

# RETAIL NEWSAGENT

## CUT OR INVEST?

Retailers' National Living Wage strategies  
NEWS ANALYSIS  
Page 22 >>

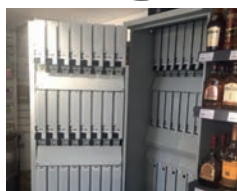


**Repeating the trick**  
'After a £1m sales boost from one refit, can I do it again?' Page 20 >>

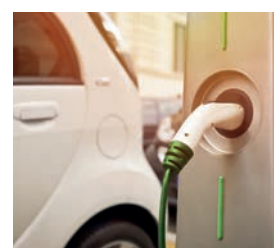
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# Auto gantries cut cig till time by 75%



- Hi-tech tobacco systems will give a competitive edge as EUTPD II and plain packaging laws loom, say retailers.
- 'Our serving time has gone from 40 to 10 seconds and dispenser gives us better security and stock control.' Page 5 >>



### INNOVATION

## Charge points and pick-ups for future forecourts

Electric cars provide opportunity, say operators. Page 4 >>

### PLAIN PACKAGING

## Sub-value surge on way, say Oz stores

Australian retailers report 10.9% growth in economy brands.  
Page 5 >>

### MAGAZINES

## 31% boom for history

Interest in the past at an all-time high.

Page 7 >>



**Little earners** Sheffield retailer Jai Singh found the perfect candidates to road test his new shopping trolleys for kids - his two sons Arjan and Amar. The owner of MJ's Go Local Extra said he has already received positive feedback from parents and youngsters since introducing the mini trolleys last week.

### NEWSPAPERS

## Our 10 point plan to grow i circulation

Johnston Press targets 10 growth areas and prepares for Northern Ireland relaunch.

Page 10 >>

Vol 127 No 14  
FOR TRADE USE ONLY



9 770961 520183

Pro-retail show to get retailers match fit for Euro 2016, Olympics and EUTPD II.  
Page 6 >>

## LEADER



**You will need  
to ensure that you  
are getting  
maximum value  
from your staff**



CHRIS GAMM

Editor

@ChrisGammRN

There are three new members of the Newtrade digital team. Each plays a very specific role in delivering RN's website betterRetailing.com, but, until recently, I couldn't have explained how they dovetail together.

But last Friday the team made a presentation to our monthly all staff meeting about a day they spent working in Rav Garcha's Nisa store. They explained their roles in the context of the day and what they learned about our customers, and all became clear.

Jamie, our digital marketing executive, explained his role was to make sure we are in front of the right retailers so you visit our websites and talk to us via social media – and want to keep doing it. Digital production executive Fatima said she makes sure you have a great experience when you're there. Tricia our digital content executive's role is to increase engagement by understanding what you want to read and how and when you want to read it.

Their day in the shop helped them understand how retailers like Rav interact with digital technologies and how each of them can make his experience even better. They came back with lots of exciting plans.

From last week, and the introduction of the National Living Wage, every member of staff is costing you more money. This means you will have been looking for initiatives to increase turnover or reduce costs to pay for this salary increase. And it also means that you will need to ensure that you are getting maximum value from your staff.

A great starting point would be to check, like our digital team, how well your staff understand their role (and each other's) in your business, and in your plans to grow sales or improve efficiency. If your team buys into your plans and can help drive them forward it will improve your chance of success no end.

## CONTENTS

## NEWS

- 4 INDUSTRY NEWS** Electric cars could provide forecourt opportunities
- 6 BUSINESS NEWS** Pro-retail show will help visitors to become 'fit to compete'
- 7 NEWSTRADER** History title sales hit 'all-time high' with £3.2m sales
- 8 PRODUCT NEWS** #Believe Euro rebrand for Mars
- 10 REGIONAL NEWS** New i owner targets areas for sales growth
- COMMENT & ANALYSIS**
- 12 YOUR STOCK, YOUR SAY** Can joining in community partnerships help prevent alcohol and drug-related retail crime?

What do you do to help boost wine sales?

- 13 COLUMNIST** Police and crime commissioner Ann Barnes on how the Kent force is working with business owners to tackle retail crime
- 14 LETTERS** Publishers are killing off news trade claims disillusioned Kent retailer
- 15 YOUR ISSUE** NLW – help needed from suppliers
- 16 INDUSTRY PROFILE** Rory Brick, right, head of marketing at Palmer & Harvey

20



**18 PRICEWATCH** Sugar confectionery prices

**19 THE ENTREPRENEURS** What you can learn from the world's best business brains. This week, Body Shop creator Anita Roddick

**20 RETAILER PROFILE** His flagship store has grown by £1m in just a year; now Bolton retailer Baz Jathwa is refitting his smaller store. RN paid him a visit

16



## FEATURES

**22 NATIONAL LIVING WAGE** RN talks to



32

retailers to find out their early reactions to the new legislation

**24 SUMMER SPIRITS** With the sun shining, now's the time to make sure you've got the drinks people want

**28 CAKES & BISCUITS** Find out the recipe for success in this busy sector

**32 PREVIEW** McCoy's £3m on new recipe marketing ads

## THIS WEEK IN MAGAZINES

- 33 ROUND-UP** Keeping magazine buyers happy
- 34 FOR YOUR SHELVES** History of Royals launch



28

## NEXT WEEK



## FOOD SERVICE

How can retailers take advantage of this huge trend



## MINTS AND GUMS

Test your knowledge in RN's annual quiz

**"I DON'T THINK IT'S RIGHT THAT OUR OLDER STAFF, WHO HAVE THE PASSION, LOSE OUT BECAUSE OF THIS LAW"**

– PAUL CHEEMA ON WHY STAFF ELIGIBLE FOR THE NATIONAL LIVING WAGE WON'T SUFFER FROM ANY ILL EFFECTS **Page 22** >>



# NEWS



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## New £1 will be harder to fake

A new £1 coin is to be introduced next year which will be considerably less vulnerable to counterfeit.

The new 12-sided coin resembles the old 'three-penny bit', making it the world's most secure coin in circulation, according to the Royal Mint.

The new coins will enter circulation from March 2017.

Following a six-month co-circulation period with the current coins, the legal tender status of the current £1 coin will be withdrawn.

The Royal Mint says that all businesses that handle cash will need to plan and prepare for the introduction.

There will also be an awareness and education campaign nearer the time to assist business owners during the transition.

## Nisa takes a fresh approach

Nisa has launched a new wholesale fresh produce service to give retailers a more competitive offering for customers.

Through the initiative, members now have the opportunity to purchase a selection of loose produce in larger quantities, improving cost efficiency and profit margin in the process, according to Nisa.

The initiative, launched last month, has already seen a 17% volume increase on fresh produce sales, and has signed on 65 members who had previously not taken fresh produce.

## NFRN chief highlights NLW impact



PAUL BAXTER  
National Federation of Retailers

NFRN chief executive Paul Baxter appeared on BBC One show *The Big Questions* on Sunday to highlight the impact of the National Living Wage on independent retailers.

He stated when wages rise quickly, it can be difficult for small businesses to absorb the cost - resulting in staff hours being reduced and ultimately leading to some shops' closing.

He challenged Professor Kate Pickett of York University who said small businesses could increase productivity to offset the extra costs.

Mr Baxter said: "Efficiency means losing jobs, efficiency means part-time, efficiency

means ultimately the customer pays, so are you all willing to pay more money for the goods that you get?"

It comes as independent think tank Resolution Foundation published new analysis which states the pay of minimum wage workers will rise four times faster than average earnings this year.

The 50p hourly boost to wages equates to a 10.8% pay increase from 1 April 2015 to 1 April 2016. This rapid rise outstrips the average increase in hourly earnings during the same period of 2.7%, according to the think tank.

● *News analysis, page 22.*

**Scottish conference address drives discussion** US-style 'click and collect sites' could be on cards

## Renewable energy could be forecourt opportunity

by Steven Lambert

The growth in electric cars and renewable energy sources presents an opportunity for forecourt owners to expand their retail offer and become US-style 'click and collect sites'.

The predictions from retailers and industry bodies come in response to comments over the future of forecourt retailing made during last month's NFRN Scottish conference.

During his address to members, Müller Wiseman Dairies development director Sandy Wilkie said a convenience retailer had

told him they saw 'no future' in running a forecourt, due largely to more drivers turning to electric cars over the next decade.

Adam Hogwood, who runs a Budgens forecourt store in Broadstairs, Kent, said he has seen little demand from electric car drivers at his business.

However, he added: "This could be an opportunity for forecourts, as there definitely aren't enough charging points out there currently for electric cars.

"I think there'll be a big change in technology on this over the next few years, and the government will no

doubt bring in more legislation on fuel, so we need to keep an eye on it."

Paul Baxter, NFRN chief executive, said there is no question the growth of electric cars is coming, but car ownership is also increasing along with fuel usage.

"Retailers that adapt and offer a good retail offer alongside their forecourts are the ones that will succeed over the next decade," he added.

Meanwhile, Greg Deacon, independents sales manager at News UK, expects more forecourts to become US-style "click and collect sites" in the future.

He said: "You can pay for your fuel at the pump, then collect a drive-through coffee, Subway or food to go without leaving your car. If you can add more services, it's a great way to differentiate."

David Charman, owner of Spar Parkfoot in West Malling, said: "While the technology on electric cars is very interesting and will become more economical in the future, it's still far too new.

"When the infrastructure and the technology improves, that's the time when it becomes viable to put it on your forecourt."

## New strategy to target alcohol fraud

HMRC has proposed a new alcohol strategy that aims to modernise taxes to tackle fraud and reduce the burdens on businesses.

The strategy, published last week, forms part of the 2016 Budget and contains

three key initiatives. These include updating payment procedures to make it easier for businesses to pay the right duties. It will also prevent tax losses by making it harder to make mistakes or deliberately

cheat and increase the impact of enforcement for those who do.

This differs from the current strategy, dating back to 2010, which focused solely on tackling fraud.

Paul Baxter, chief execu-

tive of the NFRN, said: "The NFRN is pleased to hear that HMRC will be consulting on tougher penalties on alcohol fraudsters and we look forward to participating fully within these discussions."

**Automated system advantage as new tobacco laws loom** Security and stock control benefits

# Hi-tech gantries cut 30 seconds' serving time

by Steven Lambert

Retailers are shaving up to 30 seconds off transaction times through hi-tech tobacco retail systems, giving them an advantage as EUTPD II and plain packaging laws loom.

Store owners claim they are also benefiting from increased security and better stock control after installing automated tobacco dispensers linked to their EPoS systems.

Joe Williams, owner of The Village Shop in Hook Norton, installed a £4,000 automated system six

months ago, which allows his staff to find tobacco products using a touch-screen.

He said: "Whereas before it was taking 30 to 40 seconds to find tobacco, now staff are taking around 10 seconds.

"In terms of saving staff time, security and complying with new regulations, I think it has been worth the investment."

Bolton retailer Baz Jethwa has installed a similar system at his revamped Costcutter Plodder Lane store in Farnworth, with tobacco dispensed from a

machine above the shop, down a chute, to the front counter.

"With 10 packs and smaller pouches going in six to 12 months' time we're not going to need as much space for tobacco," he said. "This has given us more room to grow sales of e-cigarettes and spirits by the till."

Susie Hawkins, director of the Simon Smith Group, added a Navarra tobacco dispenser at her Spar Highworth store last year.

She said: "If plain packaging does come in, it's going to make serving quite dif-

ficult for cashiers.

"With our system, staff can just pick out the name of the product from the till, so I think the speed of our service will remain the same."

Hugh Walker, head of sales at Navarra Retail Systems, said the company has set up more than 40 tobacco systems with UK convenience retailers – with 2,000 established in Ireland – and is working with symbol groups including Booker, Costcutter and Nisa to grow this further.

● *Retailer profile, Baz Jethwa – p20-21.*

## Contactless sales shoot up by 237%

Contactless payments have increased by 237% year-on-year since last September, according to analysis from Visa Europe.

The figures come six months after the contactless limit was raised to £30, with transactions over £20 driving the growth.

Kevin Jenkins, managing director UK & Ireland at Visa Europe, said: "Overall, we have seen 36 million contactless transactions of over £20 in the first six months. The trajectory for contactless payments continues to look very strong."

## Imperial TPD video

Imperial Tobacco has launched an online video under its Partnering for Success scheme giving retailers advice on EUTPD II and plain packaging.

It highlights key dates when both sets of legislation will be implemented and information on how to prepare for changes. The video is viewable on Imperial's trade website and through the firm's Ignite reward scheme website.

## Plain packs to spark low-cost tobacco boom

Retailers can expect a boom in sub-value tobacco sales after the introduction of plain packaging laws, according to Australian retailers who have seen a 10.9% growth in the sector.

RN spoke to trade bodies and retailers in Australia after exclusively reporting new tobacco distributor BK Tobacco is launching four

premium-quality, low-cost brands in the UK this year.

Jeff Rogut, chief executive of the Australian Association of Convenience Stores, said recent data shows three out of the top five brands in the forecourt and convenience channel are sub-value, with the sector up 10.9% in 2015 compared to 2014, while

premium is down 3.3%. In the UK, the value price sector holds around 55% volume share.

Chiang Lim, Alliance of Australian Retailers general manager, said: "Australian retailers have noticed a shift toward cheaper tobacco products while on average not experiencing any significant change in the

volume of tobacco products sold. "The sub-value segment is the fastest growing tobacco segment."

