

RETAIL NEWSAGENT

DELIVERING THE FUTURE

Where can you take HND?

INNOVATION
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Up £2k flying Solo
'Social media, EPOS and a 10m chiller has helped me stand alone' Page 24 >>

NEWS • CONVENIENCE • PROFIT

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11% cig margin to shake up market



- New distributor BK Tobacco to launch four 'premium-quality, low-cost' brands in the UK in September.
- 'We'll take advantage of plain pack market,' says managing director Matthew Betts. Page 5 >>



NATIONAL LIVING WAGE

Hire plans frozen as new wage takes hold

Retailers abandon recruitment to fund £7.20 rate, but fear impact of next rise.

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CONVENIENCE

£0.5bn invested in c-store upgrades

Refrigeration and shelving top of retailers' priorities in 2015. Page 14 >>

BUDGET

Nisa: we'll absorb tax

Group to hold prices on more than 800 alcohol lines. Page 6 >>



Tributes to Asad A vigil in memory of Glasgow retailer Asad Shah was attended by hundreds of family members, friends and customers as well as Scottish first minister Nicola Sturgeon. Tributes have been flooding in for the "popular and well-respected" retailer who was stabbed outside his store last week. Page 5 >>



RETAIL CRIME

Manpower needed for new crime strategy

Hire more officers to implement Home Office scheme, industry warns.

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RN ROUNDTABLE
Retailers and Blu discuss preparing for market-changing e-cigarette regulation. Page 24 >>

Vol 127 No 13
FOR TRADE USE ONLY



LEADER



Interaction is far more important to your customers than the products they are buying



CHRIS GAMM

Editor

@ChrisGammRN

I have heard two separate anecdotes about wine and its role in turning around struggling businesses this month, and there are lessons for any store managing challenges from both.

Super troubleshooter and new Co-op chief executive Richard Pennecock said in an interview over the weekend most wine drinkers can't tell the difference between one supermarket Argentinian Malbec and another. But when they are told that Co-op Fairtrade Malbec is helping build a school in La Rioja, they pick up that bottle over any other.

After turning around the fortunes of Laura Ashley, Welcome Break and Morrisons, this is one of his main strategies for bringing the convenience group back to health. "Just imagine if we had all of our 70,000 staff telling that story what that would do to the business," he said.

It reminded me of a recent talk I attended from wine guru Ryan Opaz, whose blog 'On wine, a tragedy' won him plaudits from both the White House and Twitter founder Evan Williams.

The mistake the industry has made, he says, is overcomplicating wine, making it elitist and thinking consumers are desperately looking to find new wines. The opposite, in fact, is true: the industry is frantically looking for new consumers.

Consumers want relationships, life experiences and emotion and wine should be a part of this. Wine isn't, itself, the occasion. Ryan told us how he turned around the fortunes of a struggling wine shop he managed early in his career. He grew sales every month for four years, not by lecturing customers, but by simply saying hello to everyone, interacting with them, treating them as individuals, then saying goodbye.

In both cases, it's not actually about the wine. Interaction is far more important to your customers than the products they are buying.

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The e-cigarette market is set for major changes with the introduction of EUTPD II. We spoke to leading retailers to find out how they are facing the challenges



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Healthy margins for all

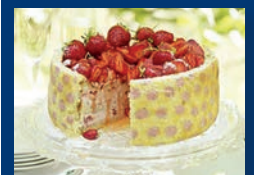
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CAKES AND BISCUITS

We reveal the recipe for your success



SUMMER SPIRITS

Shake off the winter blues and up your sales

"I DON'T THINK YOU CAN HAVE A DELIVERY MODEL BASED AROUND ONE PRODUCT"

- NEWS UK'S INDEPENDENTS SALES MANAGER GREG DEACON SAYS THE FUTURE OF HND IS DIVERSIFICATION Page 30 >>

NEWS



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Ban hits premium tobacco

One year since the introduction of the tobacco display ban, retailers have reported that premium brands are bearing the brunt of a fall in sales.

Dennis Williams, owner of Broadway Convenience Store in Edinburgh, said premium brands have "dived" as customers look for value for money.

Trevor Millican, of S&A Superstore Premier in Uxtocter, said: "Our tobacco sales have gone down from £6,200 a week to £5,300."

Meanwhile, retailers said they fear a further decline with EUTPD II legislation being phased in from next month. "When they bring in the new minimum weights for cigarettes and tobacco, people will end up making fewer visits to the store and we're bound to lose out as basket spend will go down," said Steven Parrott, of Aerolite Garage in Norfolk.

Sugar tax battle lines

Chancellor George Osborne has challenged soft drink companies to "bring it on" following reports that manufacturers are planning to take legal action against the new sugar levy.

Mr Osborne announced a tax on soft drinks during his spring Budget, which will add as much as 24p per litre to high-sugar products.

Companies including Coca-Cola Enterprises and Britvic are understood to be preparing to fight the measure through the European courts. Referring to the reports during a Treasury Select Committee meeting, Mr Osborne said: "If they want to have an argument about sugar tax, bring it on."

"We are going to introduce a sugar tax. It's not a threat or a promise, it's the way it's going to be."



Shoppers drink to Nisa wine festival

Nisa retailers are aiming to pick up extra impulse sales on alcohol this month with the launch of the group's latest Wine Festival promotion. The convenience group is offering special deals on own label and branded goods, including bottles of Blossom Hill at £3.99, along with PoS material seen here displayed prominently at its Nisa Mauldeth Road store in Manchester. Harry Goraya, owner of Nisa Local in Northfleet, Kent, said: "We've had a good response to the festival so far, with a lot of people enquiring about the deals."

Government strategy gets a guarded welcome 'Resources are needed to make this work'

More resource needed for Home Office crime plan

by Steven Lambert

Retailers and trade bodies have welcomed the launch of the government's Modern Crime Prevention Strategy (MCPS), but claim more police resources are needed for the measures to prove effective in curbing retail crime.

Launching the scheme last week, home secretary Theresa May said the MCPS will be used to help authorities tackle new and developing crimes against businesses.

Measures in the strategy include creating local partnerships with councils to prevent alcohol and drug-related retail crime from an earlier stage, and looking at ways to curb growing levels of fuel theft from forecourt sites.

Ralph Patel, national president of the NFRN, said he "applauded" the government for its focus on retail crime. However, he added: "The police are facing more administrative pressures and cuts, and more resources need to be put into

this for it to be effective. If they haven't got enough officers they will struggle to make this work."

Mr Patel's call follows this month's Association of Convenience Stores' (ACS) Retail Crime Report, where shadow police minister Jack Dromey revealed forces had shed 18,000 officers over the past year.

James Lowman, chief executive of the ACS, said the association was working closely with the government on the MCPS as part of the National Retail Crime

Steering Group. "We need better working relationships between retailers and the police, based on good reporting and a swift police response to reports on crime," said Mr Lowman.

Paul Baxter, chief executive of the NFRN added: "We welcome any measure that helps to protect our members from crime, but there is much more that needs to be done on this. We will continue to put pressure on MPs and PCCs to make sure retail crime is pushed up the agenda."

Costs and recruitment cut to conform to NLW

Retailers have cut costs and abandoned plans to hire new staff in advance of the introduction of the National Living Wage today (1 April).

Harry Goraya, of Nisa Local in Gravesend, Kent, said he had intended to increase staffing by up to three full-time positions, but has had to drop those plans to pay the

£7.20 hourly rate for over-25s.

The wage increases will add up to an extra £250 to his costs each week, he estimates. "We can't just pass it on in prices," he said. "The further increases will put some of the smaller stores out of business."

Ralph Childs, of JW Childs & Sons in Great Yarmouth, Norfolk, said he

had been trying to cut costs by working to reduce the shop's overheads. He fears the impact of the rise to £9 in 2020.

"Unless our income goes up very dramatically, we're going to have serious problems. Over the last two years, we've just been breaking even. I can't believe it's that different for

many other stores," he said.

Meanwhile, Blakemore Trade Partners has been running a series of workshops for more than 200 Spar retailers to prepare for the wage increase, offering advice on reducing overheads, and using Spar marketing campaigns to increase sales and improve staff management.

NEWS

BUSINESS



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Bestway Rebate returns

Bestway is bringing back its Great Rebate scheme for a second year running after raising £1.34m for its retailers in 2015.

The initiative will see Bestway and Batleys customers receiving two monthly Great Rebate brochures. The first will provide category advice and product planograms, while the second will contain a list of promotional lines offering a 3% rebate.

An additional Great Rebate shopping list will offer store owners an extra 1% rebate based on volume sales of key lines, according to the firm. Salih Sheikh, head of marketing at Bestway, said: "Multiple retailers have extensive data from which to develop their plans. The Great Rebate provides customers with the information to level the playing field."

Hancocks acquires UK Sweets

Hancocks has purchased e-commerce business UK Sweets which it said will strengthen its product range and provide its customers with greater buying power.

UK Sweets is a £3m Bournemouth-based company supplying and wholesaling handmade fudge, boiled sweets and other confectionery items.

Hancocks claimed its latest acquisition would help strengthen its own e-commerce business, which has grown by 60% since 2014, and would double turnover for the website element of Hancocks Holdings.

Hancocks executive chairman Mark Watson said: "With the acquisition of UK Sweets we can take our e-commerce business to the next level."

One Stop's app offers a Bundle of support

One Stop is planning to bring its Bundle app to franchise retailers this autumn, following a positive launch in its company-owned stores.

The firm introduced the technology at the end of February to give its employees a platform to allow users to quickly and easily share information and feedback.

The app includes features such as a Live Chat function – allowing One Stop workers another means of accessing the group's support team – and a 'mood board' where users can click on a happy or sad face to highlight how they are feeling.

The company joins a growing number of convenience groups includ-



ing Nisa and Costcutter developing support apps for retailers this year.

Paula Byrne, director at One Stop, said: "We will be constantly updating and improving Bundle with our

colleagues' feedback to help bring them more of what they need in one simple place.

"It's the one place our colleagues can access all their information, the things

that matter to them most including payslips, reward schemes, recognition, training and access to our internal communication tool to discuss news and ideas."

No increase in prices 'to protect retailers' profit margins' Indies welcome post-Budget boost

Nisa to absorb Osborne's alcohol duty increases

by Steven Lambert

Nisa has pledged to absorb additional costs for its retailers on more than 800 alcohol products affected by duty increases in the spring Budget.

Chancellor George Osborne revealed last month that duty on products including wine and high-strength sparkling cider will rise at the same rate of inflation. He added that duty on beer, whisky and other ciders would be frozen.

Nisa said it will not

increase base prices on alcohol lines hit by the latest tax increases, which it claimed would protect its members' profit margins on these goods.

Harj Dhasee, owner of Nisa Mickleton Village Stores in Gloucestershire, welcomed the news. He said: "Following the price realignment strategy and some of the rises Nisa has introduced this year, this is a good move. The market is getting more competitive so for them to hold prices on wine should give us an advantage."

However, Luton Nisa retailer Peter Mann said: "It is a good move, but it would have only been a small increase in cost price and we're not sure how long Nisa will be able to maintain these for."

Stewart Smith, Nisa trading director, said: "If we had decided to pass on the duty increases there would have been an extraordinary burden placed on our members.

"Nisa is committed to delivering benefits to its members and we felt that this decision helps protect

retailers while also giving them a strong commercial advantage in a very competitive market place."

Other wholesalers including Booker and Landmark said pricing on their alcohol products had been affected by the latest Budget.

A Booker spokesman said: "Some of our alcohol prices changed as a result of the new duty rates. However, the market-beating growth at Booker shows how our retailers are getting a better deal than elsewhere."

James Convenience seals First Stop News deal

James Convenience Retail Limited (JCR), owned by retailer Jonathan James, has acquired CTN operator First Stop News Limited,

the holding company for Birmingham-based convenience group Rippleglen, for an undisclosed fee.

The deal will see JCR take

on 77 stores running under the Supernews, Maynews and Arden News fascias, adding to its existing 33 stores. It marks the latest

move for JCR since the group agreed to franchise 36 former GT News stores as part of a deal with Conviviality Retail last February.

NEWS

NEWSTRAD



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Johnston 'support' for i buy

Johnston Press shareholders have given their support to the acquisition of the i newspaper, with 99.85% voting in favour.

The deal, set for completion on 10 April, will make Johnston the UK's fourth-largest news publisher, giving the company greater scale in what chief executive Ashley Highfield admits is a "difficult" market.

