

RETAIL NEWSAGENT

THE OTHER EURO DEBATE

How to make
more money
this summer

EURO 2016
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Community chance
'We set up an award-winning locally-run village store.' Page 20 >>



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Price cuts and cash bolster cig brands



- Retailer reports "massive" Chesterfield growth after Philip Morris offers £1 incentive for every extra sale.
- Imperial Tobacco drops price of four leading brands by 10p to help retailers remain competitive. Page 5 >>



CHILLED FOOD

Landmark club raises game on fresh offer

Loyalty scheme to offer exclusive deals and ranging advice.

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CONVENIENCE

Standards drive cuts symbol numbers

Fascias fall 0.7% in latest IGD report.

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NEWSPAPERS

Irish Sun Euro offer

Price halved but margin held for football promotion.

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Vol 127 No 21
FOR TRADE USE ONLY



Owners Andrew Crabb (left) David Andrews (right) celebrate the opening

Back with a bang Long Ashton Post Office in Bristol re-opened this week after a major gas attack caused extensive damage. Criminals targeted the store's ATM in January, but so much explosive was used that it was blown out of the wall, and the resultant fire wrecked the store (right). A community celebration took place last Thursday to mark the re-opening.



LEGISLATION

Legal high bill: new headache for indies

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Sid takes on
supermarkets with
launch of loyalty tag
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LEADER



Critics of the 'gig economy' say workers are swapping stable incomes for flexibility and opportunity



CHRIS GAMM

Editor

@ChrisGammRN

When collecting my bike from its annual service recently, five Deliveroo employees were in the store receiving a masterclass on checking and fixing their bikes while on the road. They were all wearing high quality, Deliveroo-branded cycling gear and looked the part. It prompted me to research how the takeaway delivery business develops its staff.

Its website advertises "free food, flexible hours and great pay". But I learned drivers are self-employed, so holiday pay, insurance or the minimum wage aren't covered. The pay structure is fragmented, varying by location and mode of transport. Cyclists earn £6 an hour plus £1 per drop in Nottingham, or £4 per drop in Watford, for example.

Deliveroo is growing phenomenally and currently has 57 job vacancies in London alone. But a consequence of this is summed up in damning fashion by a former employee on a job site message board: "The company is run by inexperienced management paid peanuts to manage hundreds of delivery people. They simply can't cope with the pressure of taking care of what makes the company money: its delivery team."

Technology startups like Deliveroo and Uber may be changing our lives with low-cost and convenient services, but what impact are they having on the future of the workplace? Critics of the 'gig economy', where freelance staff jostle for work and complete tasks for small payments, say workers are swapping stable incomes for flexibility and opportunity, but with it comes uncertainty and a race to the bottom.

While there are legitimate concerns about the effect the National Living Wage and auto-enrolment will have on your business, Deliveroo's model further highlights how valuable employers who invest in their staff really are. After all, how many of these drivers would love to have the wages and conditions you offer?

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NEWS

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Zeal for Premier concept

Booker revealed a growing retailer interest in its new Premier store concept as the group posted an 11% rise in pre-tax profits to £155.1m for the year to 25 March.

Premier director Martin Swadling said the concept, unveiled at Premier Singh's in Sheffield in February, which included the launch of more meal deals, non-food items and bulk-buy lines, is being rolled out to other stores.

He said: "We've had a real interest around this from retailers who are looking at ways of improving their business."

It comes as Booker revealed total like-for-like sales for the year had fallen 1.9%, with tobacco and non-tobacco sales down 5.2% and 0.3% respectively. However, total group sales grew 5% to £5bn.

'Sugar tax won't earn estimated £690m'

Moves by soft drinks manufacturers to reduce sugar content in their brands will mean government earnings from the sugar tax will fall far below projections, an energy drinks supplier has predicted.

Speaking to RN at the NFRN's London district trade show in Wembley last week, Boost's national account manager, Tony Owen, said: "The figure for earnings from the sugar tax is £690m, but it won't be anything like that because soft drinks companies are concentrating on reformulation and sugar-free products. Our new products will be light or sugar-free from now on. It will reduce tax implications."



Take a new stand on bigger breakfasts

News UK is targeting 150 independents with cross-category solutions displaying The Sun, Alpen bars and Weetabix On The Go drinks.

Greg Deacon, independents sales manager at News UK, said: "With 44% of newspaper sales sold by 11am and 2.3 million breakfasts sold through independents every week, this is a great way for retailers to drive incremental sales. Retailers will be given the first stock free to let them see the rate of sale that can be generated from this fixture."

Bill restricts sale of household products Responsible retailers not the focus, says Home Office

Retailers face burden to police legal highs law

by Gupreet Samrai

The government has been criticised for again putting the burden on retailers to police customers as a new bill restricting the sale of products that can be used as legal highs comes into force.

The Psychoactive Substances Act 2016, which focuses on the sale of products that can be used to mimic the effects of controlled drugs such as cannabis and cocaine, took effect on Thursday (26 May).

The act states retailers should take "reasonable

steps" to make sure they are aware of the potential uses of such products, which include household goods, aerosols and nail polish remover.

It adds that it is an offence if the retailer "knows or is reckless about whether the psychoactive substance is likely to be consumed by the person it is supplied to, or by some other person, for its psychoactive effects". The penalty for offences ranges from civil notices to criminal prosecution.

Spar retailer Conrad Davies said: "So we're supposed to second-guess

what customers are doing with it? It's a concern the onus is put on innocent retailers again. It's very difficult for us to police."

Nisa retailer Paul Cheema added: "Legal highs should be banned, but how many more burdens are there going to be on retailers? There should be better guidelines. Manufacturers have to start helping with something on the products as a prompt."

Mark Stevenson, loss prevention manager at Blakemore Retail, has raised concerns that the fact the person selling the product

"ought to have known or suspected" a product was psychoactive, could leave retailers "wide open".

Jamie McLellan, from the drugs and alcohol unit at the Home Office, said there were 82 deaths last year related to new psychoactive substances in England and Wales and the government is playing "catch-up" as new drugs emerge. Responsible retailers are not the focus of the act, he added.

The NFRN said it welcomes the bill, but called for guidance and support rather than just penalties for retailers.

Symbol stores tighten standards

New figures showing an increase in the number of unaffiliated independent shops are being driven by tighter compliance and standards from symbol group operators, according to industry chiefs.

The number of unaffiliated stores rose from 18,700 in 2014/15 to 19,054 for the year ending 31 March 2016, an increase

of 1.1%, a report released by IGD Retail Analysis revealed this week. At the same time, symbol store numbers fell 0.7% from 15,169 to 15,060.

The IGD claimed the growth had been driven primarily by groups taking symbol status away from retailers who don't meet increased compliance and discipline measures.

This was backed by Costcutter chief executive Darcy Willson-Rymer. He said: "We have ended our relationship with some retailers who have consistently not met our basic store standards."

Stuart Johnson, retail controller at Landmark Wholesale, added that symbol retailers who were "unwilling or unable to

invest, or poor compliance stores" were being converted to "unaffiliated retail club stores".

Meanwhile, IGD chief executive Joanne Denney-Finch added the results showed "more people than ever before are top-up shopping", with 63% of consumers visiting convenience stores for this type of shop.

Massive rise as manufacturers push brands before plain packs £1 paid for every extra pack

Cash incentives and price cuts driving tobacco sales

by RN news team

Retailers have reported a “massive” increase in cigarette sales as manufacturers cut prices and offer cash incentives to bolster brands at a time when new plain packaging and smaller pack regulations are set to shake-up the industry.

Philip Morris has been encouraging retailers to sell more of its Chesterfield brand with £1 paid for every extra packet sold above a defined “base rate” during an eight-week period.

An independent retailer, who did not want to be

named, said: “I have seen a massive increase in sales.

“We were also given PoS including shelf wobblers to encourage as many customers as possible to buy the brand. I think this is a really smart way of driving sales and is something that retailers will respond to.”

Meanwhile, Imperial Tobacco will knock 10p off the price of four of its biggest tobacco brands – Lambert & Butler, JPS, Players and Gold Leaf – from 1 June while maintaining cash margins.

The manufacturer said

the price cut will help retailers “maintain a strong market position” and is crucial to ensure its “competitive position” remains strong.

Amit Patel, of Stratford Post Office, has been trialling the new Imperial prices at his store. He said: “We sold up to one and a half extra outers a week because of the lower price.”

It follows warnings from manufacturers that independent retailers who over-price cigarettes and rolling tobacco in the wake of new tobacco legislation risk losing trade to the

supermarkets.

Imperial Tobacco retail development executive Aman Grewal told RN premium tobacco pricing had contributed to 2,000 Australian retailers closing their shops since the introduction of plain packaging.

An Imperial spokesman said: “While it’s up to each retailer to determine their own retail pricing, we advise all our retailers to adopt the same general approach as us: to price their stock competitively for their customers, to maintain a strong market position.”

Quiz JTI on EUTPD II

JTI is giving retailers the chance to put questions on EUTPD II to its experts.

Retailers are being encouraged to email their questions to RN’s news editor at gurpreet.samrai@newtrade.co.uk. JTI’s responses will be published in the 24 June RN.

It comes in the same week the manufacturer published findings of a survey of 250 independent retailers, which highlighted gaps in their knowledge about the regulations.

A third of the retailers said they were unaware that EUTPD II came into effect this month, while 76% were unaware that e-cigarettes are also affected.

Remain or recession?

David Cameron and George Osborne this week claimed leaving the EU would result in a year-long recession and increased prices – including food costs – for consumers. Their argument was based on the findings of an HM Treasury analysis. It echoes the position of Vince Cable and Chuka Umunna reported in last week’s RN. Boris Johnson, however, dismissed the study as “more propaganda” from the Remain side.

● Industry Profile – p16

New kit boost for Bay’s boys

Bay Bashir’s local Boro Rangers football team tried out their new kits – paid for by Boost – before heading to Barcelona to compete in a tournament. Mr Bashir, who runs Belle Vue Convenience Store in Middlesbrough, Cleveland, said: “The team is looking forward to their trip. This will be an amazing experience for the boys and myself and we are grateful to Boost.”



Axa €1.7bn sell off ‘won’t affect tobacco shares’

Insurance firm Axa’s decision to sell off €1.7bn in tobacco investments will have “little impact” on tobacco shareholders and independent retailers, financial experts told RN.

In the same week, manufacturers vowed to appeal a high court ruling in favour of plain pack legislation.

Axa announced this week it will sell off €184m of shares in tobacco companies and nearly €1.6bn in tobacco industry bond holdings, saying it made “no sense” to continue investing in the sector on health and ethical grounds.

Chris Snowdon, head of lifestyle economics at the Institute of Economic Af-

fairs, claimed the effect on tobacco shares as a result would be “non-existent” as they continue to rise.

Shore Capital analyst Clive Black added: “While this is not welcome for tobacco investment, there are plenty of investors who like the free cash that tobacco stocks generate.”

The news came as the

high court rejected tobacco manufacturers’ legal challenge against plain packaging legislation last Thursday.

JTI and BAT said they will appeal the ruling, while Imperial Tobacco will make a decision at a later date. Philip Morris International said it would not make an appeal.

Android Pay at Costcutter

Costcutter Supermarkets Group has announced customers can now pay for their shopping using the latest contactless payment method, Android Pay. Launched by Google this month it is available to all Costcutter, Mace, Supershop, Kwiksavve and Simply Fresh stores which operate the group’s CPoS system. The move follows the roll-out of Apple Pay across Costcutter last year.

NEWS

BUSINESS



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Today's adds digital sales tools

The Today's Group has pledged to develop its digital marketing and sales tools to help its retailers take advantage of new sales opportunities.

The group said it will add features to its digital app, developed in conjunction with technology firm Big DL, to allow Today's members to accept electronic coupons from shoppers to claim deals from participating shops.

It will also install promotional digital screens in the windows of 1,000 convenience stores during the course of the year to "maximise their exposure" among consumers.

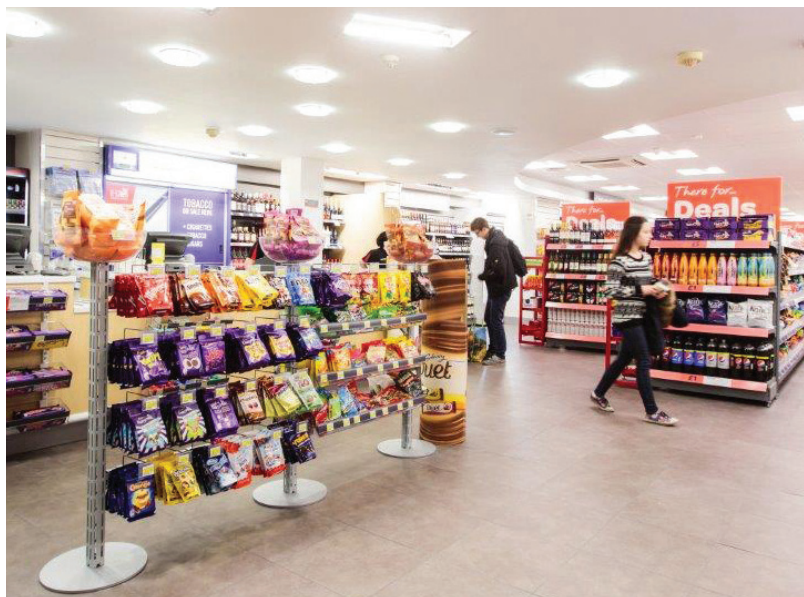
John Kinney, Today's Group retail director, said: "We have recognised that there is a whole group of customers – millennials – who don't necessarily respond to leaflets and therefore we very much see this app technology bridging this consumer communication gap."

