

۲

NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.30

Indies worst hit as staff theft doubles



TOBACCO

۲

Licence cap next big threat for stores

Firms fear local authorities could limit number of cig sellers. Page 5 >>

NEWSPAPER ABCS 20p Star's £393k loss

Red top grows 11% in six months, but margin plummets. Page 7 >>>









By royal appointment Retailers showed off their patriotic side to celebrate the Queen's 90th birthday last Thursday. Harj Dhasee, of Nisa Mickleton Village Stores, helped set up a beacon-lighting ceremony in his village, while Andrew and Kate Mills got in the spirit with fancy dress and free cupcakes at their Heath Stores business.



NEWSPAPERS Delivery changes put odds against indies

۲

Retailers lose Coral and Ladbrokes paper trade. Page 12 >>

LEGISLATION We need gantries fit for new TPD range

Retailers call on manufacturers to help them profit from premium display space. Page 4 >>

Retailers welcome Spar summer promotions and Holland & Barrett trial. Page 6 >>







۲

GET **3% REBATE** ON OVER 120 PRODUCTS FEATURED IN THE GREAT REBATE

۲



Remember to check your rebate balance online - www.bestway.co.uk/greatrebate & www.batleys.co.uk/greatrebate



VISIT YOUR LOCAL DEPOT AND START SAVING MONEY TODAY

Big rebates from us = Bigger profits for you!





Simple ideas that take a matter of hours to work up can have a big impact



CHRIS GAMM Editor O @ChrisGammRN

In 2000, Jesper Buch, a 25-year-old Dane studying in Norway, craved a midnight pizza, but didn't know the area's takeaways. He searched the internet, couldn't find what he was looking for and saw a gap in the market. He launched what would become Just Eat the following year, got it profitable in 2004 and sold his shares in 2008. Today the business is worth £1.5bn.

۲

The world is full of young entrepreneurs like Jesper Buch who are changing the way things work and using technology to open up the sales potential of markets which have worked in a certain way for decades.

A story in RN two weeks ago reported a developer as saying there was an opportunity for independent retailers to grow their business and win customer loyalty by creating their own bespoke store apps.

My first instinct was that it was a nice idea, but should probably be left to the experts, because it is outside my sphere of knowledge. I can't imagine I was alone.

But in this week's issue we show what's possible. Londis retailer Sandip Kotecha's 14-year-old son took just one day to build an app with online ordering and loyalty card functionality which he is using to open up his customer base.

He recently signed up with Just Eat and delivered £400 worth of hot and cold food in his first week.

There is a generation of young developers, like Sandip's son, learning their trade and dreaming big. They are your customers, relatives and staff and they could revolutionise your business. And simple ideas that take a matter of hours to work up can have a big impact.



"HOW LONG BEFORE A COUNCIL SAYS YOU CAN'T SELL FAST FOOD NEAR A SHOOL?"
– ACS CHIEF EXECUTIVE JAMES LOWMAN SAYS HE FEARS FUTURE, LOCALISED REGULATION ACS Summit – Page 28, News – Page 5 >>

3

۲

۲

29 April 2016 Retail Newsagent

Follow RN on Facebook

Camelot defends web sell

4

Camelot has assured retailers that its most recent campaign incentivising customers to enter online is "absolutely not to divert sales from retail".

The announcement came after retailers raised concern when extra tickets were issued from terminals along with customers' lottery tickets last weekend. The tickets told customers to enter online for "extra chances to win £20k".

James Wilkinson, of Pybus Newsagents in Boroughbridge, said: "We received no notification or explanation. I don't understand why we'd want to encourage people to enter online than through us?"

However, a Camelot spokesman told RN that the campaign gives players another chance to win cash prizes by entering a unique code on a microsite. He said: "Players do not have to sign up for an account to take part and the objective is not to divert sales from retail – it's about giving customers something extra."

۲

Indies' happy Easter

Independent retailers bucked the trend of falling trade at larger high street stores over Easter, as new Office for National Statistics figures show total UK volume sales were down 1.3% month on month in March.

The figures fell below analysts' expectations of a 0.1% decline for the period, with poor weather and slow sales of clothing and food being blamed for the result.

However, independent retailers told RN they enjoyed "record-breaking" sales over the Easter as a result of holding seasonal activities in their stores.



۲

Dee has got the key

Dee Sedani, of One Stop in Etwall, said he has become the first UK independent retailer to trial a My Key Machine. The retailer negotiated to have the machine, which he said is currently only available in the multiples, in his shop in Derbyshire to test its compatibility in a convenience store format. So far, Mr Sedani is cutting three or four keys per day and is receiving 20% commission for every payment. Each key cut costs customers £4.95, or three keys for £10.

Indies want more EUPTD II support from e-cig firms

Independents have called for more support from e-cigarette suppliers after claiming they are still in the dark over upcoming changes to legislation on vaping products.

The concerns relate to article 20 of EUTPD II, which will place restrictions on the way e-cigarette manufacturers promote and advertise products from 20 May.

Further limits on nicotine strengths, cartridge sizes and other elements will come into force for suppliers from 20 November.

Dan Cock, owner of Premier Whitstone Village Stores in Devon, said e-cig legislation remains a "grey area" for retailers. "The big tobacco manufacturers have been doing their best to get information to us, but other e-cigarette distributors could be doing more to keep us informed about what we can and can't do to promote e-cigarettes," he said.

Jon Powell, owner of The Newsagent in Newport, added: "We're still unsure about some areas such as displaying products. We're getting advice from the NFRN, but could do with more help on this."

It comes as e-cig manufacturer Totally Wicked announced a petition sent to the Department of Health opposing article 20 has now received 90,000 signatures.

۲

Premium display areas could be used for other stock 'This is space we can't afford to waste'

Work with us on EUTPD II gantry options say indies

by Steven Lambert

Tobacco manufacturers have been urged to work with retailers to develop alternative gantry solutions to accommodate for smaller tobacco ranges resulting from upcoming EUTPD II legislation.

Store owners under contract with tobacco suppliers told RN the removal of smaller cigarette and rolling tobacco packs will leave them with extra display space they feel could be better used to stock higher-margin products such as spirits. Spar retailer Conrad Davies, who is under a five-year contract with JTI, said he will discuss the possibility of moving tobacco above the counter with the company following the introduction of EUTPD II law.

"The manufacturers have worked closely with retailers and I'm sure they're coming up with other solutions," he said. "But if we're still stuck with large gantries in the next two years after the changes, we will have to challenge this, because that is space we can't afford to waste." Middlesbrough retailer Bay Bashir said he would also talk to JTI about moving tobacco above his counter. He said: "It's premium retail space we could use to stock more products like spirits."

Meanwhile, Costcutter retailer Chaz Chahal, who has contracts with JTI and Imperial, has chosen to install an under-the-counter solution and fill the back wall with spirits at his new Simply Fresh store.

He said: "With the new legislation, a lot of tobacco products are going to become obsolete.

"There needs to be discussions between retailers and manufacturers to see where they can meet halfway on how we can best use this space."

However, a JTI spokesman warned retailers could "confuse" tobacco shoppers by "moving the selling point for tobacco and experimenting with new ways of managing the category" when the legislation is introduced.

An Imperial Tobacco spokesman added: "Gantries are a mainstay of the back wall space around the world, regardless of whether the market is restricted by legislation or not."

p4 News.indd 4



۲

Staff thefts increase 129% in one year 'Serious concern for everyone,' says NFRN

Employees cost retailers more than shoplifters

by Gurpreet Samrai

Shocking new figures reveal staff theft has soared by 129%, costing retailers on average 11 times more than shop theft.

The leap in incidents was singled out as the most significant development reported in the Retail Fraud Survey, published by Retail Knowledge, which showed employee theft increased from 28% in 2015 to 64% in 2016

It adds to findings in the Association of Convenience Stores' 2016 Crime Report. which revealed internal

Publishers' Ace

Publishers' contribution to the

press industry was commended at the Ace Press Awards at the

The Telegraph Media Group,

performance

۲

theft cost the convenience sector £19m last year, and retailers on average £1,686 per incident, which it said is 11 times more than the average cost of shop theft.

The fraud statistics are a serious concern for independents who are more vulnerable. the NFRN has warned, adding it has moved the issue up its agenda.

"It is a serious concern for everyone, but is a bigger issue for independents because any loss affects their sustainability," NFRN national president Ralph Patel said. "Some of the figures are quite frightening.

Any crime that impacts the bottom line affects independents a lot more than the multiples because they can't sustain that."

Paul Bessant, founder of Retail Knowledge, this week told RN internal theft is now the biggest loss for retailers.

"In small retail businesses staff can be either immediate or extended family or long-standing employees so there has been a reluctance to acknowledge the reality," he said. "Small businesses can be more vulnerable as it is not uncommon for only one person to be in a store at a time."

Retailers are advised to review their processes and ensure they carry out regular spot checks, split responsibilities between staff members and have procedures for dealing with such incidents in place and agreed with staff

NFRN national deputy vice president Linda Sood, of Falcon News in Portsmouth, lost tens of thousands of pounds to employee theft. She said: "It's a big issue for independents. My advice is check on even your most trusted employees. Keep an eve on them and make sure you have adequate CCTV."



5

ACS calls for crime action

The Association of Convenience Stores has called for further engagement between retailers and police forces after a crime report showed an increase in knife crime and shop theft incidents

The crime survey for England and Wales, published by the Office of National Statistics last week, showed a 9% rise in offences involving knives or sharp instruments to 28,008 offences for the year ending December 2015. The number of shoplifting incidents rose by 2% to 333,671.

ACS chief executive James Lowman said: "Many retailers are subject to verbal and physical abuse on a regular basis, and it is essential that these offences are reported to the police. Local forces must take these and other offences against shop staff seriously, as retailers operate on the front line serving their communities.'

۲

PM shock at killing

David Cameron described the murder of Glasgow retailer Asad Shah as "shocking" during a debate on extremism at Westminster.

The prime minister's comments came after he was asked to support the United Against Extremism campaign, which was launched in the wake of the attack.



Tobacco licensing 'next major threat'

Licensing has been identified as the next major threat for tobacco retailers as the proposed new regulation raises fear of a cap on the number of stores able to sell tobacco products.

sector.

The warning comes in response to an HMRC consultation on the introduction of a tobacco licence in the UK to clamp down on

the illicit trade, and ahead of the judgement on the plain packaging challenge.

A senior legal expert for a major tobacco supplier told RN licensing has been singled out as the next major threat to tobacco retailers.

He added there are concerns a licensing system would give local authori-

ties the ability to limit the number of stores it would allow to sell tobacco in any particular area.

This was echoed by Philip Morris' head of regulatory affairs, Alastair Mackay, at the NFRN's national council meeting last week.

Mr Mackay said the licence presented another

challenge for retailers, adding while the company can see some benefits, there is also a fear it could lead to further restrictions such as a cap on the number of licences available.

'What we have seen in other countries is a licence is the first step to limiting access," he said.

National council, page 15

The NFRN is urging retailers to prepare for the new £5 note which will be issued in September. It warned retailers will need to update their cash handling machines and should start talking to suppliers to make the transition as smooth as possible.



Raising more cash for good causes

Nisa's Making a Difference Locally (MADL) charity has teamed up with fundraising group Localgiving to launch a competition encouraging its retailers to raise funds for local good causes.

