spend time pricing it. It cuts into our margins a bit, but it's not too bad – we're working with mark-ups of around 20% in pet food, 25% at the highest.

RETAILER

2



NAME STEVE CUTHBERT

STORE Alsager Spar

LOCATION Nantwich, Cheshire

SIZE 2,500sq ft

TYPE neighbourhood

Pet food is an important section for convenience stores, people often run out and pop in to buy it. I'm happy with the margins. It helps if we can tweak a little, and of course we can't do that when products are pricemarked, which seems to be the way the market is going now. But there's still an acceptable margin on most products. People tend to move with promotions to find the cheapest deal, especially on the big packs of dog and cat food – as long as their pet lets them get away with it.

Toby Hill
 RNreporter@newtrade.co.uk
 020 7689 3361

RETAILER

3

NAME BHAVESH PAREKH**STORE** Nisa Local Little Lever**LOCATION** Little Lever, Bolton**SIZE** 3,000sq ft**TYPE** village

We have a massive pet food range, over 7.5m. There's a big market for us here and sales have been increasing constantly. Our most popular varieties always come in cans, unless the pouches are on offer. Recently, more and more brands have been locked into pricemarking, which helps us increase volume sales as customers are confident they're not being done over. We benefit from pricemarking and there aren't really any downsides, for us at least.



RETAILER

4

NAME CHARLIE PANDYA**STORE** Premier Rik's One Stop**LOCATION** Rainham, Kent**SIZE** 1,200sq ft**TYPE** neighbourhood

The most popular brand currently is Bakers, though a lot of people buy Happy Shopper too. The pouches are becoming more and more popular, although some customers, especially elderly ladies, still buy the bigger tins and bags. Margins can be quite tight for us, but with Happy Shopper it's a bit better, at around 25%. People are willing to swap brands to find a better deal – we have a shelf of promotions from Premier and whenever pet food is on there, it sells very quickly.



RETAILER

5

NAME ERIC JORDAN**STORE** Evenwood News**LOCATION** Bishop Auckland, County Durham**SIZE** 250sq ft**TYPE** village

A storm damaged our roof recently and we've taken the opportunity to extend the store. This will give us an additional four metres of shelving and we're going to use it all to carry pet food. For a while things were difficult because the supermarkets sold pet food very cheaply, with very narrow margins, and this affected our sales. But people's buying habits are changing and things are looking rosier again, so we'll increase the range. I'll ask customers what they'd like us to stock and then pick it up from the cash and carry.



THE ENTREPRENEURS

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



DAVID AND SIMON REUBEN

Route to the top

David and Simon Reuben's fortune has been growing steadily for decades, and this year they hit the summit of the Sunday Times Rich List. The property tycoons were born in Mumbai, India, moving to the UK as teenagers. On leaving school Simon started out running a carpet business while his brother worked in scrap metal. The two then joined forces to trade metals. Their first great successes came when they moved into the Russian metals market in the early nineties. It was a gamble that paid off, and by 1995 their firm TransWorld had sales topping \$8bn and controlled 7% of the world's

aluminium trade. Having made their fortune, they invested it shrewdly in more stable sectors, focusing on the UK property market. They've since bought up a series of landmark London buildings, including Cambridge House, the Millbank Tower, and the former home of poet Lord Byron.

Key achievements

- Built a fortune by trading Russian metals in the 1990s, becoming Russia's biggest foreign investors.
- Successfully transferred that fortune into more stable industries, particularly UK real estate.
- Topped this year's Sunday Times Rich List.



Lessons for your store

- 1 Look out for new opportunities – the Reubens moved into the Russian metals market shortly after the fall of the Soviet Union.
- 2 Treat debt with caution – the brothers own most of their property portfolio debt and mortgage-free.
- 3 Don't stand still – the brothers invest in numerous sectors and continue to aggressively expand their property empire.



Bringing in the dough

Having returned to the convenience sector, Dalston retailer Nicholson Boyd decided to try different ideas to make his new store stand out in such a trendy area. From fresh and authentic Italian pizza to evening samplings of craft beer, his store is already growing in popularity.
Steven Lambert reports

Located in the bustling heart of trendy Dalston, Pickles of London is a new convenience concept store aiming to offer something a little bit different to shoppers.

From authentic stone-baked pizzas to barista-quality coffee, store owner Nicholson Boyd has developed his business to appeal to customers looking to pick up high quality, affordable food and drink alongside their regular groceries.

"I moved to London six years ago and worked as a property surveyor," says Nicholson. "But I'm also a third generation retailer – my family runs the Creightons business, operating a number of convenience stores and petrol stations in Northern Ireland.

"I decided to come back to retailing because I found it more interesting."

Living in nearby Haggerston, Nicholson came across a derelict pound shop during a trip to Dalston's Kingsland high street two years ago – a site he felt would be perfect to start a convenience business of his own.

The store reopened last month as a 2,700sq ft site split into two parts, with the front focused on foodservice and lunchtime trade and the back dedicated to more traditional convenience shoppers.

At the same time, a 1,500sq ft area below the store provides seating for shoppers looking for a drink and bite to eat while taking advantage of the business's free wi-fi.

Nicholson says the biggest point of difference he offers compared to his supermarket competitors is his pizza business.

Customers can choose from a menu of eight pizzas made using high quality ingredients, including freshly-made dough, fior di latte mozzarella and Italian meats, all cooked in an authentic stone pizza oven.

"I didn't want to do this half-heartedly," he says. "So I spent a week in Italy working with a pizza expert to learn how they make them there."

If you were expecting a premium price to go alongside all this effort, think again – a 12-inch margherita will set you back £5.95, while the most expensive pizza on the menu rings up at a highly-respectable £6.95.

"We also offer a lunch time deal where customers can pick up an eight inch pizza and a soft drink for £5.95. We're working hard to show customers that we're offering them value for money on high-quality food."

This message extends to the store's coffee bar, with shoppers able to pick up filter coffee for £1 per cup alongside more exotic blends from Guatemala, Kenya and Brazil.