Conviviality 137% yearly sales boost

Conviviality Retail has posted a 137% increase in annual sales to £864m as the group boasted a "transformational year" following a string of acquisitions.

The Bargain Booze and Wine Rack operator also opened 126 stores in the 53 weeks to 1 May 2016, with 38 new franchisees joining the group, while store closures fell from 63 to 34 year on year.

It follows Conviviality taking on alcohol supplier Matthew Clark and events firm Peppermint last year, with the company also purchasing wine wholesaler Bibendum this month in a £60m deal.



Sparring challenge for Blakemore Partners

Blakemore Trade Partners has announced plans to grow its number of convenience stores on university campuses starting with the launch of two Spar stores at the University of Nottingham last month. The 700sq ft and 2,000sq ft sites offer a wide selection of fresh produce, meal deals and healthier ranges, with both also equipped with Spar's Daily Deli food service concept. Blakemore Trade Partners development director Louis Drake said: "Our aim was to create better value, more relevant stores for students."

Retailers receive three-week digital training Abergavenny trial reached 22,000 people

Simply Fresh app set for wider distribution plan

by Steven Lambert

Simply Fresh has unveiled ambitious plans for the roll-out of its new digital app after more than 100 shoppers in a rural area signed up to use the technology during a three-week trial.

The convenience group has been testing the app, developed in conjunction with e-commerce site Cornershop Online, at its Simply Fresh Abergavenny store.

The business allowed customers who download-

ed the app to claim deals on their smartphones and the chance to enter a digital raffle to win a PlayStation 4 console.

Purdeep Haire, director at Cornershop Online, said: "We chose the Abergavenny store as a proof of concept for the app. The fact that we had 100-plus downloads and reached more than 22,000 people on social media in a rural town in Wales means we should be getting multiples of that in big city locations."

Mr Haire added that he was working with Simply Fresh to offer "intense" three-week social media training to retailers taking on the app to help them grow their online presence.

Kash Khara, managing director of Simply Fresh, said the app is now being trialed at its Simply Fresh Weare store, near Axbridge, before being rolled out to the rest of its estate.

He said that plans for the technology will include the addition of a click-and-

collect feature as well as the ability for shoppers to use the app in conjunction with Costcutter's loyalty scheme.

"This is not a generic head office application – it's a tool for retailers to use to communicate to their customers," said Mr Khara.

"It opens the door to more tailored promotions so if a retailer wanted to work with a supplier and send out a voucher that can be redeemed in store, they can do that."

Landmark launches members' club

Landmark Wholesale will offer "better terms and service" on fresh and chilled goods to its members with the launch of its Lifestyle Chilled Club.

The company revealed to RN it is working in conjunction with chilled delivery service Fresh to Store to launch the

scheme, which forms part of a larger three-year growth plan.

Stuart Johnson, retail controller at Landmark, said it will look to offer exclusive deals, ranging from advice and a "host of extra benefits" to retailers signing up to the club.

He added: "One of the

big highlights in our three-year plan is to step change our focus on chilled and fresh.

"As a cash and carry symbol, we're not at the same level as some of the delivered guys in terms of distribution, but there's still a massive opportunity for our retailers to raise

their game. We want to up our advice and service to give retailers a better deal on chilled."

Mr Johnson said Landmark will begin rolling out the Lifestyle Chilled Club to members in the next two months.

● See RN's *Future-proofing the fascia feature*, 10 June

NEWS

NEWSTRAD



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Cut-price Star continues to close in on Mirror with 23% weekday increase Quality sector also reports strong April

Independent's closure fortunate for i, Guardian and Observer

by Nadia Alexandrou

Core retail sales of the i grew by 29,073 copies in April – the first full month after the closure of the Independent and the second month under Johnston Press' ownership.

The Saturday edition of the paper grew copy sales by 6.5% year on year, while sales of the weekday edition fell by a marginal 0.1%, according to the latest Audit Bureau of Circulations data.

The Guardian and Observer also benefited from the closure of the Independent – which had an average daily sale of just under 50,000 copies in March – according to Guardian Newspapers.

They sold an extra 18,241 and 9,802 copies respectively in April compared to the previous month.

This performance is also reflected in the titles' year-on-year sales, with the weekday and Saturday editions of the Guardian down by just 2.8% and 1.3% respectively, while the Observer was down by 1.2%.

These figures are a significant improvement on

the March ABCs, where the weekday and Saturday editions of the Guardian were down by 7.3% and 6.3% respectively, and the Observer by 5.1%.

Rob Rattley, circulation manager at Guardian Newspapers, said: "As well as the closure of the Independent, the strength of these figures is down to the strong promotions we ran in April."

Meanwhile, the cut-price Daily Star continued to close in on the Daily Mirror. It grew copy sales in April, building on monthly growth achieved since slashing its price (and margin) to 20p last October. It posted its highest year-on-year circulation growth since the change, with the weekday edition up 23.1%, the Saturday edition up 20.4% and the Sunday edition up 25.3%.

Meanwhile, The Times increased year-on-year weekday sales by 0.7% and Saturday sales by 1.1%.

Overall, the yearly decline in newspaper sales slowed, with dailies posting the biggest improvement, down by 5.3%, compared to 8.5% in March.

April Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	672,422	-0.4%	-11.7%	£97.0	717,422
Daily Record	162,205	-0.4%	-14.5%	£23.1	167,173
Daily Star	516,514	5.4%	23.1%	£24.9	516,514
The Sun	1,527,190	-2.7%	-12.1%	£170.2	1,605,093
Daily Express	391,390	1.4%	-4.5%	£52.0	391,390
Daily Mail	1,288,398	-1.1%	-5.0%	£186.81	1,362,861
Daily Telegraph	441,216	2.2%	0.5%	£143.9	460,748
Financial Times	34,884	-3.9%	-7.1%	£18.8	56,329
Guardian	140,621	4.1%	-2.8%	£61.8	140,621
i	217,375	5.1%	-0.1%	£21.7	286,784
Times	329,350	0.5%	0.7%	£99.1	396,287
TOTAL	5,721,565	0.0%	-5.3%	£900	6,101,222

April Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	881,901	1.8%	-12.5%	£185.2	926,901
Daily Record	197,620	2.6%	-12.3%	£39.1	202,588
Daily Star	481,975	6.4%	20.4%	£34.9	481,975
The Sun	2,080,295	2.6%	-9.1%	£311.6	2,158,198
Daily Express	522,249	2.2%	3.3%	£50.4	522,249
Daily Mail	2,092,043	-1.6%	-4.8%	£402.9	2,166,506
Daily Telegraph	597,168	0.1%	-6.3%	£286.6	616,700
Financial Times	72,441	-0.9%	-7.7%	£57.3	93,886
Guardian	313,439	4.2%	-1.3%	£200.0	313,439
i	203,281	0.6%	6.5%	£25.4	272,690
Times	489,280	1.6%	1.1%	£172.5	556,217
TOTAL	7,931,692	1.5%	-4.8%	£1,765.90	8,311,349

April Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	183,119	-0.4%	-13.6%	£65.4	186,929
Sunday Mirror	640,949	-1.3%	-16.2%	£175.0	685,949
People	253,519	-2.4%	-18.0%	£69.2	260,519
Daily Star Sun.	313,814	6.0%	25.3%	£34.7	313,814
The Sun	1,311,202	-1.1%	-9.7%	£275.4	1,392,711
Sunday Express	359,004	-0.1%	-4.3%	£106.4	359,004
Sunday Post	157,957	-2.1%	-13.3%	£53.1	157,957
Mail on Sunday	1,244,267	0.2%	-5.2%	£418.1	1,312,377
Observer	194,054	5.3%	-1.2%	£142.6	194,054
Sun. Telegraph	338,496	-0.7%	-6.6%	£154.0	362,313
Sunday Times	708,388	1.3%	-7.0%	£371.9	771,873
TOTAL	5,704,769	0.0%	-7.7%	£1,865.73	5,997,500

It's a kind of Magiki

De Agostini is targeting independent retailers to help push its latest Magiki Collection.

It follows recent analysis that showed unusually high levels of early returns of Magiki Mermaids – 53% – from independents. Despite this, EPOS data showed it is on target to be the biggest-selling Magiki product to date, with one multiple selling 60,000 units in four weeks.

Mark Murray, account manager at Comag, said:

"Independents are missing out on a huge revenue opportunity. While we appreciate there is a lot of collectable product out there with the Euros fast approaching, we're keen to get the message out that this product is selling strongly."

With the bank holiday and half-term falling next week, Comag is working with wholesalers to push stock in time for what is expected to be a peak sales period for Magiki Mermaids.

¹ Core sales are newtrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

NEWS

PRODUCTS



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Starbucks gets more chilled for c-stores

Starbucks Consumer Packaged Goods (SCPG) is adding to its range of chilled coffees for convenience stores with the launch of Caff  Americano with milk this month.

The new line is made with 100% Arabica Espresso Roast coffee and is being targeted at drinkers looking for stronger coffee flavours with reduced milk content, according to the company.

It will launch at the end of this month with an RRP of £1.59 and will sit alongside existing flavours Caff  Latte, Caramel Macchiato and Cappuccino in the range.

Butterkist popcorn multipack

Tangerine Confectionery is expanding its range of Butterkist Sweet Cinema popcorn with the launch of multipacks containing smaller snack-sized bags.

The 6x15g multipacks (RRP £1.69) will be targeted at shoppers looking for a lunchtime treat or an alternative snack for lunchboxes, according to the manufacturer.

Anjna Mistry, senior brand manager at Butterkist, said: "Snacking and on-the-go pack sizes are increasing in popularity, with multipacks the second biggest growing format within the popcorn market, up 33.7% year on year."



Corona promotes outside 'living'

Corona is back on TV with a new campaign encouraging shoppers to go outside and enjoy themselves during the summer. The beer brand's latest marketing scheme, called 'This Is Living', includes 15- and 60-second ads running from this month, along with posters and digital ads appearing in London and Manchester.

Colour-changing spoons on Frosties and Rice Krispies Hot & Spicy Pringles now in 40g cans

Kellogg's launches healthy brownie snack for children

by Tom Gockelen-Kozlowski

Kellogg's is launching a healthy chocolate brownie-style snack next month which will meet Ofgem standards for advertising to children.

Coco Pops Choco Bakes, described as "wheat bakes", are a "good source of fibre, a source of calcium and contain no artificial colours or preservatives", Kellogg's sales director Nick Dawson said.

The company sees the new product as a direct competitor to bear-shaped kids' snack brand Barny,

although the company said the Coco Pops brand will appeal to a wider demographic.

"We expect the bakes to be incremental to the category. The Coco Monkey character appeals to a wider age range of children in comparison with other kids' products currently on the market," Mr Dawson said.

The bars will be available priced at 39p and non-priced as well as in a five-bar multipack.

The company also

announced two upcoming promotions on its traditional cereal formats, both designed to boost sales ahead of the integral "back-to-school" period.

From August, shoppers in the "specialty channel" – which includes convenience stores and newsagents – will be able to take away one of a set of branded on-the-go pots when they buy two packs of Kellogg's cereal.

The company is also introducing colour-changing spoons to promotional packs of Frosties, Coco

Pops and Rice Krispies, all priced at £2.19. The promotion begins in September and will be advertised on TV and supported with in-store PoS.

Meanwhile, Kellogg's is also focusing on the "massive opportunity" that it says Pringles 40g cans provide stores – adding a Hot & Spicy flavour to the format. The company recently launched its first on-pack promotion on its smaller cans and says this helped increase sales last year to £12m.

Lucozade £3m slimline can awareness spend

Lucozade Ribena Suntory has unveiled a £3m media investment being used to grow awareness and sales of its relaunched Lucozade Energy slimline cans.

The company updated the look of the 250ml packs in April in a bid to meet growing shopper demand

for what it called 'drink now' canned drinks, which it claimed contributes to more than 20% of total soft drink sales.

The new campaign will fit into Lucozade Energy's ongoing 'Find Your Flow' marketing scheme, with TV, radio and outdoor ads

encouraging shoppers to 'crack open, crack on and Find Your Flow'.

Lucozade Ribena Suntory also revealed a low-calorie orange flavour, launched under its new Lucozade Zero range in May, will be available in a 250ml can later in the year.

Ashleigh Roberts, senior brand manager for Lucozade Energy, said: "More consumers are seeking out 'drink now' canned soft drinks and with strong sales we're confident the new look cans will be a successful addition to the Lucozade Energy range."

Hot products for your shopping list



Butterkist Sweet Cinema popcorn now comes in 6x15g multipacks



In September, Frosties will have a colour-changing spoons promotion



Kellogg's Pringles 40g cans feature a new Hot & Spicy line

NEWS

PRODUCTS

£5m Wimbledon campaign Two new squashes launched

Britvic serves up tennis push

by Steven Lambert

Britvic is preparing for big summer sales of its Robinsons squash with a £5m campaign based on the Wimbledon tennis championships.

The investment will see the soft drink brand continue its long-running association with the major tournament under a new scheme called 'A real taste of Wimbledon'.