MADL has this month donated £5,000 to Localgiving's Local Hero 2016 campaign. The scheme will challenge store owners to create their own Local giving fundraising page and obtain as many donors as possible for the good cause of their choice.

Users will be ranked on a Local Hero leaderboard, with £5,000 worth of prizes being awarded to causes belonging to the top 20 fundraisers. A top prize of £1,000 will also be awarded to the cause of the highest fundraiser.

۲

Kate Carroll, MADL charity manager, said: "We are delighted to be able to support this fantastic campaign which champions fundraising for local causes."

Landmark big drinks savings

Landmark is offering to save money for its members with its latest wholesale offer running on energy drinks.

The 'All You Need is Energy' promotion will see the firm offer deals on its top 10 best-selling energy drinks, including Monster, Red Bull and Landmark's own label LSV brand.

The group said retailers taking on all offers available on the top 10 lines – which it claimed represented 70% of all energy drink sales – also stood to save themselves a further £18.

BUSINESS

Bad news at BHS may be good news for c-stores

The demise of British Home Stores could present larger convenience operators and other retailers the chance to bring diversity back to the high street, according to a market analyst.

The high street retailer announced on Monday it had gone into administration, putting 164 stores and around 11,000 jobs at risk. It comes despite BHS an-

nouncing last month it was investing in opening 21 new BHS Food Stores this year. Jon Copestake, chief

retail and consumer goods analyst at the Economist Intelligence Unit, said BHS is likely to break up its retail estate and begin selling off its stores "in parts".

He said the move "may mean its smaller dedicated

food stores have appeal as a homogenous block of real estate or a separate going concern." He added: "It might be that whichever firms take over the vacant retail spaces are capable of creating a differentiated enough offering to drive footfall of their own, which will benefit the wider high street."

۲

In addition, Mr Copestake expected wholesaler Booker, which supplies BHS Food Stores, would not be majorly impacted by the potential loss of trade.

"It's unlikely that this exposure will be significant enough to destabilise Booker, which serves a range of retailers from a wholesale perspective and has its own retail operations," he said.



Customers Go Fresh with One Stop

One Stop retailers were encouraging their customers to 'Go Fresh' last week to highlight the launch of the company's updated chilled and fresh food range. The scheme, which is being supported with social media activity and new PoS material, is being used to encourage more shoppers to pick up ingredients for home cooking and food-togo products at One Stop stores.

Retailers welcome improved summer promotions MD flags up 'tremendous' opportunity

Spar set to trial Holland & Barrett concessions

by Steven Lambert and Tom Gockelen-Kozlowski

Spar retailers have welcomed news the group is trialling new store concessions and improving its summer promotions in a move they believe will place them at an advantage against their competitors.

Spar managing director Debbie Robinson revealed the company has been trialling a concession-style range for health food chain Holland & Barrett in its convenience stores.

Three Spar sites in Northern Ireland – Ranfurly, Kilkeel Greencastle and Ashbury – have been conducting "discreet trials" with the company, Ms Robinson revealed at the Association of Convenience Stores' summit in Birmingham last week.

She said her company



had been interested in the health and wellbeing trend "sweeping the nation" and had now found a partner to develop an offer with.

"Holland & Barrett has the credentials, a fabulous range of products, and in the top 10 bestsellers from the trial is coconut oil at £15.99 a jar," Ms Robinson said. She described the opportunity available to

۲

retailers from offering health foods and products as "tremendous".

Justin Taylor, of Spar Winford Ford, said: "Holland & Barrett is a well recognised name, and I think this will do well in some of the larger Spar stores.

"Retail is getting tougher and this is something we can offer that differentiates us from the supermarkets. I think it's an intelligent move."

۲

Meanwhile, Spar has unveiled new products and promotions designed to grow summer sales for its retailers.

It has updated its meat range with seasonal lines including Beef Pastrami (£2) and two cooked chicken lines, Roast Chicken Breast Fillets (pricemarked at £3) and Cooked Chicken Thighs (two for £5). In addition, Spar has updated its range of dips with a two for £2 offer and a new tzatziki line and will extend its range of salad bowls.

Rocky Leach, owner of Chellow Heights Service Station and Spar in Bradford, said: "I think Spar has outdone itself with the summer products this year. I think they're on par with anything Tesco or Sainsbury's are doing."



۲

RN analysis of latest ABCs reveal further sales losses But figures also reveal Saturday papers and Daily Telegraph performing well

Star sales soar 11% but retailers earn £393,000 less in six months

by Nadia Alexandrou

Retailers sold 11% more copies of the Star but made 43.2% less retail margin from the title in the six months since Northern & Shell slashed its cover price to 20p.

RN analysis of sales figures from the Audit Bureau of Circulations (ABC) show that, in total, retailers earned £393,000 less from the title from October to March than in the previous six months before the price cut, despite selling 767,303 more copies during this period.

From October to March, retail margin on the Monday-Friday edition totalled £134,100, down 44.1% from a total £239,900 earned in the six months before the price change.

۲

Margin on the Saturday edition fell 43.1% to £190,600 from £335,100,

The Independent's final

month on the newsstand

had a clear impact on the

Month on month the

by 13.8%, while sales of The Independent on Sunday also

grew in March, increasing

by 2.4% year on year and

The ABC figures also

reveal the istemmed an

8.4% loss posted on its

Monday-Friday edition

of the Saturday edition

an improvement since

Press announced it was

to purchase the cut-price

this time last year to 4.4% in the latest figures. Sales

grew by 0.8% year on year,

February, when Johnston

7.9% month on month.

title grew Saturday sales

latest ABC figures.

Independent bows

out - i picks up sales

while on Sundays, margin fell 42.6%, from £334,800 to £192,100.

According to this month's sales figures from the ABCs, year-on-year sales of the Star continued to grow, by 14.5% on weekdays in March, 17.1% on Saturdays and 17% on Sundays.

Elsewhere, the new ABC figures also reveal a strong performance for several Saturday papers. The Times grew year-onyear sales by 0.5%, while the Guardian was up by 1% month on month. Overall, sales of Saturday newspapers grew by 0.3% month on month.

The Monday-Friday edition of the Daily Telegraph also performed well month on month, growing circulation by 0.9% and posting a minor year-on-year decline of 0.5%.

national newspaper.

John Simmonds,

circulation director at

said: "Both the Monday-

Friday and Saturday elements have picked up

Independent Press Limited,

sales from the closure of The

Independent but the impact

is more noticeable on the

Saturday - due to the effect

"The support from the

retail trade around the closure of The Independent

and the purchase of the i

newspaper by Johnston

Press has been fantastic and

I believe that under the new

owners sales will continue

being spread across fewer

days.

to grow."

March Monday to Friday newspaper sales

	Core sales "	Monthly change	Yearly change	Estimated retail margin (00	Total Os) '2 sales '3
Daily Mirror	675,005	-1.1%	-14.4%	£97.9	720,004
Daily Record	162,775	-0.9%	-16.2%	£23.3	167,729
Daily Star	490,221	2.8%	14.5%	£23.7	490,221
The Sun	1,570,101	-1.7%	-11.0%	£175.1	1,641,207
Daily Express	385,849	-0.1%	-8.1%	£51.4	385,849
Daily Mail	1,302,191	0.3%	-4.3%	£188.8	1,376,846
Daily Telegraph	431,700	0.9%	-0.5%	£140.8	440,495
Financial Times	36,300	-0.2%	-9.2%	£19.6	58,196
Guardian	135,028	0.9%	-7.3%	£59.4	135,028
i	206,896	-0.7%	-4.4%	£20.7	274,147
Independent	32,636	-3.8%	-11.8%	£11.6	48,155
Times	327,619	1.0%	-0.7%	£98.6	383,669
TOTAL	5,756,321	-0.2%	-6.5%	£911	6,121,546

March Saturday newspaper sales

	Core sales "	Monthly change	Yearly change	Estimated retail margin (OO	Total Os) ^{,,} sales ^{,,}
Daily Mirror	866,147	-1.1%	-12.6%	£181.9	911,146
Daily Record	192,608	-1.6%	-14.4%	£38.1	197,562
Daily Star	453,007	2.7%	17.1%	£32.8	453,007
The Sun	2,028,314	-1.1%	-9.2%	£303.8	2,099,420
Daily Express	510,985	-0.1%	-0.3%	£49.3	510,985
Daily Mail	2,126,374	1.2%	-2.8%	£409.5	2,201,029
Daily Telegraph	596,564	-0.4%	-7.0%	£286.4	605,359
Financial Times	73,080	-0.5%	-8.9%	£57.8	94,976
Guardian	300,791	1.0%	-6.3%	£191.9	300,791
i	184,687	0.6%	0.8%	£23.1	251,938
Independent	70,374	13.8%	2.7%	£33.2	85,893
Times	481,785	1.5%	0.5%	£169.8	537,835
TOTAL	7,884,716	0.3%	-5.1%	£1,793	8,249,941

March Sunday newspaper sales

	Core sales "			Yearly Estimated change retail margin (OO		
Sunday Mail	183,771	-0.5%	-14.4%	£65.6	187,581	
Sunday Mirror	649,211	-2.7%	-15.7%	£177.2	694,211	
People	259,878	-2.5%	-17.9%	£70.9	266,878	
Daily Star Sun.	296,119	-0.2%	17.0%	£32.7	296,119	
The Sun	1,326,253	-0.9%	-9.0%	£278.5	1,400,144	
Sunday Express	359,205	-0.6%	-4.4%	£106.5	359,205	
Sunday Post	161,299	-0.5%	-11.7%	£54.2	161,299	
Mail on Sunday	1,242,036	-1.2%	-5.6%	£417.3	1,310,143	
Ind. on Sunday	44,796	7.9%	2.4%	£24.6	93,972	
Observer	184,252	0.4%	-5.1%	£135.4	184,252	
Sun. Telegraph	340,723	-1.0%	-7.0%	£155.0	350,677	
Sunday Times	699,431	-0.8%	-6.5%	£367.2	746,206	
TOTAL	5,746,974	-1.1%	-7.9%	£1,885	6,050,687	

*1 Core sales are newstrade 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; *4 Reflects inclusion of i compared to 2013 figure; Source: ABC

p7 News & Mags.indd 7

8





to have your say on the latest news

PRODUCTS

Tic Tac's **Rewards** return

Ferrero is reviving its Happy Rewards scheme on Tic Tac to offer a host of different prizes to shoppers from this month.

More than 10 million promotional Tic Tac packs will give buyers the chance to claim reward points, which can be accumulated to purchase high value gifts online. Consumers will be able to choose from eight tiers of prizes, which include headphones, barbecues and wireless speakers.

A new feature will also enable Tic Tac shoppers to claim bonus points if they encourage a friend to sign up to the scheme.

Levi Boorer, customer development director at Ferrero, said: "We are confident that our new promotion is going to help sweeten sugar confectionery sales for retailers.

۲

Nurish-ing celebration

Grace Foods is celebrating the 35th anniversary of its Nurishment Original milk drink with an on-pack promotion giving away prizes to shoppers.

The Nurishment Anniversary Arcade promotion will offer shoppers the chance to win one of hundreds of prizes. Consumers will be encouraged to enter pack codes on a website, where they can then play a game to match four Nurishment flavours.