Another big seller for the store is craft beer, with Nicholson working with six local brewers including London Fields, 40 FT and Hackney Brewery.

"Craft beer sales have been crazy," he says. "We've done sampling in the evening and we've seen repeat visits as a result."



We are running a competition for shoppers giving away a six month supply of crisps for liking and following us on social media. It's helped to grow awareness of the business and we are seeing new people as a result."

NICHOLSON BOYD



Nicholson currently works with six craft brewers and is looking to work with a further six in the future



"I didn't want to do this half-heartedly, so I spent a week in Italy working with a pizza expert to learn how they make them there"

VISIT MY SHOP

Pickles of London (Spar)

43-45
Kingsland
High Street,
Dalston,
London E8 2JS



"I'm now looking to increase craft beer facings and I'm also looking to work with another six suppliers."

Other unique aspects of the store include a florist service, premium lines such as cheesecakes and steaks from high-end suppliers, and a large selection of American confectionery, which all complement a range of chilled and frozen goods, fresh fruit and veg and general groceries supplied by Spar wholesaler AF Blakemore.

Nicholson says: "I think people assume that we're expensive when they see the front of the store, so the next step for us is to show we are offering good value for money through leaflet drops, advertising outside the store, and social media. We're already growing our numbers on our Facebook, Twitter and Instagram pages."

Despite only being open for a month, Nicholson is already looking at further ways to attract trade. He says: "We don't have a big breakfast and lunchtime offer, so I'll be focusing on them next."

"I'm looking to change the store all the time, because shoppers are getting smarter about what they buy and what goes into their food. It's a lot of work but it's exciting at the same time." ●



Want to see more of Nicholson's store? Go to betterretailing.com/nicholson-boyd

GLOBAL RETAILING



Where the future of convenience is now

Speak to UK convenience experts and many will cite Hong Kong as the market where retailers are getting it right in exciting and innovative ways. **Simon King** takes a tour of the businesses behind this success

When you first walk into a Hong Kong convenience store, you will notice that it seems a little crowded in there. Hong Kong is 426 square miles in size – about three times the size of the Isle of Wight – but has a population of more than seven million and space is a premium in convenience stores, like everywhere else.

The stores themselves carry a lot of products in a small space: Chinese and Japanese confectionery, local drinks, toys, personal hygiene products, magazines, alcohol, Hong Kong-style fast food and much more. It's pretty much a one-stop shop for almost anything you need, and they have to find a way to cram it all in.

And yet in 2014 – the last year for which data is available – sales in the island's c-stores rocketed by 17% according to the Hong Kong Trade Development Council. What lies behind this huge growth? RN takes a look at some of the key players in this world-leading convenience market.

7-Eleven

7-Eleven disappeared from the UK in 1997 when Budgens acquired its 55 stores, but the chain in Hong Kong is going from strength to strength. It is the largest operator with 950 stores, which equates to one outlet per 0.45 square miles. Put another way, 7-Eleven is everywhere you look and there is even



The Lippo Centre store has two baristas making fresh-brewed coffees

speculation that it may return to the UK.

The chain has made a name for itself by being as faceless as it is ubiquitous. No matter where in the world you are, if you step inside a 7-Eleven, you can expect the same experience.

But not anymore. A new 7-Eleven in the Lippo Centre in Hong Kong's Admiralty business district boasts wood-panelled walls and an alfresco dining area under lush vegetation.

Opened in January, this is 7-Eleven's first concept store/café, and it is a complete departure from the value proposition the brand is known for. The 1,400sq ft café has a noodle bar where customers can order a soup with udon, ramen, rice noodles or Korean glass noodles, and a choice of more than 20 toppings including onsen egg, Vietnamese sausage roll, Japanese-style barbecue pork and Korean kimchi. A bowl of noodles with three toppings costs about HK\$60 (£5.45).

While more than 170 7-Elevens in the city have sold coffee for the past five years, the Lippo Centre store has two baristas making fresh-brewed coffees ranging from HK\$22 to HK\$30 (£2-£2.72) per cup. Among the other surprises on offer are truffle rice rolls, priced at HK\$25 (£2.27), and ice cream with coffee for HK\$35 (£3.18).

"We aim to be a pioneer in convenience retailing," says Glyn Hughes, chief executive of 7-Eleven



CLOCKWISE FROM LEFT
The new 7-Eleven store front at the Lippo Centre; the concept store retains a grocery range; a typical 7-Eleven store positioned next to a Cirkle K outlet; a PrizeMart discount c-store and a traditional independent store; a Cirkle K store operating in the heart of the city

Hong Kong & Macau. "The food concept store is a great addition to our 900-store portfolio in Hong Kong and we believe the people of Hong Kong will enjoy our exclusive range of delicacies as well as our freshly-grounded Daily Café coffee brewed by in-house baristas."

759 Store

7-Eleven isn't the only company to have ventured into dining. Convenience chain 759 Store, which takes its name from the stock code of its mother company, CEC International, on the Hong Kong Stock Exchange, has branched out from traditional convenience into wonton noodle restaurants, bakeries and Chinese restaurants.

Lam Wai-chun, chairman of 759 Store, said: "There are 245 stores in the 759 Store estate which mainly import Japanese, Korean, and other foreign food items to its locations. Over 95% of products sold in the chain are imported directly."

Circle K

Another company that is performing well is Hong Kong-based Convenience Retail Asia (CRA), which operates 449 Circle K c-stores in Hong Kong, with an additional 121 franchised



We do not spend money on advertising – we believe our satisfied customers will spread good words for us

Quick and high-quality food to go helps drive Hong Kong shoppers to the island's many c-stores



stores across mainland China and Macau. Circle K offers a range of hot food items, under the Hot & In brand, which includes items such as two crab sticks, priced at 54p, up to a jumbo sausage at 91p.

Despite difficult conditions it recently reported solid growth in 2015, with turnover increasing by 4.3%. CRA attributes this success to the solid performance of its convenience store and bakery businesses.

"The past year was a difficult one and retailers had to once again contend with high labour, rental and manufacturing costs, as well as slowing growth and low consumer sentiment," Richard Yeung, chief executive of CRA, says. "In spite of these challenges, CRA persevered with strong efforts in marketing, product innovation, category management and customer service."