Meanwhile, Australian newsagent Mark Fletcher said only some newsagents took on new tobacco brands, adding he believes at least 10% have completely quit tobacco as "revenue continues to fall".

### Illicit selling in the spotlight

Around £960-worth of illicit tobacco was seized from a shop in Margate on Monday. The raid was part of a campaign to raise awareness of the dangers of illicit tobacco in Thanet this week. Raids were carried out on suspected shops in the morning, while roadshows took place in the afternoon at five different locations from Monday to Friday. The campaign was carried out by Kent County Council, Kent Fire and Rescue, the Margate Task Force and Public Health.



## Camelot shake up

Camelot has revealed it is reviewing the structure of its sales team to "improve the support network for its retail partners".

As part of this, the company is proposing a reduction of 53 roles in its sales team. Camelot said the move will also include developing more "digitally-friendly" ways to communicate with retailers.

Rav Garcha, of Nisa Local in Shropshire, said: "I don't think the sales team added much anyway. A lot of what I got from them, I get online."



# NEWS

## BUSINESS

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## Sainsbury's and Argos agree £1.4bn takeover

Argos owner Home Retail Group has accepted a £1.4bn takeover bid by Sainsbury's in a move that is set to form a new grocery and general goods company.

The deal, which is expected to be completed in the third quarter of the year, comes after rival Home Retail bidder, South African firm Steinhoff, withdrew its offer.

Reports suggest Sainsbury's intends to close 200 out of Argos's 845 stores, with a number of these being re-opened in Sainsbury's stores.

Sainsbury's chairman David Tyler said: "The combined business will offer a multi-product, multi-channel proposition, with fast delivery networks, which we believe will be very attractive to customers and which will create value to both sets of shareholders."

## SWA signs up GAP II candidates

The Scottish Wholesale Association (SWA) is sponsoring eight individuals within the Scottish wholesale industry to take part in a training programme, GAP II, to help them improve their negotiating skills.

Candidates include buyers and managers from several Scottish wholesalers including JW Filshill, United Wholesale and Sugro.

Kate Salmon, executive director of the SWA, said: "In Scotland, food and drink wholesalers operate 78 depots and employ 6,900 employees generating in excess of £3 billion a year – it is our job to nurture their skills."

## Bestway hi-tech centralised system 'solution'

Bestway Wholesale has invested in a new centralised retail management system to improve efficiency and consolidate its business under a single trading platform.

The group is working with Ireland-based company Celtech to introduce Ab Initio software to depots, which it claims will allow it to quickly track sales and stock data to 'react

instantly to challenges and opportunities as they arise'.

Celtech chief executive Darragh Fanning said: "It's a significant statement of Bestway's commit-

ment and confidence in our mission-critical retail solution.

"We are working hard to deliver against their ambitious plans for the business."



**P&H marketing boss reveals show's exciting agenda** 'Fantastic opportunities for store owners'

## Pro-retail on track to get visitors 'fit to compete'

by Steven Lambert

Making the most of the Olympics and Euro 2016 and updates on EUTPD II will be the big draws for retailers to this year's Pro-retail show, according to Palmer & Harvey (P&H).

The wholesaler said more than 200 suppliers will be present at the show taking place at the Telford International Centre on 26 and 27 April, with around 6,000 retailers already pre-

registered to attend.

Rory Brick, head of marketing at P&H, said this year's theme will centre on being "fit to compete", with the group and manufacturers offering advice on how to create eye-catching in-store theatre to make the most of big summer sporting events.

Mr Brick added that it will also provide retailers with the most up-to-date information surrounding upcoming tobacco legisla-

tion. He said: "We will have a permanent presentation on the P&H stand to discuss the key stats of EUTPD II, and we are expecting one of our board directors to give a separate presentation for retailers who want to learn more."

"We have dedicated a separate project team who will look at its impact across the whole supply chain, right from supplier through to consumer."

In addition, a dedicated

social media team will be on hand to help retailers brush up on their Facebook and Twitter skills, while P&H will also unveil an updated social media guide for independents at the show.

Mr Brick said: "It's a fantastic opportunity for retailers to not only meet with suppliers, but also to network with other retailers and key industry figures to learn about new products and market trends."

● Industry profile – p16

## Booker sales up 10.6% as ex-Musgrave stores progress

Booker has reported a 10.6% increase in total group sales, including Budgens and Londis, in its fourth quarter trading update as the company continued to make "good progress" on developing the former Musgrave symbol groups.

However, it added like-for-like total sales to retailers for the full financial year fell 2.2%, which it attributed to ongoing decline in tobacco sales due to the display ban.

Like-for-like non-tobacco sales for the 12 weeks to 25 March fell 0.7%, while like-

for-like tobacco sales were also down 6.1% during the same period.

The results impacted Booker's 52 week performance, with like-for-like non-tobacco sales down 0.3% and like-for-like tobacco sales falling 5.2%.

Despite this, total full

year sales including Budgens and Londis grew 5% to £5bn.

Charles Wilson, chief executive at Booker, said: "Overall, 2015/16 was a good year. Customer satisfaction scores were strong and sales and profits were the best we have ever achieved."

**Total sales for the category grew to £3.2m** Increase of 31% in just three years

# History is the future as mags hit all-time high

by Nadia Alexandrou

Interest in history magazines is at "an all-time high", with sales up 31% since 2013, reaching a total sales revenue of £3.2m.

Research from Marketforce revealed that the increase has been driven largely by five regular titles, which were up 10% in retail sales value in 2015 from 2013. The titles are All About History, BBC History, History Scotland, History Today and Military History Monthly.

Growth also came from

two new entrants in 2014 – History of War and History Revealed – as well as another three in 2015; BBC History Collector's Edition; Bringing History To Life and National Geographic History.

According to Marketforce, independent and symbol group retailers took a 15.7% share of the total revenue in 2015 – worth £502,400 – which is up around 2% year on year.

Interest in history is expected to increase further with the celebrations of the Queen's 90th birthday on

21 April, which is receiving an increasing amount of coverage in both TV and print media.

Debbie Hall, group circulation manager at Marketforce, said: "As a nation, our love of the royal family has never been greater as seen by support for the jubilee and the Queen's 90th birthday. Retailers should take advantage of the opportunity by prominently displaying history titles at this important time, and supporting launches such as Imagine's History of Royals."

Nainesh Shah, of Mayhew Newsagents in London, said: "We only used to do BBC History and History Today a couple of years ago."

"Now we sell a whole range and also stock history magazines from overseas, too, particularly American titles."

"Generally people seem to be a lot more interested in history, and particularly with the Queen's 90th birthday coming up people seemed to be increasingly engaged with this category."

## Irish Indy increases cover price

Independent News and Media increased the cover price of the Irish Independent on 2 April.

The weekday edition went from £1.25 to £1.30, while the Saturday edition increased by 10p to £1.60. The Sunday edition rose by 10p to £1.70. There were no changes in retailer percentage margins.

A spokesperson for INM said: "This minor increase is designed to have minimal impact for readers, but is required in order to deliver the very best products on the newsstand for UK readers. There was no change in retailer percentage margins."

## Times web revamp

News UK has said its investment in upgrading its Times and Sunday Times digital platforms should not affect print circulation.

The publisher announced last week it would merge the websites of The Times and Sunday Times, with a first-ever edition-based publishing model. A core edition will be published each day on The Times, updated at 9am, midday and 5pm, and on apps.

## Slow Day in Dublin

Retailers in Dublin have reported slow sales of The New Day since its launch last Wednesday.

Trinity Mirror said it is "testing the water" in Dublin before considering expanding circulation to the rest of the Republic of Ireland. Joe Sweeney, of the Newsagent in Dublin, said: "I've only sold one copy. The content is very UK-orientated, there's nothing Irish in it at all."

### Puzzler solves new logo quiz

Puzzler Media, the UK's largest creator of puzzle content, has changed its logo after 43 years on newsagents' shelves. Puzzler's best-known titles – The Puzzler and Puzzler Collection – now feature the new design which managing director Neil Flockhart (pictured far left) has described as "more modern but unmistakably Puzzler". The most noticeable change is the replacement of the 'P' in Puzzler with a question mark.



## Most ex-Indy readers still buy print

The majority of The Independent's readers have switched to other print titles, retailers have reported.

The news follows the final printed edition of The Independent on 26 March when it became the first national newspaper to move to an online-only format.

Retailers told RN many

of its readers have been absorbed by a variety of other print titles including The Times, Guardian and i – encouraged partly by publisher's promotions – which were launched to coincide with the closure in a bid to capture the title's readers.

Catherine Dunbar, sales assistant at Jackson's News in Stockport, said she had

lost just one HND customer out of the six who used to receive The Independent. "We've had people switch to the i, Telegraph, Times, Guardian and Observer. We have also been actively encouraging customers to switch, and publishers' promotions have helped."

Rob Stacey, sales and marketing manager for the

i, said: "So far we have seen a good reaction to our promotion. I recently visited retailers in Oxfordshire, who had most of their Indy readers transferred over to the i."

Meanwhile, Greg Deacon, independents sales manager, News UK said The Times has sold an extra 4,500 copies.



# NEWS

PRODUCTS



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## Hellmann's turns up the heat

Unilever is launching a range of Hellmann's BBQ and hot sauces this month, backed by the brand's biggest summer spend.

The range includes four grilling BBQ sauces in 200ml glass cognac bottles, three Hot & Spicy sauces in 210ml premium glass bottles and three Smooth & Creamy sauces in squeezey 250ml bottles.

The 250ml bottles have an RRP of £1.69 with the other two formats at £1.89.

A £10m campaign entitled 'Grilltopia' will launch in May with TV, digital and poster activity planned.

Each variant in the range has been paired with a specific food, which will be highlighted on pack and in-store through shelf PoS.

## BGT telly tie-in for Richmond

Richmond is giving customers the chance to win a host of prizes as part of a new partnership with TV talent show Britain's Got Talent.

The brand has launched a £1.5m marketing campaign to run throughout April and May with an on-pack offer promoted through digital and social media activity.

Prizes up for grabs include VIP tickets to the live shows, Britain's Got Talent big night in hampers and family days out to the UK's top attractions.

Sarah Davies, senior brand manager for Richmond, said: "Retailers should expect an increase in demand."



## Mentos drives sales with London cabs

Perfetti Van Melle plans to drive sales of its Mentos Choco & Caramel and Choco & Mint confectionery this month with ads appearing on the side of 100 London cabs. The 'Who Says No to Mentos?' scheme is a continuation of similar campaigns that ran in Manchester and Birmingham earlier this year.

**Huge surge in sales likely during football event** £5m media spend features ads and PoS

# Mars rebrands for Euros with #Believe campaign

by Tom Gockelen-Kozlowski

Mars is investing £5m media spend in its top-selling chocolate bar brand during 2016, with a new "#Believe" campaign launched in the run up to the Euros football tournament.

The brand is an official partner of the England team and the number one FMCG brand to be

associated with the Football Association.

At the centre of the campaign will be the rebranding of the bars themselves, replacing the Mars name with the #Believe message.

Accompanying this will be an ad campaign featuring top England players, as well as a range of PoS highlighting the company's support for the

team, along with Wales and Northern Ireland.

Scottish football fans – whose team didn't qualify for France – are also catered for with an on-pack competition to win a training session with one of the national players.

According to Greg Kent, brand manager for Mars, sales data from 2012 suggests the Euros is set to outshine this summer's

Olympics in terms of its effect on sales, making it the fourth biggest confectionery opportunity after Easter, Christmas and Halloween.

He said: "There's a really big category opportunity during these periods."

"Up to 20 million people will be tuning into each game which is a phenomenal amount leading to a £10m category uplift."

## Carling's bank holiday giveaway bonanza

Molson Coors is giving shoppers the chance to win trips abroad over the May bank holiday with a new promotion running on beer brand Carling.

The company will be offering a number of prizes including beach breaks and city getaways around the world under its 'Bank Holiday

In The Bag' campaign, which will be communicated on packs and online.

Consumers will have from now until 22 April to register at the Carling website to win a holiday for themselves and three friends. The activity follows on from Carling's 'Brighton or Barbados' promotion,

which offered similar breaks to shoppers during the May bank holiday last year.

Speaking about its latest campaign, Molson Coors brand director Jim Shearer said: "We wanted to encourage consumers to make the most of their bank holiday weekend for a

second year running.

"Carling is committed to driving value back into the lager category beyond price, and our 'Bank Holiday In The Bag' promotion is testament to this."

Molson Coors will grow awareness of the campaign with marketing running on its social media sites.

### Hot products for your shopping list



Richmond has launched a promotion with TV show Britain's Got Talent



Mars becomes #Believe in a £5m Euro 2016 media promotion drive



Bank holiday trips are on offer in Carling's new promo campaign

## PRODUCTS

**Retailers missing out on £2,200 from biscuit sales** Online tool to help push availability

# United Biscuits offers advice for greater sales

by Tom Gockelen-Kozlowski

Every independent retailer has the opportunity to make an extra £2,200 from biscuits sales during the next five years, according to a leading supplier in the snacks category.

United Biscuits – manufacturer of brands including McVitie's, Jacob's and Carr's biscuits – is aiming to cement its position as a leading source of biscuits insight and advice with the arrival of two new tools for store owners.

This includes the first category-wide review of the biscuits market by any manufacturer. Filled with statistics about the kinds of customers buying biscuits and the ways biscuits are consumed, the report – titled 'Britain loves biscuits' – aims to identify opportunities for growth throughout the industry.