The activity runs from next month until the end of November and will be highlighted on Nurishment Strawberry, Banana and Vanilla variants.



۲

Number one e-cigarette brand in New York hits UK 'We wanted to make sure we got it right'

JTI brings the big guns out for tank vape launch

by Steven Lambert

JTI is widening its presence in the e-cigarette market with the launch of its first tank vaping product in the UK, Logic Pro.

The manufacturer launched the product in independent stores last week following a popular reception from other markets including the US, claiming Logic Pro is now the number one e-cigarette brand in New York.

The product is being

promoted as a 'no spill, no fuss' device, with features including an integrated coil system and a 'five click lock' to prevent the product accidentally being activated. It has been launched

alongside a range of Logic Pro e-liquid capsules, available in tobacco, cherry, menthol and vanilla flavours.

JTI claimed the e-cig tank market has grown 161% in the last year, with 85% of the UK's estimated two million vapers now using tank products.

The manufacturer also unveiled new PoS material, including counter-top units, allowing retailers to stock Logic Pro alongside its E-Lites Curv range, which it launched last year.

Andy Stevens, head of sales at JTI, said the company has seen positive sales of Logic Pro during trials with Sainsbury's stores this vear.

He added that JTI's sales team will initially visit 7,500 independent stores to grow awareness of the new products, adding that some stores have already sold out since taking on the product last week.

۲

He added: "Customers have been asking us why it has taken us so long to bring out a closed tank system to the UK compared to our competitors. The answer is that we wanted to make sure we got this right."

JTI will support the Logic Pro launch with a TV and outdoor marketing campaign launching on 1 May.

Pricemarked squash gives indies better value

Britvic Soft Drinks is backing up its promise of offering more value-for-money products to independent retailers with the launch of pricemarked packs of Robinsons squash this month. It follows on from the company pledging to

introduce more value-led packs for local stores, after its latest soft drinks report revealed independents were losing out on sales to the multiples (RN, 25 March).

Britvic said its latest £1 price flash, which will appear on one litre bottles of Robinsons squash, has been launched specifically with impulse retailers in mind.

The promotion will be available while stocks last and will run on Robinsons flavours including Orange, Apple & Blackcurrant, Pineapple, Mango & Passion Fruit and Summer Fruits.

The move forms part of plans by Britvic to revive sales of squash in the convenience sector, which fell 4.9% in value and 5.2% in volume last year according to its latest market data.



JTI is launching its first tank vaping product in the UK, Logic Pro



Pricemarked packs of Robinsons will offer indies value for money

p8 FMCG news indd 8



13/04/2016 14:47



to have your say on the latest news

Cuisine serves up a taste of summer

10

Aryzta Food Solutions is expanding its range of Cuisine de France muffins with the launch of a limited edition Strawberry & Cream flavour.

The product encompasses a strawberry-flavoured muffin filled with white chocolate chunks and pieces of strawberry and topped with vanilla frosting.

It will be available in cases of 30 and will be supported with PoS material.

Shane Vaughan, head of retail marketing at Aryzta, said: "While we can't guarantee 'summer', we can guarantee that the addition of the Cuisine de France Strawberry & Cream Muffin will brighten retailers' fixtures and boost sales this summer."

۲

Jim Beam doubles up on flavour

Maxxium UK is adding to its range of premium spirits with the launch of Jim Beam Double Oak this month.

The bourbon has been created using a new twicebarrelled process to give it a distinctive taste, according to the manufacturer.

It will come with an ABV of 43% and an RRP of £27.99.

Maxxium will promote the launch with a new TV ad and a digital campaign, along with a series of teaser reveals on its Facebook page.

PRODUCTS



'Epic lip sync' as Jacob's gets Crackin' with latest TV ad

۲

Jacob's is back on TV this month for the third part of its £15m 'Crackin' marketing campaign, which sees a group of bridesmaids take part in an 'epic lip sync' to promote Jacob's Cracker Crisps. The ads will air during peak viewing times around shows such as Coronation Street and Alan Carr Chatty Man.

New packs, colour scheme and wrappers Cadbury celebrates heritage of leading brand

Everything's coming up **Roses in £3m refresh**

by Steven Lambert

Mondelez is giving its longstanding Cadbury Roses chocolates a modern makeover which it claims will address shopper feedback on the brand.

The company is investing £3m to update its Roses tubs and boxes in a bid to attract new shoppers while also celebrating its heritage, which dates back to its launch in 1938.

Packs will feature a redesigned rose logo and a refreshed colour scheme to help the range stand out more on retailers' shelves

The new design will be finalised over the next few months and is due to be unveiled later this year, said Mondelez. In addition, Mondelez

is replacing Roses' classic twist wrappers with oses new 'flow wraps', which it said will address shopper complaints about chocolates accidently coming unwrapped in packs.

At the same time, the firm is changing the shape of two Cadbury Roses chocolates, Hazel in Caramel and Coffee Escape, which it said will feature smoother

contours that will make them melt in the mouth more easily.

۲

The revamped lines are being introduced to Roses tubs, cartons and sharing bags from this week.

Claire Low, marketing manager at Cadbury, said: "Just as we have done recently for Cadbury Milk Tray, we want to revive another of our great British brands, while remaining true to what makes it so

KitKat goes viral with YouTube promo tie-in

Nestlé is teaming up with YouTube to promote its latest on-pack activity on its KitKat chocolate.

The confectioner is launching promotional packs that will feature one of 74 QR codes, which buyers can use to gain instant access to some of YouTube's most popular videos.

KitKat bars will be updated with new designs featuring the YouTube logo to highlight the campaign to shoppers.

Nestlé said the activity will tie in with KitKat's

QR codes on KitKat will link to the most popular ongoing 'Celebrate the Breaks' campaign, and will be used to target the range at younger shoppers.

It added that each featured YouTube video will include a five second ad promoting KitKat to raise awareness of the

confectionery brand among an estimated 15 million consumers.

The company is backing the campaign further with a £4.3m marketing spend, which will see KitKat promoted on TV, online and on social media sites.

Hot products for your shopping list



Jim Bean Double Oak is launched by Maxxium this month



YouTube videos



Cuisine de France celebrates summer with its Strawberry & Cream Muffin

26/04/2016 11:53

WAKE UP TO MORE SEVE **CKAPROPER** BREAKFAST BOTTLED

۲

Give your customers all the energy, fibre and protein of a Weetabix cereal with milk in a delicious on the go drink.

In 2016, Weetabix On The Go will be backed by a massive £7m advertising campaign including scale TV in May and September, with activity throughout the summer. Make sure you stock the UK's no.1 selling breakfast drink.* It's proper profit. Bottled.





۲

Neetabix on the go

Breakfast drink Vanilla

Shopper insight. Fresh ideas.

Bigger profits.



REGISTER NOW TO TAKE PART

Contact Keelan Farley

020 7689 3356 keelan.farley@newtrade.co.uk 12

۲

29 April 2016 Retail Newsagent

NEWS REGIONAL

Betting shops cancel papers Ladbrokes 'streamlining'

All bets off for a timely delivery

by Gurpreet Samrai

Newsagents have hit out at changes to betting shop deliveries they say have resulted in them losing customers and receiving their papers late.

HND retailers have told RN and the NFRN bookmakers, including Coral and Ladbrokes, have been cancelling their newspaper deliveries with no warning in favour of supplies from a distribution company.

Paul Bates, of P. J. Bate Newsagent in St Helens, told RN he received a call from Ladbrokes last week cancelling delivery of the Racing Post and Racing Post Betting Shop Display to two shops. "For the 30 years I've been supplying Ladbrokes I've never asked for a delivery charge and I've never given cause for them to cancel on me with no warning," he said.

Yvonne Tilling, of Hayhoes Newsagents in Dunstable, said she has lost delivery of three Racing Posts and four Racing Post Betting Shop Displays per day to a Ladbrokes and Coral. "This represents a significant loss to us," she said.

A Ladbrokes spokesman said the changes follow an internal review

of all its commercial arrangements. He said: "Like all global businesses we try to operate in an efficient and streamlined manner, and after an internal review of all Ladbrokes commercial arrangements we have made some recent changes which are coming in effect now."

The Racing Post did not respond to RN's request for comment.

Meanwhile, Menzies has been accused of putting deliveries of betting slips ahead of newsagents and convenience stores, which HND retailers say is having a knock-on effect on their deliveries.

NFRN head of news Brian Murphy said: "Consolidation by a retailer has led to further anguish and dissatisfaction with the supply chain. How is Menzies ensuring the retailers, required delivery time is still being met?"

۲

Menzies head of communications Dave Shedden said non-newstrade products, such as betting slips, are never scheduled to the detriment of news retail customers.

He added: "It should be noted, however, that the inclusion of other products on shared vehicles is essential to keeping our supply chain sustainable."



Lottery win is a just the ticket for Blakes

Hitchin newsagent Blakes Corner Store has seen a 10% increase in lottery sales since its local newspaper reported it has achieved 'lucky shop' status after selling a winning National Lottery ticket. Shop owners Kulwinder and Amrik Rehal were shocked when they received a certificate from Camelot to display in the window, stating a 'millionaire was made here'. Gurpreet Rehal, who has been working at the store since his parents bought it in 1992, said: "We have had people coming in saying we will be coming to your store from now to buy our lottery tickets."

Retail Newsagent 29 April 2016

13

Prollow RN on twitter @RetailNewsagent for expert

۲



Food delivery off to a flyer Customers love loyalty app

Just Eat serves up a tasty £400

by Steven Lambert

۲

A Gloucestershire retailer has grown his food-to-go sales and driven more footfall to his convenience store by signing his business up to the Just Eat takeaway service.

Sandip Kotecha's Londis store took £400 from food deliveries in the first week it officially launched the service for hungry shoppers in and around Cheltenham to place online orders for hot meals and lunches.

He said: "We're charging £2 for deliveries with a minimum order of £10. We've had a lot of people ordering breakfast items like bacon baps, and we're also offering meals such as chilli con carne and curry and rice."

Mr Kotecha said the move has helped to bring back customers to the store following a "tough" period for the business.

"In the last five years, we've taken a battering," he said. "Our post office closed down, we lost the student trade when the local college moved to Gloucester, and we've had multiples opening all over Cheltenham.

"Our offer was as good as ever, but footfall was drying up."

Mr Kotecha said he is now looking



Sandip Kotecha took £400 in his food delivery service's first week to extend the service by offering a range of 12 freshly baked artisan breads "delivered straight to your door".

000

DAY

He adds that he expects to grow weekly food-to-go sales from around £1,400 to £3,000 through the delivery service, and by updating his menu with more evening meals including premium burgers.

Meanwhile, Mr Kotecha added that a digital loyalty app for his food to go, which he created in conjunction with his 14-year-old son, has now been downloaded 180 times.

The app allows users to claim a digital stamp every time they buy an item from the food-to-go menu, with shoppers claiming a free meal when they get up to 10 stamps. • *Retailer profile – p26*

Sunday Sport keeps retailers sweet with half-price promo

The Sunday Sport is to launch a half-price promotion that will retain retailers' terms in Scotland next month.

The paper's cover price will be cut to 50p for four weeks from 1 May in a bid to boost sales and win back lapsed customers.