The company's annual results for 2015, published last week, show turnover dropped 6.8% to £242.3m and operating profits fell 7.5% to £50.6m. Print advertising fell by -11.9% and overall print revenues were down -9.7%.

Mr Highfield also hopes that Johnston will add to the i's current daily sales of around 275,000 a day.

Johnston purchased the i from Russian tycoon Evgeny Lebedev for £24m last month.

Archant's 'best' year

Regional publisher Archant enjoyed its best financial performance for almost 10 years despite what it deemed as "difficult industry conditions".

The magazine side of the business saw circulation grow on more than half its titles, while its newspaper business saw revenues show a slight growth, with price rises on many of its titles helping it offset declines in circulation.

Its flagship Eastern Daily Press title also earned plaudits, beating off competition from The Times and The Guardian to win the Grand Prix gong at the 2015 NewsAwards.

Its profits rose around 20% to £9.6m and shareholders are set to receive their first dividends since 2012.



Queen's birthday at the art of sales drive

The Radio Times is hoping an art competition will help boost sales around the Queen's official 90th birthday. Young artists have been challenged to design a cover, with schools contacted to drum up support. Immediate Media hopes the special edition in June will exceed the 4.5% uplift in sales experienced in the week of the 2011 royal wedding. A spokesman said: "Special editions always result in higher sales. Retailers should give it good facing and mention the competition to families with children."

Times offers free delivery for HND 'switchers' i, Guardian and Telegraph working with retailers

Publishers move fast to sweep up Indy readers

by Lee Graham

Publishers and retailers have launched a range of deals and initiatives in a bid to capture former Independent newspaper readers.

Sister paper the i offered newsagents with the highest sales of the Independent like-for-like copies of the title free of charge last week, as the Independent printed its last daily edition on Saturday.

Rob Stacey, sales and marketing manager for the i, said: "To those retailers

worried about the difference in cover price, we've been keen to point out that there is an opportunity for customers to view the i as an additional paper; one they buy on top of their copy of The Times or The Guardian, for instance.

"Many readers are loyal to the Independent brand. We've explained that the majority of Independent columnists will continue to write for the i."

Meanwhile, The Times is offering 12 weeks' free home delivery for Independent readers who switch

to the paper through its Deliver My Times scheme. News UK's independents sales manager Greg Deacon said: "We'll be furnishing a few thousand retailers with posters and will hopefully help them sign up some of those potential lost sales."

The Telegraph and Guardian have also been working with independent retailers to encourage both HND and casual customers to switch to their papers. Rob Rattley, Guardian circulation manager, said: "We've had a good start;

we've had quite a few sign-ups for HND retailers. There's been a good reception for it and now we're looking at sending out more to retailers."

Retailer Mark Duden, of Albany News in Cardiff, said: "I've got a lot of accounts that take the Independent - cafes, bars and pubs and so on.

"They're all wondering what to take rather than cancelling, which is a good sign. I would like to push them to The Guardian, but I think they will go to the i."

Good start for Mail subs in Scotland

Mail Newspapers and Scottish retailers have reported a positive start to the publisher's subscriptions trial in Scotland.

The company is working with 200 shops across Scotland on a joint subscription and HND offer to test the viability of selling both through stores.

In addition to a "premium" paper and app package, launched in February, a print-only offer was added last month in response to customer requests.

The trial is also testing digital processing of customer payments.

Paisley newsagent Des Barr said he had seen

increased frequency of purchase through HND and was benefiting from receiving voucher payments more quickly through i-movo.

"Where customers were taking the Mail six days a week, they are now taking it seven days instead, and where it took three to four weeks to get voucher cred-

its, I now get paid in the same week," he said.

David Woodrow, also from Paisley, said focusing on improved availability and promoting the Mail offer meant his sales of the title had increased by 50 copies per week.

The trial will run until May.

NEWS

PRODUCTS

Bel on the ball with footy fun

Bel UK has launched a new campaign for Mini Babybel inspired by the forthcoming summer of football.

From 9 May, the 'Celebrate Every Goal' campaign will centre on an online game challenging players to net as many Mini Babybels as possible in 10 seconds. Participants will be entered into a draw to win prizes including a European city break and instant prizes.

The £1m campaign will include limited-edition packaging with a European football theme.

Yollies good sponsorship

Yollies, the yoghurt on a stick from Kerry Foods, has secured new sponsorship with kids' TV channel Cartoon Network.

From 6 April, characters from shows including Adventure Time and The Amazing World of Gumball will appear on 16 collectable pack designs. As part of the promotion, children visiting a dedicated microsite will get the chance to see their own cartoons on TV.

Cricket deal

Foster's has been announced as the official lager of England Cricket under a new two year deal signed with the England and Wales Cricket Board (ECB).

The move will see the brand sponsor the national side during test matches, one day internationals and T20 games. Foster's packaging will also carry the ECB logo from 11 July until the end of August.



Carlsberg choc pop-up is best – bar none

Carlsberg has unwrapped the foil on a fully functioning pop-up bar made of chocolate. Named 'If Carlsberg Did Chocolate Bars', the Easter-themed fixture appeared last week attached to the wall of the Truman Brewery in London's Shoreditch. Renowned food sculptor Prudence Staite used almost half a tonne of chocolate to build the bar, which is entirely edible.

Flavour at the forefront of 'heavyweight' campaign TV ads blitz to run throughout 2016

McCoy's comes on strong for £3m marketing push

by Steven Lambert

KP Snacks is promoting its recently relaunched McCoy's crisps range with a heavyweight £3m marketing campaign to highlight the brand's stronger flavours.

The initiative includes new TV ads (pictured) launched this month under the tagline 'When Flavour Calls', which will run across terrestrial and digital channels throughout the rest of the year.

It will be used to promote improved recipes introduced to McCoy's Original,



Paprika, Cheddar & Onion and Salt & Malt Vinegar crisps in January. KP Snacks will back the campaign further with outdoor ads launching on 10 April, and will also launch PoS material for independent retailers.

Jeff Swan, marketing director at KP Snacks, said:

"We are continuing to ramp up investment in the brand as we look to appeal to a wider population of snackers with our improved and even stronger flavour."

At the same time, KP Snacks announced the launch of its SnackPartners Ambassadors Forum, which will comprise affi-

ated and unaffiliated independent retailers sharing advice on how to grow sales of crisps, nuts and snacks.

The forum will see store owners meet quarterly to discuss market developments and challenges to help develop KP Snacks' SnackPartners category management scheme, which is aimed at local businesses.

Matt Collins, trading controller for convenience and wholesale at KP Snacks, said: "The creation of our KP SnackPartners Ambassadors Forum is really exciting for our business."

M&M's Mixes it up with three favourite varieties

Mars is bringing all of its M&M's varieties together in a new limited edition sharing bag as it targets further sales for its range of bitesize chocolates.

The firm has unveiled M&M's Mix, which will combine M&M's Chocolate,

Peanut and Crispy in a single bag.

The product is being made available exclusively to independent retailers and Asda stores from this week. It will launch with an introductory price of £1 before moving to an RRP of £1.19.

Mars claimed the product has proven popular in other markets including Australia, where it now accounts for nearly 8% of M&M's total value.

The launch follows on from Mars' introduction of new M&M's packs featuring

its Ms Brown character last May.

The firm added that it is planning to support M&M's with an £8.5m marketing investment for the year, which will see the brand appear on TV screens for 26 weeks.

Hot products for your shopping list



Babybel is offering prizes in its football-related promotion



M&M's Mix is a sharing bag which includes three popular varieties



Foster's has become the official lager of England Cricket

NEWS PRODUCTS

Peperami adds new flavour

Jack's Links has extended its Peperami range with the launch of a Tex-Mex variant this month, the brand's first new flavour in eight years.



The spicy meat snack is flavoured with onion and spices including paprika, cayenne pepper, garlic and coriander. It will be available from this month in single 25g sticks, in packs of five, and in sharing and snack pack formats.

Jack's Links said the launch had been influenced by its latest shopper research, which found 30% of UK families had bought or tried Mexican food in the past year.



Kimberley's making all the right moves with P&G

TV presenter Kimberley Wyatt will be showing off her dance moves as part of a new marketing campaign for Procter & Gamble's household cleaning products. The celebrity takes centre stage in P&G's 'Dance Your Place Clean' TV ads, which will highlight brands including Fairy, Flash, Febreze and Viakal.

Perfectly Clear message

Flavoured water brand Perfectly Clear is promoting its zero sugar message with a new marketing campaign launching this month.

The scheme, entitled 'No S**** Science', includes TV ads featuring an 'anti-sugar scientist', who will promote Perfectly Clear as a healthier alternative to fizzy drinks.

Maurice Newton, sales and marketing manager at CBL Drinks, said: "With the brand growing from strength to strength and at a time when sugar content in drinks is a national concern, it is the perfect time to elevate the brand and highlight its sugar-free benefits."

REBORN IN GREAT B

Relentless

ENERGY DRINK



*RRP. Also available as non price marked pack. Speak to

Packaging overhaul will help brand stand out more New flavour and pricemarked packs added

Relentless sets sights on further growth

by Steven Lambert

Coca-Cola Enterprises (CCE) is aiming to grow its £58m Relentless energy drinks brand with a packaging overhaul and the launch of a new flavour this month.

The range will feature new-look designs to help it stand out more prominently on retailers' shelves, while £1 pricemarked packs will also be made available.

At the same time, CCE has unveiled its latest Relentless flavour, Passion Punch, which will launch in a 500ml can. The manufacturer said it will

also introduce a 4x500ml Relentless multipack to encourage further sales of the brand.

The news follows on from CCE's update of its other energy drinks range, Monster, with the launch of its Ultra White variant in January.

Sales of energy drinks grew 3.2% in value and 3.3% in volume in convenience stores last year, according to the latest figures in Britvic's 2016 Soft Drinks Report.

Caroline Cater, operational marketing manager at CCE, claimed the energy

drinks sector grew by £27m last year, which she said was driven by product innovation and new flavours.

She added: "This new look and supporting marketing campaigns will help our customers promote the Relentless brand, with eye-catching displays and money-can't-buy promotions, that will continue to tap into the rising popularity of energy drinks."

Ms Cater added CCE will grow awareness of the changes with a number of music-themed promotions taking place in stores throughout the year.



Molson Coors in the game

Molson Coors has teamed up with the Football Manager video game franchise for a new competition running on its free Carling iPint digital app.

The partnership will see the launch of a dedicated Football Manager quiz on iPint, which will offer cash-back prizes.

Players will be tasked with answering five football-related questions in a 10 second time limit, with the top 10 highest scorers each week winning £10 each.

Molson Coors will also offer further iPint rewards for shoppers buying Carling four-packs, including 30% off Sky Sports day passes and the chance to win a £1,000 holiday.

BRITAIN - APRIL 2016



PRICE MARK



BE READY
FOR THE NEW CAN,
THE NEW RANGE AND
RELENTLESS
GROWTH

to your CCE or Monster representative for stocking details

NEWS

REGIONAL



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Appeal to replace stolen bike

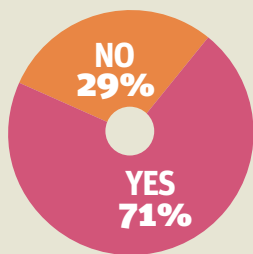
The owners of a Somerset newsagent have launched an appeal to replace the stolen bike of one of its longest serving paperboys.

E J Teare Newsagents in Wellington has launched a JustGiving page and called on local and national newspapers to make a donation. The i was the first newspaper to answer the call with a £100 donation. It adds to the £130 raised on JustGiving.

The bike belonging to 16-year-old Ben Higby, who started working for the newsagents when he was 13, was stolen on Sunday last week.

Owner Trisha Lettley said: "It's such a shame that something he has worked so hard for can just disappear. We wanted to put a smile on his face and restore his faith in humanity by helping him buy a new bike."

RN READER POLL



Would a sugar tax have a negative impact on your sales?

NEXT WEEK'S QUESTION

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

Have your vote now

Go to betterretailing.com/retail-newsagent

Food Crimes Unit's £1.17bn of bogus products

Thousands of counterfeit food products worth up to £1.17bn have been identified by the National Food Crimes Unit (NFCU).

In its first report on the level of food crime in the UK following the horse-meat scandal, the unit said there were 20 organised

crime groups linked to the food and drinks industry.

Officials found thousands of litres of potentially toxic counterfeit vodka, fake olive oil made from flavoured vegetable oil, eggs wrongly labelled as free range and basmati rice cut

with inferior varieties.