It is the company's Better Biscuits, Better Sales initiative, however, that promises to drive an extra £88m of category sales by

ensuring stores have better availability of the UK's most popular biscuits.

A guide featuring the top 50 best-selling products will be available through the company's sales reps but the initiative will also use United Biscuits' recently-launched online platform, Better Biscuits, Better Business, an initiative to drive availability.

Retailers will be able to look at online ranging advice as organised by store

type and fixture size.

The company's impulse category controller, Amanda Kurylowski, pointed to the fact that Jaffa Cakes – the UK's fourth biggest-selling biscuit – is only stocked by 70% of independent stores, meaning 30% of businesses are missing out on a significant sales opportunity.

Ms Kurylowski said: "There's a need for clear biscuit advice. As market leaders we feel it's our responsibility [to offer it]."

## Imperial rolls out Crushball

Imperial Tobacco is adding to its range of capsule cigarettes with the launch of JPS Crushball next week.

The new product will replace existing brand JPS Duo and has been launched on the back of positive sales of Player's Crushball, according to the manufacturer. JPS Crushball will be available in King Size 19s packs with an RRP of £7.69, along with pricemarked packs with an introductory price of £7.20.

## Cheestrings teams with Marvel film

Cheestrings is sponsoring new superhero movie Captain America: Civil War after a partnership with Star Wars saw sales of the snack grow 10% last year.

The activity will see Marvel characters from the film featured on packs, with consumers encouraged to choose either the red team, represented by Iron Man on Cheestrings Twisted, or the blue team, represented by Captain America on original Cheestrings.

## Nestlé adds tiny tots

Nestlé is continuing to follow the miniature craze by unveiling smaller versions of its Rowntree's Randoms and Jelly Tots.

Rowntree's Randoms Minis and Jelly Tots Minis are available in 15g bags in packs of eight (RRP £1.49), while a mixed 20 pack has also been launched (£2.49).

## Blu hits print and TV with Just You

E-cigarette brand Blu has followed up the launch of its latest closed system products last month with a new marketing campaign called 'Just You & Blu'. The multi-million pound scheme was simultaneously launched in the UK, US, Italy and France last week, with TV ads, print and outdoor ads running for the next five weeks. In addition, Blu will be featured on the side of 50 Palmer & Harvey delivery lorries from 18 April and will be on cover wraps of the Evening Standard and Metro newspapers.



## Doublemint redesign and mints from Wrigley

Wrigley has modernised its Doublemint brand with the launch of a mints range and updates to its chewing gum products.

Doublemint has four new sugar-free mint packs

– a 28g single roll (RRP 43p), a 70-piece bottle (£1.99), a 115g sharing bag (£1.39) and a multipack containing three roll packs (£1.19).

The firm said it has invested £2m behind the

launch as part of wider plans to bring growth back to the £182m mints sector.

In addition, Doublemint gum has been relaunched with a new sugar-free recipe and updated packs.

Wrigley will support the changes with PoS material for retailers to promote Doublemint, which the manufacturer claimed is recognised by 80% of UK shoppers.

### Hot products for your shopping list



Rowntree's Jelly Tots Minis are available in 15g bags in packs of eight



United Biscuits' report identifies market growth opportunities



Imperial Tobacco's JPS Crushball replaces its existing brand JPS Duo



# NEWS

## REGIONAL



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to have your say on the latest news

## E-cigs 'are part of the solution'

NFRN Ireland is calling on the government and Department of Health to recognise e-cigarettes as part of the solution to health issues caused by smoking.

A new survey conducted by Amárach Research and published by Vape Business Ireland (VBI) shows three out of four people surveyed believe the government should do all it can to encourage adult smokers to switch.

NFRN Ireland president Peter Steemers said: "In the retail community we have often been told that we should look for alternatives to replace tobacco sales. However, now that a healthier alternative is finally emerging we find the Department of Health is to shut this market down too and push to make it as difficult as possible for us to get smokers to switch."

## Publisher Heralds fourth Welsh launch

Independent publisher Herald Newspapers has launched its fourth paid-for weekly in Wales in four years.

The Ceredigion Herald, which will cover the county of Mid Wales, will have an initial print-run of 10,000 copies available at 200 shops - more than 60% of which will be newsagents and convenience stores. It will have a cover price of 70p with a 37.5% retailer margin.

The first edition was on newsstands on Friday last week when staff visited stores to support retailers promoting the title.

Editor Thomas Sinclair said: "Retailers have been very positive and have been



displaying posters and the newspaper prominently. They have been quite keen because other papers in the area are failing and because we're out on a different day it could help drive extra footfall."

The newspaper will be published mainly in English, with three or four pages of Welsh every week.

Herald Newspapers launched the Pembrokeshire Herald in 2012, which now

claims a paid-for circulation of 7,000.

The Carmarthenshire Herald and Llanelli Herald were launched just over a year ago and together sell around 5,000 copies a week.

**Relaunch for N. Ireland and push on 'under-indexing' regions** No price rise planned this year

## Indie focus for i after new owner targets sales areas

by Gurpreet Samrai

The new owner of the i newspaper has confirmed it will relaunch in Northern Ireland and will focus on growing sales in 10 locations it is "under-indexing" in over the next three months.

Johnston Press will officially complete the deal and take control of the title next week, with its first edition publishing on 11 April.

Richard Thomson, marketing operations and content sales director at Johnston, told RN retailers

in the 10 areas, including Crawley, Reading and Oxford, can expect increased activity to help drive sales and proposition the title as a dual purchase.

He said: "The main focus is going to be going around the country picking off areas where the i under-indexes against the national average of the quality sector and it will involve PoS and initiatives that help drive home delivery on the back of the dual purchase message."

The drive, he said, could

also include radio, activity on the ground, investment in PoS, or the use of regional media to promote the i.

"All of these things involve us getting closer to independent retailers," he said.

He added the company will be focusing more attention on the independent sector through its regional network. "We want the independent sector to see evidence of us focusing on not just the multiples, but them," he added.

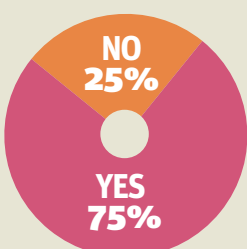
The title is due to be

relunched in Northern Ireland by the end of next month.

Mr Thomson also addressed fears the publisher would change the cover price of the i and retailers' terms. "Price is not on our agenda this year, it's not something we want to go near," he said.

"We need to spend some time understanding what role price plays with this title and we are not going to rush into anything, so retailers have nothing to fear in regards to terms."

### RN READER POLL



**Do you think the launch of four new cheap, high margin tobacco brands will be successful?**

### NEXT WEEK'S QUESTION

Would you invest in a hi-tech gantry if it cut the serving time by 30 seconds?

**Have your vote now**  
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## Murdered retailer's family praises 'brilliant' man

The family of Glasgow retailer Asad Shah has paid tribute to "a brilliant man" who was "everyone's friend" and thanked his customers and the community for their support.

A fundraising webpage set up in aid of Mr Shah's

family by his regular customers following his death last month has raised more than £111,500.

In a statement released by the police, the Shah family said: "We would like to express our deepest gratitude to all who have

organised and participated in the street vigils, online petitions and messages. You have moved us beyond words and helped us start healing sooner than we thought possible. You were Asad's family as much as we are."

Hundreds paid their final respects at his funeral over the weekend.

A man from Bradford was arrested in connection with the incident outside Mr Shah's Glasgow store on 24 March and has appeared in court charged with murder.

**Independents stand to benefit from Johnston Press move** Drive to generate subscriptions

# Publisher's initiative set to boost retailers' HND

by Gurpreet Samrai

Publisher Johnston Press is exploring transferring its home delivery customers to retailers as part of plans to grow subscriptions of its titles.

The company, which owns more than 200 newspapers across the UK, has set itself a target of outsourcing its home delivery to stores where viable as well as working with retailers to generate more subscriptions.

"The regional press has a bit of a reputation for pad-

dling its own canoe with regards to direct delivery," Richard Thomson, marketing operations and content sales director at Johnston Press said.

"We still employ 1,000 distributors across the UK who deliver our traditional evening daily titles to around 30,000 customers.

"I don't see any reason why the supply shouldn't go through retail so they get the profit."

Mr Thomson said he is in talks with a national newspaper publisher and retailers to explore ways of working

together so its titles can be delivered with national papers by stores, but without an extra cost being passed on to its customers.

"In Portsmouth alone we have 7,500 home delivery customers," he said. "If there's a way of transferring that volume into the independent retail space that doesn't penalise the customer it could help safeguard the future of HND."

Retailers reacted with caution telling RN they would welcome the deliveries, but should not be expected to cover any ad-

ditional costs incurred.

The publisher is also working with retailers in Yorkshire to grow subscriptions of the Yorkshire Post and Harrogate Advertiser. Retailers are being signed up to target their casual and HND customers with flyers offering a subscription discount.

The campaign will run in June and September for the Yorkshire Post, with the aim of around 100 sign ups, and towards the end of May for the Harrogate Advertiser, with a target of attracting about 75 new customers.

## Councils back low alcohol

More alcohol-free and lower-strength cider, beer, wine and spirits are needed to help tackle drink-related health problems, according to the Local Government Association.

The association, which represents more than 370 councils in England and Wales, is urging the drinks industry to produce more low or zero unit alcohol. It wants the government to support this by extending current tax breaks.

It adds in 2011, when the government halved tax on weaker beers of 2.8% ABV or less, sales of these beers rose by more than 40% nationwide within a year.

## Guests enjoy special NFRN Ireland night

More than 130 guests enjoyed a night of live music and entertainment marking a milestone for NFRN Ireland. From the National Archives it was determined that in 1910 the Dublin Booksellers Association was formed and in 1914 the Provincial Booksellers Association. This was reported in the WestMeath Examiner, which in July 1916 reported both associations had merged to form the Irish Booksellers Association. There have been various formations since and around 1924 arising out of the association the Irish Retail Newsagents Associations was formed, which in 1971 merged with the National Federation of Retail Newsagents.



From left Frank Mulrennan, Celtic Media CEO, and his wife Teresa, Ann and Peter Steemers, NFRN Ireland president, Ralph Patel, NFRN national president and his wife Urvisha, Linda Sood, NFRN district vice president and her husband Kamal

## Voice-ing support

Jon Powell, of The Newsagent in Newport, teamed up with South-East Wales free monthly the Voice to celebrate its 150th edition with a free t-shirt.

The newsagent received 200 Voice-themed t-shirts, which all went on the first day the 150th edition went on sale on 1 April.

The t-shirts were exclusive to Mr Powell, who promoted the deal through Facebook and Twitter.

## Scots' e-cig ad ban rap

A proposed ban on advertising e-cigarettes in Scotland could prevent tens of thousands of smokers quitting smoking, the Electronic Cigarette Industry Trade Association (ECITA) has warned. The association claims the ban "risks considerable harm to Scottish citizens" and wants the Scottish government to re-examine the case for banning ads.

## Welsh retail group fights 'UK's highest rates'

The Welsh Retail Consortium is calling for a radical reform of business rates to prevent retailers being hit with the highest rate in the UK.

The call comes after the revaluation of business rates by the Valuation Office Agency - coming into

effect in April 2017 - which could see business rates in Wales rise more than 10%.

According to the Welsh Retail Consortium, this is the amount that rates would need to be raised by if the Welsh government wishes to retain the same

level of rates income.

Sara Jones, head of the Welsh Retail Consortium said: "The Welsh government has yet to indicate how it will manage this and it will be something we'll be actively pursuing when the new minister is appointed

in May."

Jon Healings, of Lewis News in Swansea, said: "Like many Welsh retailers I fall outside of the small business rate relief.

"With the living wage increase, this rise would be very damaging for retailers."



# OPINION

**Do you want to see your views in RN?**

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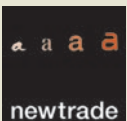
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## YOUR SAY The government is encouraging retailers to join community partnerships to prevent alcohol and drug-related retail crime. Do you think this will be effective?

### Julie Duhra

Julie's Premier Convenience Store, Hadley, Telford

Yes definitely, I would join. I am a member of the West Mersey Independent Advisory Group and if I need anything I have one point of call. With everything, it's about networking. Every area has different issues and working with the community can only help. I also have a police clinic here every two weeks where a community support officer will address issues, so maybe that's the way forward for a lot of shop owners. I think a partnership with the community would reduce crime.



### Anish Panchmatia

The Wharf Convenience Store, Greenaways, Stroud

I feel like it's always going to be an issue. It could help, but it

would be quite difficult to get going because fake IDs aren't hard to get nowadays. Also, if people want a drink what's stopping them from getting someone else to buy it for them? I don't know if it would be as effective as people would hope. I would consider joining; you have to do everything you can. I just don't know how effective it would be.

### Robert Madden

Costcutter R&D Madden, Chatton-Cum-Hardy, Manchester

It helps when the whole community gets involved. We already have time restrictions on when we can sell alcohol, but still have problems with a few alcoholics in the area. Even though we refuse, they just buy elsewhere.

## YOUR STOCK What do you do to help boost your wine sales and help customers understand what to buy?

### Peter Mann

Nisa Local, Market Square, Luton  
Nisa normally runs good promotions and provides tailored PoS material for wine. There's a wine festival on at the moment and Nisa has provided some specific PoS material to help support it, which mainly highlights the strong retail discounts on offer. This includes Blossom Hill wine, which is discounted at £3.99, down from £5.99. My customers don't know a lot about wine, so base their decisions more on price than anything else.