Managing director Mark Harris said he expects to see "a significant uplift in sales" from the campaign, which follows recent investment in the paper. "Unlike some publishers, we wouldn't dream of asking newsagents to pay for the promotion so we're guaranteeing them the same return of 24.3p on each newspaper sale – just about the best in the trade," he said. "We are asking that retailers support us with improved display as we'll be turning the majority of the front page over to the 50p message."

WATCH YOUR SALES TAKE OFF

YOUR CUSTOMER

ALKERS WALKERS

WIN ONE OF

PLUS 250,000 INSTANT PRIZES!

000

DA

Cheese & Onion

VISIT

WWW.COUNTSFORMORE.CO.UK for information on how your snacking sales can take off to new destinations and earn rewards for your store

IN PARTNERSHIP WITH:

lastminute.com

p13 Regional news.indd 13

Sporting chance

A regional daily has warned sports fans that its revived sports edition could close again if it doesn't attract more readers.

The News, Portsmouth, issued an appeal last week for more people to pick up the Sports Mail, which it confirmed was averaging less than 3,000 readers every week. At the time of its first closure in 2012, the paper was averaging 3,700 readers.

Mark McMahon, sports editor at The News, said: "Digital has greatly affected most sports pinks - fans get information online. In the 1960s we used to sell 40,000 copies of the paper every Saturday — now it's 4,000."

The paper is now one of two local sports editions left in circulation. Simon Carter, sports editor at the other remaining sports paper – the Daily Echo's The Sports Pink, said: "This is just a sign of the times."

۲

RN READER POLL

Some tobacco manufacturers are expected to have big brand 10-packs available until February. Will this change your approach to the EUTPD II 2017 deadline?

NEXT WEEK'S QUESTION

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



REGIONAL



۲

29 April 2016 Retail Newsagent



Mike gets ready for chain gang to pay a visit

Cyclists and tourists whizzing through Stokesley during this weekend's Tour de Yorkshire race will receive a warm welcome from newsagent and RN columnist Mike Brown, who has decorated his shop window with bunting and cycling titles in preparation for an influx of trade from visitors. Mr Brown said he plans to open all day during the event "to make the most of the huge crowds".

Circulation team increases delivery resources Drive to boost sales, revenue and profit

Archant puts focus on overhauled HND service

by Gurpreet Samrai

Driving HND sales is a key focus for regional publisher Archant this year following heavy investment and an overhaul of the service.

Circulation director Darron McLoughlin and circulation sales administration team manager Neil Bowman outlined new initiatives Archant has developed and is testing with specific retailers after increasing its resource "to deliver and improve the service".

Mr McLoughlin said:

"Firstly, we disbanded our mass-order generation teams, instead working in a targeted fashion with specific retailers on marketplace opportunities in their local area.

"We have developed initiatives targeting new housing developments, packages to in-fill existing rounds and direct mail activity targeting large areas for specific retailers.

"In all cases our retailer partners are rewarded for any order generated as well as receiving normal profit margins." He said this activity is still in its "early days with many more tests to come".

Meanwhile, Mr Bowman added the publisher has an extensive promotional programme planned for 2016 to build on its success in 2015, when it posted its first revenue and profit growth in eight years.

He said newsagents and convenience stores were integral to its success last year.

Mr McLoughlin said one of its most successful promotions centred around independent retailers was the Go Go Dragon sticker book in Norfolk during the summer, which resulted in the sale of around 20,000 extra copies with a retail sales value of £20,000. ۲

He added the group has also seen success from a series of supplements working with schools leading to an extra 70,000 copies being sold in 2015.

"Enthused by this we continue to develop promotions with more plans to drive increased copy sales, revenue and retailer profit," he said.

Post Office says sorry - after four years

The Post Office has apologised to a postmaster following a four-year row.

The community rallied round to campaign for Charing Post Office in Kent to be reopened after it closed at the end of March due to an ongoing dispute between shop owners Jonathan Brenton and Nicholas Sutton and the company. This week the Post Office apologised to Mr Benton, saying it recognises the need to make changes to the branch.

It comes after, in an open letter to the company, Mr Brenton said after being held at knifepoint by burglars he no longer felt safe. He also claimed security systems such as a panic button failed, and the company has failed to repair them.

A spokesman for the Post Office said: "Following discussions to resolve the issues raised, we are pleased to confirm that plans are in place to reopen Charing Post Office in mid-May.

"We recognise the need to make changes to the branch prior to the branch reopening and we apologise to Mr Brenton for any delay in implementing these changes."



Tim Murray and Gurpreet Samrai report from the NFRN national council meeting

Paul Baxter said registering

tailers "is a good thing" and

has worked in Scotland, but

there shouldn't be a charge.

Mr Mackay also offered

retailers advice on EUTPD

ris recommends sorting

products alphabetically,

the counter and using

storing tobacco underneath

traditional gantry space for

high-margin products, and

stop customers going to the

pricing competitively to

This advice was also

emphasised by Imperial

manager James Hall.

ability and promised

Tobacco's regional business

He said retailers should

aim for maximum avail-

Imperial would help with

tant we have a successful

planograms. "It's impor-

independent trade," he

said, adding that in Aus-

tralia there was a "massive

migration" of trade to the

gave tobacco up as a lost

cause. He pledged to offer

further help to retailers on

price, with an as yet unan-

nounced scheme.

multiples, as independents

multiples.

II stating Philip Mor-

legitimate, responsible re-

Big challenges with EUTPD II

The illicit trade moving online and fears the introduction of tobacco licensing could open the door to further restrictions were challenges highlighted by Philip Morris' head of regulatory affairs Alastair Mackay.

With EUTPD II legislation looming, Mr Mackay spoke about the impact it is expected to have on the market as well as the possibility of further regulations.

"We fear the illicit trade will grow hugely with TPD and plain packaging," he told council. "There has been some talk about the impact of plain packaging, but we actually think TPD will have a bigger impact because of the loss of smaller packs, meaning prices are going to go up. RYO has been an option for consumers to switch across to get cheaper tobacco, but now the price is going to be well over £10."

۲

Speaking about what the manufacturer is doing to combat the issue, including its EX-IT programme and support for Crimestoppers, he added: "We are increasingly finding the illicit trade is moving online and that's a specific threat we don't think the authorities fully cross. It's something we're really prioritising."

He added the possible introduction of tobacco licensing presented another challenge, saying while the



some benefits, there is also a fear it could lead to further restrictions such as a cap on the number of

company can see

licences available. NFRN chief executive



۲

Illicit tobacco sales continue to pose a threat to legitimate retailers

'Let MPs know about problems'

Write to your MP and let them know about the problems facing retailers on a daily basis, NFRN national president Ralph Patel told council in his opening

address. Outlining some of the wins during his term, he said: "We've

been successful in lobbying MPs, successful in throwing out relaxation of Sunday hours and we were very successful in getting the chancellor to increase rateable value."

Ralph

Patel

He referred to retail crime and attacks against retailers as "the kind of thing we have to put up with day in and day out", adding: "Retailers need to talk to their MPs and engage with them, so they are aware and put it at the top of their agendas."

The increased lobbying efforts, as well as the growing voice of the NFRN on TV and radio, meant, he concluded, "we are truly becoming the voice of the independent".

The need to retain strong relations with MPs was also echoed by public affairs chairman Mike Mitchelson.

Speaking about the success of the federation's Sunday trading campaign, he said: "It just emphasises the fact we have to keep in contact with our MPs and keep a relationship with them all the time.

They then get to know who we are, what we're representing and what we're lobbying on. Get in contact with them at



۲

every opportunity; get them to your shop, because they can be a voice for us."

Members also called for 'retail crime' to be given a stronger name reflecting the nature of violence suffered by retailers.

Retailer support in times of need

The attack on a Waltham Forest retailer showed once again the devastating impact of retail crime and the effect it is having on members, London member Peter Wagg told council.

"That member was so badly injured, if it wasn't for the fact his wife had a nursing background, he wouldn't be here now," he said.

"It highlights the impact that retail crime is having on our members and how the benefits committee and various charities are being called upon more and more to support members in their time of need."

He also urged retailers not to forget to support industry charities, such as the Carl Bridgewater Fund.



Ralph Patel

NFRN national president

Tim Murray and Gurpreet Samrai report from the NFRN national council meeting

Negotiations go on with PayPoint

With the first anniversary of PayPoint's commission cap cut approaching, the company was, once again, one of the national council's key talking points.

NFRN chief executive Paul Baxter outlined ongoing discussions with the company, saying the federation is still in negotiations to try to get a better deal for retailers

However, he said that while there are still many retailers restricting transactions or refusing some, there are others still working well with Pay-Point, a group he dubbed the "silent majority". "Some people make money off it," he said.

Yorkshire member James Wilkinson said meeting the compa-



۲

ny must be akin to "walking into a snake pit", before adding: "For their argument of creating footfall, we know for a

fact that footfall is not being generated at the level it needs to be at. We need to put what we want on the table and if they can't deliver, walk away. If vou don't like PayPoint, get rid of it."

Mr Baxter concurred, saying retailers always had a choice, but that negotiations would continue. "I'm not a fan of anv

organisation that costs our members money. The question comes back to us: if you had a choice what would you do? This isn't going to go away, we will pursue this and we will continue to talk to PayPoint and try to get a better deal, unless you say 'disengage'.

"But you can't negotiate if you can't talk. And if we're not talking to PayPoint we're not going to improve the situation." Kent member Harry

Goraya praised the NFRN for continuing discussions, but urged them to get Harry tough with Goraya PavPoint.

"I applaud the executive for entering into negotiations, but please be hard," he said.

Back to 'the bad old days of news'

News industry problems have gone 'back to the bad old days', council was told.

NFRN head of news Brian Murphy outlined ongoing problems and urged retailers to consider taking further action over late deliveries, adding the federation is looking to reinvigorate the idea of going to small claims court.

He said he has held summits and meetings with publishers and wholesalers, with

The NFRN is trying to get a better deal

from PayPoint, national council heard



۲

Egan's funeral at St Peter's Church in Maidstone on Wednesday last week. 'Tom was a good friend

to all of us," Mr Monelle said. "My regards to his family and friends there."



I'm not a fan of any organisation that costs our members money

Paul Baxter NFRN chief executive



NFRN NATIONAL COUNCIL

WINDSOR

19-20.04.2016

Sad loss of 'good friend' Tom Egan

Mr Egan was past Maidstone branch president, past Kent district president and a former national councillor.

> He was a current member of the Mid Kent branch, auditor of the Dartford Branch, conference delegate for Hastings and Royal Tunbridge Wells branch, trustee of the Kent district and a Kent Roll of Honour Member.

margins, price increases, carriage charges, late deliveries and bunching all on the agenda.

"If we're going to be serious about tacking issues, there is a restitution process in place," he said. However, some retailers

said restitution wasn't necessarily worth it.

Devon and Cornwall member Roy Crawford said: "55p is an irrelevant amount. It costs us a lot more than that."

James Wilkinson added: "It might be the best paper in the world, but if it can't be edited properly and you

can't get it out on time, it's not worth anything."

Meanwhile, news operations committee chairman Ray Monelle said: "I think it's gone backwards.

"We can't rest on our laurels. It's a continuous battle we're working on. We've got very little time to work on new projects, new developments, new ideas'

New website set for May launch

Work is continuing on the new nfrnonline com website, head of public affairs Adrian Roper told council. Following initial delays, it is hoped it will be ready for launch mid next month. The website incudes a new retail standards section. Mr Roper reminded members there will be a new registration process.