Based on a 2007 estimate that 2% of global trade was counterfeit, the unit said the potential scale of food fraud could be £1.17bn, although a lack of reporting made estimates difficult.

Andy Morling, head of the NFCU, said: "For many

reasons unique to this form of crime, intelligence about food criminals is in short supply. While we are working hard to gather information, we are calling on those working in the food industry to report suspicions to the NFCU to help fill these gaps."

Former Scotland Yard chief inspector's stark warning Education campaign launched by PML

Plain packs 'will make counterfeiters' job easier'

by Gurpreet Samrai

Tobacco plain packaging will make a counterfeiter's job a lot easier, a former chief inspector warned as he raised concerns the new law could fuel the illicit market.

Former Scotland Yard detective chief inspector Will O'Reilly has carried out a number of test purchase operations across the country during which a "significant" amount of illicit tobacco products have been purchased.

"Worryingly we're beginning to see a rise in counterfeits and with plain packaging around the corner that's a real worry," he said.

"My concern is that it will lead to a rise in illicit trade and that's a concern shared by a number of police officers. If you're a counterfeiter all you have to do is counterfeit one example and you have the whole market. Investigations into this say it's going to make



their job a lot easier."

The caution came as Philip Morris Limited (PML) launched a nationwide educational programme for independent retailers in a bid to stamp out illicit tobacco and encourage retailers and the general public to report illegal sales or suspicions to HMRC or crime-fighting charity Crimestoppers.

The company's new PML National Field Force will

target 6,500 retailers with the EX-IT Programme over the next four months with retailers being given a range of materials including posters, leaflets and stickers to show they are responsible sellers.

Jerry Margolis, sales director for PML, said: "The problem is growing because organised criminals are moving away from more dangerous activities like drug smuggling, to tobacco

where there is more profit."

Mr O'Reilly is also urging retailers to help authorities "close down" those breaking the law.

He said: "Retailers are a great source of intelligence on this as they often get told by their customers or they know of shops selling illicit products in their area. So please report them and let's close down some of these people breaking the law."



Philip Morris's campaign aims to educate independents about illicit tobacco

Police issue warning after cash exchange scam

Police are urging retailers to be on their guard after a scam, known as "ringing the changes", was reported at Castleton Post Office near Whitby.

Two women, who spoke

in broken English, asked to withdraw a large amount of Euros using Sterling to pay for them.

They then changed their minds and said they wanted to send the money

electronically.

They were given their Sterling back and they handed back the Euros to the post office staff before leaving quickly.

Staff later realised the

women had kept around half of the Euros - around £440 worth.

Police believe the suspects have carried out similar crimes at post offices across the country.

NEWS REGIONAL



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Retailers turn to Facebook after theft

Devon store owner Dan Cock is encouraging fellow retailers to join the Retailers Security Exchange group on Facebook, which he set up to assist the fight against crime following a theft at his store.

The owner of Premier Whitstone Village Stores said: "Sharing information in the group enables us to collectively identify and respond to patterns and trends, in terms of areas targeted and types of crime. "The more people that get involved, the safer we'll all be, so I'd encourage everyone to join and spread the word."

New fines introduced

Retailers in Northern Ireland face new penalties if they fail to register as tobacco sellers before 1 July.

The new regulations mean fines of £500 for failing to register, £250 for selling to under-18s or selling single cigarettes, and £100 for failing to display a notice warning against underage sales.

The NFRN welcomed measures to penalise adults buying tobacco for under-18s, saying retailers face a constant challenge to avoid inadvertent underage sales.

Local title relaunch

Regional daily the Worcester News has relaunched with more news pages and a "brighter, cleaner look" after readers shared what they wanted from the newspaper. The new design is based on its sister title the Bournemouth Echo. Its cover price remains 65p.

Spar staff held at knifepoint in robbery

Two members of staff at a Spar store were held at knifepoint by masked intruders during a robbery.

At around 9.40pm on Sunday 20 March, two men wearing dark hoodies with their faces covered stormed into the Accrington shop.

One leaped over the counter and grabbed a female member of staff, bruising her, and demanding that she opened the tills. He then dragged her into an office and ordered her to open a safe, producing a kitchen knife, before taking the money and fleeing.

The second man was emptying the tills when a male member of staff returned from the stockroom. He tried to call the police, but the robber smashed his phone with a weapon, injuring the staff member's hand.

The two robbers then escaped. Detective Sergeant Andy Horne, of Blackburn CID, said: "These are two people simply doing their jobs who have been put through an incredibly traumatic experience."



ACS survey finds retailers spent £596m on improvements 'Local shops really are everyday entrepreneurs'

It's spend, spend, spend for c-stores, research reveals

by Joseph Lee

Convenience stores invested more than half a billion pounds in improvements last year, new research has revealed.

A survey by the Association of Convenience Stores (ACS) found that shop owners spent £596m on refits and improvements to equipment, energy efficiency and appearance.

The most common investment was in refrigeration, which accounted for 36% of spending, while 26% went on new shelving, 21% on internal building main-

tenance, 16% on new lighting and 15% on signage.

Vim Odedra has just completed a £140,000 refit of his Nisa Local West Chilmington store in West Sussex.

"It needed to be updated, to have more space, to be more hygienic, to be brighter and better laid-out and to use technology more effectively," he said. "I'm expecting an increase of at least 20% in turnover."

ACS chief executive James Lowman said the figures demonstrated how stores benefited their local economies, providing work

for equipment manufacturers, shopfitters and tradesman as well as their 400,000 employees.

But he warned this could be jeopardised by the National Living Wage, which is expected to cost the convenience sector £166m.

"Local shops really are the everyday entrepreneurs that drive sustainable growth in local communities up and down the country," he said. "Government needs to get the conditions right for local shops to continue this investment."

In a separate survey, the ACS found that optimism is rising among retailers despite slow sales performance, with one in five planning investment in their stores.

Of 1,210 retailers surveyed in February, 24% expected sales to rise next year, despite 26% experiencing poor recent sales – a two-year low.

Mr Lowman said the extension of small business rate relief and defeat of proposals to extend Sunday trading for large shops had provided retailers with grounds for hope.

NFRN defends retailers against tobacco Bill

Trade bodies have welcomed the Welsh Assembly's decision to vote down the Public Health (Wales) Bill, which included proposals to introduce a tobacco register

for retailers. While the government said the plans to introduce a retailer-funded register aimed to tackle the illicit tobacco market, the NFRN felt there was little

evidence to support this. NFRN chief executive Paul Baxter said it removes "a potential further burden on retailers". The chancellor's Budget announcement

that tougher sanctions for selling illicit tobacco will be introduced and the allocation of £31m of additional funding to tackle illicit trade, have been welcomed.

YOUR REGION

NFRN DISTRICT AGM REPORT N.IRELAND 24.03.2016



Kathryn Gaw reports from the NFRN Northern Ireland district council meeting

'Shared goals' on business rates

NFRN members were urged to join the fight to reform business rates during a presentation by the Northern Ireland Independent Retail Trade Association (NIIRTA).

NIIRTA chief executive Glyn Roberts asked NFRN members to partner with the organisation, pointing out they shared a number of similar goals. NIIRTA has recently delivered an economic programme to the Northern Ireland Assembly, which outlines a number of policy recommendations, including a reduction in rates.

Mr Roberts said shop vacancy rates in Northern Ireland were twice the national average, which was partly due to the high cost of rates.

A recent rates reform was the first to take place in 13 years, he added, and came after a 10-year NIIRTA campaign. The organisation is now pushing for a rate revaluation every three years, as well as a rural rate relief scheme.

"In Osborne's Budget, he said a typical corner shop in Barnstaple doesn't have to pay any rates - so why not Ballymena?" said Mr Roberts. "In England, they are expanding the rate relief scheme, but we had to fight just to have it addressed. Retail does matter," he said. "We're the largest employer in Northern Ireland, the mainstay of towns and cities. We need a new approach."

News Sales Club proving popular

NFRN head of news Brian Murphy updated



Gwen Patterson is elected new NI president

Gwen Patterson has been elected as president of the Northern Ireland district, following a unanimous vote. She takes over the position from Judith Mercer, who stepped down after two years in the role due to work commitments. Mrs Patterson was officially inducted into the role by visiting NFRN national president Ralph Patel. Mrs Mercer's father Ray Hamilton was presented with an engraved badge in recognition of her service.

members on the progress of the Northern Ireland News Sales Club, which was launched last year.



Brian Murphy

Over the past 10 weeks, the club has gained 57 members, as well as engaging suppliers, producing a welcome pack and setting up a freephone number. Mr Murphy con-



We need a new approach

Glyn Roberts

NIIRTA chief executive

firmed the objective of the club is to give control back to retailers.

Racing title last past the Post

Members reported late delivery of the March issue of the Racing Post due to an administrative error.

Foyle & District member Seamus McFadden said he had not received

the issue by 10 March, adding: "That's the Cheltenham issue, which is a big seller for me. People were asking for it."

When he called the distributor, he was told 2,000 issues had been mislabelled with the price in Euros, rather than Sterling, and were left in the warehouse until new labels could be found. The issues were distributed on 11 March, but by then Mr McFadden had already bought his copies from another shop.



Seamus McFadden

Restructuring ideas discussed

Northern Ireland members have been asked to suggest how to restructure the federation's branch model.

Gwen Patterson said branch meetings were poorly attended, as members are unable to take time away from their businesses. "We need to get away from this idea of 12 meetings a year, plus two branch meetings," she said.

Ralph Patel, agreed, adding: "In every district I see identical problems, and at branch meetings no more than six people turn up. We need a rethink."

Mrs Patterson suggested the 12 April district executive meeting should be replaced by a district council meeting, where the sole topic of discussion will be branch restructuring.

She invited all members to consider the needs of the Northern Ireland district, and attend the meeting with at least three ideas.

Your say

How have police responded to reports of business crime at your shop? Do you agree policing needs a complete overhaul to help fight retail crime?



I've generally found the police to be very responsive. Any time we've had a problem they've been excellent, and if we decided we wanted to, they would help us to pursue a prosecution.

John Mullan
Cookstown,
County Tyrone



I agree we need an overhaul because I've found them inadequate for the purposes required. Even if the police have all the information and catch someone the process is too long, it goes to court and gets thrown out.

Charles Taggart,
The News Shop,
Omagh, County Tyrone



Once a crime is committed, you hear nothing about it. People never get caught or it's a slap on the wrist and they're let go. Judges don't know what's going on - the police do what they can but the judges don't understand.

Jim Sharkey,
The Book Shop,
Omagh, County Tyrone

OPINION

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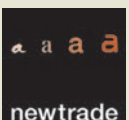
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For trade use only

YOUR SAY How are you preparing for the e-cigarette regulations coming into force as part of EUTPD II?

John Hannah

Smokemart,
Brighton

We haven't heard anything about the e-cigarette side of this. All the information we've been getting is on the tobacco side, outlining what the changes will be with cigarettes and tobacco. We haven't been informed about e-cigarettes and we stock quite a few. We deal directly with the suppliers, not cash and carry, so hopefully they'll help us somehow.

Raaj Chandarana

Premier Tara's News,
High Wycombe

Our suppliers haven't been that helpful about this, we're having to source the information ourselves. To be honest, I'm not really ready for the e-cigarette side. Tobacco yes, but not the other side. I know there are



regulations coming in and I will be speaking to our suppliers about it. There are changes all over the business; we need the suppliers to help us.

John Vine

Newsworld,
Church Stretton,
Shropshire

I'll be making sure I only buy from reputable firms. If it's too cheap, it's not going to be

the proper stuff, is it? Most of the e-cigs I sell are to regular customers and I've been passing on my knowledge of how the laws are changing. But in my opinion the tobacco industry generally is not doing enough to inform the average person on the street. There will come a day when someone goes to buy their favourite tobacco or e-cigarette and it won't be there and they'll be totally unprepared for it.

YOUR STOCK Britvic has claimed independents are losing soft drink sales to supermarkets. Have you seen evidence of this and what are you doing to combat it?

Paul Mather

Sherston Post Office Stores,
Malmesbury,
Wiltshire

It's very much impulse related and down to the weather, so it's difficult to predict. It's only when you look at like-for-like sales you will see if sales are down. We do a lot of pricemarked bottles for smaller bottles and we hope by doing that we retain loyalty. On bigger take-home bottles it might have some mileage, but with impulse people won't pop into a supermarket to buy a bottle.