### Ian Handley

Premier Handleys  
News & Convenience, Sandiway, Cheshire

We stick to what our customers are going for, Blossom Hill and Hardys Bin are the most popular wines. We find that shoppers are more dictated by price when it comes to wine. Every time



Booker puts a wine on offer at £5, we see people switching to that. We always use PoS on the shelves when we have a promotion on to make sure shoppers don't miss it.

### Kay Patel

Global Food & Wine, Stratford, London

We follow Bestway's promotions on wine and always have two or

three permanent promotions on key lines that are popular with customers, such as Casillero del Diablo. We find we have trouble sourcing more specialist wine – we used to stock a £15 Louis Jadot that was popular with customers, but we can't find it anywhere anymore. I think wholesalers could be missing a trick by not stocking more premium wines.

# ANN BARNES

GUEST COLUMNIST

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**Last month, £10,000 of stock was stolen from RN columnist Bintesh Amin's Londis during a break-in. So RN asked Ann Barnes, police and crime commissioner for Kent, how she and the police are tackling business crime in Bintesh's area**

## Taking retail crime seriously

**V**ictims of crime are at the heart of policing in Kent. And that means all victims – including businesses and the people behind them. Business crime can have a devastating effect, especially on independent stores.

In my Police and Crime Plan, which sets out the priorities for Kent Police, the needs of the business sector are recognised as being just as important as tackling crime and disorder elsewhere.

Thriving businesses are the lifeblood of healthy local communities. They provide jobs, pay taxes and create wealth through goods and services. The chief constable and I both recognise the importance of a strong economy in not just boosting employment, but also in cutting crime.

However, when the economy is weak, crime committed against businesses can increase. And while the economic situation may be improving, times are still tough for many small retailers. Being a victim of robbery, theft, vandalism or online fraud could just be enough to drive them into the ground.

That's why local police working with local businesses has never been more important. In more than 15 years spent in police governance – 12 years on the Kent Police Authority and three-and-a-half as Kent's Police and Crime Commissioner – I can honestly say that business crime has never been taken more seriously than it is now. It is recognised nationally, and the good news for retailers in Kent is that more is being done than ever before to tackle it.

My office and the force have a long history of working in partnership with the business community in Kent. Our Business Crime Advisory Group, created to strengthen partnership working and share best practice, has made



a huge contribution – shaping the Business Crime Strategy and driving forward crime reduction measures.

Supported by a business crime manager who is partly funded by my office, the group has members from a broad range of local businesses, such as shops and hotels, town centre managers and rep-

resentatives from the Federation of Small Businesses and the Kent Invicta Chamber of Commerce. Rather than a 'one-size-fits-all' approach, the diversity of the Business Crime Advisory Group helps the force to provide tailored crime prevention advice to help to reduce the chance of businesses – large or small – becoming victims of crime.

Kent also has 45 big retail locations covered by a Business Crime Reduction Partnership, the highest concentration of such partnerships in the country.

The partnership employs 19 co-coordinators who work with the police, CCTV, local businesses and others.

The Business Crime Strategy mentioned above includes priorities identified by the business community itself and is regularly revised to take into account the social, demographic and technological changes which affect crime patterns. We know the scope and

nature of business crime continues to change relentlessly and the new focus of the strategy is to work even more closely with local businesses to help protect them from emerging threats such as cyber-crime, online fraud and organised crime groups.

Last year the British Retail Consortium estimated that 40% of shop theft is carried out by organised gangs, both from the UK and abroad, stealing in volume and targeting high-value items to sell on.

It also highlighted a perception that retail crime is not taken seriously, which has bred reluctance among businesses to report incidents. It is here that retailers can act to help police tackle the issue.

In Kent we emphatically take retail crime seriously. But the police have no chance of detecting crime that hasn't been reported to them, so it's vital that everything is done to make sure retailers are motivated to report crime against their businesses. We know there is under-reporting of this type of crime, but it's something simple that businesses can do to help themselves and I would urge all retailers to report any crime, no matter how small. Every report of retail crime helps to build a picture and is useful intelligence gathering.

The arrival of Police and Crime Commissioners has given a new dynamic to policing and crime. We are here to make sure that local policing reflects the priorities of local people, so it's up to everyone to contribute and play their part – including the retail and business sectors. My message to any retailer or local business who has a concern about policing is this – contact your Police and Crime Commissioner's office and make your voice heard.

*Ann Barnes is Police and Crime Commissioner for Kent*

**“The police have no chance of detecting crime that hasn't been reported to them**

**Ann Barnes**

Kent Police and Crime Commissioner



# LETTERS

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🐦 @RetailNewsagent

## Returning to the 19th century

I feel a bit like Oliver Twist in the 1948 film, shuffling up to the big table with my bowl held out in front of me uttering those scary words, 'please sir, can I have some more?', but thankfully we're not in the early 19th century any more, even though the publishers are trying to return us to the work house.

So please, publishers, can we have better terms. Then we could sing, 'terms glorious terms, more cash in our pockets'. It could end up a best-selling musical.

**Graham Doubleday**  
Newsmarket  
Mossley, Ashton-upon-Lynn

## Publishers are slowly killing off the news

I wrote to RN in September about the deteriorating news service, unfortunately it is getting worse. Instead of maintaining percentage margins, publishers – who claim to be supporting HND – are slowly decreasing them. Death by a thousand cuts.

The biggest problem is the inability to deliver at the time when they are needed. I note another 'black hole' has appeared nearby, a newsagent 10 miles away has stopped delivering, the only one in his area.

I open my shop at 4.30am to 4.45am every morning. The papers used to be waiting for me or arrived soon afterwards. I am lucky to get them before 5.30am now. Last week they arrived Sunday 5.50am, Monday 5.35am and Tuesday 5.40am.

RDTs are outdated and not fit for purpose as they stand currently. Wholesalers blame publishers, who are causing the bunching and late arrivals at depots. Bodelwyddan's cut off time of 4.30am, even where it's adhered to, is an hour too late.

Publishers need to wake up, don't kill our industry. Your approach is a self-fulfilling, pessimist's guide to commercial suicide, please change your vision.

**John Parkinson**  
Broadway Newsagents  
Bae Penrhyn, Llandudno



## Camelot's phonenumber is too expensive

I am disgusted with the current service from Camelot. I cannot ring the retailer hotline because at 16p a minute with a five minute recorded message at the beginning it's too expensive.

Regarding my previous complaints, I phoned Camelot twice regarding issues with my terminal. The first time I was told it was known software issues and nothing was done.

When I phoned again early March I was told again it was known software errors. I made it an official complaint as the terminal was not fit for purpose and I was losing custom due to the intermittent scanner issue preventing me from scanning winning lottery tickets. Entering the details manually is not an acceptable alternative. I also contacted RN with my issues. When RN contacted Camelot, the PR department said only a small number of retailers had reported various intermittent IT issues, which they were dealing with on a case-by-case basis.

This is not the same message as I was told twice on the phone that some of the issues I have been experiencing (e.g. the fourth button not working unless pressed multiple times) are known is-

sues affecting everyone with the upgrade. Why would I be told one thing on the phone yet a totally separate message is given to the trade press by PR?

On Monday 21 March an engineer turned up to change the unit, including the scanner.

However, once swapped she was unable to get the unit to work again. That Wednesday,



**Publishers need to wake up, don't kill our industry. Your approach is a self-fulfilling, pessimist's guide to commercial suicide, please change your vision**

**Brian David**  
Broadway Newsagents,  
Bae Penrhyn, Llandudno

my machine was not working at all. I have had no contact from Camelot. I cannot sell lottery tickets or activate new packs of scratchcards.

I am still paying Camelot £50 a month, but now have no usable machine at all. I expect compensation for this, and I expect a much better service than this as well.

This is another official complaint and I expect to hear from someone senior from Camelot's customer services department.

**Kate Mills**  
Heath Stores, Horsmonden, Kent

**Camelot did not respond to this letter**

## Carriage charge rise is unjustified

I am in receipt of Menzies' letter advising of yet another carriage charge increase. As fuel prices have hit rock bottom it now has to find another excuse to continue helping itself to our hard earned money which is now the National Living Wage.

Can Menzies please advise me where it expects us to find yet more money to fund its staff wage increases on top of our own staff. It supplies us with a fixed price product where we cannot increase prices and so we have no way of recuperating the money. May I



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

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

suggest Menzies, that you start to knock on Mr Publisher's door next time you want more money because the newsagents' well has run dry.

**Stephen Hunter**  
Old Road News  
Bradford

### Dave Shedden, head of communications at Menzies, said:

*"We understand that in business, no cost is ever a welcome one. However, in our supply chain as in many other industries across the UK economy, the National Living Wage (NLW) is unavoidably injecting extra cost into the business models of its participants.*

*"While we have already undertaken a range of cost-mitigation activities, the impact of the NLW still outweighs the savings we have been able to make. Mr Hunter has our firm commitment, as do all our retail customers, that we will continue refining our processes and our infrastructure to offset the impact of this legislation in future.*

## Menzies fails to answer me yet again

On the 25 March issue RN printed my letter about Menzies failing to credit my vouchers.

Of course it didn't respond – nor did it respond to my letter via iMenzies despite its promise to within 24 hours if I needed a reply – which of course I did.

On receiving last week's bill this morning I have received the

previous week's vouchers, but again I have not been credited for last week's, which I send to Menzies every Tuesday night with the returns.

As the NFRN and RN has failed to get an answer from Menzies, and Menzies has failed to answer my emails I was wondering if you could send a letter to Cadbury and ask the Easter Bunny if he knows what's going on and why we are paying a weekly charge and not getting a weekly service.

It is also becoming apparent that Menzies seems to pick and choose which letters it replies to in our trade news source, RN. I would have thought that any outlet where you can explain why these problems are happening would help to ease your problems. Yet Menzies continues to completely ignore us – how about starting afresh and start answering our problems and questions.

I await in anticipation of a reply.

**Steve Barker**  
S and J News,  
Rochester

### Dave Shedden, head of communications at Menzies, said:

*"After investigating Mr Barker's concerns with the team at his local branch, it's clear that there have been delays in processing his voucher returns, for which I sincerely apologise.*

*"Mr Barker's voucher returns are now scanned up to date and his account has been placed on check for a period of several weeks, to ensure that processing does not fall behind again.*



# YOUR ISSUE



**Gurpreet Samrai**  
gurpreet.samrai@newtrade.co.uk  
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## SUPPLIERS MUST HELP TO PRICE IN LIVING WAGE

**W**ith the introduction of the National Living Wage this month, retailers are doing everything in their power to balance sales and profits against the new hourly rates for their staff.

In light of this, store owners have been calling on their suppliers to offer them better prices and margins to help them counteract the economic impact of the legislation on their businesses.

One such call has come from Shropshire retailer John Vine, who has called on Costcutter to amend its pricing structure that he claims is affecting his profit margins.

The owner of Newsworld in Church Stretton says price rises made by the company on various pricemarked goods, particularly alcohol and tobacco, means he is struggling to make ends meet.

Mr Vine says: "We've noticed that things like the prices on outers such as pricemarked tobacco, for example, are being squeezed up by around 10p to 15p.

"The problem is that because they're pricemarked, we can't amend the price on the shelf and it means we're making even less margin on them.

"On top of this, we also used to get £30 to £35 rebate based on

the amount of tobacco outers we bought, but now Costcutter is only giving us £5 a week."

Mr Vine says the increases means he is being forced to source certain goods from other sources to maintain his profits.

"We've had Costcutter change the price of £4.29 pricemarked Strongbow three times in our last few invoices and it now costs us around £19. Since we can't change the retail price, we're now getting

the same product from Booker for around £13.

"I've spoken to my rep about it countless times and I've also put calls into the head office to get answers on how they can charge these prices, but I've heard nothing back."

Mr Vine says he is growing increasingly concerned about the economic situation he is now in, especially

since the introduction of the National Living Wage.

"We have two shops and I'm paying our staff who are under the age of 25 the National Living Wage.

"It's costing us more than we'd anticipated but I think it's fair, but I don't think Costcutter is being fair on this. It wants you to buy lots of product from them and sell it at a 5% margin, but we can't afford to do that."

RN contacted Costcutter regarding Mr Vine's concerns, but had not received a response by the time of going to press.





# INDUSTRY PROFILE

Interview by **Steven Lambert**  
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 @StevenLambertRN

## Palmer & Harvey

The wholesale giant's annual trade show, Pro-retail, returns later this month. Head of marketing Rory Brick explains why he thinks it's the one event no store owner should miss



### RETAIL NEWSAGENT Why should retailers attend Pro-retail?

**RORY BRICK** I would say to retailers that if they're only going to attend one show, this is the one to choose. We will have the largest number of suppliers on one site – more than 200 – so it's a fantastic opportunity for retailers to not only meet with these companies, but also to network with other retailers and key industry figures to learn about new products and market trends. We already have 6,000 retailers pre-registered to attend this year.

### RN What is different about this year's show?

**RB** The theme for this year will be about helping retailers become fit to compete, tying in with the forthcoming Olympics in Rio and Euro 2016 football tournament. We recognise it's tough out there for independent retailers and they're looking for a point of difference against the multiples and the discounters. We will also be holding free presentations for retailers about EUTPD II.

### RN How will you be helping retailers take advantage of summer sporting events?

**RB** In-store theatre is something retailers should be embracing when attending events such as this, and retailers will be able to learn more about how they can do this at the P&H stand and from suppliers at the show. Also, the brands supporting the Euros and the Olympics will be

in attendance and will be offering their exclusive deals to retailers, as well as further advice on how to capitalise on these events.