Britvic will promote the partnership with the launch of Wimbledon-themed designs on 1l (RRP £1.59) and 2l (£2.99) single bottles of Robinsons concentrate and packs of Robinsons Squash'd (£2.49).

In addition, retailers will be able to pick up two new 1l squash flavours. Lemon & Pink Grapefruit will launch as a summer exclusive, while Britvic will also unveil

larger bottles of Orange & Peach following its initial launch in the Squash'd format.

Meanwhile, shoppers will have the chance to win VIP trips and tickets to the ladies' Wimbledon final by responding to a social media campaign using the hashtag #tasteofwimbledon.

Kevin McNair, Britvic marketing director, said: "Our partnership with the tournament spans more than 80 years, so it's fitting we celebrate with limited edition packaging and a new flavour or two. Retailers should make sure they stock up on the latest innovations to entice squash shoppers and drive sales in store."

Britvic is backing the activity with TV ads, posters and a Robinsons sampling campaign running across the summer.



Take to the skies with Oreo competition

Westfield Stratford shopping centre in London was overtaken by giant flying Oreos this month as part of a publicity stunt promoting the latest on-pack offer on the snack. The drone-powered biscuit models were accompanied by digital outdoor adverts around Piccadilly Circus, which highlighted an Oreo competition offering trips to New York.

Red Square pre-mixers

Halewood Wines & Spirits is expanding its Red Square vodka range with the launch of a pre-mixed range to target drinkers during the summer.

Two flavours will be available from this month – Sloe & Lemonade and Toffee & Apple – in 250ml

cans with an ABV of 5%, which will also come pricemarked and with a two for £3 offer.

Halewood said the launch will look to take advantage of the positive reception to its Red Square Sloe and Toffee vodkas, which launched last year.



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NEWS

REGIONAL



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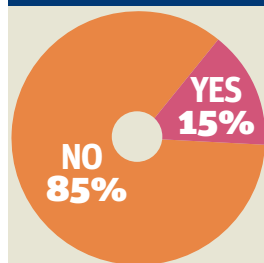
N. Ireland i relaunch high hopes

Retailers cautiously welcomed the relaunch of the i in Northern Ireland last Monday with high hopes sales will pick up over time.

It comes two weeks after the newspaper was relaunched in the region on 9 May by new owner Johnston Press. Seamus McFadden, of JJ McFadden in Tyrone, said: "I think it's a great quality product, with a good blend of Irish and cross-channel news. I was selling 15 copies before it ceased circulation a few years back and I gave away 15 copies when it was free the first week because that was all I was allocated. I sold 10 last week, but I'm giving it a full facing so it should grow further in time."

Richard Thomson, marketing operations & content sales director at Johnston Press, said while it was too early to comment on sales data, estimates suggest "we're edging close to the sale before it was withdrawn a few years ago".

RN READER POLL



Would tobacco retailer licensing help combat the black market?

NEXT WEEK'S QUESTION

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



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Science helps measure effectiveness of marketing 'Scheme works over broader spectrum'

Tag will help retailer to measure shopper loyalty

by Cherry Casey

A Kenilworth retailer is playing the multiples at their own game with the launch of a store loyalty tag scheme.

Avtar Sidhu, of Sukhi's Simply Fresh, is preparing to launch a scheme that will offer customers a tag complete with a barcode, which can be fitted directly to their keychains.

The tag will then be scanned when they make purchases, allowing them to build up points to be used in-store.

"It was important that the scheme was fit-for-purpose and very simple," said Mr Sidhu.

"The tag is a simple visual aid, reminding customers about us. Standard loyalty cards are easily lost or forgotten, but your keys go with you everywhere."

Mr Sidhu plans to roll the scheme out as a test on specific products – newspapers and coffee, working in partnership with News UK.

"From there we can measure the net benefit, see whether loyalty has im-

proved, and go from there," he said.

The idea behind the scheme was born from a desire to adopt a more methodical approach to marketing, using customer data to measure if, and how, loyalty – and profit – is increasing, Mr Sidhu told RN.

"We regularly distribute 8,500 leaflets, but there's little way of measuring their effectiveness."

"It's a scattergun approach and most, if not all, retailers do the same. But this is a business. There's

no reason we can't put science into everything we're doing."

He added while employing a technology-based scheme was considered, there were concerns this approach would alienate customers.

"Tech is great for millennials, but a large part of our customer base grew up before it was around. Even those with smartphones don't always understand their full potential," Mr Sidhu said. "Our scheme had to work across a broader spectrum."

MPs support TRA anti-licensing lobby

MPs showed their support as the Tobacco Retailers' Alliance (TRA) visited Whitehall to hand-deliver its objection to HMRC's consultation on a tobacco licensing scheme.

The alliance's campaign day was attended by MPs Nigel Evans and Simon Danczuk as well as retailers.

The TRA is concerned that in time the licensing scheme would be used to limit the amount of retailers allowed to sell tobacco products.

Last week, RN reported that the TRA hit out at small business minister Anna Soubry after she



turned down an invitation to meet with independent tobacco retailers to see and hear first-hand some of the issues they face.

Simon Danczuk, MP for Rochdale and chairman of the all-party parliamentary small shops group,

said: "Small retailers are united in their view that licensing is not the answer to the growth of illicit tobacco trade and I would urge both HMRC and the Department for Business to respond to the TRA consultation as soon as

possible.

"Before any new regulations are placed on small shop owners it is important that we review the current regulatory burden, so that we find out why so many of our small shops are struggling."

Trade bodies slam 'bureaucratic' legislation

Trade bodies the Association of Convenience Stores (ACS) and the Scottish Grocers Federation (SGF) have also voiced opposition to the introduction of a tobacco licensing scheme in England.

In its response to the government's consulta-

tion, the ACS has called for trading standards officers to have more powers to tackle the illicit trade at a local level.

ACS chief executive James Lowman said: "Current sanctioning powers are too focused on seizures at our borders and do not

address the problems that responsible retailers face from unscrupulous competitors in communities across the country." The ACS added that in Scotland, where a tobacco register has been in place for three years, only five retailers have been removed. The

scheme is estimated to have cost around £450,000 to set up, equating to around £89,900 for every retailer removed.

SGF head of public affairs John Lee said: "The last thing we need is a wholly ineffective and bureaucratic licensing system."

NEWS

REGIONAL



Singh's charity cup nets £500 for good cause

Young footballers in Sheffield battled it out on the football pitch this month in the fifth annual Singh's Charity Cup at Bramall Lane football ground, with the Sheffield Rangers under-12s being crowned the winners. The event, organised by Premier Singh's in conjunction with suppliers including Mars and Booker, helped to raise more than £500 for charity HMS Sheffield. Retailer Mandeep Singh said: "The event goes from strength to strength."

Full cover price cash margin maintained Push celebrates Ireland in Euro 2016

Irish Sun half price Euros promotion

by Nadia Alexandrou

News UK is halving the cover price of the Sun in Northern Ireland and the Irish Sun in the Republic of Ireland while maintaining the cash margins of their full cover price.

The change is part of the publisher's marketing push which celebrates Ireland's participation in Euro 2016 in June and is effective from 28 May until "further notice".

For Northern Ireland, the Monday to Friday edition will reduce from 50p to 25p with margin being maintained at 11.15p per copy, representing a 44.6% margin. The Saturday edition will be cut to 35p with the percentage margin in-

creasing to 42.8% to maintain a cash margin of 14.98p per copy. The Sun on Sunday will drop to 50p with the margin being maintained at 21p per copy, representing a 42% margin.

In the Republic of Ireland, meanwhile, the Monday to Saturday edition of the Irish Sun will halve to 50c with margin being maintained at 25.23c per copy at a 55% margin and the Irish Sun on Sunday will reduce to 50c while keeping the margin at 22.94c per copy, representing a 50% margin.

As part of the campaign, the Sun will feature daily "Euro Goals" pull-outs, providing

in-depth analysis.

Greg Deacon, independents sales manager at News UK, said: "It's an exciting time in Ireland and we expect this marketing push to generate significant sales for retailers."

Retailers in Ireland have welcomed the news, but with a degree of caution. A retailer who did not want to be named, said: "I sell 80-100 copies of the Sun a day so I think this is a great promotion and will get fully behind it as long as it maintains the cash margin. The Daily Star's price and margin cut was a disaster and although I get allocated five copies a day, I never display it - I send it right back."

Local planning bill to aid retailer fight

Plans to give local communities more power to shape their area as part of the Queen's Speech have been cautiously welcomed by a retailer fighting to save his livelihood.

Proposed measures to be introduced as part of the Neighbourhood Planning and Infrastructure Bill include supporting neighbourhoods to come together to agree

plans that will decide where things are built in their local area, and improving the process for reviewing and updating plans.

Sunny Patel, of Sunny News in Southfields, south London, who is taking his landlord to the high court over his plans to turn his shop into a house, welcomed the news, but also expressed caution.

"It's one thing to announce it, but will it be implemented?" he said. "If so, it may save others in my position but councils must have a say in it."

The speech also confirmed the local retention of business rates and a sugar levy will be introduced in April 2018.

The NFRN said it is disappointed measures that would tackle rising incidents of retail crime were not included.

HND HEROES

In association with

News UK

Q&A

Kate Brown

News 2 You,
York



WHAT MOTIVATES YOU TO OFFER HND?

1

By giving a good service, we get a lot of job satisfaction from knowing our customers are happy, confident we will deliver no matter what the weather. If customers are happy they tell other people how good we are, and we get most of our new orders by word of mouth. Customers are willing to pay for a good service.

WHAT KIND OF TECHNIQUES DID YOU USE TO INCREASE YOUR ROUNDS?

2

We advertise in village magazines as well as free and paid-for locals. We run a generic 'eight weeks' free delivery for any new order' offer, and we see a positive return on investment for the advertising. We purchased some leaflets from NFRN Shoplink and we are listed on the News UK Deliver My Sun & Deliver My Times websites.

HOW DO YOU GET YOUR PAPERS TO YOUR CUSTOMERS?

3

We use a mix of adults and paperboys and girls. It's good to give youngsters a chance because that's how we started. For many of us, being a paperboy or girl was our first job, our first chance to earn some money for ourselves and to learn the values of work and doing a good job. We use a mix of adults and paperboys and girls. It's good to give youngsters a chance because that's how we started. For many of us, being a paperboy or girl was our first job, our first chance to earn some money for ourselves and to learn the values of work and doing a good job.

ANY ADVICE FOR ANY RETAILERS WHO WANT TO START OR EXPAND THEIR HOME NEWS DELIVERY?

4

Know your market and the area you want to cover, start with an area you know you can cover and expand as you can. Ask other retailers for advice, and remember publishers and the NFRN can also help. News UK has a field team that can call and offer advice and promotional PoS, for example. Train your delivery staff well so they know what's expected, because their actions reflect on your business. Value the service you give and charge accordingly, and get a good HND management system. The devil is in the detail.

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OPINION

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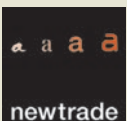
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YOUR SAY Are you aware of the music licensing law that regulates the right to play music in stores?

Sarfraz Kham

Nisa Local,
Walsall Wood

Last year a lady from the PPL came in telling me that we needed to have two licences to play music in store. I had never played music, but I signed up anyway just in case. I never did, so I never followed it up, but three months ago I received a letter threatening to take me to court I didn't pay my outstanding fee. I don't mind paying for a licence, but when I'm pushed into a corner to sign something which wasn't properly explained and then get threatened with a CCJ, that's not right.

Sandy Sarwar

Premier Price Kracker,
Dundee

I know that if you want to play music you have to buy a performance licence, and it depends on what size of store you have, but it's a very grey area. I stopped playing music a few years back when I got a series of letters charging me



To play music in store you may need a licence

thousands for a music licence. This put me off and I stopped playing music in my store – it's not worth it.

Helen Drew

Wright News,
Wem, Shropshire

We did have this confusion ourselves but now we're up and running with both licences. We

initially just had the PRS licence, and weren't told otherwise.

However two years later the PPL got in contact saying we needed to buy another licence from them, and tried to charge us for the time we had not paid for it. But after making a complaint, they decided to waive the fee as a good-will gesture, and now I have both licences.

YOUR STOCK Do you think generic PoS and promotions that promote across whole sub-segments in magazines would help you sell more copies?

Scott Saunders

News Klip,
Fakenham, Norfolk

Yes, definitely. I think it's unfair the way just big multiples are targeted for these promotions – publishers have just forgotten about us but we are still a core part of their sales. But I think any shops which sell their titles should be targeted with these promotions – there must be a way to make it less selective. It's bad for business when customers can see all

these discounts in the supermarkets because they think you're ripping them off.

Paul Patel

WH Smith Local,
Southampton

Although we're a WH Smith Local, the news side is completely separate so we don't get a chance to participate in the promotions WH Smith runs. I think there should be a system to opt into these generic promotions – rather than just running exclusive

offers in certain large chains – where publishers and distributors can distribute relevant stock and materials appropriately. Then if retailers don't fully engage and use the promotions correctly, the publishers can remove them from the scheme.

Ian Handley

Handley's Newsagents,
Northwich, Cheshire

I would definitely give it a go. Magazines generally speaking is a bit of a tired category, and I think something like that would encourage people to buy into it. Particularly with more expensive sub-segments like children's – if parents are buying for two kids – running a discount or multibuy promotion that was supported with attractive PoS would be a massive sales driver. I hope publishers do target independent stores as it would benefit both parties.