Kay Patel

Global Food & Wine,
Stratford,
East London

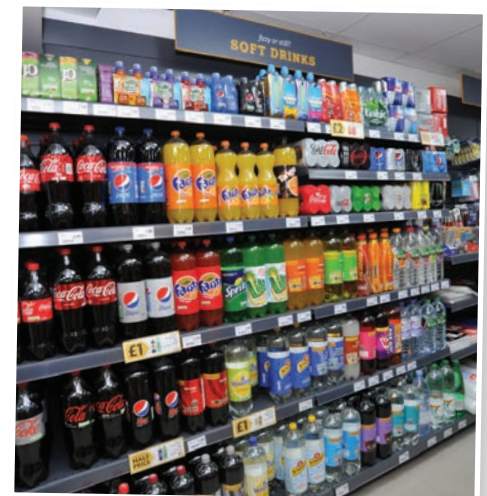
We're doing very well on impulse sales at the minute; we had a mild winter which helps. With the take-home sizes, a lot

of stores in cities and urban areas like ours have dedicated a big section to take-home soft drink brands from places such as Poland. They're now getting crossover with English and Asian customers too. We get through half a pallet of some of those a week. Whatever we may be losing in other sales, we're getting back in those.

Julian Hull

Nisa,
Southminster,
Essex

One advantage we have over a supermarket is that people won't pop into them just to buy a can of Coke or even a bigger drink. They just want to grab one and



go. For the bigger bottles, if we're doing them on offer, they sell very well. If a customer is going to shop in a supermarket, they'll shop in a supermarket. They're not going to buy a 2l bottle from an indie if they're going to Tesco, for vice versa.

LETTERS

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

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

ASAD'S LOSS SHOWS HOW IMPORTANT WE ALL ARE

"This is Not Who We Are" the banner declared at the night-time vigil of Asad Shah, outside his shop on Good Friday.

I am utterly shocked that Asad's life has been taken in this brutal way and that this could happen to a such a delightful and charismatic member of our newsagent family. And in such a pleasant and interesting part of Glasgow.

With deep sadness for the loss of Asad, I felt compelled to attend the vigil and pay my respects. This was a man who I had met, I knew him a little and it just seemed the right thing to do.

Just 24 hours earlier, he had been working in his shop. This feeling tangibly resonated through the many hundreds of people who turned out to do the same thing. Everyone was quiet, no speeches, many had flowers, from splendid bouquets to single daffodils.

There were old people, young children, couples, people with their dogs and people with their entire families. There were groups of teenagers, clearly from the two schools nearby, Shah's Newsagent being the regular destination throughout school years for supplies of sweets or lunch.



Hundreds of people attended a vigil for Asad Shah, who was fatally stabbed outside his Glasgow store

Tears were rolling down the cheeks of a couple of girls, and I noticed a group of guys were giving a hug and pat on the back to another teenager in a manner suggesting he was perhaps chief paperboy, a staff member maybe, but clearly had worked at Shah's.

I was moved to my core. It was deeply emotional to see so many people taking time to gather and pay their respects to a man very much at the centre of local life.

I am not sure that many of us newsagents realise how central we are in the community that we

serve, or how many communities realise how much their local shop is at the heart of their community.

"This Is Who We Are".

May all of our gods bless Asad Shah and his family.

Rory O'Brien

Newsagent and president of NFRN Glasgow branch

Publishers' cost-cutting is cause of late delivery

I am writing about the ongoing late deliveries since the closure of Menzies' Bangor depot.

Menzies tells me that the cut-off times are only just being met and the publishers are hiding behind this as they justify it as part of their ongoing cost-cutting.

Almost every day the delivery is up to 45 minutes late and always the reason given is the late or bunching of deliveries from the print house. The publishers are trying to cut their costs by using less transport and we the retailers, as usual, are paying the price.

I would therefore wish to give an open invitation to any publisher who would

like to join me at my shop at 4.30am any morning to see for themselves what problems we face due to late deliveries.

I do not believe for a second anyone will take me up on this invitation as they wouldn't know what 4.30am looked like, and would have to explain face-to-face to a retailer instead of hiding behind the lame reasoning of cutting costs.

Brian David
Ruscoe's Newsagents,
Llandudno

Extension to cut-off times cost sales

Newspaper distribution on Sunday 20 March was an absolute disaster. Despite a 45 minute extension our delivery arrived 55 minutes later than normal, and without The Sun, Sunday Times, Sunday Telegraph or

Sunday Sport.

These titles arrived a further two-and-a-half hours later and after all our rounds had been completed. I had to explain to customers on the phone that since our terms have continually been cut by greedy publishers and Menzies has continued to increase carriage charges we can no longer afford to double-run late papers.

There needs to be a campaign started to push for the abolition of cut-off time extension.

They do not make any difference to sales, in fact they lose sales in most cases.

Stephen Hunter
Old Road News,
Bradford

Delivery notes problems are getting worse

I wrote to RN two weeks

ago saying that my delivery notes have been missing, but since then the situation is worse than ever.

It's now happening almost every day and I've got no idea what's going on.

I haven't had a delivery note for three days in a row now.

I called the NFRN which is looking into it, but it is limited in what it is able to do.

I was hoping to find out if anyone else who receives their deliveries from Menzies is having the same problem as me and whether they can shed some light on my situation.

Manish Mehta
Williams Newsagents,
Streatham

Dave Shedden, head of communications at Menzies, said: "Our local team have been in contact with Mr Mehta and are working to tackle the root cause of his problem."

"While their work is ongoing, parcel checks have been implemented on Mr Mehta's supplies so we can spot any missing paperwork before deliveries are despatched."



Publishers are trying to cut their costs by using less transport and retailers are paying the price

Brian David

Ruscoe's Newsagents,
Llandudno

BINTESH AMIN

COLUMNIST

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Last month's great ideas are bearing fruit

Last month, Bintesh Amin invested in new, high-margin ranges in his Londis and Binnys stores. As he explains here, he is already reaping the benefits

I've made two changes in my Londis store since my last column that are earning me hundreds of extra pounds in sales a week.

My first move was relatively simple. I moved my fruit and vegetables outside and added a lot of Booker's Farm Fresh products to my range. I had the idea because I noticed a lot of shops in London sell their fruit and veg outside, and I also talked to Roli Ranger, who does the same and says his sales are massive.

I made the change as part of a refit earlier this month and only wish I'd done it sooner. My fruit and veg sales are up by more than £450 a week. Customers now buy more in one go, and I'm selling to regulars who never really bought fruit and veg from me before.

Pre-packed oranges are the most popular fruit, but the biggest uplift has been on vegetables, especially things like swedes and parsnips for Sunday dinners.

The second change – installing a deli counter – was a bigger investment, but it's started to pay off immediately. Cheeses have been really popular – they are from a local firm and we cut them up to go like you see at farmers markets. Customers love this because they don't have to go into Canterbury or Faversham to find these cheeses anymore. We're selling around £250 a week and making a 45%

margin on them.

My next plan is to launch a range of curries. We'll do full freshly-made ones with rice, priced between £7 and £9. We'll also sell pre-packaged ones with rice for £5 from the chiller which people can heat up in-store.

I've been adding to the ranges at my new shop, Binnys, too. I've introduced specialist wines and a coffee machine. I've also got a fantastic selection of American confectionery and a 2.5m bay of craft beer, which I'm already hoping to extend.



Positioning fruit and vegetables outside his store has helped Binny increase sales by more than £450 a week

Fruit and veg sales are up more than £300 a week

* Thanks for your support

+ We suffered a break-in last week in which more than £10,000 worth of tobacco and alcohol was taken, tills and cabinets were damaged and the glass front door was smashed. The police responded pretty quickly – they arrived at 5am, one hour after the robbery – but I was annoyed that one officer who was asked to stay with us an extra hour after the end of his shift made a big fuss about the fact in front of us. We made sure we did the opposite with our customers, explaining what had happened to each person who asked, even though it was tiring saying the same thing repeatedly. My staff were fantastic. We were determined to keep trading while we cleared up, so we opened the back half of the shop and sold newspapers outside too, then shut for a couple of hours at 3pm to take a delivery in. I really appreciated all the support I got from the trade too – Londis was very helpful and we got lots of phone calls from retailers and suppliers. While there wasn't anything they could do to help, it did give me fresh energy to deal with everything.

But it's different introducing ranges in a new shop. At my Londis, I know the customers and what they will buy. At Binnys, I'm still getting to know them.

The funny thing about Binnys is that products I didn't expect to sell are selling, while things I expected to be popular haven't been. We're doing well on craft beer and expensive wines, but I actually started off focusing on cheaper products. With food it's the opposite – I thought people would want better quality food, but they want cheaper brands.

It's partly because we get different customers at the weekend to those we serve during the week. Earlier in the week, students come in wanting cheap snacks, beer and vodka. At the weekend, other customers want better quality products.

To source these, I'm working with a couple of other businesses in Canterbury – a bottle shop and a pub – to run a profit share. They supply us with good quality alcohol to sell and the margins are fantastic.

There's opportunities to do more too. The Chinese restaurant next door shuts at 10pm and customers often come out wanting a decent bottle of wine to keep drinking at home, so my next move could be to open till 11pm to cash in on this trade.

Bintesh Amin runs a Londis store in Kent and Binnys in Canterbury

INDUSTRY PROFILE



Interview by **Rebekah Commane**
 email editorial@newtrade.co.uk
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Today's Group

Simon Hannah, managing director of independent wholesaler JW Filshill, was unveiled as the new deputy chairman of the Today's Group last month. He explains why his mix of experience and youth is right for this important role

RETAIL NEWSAGENT You've just been made deputy chairman of Today's Group. What does the role mean to you?

SIMON HANNAH To get this accolade at 38 is great as I feel I can learn so much from all of the years of experience already on the board while bringing my youthful ambition to the table. I'm spending time with phenomenal individuals who have a combined buying power of more than £5.7bn and the majority are family-owned businesses – it's a fantastic opportunity for me. Next March I'll be moving up to the position of chairman and taking on new challenges so it's a progressive role.

RN What are the main issues facing the industry today in your eyes?

SH It's a difficult time in the market and a time to be dynamic in the convenience sector. A few years ago it was all about what supermarkets were doing, but now the focus is shifting. Shoppers are getting their groceries in different ways. The way technology is changing all elements of the industry, we all need to innovate to maintain and grow our share of the market.

RN What are the best ways to keep up with the competition and how do you ensure your business stands

out as both a wholesaler and retailer?

SH With Today's, wholesalers like mine get phenomenal support to negotiate deals with suppliers that can be passed on to retailers. Also for symbol groups, we have the benefit of the business model ideas from Today's but, rather than having the same model repeated across stores, it can be tweaked to adapt to customer requirements. In my own Key Store shops we have a voucher mechanism where we text customers about special offers in-store.



The way technology is moving all elements of the industry, we all need to innovate

RN What are your thoughts on the National Living Wage, which comes into force today?

SH By looking at ways to grow revenue there could be less concern about rising wages and pension laws. Supermarkets have been sharing data forever and this needs to be brought more into the business-to-business world.

RN What are some ways that retailers can achieve high profit margins?

SH Food to go offers great opportunities for high margins. Subway, for example, offers huge support and gets involved with retailers every step of the way. Retailers can really use the skills and expertise of the food service division to look at ways to grow their business to fit their location and requirements. Stocking locally-sourced foods is another great way to create high margins and build on the points of difference in a store.

RN Are you pleased that Sunday trading laws remain unchanged?

SH The rules are different in Scotland with regards to Sunday trading so it doesn't apply to my shops, but I would be behind anything that supports local retailers. The main thing for independent retailers to learn from this is to ensure they're supplying customers with what they need on Sundays, otherwise the issue will raise its head again.

** Company CV **

Company Today's Group
Deputy chairman
 Simon Hannah

Company profile Today's Group was founded in 1985 with the intention of creating a major independent buying group for wholesalers and retailers. The group is now the largest of its kind in the UK with buying power of more than £5.7bn.

Latest news Today's Group is offering e-coupon devices to its symbol group members. The devices will be installed this summer and will act as electronic leaflets for consumers within a certain distance from a member store.