### RN What support will you be giving to independents about EUTPD II?

**RB** As the biggest tobacco supplier in the country, we will make sure retailers have all of the correct, up-to-date information available to them on EUTPD II. We have dedicated a separate project team to look at its impact across the whole supply chain, right from suppliers through to consumers. We will also have a permanent presentation on the P&H stand to discuss the key stats of EUTPD II, and we are expecting one of our board directors to give a separate presentation for



**I would say to retailers that if they're only going to attend one show, this is the one to attend**

retailers who want to learn more. The major tobacco suppliers will also be available to discuss the regulations separately on their stands.

### RN What else will retailers be able to learn from the show?

**RB** We will be making a big thing about social media and explaining to retailers how they become more engaged online, not just with their communities but also with suppliers on Twitter and Facebook. We will be updating our social media guide to cover new areas, such as how to use hashtags effectively in tweets, and our stand will also be manned by social media experts who really understand the difficulties retailers face when it comes to social media, whether that is down to timing or not being tech-savvy.

### RN What would you say to retailers who find it difficult to take time out from their businesses to attend trade shows?

**RB** I would say that if they were going to take any time out of their businesses, this would be a good time to do it. Many retailers tell us time after time that they come away with so many good ideas, new contacts and deals from Pro-retail. I hope this year that retailers will come away from the show with more knowledge concerning impending legislation and social media and the most up-to-date information on merchandising and category management.

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

**Company** Palmer & Harvey  
**Head of marketing** Rory Brick  
**Company profile** With an annual turnover of more than £4bn, Palmer & Harvey makes more than 60,000 wholesale deliveries every week to independent and multiple stores.

The group is also part of the BuyCo buying group under a partnership deal with Costcutter Supermarkets.

**Latest news** The company rolled out its new delivery management system, TranSend ePOD, to its distribution fleet in January, which it claimed would ensure more accurate deliveries to retailers.

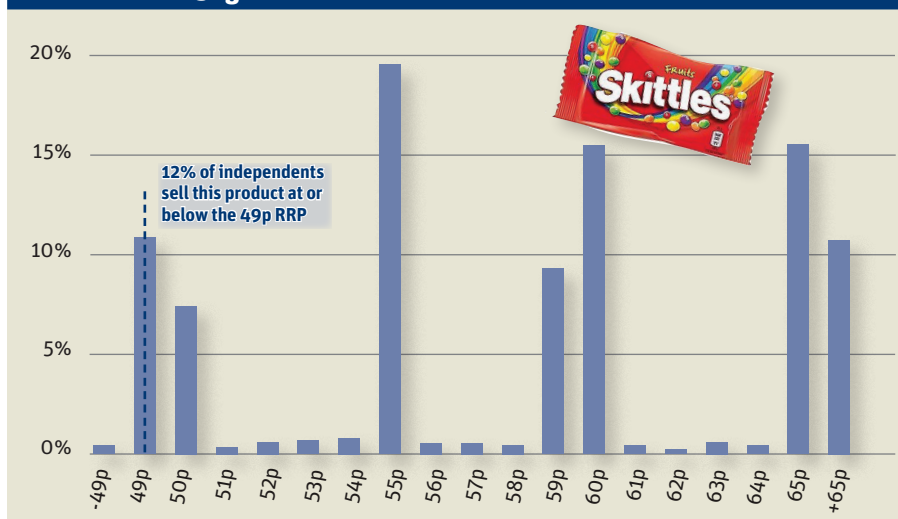


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# PRICEWATCH SUGAR CONFECTIONERY

## MARS SKITTLES 50g Price distribution %



## SUGAR CONFECTIONERY PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Rowntree's Fruit Pastilles 52g	58p	51p	55p	55p	80p	65p	55p
Mars Skittles 55g	58p	49p	55p	59	60p	60p	59p
Mars Starburst Original 45g	57p	49p	50p	54p	70p	60p	59p
Rowntree's Fruit Gums 48g	59p	51p	55p	55p	---	65p	59p
Maynards Wine Gums Roll 52g	50p	50p	60pp	55p	80p	60p	59p
Rowntree's JellyTots 42g	57p	55p	50pp	55p	65p	65p	59p
Bassetts Cherry Drops 49g	61p	51p	-	-	80p	-	-
Polo Fruits Bigger 37g	56p	50p	-	-	65p	-	59p
Rowntree's Randoms 50g	58p	51p	-	-	-	65p	59p
Mars Skittles Sour 55g	58p	49p	55p	59p	60p	60p	59p
Chewits Strawberry 30g	41p	35p	4p	-	-	40p	45p
Werthers Original Roll 50g	60p	55p	60p	59p	-	65p	65p

## Pricing strategies

### RETAILER

# 1



**NAME** EUGENE DIAMOND

**STORE** Diamond's Newsagents

**LOCATION** Ballymena, County Antrim

**TYPE** community

**SIZE** 500sq ft

People aren't buying the small pocket-sized packets of sweets like they used to - instead they're going for the grab bags like Haribo Starmix which does really well. We also do pick and mix with our range including 5p cola bottles - people like to make it up to a £1 bag and it's really popular. I base my prices on RRP, but we don't try to cut prices as we need to make a profit.

### RETAILER

# 2



**NAME** RAY MONELLE

**STORE** Orchard News

**LOCATION** Weston-Super-Mare

**TYPE** secondary street

**SIZE** 900 sq ft

We sell pretty much the same level of all of the sweets that we stock - with fruit pastilles probably being the biggest sellers. Generally school children are our best customers for sugar confectionery, although there are a few elderly customers who come in particularly for the rolls of sweets. We keep our confectionery on stands to the left of the counter and we base our prices on RRP's but round them up to the nearest round figure, giving us a margin of about 10%.



➡ **Nadia Alexandrou**  
 ✉ nadia.alexandrou@newtrade.co.uk  
 ☎ 020 7689 3350

**RETAILER****3****NAME ADRIAN RODDA****STORE** AR News**LOCATION** Harrogate**TYPE** high Street**SIZE** 400sq ft

There hasn't been any reduction in people buying sweets since all the attention around sugar content began. The attitude seems to be that everything is bad for you so you might as well have something you enjoy. We stock our sweets on confectionery stands and at the till. We have premium prices because we are right next to a theatre so people buy sweets from us before they go there.

**RETAILER****4****NAME CHAZ CHALAL****STORE** Costcutter**LOCATION** Worcestershire**TYPE** high Street**SIZE** 1,300sq ft

Our customers don't really buy the smaller packs as much anymore, they choose the bigger bags instead as they are often priced better and they see them as offering better value. The age demographic that buys the most sweets would be 20-something-year-olds – kids prefer penny sweets. We stock our sweets on the confectionery aisle, which is right opposite the counter. We base our prices on the manufacturers' RRP, with a mark up.

**RETAILER****5****NAME NARENDRA SINGH JADEJA****STORE** Londis**LOCATION** Waltham Forest**TYPE** neighbourhood**SIZE** 1,000sq ft

There is a school across the road from the shop so we have a lot of children coming in to buy sweets. Sales dipped for a while but they are picking up again. Children tend to come in specifically to buy sweets and will just buy one thing, whereas adults are more likely to buy them as an impulse purchase. For that reason we keep them on an aisle and across from the till so people see them when they queue up to pay. I base my prices on the RRP on 25% mark-up.



# THE ENTREPRENEURS

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



## ANITA RODDICK

### Route to the top

Born in Littlehampton to Italian immigrant parents, Anita Roddick had a strong moral sense from an early age. She trained as a teacher and went to work on a kibbutz in Israel as an educator before travelling to several other countries where she also took up teaching roles.

Upon returning to England, she met Scotsman Gordon Roddick, who would become her husband. Together they opened a restaurant and then a hotel in Littlehampton. In 1976, Gordon Roddick travelled abroad leaving Anita behind with two small children. This prompted her to look at ways to support the family, and The Body Shop was born. Roddick based

her model on her husband's advice to aim for £300 profit each week. The Body Shop was launched just as Europe became interested in environmental issues. By 2004, The Body Shop had close to 2,000 stores and over 77 million customers worldwide. It was sold to L'Oréal for £652m in 2006. She died in 2007.

### Key achievements

- Roddick was involved in several social campaigns, including working with Greenpeace and The Big Issue.
- In 1990, she founded Children on Edge, a non-profit charity.
- She was appointed a Dame Commander of the Order of the British Empire by the Queen in 2003.

### Lessons for your store

- 1** Find a niche in the market – Roddick's was one of the first beauty companies to prohibit testing on animals.
- 2** Necessity is the mother of invention – turn tough times into an opportunity.
- 3** Get involved with your local community – Roddick donated funds to Littlehampton Community School so it could build business school, subsequently named The Roddick Enterprise Centre.



# RETAILER PROFILE



## Little shop, big difference

Having grown his flagship Costcutter store by £1m in just a year, Bolton retailer Baz Jethwa has turned his attention to refitting his smaller store. He has installed a Costa Coffee machine, SmartTills and even a tobacco chute from upstairs to the shop floor. **Steven Lambert** reports

**B**olton retailer Baz Jethwa was facing a conundrum – how to take a successful convenience store model, which had allowed him to grow sales at his 3,800sq ft flagship Costcutter store by more than £1m in a year, and adapt it for a store with three times less floor space.

The question had been on Baz's mind ever since he invested £400,000 to completely refit his Campbell Street business in Farnworth in 2014. The move was a hit with shoppers, with turnover at the shop growing by 55% to £2.7m last year.

He says: "We've been doing really well since the investment, and I wanted to do something similar with our other store on Plodder Lane, which is only 1,400sq ft. The challenge was to do something similar but on a smaller scale."

With this vision in mind, Baz started by giving the store a £250,000 refit. He says: "We ripped out everything completely and added a new ceiling, LED lights, and a kitchen and bakery area, as well as updating the front of the store."

"We also made the aisles wider and made our shelves higher, which meant we could add more stock while also giving the perception that we've created extra space."

The investment also led to the installation of a Costa coffee machine, two Post Office Local counters and hi-tech equipment

including new SmartTills being trialled by Costcutter, which automatically count coins and notes held in cash drawers.

In addition, a new tobacco delivery system from Navarra Retail Systems allows staff easy access to tobacco products while helping Baz free up space to promote other profitable lines around the front counter.

He says: "The tobacco is located in a machine upstairs and, when a customer wants a pack, you just press a button on the till and it drops down a chute to the counter. It has allowed us to stock more spirits and e-cigarettes around the tills and we're already seeing more impulse sales as a result."

Other similarities to the Campbell Street store include a big focus on fresh and chilled, with Baz saying space for these categories has been increased by 70% with the refit. However, with the Plodder Lane site having more passing trade in comparison, he adds that he has made subtle changes to better meet shopper needs.

"We've given more space to impulse lines like sandwiches and chilled ready meals," he says.

"We've been able to keep up availability on these by getting four deliveries a week from Costcutter, which means we have less back-room stock and better cash flow."

The store's food to go has also been updated to attract busy workers and





**I like to read the retailer profiles in RN. I'm interested to see what other retailers have been doing and it gives us ideas to try in our shops"**

**BAZ JETHWA**



**Baz Jethwa's refit has increased his fresh and chilled space by 70%**



**"The tobacco is located in a machine upstairs and, when a customer wants a pack, you just press a button on the till and it drops down a chute to the counter"**

#### **VISIT MY SHOP**

**Costcutter**  
159 – 161  
Plodder Lane,  
Farnworth,  
Bolton  
BL4 0BT



commuters, with hot bacon butties and pasties from popular local supplier Carrs particular favourites, according to Baz.

He adds: "Half of our fruit and veg is pre-packed from Costcutter while the rest is loose and sourced from local markets. We also get our eggs, milk and meat from local suppliers, something that has been popular at Campbell Street."

Since re-opening in February, Baz says weekly sales at Plodder Lane have already grown by 25% and he is now aiming for a 50% rise over the coming months.

He will look to achieve this by widening the store's presence on social media and continuing his ongoing work with the local community.

"We're aiming to go bigger on Facebook and Twitter this year – we want to use it to talk to customers more directly.

"We're also donating items to a local homeless shelter and, since we have a larger elderly population around Plodder Lane, we'll be looking at ways to help them as well."

With customers already beginning to flock to the updated store, Baz's work is proof that big things can come in small packages. ●



**Want to see more of Baz's store? Go to [betterretailing.com/baz-jethwa](http://betterretailing.com/baz-jethwa)**



# NATIONAL LIVING WAGE

Every member of your staff on the minimum wage received a hefty 50p per hour pay rise at the beginning of the month. As economists debate the effects this will have, Tom Gockelen-Kozłowski speaks to retailers facing up to the rise

## How is it affecting stores?

**N**othing here is irreversible," a leading economist told the Financial Times last week in an interview about the National Living Wage.

While this might seem true at a distance, is this really such a simple, reversible policy for independent retailers?

Professor Alan Manning, academic at the London School of Economics made the original comment while discussing the widespread uncertainty about how increases in the minimum wage (four times faster than average salary increases) will affect jobs, business and the economy as a whole.

Some have warned against the increases, arguing that higher wages are "stumbling towards a cliff edge", where employers are put off recruiting staff and investing in their businesses. Professor Manning, however, argues that the response to change can be more flexible – that if it adversely affects the economy, it can be easily reversed.