Retailers are keen for generic PoS promotions for magazines

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

Smiths' app proves a false economy?

We've been having problems with the Smiths News' app SNapp for the past year. As suggested, we go through SNapp to complain about issues.

While they do respond, usually by the next day, they also have the habit of charging us for copies we've already paid for and more.

When we were short six copies of The Economist, for example, they credited us the next day, but charged us for 18 copies.

The most effective way to get help with this is through the NFRN helpline on Twitter. But this means every time we have to first go through SNapp to get the first issue solved, then the NFRN to rectify the extra charges that normally incur when Smiths sorts out the first complaint. This is a lot of hassle for something that should be so simple.

Amit Patel
Melcombe News,
Marylebone, London

A Smiths News spokesman said:

"We have contacted Mr Patel, have resolved the credit discrepancy on The Economist and were pleased to find this is not an issue with SNapp. We will keep in close contact with Mr Patel to make sure he doesn't have a repeat of the incident."



I keep getting the excuse of "unavoidable delays", but I can't understand why they keep happening on a consistent basis

Steve Barker

S & J News, Rochester

FINDING FAULT WITH CAMELOT APPEALS



On 5 February, I rang Camelot because I was having trouble with my machine. Following protocol, I went through the fault finding process with Camelot on the phone. Then after the second time I called a spokesman said they would send out an engineer.

After I put the phone down I tried wiping the lens – which wasn't part of the process – and that seemed to fix things. So I called them straight after and told them I didn't need an engineer, after which they told me it had been cancelled.

However, two hours later an engineer came, so I explained to him what had happened. He said that was fine, checked it anyway

and left. Then last week I received an email from Camelot charging me £234 for calling for an engineer when one wasn't needed.

I called Camelot back and explained myself and it confirmed it was a mistake on its part. What I found shocking was I was told I still had to appeal my case. I told them I was happy to email what had happened, but I shouldn't have to spend time and effort appealing a case it has already acknowledged was its fault. The Camelot representative completely agreed with me, but told me I had to appeal nonetheless.

So now I have, but having been with Camelot for 22 years and having never abused its system,

I believe I shouldn't have had to. It was also the first time Camelot has contacted me by email with a charge – which I could have easily missed as I get so much correspondence and the subject gave no indication that it was an important email. Another issue I had was that I was never notified that the charge for such an incident would be as high as £234.

Samantha Coldbeck
Wharfedale Premier
Hull, North Humberside

A Camelot spokesman said:

"We've taken a look into what happened and we will be fully refunding the engineer charge to the retailer. My colleagues will be writing to Sam Coldbeck."

Menzies fails on weekly credits promise

A few weeks ago I was promised by Menzies that a special look would be kept on my account to maintain a weekly credit of vouchers, following continual problems with late and untimely

credits. But yet again, according to my credit note on Saturday, no credits for any vouchers had been put through.

Can you please explain why this has happened. Again, I keep getting the excuse of "unavoidable delays", but I can't understand exactly what these unavoidable delays are and why they keep happening on a consistent basis. This is just not acceptable when you are running a cash business – we depend on that weekly cash flow.

Once more I draw to your atten-

tion the recent price increase of your "weekly" delivery charge and your "fortnightly" at best service.

I look forward to your excuse this time.

Steve Barker
S & J News
Rochester

Dave Shedden, head of communications at Menzies said:

"We apologise to Mr Barker for the delay in processing voucher credits to his account. Every effort will be made by our local team to process future consignments more promptly."

YOUR ISSUE

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PAYPOINT ROW THREATENS SALE

PayPoint has long been a bone of contention for retailers, with issues ranging from its exclusivity clause to commission cap cuts and the terms of its contract.

Alpesh Popat, who is in the process of selling his shop in Hackney, East London, contacted RN last week about problems he is having transferring his terminal over to a new owner.

Mr Popat says he notified PayPoint he was selling Neha News at the end of last year when contracts were being drawn up for a new owner. "When we notified PayPoint, we were in the process of selling the business," he says. "And PayPoint was happy to transfer our terminal over to the new owner with the exact same terms.

"But unfortunately that sale fell through so we again notified PayPoint."

Mr Popat says a new buyer has now been found, but when he phoned PayPoint it was a different story, which he fears could lead to the potential new owners pulling out.

"We notified PayPoint we had found a new buyer. Everything seemed to be proceeding well when it dropped it on us that the new owners would have to pay a new fee of £15 a week," says Mr Popat.

"It throws the whole PayPoint side of the business into question because we only generate £20 to £25 a week in commission.

"Once you take banking charges into consideration, at the moment we are running at a loss, so an additional £15 doesn't make any commercial sense."

He says if the new owner does not take the terminal with the new fee he will be liable for termination fees of more than £1,000.

"I feel like I am being bullied into selling something on for them," he says. "I have questioned this and said if you want to sell it to the new owner that's down to you. This was sprung on us when we notified PayPoint of the change of ownership."



Mr Popat says he feels he is being backed into a corner and fears the issue could lead to the new buyer pulling out.

"I feel they think we are in a situation where we are selling, so we have no choice but to either accept the fees or sell the terminal on their behalf.

"It goes back to the old stories of them bullying retailers," says Mr Popat.

"With the previous sale which fell through there was no mention of a fee, they just told us to get in touch once the new owners had signed the contract and their bank account was open.

"We are potentially now looking at this sale falling through because of PayPoint."

A PayPoint spokesman says: "When a retailer decides to sell their business, it is normal for the assets and liabilities to continue under new ownership.

"Recognising this, PayPoint is happy to transfer products and services across to the new owners, subject to their credit status and standard pricing, with no additional charge.

"However, if the new owner does not want to proceed with PayPoint, then as stated in the retailers' contract, PayPoint is entitled to recover its losses on losing an outlet it has invested in.

"This is the case with Mr Popat. The situation is nothing to do with the trial of the new terminal."

“

We are potentially now looking at this sale falling through because of PayPoint

ALPESH POPAT

BINTESH AMIN

COLUMNIST

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Get match fit for summer of top sport

Major sporting events like the Euros and the Olympics present great opportunities for independent retailers. Bintesh explains how he plans to cash in this summer

I'm looking forward to the next few months because events like the Euros and the Olympics should be really good for sales.

A lot has changed in my store since the last time the Euros were on so I'm planning to try some different ideas this summer. Alcohol is the obvious category to focus on and I want to grow volume sales, this time focusing on the multipacks I now sell. It's about drawing people in with the value and choice we offer and I need to be bigger and bolder with what I do.

Other retailers have told me beer stacks work well for them, so that's one idea I'll try. I also think offers on 10-packs and 15-packs would work well, and I'd like to add to my multi-buy offers too, for example running three for £7.50 or four for £9 deals.

I'm also selling freshly-made curries now, so I'll be able to cross-merchandise these with my alcohol and snacks. We're already selling up to £3,400 worth of curries a week. The staff are fully trained on this section and I want to extend my menu. My plan is to put beer stacks by my curries and run multibuy with them, or offer customers who buy them together 5% or 10% off their next purchase, for example. This will get people's attention and disrupt their shopping. But I want to run these sorts of offers all summer, not just for the football, so I'll tie them in with barbecue products too.

Social media can play a big role in making sure customers know what I'm doing, but I'm not much of a football fan so I need to work out when and how my customers use it when games are on. Do they just look at Twitter and Facebook at half time, for example? Is that when I need to push my messages out? My plan is to run offers around certain games – I could do a giveaway if a certain team scores, for example – but I need to work out how best to do this.

Aside from the Euros, there are a few other opportunities for me this



I'm planning to try some different ideas

* Yanks very much

+ I sell up to £700 of American confectionery each week and because it's so popular, I want to expand the range to include drinks, snacks and cereal too. I make a decent profit on American products and people will travel to buy them – British-made M&M's sell for around 60p, but American ones sell for £1.99 and I get customers in from all over to buy them. I get a couple of customers from Dover and Folkestone who pop in every Saturday. Then every three days or so, another customer from Broadstairs comes in. The only thing he ever buys from me is American confectionery. He is part of an American football team and sells it on to his teammates.



summer. The 2012 Olympics were really good, for example. Older people stayed home to watch them and because of that I saw a lot of new faces in the shop as people came in to stock up. My next job is to revisit my sales records and see what sold so I can plan stock and promotions around this summer's games.

I'm also trying some new products. I've introduced ice cream multipacks of brands like Magnum for the first time and I've started selling Sibylla hot dogs. I was one of the first stores in the country to try them, along with Paul Cheema and Rav Garcha.

They're quick and easy to manage and they offer margins of 50% to 60% for a selling price of £1.99 to £2.50.

I want to get back into toys this summer too. I used to sell paddling pools when I had my Budgens and I've seen other retailers do really well with them. They offer good value for money and have high margins of 30% to 60%.

For all the things I do this summer, I can use the outside of my shop to do displays and promote an "everything you need for the summer" message. I just need to make sure I order carefully so I don't get left with unsold stock when it's over.

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

INDUSTRY PROFILE

Interview by **Gurpreet Samrai**
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 @GurpreetS_RN

Britain Stronger in Europe



Vince Cable (left) and Chuka Umunna want to remain in the EU

How would small businesses be affected by a decision to leave the EU? Two leading political figures put forward their case for staying in

RETAIL NEWSAGENT Why is membership of the EU a positive thing for independent retailers?

VINCE CABLE The big issue for small companies is the general state of the economy. If it is doing well, small companies – especially in the retail sector – boom. A large part of the argument is how we expect Brexit or staying in will affect the overall economic climate of the country.

RN What will these effects be?

VC Whether or not people are in favour of Brexit, it will mean passing through a period over three of four years of uncertainty. We don't know what the alternative arrangements would be, we don't know which model a post-Brexit government would choose. We don't know how European governments will react. It's a divorce and divorces can be amicable but very often they are not – people become irrational and angry if they don't get what they want. So there's an enormous amount of uncertainty and that in turn affects the way businesses operate.

RN Its detractors say – that the EU benefits only bigger businesses – is this not true?

VC Many small companies are part of the supply chain for big companies. Many small companies aspire to be big companies.

RN And would leaving the EU not allow retailers to be free of perceived burdens on their businesses?

VC One issue always thrown at EU supporters is regulatory. As business secretary, I was in charge of this so saw first-hand what regulations there were. Most of the ones that affect small companies were generated in this country and are nothing to do with EU. The tobacco display ban is an interesting example because that was an entirely British debate. It's a good illustration of how regulation can affect small companies, but it's got nothing to do with Brussels.

RN Why do you think independent retailers should vote to remain in the EU?

CHUKA UMONNA It starts with the single market – the fact that, by being a member of the European Union, we are part of this free trade area which our businesses get the benefits of.

“

A lot of the problems that arise for businesses are domestically created

RN How does this benefit small businesses, such retailers?

CU Smaller businesses don't tend to be exporters, but these businesses are not islands. So if you look at a retail business, 28% of the produce on the shelves of our high street stores comes from the EU. So you are looking at £2.2bn worth of wine imports, £1.4bn of cheese imports and £1.1bn of chocolate imports for example. If we were not in the single market, all those goods would be subject to tariffs which then smaller businesses would have to pass on to their customers.

RN And do you agree that regulation would not be reduced by leaving the EU?

CU The blame for auto-enrolment, plain packaging and the National Living Wage all lie closer to home. Domestic governments have always found the EU a very convenient dumping ground for blame when businesses complain about red tape. What is very rarely broadcast is the fact we have a civil service that has a disease which is gold-plating of EU regulations. In the UK they are applied in a way they do not need to be. My view is yes, we need the EU to cut red tape, and the British government is starting to do that, but let's not kid ourselves – a lot of the problems that arise for businesses are domestically created.

** Campaign CV **

Campaign Britain Stronger in Europe
Supporters Former business secretary Vince Cable and former shadow business secretary Chuka Umunna MP

Profile Britain Stronger in Europe is the official campaign for those wanting to remain in the EU. The referendum takes place on Thursday 23 June.

Next week RN speaks with pro-leave campaigners

BRITAIN STRONGER IN EUROPE

**

**

COMING UP IN

RETAIL NEWSAGENT



DON'T MISS A STEP:
Everything you need to
prepare for EUTPD II
and plain packaging



10 JUNE: How symbols and franchises
are investing in the future of your business

FUTUREPROOF YOUR FASCIA



3 JUNE: BBQ & PICNICS
Inspire your customers'
summer celebrations



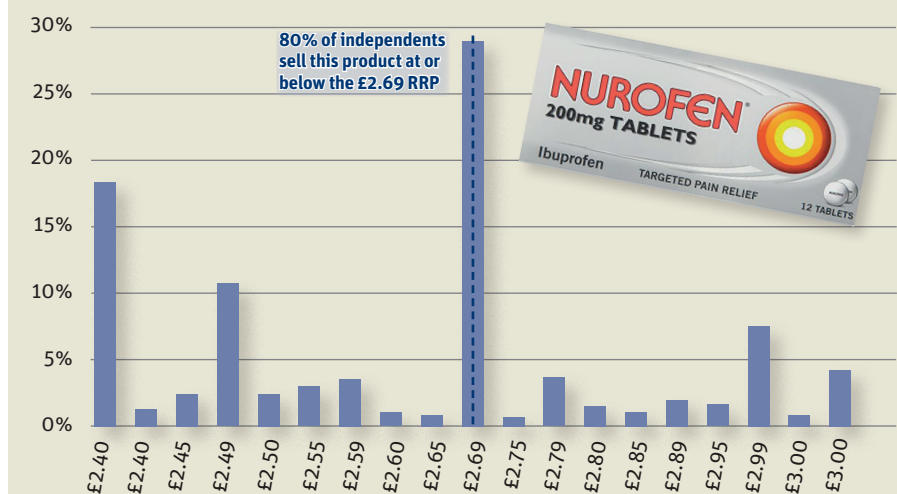
EVERY WEEK:
Great ideas to boost
your profits

- PLUS**
- Help boost your spirits sales with our cocktail guide
 - Why now is the best time to get sugar confectionery right
 - What magazines do younger customers want this summer?