Four key areas for N3's direction

There are four key areas of focus for N3, NFRN head of news Brian Murphy told council. He said in the immediate term the main focus is on increasing members and the number of promotions.

News operations committee chairman Ray Monelle said he has a list of members waiting to



۲

join and is getting closer to determining a common EPoS platform. However, members

raised questions about the need for a common EPoS platform, the direction N3 is going in and how the initiative has moved forward.

Council was told a meeting was to be held this week to agree a strategy on current challenges.



p16 National Council 2 indd 16

Tim Murray and Gurpreet Samrai report from the NFRN national council meeting

Euro 16 sticker sales bonanza

Retailers were urged to get behind the "massive sales opportunity" presented by the latest major football tournament and its accompanying Panini stickers.

The sticker boom has continued unabated, according to Christopher Lynn and Joe Newell from Marketforce, who presented the latest album for Euro 16 and stickers to council.

In 2002, the World Cup stickers market had a retail sales value of £6m, and by 2014 it had rocketed to £41m

With Panini matching the marketing spend from the last World Cup, Marketforce believes this will be the biggest European Panini offering ever.

۲

"There are 24 rather than 16 teams, meaning more stickers to collect and more sales," said Mr Newell. He added the closer proximity of the tournament, taking place in France, makes consumers feel even closer to the event.

Regional opportunities - Wales, Northern Ireland and the Republic are all represented - were also said to be far greater in 2016.

Mr Newell added: "There's a good opportunity for retailers on social media too, use the hashtag #gotgotneed, Panini will retweet you and there's real interest in that. there's a lot of community activity."

Marketforce promised to help independent retailers, worth about 20% of the business and selling an average of £300 of stickers, with in-store support and other marketing. It was also noted that independents had further opportunities after the tournament, as most mul-



۲

tiples dropped the stickers, even though one in 10 sales come after the event.

Retailers can contact the NFRN Helpline for free albums and preloaded or empty display units.

Stick to the rules on licensing

Head of operations Margaret McCloskey updated council on work being done to help retailers fighting licensing issues. Mrs Mc-

Closkey outlined some recent wins, but also pointed to other difficulties facing retailers.

One member had been advised on super-

Councillors were also



There are 24 rather than 16 teams. meaning more stickers to collect and more sales

James Newell Marketforce, on Panini's Euro

16 sticker collection

۲

given a stark warning about taking incidents of retail crime too far. CCTV footage of a botched theft showed a retailer fighting back - but charges were then brought against him, with the possibility of him losing his alcohol licence.

NFRN NATIONAL COUNCIL

WINDSOR

19-20.04.2016

As Mrs McCloskey noted: "If you have a criminal record, you lose your licence automatically.

Kent delegate Harry Goraya added: "Members need to understand, there's a procedure you follow, we can defend you if you do this right."

Scottish delegate Mo Razzaq suggested: "Maybe we should get a policemen in to explain why it's not reasonable force."

Cash reward for illicit mags info

The NFRN is offering a cash reward for information that helps track down the criminal gangs behind the sale of illicit magazines.

It comes after the federation hired a private investigator to uncover further

evidence of illicit magazine selling at market stalls and elsewhere.

The problem of publications supposedly meant for recycling resurfacing on markets and in less reputable retailers has dogged the magazine sector for years, and the NFRN is taking an increasingly hardline stance in dealing with it, council was told.

"This is organised crime," head of news Brian Murphy said. "People are earning a lot of money out of this. It will be interesting



۲

to see what happens with this, we've got a private investigator on the case, he's unearthed something of interest for us."

The NFRN is offering a £500 reward for information on the illegal activity.

Underground developments

The NFRN unveiled the transformation of stores in and around London Underground stations as part of its ongoing work with Transport for London (TfL).

The federation has been helping retailers as part of TfL's ongoing modernisation of its stations, which includes outlets on its properties.

Around half of the 25 stores getting help from the NFRN involve construction, the rest merchandising.

Head of operations Margaret McCloskey showed before and after pictures of Turnham Green News in Turnham Green station, west London. She told members that the process had been a big learning curve, but the results spoke for themselves.



took on his local authority with support from the NFRN and its legal team after his licence had been revoked on some minor issues - blind spots on his CCTV, for example - and won it back, while others strength alcohol issues, she said.

29 April 2016 Retail Newsagent

Do you want to see your views in RN? ☑ letters@newtrade.co.uk 020 7689 3350

SAGEN RETAIL

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

email letters@newtrade.co.uk

Annual Subscription UK 1 year £150 E 2 years £237 R 3 years £333 Europe £302 Rest of world £354

To subscribe contact 01737 457236

Director of Sales

Account Director

Account Managers

020 7689 3367

020 7689 3370

020 7689 3363

020 7689 3372

Sales Executive

Dwain Nicely

(classified)

020 7689 3366

020 7689 3382

Àiden Gilb

Audience Development

Executive Chris Chandle

Will Hoad

Liz Dale

Editor Chris Gamm 020 7689 3378

18

Associate Editor Chris Rolfe

020 7689 3362 **News Editor** Gurpreet Samrai

020 7689 3386 Reporters teven Lambert

020 7689 3357 Nadia Alexandrou

020 7689 3350 **Features Editor**

۲

Tom Gockelen-Kozlowski 020 7689 3361

Head of Production Darren Rackharr

020 7689 3373 Designer Emma Langschied 020 7689 3380

Marketing Manager Tom Mulready 020 7689 3352

Marketing Assistant Tom Thorn 020 7689 3384

Managing Director Nick Shanagher 07966 530 001

Email firstname.surname@newtrade.co.uk

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

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper Distributor Seymour Distribution 2 East Poultry Avenue, London, EC1A 9P1

abc



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

(recycle

Retail Newsagent is published by New trade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents. Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied. Reproduction or transmission in part or whole of any item from Retail Newsagent may only be undertaken with the prior written agreement of the Editor.



Contributions are welcomed and are included in part or whole at the sole discretion of the Editor Newtrade Publishing accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

For trade use only

to process for both the police and for retailers. However, the cumulative effect it has is very damaging and there needs to be a simpler process to report and punish smaller retail-related crimes, as the perpetrators have no fear of getting caught.

YOUR SAY Seven in 10 cross-party police and

see introduced to tackle the problem?

crime commissioner candidates have pledged to

make tackling retail crime a priority if they are elected in May. What measures would you like to

Kav Patel

Global Food & Wine, London I think what the candidates are mainly referring to is larger

retail crime. Small retail crime like theft is just too small a fish to fry for a police force on a strained budget. What would be ideal is another system where we can report these crimes and the perpetrators be held to account, but that simply isn't going to happen. The reality is that it's up to us retailers to secure our shop, for example putting expensive items behind the counter.

۲

YOUR STOCK Aryzta Food Solutions said food to go is underdeveloped in the UK and has partnered with Starbucks Coffee to introduce a new coffee and food to go concept for retailers. How are you profiting from food to go?

Stanley Middleton

Stanley Newsagents & Post Office, Perthshire

I think food to go is a very attractive proposition, but we are in a very difficult market for that. Our shop is in a commuter village, where in recent years all the construction workers have left. We are off the main road and there is another convenience store nearby with a strong food-to-go offering. For this reason we just have chilled food, but I'm assessing how I can get around this.

Vineet Patel

Wady & Brett Kent We have a Country Choice pastry stand, which brings in more than £600 a week. We don't offer hot drinks, but I've had a lot of customers ask for them, particularly commuters. A big reason why I'm hesitating is be-



cause we have a coffee shop and butcher-cum-sandwich maker nearby. We're all very careful not to tread on each others' toes, so I would need to find out how to fill the market gap around them.

Paula Jones

Londis Hoffnant Stores Ltd, Ceredigion In the past year our food to go area has really taken off. We do a

variety of hot and chilled food to go and we have an in-store bakery. Breakfast baguettes are really popular and are a particular favourite among the tradesmen who come in in the morning before they start work. We don't offer a coffee and pastry or sandwich deal because we don't own our machine, so we have to pay a percentage back to the company.

۲

to see more police patrol the streets, which would also discourage people from anti-social behaviour. I would also like to

see more people charged and punished for threatening, abusing and hassling retailers.

that a lot of the common crimes

that take place seem quite small

scale on a case-by-case basis and

can seem like a waste of time

۲

Vip Panchmatia

Perry Pirapakran

S&M Supermarket, London

We are really struggling with

retail crime in our area and it

years. The main problem here

I do not feel safe. I would like

is substance abuse and we often get threatened in our shop and

has become worse in recent

Mace Stroud The problem with retail crime is





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

I am thinking of quitting – because of Menzies

Menzies is forcing our newsagents' shop out of business. My wife and I have been newsagents for more than 12 years and in that time we have owned two busy, demanding stores with large HND rounds.

Over our 12 years in the business we have had our fair share of problems from Menzies. But these problems have been exacerbated over the last six months to the point where our business is becoming seriously affected by the poor service we are receiving from Menzies at Stockton on Tees.

Day in and day out, main titles are being missed off our delivery and bundles of supplements are incorrectly marked. For two Saturdays in a row we have received Telegraph supplements that have been labelled as Daily Mail supplements. This in turn is having a knock-on effect with staff becoming fed up with all the hassle and we've had one member of staff leave because of all the problems associated with the poor deliveries.

۲

I'm writing this letter the day after a weekend which saw 66 copies of The Sun missing on Saturday and 30 Telegraph magazines missing for the last two Saturdays.

On the Sunday, 80 Mail on Sundays and nine copies of the Sunday Express were also missing. As the newstrade is already in decline we are passing this bad service on to our customers, some of whom are sick of receiving late papers or papers without magazines. Some are now cancelling their orders.

After more than 12 years of enjoying this industry we are now seriously considering selling up and leaving this business.

> Scott and Elaine Weston Bakers News, Bishop Auckland, Co. Durham

Dave Shedden, head of communications at Menzies, said:

"We're sorry to hear about the difficulties Mr and Mrs Weston have been facing. Menzies Distribution strives to support our customers in keeping the print market healthy and it's disappointing to hear that their recent experience has been poor. Our local team has reviewed service performance on their run, and has



۲



I have been supplying the Racing Post betting shop display stand and the Racing Post paper to two Ladbrokes bookmakers' shops for 30 years. On the morning of 21 April, I got a phone call from Ladrokes telling me it was now receiving supplies from Citipost. I first thought it was part of Men-

made changes to staffing which they expect to resolve the issues."

Mustang mistake nearly drives me round the bend

I emailed Menzies on 16 April to complain about the Mustang partwork I received but hadn't ordered, asking to be credited when I returned it the following week.

A Menzies spokesman warned me that on the partwork's return, the credit would appear as rejected but I should then call the customer service centre and explain my situation, and someone would query it.

When this happened, however, I received an email from Menzies saying it has a recording of zies, but Menzies told me it's a separate company, and it also had a few retailers cancelling their slips that morning.

For the 30 years I've been supplying Ladbrokes I have never asked for a delivery charge and I've never given cause for them to cancel on me with no warning.

a male ordering from my shop on 28 March the Build Your Own Mustang Ford partwork, and as it was requested after the recall date it could not accept the claim.