Responding to the "cliff edge" metaphor, Mr Manning said: "We may be in the dark [about the National Living Wage's effects] but it's much more likely we're on the top of a rounded hill. If you go down, you just walk back up again," he added.

Yet, far from tinkering around the edges of their business models and staff rotas, many RN readers have had to make fundamental changes that will not be easily reversed.

Newsagent Ray Monelle has cut



**I don't think it's fair to cut back on staff hours because of this change, so I'm looking for new ways to drive revenue**



back staff hours by 10% to mitigate the effects of National Living Wage while he looks to improve profitability in other ways. The same is true for Myjinder Braich, a convenience store owner in the west Midlands. Despite having found extra revenue streams such as dry cleaning and high margin local produce, he still expects to work longer and cut back on hours – something he is not comfortable with.

"I don't think it's fair to cut back on staff hours because of this change, so I'm looking for new ways to drive revenue," says Myjinder.

Many workers who celebrated the pay rise on 1 April, but who now see their hours cut back, will no doubt agree with this sentiment, though Ray Monelle says his staff understand that there's only "one pot" of money for wages, whatever the new minimum rate demands.

While employers and their staff may reluctantly accept shifting hours, the reaction of Paul Cheema to the new wage shows just how "irreversible" the changes are, not

just for employers but for entire local economies.

"We are looking to make savings, but from some of our under 25s who don't really care about the business and treat it like a 9 to 5 job," says Paul. As the National Living Wage only affects workers over 25 years old, young workers were expected to gain an advantage, but this case highlights how businesses are having to re-think staffing policies, recruitment and training. "I don't think it's right that our older staff who have the passion would lose out because of this law," adds Paul.

The message from the industry also seems to contradict the idea that minimum wages are something that can be easily and painlessly adjusted.

"With the National Living Wage and auto enrolment coming in, there are things which are going to make 2016 tough for independent retailers," Martin Swadling, head of Booker's Premier symbol group, told RN at the beginning of the year.

Like many companies, he's aware



PA PHOTOS



**Chancellor George Osborne announced the higher National Living Wage in his post-election budget July**

just how much some stores are going to have to change to make higher wages affordable. "Unless you can sell more and make more, it's going to be tough," Mr Swadling warned.

There are models where retailers already pay far above the £7.20 per hour figure. Surrey newsagent David Worsfold is one of a growing number to be pushing their wages higher. Like Kent business owner David Charman – who pays the full independently-calculated Living Wage of £8.25 outside London – David Worsfold has built a reputation that goes far beyond the usual newsagent range, with a recently-installed walk-in tobacco room attracting smokers from miles away to buy from his shop.

While this level of permanent and tangible investment in specialising and adapting a store is no doubt an inspiring model for other retailers, this way of funding high wages nonetheless puts paid to Mr Manning's idea that "nothing here is irreversible".

**“Unless you can sell more and make more, it's going to be tough**

## THE NEW WAGE RATE AND ME

### Ray Monelle

Orchard News,  
Weston-super-Mare



## We're cutting back hours

"We're having to cut back on hours by about 10% which means I end up working extra hours. I'm looking closely at our margins and where we can improve and develop the business because I would like to be able to raise staffing levels again soon. My staff are happy about getting the higher wage, but they know that there's only one pot of money and understand that we're having to cut back hours."

### David Worsfold

Farrants Newsagent,  
Cobham, Surrey



## We're already paying above it

"We already pay above the National Living Wage so don't really have to do anything differently. I'm sure that there'll be pressure for us to further raise wages from our staff but it's ultimately my decision how much to pay and the market will push up wages too. I don't feel that retailers will see any benefits from their staff for paying more – I know a shop nearby that pays double our rate and still has a lot of problems with things like sickness. Ultimately it's about getting the right staff, having a good interview process and advertising the job in the right places."

### Myjinder Braich

Fairfield General Stores,  
Fairfield, Bromsgrove



## We're looking for new revenue streams

"Initially I'm going to end up working longer hours, but I don't think it's fair to cut back on staff hours because of this change so I'm looking for new ways to drive revenue. We've seen our margins



### High-margin goods and services boost profitability

decline overall and there's a lot of uncertainty in a lot of categories so we've started stocking high margin products like local cider which customers can't get anywhere else. We even sold hot samosas one afternoon to customers which proved really popular. Another success has been a dry cleaning service which delivers three times a week meaning there's a new service available that's unique in our village."

### Paul Cheema

Malcolm's Nisa,  
Tile Hill, Coventry



## We're holding on to older staff

We are looking to make savings but from some of our under 25s who don't really care about the business and treat it like a 9 to 5 job. I don't think it's right that our older staff, who have the passion, lose out because of this law. We're also looking at our energy costs and the way we work with our suppliers to try and increase our margins where possible. We're going to have to work smarter and we've told our staff that they're going to have to pull their socks up. We've looked at each person and the contribution that they make to our business. ●



# SUMMER SPIRITS

Summer, thankfully, is now just weeks away and with all the social gatherings and parties that the sunny season brings it's the perfect opportunity to increase spirits sales. **Rebekah Commane** and **Tom Gockelen-Kozlowski** report

## Old and new

### What's new for 2016

Some spirits brands may be familiar but these new variants will bring something new to any drinks range

### Locally-inspired limited edition

Highland Park Ice Edition, a 17-year-old single malt whisky, has been created to celebrate the Viking roots of Highland Park's Orkney home. With a high 53.9% ABV and limited to just 30,000 bottles this new whisky yet again highlights the strength of the specialist and premium ends of the spirits market.

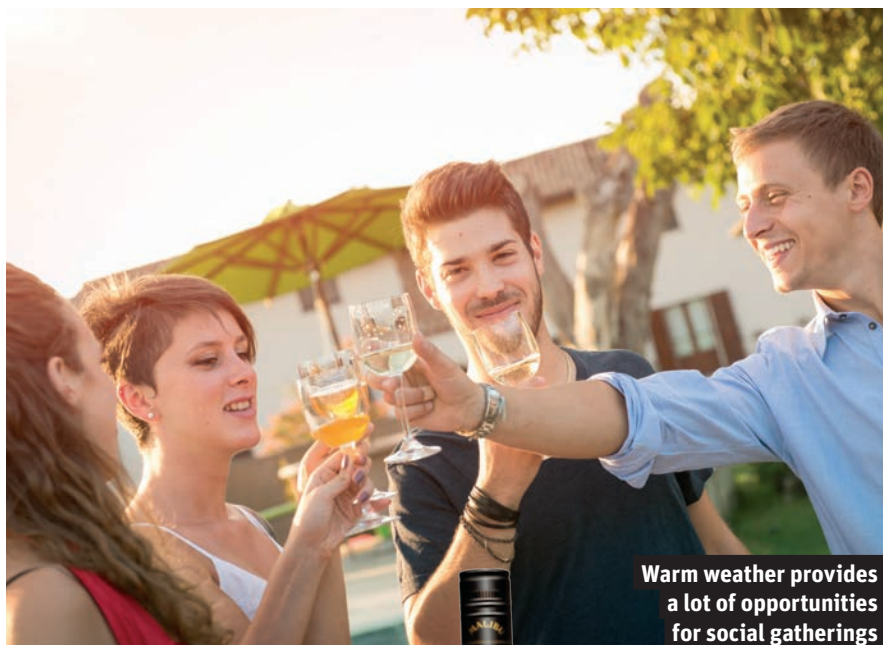
According to Jason R. Craig, brand director at Highland Park, the packaging is designed to further emphasise the product's premium credentials. "The bottle shape has been designed to evoke the distinct sharpness and coolness of the mythical and magical Ice Realm," he says. The product will be followed by another limited edition product in 2017 called 'Fire'.

### A new tropical taste

Over 50 new flavoured spirits have launched into the market over the past year, achieving £11m sales according to Pernod Ricard. Its



**We would advise retailers to focus on the big brands**



**Warm weather provides a lot of opportunities for social gatherings**

summer-ready response to this trend is the launch of Malibu Pineapple.

"Only six of the 50 flavoured spirits brands account for 75% of total sales, so it can be quite confusing for retailers to know which brands and flavours to focus on," says Jo Alexander, marketing manager at Pernod Ricard. "We would advise retailers to focus on the big brands that drive value and to stock a good range of flavours."

Malibu Pineapple is available in a 70cl bottle with an RRP of £14.99.



### Luxury to the (apple) core

Luxury vodka brand, Ciroc launched variant Ciroc Apple in December.

The apple-infused vodka follows the addition of Ciroc pineapple, peach, amaretto, coconut and red berry, all of which arrived last year to meet consumer demand for variety in the luxury vodka category.

Head of Diageo Reserve GB, Nick Temperley believes this latest arrival cements the brand's position in the premium market. "The launch of Ciroc Apple reinforces Ciroc's credentials as a leader in luxury. We know that 52% of white spirit drinkers (vodka, gin, white rum etc) choose flavoured variants,

while consumer thirst for luxury vodka continues, positioning Ciroc at the forefront of this trend.

Ciroc Apple is available from £38.67 for a 70cl bottle.

### Going for gold

The arrival of The Famous Grouse Smokey Black variant, alongside a selected multiple-only 'Mellow Gold' bottle is part of an expansion of the Famous Grouse portfolio. The brand's owner Maxxium says that the darker variant "blends rich, rare malts like the peated Glenturret from Scotland's oldest distillery to achieve a distinctly complex flavour". The Famous Grouse is the top-selling whisky in the UK according to its brand owner and, available in 100 countries, is the fourth-largest whisky in the world. »

**The Famous Grouse is expanding its portfolio in the UK**





# SUMMER SPIRITS

## Investing in the originals

They may be perennial top sellers but supplier investment means that major brands are anything but boring



**Absolut Elektrik** gives a new look to a top-selling brand

### ABSOLUT ELEKTRIK

Pernod Ricard's has unveiled its latest limited edition bottle of its top-selling vodka brand, Absolut Elektrik. The new bottles are available in two metallic colours – blue and silver. "It's the first time we've launched a set of two collectable bottles, using a bold and minimal design," says Adam Boita, head of marketing at Pernod Ricard UK.

### TANQUERAY

Tanqueray London Dry Gin now comes in smaller cases to help retailers tap into the trend for smaller fractional formats. One in five convenience spirits shoppers say smaller pack formats are the most important factor when selecting products. Retailers can now stock 35cl bottles of Tanqueray in cases of six, reducing cash outlay.



**Smaller pack formats are the most important factor when selecting products**

### LAPHROAIG

The Laphroaig brand is one of the most instantly-recognisable premium names in whisky and this limited edition single malt has been created to celebrate its history and provenance. The whisky has been aged in bourbon and sherry barrels adding smoky and spicy flavours, according to brand owner Maxxium.



**Jack Daniel's Tennessee Honey now takes a spot in many core ranges**



### PIMM'S

Diageo is advising retailers to ensure they are fully stocked up on its key brands including Pimm's and its rum brand Captain Morgan. Sales of Pimm's represent one in five of the speciality spirits category and another of Diageo's key spirits brands, Gordon's, is now responsible for a huge 57% of spirits sales.

### JACK DANIEL'S

Not too many years ago Jack Daniel's Tennessee Honey was a new product in its own right but such has been its success that it is now a must-stock for many retailers. To further boost impulse sales brand owner Bacardi Brown Forman has launched pricemarked bottles (at £19.99) to give customers another reason to pick up the product.

## WHERE SHOULD YOU DISPLAY YOUR SPIRITS?

With issues to consider including security, prominence and the fact that many customers will want to pick up a bottle of spirits and read the label before they buy, knowing where to position your spirits range can be a complex decision. Here, two top store owners explain what they've chosen to do

### Retailer

#### Vip Measuria

One Stop Priority  
Way Convenience  
Store, Borrowwash,  
Derby



We use dual-siting, with spirits displayed both on the shop floor and behind the counter in both shops. In our Draycott store they are on a Diageo display unit behind the counter, highlighting the range of spirits we stock. I find that most people prefer to browse what we have on the shop floor so they can pick them up and look at them freely – they seem to prefer this as there is a barrier between them and what we have behind the counter, although



**Customers like the opportunity to browse**

some shoppers will spot the spirits when they are at the till and might pick something up from there. I find the balance of displaying in both places works well. We have security caps on some of the more expensive bottles for obvious reasons.

### Retailer

#### Adail Hussain

Family Shopper,  
Motherwell,  
Lanarkshire



We stock all of our spirits behind the counter and they are well-displayed and easy for customers to see. We once had them on the shop floor but had an issue with security. In one week we had £200 worth of alcohol stolen and we realised we'd have to make them less accessible. It is a pity that a small minority require us to change things for everyone but we sell the same volume of spirits with them stocked behind the counter – our sales haven't declined. It does create more work for staff though



**Security caps are necessary for some high-value items**

as they have to bring spirits to the counter and take the time to wait while customers choose what they want. We are looking at bringing them back to the shopfloor and installing an increased security alarm system, although I don't know if this would make a big difference as an alarm won't stop a thief from running off. ●



# CAKES & BISCUITS

How do you create the perfect cakes and biscuits range where sales are rising and customers are tempted to keep coming back? **Rebekah Commene** ask suppliers and retailers for help in creating a recipe for category success

## A recipe for success

**B**urton's Biscuits has predicted an extra £25m will be spent on cakes and biscuits in the UK over the next two years. If this was shared equally between the UK's independent retailers, it would fund a member of staff on the National Living Wage for almost 90 hours in every business.