PrizeMart

PrizeMart, which owns 22 stores in Hong Kong, has a business philosophy of 'best quality, least possible price'.

Johnson Lam, a senior manager at PrizeMart, says much of the company's success stems from the relationships it has built with suppliers. "We trade as close and direct as possible to the source of all of our high quality products with basically no middleman and at huge volume," he says.

And as with no-frills business models which have found success in the UK – from EasyJet to budget gyms – any expense that can be minimised is: "We do not spend money on advertising – we believe our satisfied customers will spread good words for us. Every dollar that we save is passed to our loyal customers."

Wumart Stores

As in Britain, the problems facing traditional convenience stores have been compounded by several supermarket and hypermarket operators moving into the sector. Wumart Stores, for instance, developed its model with hypermarkets, of which it now has 100 in Hong Kong and Macau. That number is dwarfed by its 330-strong convenience estate.

Its emphasis is on "personal instant spending". Wang Hongtao, director of the China Chain Store and Franchise Association's convenience store committee, said: "As convenience stores operate under a small-outlet business format, it is difficult for a single store to survive, especially in light of the high rental costs involved. Costs can only be substantially reduced when the operation reaches a certain scale, hence the continuous drive to expand into profitability." It's for this reason that large groups like Wumart have an advantage. ●

WINE

How much do you really know about the wine market? **Toby Hill** takes a look at some of the stubborn misnomers about wine and wine drinkers and shows how retailers can boost their profits with just a few key facts at hand

Eight wine myths holding you back

Wine looks great on the shelf, has great margins and is popular across many age-groups and income levels. Indeed, according to Concha y Toro, wine sales outshine the entire carbonated soft drinks market in independents. But with such a range of countries, varieties, brands and opinions to choose from, the wine market can be confusing too. Here, we bust eight persistent myths about selling wine, freeing you to push your sales skywards.



New world wines are generally doing very well



French wine is no longer most convenience store customer's first choice

French wine is the best wine and everyone knows it



Wine is produced in almost every corner of the world, from Chile to Australia and even in chilly Canada. But for wine lovers, surely there's still nothing to match a wine from that pinnacle of Old World sophistication, France?

In fact, retailers say, this distinction between Old World and New World wine no longer holds.

"Those days have gone," says Paresh Vyas, owner of Vyas Convenience Store in Manchester. "We used to sell cases of French wine, but people are more price-conscious now. If you look across

the board, 80% of the wine is from South Africa and Australia, because it's more affordable."

Paul Keys, from Keys News & Stores in Sheffield, agrees. "French wines have very low sales compared to others. Chile is much more popular," he says.

Ben Smith, head of communications at wine producer Concha y Toro, says the trends spotted by these retailers are reflected in the market as a whole.

"New World wines are generally doing very well, while countries like Spain and even France are struggling in today's market."

Screw-caps indicate poor quality

The debate over whether screw-caps can ever match the traditional cork has raged among connoisseurs for decades. Controversy continues in the upper echelons of the wine world but, on the ground, in convenience stores across the UK, customers have drawn their own conclusions.

"The majority of our wines are screw caps," says David Lewis, owner of Spar Crescent Stores in Witney. "It changed gradually and by now everyone has just moved on and accepted it."

While customers have embraced screw-caps, boxed wine has been less successful, Mr Lewis has noticed.

"We don't sell much boxed wine, it's definitely not a big seller," he says.

Bay Bashir from Belle Vue Convenience Store in Middlesbrough describes a similar trend. "No one has a problem with screw-caps," he says. "We don't sell any boxed wine, what we had went out of date."



Screw caps have gradually become an industry standard

Convenience store wine buyers just want the cheapest bottle



Raw statistics from Accolade Wines contradict the assumption that everyone's just looking to grab a cheap bottle: less than 9% of wine sales in convenience stores are under £4. The majority are priced between £5 and £7, while premium wines account for 10% of sales, more than those at the cheapest end of the market.

"Different people have different priorities," says Paul Mather, of Sherston Sub Post Office Stores in Wiltshire. "So I need to have the whole range, including plenty of Blossom Hill."

Bay Bashir recognises a similar need for his shop in Middlesbrough.

"We have a bit of everything," he says. "We're a council estate area, so we have some cheaper-end stuff. But we also have people willing to pay a bit more, £6.99 or £7.99 for Jacob's Creek, or even Prosecco, which is very popular right now."

Convenience stores can't take on supermarkets

Independents will always struggle to match the ranges and purchasing power of the supermarkets. But RN readers have suggested a few creative ways to take on the multiples.

Paul Mather keeps an eye open for opportunities to beat them on price. "Sometimes Booker will do a special offer and we can put up a sticker showing it's cheaper here than Tesco," he says. "And, hopefully, the fact we're a friendly place and they have a good experience hopefully means they'll return again."

Alternatively, Paresh Vyas, whose store is wedged between two supermarkets, watches what they're stocking and keeps something different. "We make sure we don't offer the same wine because they are obviously going to sell it cheaper," he says. "But we can borrow some of their marketing ideas. I'll often open a bottle up and let customers sample it. It's popular and brings customers back again."

MYTH
4

We put tasting notes in front of the wine, as well as telling them what grape it is, where it's from, and what year it was produced

Clearly-labelling bottles cuts down on confusion and can increase sales

Young drinkers don't like wine

There is an image of wine drinkers as sophisticated and middle-aged, sipping a red while reclining on the sofa. But retailers actually find that young drinkers make up a significant portion of their wine-seeking customers.

"I'd say the majority are in the 25-35 age group, or even younger than that," says Paul Keys. "It's funny – we

can't shift alcopops like Blue WKD at all, but wine goes really well."

Ben Smith from Concha y Toro suggests how to appeal to this high-growth market.

"Younger drinkers are gravitating towards lighter styles – so Pinot Noir is doing very well among 'millennial' drinkers," he says.