This was very strange as I checked my records and all my communications with Menzies either through email or its app.

Why would I order a random issue of this title when I don't have a standing order?

Menzies came back to me on Friday afternoon and admitted it had made a mistake. The recording was from another shopkeeper, and I understand the telephone operator misheard the box number. This is yet another timely mistake concerning partworks.

> Amit Patel Belvedere News Food & Wine Belvedere, Kent

I am afraid this will affect thousands of independent shops. Paul Bate

P. J. Bate Newsagent, St Helens

۲

Citipost, Ladbrokes and the Racing Post did not respond to RN's request for comment on this letter.

Dave Shedden, head of communications at Menzies, said: "We're sorry that there was initial confusion when Mr Patel spoke to our advisor, but are happy that the matter was resolved."



This is another timely mistake concerning partworks

Amit Patel Belvedere News Food & Wine, Kent

29 April 2016 Retail Newsagent

20

Gurpreet Samrai

gurpreet.samrai@newtrade.co.uk O20 7689 3386 @GurpreetSamraiRN facebook.com/retailnewsagent



GROWTH CAN STILL GO 'WELL BEYOND' 2019 PREDICTIONS

۲

he convenience channel can grow 'well beyond" the IGD's prediction of growth to £49bn by 2019 despite facing multiple challenges, Spar managing



۲



Donna Dudden. Albany News, Cardiff

"I set up a balloon gifting business in October, which involves stuffing 18-inch balloons with anything from chocolate and wine to teddies and toys. I first got the idea from the video suggestions that come up on YouTube and after watching a couple of videos decided to pursue it as a business.

I bought the Super Stuffer machine, took courses and trained myself through YouTube on how to stuff and arrange the gifts in the balloons. I advertise my business with examples of my work in-store and have set up a Facebook page separate to the shop's, and post my service in several 'buy and sell' groups on Facebook every week. The business is constantly growing, and I now have one order a day and make roughly £100 a week."

director Debbie Robinson told the Association of Convenience Stores 2016 Summit last week. This, she said, could be achieved by "differentiating and answering consumer demand". RN

Luke Mansell, **Chalbury Food & Wine, Weymouth**

"We sell locally produced cider by the barrel, which makes our store a destination for shoppers. The owners before us had been doing it for 30 years, and we've kept it going for the past 11 years, so it's become something of a tradition. We have people coming in to pick up a barrel for weddings and functions, and they often pick up other products such as local ales along with it. We're located in a seaside town, so we also have tourists coming in to pick up a barrel to take home with them as well. It's something that makes us a bit different to the likes of Tesco."



۲

has spoken to four retailers who are doing just

that. From delivering letters to offering a pre-

scription pick-up service, they have differenti-

ated to drive footfall into their stores.

GE SHOP

Joe Williams, **The Village Shop, Hook Norton**

"About 18 months ago, we started working with the doctors surgery in the next town to allow people to pick up their repeat prescriptions from our store. We have a lot of elderly customers in the village, so this means they're not having to travel as far to pick up their medication. We have around 10 to 15 people using the service, which we don't charge for. It sits alongside the other services we have, such as the post office, and helps us to drive footfall. More often than not, people collecting their medication will pick up items or do a basket shop while they're here."



Trish Lettley, **E J Teare, Wellington, Somerset**

"We have set up our own postal service. At the time Christmas card sales were falling and as greeting cards were a profitable part of our business, we surveyed customers to find out why. When they said that it was because of the cost of postage, we decided to set up our own delivery service within a threemile radius of our shop. We charge a flat rate of 30p a letter and for the first month before Christmas we made £3,500. Last Christmas we made £5,000. We now average 500 letters a month, and have three people delivering for us. We promoted our business when it first launched by advertising it in our local paper for a few weeks, as well as with in-store posters and word of mouth."



BINTESH COLUMNIST

Great ideas for me to try in my stores

Last week's Association of Convenience Stores summit sparked new ideas to try out on everything from events and healthy options to in-store cake counters and job interviews

Last week, I picked up some great ideas for my business from the speakers at the Association of Convenience Store's summit.

۲

Debbie Robinson from Spar, Henry Dimbleby from Leon and retailers Jonathan James and Jai Singh really stood out for me. They talked about different ways of working that I want to try out in my two stores and they made me realise I'm already on top of some important trends in our market.

Debbie talked about how customer missions are changing and how we need to meet their needs. When she talked about how her shops manage alcohol, I realised that if I extend my licence at Binnys I can do sampling and events around my beer and wine range. I've got the bulk of my stock in place now and, as I want to connect with more adult and student customers, this might be a fun way of doing that.

Henry Dimbleby told the summit how he wanted customers who normally chose McDonald's for lunch to think of his stores instead, by offering them healthier options. I'm looking into that for my stores and am considering making my own smoothies. This would be a new healthy option for customers. We already have a good range of fruit in stock, so we could buy a blender or a smoothie machine and make them in-store. Jonathan James talked about how he had used a store-within-a-store concept to grow his estate. That got me thinking about my Londis. I'm already in a good position with my new deli and a separate section for alcohol, but Jonathan made me ask myself what more I could do. Could I add indoor seating, for example? Could I add extra features like a cake counter?

I really enjoyed Jai Singh's talk on social media. I follow him on Twitter

* Crooks did me a favour

۲

Since my last column, I've introduced a range of 15 curries in my Londis which I get from a local catering company I've known for years. Sales have gone through the roof. In the first week I was expecting to make £700 if I was lucky, but I made £2,800 and have continued to do that for the past four weeks. I've also had to look at my tobacco range. We suffered a break-in last month and all our cigarettes were stolen, but in a way it's done me a favour because they stole the slow sellers. As I've restocked, I've reviewed my range and I'm giving that space to faster sellers with higher margins. With smaller cigarette and rolling tobacco packs on their way out in the next year, my plan is to stock up as best I can and keep selling these products for as long as I can. Getting tobacco right is about listening to customers before making any changes. I want to have as many of the brands they want in as possible so they keep coming back.



editorial@newtrade.co.uk
020 7689 0600
@RetailNewsagent

Jonathan James, pictured, was one of a number of successful retail figures to provide delegates with inspirational ideas

> but I learned a lot from hearing him talk about how he uses it, how much time he spends on it and the return he gets from it.

The thing that stood out for me was his advice to be more creative and have the courage to try out new ideas. Jai's comments were encouraging because I've recently changed the way I use Twitter and am tailoring my tweets more towards what customers want.

While I find it helpful to read about other retailers and get involved in trade discussions on social media, my customers aren't interested in that, so I've now got separate feeds just for them where I can talk about the shop and the local area.

One other speaker talked about the need for robust recruitment, which is important for Binnys at the moment. I have two new members of staff there and need to recruit others, although I need to see how the National Living Wage and increased minimum wage affect me before I go much further.

But the advice from this speaker was to advertise and wait until you are sure you've found the right person. I tend to take on the first vaguely suitable person I see then plan to train them up. I need to be pickier so I get proper value for money.

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



29 April 2016 Retail Newsagent

Interview by Steven Lambert

tel 020 7689 3357

@StevenLambertRN

email steven.lambert@newtrade.co.uk

22 Delta Refrigeration

Whether you're expanding your alcohol range or moving into fresh and chilled, refrigeration is increasingly important to the modern convenience store, says Delta Refrigeration boss Simon Robinson

RETAIL NEWSAGENT Why should retailers invest in refrigeration?

۲

SIMON ROBINSON Every convenience or independent store needs refrigeration, whether they just have chilled drinks and snacks or a large range of fresh products and chilled alcohol. When it comes to investing in refrigeration equipment, they need to think more about how energyefficient it is. They should seriously consider making sure it is good quality and low-energy, because it is probably the single item that will cost the most to run.

RN Retailers are facing increasing financial pressures such as the National Living Wage. How are you helping them save costs?

SR We're working with all of our customers to promote lower-energy equipment to whatever budget they are looking for. We're trying to demonstrate to customers that it's not all about the upfront cost of equipment; it's also about the running costs. You can have a higher capital cost and a lower running cost and be more efficient in the long-run than if you buy cheap, inefficient cabinets up front, especially with rising energy prices.

RN What are you doing to help independents to lower energy costs?

SR We're trying to put the case forward for buying better energy-efficient equipment. If you've got high energy wastage, you're throwing money down the drain. On our website, we'll soon be launching a new feature called

The Lab, where retailers can see the annual running costs of using a range of Delta cabinets. We'll show a typical convenience store layout ranging from between 1,000sq ft to 3,000sq ft and we'll be using data from the ACS Local Shop Report. We'll also have an energy bar and we'll overlay that with simple things retailers can do to reduce their energy bills.

RN Where else can retailers make savings and improve their refrigeration?

SR We're talking to more customers about putting glass doors on their chillers. Not only does this improve a customer's experience, because it's not freezing cold, but it also improves the display in the fridge. But the big thing is that a cabinet with doors is

** Company CV **

۲

Company Delta Refrigeration Managing director Simon Robinson Profile Delta Refrigeration is a specialist in energy-saving refrigeration systems with a wealth of expertise in fitting chiller solutions for independent and convenience retailers.



Latest news The company is preparing to launch an online feature called The Lab to give retailers an estimate on the costs of running refrigeration equipment based on store size and other factors. **

۲

**



•

õ

0

not sucking in dust and dirt from the shop floor, which means it will work better and won't need to be switched off regularly to be cleaned. We've had reports a retailer increased wine and champagne sales by 10% by adding glass doors, for example, because customers said they stood out more.

۲

RN Are there any tools retailers can use to help them better manage existing chillers?

SR There is equipment retailers can use to help them log fridge temperatures, and will alert them if the fridge goes outside certain temperature boundaries. It's very easy to install and retailers can even link this up with smartphones to keep them updated. The second benefit is you don't necessarily have to pay a member of staff to do that anymore. It means their time can be better spent supporting customers.

RN What advice would you give to retailers looking to purchase new refrigeration equipment?

SR A good reference point is the Energy Technology List, which is a benchmark retailers can compare cabinets against. Retailers probably shouldn't be considering fridges that aren't on the list, because cabinets on there have to meet certain criteria to be approved. We also offer more information on our website, including a breakdown of the costs of buying and using our equipment, which we hope will help customers make better, more informed decisions before they purchase.

p22 Industry Profile indd 22

25/04/2016 12:34

A retailer increased wine and champagne sales by 10% by adding glass doors

WHICH BESTSELLING PRODUCTS ARE MISSING FROM YOUR RANGE?