PRICEWATCH

OTC MEDICINES

NUROFEN TABLETS 12s Price distribution %



OTC MEDICINES PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Nurofen Tablets 12s	£2.62	£2.69	£2.39	£2.25	-	£2.35	£2.59
Calpol Six Plus Bottle 80ml	£3.70	£3.59	£3.59	£3.59	£3.99	-	-
Nurofen Express Caplets 12s	£3.55	£3.49	£3.29	£3.99	£2.99	£3.75	£3.49
Imodium Capsules 6s	£3.54	£3.29	£3.29	£4.29	£3.79	£4.60	£4.49
Gaviscon Aniseed Liquid 150ml	£4.16	£4.09	£4.09	£4.39	£3.99	£4.35	£4.29
Strepsils Honey & Lemon 16s	£2.90	£2.69	-	£2.79	-	£2.90	£3.49
Rennie Peppermint 24s	£2.29	£2.19	£2.19	£2.25	-	£2.25	£1.99
Lemsip Cold & Flu Original Hot Lemon Powders 5s	£2.79	£2.49	-	£2.59	£2.59	-	£2.59
Pro Plus Tablets 24s	£2.58	£2.40	-	£2.69	£2.49	-	£2.59
Lemsip Cold & Flu Maximum Strength Powder 5s	£3.96	£3.99	£4.89	£3.99	£2.49	£3.60	£3.99
Piriteze One A Day Hayfever Tablers 7s	£4.52	£4.99	-	£4.99	-	-	£4.79
Benylin Chesty Cough 150ml	£4.97	£4.65	-	£4.99	£4.99	£4.75	£4.79

Pricing strategies

RETAILER

1



NAME ADEIL HUSSAIN

STORE Family Shopper

LOCATION Motherwell, Lanarkshire

SIZE 2,500sq ft

TYPE residential

Most people come in for pain-killers. There are two types of customer – some people don't mind what they buy, they just want a product that will work. And there are others who believe it's worth paying more for an established brand. But they are a small minority, at least here in the UK – I found that in the States a lot of people think the established brand will work better. But here people don't ask for a brand, such as Nurofen, they ask for a drug, such as paracetamol. More and more people are happy taking an own label alternative.

RETAILER

2



NAME CHRISTINE HOPE

STORE Hope's Longtown

LOCATION Longtown, Hereford

SIZE 1,500sq ft

TYPE village shop

People in my store aren't looking for brands, they're looking for the best or most effective product for their money. In that sense Galphram, a cheaper Booker-made hay fever tablet, is becoming more popular, and Piriteze less so. Of course, we're not a trained pharmacist so we can't give advice. But people come in with a sense of what works for them and we can direct them to the best value-for-money product. We've seen margins fall on a several products in the category over the past 18 months – the whole category has got a bit more expensive.

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

RETAILER

3

NAME PARESH VYAS**STORE** Vyas Food Store**LOCATION** Manchester**SIZE** 1,500sq ft**TYPE** urban

We've just brought in a new hay fever product, Galphram, replacing Piriteze. It only costs us 40p or 50p and we get a really good margin on it – at that price you're competing with the big boys. We're selling a lot of paracetamol at the minute, that's our biggest seller and ibuprofen comes second. I find people are willing to change brand to buy cheaper painkillers. For example, if they find Nurofen too expensive I recommend them something more affordable. But for Lemsip they only want that brand, they don't want anything else.

RETAILER

4

NAME GORDON HENDERSON**STORE** Hendersons Newsagent**LOCATION** Luton**SIZE** 2,000sq ft**TYPE** residential

I haven't noticed anything substantially changing with this category, it's pretty much the same as ever. We stick to a consistent range of products and it's a steady market. The margins are good, hovering around 30%. I think people are conscious of price, especially with paracetamol, which you can get at all sorts of different prices, and people don't want to pay over the top. With other things, such as Lemsip, they are more discerning and will go for the brand they recognise.

RETAILER

5

NAME ANWAR HAQ**STORE** Nisa Local**LOCATION** London, Isle of Dogs**SIZE** 2,800sq ft**TYPE** residential

It's always the same products that sell well, the usual brands: Lemsip is very popular, Benylin and Nurofen too. Out of 100 people one or two might come in looking for a cheaper alternative but nearly everyone is looking for a brand they trust. As a result pricemarking and promotions are much less important in OTC medicines than elsewhere in the store. People are willing to pay a little more to have confidence in the product they're buying.

THE ENTREPRENEURS

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



TIM MARTIN

Route to the top

The flamboyant entrepreneur behind British pub chain J.D. Wetherspoons grew up in New Zealand where his father worked as a marketing executive for Guinness. During that time, a teacher told him he would never amount to anything; a decade later, he named his rapidly expanding pub chain after that teacher. After finishing school Martin studied law at Nottingham University, before moving to London to take his bar exams. But he became sidetracked when he took over the running of The Marley pub in Muswell Hill, a converted bookmaker which he rented for £10,000 a year. That was in 1979; by

1983, Martin had expanded to four pubs, and was making an annual net profit of £180,000. He now owns over 900, and is an outspoken critic of EU and government policy on the pub industry.

Key achievements

- Learned the ropes of the pub trade on the job, taking over The Marley while still training to be a barrister.
- Crafted an innovative business model, scouting unusual locations – car showrooms, grocery stores, banks, nightclubs, theatres – to turn into Wetherspoons pubs.
- Took over his first pub in Muswell Hill in 1979; in December 2013, he opened his 900th.

Lessons for your store

- 1 Seize opportunities** – Martin abandoned a career in law to open his first pub when the disillusioned landlord of his favourite local put it up for rent at a low price.
- 2 Build a distinctive culture** – Martin's stance against TVs, music and karaoke nights helped create pubs where people could talk.
- 3 Tie in with evolving trends** – Wetherspoons moved into selling regional, locally-sourced beers as the Campaign for Real Ale (CAMRA) reinvigorated craft ale culture in the UK.



RETAILER PROFILE



Power to the people

Hollins Green Community Store is the very personification of a community shop. **Tim Murray** looks at its fascinating history and discovers a group of people for whom working together is a way of life

Some “three years in the making”, Hollins Green Community Store, located near Warrington, Cheshire, is the perfect definition of a community shop.

In little more than 12 months since first opening its doors, the business is turning over up to £7,000 a week and has established itself firmly at the heart of the local community.

Run by Julie Atkinson, the store has become a focal point for residents, with unique features such as a book exchange service and a coffee area for locals to catch up with each other and all the latest gossip in the village. It is also an award-winning store, having recently scooped the Community Retailer of the Year gong at this year's Pro-retail awards.

“It's become a real hub for the community,” says Julie, who herself, like many of the staff and volunteers at the store, has been a resident of Hollins Green all her life.

“We've not had something like this in the village before and it's lovely to see people coming together.”

Julie says it all started when a parish plan was put together for the area. She explains: “A survey went out to the people of the village, with various questions, and the consensus was, the village wanted a shop.”

Steering groups were soon put together

to get the proposed shop up and running. Julie says: “A lot of hard work went into it. We had to find premises, get funding and equip the shop with what we needed.”

Funding came from local action groups, the National Lottery and a loan from a local business, with the not-for-profit enterprise paying back its start-up costs before going on to further support the community.

Julie says: “We just need to cover our costs. If we do make any profit in the future, it will go back into the shop or the community,” she says.

While the first year of trading has been “a huge learning curve”, Julie says several factors have helped get the store off to a successful start. For one, a big focus has been placed on appealing to the needs of local shoppers. This ranges from hiring 26 volunteers from the village and surrounding areas to help run the store, to stocking a large amount of high-quality products sourced from nearby producers.

The store is supplied by a local baker and even takes on products from two different butchers. “One specialises in pork pies and we sell 700 of them a week,” says Julie.

Other popular goods include ales produced by the local Dunham Massey Brewery. “They go down a storm. We've even got our own Hollis Green Village Shop label on the bottles, and a lot of people from



“If we do make any profit in the future, it will go back into the shop or the community”

JULIE ATKINSON



“We do our best to source products for the customers, whatever they want. All the feedback says we’re getting it right”

the village want to give them as a gift,” she says.

In addition, Julie says the support she receives from Palmer & Harvey means she is able to offer a robust range of products to suit all tastes and price ranges.

“It’s quite a wealthy area but there are customers who come in on a budget. We have older customers who’ll do a bigger shop here – the nearest supermarket, a Tesco, is some four miles away – but others will come in for things like speciality cakes and biscuits.

“We do our best to source products for the customers, whatever they want. All the feedback says we’re getting it right.”

Julie says future projects for the business will include raising money for a contingency fund, while there are further plans to involve the local school in allotments at the back of the store and sell the produce.

She concludes: “We haven’t had something like this in the village before and we’ve got a real rapport with the community. It’s nice to have that relationship and we’re now getting people coming to visit us from further afield too.” ●

VISIT MY SHOP

Hollins Green Community Shop

533
Manchester Rd,
Rixton,
Warrington,
Cheshire WA3 6JU



Want to see more of Julie's store?
Go to betterretailing.com/julie-atkinson

LOCAL TRADE SHOWS

If you struggle to take time out of your business a local evening show packed with suppliers could be the perfect solution. **Chris Rolfe** reports from the NFRN London district's event last week

After work outing



Big trade shows are probably dead, but smaller local trade shows are the way to go," Nilesch Patel tells RN.

He is talking to us at the start of the NFRN's London district's show in Wembley, an event that took place last week, was six months in the planning and attracted more than 40 suppliers and 300 visitors.

"Our district runs one show a year in a different part of London each time, and our aim is to make them interactive, with a great mix of small and big companies," he says. "Many retailers these days don't have time to go out during the day and spend all day out of the shop, so an event like this is perfect – they can attend after work, network with suppliers, meet up with friends and enjoy a meal together too."

Major suppliers such as JTI, Imperial Tobacco, Kellogg's and Warburtons discussed legislation, launches and trends alongside security system manufacturers, specialist confectionery firms and utility companies.

"I feel so sympathetic toward small stores because they face so much competition," said Brent mayor Lesley Jones. "Shows like this are valuable because they give people new ideas and advice."

Read on to find out what RN learned from suppliers on the night.



They can attend after work, network with suppliers, meet up with friends and enjoy a meal

Brent mayor Lesley Jones meets the show's organisers



8 things retailers learned at the show



There's a new bread in town

Retailers attend trade shows intending to take away ideas for new products to stock or trends to cash-in on, so Warburtons was on hand to talk about a lesser-known but growing part of the bakery market – wheat and gluten-free. "Lots of retailers don't understand this area so it's about educating people tonight," said Russell Murphy, retail development executive. The company recently extended its speciality Newburn Bakehouse range to include artisan loaves, and Mr Murphy talked visitors through the growing opportunity products such as this, gluten-free and multi-seed bread offer convenience stores.

Costco is coming to Wembley

By the end of August, retailers in the Wembley area will have a new Costco depot to shop at, and the company had followed the golden rule of local trade shows – offer an exclusive deal for visitors at the event. Retailers were given £20 vouchers, which could be used towards Costco's annual £24 membership fee, and rep Sabrina Carvalho was keen to talk up the company's competitive prices. "We're often 15% cheaper than other wholesalers and lots of retailers come to us for their cigarettes for that reason," she said.





More than 300 visitors attended the show

If you can't stand the margins, there's an alternative to PayPoint

iPayOn company director Dev Kotecha was aiming to attract retailers who had lost faith with traditional payment providers. He describes his company as a 'pre-paid digital wallet' or an 'e-version of PayPoint' which provides 30 services such as bill payments, mobile phones and accessories, money transfer and courier and travel services. He believes this pay-as-you-go system, with loyalty points for users and 2% margins on mobile networks such as O2 and T-Mobile and 10% on Lebara, could be an attractive new alternative for retailers.



Retailers can access an 'e-version of PayPoint' with iPayOn

It's time to take a fresh look at big brands

According to staff at the Dhamecha stand, big brands are suffering as supermarket range reviews favour own label products. It's an opportunity for independent retailers to stock the brands the bigger firms are

delisting, they said. Asked whether pricemarking of bestsellers was damaging retailers' margins, they pointed to a tranche of their current deals, which offer margins of more than 40%.