Younger wine drinkers are driving the growth of varieties such as Pinot Noir



MYTH
8

White in summer, red in winter

Retailers in different parts of the country report varying seasonal trends in their wine sales – but none follow traditional 'white in summer, red in winter' patterns.

In Tyne and Wear, Duncan McCutcheon, owner of McCutcheon Local, says white wine is their biggest seller throughout the year.

"I sell more rosé in the summer," he says. "We don't sell much red at any time."

Paul Mather, on the other hand, sees the reverse situation on the opposite side of England, in Wiltshire.

"We sell more red than white, and red wine holds its own in the summer now," he says.

Ben Smith suggests that, rather than just thinking in terms of seasons, it's more helpful to "make sure your wine selection reflects popular 'evening in' dishes for that season." This might mean "more reds on display in winter, plenty of fresh whites and rosé for spring" – but also "hearty reds like Malbec for barbeque season." ●

MYTH
7

People buy wine to stock in their rack

Accolade Wine statistics again lays this myth to rest. "90% of wine bought in a convenience store is consumed on the same day, so keep white and rosé chilled," it says.

Retailers find this to be sound advice.

"We always keep white wine and rosé chilled," says David Lewis. "Prosecco has obviously taken off and we make sure that's chilled too. It definitely makes a difference."

MYTH
6



Many customers make their purchasing decisions at the wine fixture

Wine drinkers know what they like

In fact, research by Accolade Wines shows just the opposite: wine shoppers make around 50% of their decisions at the wine fixture, far higher than most categories.

"A wine fixture can sometimes be daunting for a new shopper into the category," the company states on its retailer web platform, Winning with Wine. "By providing some signage (permanent POS) by country and colour and then using temporary POS (wobblers and shelf barkers) to

highlight key brands and price promotions this can help draw their attention and simplify their shopping experience."

Paul Mather displays a variety of information to help his wine come alive for customers.

"We put tasting notes in front of the wine, as well as telling them what grape it is, where it's from, and what year it was produced. It looks professional when it's laid out, not just stacked up and leaving people wondering where to start."

FESTIVALS

The summer sun brings out the UK's celebratory side, with fairs, fêtes and giant music festivals springing up across the country. As **Toby Hill** discovers, this creates great opportunities for independent retailers

Here comes the fun

Research shows that over £30 per person is spent in the local economy around a festival. With events like Leeds Festival or Brighton Pride, when tens or even hundreds of thousands of revellers pour into an area, there is a huge opportunity for nearby stores. Smaller events, such as village or church fêtes, meanwhile, provide a great opportunity for stores to raise their profiles and integrate with their local communities. Here, we look at how to make the most of all the commercial and community activity that festival season brings.



People setting up will come in the morning to get bacon and eggs

Towns and cities around the UK come alive with local events



Top tips

Vanessa Griffiths

Henllan Post Office & Stores, north Wales



- Make sure you know about local events
- Promote events in your store and discuss them with customers

Jon Powell

The Newsagent, Newport



- Find interesting ways to get involved
- Make sure key products are colourfully displayed

Vineet Patel

Wady & Bret Londis, Charing, Kent



- See if you can supply events with basic goods
- Be willing to supply goods at-cost

Village fêtes and fairs

The bunting is strung across the rooftops, and tables and chairs dot the village green: yes, it's fête season, when towns and villages across the UK celebrate sunny days and balmy nights. And, according to a host of retailers, there are plenty of ways for independent stores to take part in these local events.

Various summer fairs take place near Henllan Post Office & Stores in north Wales, including the Llandundo Victorian Extravaganza, as well as smaller garden and craft shows. Owner Vanessa Griffiths says she always makes an effort to get involved.

"I make sure people inform me in advance of what's happening," she says. "Then we promote the event in our store, including it in our big window display and talking about it to people who come in. It's all part of being the village hub."

Jon Powell, owner of The Newsagent in Newport, finds creative ways to get involved with the city's Big Splash festival.

"Last year it was the festival's fifth anniversary and the organisers said if anyone did an offer that involved the number five they'd promote it for free," he says. "So I did a five-scoop ice cream

special. Admittedly, it didn't sell that well, but we sold loads of other ice cream."

Taking part can bring commercial opportunities, too. Vanessa Griffiths' store provides events with bread, drinks and other essentials. "People setting up the galas will come in first thing in the morning to get bacon and eggs," she says.

Even if you don't make a great deal of money from helping out, it's still worth doing so, says Vineet Patel, owner of Wady & Bret Londis in Charing, Kent. "We provide goods at cost price from the wholesaler, so there's no profit motive," he says. "But we get recognised for our donations. It helps us integrate with village life, which is very important to people here."

As well as supplying the events themselves, the footfall brought by passing punters can also drive up sales, says Jon.

"We sell lollipops, slushies, drinks, crisps, all the stuff kids and families go for. My favourite thing in the world is selling ice cream –

I push the ice cream cabinet with 22 flavours out into the street. Lots of people come over and everyone leaves with a smile on their face."

Key products

Ice cream
Crisps
Sugar confectionary
Soft drinks
Bread/baps/butter

National festivals

If you're lucky enough to be situated close to a major festival site, then there is the potential to turn casual footfall into a thundering stampede. John Hanna, whose Smokeshop opens onto the route of August's Brighton Pride, describes what's necessary to make the most of this.

"We have to make sure we're well stocked with alcohol and tobacco," he says. "We buy in £20,000 of cigarettes and £10,000 of alcohol just for Pride. It's a risk: if the weather's terrible, we're lumbered with stock that will take six months to shift. But the possible returns make it worth it."

Another well-placed retailer is Neil Hanby, whose Costcutter in Boston Spa is flooded with Leeds Festival revellers every August.

"We attract them with the promotions that the big manufacturers do, like Budweiser and Carling," he says.

But he also emphasises the sales opportunities for products other than traditional tobacco and alcohol.

"There's a real increase in food to go, hot bacon sandwiches, as well as cold cheese and tuna sandwiches," he says. "Food on the festival site is so costly and the quality can be indifferent."