۲



Find out in the 13 May special issue

Exclusive sales data across 29 core categories, sourced from more than 3,000 independent stores

Not a regular reader and want to make sure you receive your copy? Contact Keelan Farley 020 7689 3356 keelan.farley@newtrade.co.uk

۲

29 April 2016 Retail Newsagent

ΕD

۲



24

۲



BOTTLED WATER PRICES AROUND THE UK								
PRODUCT	AVERAGE	RRP	RETAILER	RETAILER	RETAILER 3	retailer 4	RETAILER	
Glaceau Smartwater 600ml	66p	57p	-	59p	57p	69p	-	
Volvic Mineral Water Sports Cap 1l	£1.00	94p	-	99p	94p	99p	-	
Volvic Mineral Water 1.5l	£1.09	95p	£1.10	-	95p	£1.09	89p	
Volvic Mineral Water 500ml	66p	65p	65p	59p	_	60p	-	
Evian Mineral Water 500ml	69p	69p	65p	-	_	69p	79p	
Volvic Touch of Fruit Strawberry 1.5l	£1.40	£1.35	_	-	£1.35	£1.49	-	
Volvic Touch of Fruit Strawberry 500ml	91p	89p	_	89p	89p	99p	79p	
Highland Spring Mineral Water 1.5l	£1.04	85p	£1.10	-	85p	-	-	
Evian Action Still Water Sports Cap 750ml	£1.02	99p	99p	-	_	99p	99p	
Highland Spring Mineral Water Sports Cap 750ml	96р	93p	99p	-	93p	-	69p	
Evian 1.5l	£1.16	£1.02	£1.10	-	_	£1.09	-	
Volvic Touch of Fruit Lemon & Lime 500ml	91p	95p	_	89p	_	99p	79p	



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

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

Pricing strategies



LOCATION Wellington, Somerset SIZE 550sq ft **TYPE** high Street

Water has become a real big seller recently as people become more health-conscious. Our biggest seller is the 750ml sports cap, with Highland Spring being most popular, because people associate it with Britain, I think. We don't bother selling Touch of Fruit-style flavoured products anymore as they didn't do well at all. We sell a lot of bigger bottles which people buy on the way to the gym - we have two gyms nearby - and people don't want sparkling or flavoured water after a gym session.



STORE Liskeard News LOCATION Liskeard, Cornwall SIZE 800sq ft **TYPE** high Street

We adjust our water stock to the season and we always run a couple of extra lines in the summer. We can increase our margins that way, by bringing in a couple of products with larger mark-ups. People are more health-conscious these days and flavoured waters are becoming a popular alternative to carbonated drinks. Maybe it's because of this that prices on water don't quite reflect what they should be. People are used to paying higher prices for carbonated drinks, and are happy to pay similar for water, which is a bit overpriced as a result.

Toby Hill RNreporter@newtrade.co.uk

O20 7689 3361



store Premier Store Girvan Location Girvan, Ayrshire size 2,900sq ft TYPE neighbourhood

Standard water gives excellent margins - you can easily double your money on certain brands. It's much more profitable than most carbonated drinks. Flavoured water is growing in popularity and taking over some of the carbonated drink sales; Volvic Touch of Fruit is an especially good seller. People tend to favour whatever's on offer - there doesn't seem to be much brand loyalty. Generally, Highland Spring and Volvic are the biggest sellers, but when there's a promotion - such as we have with Glaceau Smartwater at three for £1 – lots of customers switch over.

۲



۲

NAME ROCKY LEACH STORE Chellow Heights Service Station and Spar LOCATION Bradford SIZE 3,000 sq ft TYPE neighbourhood

We're seeing more and more people buying water, as the press carries stories about the dangers of excess sugar. The flavoured ones are selling particularly well, I suppose because if people move from fizzy drinks they're unlikely to go straight to plain water. We've had Touch of Fruit 500ml on promotion the past week at two for £1, and that's made a big difference - we've gone from selling 20 a week to 48. Most people are willing to move between brands in search of a better deal, so promotions make a big difference.

RETAILER 5 NAME KAMAL SISODIA STORE Belvoir News Loco

LOCATION Coalville, Leicestershire SIZE 900sq ft TYPE high Street

There are so many brands these days we tend to keep it simple with a choice between a premium and a non-premium brand - either Evian or Highland Spring. Beyond that I don't think people are bothered about brands. Highland Spring 750ml is most popular product, largely because it's well-promoted at two for £1. Promotions make a big difference in water sales. The fruit flavoured ones are selling well at the minute, although, like all the water we stock, it is very weather dependent - in summer our water sales probably increase by 500%.

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



SANJEEV GUPTA Route to the top hubs. Annu

Indian-born Sanjeev Gupta was studying economics at Trinity College in Cambridge in 1992 when he set the wheels in motion for international steel and non-ferrous metals trading business the Liberty House Group. Gupta was sent to be educated in the UK. at St. Edmond's School in Canterbury. Capitalising on his family's commercial ties with Nigeria, Gupta set up a business selling chemicals to the African country. University authorities heard of the business and Gupta was reportedly evicted from his college dorms as a result. Liberty House Group now operates from four financial

hubs. Annual turnover for the group is approaching \$5bn. Gupta's business is now being touted as the possible saviour of Britain's struggling steel industry as the likely buyer of British Steel, owned by the Indian Tata group. ۲

Key achievements

• Gupta is now a British citizen, but with nondomicile status after several years in Dubai.

• He restarted hot-rolled coil production by investing in a rolling mill in Newport, South Wales last year, where it hadn't been produced for 40 years.

• He is looking into 'green steel' production.



Lessons for your store

1 Build on your family links – Gupta's father's business Simec is also involved in steel and is a sister company to Liberty.

2 Look for hidden opportunities – Gupta is the potential saviour of British Steel.

3 Take setbacks on the chin – Liberty House Group would not exist if Gupta had been put off pursuing his career path after being kicked out of his college dorms. ۲

26 **RETAILER PROFILE**





Sandip taps into tech

After a tough five years, Cheltenham retailer Sandip Kotecha discovered his son's talent for technology, and within a day was presented with a brand new app for his Londis store. The app has brought new faces and the opportunity to expand further into the food-to-go market. **Steven Lambert** reports t was Boxing Day last year when Sandip Kotecha came across the inspiration that would help him change the fortunes of his Londis convenience store – with a little help from his 14-year-old son.

Sandip says: "My wife told me our son wasn't doing his homework, so I went to have a word.

"I asked him what he was interested in and he said IT and engineering. So I asked him to explain apps to me and whether he could make me one for the shop."

By the end of the day, Sandip was presented with a fully-functioning app with an online ordering system, loyalty scheme services and compatibility with the store's Facebook page.

Skip forward to today, and the app has become a crucial part of Sandip's new strategy to counter a swathe of new challenges that he says has affected trade at his business in Cheltenham.

"In the last five years, we've taken a battering," he admits. "Our post office closed down, we lost the student trade when the local college moved to Gloucester, and we've had multiples opening all over Cheltenham. Our offer was as good as ever, but footfall was drying up."

Realising change was needed, Sandip sought the advice of fellow retailers: "I went to people such as Arjan Mehr and Steve Bassett, who both have great food-to-go offers."

Feeling he could develop his own unique spin on the category, Sandip then began creating his own freshly-prepared meals in store.

"We started off with speciality pasties, and we've added breakfast baguettes, hot pork rolls, jacket potatoes and salad bowls. We're now about to do breakfast-in-a-box and meals including chilli con carne and curry and rice."

It was then that Sandip hit upon the idea of using his son's app to help him develop this new side of the business.

"We used the app to launch a digital loyalty scheme, and offered customers a stamp every time they used it when buying food to go. When they get to 10 stamps, they get an item for free.

"We've had 180 downloads since January and we're seeing a lot of new faces in the store as a result."

Sandip is now building on this by launching a food-to-go delivery service, having registered with takeaway ordering service Just Eat this month.

"We're offering the full food-to-go range along with desserts such as luxury cheese-cakes. We charge $\pounds 2$ for a delivery and have a minimum order of $\pounds 10$.

"In our first week on Just Eat, delivering just food to go, we've done just over £400 worth of sales, with the average spend per

۲



Customers want hot food round the clock but you can't hold products for very long in the hot cabinet. So we're cooking pasties, blastchilling them and putting them on shelves with instructions for reheating on the packaging." SANDIP KOTECHA





"We used the app to launch a digital loyalty scheme, and offered customers a stamp every time they used it when buying food to go. When they get to 10 stamps, they get an item for free"

VISIT MY SHOP

Londis 58-60 Hewlett Rd, Cheltenham GL52 6AH

۲

customer being £14.

"We're now looking to extend this by offering up to 12 freshly-baked artisan breads from Country Choice straight to your door."

This has been bolstered by heavy promotion of food to go on the store's Facebook page, which has attracted around 1,800 likes since being launched last October.

"I live on Facebook – I love it," says Sandip. "We've also done things like give away hampers full of chocolate and donated to the school by asking people to like the page. It's free advertising and good PR for us."

Sandip says while his breakfast and lunchtime trade has increased with the changes, his future plans will focus on attracting hungry customers in the evening.

He says: "I'm looking to introduce really outstanding burgers for around £3 to £5, and set up an area where customers can add their own garnish and relish.

"It has to be something that people will go out of their way for – nobody is going to travel across town just to save 50p."

With customers returning to the store and sales beginning to grow, Sandip believes he has turned a corner with his focus on food to go.

He says: "We've stemmed the decline and it's given us inspiration for the future."

Want to see more of Sandip's store? Go to betterretailing.com/sandipkotecha ۲

D S RARRETT

28 SUMMIT REPORT

۲

Can goose blood help you employ the right people? How can a pop star help boost your hot drinks sales? As **Tom Gockelen-Kozlowski** reports, there were some eyecatching insights and tips at this year's ACS summit

The weirdest advice you've ever been given

ou can usually predict pretty accurately the advice that retail experts will give. Though the anecdotes will be different, the advice behind it is likely to be more familiar. Ensure you have consistent availability, cater to your customers' needs – vital stuff, but hardly revolutionary.

At the Association of Convenience Stores' 2016 Summit, however, there were numerous moments where the day was filled with brilliant, if profoundly odd, advice.

The who's who of weirdly-brilliant advice



۲

Chris Gheysen President and chief executive, Wawa Inc.

Debbie Robinson Managing director, Spar







anaging director, nes Convenience tail





Write greetings

of them

cards, thousands

Growing your business by a factor

of more than one hundred presents

its challenges, but Jonathan James

says he's keeping the "family feel" of his business by personally sending a

birthday card and a Christmas card to

his now 1,000-strong work force. He

to the "family feel" with his wide-

spread knowledge of his still-new

estate. So Bottersford Post Office in

closely with its parish council and stocks lots of local produce. The Derby

annual footfall outside the store of

13 million bus passengers – "It's no

doubt our flagship store," he said.

Leicestershire, we discovered, works

bus station store, meanwhile, has an

further highlighted his commitment

Purpose without culture is just words on a page

Employ people with goose blood

"Purpose without culture is just words on a page," Chris Gheysen told delegates, and Wawa's goose-themed culture is at the heart of so many parts of the business. For example, geese fly in a 'V' formation so that, if one bird gets tired, another can take the leading place - for this reason Mr Gheysen's alternative job title is 'Lead Goose' of Wawa. With profit sharing and employee welfare at the heart of his business, Mr Gheysen needs to employ the right staff and says those who make it need to have "goose blood". "They need to be humble, energetic, trustworthy, fun-loving, motivated and caring," Mr Gheysen explained.

What to do next

Do you send a birthday card to every member of staff? If you're a small team what about providing a birthday cake too?



A greetings card from the boss will make a big difference to staff Convenience chain looks to geese for inspiration

What to do next

Leading industry figures outline their visions for the future

Geese or no geese, what's your business's defining culture? Once you've decided this, make sure your staff meet it.