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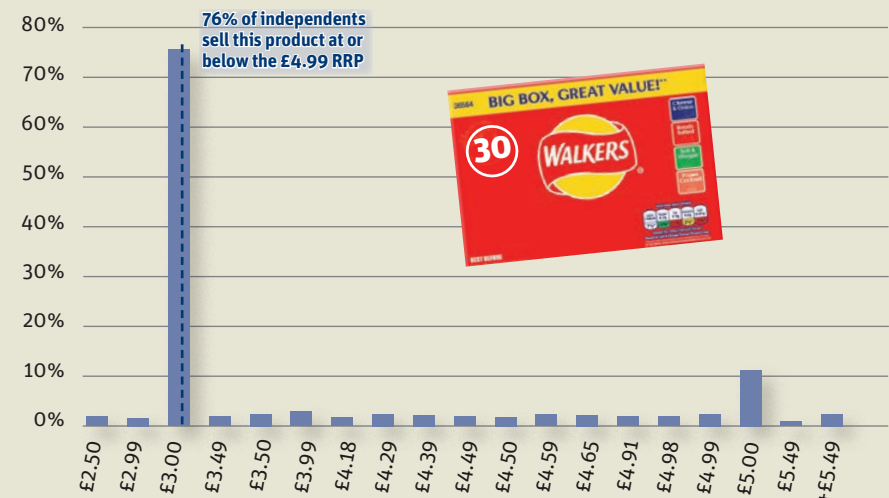
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PRICEWATCH

CRISPS

WALKERS VARIETY 30 BOX Price distribution %



CRISPS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Walkers Variety 30 Box	£3.45	£4.99	-	-	£3.00	-	-
KP Hula Hoops Beef 96g	£1.00	£1.00	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	90p
Doritos Chilli Heatwave 102g	£1.00	£1.00	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)
Walkers Cheese & Onion 32.5g	50p	50p	65p	50p (PM)	50p (PM)	50p (PM)	50p
Doritos Tangy Cheese 102g	£1.00	£1.00	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)
Quavers Cheese 58g	£1.00	£1.00	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	90p
Nik Naks Nice 'n' Spicy 195g	£1.00	£1.00	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	-
Walkers Ready Salted 32.5g	50p	50p	65p	50p (PM)	50p (PM)	50p (PM)	-
Doritos Cool Original 102g	£1.00	£1.00	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)
Pringles Sour Cream 190g	£1.98	£1.25	£1.99 (PM)	£1.99 (PM)	£1.25 (PM)	£1.99 (PM)	£1.99 (PM)
Happy Shopper Onion Rings 75g	59p	59p	-	59p (PM)	59p (PM)	59p (PM)	-
Space Raiders Beef 95g	£1.00	95p	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	£1.00 (PM)	-

Pricing strategies

RETAILER

1



NAME DARREN CRAIG

STORE Today's Extra

LOCATION Derry

TYPE community

SIZE 1,000sq ft

We keep our crisps near the till and we find that sharing bags are the bestsellers as people see them as good value, especially when they're price-marked. Our biggest seller flavour-wise would be cheese and onion and the most popular brand would be Tayto, which is an Irish brand. Customers often buy crisps as a multi-purchase with a sandwich and a drink, although they've started buying the larger bags rather than the standard. Where products aren't price-marked, we generally base our prices on the RRP.

RETAILER

2



NAME JAYESH PAREKH

STORE Jay's Costcutter

LOCATION Hart Road, Manchester

TYPE community

SIZE 1,700sq ft

Overall our best-selling crisps are Walkers Sensations Thai Sweet Chilli, then Hula Hoops and then cheese and onion flavoured crisps in various brands. We find that because the larger bags are now usually price-marked at £1, the standard sizes don't sell as well - customers don't see the value in them. We have to offer them on special, like two for £1 to sell them. I can see them being slowly phased out. We stock our crisps opposite the counter with other confectionery and they often sell as a multi-purchase with chocolate and a drink.

➔ **Rebekah Commane**
 ✉ nadia.alexandrou@newtrade.co.uk
 ☎ 020 7689 3350

RETAILER**3****NAME SAMANTHA COLDBECK****STORE** Wharfedale Premier**LOCATION** Hull**TYPE** residential**SIZE** 1,600sq ft

Our best-selling crisps are tomato flavour Snaps which we have on promotion at 39p. We have crisps in three locations in the store – in the confectionery aisle, next to the beer and wine and at the front where we keep our pricemarked packs and multipacks, which sell really well. Our main customers are workmen and school children and they often buy crisps at lunch with a sandwich and a drink, and maybe a coffee from our bean-to-cup machine. We always stock pricemarked packs as this is what customers tend to be looking for when they come in.

RETAILER**4****NAME KAY PATEL****STORE** Global Food & Wine**LOCATION** Stratford, London**TYPE** high Street**SIZE** 2,000sq ft

We used to keep our larger sized sharing bags on an aisle but because they are almost always pricemarked and sell well we didn't want customers to have to look for them so they are up at the front now. We find people are buying the larger bags with their lunches so we could do a meal deal but I don't want to promote that as I feel it would be encouraging customers to eat more unhealthily. I can't source the larger bags that aren't pricemarked at the moment. As well as the promotional crisps at the front we also have some next to the beers and wines.

RETAILER**5****NAME PAUL PATEL****STORE** WH Smith Local Dibden Purlieu**LOCATION** Southampton**TYPE** community**SIZE** 1,500sq ft

We tend to stock more grab bags than smaller packs as that's where the demand lies. Our biggest sellers are small bags of Cheetos and Wheat Crunchies that are price-marked 39p – school children like to buy those. We also sell a lot of the pricemarked share packets of McCoy's and find that workers go for them, they seem to have a loyal customer base. I display crisps in the bay with other snack foods like biscuits.

THE ENTREPRENEURS

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

**MARY PORTAS****Route to the top**

These days, Mary Portas is a name synonymous with fashion and retailing success, but it was a Saturday job at John Lewis that prompted the famous redhead to pursue a career in the industry.

Born into a Watford-based Irish family in 1960, Portas lost both her parents at a young age and had to turn down a place at the Royal Academy of Dramatic Art to care for her younger brother.

She later worked at Harrods where she was responsible for window displays, before going on to join Harvey Nichols as creative director.

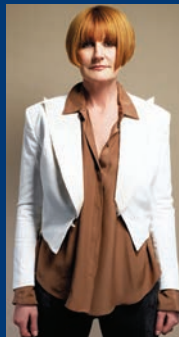
In 1997, Portas launched

marketing company Yellowdoor. In 2013, she re-launched the agency under the name Portas. Along the way, Portas has become a household name, starring in several TV series.

In the December 2011 issue of fashion industry journal *Drapers*, Portas was named as the 6th most influential person in fashion.

Key achievements

- In 2009, Portas was awarded a Doctorate of Letters.
- Portas has had three books published.
- She was appointed as Global Retail Ambassador for the Save the Children charity.

Lessons for your store

1 Hard work pays off – Portas started with a Saturday job and grafted her way up to create the empire she is known for today.

2 Think big – Portas followed the 'dress for the job you want' mentality of putting everything into all of her positions.

3 Don't settle – If you want your store to continue to thrive, don't settle on one success. Follow Portas' lead and always look to the next project.

RETAILER PROFILE



Natalie takes the reins

After eight years of running a convenience shop with her brother, Glasgow retailer Natalie Lightfoot had the opportunity to fly solo. She took the reins, joined Londis and has produced some impressive results. **Steven Lambert** reports

When Natalie Lightfoot's brother decided to move away from the convenience store he had run with her for the past eight years, she took the opportunity to take sole responsibility of the business and put her own stamp on it.

She says: "We were running the shop together until last year but he wanted to move more into finer foods and the catering side of things.

"I've always been more interested in the fast pace and having loyal customers. So he decided to run his own shop further down the street and I chose to do something different by myself."

Looking to move her 800sq ft Solo Convenience store in Baillieston, Glasgow forward, Natalie decided to join Londis and started working with the group last September. She says the move had an almost immediate effect on the business.

"We started getting three deliveries a week and our availability greatly improved.

"I used to predict what we would sell in a week and rarely used our EPOS data. Now we stock-check regularly and I'm able to order products from the Londis web shop whenever I need."

Natalie went one step further by undertaking a major store refit. She says: "We were determined to stay open so we set up our own pop-up shop selling goods while the work

was taking place.

"We only had the tills down for one hour during the refit, and I think overall it helped us build loyalty with customers."

The store officially reopened just over a month ago, with Natalie using her social media skills to grow awareness of her new store.

"We posted pictures of the development on our Facebook page and we also posted a video of the store opening on Facebook and Twitter.

"Soon after we had people who I've never seen before coming into shop and calling me by my first name, because they'd seen us online.

"Using social media has changed the whole dynamic of how we run our business. I think it's something that every retailer should use."

Natalie says the Londis development has created extra room without increasing floor space, adding narrower shelves and re-merchandising others so customers can see over them. She says this has made the business easier to shop.

It has also allowed Natalie to extend into growing categories such as fresh food, thanks to chiller space being extended from just over six metres to just over 10 metres.

"Before, we were focused on soft drinks in the fridges but now we're now doing more dairy and breakfast products and sandwiches from Londis."

These have been complemented with the

“I went to betterRetailing Live and picked up a lot of good ideas and contacts. I’m also about to rejoin a retailer WhatsApp group, which has been useful for sharing information”

NATALIE LIGHTFOOT



Natalie Lightfoot has increased the turnover of her store by £2,000 a week



“Using social media has changed the whole dynamic of how we run our business. I think it’s something that every retailer should use”

VISIT MY SHOP

Londis Solo Convenience,

126 Main Street,
Baillieston,
Glasgow
G69 6AE



addition of a new Tchibo coffee machine, which Natalie has taken full advantage of by offering customers a meal deal including a coffee and a sandwich for £3. In addition, a loyalty card scheme allows shoppers buying nine cups of coffee at the store to claim their tenth one free.

Despite a wealth of competition around her, including a Tesco Express, Lidl and Greggs, Natalie says the changes she has made are already bearing fruit, with weekly turnover growing from around £11,000 to £13,000.

She also stands out from her retail rivals by offering excellent customer service and by getting involved in local good causes.

“We make customer service a priority,” says Natalie. “I like to banter and make sure I’m on first name terms with all our customers.”

“I’ve also started working with the North East Glasgow Food Bank, and we have set up a food collection point in the shop. We recently donated 71 kilos of food and Londis were kind enough to donate a pallet of goods to the food bank when we reopened.

“The people who come to shop feel like part of a big family, so we want to support them as much as we can.” ●

Want to see more of Natalie’s store? Go to betterretailing.com/natalie-lightfoot



THE RN ROUNDTABLE



Are you ready for change?

With EUTPD about to introduce a range of new regulations to the e-cigarettes market, the category is set to alter dramatically. However, as four leading retailers discover, the opportunities for the stores that get it right is almost limitless

CHRIS GAMM How is the e-cigarette category performing in your store?

DAVID CHARMAN We stock two different varieties. We make big margins, which probably won't last, but we're just playing at it, really. I don't think I have any real clue as to who the market leader is. There's a lack of information in this sector.

JULIAN TAYLOR-GREEN It's far more complex than the tobacco category. We work with Real Trading, which supplies a composite range across all the brands. We're currently selling between £150 and £200 a week.

ALPESH SHINGADIA The e-cigarette category is one of the fastest growing in convenience. It's a great opportunity to earn high margins. But I think knowledge needs to be shared with retailers as well as consumers.

ATUL SODHA There are so many flavours and different strengths. I don't feel confident, because I've got all these different liquids that are not on a gantry and are not easy to merchandise. If you've got space to become a specialist, this would be an ideal opportunity.

JENNI ROBERTS The total category is

estimated to be worth £455m with around a third going through traditional retail, a third sold online and a third in vape shops. That's going to change quite dramatically over the next 12 to 18 months. There's a huge opportunity for you, with your loyal customers, to become a specialist.

AS I've got a couple of customers who will buy two liquids every other day, and then I've got others who buy one every three weeks. They are buying cigarettes too because they're not getting the kick they want. I try to explain to them they're obviously not getting enough nicotine.

ZOE WRAGG 60% of vapers dual with cigarettes. It might not be that they're not getting enough nicotine. They might be using e-cigarettes for occasions when they can't smoke traditional cigarettes. There's a lot of different terminology and it's difficult to get to the root of what consumers want. Some manufacturers measure their products in milligrams and others as nicotine percentages, so there's no common language.

DC It is unbelievably complicated. You

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New regulations could be advantageous to independents' sales, retailers hear

just want to provide what customers want, but no-one is telling us what we need to know. No-one is ranking the bestsellers. There are 50 or more different companies, all claiming to be the best. How do we choose?

AS If you're giving a good service, you're going to get the sales. JTI proved it with E-lites Curv. Its reps pushed it and we've seen a sales uplift.

DC How many different brands do most retailers sell?