He also reports increased sales of



National events such as Pride can provide huge opportunities to profit

beans, pot noodles, bread and, especially, water, noting that it can be worth tweaking his prices slightly to catch a higher mark-up.

Even if you're not fortunate enough to be in the slipstream of the biggest events, you can still benefit from the movement they generate, says Andrew Freestone, commercial director at SHS Sales & Marketing.

"Shoppers are often looking to stock up from their local store on the way," he says.

Luke Mansell runs Chalbury Food & Wine in Weymouth. While his shop isn't located close to any major sites, "big festivals have an impact on us," he says.

"We have tradition as a cider shop," he says. "Our regular cider drinkers will pick up boxes to take with them."

"The soft pouches with taps are good for festivals, so we will prepare by stocking more and displaying them visibly."

Finally, Mr Freestone outlines



Food on the festival site is costly and the quality can be indifferent

Key products

Alcohol, especially any local specialities

Cigarettes

Food to go

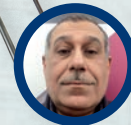
Disposable BBQs and meats

Emergency items: hand gel, tissues, allergy relief, baby wipes, sun-screen

Top tips

John Hanna

Smokeshop, Brighton, near Pride



- Stock up on the most popular products beforehand
- Keep up to date with product launches tied to the event

Neil Hanby

Costcutter, Boston Spa near Leeds Festival



- Make the most of food-to-go products
- Build a summer display with disposable BBQs and meats

Andrew Freestone

SHS Sales & Marketing



- Create a festival-themed display at the entrance to the store
- Make up festival hampers for a promotional price

how stores – whether they are located near or far from festival sites – can branch out beyond food and drink and draw revenue from other categories.

"Retailers could also think about making up festival hampers for a promotional price, including a range of emergency items such as hand gel, tissues, and some of our products such as Benadryl Allergy Relief and Johnson's Baby Wipes," he concludes. ●



INDUSTRY PROFILE

Interview by **Tom Gockelen-Kozlowski**
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 @TomGKRN

British American Tobacco (BAT)

How can manufacturers ensure their brands remain relevant in a highly regulated market? With EUTPD II and plain packaging fast approaching, British American Tobacco's factory-made cigarettes brand manager Jason Chu explains the changes the company is making to its Pall Mall range



RETAIL NEWSAGENT How is Pall Mall, as a brand, preparing for the arrival of EUTPD II?

JASON CHU We're upgrading the Pall Mall single-capsule range from later this month. Available in kingsize 18s and superkings 18s, as well as kingsize 10s, Pall Mall will have a new modern design from the inside and out featuring our new 'Taste Plus Filter'.

RN What is the 'Taste Plus Filter'?

JC The new filter features a tube segment for a firmer in-hand feel and advanced filtration. This is the first product of its kind for Pall Mall globally and another first-to-market innovation in the UK.

RN What's the thinking behind these changes – just before the arrival of EUTPD II and plain packaging?

JC Pall Mall has long-standing commitment to offer an innovative product that represents great value for money. It was the first brand in the UK to introduce capsules across the whole range and, going in to EUTPD II, we will continue to be the leading innovators. Pall Mall also continues to offer consumers more choice than any other cigarette brand.

RN In a market where, more than ever, products will have to fight for their place on retailers' gantries, what makes Pall Mall a must-stock?

JC We will continue to offer the choice of a capsule in every cigarette. We were also the first company in the UK

to introduce a double capsule product to the market. We also offer more value (sticks per pack) than some of the mainstream brands. Packaging design may be disappearing under plain packaging, but this does not mean that the product inside changes.

RN How will capsule technology be affected by the EUTPD II?

JC EUTPD II takes away manufacturers' ability to put menthol capsules in cigarettes from 2020. This simply means that we have to find other expressions of choice in Pall Mall to offer consumers.

RN What effect has the display ban had on Pall Mall?

JC Our big innovation of last year, Pall Mall Double Capsule, was launched after the display ban was implemented and since launch it's grown 0.24%



Retailers are now more involved than ever with the tobacco category

share in the independent channel showing that the display ban has not deterred tobacco consumers from purchasing or, indeed, trying new products. The display ban also provided us with the opportunity to work closely with the trade because retailers are now more involved than ever with the tobacco category. Consumers are increasingly relying on retailers for information regarding their product, including availability, price and any changes to their brand.

RN Finally, what support can retailers expect from their BAT reps over the coming weeks, months and years when it comes to protecting their tobacco sales?

JC BAT is committed to working with retailers throughout the transition period to ensure they are confident in the category and can continue to grow their business. Category management will be crucial during these changing times, and we strongly recommend alphabetical planogramming to help ease the transition. This will ensure products are easy to locate on the gantry for both retailers and their staff, and that service times do not increase. Trying to find a packet of Pall Mall on a non-alphabetical gantry among 50 other packs that look identical to Pall Mall will likely increase service times and shopper frustration. BAT reps are making regular visits to retailers to offer advice and will continue to do so throughout this year and beyond.

** Company CV **

Company British American Tobacco (BAT)

Factory-made cigarettes brand manager Jason Chu

Profile BAT produces major brands such as Cutters Choice, Rothmans and Lucky Strike alongside Pall Mall.

Latest news From this month, the company is updating its Pall Mall portfolio with new packaging and an improved filter tip.



**

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PREVIEW



Not to be eggnored

Addo Food Group has unveiled Wall's Breakfast Twist in Sausage & Egg and Bacon & Egg flavours.

RRP £1.69

Outers various

Contact 0113 887 3873



Weight for it...

Kraft Heinz is relaunching its Weight Watchers from Heinz brand with improved recipes and updated packaging.

RRP £1.75 - £2

Outers 12

Contact 020 8573 7757



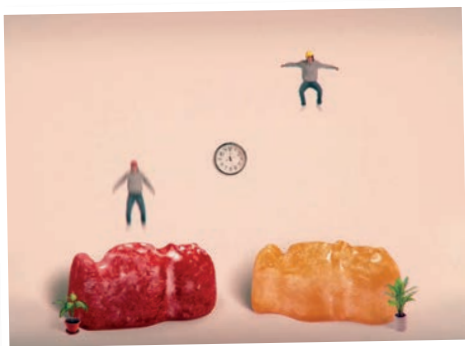
Got their Mojo working

Tangerine Confectionery has relunched its Mojo Cola chews in a 36g stick pack this month.