Your CCTV can now analyse your sales

If you haven't got time to study your EPoS data, there's a CCTV system that can. Amar Patel explained how Red Knight's system could monitor sales patterns or individual categories, shelves or even products to help retailers understand how customers shop in their stores, something the Post Office and Londis have already

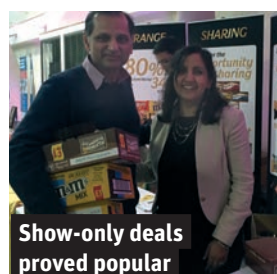
tried. But with retail crime high on the agenda, Mr Patel also demonstrated how the system can provide instant replay of cash handling at the till to help retailers fight distraction crime. "It's important because the police are pushing back and retailers need to protect themselves more carefully," he said.



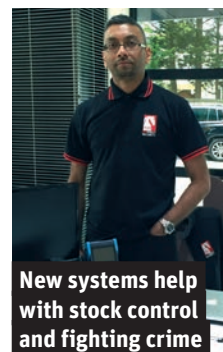
Retailers were warned against price hikes

Now is not the time to premium-price tobacco

In the week that tobacco firms lost their high court challenge over plain packaging, Imperial Tobacco was urging retailers at the show not to hike their prices. "Once pricemarked packs go, retailers will be free to set their own prices, but if some choose premium pricing, all I'd say is people already assume the supermarkets are cheaper. Also there are 2,000 fewer tobacco sellers in Australia now and that's part of the reason they closed," said retail development executive Aman Grewal. "I've heard people say they'll increase prices by 5p or 20p but retailers need to beware of having an emotional reaction to the law change. A more logical reaction would be that increased prices could mean lost footfall." Imperial Tobacco, he added, will be reducing RRP's by 10p on brands such as JPS, Players, Gold Leaf and Lambert & Butler on 1 June.



Show-only deals proved popular



New systems help with stock control and fighting crime

The sugar tax won't be the cash cow the government expects

"The figure given for earnings from the sugar tax is something like £690m, but it won't be anything like that because soft drinks companies are all concentrating on reformulation and sugar-free products," Boost's national account manager Tony Owen told RN. He was on hand to show visitors the company's new sugar-free Tropical Guango flavour. "Our new products will be light or sugar-free from now on. It will reduce the tax implications," he added.

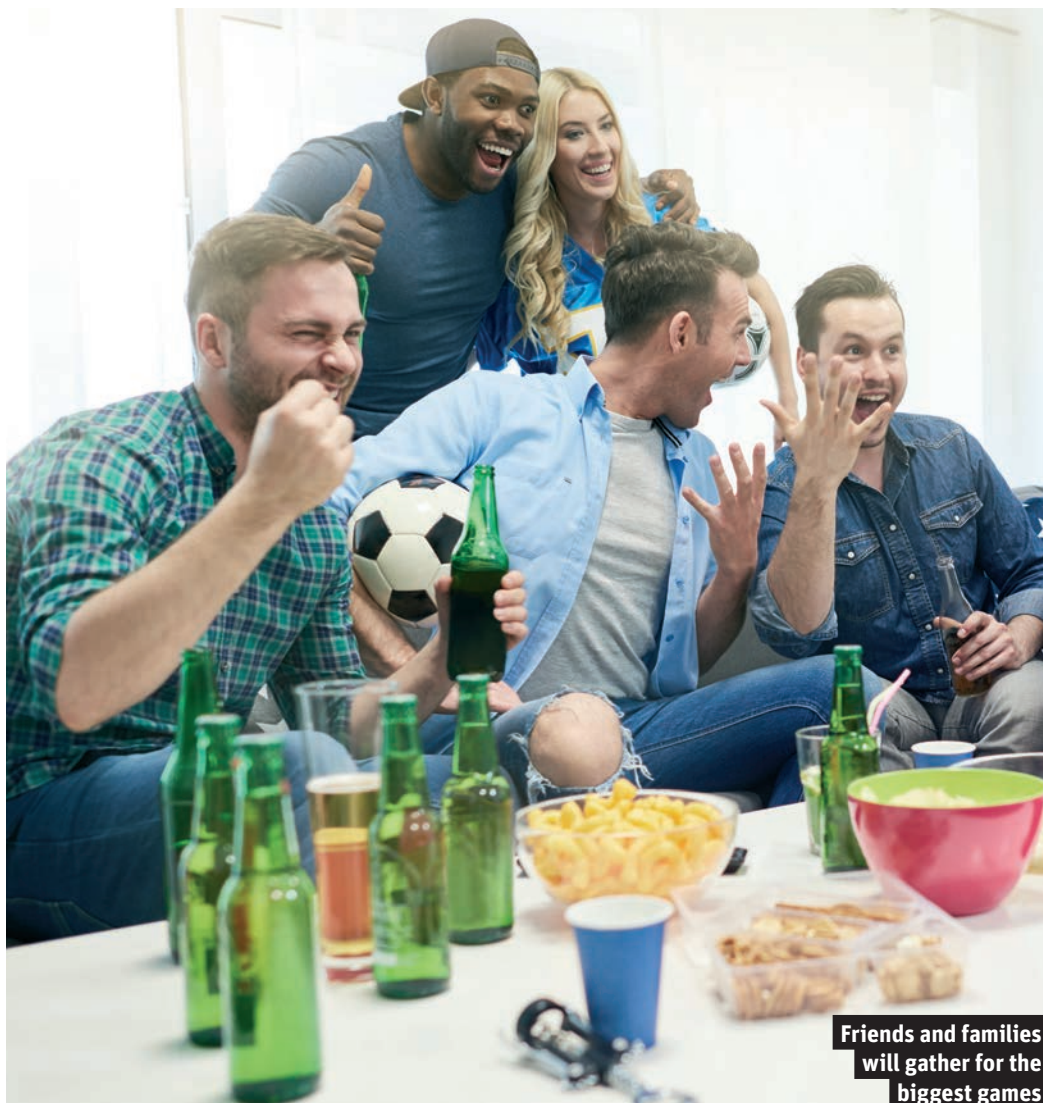


Suppliers show off new products

Brands are looking for sales opportunities too

Nestlé business development executive Lawrence Ahmed was using the trade show to test out whether his company's Azera Coffee To Go cups would sell well in convenience stores. "They're seen as a supermarket brand, but from what I've seen tonight, I think they would fly out in places like London, or in stores where retailers can charge a premium price," he said. Mars, meanwhile, was also promoting its new limited edition sharing bags of M&M's. ●

FOOTBALL NIGHT IN



Friends and families will gather for the biggest games

Game on for bigger profits

Are you ready to win big profits during Euro 2016? **Toby Hill** has been speaking to retailers and suppliers across the UK to find out how to meet the needs of both football fans and non-fans

Big sporting events bring with them huge opportunities for convenience retailers, as groups of friends come together to cheer on their team. Beer sales soar, and canny retailers can cross-merchandise related products to drive sales across the whole store. So, in advance of Euro 2016 – where England, Wales, Northern Ireland and the Republic of Ireland are all vying for glory – we've gathered together lots of invaluable insight from suppliers and retailers at the top of their game for some big pre-match analysis.



We will ask staff to wear Welsh football shirts

WELSH RETAILERS PREPARE TO CELEBRATE

Euro 2016 is a big moment for Welsh football fans. It marks the first time the nation has qualified for a major tournament since the 1958 World Cup, when they reached the quarter finals and were knocked out by a little-known 17-year-old striker called Pelé.



Elfed Roberts, whose Spar Nefyn sits on the northern Llyn Peninsula, shares his ideas for making the most of the tournament.



Decorate the store with Welsh-themed signage

We will hang flags on the wall and ask staff to wear Welsh football shirts.



Stock a range of local Welsh beers and ciders We have two breweries and a cider maker within 30 miles and will have promotions on all their products.



Celebrate the best local produce

We'll buy Welsh meats from the local butchers, beef and lamb and so on, and display it with instant barbecues and charcoal.

Be ready with snacks on match days

On match days themselves, we'll stock our hot counter up with Welsh pies and pasties, and push it all hard on social media.



OFFER YOUR SHOPPERS LE MATCH SUPRÊME WITH CANTONA



CANTONA

Kronenbourg 1664 is growing at +4% and is the third largest Premium Lager in the Off Trade*

For the first time ever, there will be limited edition packaging, featuring brand ambassador Eric Cantona, launching at the end of May

Supported by a £3m TV, digital and social campaign

Stock up for the summer of sport today

Brewed in the UK the French way

drinkaware.co.uk for the facts

*Nielson Total Coverage GB, Volume Sales, MAT 27.02.16

FOOTBALL NIGHT IN

FIVE-A-SIDE TIPS

Retailers Utd

Use props to decorate the store and as part of a competition

"We have Coca-Cola footballs placed around the store. We then raffle them off at the end of the tournament. That gets the kids' attention, and brings parents over to our displays of beer and food."

Julie Duhra

Julie's Premier Convenience Store, Telford, Shropshire

Use window displays to catch the attention of passers-by

"We'll fill our window display with Panini sticker books and event guides. We'll also try to tie in with the local paper and stick up any posters or promotions that they run."

Mark Dudden

Albany News, Cardiff

Get displays and PoS up early

"You want people to know your store is somewhere they can go before the match. If you set it up on the cusp of events you'll get some customers but miss quite a lot of trade. People need to see it early on and then be confident they can pop in later to get what they need."

Justin Taylor

Spar Winford, Bristol



Tie your store's unique selling points and the tournament

"During the World Cup, we'd put out food related to different countries on the day of the match. And if a local brewery is doing a related ale I'll make sure we stock that."

Kate Mills

The Heath Stores, Horsmonden, Kent

Don't forget hot food to-go, which can be tied into a football theme

"We'll link our break-fast baps, wraps and other hot products with the tournament throughout the four weeks."

Amardeep Sandhu

Go Local Extra, Chesterfield



Deportivo la suppliers

Create an atmosphere with themed displays and countdowns to match days

"Themed displays, which display popular drinks and snacks together, perhaps alongside tournament merchandise, can act as a reminder for consumers to stock up for gatherings of friends and families to watch the biggest matches."

Donna Pisani

Coca-Cola Enterprises, trade communications manager

Focus on shareable food items and deploy cross-category merchandising

"To encourage incremental sales, items such as large food multipacks should be paired with 1.5l or 2l soft drinks."

Marcus Newton

CBL Drinks, marketing director



Highlight quick, hot options

"Sports fans watching at home don't want to miss any of the action and are looking for food and drink that can be prepared and served quickly and conveniently."

Angela Daulby

Kepak Convenience Foods, channel director

Say what you're doing online

"Use social media to tell people what's on offer. Entering customers into a prize draw who like and comment on posts can spread the word and bring customers."

Nick Widdowson

Unilever, merchandising controller

Make use of supplier activity

"The activation of the Mars '#believe' campaign will be huge so it's important retailers are involved. We have outlets that can be put at different places and, as up to 20 million people will be watching each match, retailers who get involved will benefit."

Bep Dhaliwal

trade communications manager, Mars



PINDA CHEEMA'S HEAD-TO-HEAD TACTICS How to convert obstacles into opportunities

Through three decades in his Malcolm's Nisa store in Coventry, Pinda Cheema has been a shrewd observer of his customers' changing habits. Here, he identifies the major challenges and the match-winning tactics he deploys to maintain his profits.

The big challenges

- A stronger economy means people have the money to go out to the pub and watch the game instead of staying in.
- Under-25s are drinking less, and buying alcohol in smaller quantities.
- Trends change quickly and it can be a challenge to stay up

to date – last year it was all about vodka, this year everyone is buying Jim Beam and Hendricks.

My tactics

- Highlight instant barbecue products, meats, pizzas and other oven snacks – tasty additions to a big night in that many people find too pricey to fill

up on in the pub.

- Stock smaller four-packs of more premium beers – such as Tiger, Cobra or Peroni – and include them alongside Carlsberg on promotional displays.
- Keep up to date with the latest trends – I work directly with a market research company which provides up-to-date insights.

SCORE WITH Pringoooals®

Net those sales with
our latest on pack promo!

**BUY 2 CANS
& GET A
FOOTBOWL**



STOCK UP NOW

Large Sharing Crisps unit sales grew by **+25%** during
the last major international football tournament.*

Pringles is the key driver of seasonal opportunities in
Large Sharing Crisps **+56%** during World Cup 2014.*

For range and merchandising information, call the Kareline on 0800 783 6676

*Source IRI June 2014. ** See packs for details. © 2016 Kellogg Company @KelloggsTradeUK

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trade website.
Designed with
you in mind.

Vantage
by Kellogg's
www.kelloggsvantage.co.uk

FOOTBALL NIGHT IN

THE BIG GAMES

FRIDAY 10 JUNE

France v Romania
(8pm – the opening game)

SATURDAY 11 JUNE

Wales v Slovakia (5pm)
England v Russia (8pm)

SUNDAY 12 JUNE

Poland v Northern Ireland
(5pm)

MONDAY 13 JUNE

Republic of Ireland v Sweden
(5pm)

THURSDAY 16 JUNE

England v Wales (2pm)
Ukraine v Northern Ireland
(5pm)

SATURDAY 18 JUNE

Belgium v Republic of Ireland

MONDAY 20 JUNE

Wales v Russia (8pm)
Slovakia v England (8pm)

TUESDAY 21 JUNE

Northern Ireland v Germany
(5pm)

WEDNESDAY 22 JUNE

Italy v Republic of Ireland
(8pm)

SUNDAY 10 JULY

The Final (8pm)



England tend to drop out pretty quickly. When that happens, everyone's enthusiasm dies down completely

And finally....