JR It varies, because some of the ranges are quite big with many different flavours. In the impulse channel, four brands account for 62% of all e-cigarette sales. But there's probably over 500 brands in total due to online and vaping specialists.

AS I based my range on my own information and went for one electric cigarette and an oil-based system. I need to have a good relationship with whoever supplies that. I'm buying e-liquids from a wholesaler, but he's not that interested in giving me support. If I mess up with some of the flavours, he's not going to take any back. They don't have much information either.



There's a huge opportunity for you, with your loyal customers, to become a specialist

DC E-cigarettes make up 15% of my total tobacco sales. Could it get to 50% in a few years' time?

ZW The market is growing at about 25% year on year. In retail, it's worth £156m a year. Next year, it will be another £30m. The following year it's going to be a £200m category. So the next year is important for retailers to get it right. There's a lot of change coming, which is going to professionalise the industry. Margins can be very attractive, but you only get them when products are sold through. If you don't choose well and stock a product that's not compliant or from a credible source, then your margin is going to be potentially eroded. It could be a disaster if you're not working with credible manufacturers.

DC In 12 months' time, my gantry could be half the size without smaller cigarette and tobacco packs. Could this space be used for e-cigarettes?

JR There's still a lot of confusion. People coming into the category want to be able to pick things up and interact with products. You can't see behind the counter, particularly

Attendees



Julian Taylor-Green
The Taylor-Green Spar
Lindford,
Hampshire

Alpesh Shingadia

Shingadia's Londis
Southwater & Post Office,
West Sussex



David Charman
Spar Parkfoot
Garages,
Kent

Atul Sodha

Peveills Londis,
Harefield, Greater
London



Jenni Roberts
Customer
marketing,
Blu UK

Zoe Wragg

Market planning
manager,
Blu UK



Chris Gamm
Editor,
Retail
Newsagent

when you've got liquids in tiny little boxes.

JTG Which brands are the top-sellers?

JR The top four in the impulse channel are Multi-Vape, Blu, E-lites, and Vivid, in that order. That's at a total level. If you split it into open and closed systems, Blu is number one in tanks and liquids.

JTG The first thing I'm going to do is make sure I'm stocking those top four brands.

CG What will be the key changes to the legislation?

JR Retailers can sell liquid bottles of a maximum size of 10ml and maximum nicotine of 20mg per ml. >>

THE RN ROUNDTABLE

Cartridges and clearomisers will have a 2ml volume cap. The delivery has to be consistent, so big battery packs that allow boosting won't be allowed, and vape shops won't be able to mix flavours.

ZW We're coming up with our communication plan about the new legislation and we want to check what you know. From 20 May, newspaper and TV ads will no longer be allowed for e-cigs. Billboards, trade press and in-store PoS are still allowed as they can't be seen in any other countries. From 20 November, manufacturers can only make products that will be compliant to the regulations, with 19 May 2017 as the last date for UK retailers to sell non-compliant products. There are restrictions on making sure only the finest grade ingredients are used. Health warnings will say 'this contains nicotine, which is an addictive substance'. Not pictorial, just text, and it's 35% of the front. It's going to raise the bar and it should raise the credibility of the industry. Currently, consumers can buy anything in a shop that is manufactured anywhere and you don't know what's included in it.

AS Will it make the market less saturated?

ZW The number of brands will massively reduce because to make each liquid and device compliant is a significant investment financially and in R&D. Companies will have to undertake product testing and submit those results to the government. I think minor and middling players will struggle to find the money and

the resources to make their ranges compliant.

AS Can we be confident that Blu is already doing this and there won't be price increases?

ZW There are a lot of changes required and additional hurdles. Blu will be launching its compliant range later this year.

JTG We've all known there was a short period of time where we could make a good margin, but that legislation would soon come, the market settles down, and while we'll lose it percentage-wise, we'll have bigger volume sales. It shows what a minefield we have got to negotiate to get our staff ready and know what good looks like in the future.

JR We don't know what will happen in the future because half of this category is technology, which is developing and improving every year. The next generation of products will look completely different.

AS I've not seen many sales of disposables recently.

JR The market has contracted a bit with disposables. As more people have got into vaping, they've just gone straight into the kits. About 10% of the market is now disposables, down from 17% a year ago. The market has moved to closed systems and tanks where people can pick and choose. Around 40% of the market is now liquids.

AS Are we going to be able to mix liquids?

JR No. The liquid will need to be sold in child-resistant and tamper-evident packaging.



The market is growing at about 25% year on year. In retail, it's worth £156m a year. Next year, it will be another £30m

E-cigarettes make up 15% of Kent retailer David Charman's total tobacco sales



AS I thought that was one of the biggest selling points for vaping shops.

ZW It puts you guys in a really strong position.

CG How can retailers make sure they're prepared?

ZW Work with credible brands that look like they are going to be around for the long-term. Margin is always important, but it's only realised when a product is sold so you need to make sure you're not stuck with product you can't sell. Ask suppliers: Can you tell me what your plans are for EUTPD? When are your products going to be compliant? When are you going to be selling me compliant stock?

JR From September, you'll start to see compliant products hitting the market. That's when you'll stop being able to buy from certain sellers.

AS Are there going to be any key changes to flavours?

ZW There can still be lots of flavours but there are some new rules products will need to adhere to. Products can't claim or suggest any enhancements or benefits. For example you can't put a picture of strawberries on the pack as it would suggest there are actually strawberries and that could suggest a health benefit.



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THE KEY DATES

20 May 2016: Manufacturers or retailers can no longer advertise on TV and radio or in press to consumers

20 November 2016: Manufacturers must stop producing non-compliant products

20 May 2017: Retailers must stop selling non-compliant products

AS Is there a difference in the way your products vape compared to inferior brands?

JR The technology changes the way they vape, the liquid changes the flavour. A lot of Chinese liquids have a standard base and the flavour's just added. Our liquids are made bottom-up, so there's a flavour profile too.

AS We need to be able to say to our customers that the liquid is compliant, the technology used is superior and this is why it costs more.

ZW We have a campaign that starts 4 April across TV, outdoor and press running up to EUTPD deadline. Awareness is key. It's important for us to share our brand identity.

AS Do you have a planogram or guide that would show where you should position these products, if you have less than a metre space available?

ZW We have planograms for our products in our own PoS units, but we don't have a multi-brand one.

DC That's where relationships come in. Retailers are going to have to nail themselves to the mast of somebody's ship and I'm intrigued to know what ship I should be with.

ZW You're not going to win in this category if you stock just one brand. But you're not going to win if you stock 10 brands either, because you'll



end up with so much stock. We recommend two to three.

DC Some manufacturers look at a category rather than their products. They know if they do a better job of displaying my cider, for example, sales of all my ciders will increase and theirs will move up in proportion. I think there's a great opportunity for you guys to make sure we have the best two or three lines.

JTG By giving us guidance outside of our aligned symbol group or wholesalers, you've given us an opportunity to actually go back with some challenges.

CG What does a good relationship with an e-cigarette company look like?



It's going to raise the bar and it should raise the credibility of the industry

DC For me, it's knowing there's a big company behind a brand. It gives me confidence to sell Blu because I know you're going to make sure you're 100% compliant and do everything right.

JTG I need to know how the compliance is going to impact me and what I need to start doing. You need to educate me and my staff.

AS We need stats printed by the trade press to say these are the bestsellers. We all have the right cigarettes because we have the stats to prove it.

JTG The main thing is availability. If I want to be serious in the market, we've got to have the right product. At the moment, we've got no knowledge at all. That's quite frightening.

AS If you are a consumer, wouldn't you want lots of variety? It's such a new thing that people don't know what they like yet, so you have to have a new range. But merchandise-wise, it's going to look better if you have five facings of your top-selling lines.

ZW People need to be able to see what's there, but if you've got a single facing of 20 different products, people can't actually see. It's like an ice cream parlour - if they have 57 flavours of ice cream, you'll buy one scoop. If they only have five or six, you'll still buy one. The important thing is to make sure you have a range that covers disposables, closed and open systems. You also need to have the basics in terms of flavours - tobacco and menthol and for us, blueberry is one of our most popular liquids. You need to have enough flavours to give a good choice, but not too many that you've got sticky toffee pudding that's never going to sell. Because you can guarantee that those won't be there next year.

JR The key message is EUTPD is coming and it's actually an opportunity for you to increase your share of the pie and make the category more credible. But there are important choices to be made between now and then. As the second biggest brand in the UK we're developing our communications to try to help guide you through it. ●

Would you like to attend a future **RN Roundtable?**

Email emily.wakefield@newtrade.co.uk or telephone 020 7689 3377

HOME DELIVERY



Expand your doorstep service

Delivery is changing and a growing number of newstrade experts want to see HND at the heart of this revolution in commerce. Tom Gockelen-Kozlowski reports

From News UK's Deliver my Sun campaign to the NFRN's Store2Door initiative it's been clear for some time that a large swathe of the newstrade wants to see retailers boost their sales by offering HND.

Yet, far from just being happy to see the number of these sales rise week by week, their message now is that retailers should be using the structure of their HND service to widen their offer. Delivery, it seems, is the future.

"I don't think you can have a delivery model based around one product and by 2025 it's predicted that there will be a huge growth in food delivery," says Greg Deacon, independents sales manager at News UK.

The trick, he believes, will be offering full meals, grocery essentials and even freshly-made coffee on delivery. "Anyone who can make deliveries more flexibly and efficiently will profit and the 6,500 retailers currently offering an HND service have a

head start on this front. Independents also have the opening times to meet customers' needs.

Of course, creating a delivery network outside the traditional morning newspaper delivery slot will take a large investment.

Paper boys and girls, riding their bicycles with a satchel on their back, will not be best suited to the task of delivering 10 customers' large format detergent pack, for example.

"Your delivery service must be fit for doing the job," says Brian Murphy, head of news and magazines at the NFRN, who is nonetheless in agreement that this kind of diversifying will be the way forward for much of the trade.

Investment in staff and equipment will be required to take full advantage of this trend



0333 220 1906

DELIVERMYSUN.CO.UK

Geographical restrictions apply, participating UK stores only



Could massive expansion of your deliveries secure newspaper sales?

"News is still the backbone of the service but the last mile will become increasingly important for shoppers when it comes to shopping as a whole," he argues.

There are risks to investing time and money into your delivery service in this way and Mr Murphy advises retailers to ensure that any such service isn't subsidised by a business's retail operation. "It's got to stand on its own two feet," he says. One important factor here is changing the way your customers pay for delivery – the old HND model won't be fit for purpose when basket spend is so much higher.

"You'll need to ask for payment upfront," Mr Murphy says.

This should not be a problem in an era when we're used to paying for deliveries from online retailers so regularly. "We're an on-demand society," says Mr Deacon, who believes convenience, not cost, will define the winners and losers of a world where delivered shopping is ubiquitous.

Importantly, both men agree that the benefits of an expanded delivery service can trickle back onto newstrade sales. "News is a product and not solely a delivery mechanic or reason for delivery," he says. "Making retailers more accessible to customers will benefit all products and support total shop sales.

DELIVERY FOR THE FUTURE

News UK's **Greg Deacon** highlighted a number of firms pushing the boundaries of what delivery companies and online retailers can do. Each one could inspire the development of your service. Here RN's Rebekah Commane profiles them



Postmates

American company Postmates has taken delivery services to another level by delivering a range of items to people's homes and workplaces. The Silicon Valley start-up began by collecting food and beverages from a variety of restaurants and cafes and dropping them off to customers for a fee. It then expanded the range it delivers, adding products from the likes of Apple retail and US supermarkets. It's now looking to expand even further.

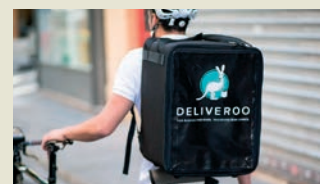
shop for groceries and have them delivered within an hour. Initially, shoppers purchased the items with a 10% to 20% mark-up on top of delivery charges, but with the success of the business, Instacart developed relationships with grocery companies to share their existing mark-up, meaning customers can benefit from in-store prices.

Checkout 51

Checkout 51 partners with brands to provide cash-back offers to customers. Brands pay Checkout 51 cash for redeemed offers and it is paid on to members when they request a cash-out payment. The start-up earns money from the brands by getting its customers to try their products, potentially creating regular customers.



better value for money than competitors.



Deliveroo

Founded in London in 2013, Deliveroo is different from other online delivery companies as it partners with premium restaurants that don't traditionally offer delivery. The company had already raised over £132m investment by the end of 2015. Deliveroo is available in 30 UK cities and 20 other hubs, mostly in Europe.