RRP 39p

Outers 40

Contact 01253 603 613



Bassetts springs back to TV

Mondelez will promote its Maynards Bassetts sweets in a new series of TV ads launching this month.

RRP various

Outers various

Contact 0870 191 7343



Thirsty work for Robinsons

Britvic is introducing pricemarks to one litre bottles of its Robinsons squash this month.

RRP £1

Outers 8

Contact 0845 755 0345



Feeling hot hot hot

Empire Bespoke Foods has added three American-inspired relishes to its French's range, including Jalapeno Tomato flavour.

RRP £2.99

Outers not given

Contact 0208 537 4080



Jim's Beam-ing again

Maxxium UK has expanded its bourbon range with the addition of Jim Beam Double Oak this month.

RRP £27.99

Outers 6

Contact 01786 430 500



Bonjour strawberry lovers

Aryzta Food Solutions has added a limited edition Strawberry & Cream muffin to its Cuisine de France range.

RRP £1.09

Outers 30

Contact 0844 499 3344



Tank you for the sales

JTI has launched its first tank e-cig brand, Logic Pro, in the UK this month.

RRP £3.99 - £10

Outers various

Contact 0800 163503

THIS WEEK IN MAGAZINES

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Collectors' special

MAKE MARVEL HEROES FIGURE IN YOUR PLANS

With digitally-sculpted, hand-painted figurines of every Marvel movie hero, this collection promises out-of-this-world sales

EAGLEMOSS'S new figurine collection recreates characters from every Marvel movie, starting with 2008's Iron Man. As new films are released – including the recent Captain America Civil War – the new characters will be added. Reproduced in a detailed extra-large scale, all the figurines have been digitally sculpted before they are cast in high-quality metallic resin and hand-painted. Each issue comes with a collectors' magazine with official photography from the Marvel archives and contributions from the stars, writers and producers. The collection will be available in WH Smith, Martins, Asda, Co-op, independent retailers and online. The launch is supported by a £1m TV campaign.



**MARVEL MOVIE
FIGURINES
COLLECTION**
On sale 4 May
Frequency fortnightly
Price issue 1: £3.99,
issue 2: £6.99, issue 3
onwards: £12.99
Distributor Comag
Display with Doctor
Who Figure Collection,
Record Collector,
Model Collector

Round up



NADIA ALEXANDROU
 Magazines
 reporter

YOU CAN WIN AT EURO 2016

There's just one month to go until the 2016 UEFA European Championship kicks off in France and the hype is mounting. Big brand sponsors – Carlsberg, Coca-Cola, Adidas – are at the height of their PR push which includes ticket giveaways, social media ads and competitions.

Publishers are making the most of the opportunities – waves of one-shots, specials and collectables are on their way to newsstands and they're getting lots of support. Haymarket's one-shot Euro Guide 2016, on sale 11 May, will have a boosted print run of 45,000 and is expected to deliver approximately £11,000 retail sales value to independents alone. For One Stop, this issue is expected to deliver £3,300, Spar £2,400 and Martin McColl's £3,800.

Panini's Euro 2016 sticker collection, meanwhile, went on sale on 24 March and is forecast to be the best-selling collectable for 2016, with heavyweight advertising across TV, national papers and social media. The latest EPOS data shows sales are already a reported 270% more than the 2012 Euros.

Better yet, independent retailers have a competitive advantage over the supermarkets when it comes to selling these issues. Panini's distributor Marketforce told retailers at an NFRN national council meeting last month that independents should continue selling Panini Euro 2016 stickers after the end of the tournament as most multiples dropped the stickers, despite one in 10 sales coming in after the event.

So milk it for all it's worth and take every bell and whistle publishers are ringing. It will be well worth the investment.

**ON SALE
10 MAY**

TWO GREAT COLLECTIONS OF PUZZLES

PLEASE STOCK & DISPLAY
PROMINENTLY

**ON SALE
12 MAY**



GOLF INTERNATIONAL

This issue is a special that focuses on the 2016 Masters and its victor, Danny Willet. It includes the thoughts and reactions of Willet's team, a putting lesson and an in-depth swing-build feature. Golf coach David Leadbetter and betting correspondent Jeremy Chapman also feature in this issue. Willet is only the second Englishman to win the championship and is the first European in 17 years to win at Augusta National.



On sale 12 May
Frequency monthly
Price £4.95
Distributor Marketforce
Display with Today's Golfer, Gold World, Golf Monthly

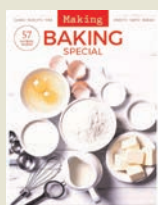


ECO KIDS

This issue of Eco Kids comes with a free children's world map and also includes features on Africa's wildlife and has eight pages of activities, puzzles and games. The magazine won the Parents' Choice Silver Honour Award 2016, and was recognised for its educational and engaging content. The magazine is aimed at children aged seven to 11 and focuses on facts, science experiments, nature projects and activities.



On sale 6 May
Frequency monthly
Price £3.30
Distributor Marketforce
Display with National Geographic Kids, First News



MAKING

This issue of Making is a baking special. According to GMC Publications, the special was developed off the back of the success of its sister title Superfood, as well as the increasing popularity of baking as shown by the recent proliferation of TV baking shows. The magazine contains 57 recipes covering a variety of bakery goods including cakes, biscuits, pies, sweet tarts and bread.



On sale 5 May
Frequency monthly
Price £5.99
Distributor Seymour
Display with Superfood, BBC Good Food, Easy Cook



STRIKE IT

This issue's price has been reduced to £2.99 and is covermounted with high-value gifts. Gifts include a packet of Panini Superstars and two Panini Euros sticker packets. According to Marketforce, covermounted issues dramatically increase sales due to the huge success of the Euros collection. The previous issue was covermounted with a Euros album and stickers, so Strike It readers are most likely already collectors.