How can you make sure you get your slice of this opportunity? We've spoken to three brilliant retailers and a host of top suppliers to find out.



**Increasing numbers are choosing healthier biscuits**

### INGREDIENTS

What goes into the perfect range? Which new products and old favourites should hold their place on your shelves and which shouldn't? Here, key suppliers talk through the essential elements of any perfectly-formed category.

### On-the-go formats

Burton's Biscuits says consumers are increasingly looking for biscuits that they can eat 'on the go' and advise stocking a range of single-serve, portable snacks with between two and four biscuits per pack. According to head of category and shopper management at Burton's, David Costello, consumers value the "improved portion control and opportunity to enjoy household favourites when and where they choose" that these packs provide.

**Their treat time can help fund yours**



### Healthier biscuits

A drive towards healthier biscuits should be reflected in your range, says Mars. This, the company says, has led to a rise in sales of single formats, which have "thrived as increasing numbers of consumers are choosing healthier biscuits to eat on the go". Premier Foods, meanwhile, has launched a range of healthier cake treats. The Exceedingly Good Cake range consists of oat-based cakes with ingredients such as cranberry, orange and coconut, marketed at consumers looking for healthier snacks.



**Easy-to-carry formats are performing well**





# CAKES & BISCUITS

## Biscuit bars

Mars also advises retailers to reflect the rise in popularity of chocolate biscuit bars in their ranges, explaining that many consumers see them as a “permissible” treat. “Focus on getting cereal and chocolate biscuit bar displays merchandised well, with strong availability of fast-selling lines”, the company advises.



## Bite-sized and mini cakes

Bite-sized and mini cakes are growing in popularity and Premier Foods says this is because shoppers are still looking for sweet treats, but in smaller, bite-sized portions. The company advises retailers to include bite-size formats in their ranges.

## Core products

Retailers and suppliers agree that a range of biscuits needs to include best-selling “core” products such as McVitie's Digestives and Hobnobs (in both the chocolate and original varieties). With new products constantly appearing on the market, good availability of classic biscuits is a crucial element to good category management. To help retailers get their store filled with the right range of top products, United Biscuits launched the ‘Better Biscuits Best Sellers’ platform earlier this month.

## Savoury biscuits

“When done right, savoury snacks deliver on taste while offering a healthier way to snack,” says trade communications manager at Mondelez, Susan Nash.



## Pricemarked packs

According to suppliers, a range of pricemarked packs will always sell well in the cakes and biscuits category, particularly as they encourage impulse purchases. Biscuit manufacturer Bahlsen says that 29% of convenience shoppers are more likely to buy biscuits if they are pricemarked. The brand recently launched pricemarked packs of its individually-wrapped Pick Up biscuits.



## METHOD

You’ve collected your ingredients and now have the range ready for your store. But what do you do next? Here, top retailers provide advice on ranging and merchandising a cakes and biscuit category.



**Raaj Chandarana**  
Premier Tara News,  
High Wycombe

### Look at what your community is doing

We tie merchandising and promotions on our cakes and biscuits in with what the local school needs. For their Sports Relief bake-sale, we knew there would be mothers coming in having forgotten to bake or who didn't have the time so we moved our cakes around temporarily to have £1 pricemarked packs on display.



### Encourage extra purchases

We cross-promote between linked categories with a buy one get one free deal on custard, which is located next to cakes. People buy it to go with chocolate cake and sticky toffee pudding and the promotion works really well.



**Susan Connolly**  
Connolly Spar  
Group,  
Wiltshire

### Position some products on the till

We keep breakfast bars like Nutrigrain and Belvita at the till because they're one of the most common impulse purchases. We are also trialling a News UK stand that has four shelves with newspapers, bottles of water and breakfast bars as a part of a multibuy deal and it's going really really



### Make use of seasonal opportunities

With cakes, seasonal specials do really well. For example, ahead of Easter Cadbury's Easter cakes fly out because people know they're only around for a limited time. We put them in a prime position at customers' eye-lines. We've also stopped stocking lower-priced cakes as they weren't selling, most likely because the Mr Kipling range is always on offer and so they couldn't compete.



**Adam Hogwood**  
Budgens of  
Broadstairs, Kent

### Add a splash of local flavour

One of our biggest sellers is a local favourite, gypsy tarts. They are made by Mr. Crusties, a nearby bakery, and we only came across them because our hot cross bun supplier wasn't able to fulfil our order and we looked elsewhere. I'd advise looking at what locally-made produce you can introduce as customers really go for products that are made nearby.



### Reduce prices right down

I concentrate more on value-priced cakes and biscuits as well as promotions because the higher-priced items don't really sell. We're expanding our biscuit section to make room for more flash promotions, which are very popular. We also have £1 deals on the till that tend to be impulse purchases and do really well. ●



# PREVIEW

**rn**  
RETAIL  
NEWSAGENT  
RECOMMENDS



## It's in the Mix for M&M's

Mars is launching limited edition M&M's Mix sharing bags containing Peanut, Crispy and Chocolate variants.

RRP £1 - £1.19

Outers not given

Contact 01753 550055



## McCoy's £3m campaign

KP Snacks is investing £3m in a marketing campaign promoting updated recipes for McCoy's crisps.

RRP 79p

Outers 30

Contact (0)1207 291910



## Bel on the ball

Bel UK will give away football-themed prizes in a promotion running on Babybel from May.

RRP £1.99

Outers 6

Contact 01622 774844



## Foster's stumps up

Foster's has been announced as the official lager sponsor of England Cricket under a new deal.

RRP various

Outers various

Contact 0845 301 0330



## Hi-tech Pampers Premium

Procter & Gamble has updated technology in its Pampers Premium Protection nappies.

RRP not given

Outers not given

Contact 0800 597 3388



## Yollies on the telly

Kerry Foods' Yollies brand has signed a deal to sponsor shows on children's TV channel Cartoon Network.

RRP not given

Outers not given

Contact 01784 430 777



## Passion and packaging

Coca-Cola Enterprises has unveiled updated packaging and a new Passion Punch flavour for its Relentless energy drinks.

RRP £1

Outers 12

Contact 08457 227222



## Rush for Crushball

Imperial Tobacco will launch its latest cigarette product, JPS Crushball, on 11 April.

RRP £7.20 - £7.69

Outers not given

Contact 01179 636636



## Loud and Clear TV ads

CBL Drinks is supporting its Perfectly Clear drinks with its 'No S\*\*\*\* Science' TV ads.

RRP not given

Outers not given

Contact 0191 516 3300



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

# THIS WEEK IN MAGAZINES



## Auto history

# GET IN POLE POSITION TO REV UP FANS OF F1

**Formula 1 has enthralled petrol heads for more than 60 years and this new Panini collection will have them racing to your store**

**EACH ISSUE OF** this partwork, launched by Panini, comes with an exclusive model car cast that has been specially reproduced for this F1 collection. Each model is replicated in detail to look like the original race cars. Every issue is also packed with interesting facts and figures covering the first F1 championship in 1950 to the present day, including all world champion drivers and cars as well as other iconic cars and drivers. The collection has a total of 60 parts, and is targeted at males aged over 14. The collection will also be advertised on TV.



**FORMULA 1: THE CAR COLLECTION**  
**On sale 13 April**  
**Frequency fortnightly**  
**Price issue 1: £2.99, issue 2: £5.99, issue 3+: £9.99**  
**Distributor Marketforce**  
**Display with other partworks**

## Round up



**NADIA ALEXANDROU**  
Magazines  
reporter

## KEEPING MAG BUYERS HAPPY

Research carried out recently by the PPA showed that magazine buyers spent 34% more on other products in-store than non-readers. Meanwhile, the likelihood of customers going elsewhere if they cannot find their chosen magazine is higher in smaller convenience stores than any other shop type, including supermarkets. So what can you do to hold on to your lucrative magazine buyers?

For retailer Robert Madden, who runs a Costcutter in Manchester, it's a case of observing his customers' purchasing habits and reacting to the trends he picks up on. Recently, he noticed a decline in the number of magazines purchased by older women, balanced out by the sharp rise in magazines purchased by 'yummy mummies' and people in their twenties. So, he prioritised more up-market women's celebrity weeklies.

For publishers, on the other hand, a key tool is data analysis. Time Inc, for example, has just created a customer strategy team that includes data, analytics and insight teams. Director of insight Amanda Wiggington, who is part of the team, gave one example of the data analysis they conducted for women aged over 40 – one of their key customer groups – who they found were obsessed with the 5:2 diet. They jumped on the opportunity immediately and released a one-off special. Unsurprisingly, the launch was a success.

Whether it's reacting quickly to trends, or doing your own data analysis through your EPoS system, it's well worth holding on to these valuable customers.



**EURO2016  
FRANCE**

**PANINI**

**OFFICIAL LICENSED  
STICKER  
COLLECTION**

**OFFICIAL  
LICENSED PRODUCT**



**Includes:  
ALBUM  
+31 stickers!**

**STARTER PACK: £2.99** RRP

**PACKETS: 50p** RRP

**ON SALE NOW**

@OfficialPanini

**#GotGotNeed**

# THIS WEEK IN MAGAZINES



## Bestsellers Pre-teen

Title	On sale date	In stock
1 Toxic	13.04	<input type="checkbox"/>
2 Angry Birds	30.03	<input type="checkbox"/>
3 Go Girl	30.03	<input type="checkbox"/>
4 Monster High	06.04	<input type="checkbox"/>
5 First News	08.04	<input type="checkbox"/>
6 My Little Pony: Equestria Girls	16.03	<input type="checkbox"/>
7 Moshi Monsters	23.03	<input type="checkbox"/>
8 Futura Specials	06.04	<input type="checkbox"/>
9 Kick Extra	24.03	<input type="checkbox"/>
10 Minecraft World	31.03	<input type="checkbox"/>
11 National Geographic Kids	31.03	<input type="checkbox"/>
12 Mineworld	14.04	<input type="checkbox"/>
13 My Pretty Princess	24.03	<input type="checkbox"/>
14 Surf Girl	23.03	<input type="checkbox"/>
15 Eco Kids Planet	08.03	<input type="checkbox"/>
16 Amazing	07.04	<input type="checkbox"/>
17 Phoenix Weekly	09.04	<input type="checkbox"/>
18 Top of the Pops	13.04	<input type="checkbox"/>
19 Batman Superman	07.04	<input type="checkbox"/>
20 Fairy Princess Colour Fun	08.04	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## HISTORY OF ROYALS

This magazine will cover the history of members of royal families from around the world. The launch coincides with the debut of ITV royal drama Victoria and Netflix's The Crown. The 100-page magazine is designed to appeal to fans of TV dramas such as Wolf Hall and Downton Abbey, both men and women aged between 30 and 65. According to Marketforce, total sales in the history magazine market have grown 30% since 2013.



**On sale** 14 April  
**Frequency** 13 issues per year  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** BBC History, All About History, History Revealed



## LEGO ELVES

This edition is the first of only two issues on sale in 2016, and comes with a Lego Elves gift. This gift is exclusive to the magazine and therefore not available to buy separately. The issue includes activities, puzzles and posters about elves. According to its publisher Immediate Media, Lego is the top toy for children and is the sixth biggest toy for girls. The magazine is aimed at primary school-aged girls.



**On sale** 13 April  
**Frequency** bi-annual  
**Price** £3.50  
**Distributor** Frontline  
**Display with** Lego Friends, Girl Talk, Pony Pals



## CBEBBIES SOMETHING SPECIAL

Based on the hit CBeebies show Something Special, it is the only title to cater for supporting children with special needs. This issue includes a farmyard gift, which was also attached to the third highest selling issue of 2015, driving £150,000 retail sales value.



**On sale** 13 April  
**Frequency** monthly  
**Price** £3.50  
**Distributor** Frontline  
**Display with** CBeebies, Swashbuckle, CBeebies Weekly



## STAR WARS ADVENTURES

This issue of Star Wars Adventures comes with a free movie special that reveals details about the Star Wars film, The Force Awakens, which was released last December. This edition also includes several free gifts including Starship Gliders, Match Attax trading cards and stickers. This bumper issue is expected to drive extra sales for retailers. Star Wars Adventures is aimed at primary school-aged boys.



**On sale** 13 April  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Lego Star Wars, Transformers: Robots in Disguise, Cars



## THOMAS EXPRESS

The latest Thomas Express issue is an adventure special. This issue contains a 40-page insert magazine, stickers and free gifts. The gifts include a pirate set, crayons, a dinosaur game, as well as an eight-page engine colouring book. This magazine is based on the children's television series Thomas & Friends and is aimed at pre-school children.



**On sale** 13 April  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Seymour  
**Display with** Showcase, CBeebies Weekly, Thomas and Friends

**Take a Break's Take a Crossword**  
**ON SALE NOW!**

Are you stocking and displaying the bestselling puzzle title?







## TOXIC

The latest issue of Toxic includes pieces on the new superhero film Captain America: Civil War, to be released on 29 April. This issue comes with several gifts including a Dart Shooter, a Euro '16 Sticker album, sticker pack and a Tango sweet. Inside the magazine are details of children's series Lego Ninjago, and recently-launched children's film Zootropolis. Published by Egmont Publishing, the magazine is aimed primarily at pre-teen boys.