Curbside

US start-up Curbside allows shoppers to choose their groceries via a mobile phone app and then collect them from outside the store free of charge or mark-up. It began as a service solely for shoppers at retail giant Target but is currently expanding to offer the service at other stores. The app uses map technology to identify when customers are on the approach, to ensure their groceries are waiting for them.



Hello Fresh

Hello Fresh is essentially a service that delivers fresh ingredients to customers so they can make healthy meals at home without preparation or planning. The ingredients come with a step-by-step picture guide on how to cook the food. The company grew rapidly in the three years since it was founded and now sends out 100,000 meals a year, employing a staff of 25. Although there are other businesses offering a similar product, the USP for Hello Fresh is the fact it offers 'free' delivery and perceived



Instacart

Instacart is a smartphone app and website that allows people all over the world to



Big DL

Big DL is an app that sends alerts on offers and deals available at independent retailers to consumers. Backed by a £17m investment from entrepreneur Brian Duffy, the app is owned by start-up Internet Access Technologies. It works by alerting users to deals available within 20 miles of their location.

Bevy

Bevy is a recently-launched app for the London area which links up with convenience stores to provide alcohol on delivery within 20 minutes of an order being made. Over 300 products, including snacks and soft drinks alongside alcohol, are available from the company's fleet of couriers. The app charges £5 for each delivery. ●



FRESH & CHILLED

Your customers want you to do it, with high margins on offer so does your bank manager, but increasingly it is wholesalers who are driving the growth of fresh and chilled in the independent sector. **Helena Drakakis** finds out how two wholesalers are adapting to the opportunity

A little fresh thinking

Paul Hargreaves

Chief executive, Cotswold Fayre Ltd



Cotswold Fayre is a delivered wholesaler of premium and specialist products across central and southern England



Trends

We've only just moved into fresh and chilled because our customers kept asking us if we offered a range. We looked around and saw that there was provision in meat and cheese, but nothing in other speciality foods. The products aren't necessarily just for a deli counter, they're

for the chiller too. We trialled this last year and much of our range has come from interaction with customers. We're delivering fresh and chilled produce to 70 farm shops and convenience stores in Surrey, Buckinghamshire, Berkshire and parts of London. While farm shops and

delis are our natural home, our largest and repeat orders have come from convenience, especially for products such as pies, puddings and fresh pastas. They want premium products that aren't available in the supermarkets.

Ranging

When we talk speciality outside of cheese and meats, it's products including butters, yoghurts, pies, scotch eggs and puddings. One range we are selling is Mash Direct which are pre-packed vegetables and potatoes. They sell really well, even though most farm shops sell loose potatoes



and vegetables anyway. Curry sauces and pastes also do well too because I think customers are looking for healthy meals that they can cook from scratch quickly. Easy-to-cook meal options are an area retailers should be concentrating on, but variability depends on location and time-of-day trade.



Delivery & merchandising

It's early days for our fresh and chilled range, so there's room for expansion. Currently, all our customers are ordering on a Monday and getting a delivery on a Thursday or Friday. A lot of our deli and farm shop customers tend to be very busy over the weekend so it works for them, but as our operation expands there will be products with a longer shelf life and I'm sure we'll start offering more than one

delivery a week. Our sales team is made up of ex-retailers and they're brilliant at advising on what to stock and where to position it. We've found that many convenience stores want to place their premium and specialist foods like gluten-free in one area. Speciality is also about newness and we advise our retailer customers to regularly change their range and merchandising.

From meal deals to fresh and chilled, consumers expect more from their local stores



My advice

Whether it's convenience or speciality retail, customers often have a preconceived notion that independents will be more expensive than Tesco. That's some-

times true, but it's often not. One of the first things people should see when they come through the door is a special offer. It could be a half price pasta sauce with

a packet of fresh pasta. It gets rid of that prejudice in people's minds.

From cheese to yoghurt, drinks to sausages, fresh and chilled is becoming easier for retailers to access, with wholesalers offering a far greater range of often high-margin produce.

You only have to read RN's retailer profile pages each week to see how many retailers are enthusiastically embracing this area of the market.

No wonder wholesalers across the board have been increasing their investment in fresh and chilled foods.

With more choice and better promotions on offer, RN asked two influential figures in the wholesale industry about the trends driving the sector and what a new fresh and chilled retailer should be stocking and how best to sell products.



Cheryl Norman

trading controller,
Blakemore Wholesale



Blakemore Wholesale is the delivered and cash and carry wholesale arm of AF Blakemore & Sons (operating out of 14 depots)

With the exception of milk, cream, butters and fats, all sub-categories are in strong growth within fresh and chilled. Notable top performers include pre-made sandwiches, cooked meats, ready meals and pizza, cheese, and fresh fish products. Chilled milk as the

largest sub-category is in decline due to market price deflation.

This year will see more shoppers planning their convenience trips. These are typically higher spending shoppers purchasing fresh and chilled items between



An appetising display can build trust

their supermarket or online shops. The growth is mostly being driven by top up, food to go, fruit and vegetables and "meal for tonight".

We offer an extensive range of fresh and chilled products across all sub-categories, so we're well equipped to service retailers with between one and 10m of chiller space. We also have planograms that cover all sizes of chiller space, so we can offer retailers advice on the key products to sell based on the most up-to-date market data.

As a rule, we suggest that retailers offer a diverse range across all sub-

categories, irrelevant of the chiller space they have.

We work very closely with our major suppliers to be able to offer our customers a good core range covering key brands together with alternatives and we pride ourselves on consistent availability. We have a very competitive promotional plan to ensure that customers are in the best position to compete against all major symbols

and multiple convenience. We're also working closely with companies to create unique food to go solutions that will work in even the smallest of stores as we know this is a key growth area and footfall driver. We like to give customers the personal touch and can offer business development support for any retailers who would benefit from range, merchandising and planogram advice.

We deliver fresh and chilled seven days a week and, as long as customers meet our minimum delivery drop requirement, they are welcome to have a delivery every day.

Retailers need to plan their orders around their busiest periods to ensure they have adequate stock to meet demand. The most important part is to ensure that they have consistent supply, so that customers can always purchase what they

need on a daily basis.

Retailers should use the core range planograms that we provide as this will not only ensure they are stocking the right products for their chillers, it will also encourage impulse purchases. It is important to note that chilled shoppers often spend more than £4 more than a regular c-store customer and will add two or more products to their basket that they did not intend to purchase. This

is also where point of sale, promotional offers and clip strip impulse purchases come into play.

Our business development managers have extensive knowledge of products and their success rates so are well equipped to present new product development and recommendations. We can also provide samples and offer sale or return terms on new products so retailers can trial our range at no risk of expense to themselves.

Success in selling fresh and chilled comes from having a comprehensive range of products on sale at all times. Customers need to have confidence that you

will have the products they need when they shop with you, that your range is up to date with leading market trends and freshness is key. ●



Are you meeting shoppers' fresh and chilled needs?



PREVIEW



Dip into this new Creation

Burton's Biscuit Company has launched Maryland Creations Choc Dipped as part of its newly-created Maryland Creations range.

RRP £1.79

Outers 8

Contact 01727 899700



Make your stock pop

Ferrero has launched special edition Tic Tac Popcorn in 18g and 49g packs.

RRP 58p - £1.31

Outers 24

Contact 01923 690300



Arriba! Hot new addition

Jack's Links has launched Peperami Tex-Mex, the first new flavour for the brand in eight years.

RRP 79p

Outers 24

Contact 01604 821200



Griffiths in tasty TV teaser

Premium biscuit brand Borders is being supported with its first national TV ad campaign, voiced by actor Derek Griffiths.

RRP various

Outers various

Contact 01555 662886



£6m Irn-vestment Bru'ing

Irn Bru will sponsor The Football League and Scottish Professional Football League as part of a £6m investment.

RRP various

Outers various

Contact 01236 852400



Little earners

Nestlé has launched two confectionery mini bars – Smarties Little Bar and Milkybar Milk & Crunchy.

RRP 35p - £1

Outers not given

Contact 01904 604604



Say bonjour!

Aryzta Food Solutions has introduced Spelt, Mediterranean and Oregano speciality rolls to its Cuisine de France range.

RRP not given

Outers not given

Contact 0844 4993344



Mikado unleashed again

Mikado returns to TV for the first time in four years under a £1.8m investment for the snack brand.

RRP 39p

Outers not given

Contact 0870 1917343



Are you feeling bold?

Doritos is back on TV this month with a campaign promoting its 'For the Bold' marketing message.

RRP various

Outers various

Contact 0118 9306666

THIS WEEK IN MAGAZINES

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Round up



TIM MURRAY
Magazines
reporter

YOU CAN STILL WIN AT GAMES

As someone who's dabbled in the world of games journalism – I even got to add the phrase “games reviewer” to my CV back in the old Sega MegaDrive days – it's interesting to see the way games magazines have changed over the years. They are in a constant state of flux, but it is still a lively sector and there are still plenty out there.

In a world where publishing of the games themselves is increasingly moving into a world of downloads, games magazines are still alive.

It's still the same diet of editorial content – best-ever games features abound, as evinced by the latest relaunch for Official Xbox Magazine – and there's the same mix of snark and lively editorial chat, as well as thorough coverage of their respective sectors. While there may not be the sheer volume there was a few years ago, it is still remarkably resilient – PlayStation Official saw growth in the last round of ABCs, while the official Xbox-branded mag saw only a minor fall in circulation compared with other titles. New entrant 110% Gaming had almost 22,000 newsstand sales from a standing start.

As a dad of two aspiring gamers, what's perhaps most intriguing about their continued success is that it has come in the face of rivalry from a whole wealth of competing media. My sons are obsessed with assorted YouTube channels showing them how to play games, and yet they still want their respective magazines (110% Gaming for the younger son, PlayStation Official for the eldest one). Whatever the gaming magazines are doing in the face of fierce competition (some of these YouTubes have millions of followers), they're obviously getting it right – and deserve plaudits.

Film tie-in

MARVEL SUPERHEROES GET SET TO SLUG IT OUT

Captain America takes on fellow Avenger Iron Man in one of the summer's first movie blockbusters. This Panini title tells the story

THE SUMMER'S blockbuster film season is starting earlier as witnessed by the launch at the end of April of the latest huge biff-fest from Disney-owned comic book giant Marvel. Captain America – Civil War pits the eponymous hero against fellow Avenger Iron Man and is based on a best-selling graphic novel. Panini is launching the inspiration for the film, a four-weekly publication taking in this epic tale. It's already proved its worth as a retail proposition, but the film opens up a whole new audience for what is Marvel's best-selling graphic novel ever. It lands on shelves in advance of the movie's launch.



CIVIL WAR
On sale 7 April
Frequency 4 weekly
Price £3.50
Distributor
Marketforce
Display with Ultimate
Spider-Man, Star Wars
Rebels, Doctor Who
magazine

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FRANCE**

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STICKER
COLLECTION**

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+31 stickers!**

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PACKETS: 50p RRP

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THIS WEEK IN MAGAZINES



Bestsellers Computers & gaming

Title	On sale date	In stock
1 Computeractive	13.04	<input type="checkbox"/>
2 PlayStation Magazine Official	12.04	<input type="checkbox"/>
3 Official Xbox Magazine	08.04	<input type="checkbox"/>
4 Webuser	06.04	<input type="checkbox"/>
5 Micro Mart	07.04	<input type="checkbox"/>
6 Gamesmaster	21.04	<input type="checkbox"/>
7 PC Gamer DVD	07.04	<input type="checkbox"/>
8 Edge	04.04	<input type="checkbox"/>
9 Games TM	21.04	<input type="checkbox"/>
10 PC Pro DVD	14.04	<input type="checkbox"/>
11 PC Advisor DVD	13.04	<input type="checkbox"/>
12 Retro Gamer	21.04	<input type="checkbox"/>
13 Mac Format	12.04	<input type="checkbox"/>
14 Neo	14.04	<input type="checkbox"/>
15 Computer Shopper DVD	14.04	<input type="checkbox"/>
16 Linux Format DVD	12.04	<input type="checkbox"/>
17 Play Unofficial PlayStation	28.04	<input type="checkbox"/>
18 Custom PC	14.04	<input type="checkbox"/>
19 Computer Shopper CD	14.04	<input type="checkbox"/>
20 PC Pro CD	14.04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



MARIE CLAIRE

The latest issue of Marie Claire comes with a covermount of Neal's Yard Remedies hand cream in one of three scents, worth £10. Readers will also receive a 20% discount on Neal's Yard Remedies products. The issue is Marie Claire's hair special, with features on how to get big hair in 2016, cat-walk looks for all hair types and the products that will help readers get the latest styles.