On sale 12 May
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Beano, Star Wars Adventures, Transformers: Robots in Disguise



KNITTING

The June issue offers readers one free pack of Preciosa beads along with a headband project. According to GMC Publications, sales of the magazine have significantly increased since its redesign and it expects a further sales uplift with this gifted issue. Preciosa is the luxury brand name for the range of precision-cut lead crystal glass.



On sale 5 May
Frequency monthly
Price £5.99
Distributor Seymour
Display with Let's Knit, Simply Knitting, Knit today



Bestsellers Football, rugby & golf

Title	On sale date	In stock
1 Match of the Day Weekly	10.05	<input type="checkbox"/>
2 Match	10.05	<input type="checkbox"/>
3 Kick	18.05	<input type="checkbox"/>
4 Four Four Two	4.05	<input type="checkbox"/>
5 Rugby League Express	2.05	<input type="checkbox"/>
6 Rugby World	3.05	<input type="checkbox"/>
7 Match of the Day Special	19.05	<input type="checkbox"/>
8 Today's Golfer	12.05	<input type="checkbox"/>
9 Golf World	26.05	<input type="checkbox"/>
10 League Weekly	9.05	<input type="checkbox"/>
11 Golf Monthly	12.05	<input type="checkbox"/>
12 World Soccer	27.05	<input type="checkbox"/>
13 Liverpool FC	12.04	<input type="checkbox"/>
14 Arsenal	22.04	<input type="checkbox"/>
15 Manchester United	12.05	<input type="checkbox"/>
16 When Saturday Comes	12.05	<input type="checkbox"/>
17 Rugby League World	20.05	<input type="checkbox"/>
18 Ultimate Sport Series	12.05	<input type="checkbox"/>
19 Women & Golf	15.04	<input type="checkbox"/>
20 Forty-20	14.04	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews

From the Movie

Disney FROZEN

ALWAYS AND FOREVER

STICKER COLLECTION

BRAND NEW!

Starter Pack

www.paninigroup.com

STARTER PACK
£2.99 RRP

STICKER PACKET
50P RRP

On Sale Now!

© DISNEY



Q

This edition's on-sale date has been brought forward from 3 May to pay tribute to American singer Prince, who died on 21 April. The special is a 21-page celebration of his life and music. Q magazine, which is a Bauer Media title, is the third best-selling rock magazine for independents according to Smiths News' sales rankings for 2016.



On sale 29 April
Frequency monthly
Price £4.50
Distributor Frontline
Display with Mojo, Record Collector, Cut



EURO 2016 OFFICIAL TOURNAMENT PREVIEW

Haymarket's guide to Euro 2016 goes on sale less than a month before the tournament. The 100-page preview has a cover price of £5.95, and Frontline expects independent retailers to get around £11,000 retail sales value from it. The one-shot will be available with four different covers, which feature different Euro 16 teams.



On sale 11 May
Frequency one shot
Price £5.95
Distributor Frontline
Display with Match of the Day weekly, Match, Four Four Two



TOP TRUMPS EUROPEAN FOOTBALL STARS

Lucky Dip's Top Trumps European Football Stars tells readers everything they need to know about European football. Every issue includes a selection of treats, football goodies and three top trump cards. The title is aimed at boys and girls aged four to nine, although its publisher expects the actual market will be mainly boys aged five to 12.



On sale 28 April
Frequency one shot
Price £2.99
Distributor Marketforce
Display with Euro 2016 Official Tournament Preview, Match, Four Four Two

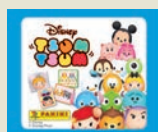


INSIDE SOAP

With soap EastEnders screening an entire week of episodes centring around the death of legendary resident Peggy Mitchell, this week's Inside Soap contains a special supplement dedicated to the 'Queen of Walford'. This issue also features the first pictures of her exit episodes and an interview with Dame Barbara Windsor, who plays her. EastEnders will be heavily promoted on TV at this time, peaking interest.



On sale 3 May
Frequency weekly
Price £1.75
Distributor Comag
Display with Radio Times, TV Choice, What's on TV



DISNEY TSUM TSUM STICKER COLLECTION

Panini's Disney Tsum Tsum sticker collection features Disney and Pixar characters including Frozen, Toy Story, Monsters Inc., and Disney princesses. The collection includes a total of 180 stickers as well as special stickers to look out for.



On sale 28 April
Frequency sticker collection
Price starter pack: £2.99
stickers: 50p
Distributor Marketforce
Display with other collectables

Retailer viewpoint

John Parkinson

Broadway News, Penrhyn Bay, Llandudno, Gwynedd



MY NEWSSTAND DOES WELL THANKS TO N3

I'm a member of the National Newsagent Network (N3) and, as a result, I have started looking at my EPoS history.

Menzies isn't automatically sending me new titles, I have to order them myself, but anything like partworks, such as the F1 title, I can get a very good supply.

When looking at my sales history, I realised just how poor the sales of many of them were. The covers might look great, but about 35% of the titles I was stocking just weren't selling. It went right across the range too.

So I cut down the number of titles I sold and got rid of all the slow sellers. As a direct result I've seen sales increase by around 15%. If you add that up over a 12-month period, it will represent quite a significant amount.

Looking at my data takes me about 10 minutes more every day, five days a week, but it's worth doing as I can really see the results.

I've been able to display the magazines I am stocking a lot better.

I can double-face some of them, and the ones that are being promoted through N3 are getting the full treatment from me. It's made a huge difference.

It's across the board too – all sectors of magazines are doing a lot better. It's created a lot more interest in our magazine section.

I always thought that more variety means more sales, but that isn't the case here at all. Being a part of N3 has really helped with this and really made it worthwhile.

Top tip

Allocate 10 minutes every day to look at your EPoS data to check if there are any slow movers, and cut them.

How will you grow your business in 2016?