**On sale 13 April**  
**Frequency** three-weekly  
**Price** £2.99  
**Distributor** Seymour  
**Display with** Angry Birds, Monster High, First News

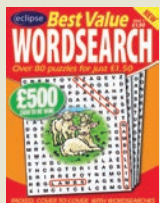


## WE LOVE MIXED PUZZLES

This issue, which gives readers a chance to win a four-month gym membership, is expected to sell well according to Frontline. Since its re-launch, We Love Mixed Puzzles has exceeded expectations and is selling 6.42% above forecast, a trend the distributor expects to continue. It recommends displaying the title at the front of the newsstand.



**On Sale 12 April**  
**Frequency** monthly  
**Price** £2.30  
**Distributor** Frontline  
**Display with** Take a Crossword, Take a Puzzle, or TAB Puzzle Selection



## ECLIPSE BEST VALUE WORDSEARCH

There is a chance to win £500 cash in the spring-themed issues of Eclipse 2-in-1 Wordsearch, Eclipse Best Value Wordsearch, and Eclipse Hide'n'Seek Wordsearch. According to Frontline, since their launch sales of the Eclipse puzzles are 12.1% above forecast, with independents benefitting particularly.



**On sale 8 April**  
**Frequency** monthly  
**Price** £1.50  
**Distributor** Frontline  
**Display with** Take a Crossword, Take a Puzzle, or TAB Puzzle Selection

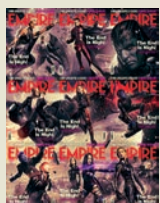


## MATCH OF THE DAY

This bumper edition of Match of the Day comes complete with two packs of Match Attax trading cards and will have a higher price of £2.50, compared to its usual £2.25. The issue includes exclusive interviews, football stats, quizzes and games. The sales target for the issue is 28,000, which will generate £70,000 retail sales value. This will be an uplift of more than 60% compared to issues without gifts.



**On sale 12 April**  
**Frequency** weekly  
**Price** £2.50  
**Distributor** Frontline  
**Display with** Match, Kick, Four Four Two



## EMPIRE

Bauer Media's Empire magazine has revealed nine exclusive X-Men: Apocalypse front covers for the May issue. The nine collectable covers each feature a different character from the forthcoming X-Men: Apocalypse film, which opens in UK cinemas on 18 May. They join together to produce a giant poster and will be available to newsagents, newsstands and convenience stores as well as major retail stores.



**On sale 31 May**  
**Frequency** monthly  
**Price** £4.50  
**Distributor** Frontline  
**Display with** Total Film, Sight & Sound, Stardust

## Industry viewpoint

**Paul Newman**

Editorial director, Future's film, music and technology magazines



Anyone following the print magazine industry in recent years will know that reasons to be cheerful have been few and far between. Publishers had to contend with the inexorable rise of digital content during the deepest recession in a generation, and at a time when many had overstretched themselves.

But the industry has talked itself into a negative frame of mind, where the main ambition is to manage the decline of printed publications until digital products can replace their revenues.

Take the recent ABC results, however. T3, MacFormat and Official PlayStation – all tech titles that the prevailing narrative suggests shouldn't be relevant in the digital age – showed strong year-on-year growth.

This may surprise some, but at Future we have seen clear signs of print reaffirming its relevance in the media landscape. In fact, we have restructured our business into dedicated magazine and media divisions that enable us to react faster to market developments and protect print from becoming simply a legacy component of a more diverse media company.

However, there is still much work to do and we must now work harder to educate retailers about the changing role and importance of print. In a world where digital content comes with the significant annoyance factor of flashing adverts, videos that play without warning and page load times that keep increasing, printed magazines offer welcome escapism.

Suggestions that young adults are eschewing printed magazines for their digital equivalents don't stand up to scrutiny. The majority of students I meet during university outreach work think magazines are still cool and prefer them printed – a new wave of painfully hip and often independently produced titles in particular is igniting their interest.

It's not easy out there, but those prepared to adapt their brands with the times will find definite reasons to be cheerful.



## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

## WHOLESALE EXPERT ELIT ROWLAND ON HOW TO INVEST IN YOUR STAFF AND RETAIN THEM

Plus, discover how the industry is supporting forward-thinking retailers to become foodservice operators, and it's time for RN's annual mints & gums category quiz



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	13	100	<b>8.99</b>
Build the Millennium Falcon	66	100	<b>8.99</b>
Cake Decorating Relaunch	161	165	<b>2.99</b>
Dinosaurs & Friends	59	80	<b>5.99</b>
Jazz at 33 and third RPM	6	70	<b>9.99</b>
Official Star Wars Factfile	115	120	<b>2.99</b>
Simply Stylish Knitting	14	90	<b>3.99</b>
Star Wars Helmets Coll'n	7	60	<b>9.99</b>
Zippo Collection	15	60	<b>19.99</b>

## Eagle Moss

3D Create & Print	64	90	<b>6.99</b>
Build A Solar System	33	104	<b>6.99</b>
DC Comics Graphic Novel	17	60	<b>9.99</b>
Disney Cakes & Sweets	135	120	<b>4.50</b>
Doctor Who Figurines	69	70	<b>7.99</b>
Marvel Chess Collection	65	64	<b>8.99</b>
Marvel Fact Files	160	150	<b>3.50</b>
Military Watches	57	80	<b>9.99</b>
Star Trek Ships	69	70	<b>10.99</b>

## Hachette

Art of Crochet	32	120	<b>2.99</b>
Art of Knitting	63	90	<b>2.99</b>
Art Therapy	55	100	<b>2.99</b>
Black Pearl	117	120	<b>5.99</b>
Build the Mallard	84	130	<b>7.99</b>
Build the U96	85	150	<b>5.99</b>
Classic Pocketwatches	95	100	<b>8.99</b>
Dr Who Complete History	16	80	<b>9.99</b>
Judge Dredd Mega Collection	33	80	<b>9.99</b>
Marvel's Mightiest Heroes	60	60	<b>9.99</b>
My 3D Globe	66	100	<b>5.99</b>

## RBA Collectables

Amazing Dinosaur Discovery	58	80	<b>5.99</b>
My Zoo Animals	31	60	<b>5.99</b>
Precious Rocks, Gems & Minerals	63	100	<b>5.99</b>
Real Life Bugs & Insects	81	85	<b>5.99</b>

## Collectables

### DeAgostini

Magiki Bunnies	<b>2.50</b>
Frogs & Co	<b>1.99</b>

### Magic Box

Zomlings Series 4	<b>0.50</b>
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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**



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



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



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



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



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



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



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



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



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



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

### Panini



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



**Republic of Ireland stickers**  
Starter **£3.99**  
Cards **£0.70**



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



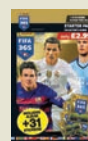
**Star Wars Abatons**  
Starter **£7.99**  
Cards **£1.00**



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



**The Good Dinosaur**  
Starter **£2.99**  
Stickers **£0.50**



**Fifa 365**  
Starter **£2.99**  
Stickers **£0.50**



**Wales Sticker Collection**  
Album **£2.99**  
Stickers **£0.50**



**Fifa 365 Adrenalyn XL**  
Starter **£4.99**  
Cards **£1.00**



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



**Northern Ireland Sticker Collection**  
Album **£2.99**  
Stickers **£0.50**



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



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



**betterRetailing.com**

**FOCUSED ON INDEPENDENT RETAILING**



Newspaper terms

Daily newspapers Margins/pence

Sun	50p	11.15p
Mirror	65p	14.5p
Mirror (Scotland)	70p	15.61p
Daily Record	65p	14.30p
Daily Star	20p	4.84p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	30p	7.26p
The New Day	50p	11.60p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.70	54p
Guardian	£1.80	41.40p
i	40p	10p
Racing Post	£2.30	54.0p
Herald (Scotland)	£1.30	29.90p
Scotsman	£1.50	33.75p

Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	70p	22.30%
Daily Record	65p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	22.40%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
The New Day	50p	23.2%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.70	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Racing Post	£2.30	23.48%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.50	22.50%

Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	£1.00	21.00p
Mirror (Scotland)	£1.00	21.00p
Daily Record	90p	19.80p
Daily Star	30p	7.25p
Daily Mail	90p	19.26p
Express	45p	9.65p
Express (Scotland)	45p	10.13p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Racing Post	£2.60	61.00p
Herald (Scotland)	£1.70	39.10p
Scotsman	£1.95	43.88p

Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	£1.00	21.00%
Mirror (Scotland)	£1.00	21.00%
Daily Record	90p	22.00%
Daily Star	60p	24.17%
Daily Mail	90p	21.40%
Express	45p	21.44%
Express (Scotland)	45p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Racing Post	£2.60	23.46%
Herald (Scotland)	£1.70	23.00%
Scotsman	£1.95	22.50%

Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.70	35.70p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Scotland on Sunday	£1.70	39.95p
Racing Post	£2.60	61.00p
Sunday Herald (Scotland)	£1.70	35.70p
Sunday Express	£1.40	29.65p
Sunday Post	£1.60	33.60p

Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.30%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Scotland on Sunday	£2.15	23.00%
Racing Post	£2.60	23.46%
Sunday Herald (Scotland)	£1.70	21.00%
Sunday Express	£1.40	21.18%
Sunday Post	£1.60	21.00%

Newspapers

Scale of third-party advertising insert payments

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

Insertion payment guide

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

Weight Watchers 2-3 April

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,135g	705g	120g	4	55g
Telegraph	1,010g	785g	0g	0	0g
Times	805g	525g	30g	3	10g
Mail on Sunday	795g	350g	110g	3	50g
FT	730g	365g	0g	0	0g
Guardian	630g	245g	10g	1	10g
Sunday Telegraph	625g	360g	10g	1	10g
Mail	545g	240g	0g	0	0g

# EXTRA! EXTRA!

 Steven Lambert  
 steven.lambert@newtrade.co.uk  
 020 7689 3357  
 @StevenLambertRN

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## Back in the day

# 100

YEARS AGO

8 April 1916

One is inclined to wonder why proprietors, in view of the shortage of paper, have not suspended publication on Good Friday. There are, however, other considerations to be taken into account, chief of which is probably the anxiety of the public for news of the war.



# 50

YEARS AGO

9 April 1966

To celebrate the Queen's 40th birthday, Woman's Own presents an enthralling pullout of Her Majesty's eventful life, as a child, as a mother and as a Queen. There will also be new photos of the Royal children. Publicity in the national and Scottish Press and the spring gardening season will make this a top-selling edition.



# 25

YEARS AGO

13 April 1991

Smiths Crisps is spending £4m on promotion for its latest product launch, Tuba Loops. Claimed to be the first snack to have two shapes in one bag – crunchy shapes and shorter, fatter loops – Tuba Loops are available in 25g packs, 48 packs to a case with a recommended retail price of 19p.



## Thai Tesco advert aggro is a right slap in the face



Tesco has been forced to cut scenes from an online commercial after it was accused of making fun of domestic violence.

The ad for Thai offshoot Tesco Lotus showed a housemaid being slapped in the face by her boss for having dropped a plate of crisps. The ad implied that if the maid had dropped "smashing prices promotion" crisps instead, she wouldn't have been slapped.

Not a particularly smart move, especially since Thailand is reportedly experiencing an increase in the number of domestic-abuse

cases.

The commercial was anything but a smash on social media, with Twitter user @siam1636 writing: "Tesco Lotus sinks to new low... slapping domestic maid in ad as comedy!"

@PhaethonTweets put the joke back on Tesco, tweeting: "That's pretty much how they treat their customers anyway."

A Tesco spokesman told the Mirror: "It was not our intention to cause offence and we'd like to apologise for any upset caused. We'll be removing the scene from the advert."

## Eggs over uneasy at Easter

An Easter fun day turned eggs-plosive when the organisers ran out of chocolate to give to punters.

Church Farm Museum's Easter Eggstravaganza was organised to raise funds for charity. Families paid £5 to attend, and the fee included an Easter bonnet competition, egg hunt and falconry display, as well as complementary Easter eggs.

However, site manager Sue

Shelford said things turned sour when the stock of chocolate eggs ran dry.

"A lady with her large family was aggressive and she grabbed my volunteer by the scarf round her neck, pulled her across the counter and demanded her money back. It's not what you expect at a family event. The volunteer was very shaken up."

"No one volunteers to get assaulted," she added.

## AROUND WITH THE ROUNDSDMAN with Blanche Fairbrother



Last time, I said matters had improved with our delivery times from Smiths News in Wednesday after Stan, the distribution manager, sorted things out. But that didn't last long and it has become abysmal again.

The lads who bring the papers out are doing their best to get to us early but they are being hindered by the packing system, and also a lot of the delivery times from publishers, who no longer seem to care what problems they cause by being late. Proper newsagents and roundspeople have deliveries to make but publishers don't seem to take this into account.

You may recall I told you recently about Mr & Mrs Thayne who went to live in Australia and I also wrote about a large fire in Stafford that burned down a cleaning company's premises, and also those of a removal company that joined on to those premises.

I have received a letter from the Thaynes to tell me that the majority of their belongings were lost in the fire and they had hired the company to ship their things out to them. They weren't told until a week after the fire – what a bad start to their new life.

What a morning Easter Sunday turned out to be with Storm Katie doing its thing. Normally it takes me about half an hour to get to Woodseaves from Stafford, but on Monday it took an hour. There was flood water where I have never seen it before, so I just had to crawl along, and with the clocks put forward it was dark so it was very difficult to make out how deep some of the floods were. It was also snowing, which didn't help with the visibility at all. I have to say I was very glad when I reached the village intact.

There were two customers that I didn't manage to get to as the flood up the lane to where they were was just too deep for my little car to splash through. I have to say I was rather pleased when I made my last delivery having done a couple of detours in order to get round.

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