On sale 31 March
Frequency monthly
Price £3.99
Distributor Marketforce
Display with InStyle, Glamour, Red



HOW TO RETIRE IN STYLE

With pensions still on or near the top of the government's agenda, advice for those approaching retirement age is essential. So what better time for the next issue of How To Retire In Style, the bi-annual publication from the publisher of Moneywise. It offers plenty of tips on pensions for those just about to retire or those ready to retire. It also gives people tips on how to generate income from their pension pot.



On sale 7 April
Frequency bi-annual
Price £4.99
Distributor Seymour
Display with Moneywise, Money Observer, Investors Chronicle



PRACTICAL MOTORHOME

The caravanning sector is still proving to be strong, delivering a retail sales value of almost £2m in the year to January 2016. And within that arena, Practical Motorhome is the third biggest publication. Its June issue looks at the recent NEC caravan show and highlights some of the best things from the event, as well as touring Stratford-upon-Avon to mark the 400th anniversary of Shakespeare's birth.



On sale 6 April
Frequency monthly
Price £3.99
Distributor Frontline
Display with Caravan Magazine, Practical Caravan



OFFICIAL XBOX MAGAZINE

Future has given a new lease of life to its Official Xbox Magazine, with a redesign and relaunch for the publication. The relaunch is accompanied by a special 68-page free magazine which contains the results of a reader poll on the best Xbox 360 games ever. There's also a competition offering a top prize of a free Xbox One console and games, with a total value of more than £1,000.



On sale 8 April
Frequency monthly
Price £5.99
Distributor Seymour
Display with Official PlayStation, 110% Gaming



MAKING

Quilting is, according to the people behind Making Magazine, the next big thing, and Making is bang on-trend with a special edition offering a whole range of different quilt-based patterns and projects. There are 28 different patterns for enthusiasts to get stuck in to, with everything for both the beginner and more advanced practitioners. The quilting special follows on from its colouring and crochet specials.



On Sale 7 April
Frequency monthly
Price £5.99
Distributor Seymour
Display with Quilt Now, Knitting Magazine



The best-selling crossword magazine
EVER!
ON SALE 7 APRIL





ANDY'S AMAZING ADVENTURES

As any parent knows, kids love dinosaurs and Andy's Amazing Adventures is devoted entirely to the prehistoric creatures. The third issue of the newly-launched magazine is its biggest yet, a bumper-sized spectacular featuring a figurine of the publication's titular hero, as well as a pair of binoculars. Publisher Immediate believes this issue will deliver a retail sales value of more than £200,000.



On sale 6 April
Frequency monthly
Price £3.75
Distributor Frontline
Display with CBeebies, Washbuckle, Youth & Children



FUN TO LEARN FRIENDS

With the Easter holidays looming, kids will be crying out for things to do and there's plenty in the latest issue of Fun To Learn Friends. Free gifts include stickers and a toy phone set and among all the pre-school favourite characters there's a Peppa Pig activity workbook. Other familiar figures featured include Little Kingdom, The Gruffalo and Paw Patrol.



On sale 31 March
Frequency fortnightly
Price £2.99
Distributor Comag
Display with Disney Frozen, CBeebies, Paw Patrol, Fun To Learn – Peppa Pig



TWIRLYWOOS

The third issue of the comic property taken from the hit CBeebies show features characters such as Great Big-Hoo, Toodloo, Chickedy and Chick. As ever, Twirlywoos follows the gang on their adventures aimed at making its readers laugh out loud. It includes free gifts – a clay set and a jigsaw cookie cutter – and a sticker sheet which will appeal to its core market of pre-school children aged between two and four.



On sale 6 April
Frequency monthly
Price £2.99
Distributor Marketforce
Display with In The Night Garden, CBeebies, Octonauts, Something Special



YOUR DOG

With the biggest event on the dog lover's calendar, Crufts, under its belt – and post-show coverage included – canine owners' thoughts are now turning to the summer holidays, which are just around the corner. The May issue of Your Dog features a free supplement on dog-friendly holidays that tell owners the best places where they can go away with their four-legged friends. The magazine itself features the usual mix of training tips, features on particular breeds, advice and competitions.



On sale 7 April
Frequency monthly
Price £3.70
Distributor Seymour
Display with Dog World, Dogs Monthly, Dogs Today



SHOPKINS

Shopkins has teamed up with Topps trading cards to offer up to six free Shopkins trading cards with the latest issue of the publication, giving readers a great freebie as well as cross-promoting the range of cards from Topps. It also features a free Shopkins character as well as more than 100 stickers. There are also free posters and the chance to win a Shoppies makeover.



On sale 7 April
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Disney Frozen, AniMagic, Jacqueline Wilson

Industry viewpoint

Ed Hammond

Editor,
Panini Magazines



It might be nearly 10 years old, but Civil War has proved to be one of the most successful series Marvel has ever created. Relatively unknown outside the world of comics until recently, Marvel fans consider it a modern classic. Now, with the new Captain America movie taking direct inspiration (not to mention its subtitle) from the series, it seems the comic is set to find a whole new audience.

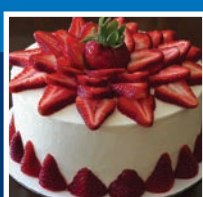
Originally released in 2006, it was Marvel's big summer crossover event for that year. A long-running tradition, these event books bring together heroes from Marvel's entire range of titles into a single flagship comic. The simple premise of the superhero community being at war with itself due to a government-imposed registration act electrified readers, with each issue proving to be a sales hit.

The first five issues were the top-selling comics of 2006, with issue two taking over a quarter of a million orders in June alone. In fact, issue two would go on to become the second best-selling comic of the decade (only pipped at the post by Amazing Spider-Man issue 583, which featured the webbed wonder meeting Barack Obama – an obvious must-buy for speculators everywhere).

The collected graphic novel of the series would become one of Marvel's most popular books, topping the sales charts on its initial release, and staying in the top 100 for many months and years to come. Certainly for the UK market it has proved to be a truly evergreen title and the best-selling Marvel graphic novel. In fact, with Captain America: Civil War's release just a few weeks away, the trade paperback has now shot back to the top of the UK GN charts, vastly outselling any other superhero title.

With such a strong pedigree and a renewed interest due to the movie, the new Civil War Collector's Edition should prove a perfect jumping on point for new readers eager to discover the comic book roots of Marvel Studio's latest multi-million pound movie blockbuster.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



WANT TO KNOW THE RECIPE FOR FANTASTIC CAKE AND BISCUIT SALES? RN REVEALS ALL

Plus, with Easter over, it's time to start planning for a profitable summer with our guide to selling spirits, and retailers' reactions to the arrival of the National Living Wage



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	12	100	8.99
Build the Millennium Falcon	64	100	8.99
Cake Decorating Relaunch	160	165	2.99
Dinosaurs & Friends	58	80	5.99
Jazz at 33 and third RPM	6	70	9.99
Official Star Wars Factfile	114	120	2.99
Simply Stylish Knitting	13	90	3.99
Star Wars Helmets Coll'n	6	60	9.99
Zippo Collection	15	60	19.99

Eaglemoss

3D Create & Print	63	90	6.99
Build A Solar System	32	104	6.99
DC Comics Graphic Novel	17	60	9.99
Disney Cakes & Sweets	134	120	4.50
Doctor Who Figurines	68	70	7.99
Marvel Chess Collection	64	64	8.99
Marvel Fact Files	159	150	3.50
Military Watches	56	80	9.99
Star Trek Ships	69	70	10.99

Hachette

Art of Crochet	31	120	2.99
Art of Knitting	62	90	2.99
Art Therapy	54	100	2.99
Black Pearl	116	120	5.99
Build the Mallard	83	130	7.99
Build the U96	82	150	5.99
Classic Pocketwatches	94	100	8.99
Dr Who Complete History	15	80	9.99
Judge Dredd Mega Collection	32	80	9.99
Marvel's Mightiest Heroes	59	60	9.99
My 3D Globe	65	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	57	80	5.99
My Zoo Animals	30	60	5.99
Precious Rocks, Gems & Minerals	62	100	5.99
Real Life Bugs & Insects	80	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



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



Minions
Starter **£4.99**
Cards **£1.00**



Journey to Star Wars: The Force Awakens
Starter **£4.99**
Stickers **£1.00**



Rugby Attax
Starter **£4.99**
Cards **£1.00**



Lego Friends
Starter **£2.99**
Stickers **£0.50**



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



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



Lego Ninjago
Starter **£2.99**
Stickers **£0.50**



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



Match Attax 2015/16
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**



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Back in the day

100

YEARS AGO
1 April 1916

"Poultry for Beginners" is the title of a handy, practical book for all who would make poultry pay. It will sell at 2d., and the price to the trade is 1s. 3d. per dozen. This is a line that is assured a big sale in these days of economy.



50

YEARS AGO
2 April 1966

A big promotional campaign launched by the Financial Times includes a crossword puzzle and racing tips. The aim of the campaign is to modify the view that the Financial Times is the "bosses' paper". Says publicity manager Mr. N. Courtman-Davies: "We have not yet succeeded in attracting the general business reader."



25

YEARS AGO
6 April 1991

Sales of TV Quick appear to have gone well in its first week with many newsagents reporting a sell-out. But there is little evidence that the new title has expanded the TV listings market. NFRN Hull branch secretary Tony Smith said: "Most people are sticking with Radio Times and TV Times."



Adult colouring makes the pencil supply a bit sketchy

It's been a while since we've run a decent adult colouring book story, so it's with open arms that we welcome this little gem... For it seems as if the phenomenon that seemingly knows no bounds is leading to a worldwide shortage of pencils.

No, seriously, and this isn't a PR scam either. The world's biggest pencil manufacturer, Faber-Castell, has announced that it is struggling to keep up with ever-growing demand.

Artists' pencils have, the German-based company said,

enjoyed double-digit growth in sales terms and it has had to run more shifts at the factory to keep on top of the situation. Reports also suggest that other European pencil

giants Staedtler and Stabilo are also under pressure with supplies.

Sandra Suppa from the company said: "The trend is continuing to this day and can be felt globally - from South America to Asia."

Brazil is the latest country to fall victim to the global craze, according to the New York Times.



Burned offering splits bread fans

The social media boom has made it a lot easier for consumers to vent their rage at huge corporations, with the big supermarkets one of the key victims.

Usually they crumble, ask for more details, offer sincere apologies and a few vouchers.

But not Sainsbury's, because it has come under fire for its 'well-fired' loaves.

"Look how burnt this bread is," scores of punters have written on Twitter and Facebook.

Not so, the grocer has in-

sisted. "It's just well-fired."

Its defence of its oven-baked loaves ("they're supposed to look like that") reminds us of the drunk

who claims that their being sick was down to food poisoning, not copious amounts of alcohol.

Even though Sainsbury's has defended the bread, we reckon that the bakers or marketing whizzes who came up with the idea could find themselves well fired sooner than they think...



VIEW FROM THE COUNTER with Mike Brown



On Sunday 13 March I took a team of news deliverers to Sunderland to take part in the Northern district's top shop 10-pin bowling competition.

Although we returned home empty-handed - rather embarrassing considering the highest scoring girl, Hibba Awan, was only four - we had a great afternoon out. This annual competition is proving very popular, with more than 20 teams from every corner of the district entering.

On the way home I mentioned that the district social committee was organising a trip to Flamingo Land (a local theme park like Alton Towers) on 3 July, which created a bit of a buzz. I have to admit that in the 25 years' involvement in HND the team of 15 paper boys and girls I have at the moment is one of the best I have ever had - so it is easy to reward them in this way.

The Flying Scotsman, one of the most famous trains in Britain, has spent the last couple of weeks in our area travelling between the National Railway Museum in York and the North Yorkshire Moors Heritage Railway at Gromont, near Pickering (famous for its use in the Harry Potter films).

It's been great for business, as the nearest station to me, Nunthorpe, is only three miles away. Families have been piling in to buy sweets before clapping and cheering as this iconic train passes by.

Last week I sent back more than 800 newspaper vouchers which came to a staggering £1,372.44 (about a third of my newsbill). It was the end of the month and I have been rammed with Daily Mail vouchers since the launch of The New Day, but still it was a record for me. It took most of Monday morning to process them, but I still enjoyed the 1p handling allowance. £8 - not bad for a morning's work.



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