A note of caution with Suresh Patel

Upholland Convenience Store, Skelmersdale

"England tend to drop out pretty quickly. When that happens, everyone's enthusiasm dies down completely. So be careful not to stock up too much – it can leave you with a lot of beer and extra stock which can take months to shift."



Will there be heartbreak for fans yet again?



IN THE SQUAD

Will these products make your on-shelf team?



Carlsberg lager

The company has claimed prime position as the official beer of both the tournament and the England team. Limited edition packs blend the brand's green with the tournament's blue, red and white colour scheme and images of stadiums, fans and footballs.



Kronenbourg 1664

Endorsed by eccentric footballing legend Eric Cantona, Heineken has launched limited edition cans of Kronenbourg 1664 in advance of Euro 2016. The new packs are available across a range of sizes in both can and bottle formats.



Mars

Mars is showing its support for the England team with new #believe branding on Mars bars. This will be accompanied by a multi-million pound advertising campaign.

The Pink 'Un Magazine

Archant has launched a new regional sports magazine focused on the Norfolk sporting community, and especially Norwich City FC. During the Euros, it will be tracking England's path through the tournament.



Pringles

Kellogg has set its sights on the snack-sharing market during the Euros with colourful Pringoooooooals branded packs and a 'buy 2 cans and get a footbowl' offer.



Rustlers burgers and subs

Kepak's Rustlers range of burgers and subs provide classic sports-watching fare, ready in a matter of minutes in your microwave. With beef and chicken burgers to choose between, as well as fried chicken subs and a pepperoni panini, they'll make sure you don't miss a second of the action.

Lucozade Sport

Lucozade has called on its brand ambas-



sador Harry Kane to drive sales during the Euros tournament. A competition is giving away a Fitbit Charge activity tracker every 90 minutes, while PoS material plastered with Kane's face will guide consumers to the energy drink.



Nrich

Nutritionally balanced milk drink Nrich has targeted football fans through a partnership with east London team Leyton Orient. Team coach Craig Smith says, "Orient players have been using Nrich as post-match recovery drink. There is lots of nutritional content to assist the players' recovery and the lads love the flavours."



#Believe[®]

ORIGINAL Mars[®]

- Mars[®] is the No.1 substantial bar brand worth £93.5m CSV*

- Bespoke £4.1m #Believe media campaign

- The No.1 FMCG brand associated with the England Team**



STOCK UP FOR

A SUMMER

OF FOOTBALL

FROM APRIL



Mars[®] is a registered trademark. © Mars 2016.
*Nielsen MAT w/e 12th September 2015. **FA – Havas Research, August 2012.
For a limited time only.

FOOTBALL NIGHT IN

Catering for non-football fans

Football fever will dominate many shoppers' buying habits in England and Wales throughout June. But plenty of customers will remain unmoved by the outbreak of sporting excitement. To help retailers include them in their summer strategies, we've sourced suggestions on how to keep non-football fans in the loop as 24 nations meet for the Euros in France.



RETAILER NON-FOOTBALL STRATEGY 1

"We keep our wine prices below RRP and have lots of permanent multibuy deals, and it's one of the biggest things people come into the store for. We'll do promotions for lots of special events, for example on Australia Day I opened a bottle of Yellow Tail for people to taste. It went from being a poor seller to our second most popular wine."

Kate Mills

The Heath Stores,
Horsmonden, Kent



RETAILER NON-FOOTBALL STRATEGY 2

"We have lots of offices nearby. I say things like, 'having a bad day?' with information about our wine deals and it'll come up on the office workers' newsfeeds. Then at the end of the day a group or couple of female friends will come in together to grab some bottles for a meal or night together after work."

Natalie Lightfoot

Londis Solo
Convenience,
Baillieston,
Glasgow



RETAILER NON-FOOTBALL STRATEGY 3

"Everyone buys their regular TV mags and so on, but Hello! and OK! are more luxuries. I find that sales of them actually pick up during the football season – not everyone wants to sit and watch the game and they provide a good distraction. To boost sales I position them on the counter next to price-marked packs of things like Revels and Maltesers."

Julie Duhra

Julie's Premier Convenience
Store, Telford, Shropshire

DON'T FORGET

There are other sports

Phil and Meinir Simpson

Kiel House Mini Market,
Dinas Cross

Football fever doesn't reach the pretty Welsh village of Dinas Cross, located in beautiful Pembrokeshire Coast National Park.

"People are more into rugby down here," says Meinir Simpson, owner of the village shop. "We sell Welsh cider, beer and cakes, which people can grab if they want a night-in, but they don't have to be watching the football for that."

Her husband Phil agrees. "We're in a holiday place anyway," he says. "We sell barbecue stuff, wine, snacks, meat from a local butchers to all the English holidaymakers. Our turnover trebles in the summer with the influx of tourists. But the Euros - won't make any difference to us."

Supplier recommendation

Highlight alternative focal points for a big night in, such as box sets or films

"With box sets and TV or film on-demand services becoming increasingly popular, staying in is becoming the new going out. This means snacking moments are as much about relaxing and being social as they are about eating."

Nick Widdowson

Unilever,
merchandising and
creative controller



Supplier recommendation

Maintain an in-store theme beyond football

"Those customers looking to avoid the hype of the Euros can easily be put off by a purely football-themed shop. A standalone barbecue display will provide non-fans with their own way to spend the summer."

Marcus Newton

CBL
Drinks,
marketing
director





In depot
30 May-
18 Jun
2016

SCORE SOME WINNING
SALES THIS SUMMER

SAVE
£50
ON THE
TOP 12*



STOCK UP AT YOUR LOCAL LANDMARK WHOLESALE MEMBER DEPOT

Abra Wholesale
Blakemore Wholesale
East End Foods (Plc)
EDA Quality Foods
First Choice Wholesale Ltd
Forteith Foodservice

Gilsons Wholesale Cash & Carry
JW Gray
Hi Line
Hyperama Cash & Carry
L & F Jones Holdings Ltd
AG Parfett & Sons Ltd

Sutherland Bros Ltd
Time Cash & Carry Ltd
TRS Cash & Carry Ltd**
United Wholesale Grocers

For more details contact your local Landmark Wholesale Depot
or call Landmark Wholesale Central Office on 01908 255 300 | www.landmarkwholesale.co.uk

*Check your local Landmark Wholesale Members PLOF and in depot signage for details of local member pricing

**TRS will be participating in the promotion, but does not sell alcoholic products

More
Great Deals
from
**LANDMARK
WHOLESALE**

PREVIEW



McCoy's in the Thick of it

McCoy's is breaking from tradition with the launch of its first non-ridged Thick Cut crisps.

RRP 50p

Outers not given

Contact (0)1207 291910



Smartwater campaign

Coca-Cola Enterprises has launched a sports cap bottle and a £5.5m marketing campaign for its Glacéau Smartwater range.

RRP 57p - 89p

Outers 12 - 24

Contact 08457 227222



It's Eric Can-ona

Former Manchester United star Eric Cantona will feature on packs of Kronenbourg 1664 from this month.

RRP various

Outers various

Contact 0845 301 0330



Rockstar's new star

AG Barr is adding a Pineapple & Coconut flavour to its Rockstar Freeze range from 16 June.

RRP 99p - £1.19

Outers not given

Contact 01236 852400



Time for Tiffin

Mondelez is bringing back Cadbury Dairy Milk Tiffin in 95g bars from 1 June.

RRP £1 - £1.49

Outers 17

Contact 0870 191 7343



New look for L&B

Imperial Tobacco is updating packaging for its Lambert & Butler Silver and L&B Blue cigarettes next month.

RRP £7.35 - £8.85

Outers 10 0 - 20

Contact 01179 636636



Walkers' Royal tribute

Walkers has launched limited edition packs of Walkers crisps to honour the Queen's 90th birthday.

RRP not given

Outers not given

Contact 01189 306666



Encore for Galaxy Duet

Mars has extended its Galaxy Duet chocolate range with the launch of large block variants this month.

RRP £1.39

Outers not given

Contact 01753 550055



Haribo Carnival time

Haribo has extended its Starmix and Tangfastics sweet ranges with its new Frenzy Carnival flavours.

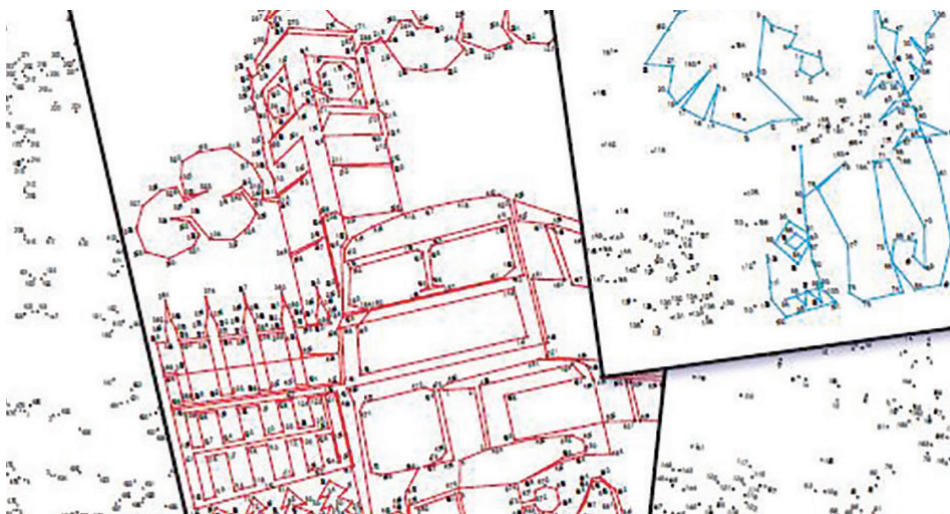
RRP not given

Outers not given

Contact 01977 600266

THIS WEEK IN MAGAZINES

Nadia Alexandrou
nadia.alexandrou@newtrade.co.uk
 020 7689 3350
[@NadiaAlexRN](https://www.facebook.com/retailnewsagent)
[facebook.com/retailnewsagent](https://www.facebook.com/retailnewsagent)



New title from Puzzler

DRAW IN MORE ADULTS BY JOINING THE DOTS

Dot-to-dot is set to follow colouring and be the next big thing in adult pastimes. Pencil in some space for this latest trend

PUZZLER MEDIA is launching a dot-to-dot adult colouring title, *Creative Dot to Dot*. The magazine will have more than 25 puzzles, with some of the pictures featuring more than 400 dots, which, once joined up, depict various natural outdoor images including landscapes, animals and flowers. Colouring-in is firmly established as a pastime for adults and has recently earned itself its own wholesale classification, separate from crafts under the sub-segment "colouring & drawing". According to Puzzler Media, dot-to-dot colouring is set to follow suit, so this launch is worth making space for alongside other hobby titles.



CREATIVE DOT-TO-DOT
On sale 1 June
Frequency monthly
Price £2.99
Distributor
Marketforce
Display with Puzzle
Collection, TAB
Take A Puzzle, TAB
Arrowwords

Round up



NADIA ALEXANDROU
 Magazines
 reporter

SMASH YOUR PAPER CEILING

Working on RN, it can be easy to focus solely on the hottest topics and most engaging retailers. But going out with a newspaper rep this week I was reminded of the challenges of the daily grind of retailing, and how easily store owners can become disillusioned and let their stores fall into disrepair.

Some shops we visited still had Christmas shelf-edge labels on display, others had dirty plastic magazine shelves that held last years' editions. I saw cracked floors, tote boxes stacked in corners and ceilings with more holes than plaster.

Despite all that, I was surprised how strong their newspaper sales were. The shop with the stack of tote boxes and worrying ceiling was selling 125 copies of *The Sun* on a Saturday – and this was from a stand that still had a shelf label for *The Independent*.

The rep told me these stores have potential to grow sales far beyond what they achieve now, but that can only happen when the retailers had the drive to make more money (some, he said, were happy with what they made already) and weren't afraid to make suppliers do a bit of running for them.

When they do, he said, the success speaks for itself. Commenting on one of his more productive encounters, he mentioned a retailer who demanded a stand that cross-merchandised newspapers and confectionery after seeing it in someone else's shop on Twitter, and through no effort other than putting it in store, made an extra £2,000 per year.



**STICKER
COLLECTION**










**STARTER
PACK
£2.99**

**STICKER
PACKETS
50p**

ON SALE NOW

© DISNEY

Disney Junior magazine

THIS WEEK IN MAGAZINES



Bestsellers Comics

Title	On sale date	In stock
1 2000 AD Weekly	1.06	<input type="checkbox"/>
2 Viz Comic	19.05	<input type="checkbox"/>
3 Crystal	22.01	<input type="checkbox"/>
4 Princess	6.05	<input type="checkbox"/>
5 Super Bag of Goodies	8.04	<input type="checkbox"/>
6 Simpsons Comic	5.05	<input type="checkbox"/>
7 I Love	15.04	<input type="checkbox"/>
8 Astonishing Spiderman	2.06	<input type="checkbox"/>
9 Judge Dredd	15.06	<input type="checkbox"/>
10 Beautiful Mermaid	13.05	<input type="checkbox"/>
11 Fairytale Princess	13.05	<input type="checkbox"/>
12 100% Mint	28.03	<input type="checkbox"/>
13 Pony World	22.04	<input type="checkbox"/>
14 Rainbow Princess	10.06	<input type="checkbox"/>
15 Essential X-Men	2.06	<input type="checkbox"/>
16 Wolverine Deadpool	16.06	<input type="checkbox"/>
17 Avengers Universe	16.06	<input type="checkbox"/>
18 Mighty World of Marvel	2.06	<input type="checkbox"/>
19 Batman	5.05	<input type="checkbox"/>
20 Marvel Legends	26.05	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



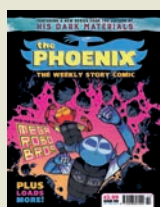
KNITTING

In a first for the title, the July issue is specifically targeting its male readers with features and how-tos for knitting clothes and accessories for men. The cover features an image of a man, and the magazine will include interviews with well-known male knitting designers Stephen West, Martin Storey and Bruce Weinstein. According to GMC Publications, this edition is designed to drive engagement in the traditional summer sales lull.