Turn to page 36

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	17	100	8.99
Build the Millennium Falcon	70	100	8.99
Cake Decorating Relaunch	165	165	2.99
Dinosaurs & Friends	63	80	5.99
Jazz at 33 and third RPM	9	70	9.99
Official Star Wars Factfile	119	120	2.99
Simply Stylish Knitting	18	90	3.99
Star Wars Helmets Coll'n	9	60	9.99
Zippo Collection	18	60	19.99

Eagle Moss

3D Create & Print	68	90	6.99
Build A Solar System	37	104	6.99
DC Comics Graphic Novel	20	60	9.99
Disney Cakes & Sweets	139	160	4.50
Doctor Who Figurines	71	70	7.99
Marvel Chess Collection	69	96	8.99
Marvel Fact Files	164	200	3.50
Military Watches	58	80	9.99
Star Trek Ships	71	70	10.99

Hachette

Art of Crochet	36	120	2.99
Art of Knitting	67	90	2.99
Art Therapy	59	100	2.99
Build the Mallard	89	130	7.99
Build the U96	89	150	5.99
Classic Pocketwatches	97	100	8.99
Dr Who Complete History	18	80	9.99
Judge Dredd Mega Collection	35	80	9.99
Marvel's Mightiest Heroes	62	60	9.99
My 3D Globe	69	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	62	80	5.99
My Zoo Animals	35	60	5.99
Precious Rocks, Gems & Minerals	67	100	5.99
Real Life Bugs & Insects	85	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



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



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



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



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



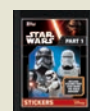
Hero Attax
Starter **£4.99**
Stickers **£1.00**



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



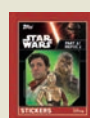
Match Attax 2015/16
Starter **£3.99**
Cards **£1.00**



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



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



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



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



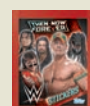
UEFA Champions League Official Sticker Collection
Starter **£2.00**
Stickers **£0.50**



Minions
Starter **£2.99**
Stickers **£0.50**



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

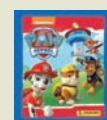


WWE
Stickers **£2.99**
Cards **£0.50**

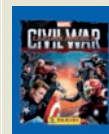
Panini



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**



Star Wars Abatons
Starter **£7.99**
Cards **£1.00**



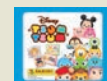
Official UEFA Euro 2016 Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



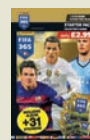
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Vol 127 No 18
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Back in the day

100

YEARS AGO

6 May 1916

A paragraph appeared in last week's Muswell Hill Record in which "the 10 newsagents of Muswell Hill take this opportunity of thanking customers who have helped by the extra payment of 1/2d. per week. It helped them to overcome a difficulty that caused some uneasiness and annoyance."



50

YEARS AGO

7 May 1966

Under the new Selective Employment Tax proposed by the Chancellor of the Exchequer in his Budget, retail newsagents will pay 25s. a week for each man employed, 12s. 6d. for each woman, 12s. 6d. for each boy under 18 and 8s. for each girl under 18, with effect from 5 September.



25

YEARS AGO

11 May 1991

A Court of Appeal ruling that effectively bars local councils from acting against retailers opening illegally on Sunday unless they guarantee to compensate them for lost sales has led to a significant increase in the number of DIY superstores and other large retail outlets opening on Sunday.



Recycled avocado moan wasn't a fresh complaint

You may have noticed but we tend to give the supermarkets quite a hard time on these pages.

However, we have to give credit to Woolworths in Australia for catching out a customer making a bogus call for compensation after claiming the group sold her mouldy avocados.

The shopper posted an image of two rotten avocados online, alongside an angry rant claiming she had been sold the dodgy veg from her local Woolworths.

She wrote "Upon making a sandwich today I came to find these avocados are rotten! THIS IS UNACCEPT-

ABLE, I demand my money back!!!" The shopper also vented her fury about Woolworths employee she claims made a comment about her Crocs footwear, saying "Since when is it a crime to wear Crocs??? This is Australia god dammit."

However, eagle-eyed Woolworths staff spotted that the complainant had merely reuploaded an old post from a customer who had moaned about rotten avocados back in 2014.

Upon realising the ruse, the firm responded by sending the lying customer the original link - much to her embarrassment.

Grow your own groceries?

First it was the supermarkets launching self-scan machines so their lazy staff

didn't have to. Now Morrisons has gone even further by making shoppers grow their own groceries, thanks to the launch of its new 'ketchup and chips' plant.

The supermarket introduced the TomTato at a select number of stores last week, which allows buyers to grow cherry tomatoes and potatoes in a single pot.

The hybrid plant is ex-

pected to appeal to green-fingered customers looking to bring a fast-food theme to



their garden - or for those who apparently think buying a bag of frozen chips and tomato sauce is far too easy.

If that wasn't enough, Morrisons has also unveiled an 'egg and chips' plant, which

grows aubergines above and potatoes underground.

Personally, we don't want to hear from Morrisons until it has launched a 'bacon and brown sauce' tree.

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



I am writing this on Wednesday 27 April. It is now 4.50am and there are still no sign of any papers.

I thought all the papers on Saturday 23 April would mark St George's Day by having a flag printed on their front pages, but not one carried it.

I had one flying on my car and I am pleased to say that a few people on the round had put one up.

In the last few days the weather has taken a large step backwards and we have had hail, snow, frost and very heavy rain. On Wednesday there was thunder as well and the council's gritting season is now over, so no matter how much ice there is on the roads they won't get treated.

It is bitterly cold, as my son and daughter-in-law have found when they came back last Friday from a two week holiday in Mexico, where the temperature was way up in the 20s.

The people of Norbury were hoping for a good bank holiday weekend weather-wise for the annual canal festival.

It goes on for three days - Saturday, Sunday and Monday - and various activities take place, including a big band night on the Saturday, an open air service to bless the boats on Sunday afternoon and a disco to round things off on Monday.

Various boats which just make a living travelling the canal will be there such as the Cheese Boat and the Fudge Boat.

The only other thing they need is sunshine - wishful thinking I fear.

There is a very small hamlet called Chipnal nearby. It has something like a dozen houses and a couple of farms and hasn't had a bus service pass through there for years.

But last week Shropshire Council has erected a brand new bus shelter for people to wait for buses that don't come. You couldn't make it up.

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