MARIE CLAIRE

The July issue of Marie Claire is covermounted with a choice of two Elemis products, Hydra-Boost Day Cream or Hydra-Nourish Night Cream, giving readers the chance to collect both products which together are worth £27.50. The issue itself features Rebel Wilson as the cover star who discusses making Hollywood a happier place, fresh fashion ideas as well as how to have a healthier summer.



THE PHOENIX COMIC

Issue 230 is a continuation of the new series – The Adventures of John Blake – written by the award-winning author of His Dark Materials, Philip Pullman. Following its widespread popularity, a graphic novel of the comic strips will be published by David Fickling Books in spring 2017. The Phoenix Comic is a weekly story comic aimed at both boys and girls aged six to 12.



THE LION GUARD STICKER COLLECTION

Panini is adding to its collectables range with Lion Guard Stickers. This follow-up series to the Disney classic “The Lion King” introduces Simba’s son, Kion, on his journey to protect the Pride Lands and defend the Circle of Life. There are 192 stickers to collect. Starter packs will be available, which include an album and 31 stickers.



NEXUS

Nexus is an alternative news magazine which from this issue will be printed in full colour with a price increase to £4.50. The magazine covers anything to do with the unusual and scientific, including health breakthroughs, future science and technology, suppressed news and conspiracies.



On sale 2 June

Frequency monthly

Price £5.99

Distributor Seymour

Display with Let's Knit, Simply Knitting, Knit Today



On sale 26 May

Frequency monthly

Price £3.99

Distributor Marketforce

Display with InStyle, Glamour, Red



On sale 28 May

Frequency weekly

Price £2.99

Distributor Marketforce

Display with Storytime, Nat Geo Kids, Okido



On sale 26 May

Frequency collection

Price starter pack: £2.99 stickers: 50p

Distributor Marketforce

Display with other collectables



On sale 3 June

Frequency bi-monthly

Price £4.50

Distributor Seymour

Display with Private Eye, BBC Focus, Fortean Times, Kindred Spirit



**NEW PUZZLE
CONCEPT
NEW PUZZLE
LAUNCH**

**STOCK AND
DISPLAY WITH
MINIS**

**Take a
Break's**





MAKING

The latest in GMC Publications' Making series is a bag-making special. The projects in this issue take everyday essentials like shopping totes, iPad cases and purses and turn them into unique fashion accessories. With a new BBC series of The Great British Sewing Bee, the publisher says it is the perfect time for retailers to take advantage of the crafting trend with Making's bags special.



On sale 2 June
Frequency monthly
Price £5.99
Distributor Seymour
Display with Knitting, Simply Sewing, Sew

Industry viewpoint

Liz Taylor

Publisher, Immediate Media, Sewing Portfolio



The Great British Sewing Bee (GBSB) returned to our screens for its fourth series this month, with a new roster of amateur sewists taking on a number of challenges to impress the judges.

The charm of TV programmes like this is watching real people making mistakes and overcoming obstacles against the clock to produce quite impressive garments each week.

It naturally offers inspiration and prompts an increase in sewing participation as a result.

There has been a marked boost in sewing machine sales during the past four years. We know that there are now more than six million sewists in the UK, according to Craft Intelligence Research's 2015 report, more than half of whom consider it a regular hobby.

This is certainly a flourishing market in the craft sector.

Simply Sewing launched February 2015 to coincide with GBSB series three and it was clear that the programme gave a tangible boost to newsstand sales.

We anticipate that this year will be no exception and we have invested heavily in cover gifts, stand-out packaging and other incentives to entice a wide range of sewists – from those just beginning to get to grips with their sewing machine as well as those who have been making clothes and accessories for some time.



LONELY PLANET

The July issue of Lonely Planet includes a guide feature to travel hotspots including Spain, France, Italy, California, the Canadian Rockies and Japan. There is also a chance to win a holiday in Sicily. This issue has an increased cover price of £4.10, up from the usual £3.90. According to Smiths News' latest magazine rankings for independents, Lonely Planet is in the top five best-selling holiday titles.



On sale 2 June
Frequency monthly
Price £4.10
Distributor Frontline
Display with Wanderlust, Which? Travel, Condé Nast Traveller



COOK VEGAN

Prime Impact Events & Media's new magazine Cook Vegan is an essential toolkit for vegan food enthusiasts. The magazine includes recipes that cater for budget meals and more upmarket cuisines, as well as up-to-date nutritional information from chefs, vegan organisations and nutritionists. The print run for the first issue will be just less than 16,000 nationwide, and Seymour expects it to generate £65,000 retail sales value per year.



On sale 26 May
Frequency six issues per year
Price £4.25
Distributor Seymour
Display with BBC Good Food, Delicious, Eat in



BBC GOOD FOOD

The June issue of BBC Good Food comes with a free 36-page supplement with 25 new healthy recipes for the summer. The issue also features the latest tips and recipes from celebrity chefs Tom Kerridge and John Torode, as well as tips for what to cook on Father's Day. BBC Good Food is the best-selling cooking magazine, according to Smiths News' magazine rankings for this year.



On sale 26 May
Frequency monthly
Price £4.25
Distributor Frontline
Display with Olive, Delicious, BBC Easy Cook



BBC GARDENER'S WORLD

This issue of BBC Gardener's World includes part three of the Back to Basics 20-page supplement, with 25 essential techniques to gardening skills. Readers can learn to grow veg in a tiny pot and which are the best budget barbecues. BBC Gardener's World is the best-selling gardening magazine, according to Smiths News' annual rankings.



On sale 31 May
Frequency monthly
Price £4.50
Distributor Frontline
Display with Gardens Illustrated, Amateur Gardening, Homes & Gardens

Top tip

The Great British Sewing Bee series will run until the end of July, so retailers could benefit from tapping into rising interest in the hobby by displaying Simply Sewing prominently on the shelves.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



**WHY THE HOTTER WEATHER HAS MEANT YORKSHIRE
 RETAILER DAVID RAMSEY HAS UPPED CHILLED DELIVERIES**

Plus, three more retailers outline their barcucue success secrets and how to make the most of your sugar confectionery range as this year's summer holidays near



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	20	100	8.99
Build the Millennium Falcon	73	100	8.99
Cake Decorating Relaunch	168	169	2.99
Dinosaurs & Friends	66	80	5.99
Jazz at 33 and third RPM	10	70	14.99
Simply Stylish Knitting	21	90	3.99
Star Wars Helmets Coll'n	10	60	9.99
Zippo Collection	19	60	19.99

Eagle Moss

3D Create & Print	71	90	6.99
Build A Solar System	40	104	6.99
DC Comics Graphic Novel	21	60	9.99
Disney Cakes & Sweets	142	160	4.50
Doctor Who Figurines	73	73	7.99
Marvel Chess Collection	72	96	8.99
Marvel Fact Files	167	200	3.50
Military Watches	60	80	9.99
Star Trek Ships	73	77	10.99

Hachette

Art of Crochet	39	120	2.99
Art of Knitting	70	90	2.99
Art Therapy	62	100	2.99
Build the Mallard	91	130	7.99
Build the U96	91	150	5.99
Classic Pocketwatches	99	100	8.99
Dr Who Complete History	20	80	9.99
Judge Dredd Mega Collection	36	80	9.99
Marvel's Mightiest Heroes	64	60	9.99
My 3D Globe	72	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	65	80	5.99
My Zoo Animals	38	60	5.99
Precious Rocks, Gems & Minerals	70	100	5.99
Real Life Bugs & Insects	88	97	5.99

Collectables

DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

Collectables

Topps



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



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



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



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



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



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



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



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



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



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



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



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



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

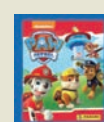


WWE
Stickers **£2.99**
Cards **£0.50**

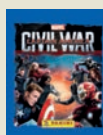
Panini



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



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



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



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



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



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



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



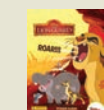
World of Batman
Starter **£2.99**
Cards **£0.50**



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



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



Lion Guard Sticker Collection



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



betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

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

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

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

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

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

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

Newspapers

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

Insertion payment guide

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

Weight Watchers 21-22 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,490g	1,035g	215g	8	100g
Sunday Times	1,055g	665g	65g	4	25g
Mail on Sunday	910g	520g	35g	3	20g
Times	775g	430g	65g	6	100g
Sunday Telegraph	730g	420g	60g	2	40g
Guardian	725g	285g	25g	2	15g
Mail	595g	260g	40g	1	40g
Observer	575g	115g	15g	1	15g

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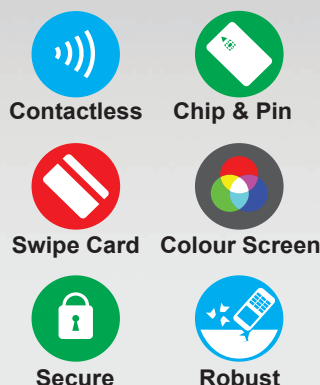
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Back in the day

100

YEARS AGO

27 May 1915

The police, acting under military orders, had been visiting retailers, telling them to remove picture postcards, guidebooks and more from their shelves, lest they fall in enemy hands and be used for nefarious purposes.



50

YEARS AGO

28 May 1966

The Federation was urging all its members to contact their local MPs in a bid to battle government plans to introduce a payroll tax. In a letter, it stated: "Representations being made stress the injustice which the proposals in relation to part-time workers will inflict upon employers of this type of labour."



25

YEARS AGO

1 June 1991

Tabloid title the National Enquirer was finally set to cross the Atlantic, moving from the American supermarkets, where it was a key feature near the tills, over to retailers in the UK. Boasting a 20 million readership in the US, it was launching via Seymour with a print run of 250,000.



Crisps are 'good for you', boffins' tests discover

In a discovery that's bound to turn healthy living on its head, boffins have found regularly eating potatoes could lead to high blood pressure – unless they're eaten in crisp form.

A new study published in the British Medical Journal claims having four or more servings of the humble spud every week – whether they be baked, boiled or mashed – raised the risk of high blood pressure by 11%.



But, bizarrely, tests revealed that eating crisps had no effect on blood pressure – leading to much rejoicing among snack fans.

With health lobbyists already setting their sights on sugary soft drinks, and with retailers

predicting a bleak future of plain packaged confectionery and biscuits, at least the likes of Walkers and McCoy's can breathe a small sigh of relief as a result of the latest findings.

Brits strain to climb tea league

Us Brits may be well known for our ability to drink gallons of tea every day but it now seems we have been overtaken by the likes of Kenya and Nigeria as nations who truly love a 'cuppa'.

According to a study commissioned by the Economist, the UK is only the 15th most prolific tea-drinking country in the world, falling behind nations such as Ireland, Pakistan and Kazakhstan.

The research found that, given the choice between a tea or coffee, 78.4% of the UK population would pick the

former with the remainder opting for a latte or cappuccino. By comparison, a whopping 99.6% of people in Uzbekistan would reach for the Earl Grey or Darjeeling when fixing up a hot drink.

The opposite was true in Guatemala, where 99.6% of the population would plump for a coffee.

While we can still hold onto some pride as a tea-drinking force, we can't help but think that Starbucks and Costa have something to answer for over the latest set of results.

VIEW FROM THE COUNTER with Mike Brown



I am writing this piece from my hospital bed at James Cook University Hospital, Middlesbrough.

I came in for day surgery to remove a small area of skin cancer on my face. Shortly after returning home I began to feel very unwell and for the last five days I have been fighting a very nasty infection in my right eye.

Hopefully I will be fit enough to attend the NFRN's annual conference in Torquay next month. I will be easy to spot as the guy with a rather impressive diamond-shaped scar down the right-hand side of his face.

I have been doing some homework in hospital studying RN's What To Stock guide. I noticed the predominance of pricemarked products in the top seller lists.

I try to sell pricemarked stock where possible but I won't if the margin is poor, and that means 20% or less.

With the introduction of the National Living wage manufacturers need to bear this in mind and give us a decent margin.

With a new product volume sales may compensate for a poor margin initially, but once the honeymoon period is over we need the margin to justify space on our shelves.

Just a week after Stokesley turned out in force to cheer on the Tour de Yorkshire, Middlesbrough were promoted back to the Premier League so the area remains very buoyant with a feelgood factor, which is great for sales.

Fellow correspondent Blanche mentioned the poor response of the national press to St. George's Day on 23 April, which reminded me that it is Yorkshire Day on 1 August. I will remind everyone at the next business club meeting (called Thirsty Thursday and held in a local pub) so we can plan something to celebrate the day.

At least we all have the flags and bunting from the tour – I knew they would come in handy again.

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