They need to be humble, energetic, trustworthy, fun-loving, motivated and caring

Let Prince drive your coffee sales

"We see our coffee sales increase when newspaper headlines are strong," Mike Greene told delegates. As with Debbie Robinson and Chris Gheysen, Mr Greene identified the morning as a key time for convenience stores to cater to customers' needs and by positioning newspapers and coffee together, his stores are able to drive incremental sales. And to emphasise how important newspapers are in driving sales across the board, Mr Greene added that there was a tangible effect on big news days. So last week, what retailers across the country might have sold a few more coffees in the aftermath of musician Prince's sudden death.

Stock coconut oil

Spar boss Debbie Robinson revealed "discreet trials" with health food chain Holland and Barrett in her presentation. Three Spar stores in Northern Ireland had taken part in the initiative, developed to capitalise on the health and wellbeing trend "sweeping the nation". Discussing the results of the trial Ms Robinson revealed one surprising winner: "In the top ten bestseller from the trial is coconut oil at £15.99 a jar".

> What to do next

Health foods are no longer just for specialist shops. Have a look at your range and see if you're catering to this trend.

Be a wedding venue

"We've had so many requests for weddings," Chris Gheysen at Wawa said. The combination of strong customer service (key quote: "there are windows of opportunity to have a really profound effect on somebody's day") and social media usage has helped Wawa develop a loyal, engaged legion of fans. The company has 1.6 million Facebook likes and uses platforms like this to share what Mr Gheysen called "goose bump moments".

Weirdest advice USE indd 29

to do next Analyse how your

store is set up – does it encourage impulse sales from timepressed morning shoppers?

Big news stories drive newspaper sales, and incremental sales too

۲

Don't buy a site behind a tree

"There's a massive opportunity to increase your fresh offer and be at the centre of a really positive change in society," argued Harry Dimbleby founder and boss of healthy restaurant chain Leon. This is true wherever in the UK a store is located, he said, but local geography is more important. One of the chains early restaurants had struggled simply because it was hidden behind a tree - making attracting passing trade that much harder.

what to do next

A great site can be bosted or ruined by its surroundings – worth keeping in mind when looking to expand your business.

There are windows of opportunity to have a really profound effect on somebody's day

Leave your **customers** alone!

What's your store's best attribute? "A lot of stores say their advantage is their customer service," said Mike Greene of My Local. This can mean taking an extra moment to ask after a relative or have a chat, but is that always what your customers want? Mike Greene took control of what had been M-Local Morrisons convenience stores where self-service machines were already in place and though many store owners argue this technol-

ogy is symptom-

stores'

atic of multiple

convenience

inherent

says it

be time to

might

weakness

Mr Greene

۲

What to do next

If your customers are busy and want to get in and out of your store as quickly as possible then it might be time to consider bringing in self-service machines to your store. think again.

Share your toilet

"There are no executive bathrooms at Wawa," Mr Gheysen proudly told the summit. The point he was making was that employees (or associates, as he called them) were treated with absolute respect by the business. This means staff are given a substantial stake in the business, are encouraged to take ownership of their own stores and to go the extra mile for customers. So when Mr Gheysen says "there are no executive bathrooms" he believes it says a lot about the company he leads.

What

to do next

Ask yourself how you can make your business such

a large and important part

of your customers' lives that

they'd want to spend part

of their lives in

your store.

۲

What to do next

Look at how the business you run treats every member of its team. Do small things from the way you do meetings to how you speak to them - make each person feel valued?

> The way you treat your team will affect vour whole business

US convenience chain

Wawa has been used

by customers as a

wedding venue



30 Retail Newsagent DIGITAL: STOCK CONTROL

۲



As technology has transformed everything from the way we travel to the ways we find love, stores' stock management hasn't been left behind. **Rebekah Commane** speaks to retailers about their experiences

Let's get a little technical

hile face-to-face interaction will always be central to the industry, retailers now have access to an increasing number of digital tools and apps that can ensure seamless ordering and stock management.

In recent years RN has reported on many new developments and entrants to this market.

Each new app is purportedly able to make tasks, from the simple to the complex, less stressful and timeconsuming.

But is the retail industry embracing the age of technology, or are opportunities being missed? Three retailers provide their

insights.



If a customer comes in and asks for an issue, I can check whether it's available for order straight away

DIGITAL RETAILER



What apps do you use in your business?

The main app I use is the Smiths SNapp app, which is free to download.

It's always live so it knows what I have in stock. I can just scan a barcode on a magazine and it tells me my sales for the last three issues, what orders I've placed and lets me order extra if something is selling well – it will tell me straight away if they have the stock.

How do digital tools benefit the running of your store?

If a customer comes in and asks for an issue, I can check whether it's available for order straight away and the customer can come back in the next day to collect it.

Without it, I could place an order but it wouldn't never show up if it's not available. It helps to improve customer service to say it will definitely be in on a certain day.

It is a useful tool for stock management too.

What's next?

We are in the process of having our EPoS system upgraded – it never really worked properly so it will be good to have it up and running shortly.

digital feature.indd 30

۲



Make more this summer

BAR

Great ideas to boost

your profits



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

Get your wine knowledge up-to-speed with our guide
 PLUS
 How you can offer busy customers a great on-the-go lunch
 What magazines do younger customers want this summer?

29 April 2016 Retail Newsagent

32 I()(K

۲

DIGITAL RETAILER

Kate Clark Sean's News, Upton-upon

Severn, Worcester

۲



What apps do you use in your business?

Imperial Tobacco has an app, Ignite, which is really good for tobacco as you can train staff and see everything to do with orders, etc, on there. You can also earn points and win prizes. If I didn't have the app I wouldn't know much about their points system, because I haven't seen the rep for quite a while.

How do digital tools benefit the running of your store?

I also use the Smiths app for newspapers, SNapp. It's handy as you can



WHAT ARE WHOLESALERS DOING?

Palmer

& Harvey

Palmer & Harvey places a strong

retailers' skills at the annual

Pro-retail event. Its

'easy order app'

is similar to

the group's

scanner.

launched in

2011 and

was one of

the first apps

in the industry.

barcode

which

emphasis on social media for retailers. The company was this

week focusing on improving

go on wherever you are to change orders and check deliveries. I can even be at home and check if I've forgotten anything, so it takes a bit of the stress away.

What's next?

If I could think of a dream app it would be one that could do a stocktake. The EPoS system can check a certain level but it would be great to see what the top 50 best-selling products are and things like that. However good apps are, however, they don't replace a rep calling to the shop and telling you what's going on. In this industry that's really important that and anyone who thinks that's disposable is heading in the wrong direction. To have a rep call and an app on top of it is the right balance so retailers can feel in control of their stock all the time



To have a rep call and an app on top of it is the right balance

DIGITAL TOOLS IN BRIEF



EPoS

Epos systems handle the calculations involved in sales (totals and change), issue receipts and can integrate directly with credit card payment systems.

They also keep track of stock levels, highlighting which products are top performers to ensure adequate supplies are ordered.

New

App

Ann Street

ignite

Ignite

The Ignite app from Imperial Tobacco allows retailers to track

orders, train staff and earn points, which can be redeemed for various rewards. Users can also monitor how various brands are performing and read the latest industry news.



Ash Patel Gerhold Fine Food & News, London

What apps do you use in your business?

The only system I really use is EPoS. Other than that I prefer the traditional methods - I like to write down what we need and don't control everything on EPoS. We do order from some of the suppliers online, or we call them, but I value face-to-face interaction as I can negotiate deals on prices in that way and make better margins.

How do digital tools benefit the running of your store?

Using our EPoS helps us keep up



*i*Menzies

Menzies claims to have been the first in the industry to introduce a stock management app. Retailers access their information by registering on the iMenzies website and can then gain access to the app, available on iTunes, to use anywhere at any time.

SNapp Smith's

News' SNapp app allows retailers to control all elements of their orders and to top up as they go on items that need to be replenished.



۲

Retailers can also claim for missing titles or credit and organise their range with the app, which is 'live' linked with the SAP system.



to date on prices and when they increase, it automatically tells us and we can print off the shelf-edge barcode directly from it so we don't have to think about these things.

What's next?

I've been in the industry for 40 years so I don't want to change much now. If it's not broken, don't fix it.

Bestway

Bestway is investing to

for its retailer customers.

manager at Bestway Wholesale, says: "The

quickest win we did to

improve the online

experience

the search

function,

which had

customers."

been the

number

one frustration

from

digital feature indd 32

was improve

improve the online experience

Simon Hogg, digital marketing





HOT DRINKS

Hot drinks is a category which will always have a place on British retailers' shelves – such is our love of tea and coffee. But **Toby Hill** discovers just a few changes can help sales soar

Hot drinks

have a special

place in many

Britons' lives

۲

Cups that cheer

ot drinks are at the heart of so much of British culture. More than 60 billion cups of tea are consumed in the UK each year, fuelling sales which, divided equally, could generate almost £15,000 for every independent retailer in the coun-

try. And this doesn't include revenue from coffee, or the growing popularity of drinks such as hot chocolate. So what should retailers be doing to maximise the potential of this lucrative market? Here are five top tips sourced from retailers and suppliers.

Focus on (pricemarked) bestsellers

The tea and coffee market is dominated by big brands, which have cultivated recognition through memorable advertising campaigns. PG Tips, for example, famed for its monkey mascots, is the UK's biggest tea brand, with sales 7% higher than its nearest competitor.

۲

Ensuring these brands are clearly visible on the shelf is essential, says Suresh Patel, from Premier Upholland in Skelmersdale, near Wigan.

"People really respond to brands," he says. "If we don't have Nescafé, people won't substitute, they'll go somewhere else." He recalls a recent encounter with an elderly customer, who was put out by Nestlé changing Nescafé's label. "She didn't want to buy it, she wanted the one she was used to," he says. "Fortunately I had a look in the back and found an original one to sell her."

On the other hand, the familiarity of these brands can make customers especially wary of price variation between stores. "Customers are very conscious of being ripped off," warns Amandeep Singh, from Family Shopper in Barnsley. He suggests stocking pricemarked products to counter these concerns. "Pricemarking gives people confidence because they're just paying what it says on the label," he says.



Pricemarking gives people confidence

Established brands hold a substantial chunk of the coffee market

Yorkshire. Where tea grows.

۲

The fastest growing standard black tea brand in the UK, increasing sales by £16m in the last five years.*



a proper brew

۲

*(Kantar, Standard Black Tea /e December 2011 to December 2015

36 Bean

Encourage customers to trade up

Unilever's market research has, however, shown a move away from core products towards more premium varieties, according to Kate Hearn, senior brand manager for PG Tips

"Premiumisation is key to driving value growth in tea as it provides consumers with greater choice and flavour options," she adds.

Retailers have observed similar trends in the context of coffee. "Premium instant coffee brands such as Carte Noire or Nescafé Azera are selling very well," says Peter Lamb, owner of Lamb's Larder in Sussex.

Mr Lamb also started stocking a local brand of ground cof-

Don't forget hot chocolate

۲

Susan Nash, trade communications manager at Mondelez, owner of Cadbury's and Kenco hot drinks, predicts that hot chocolate sales will take off over the coming year.

"In 2016, we aim to continue growing the hot chocolate category," she says. "We believe it has significant room for growth, as currently only one in two households buys hot chocolate, yet it is a highly popular drink in the out-of-home market thanks to the rise of café culture.'

Ms Nash adds that hot chocolate products are frequently bought on impulse. She suggests using stands, baskets or counter-top units to highlight promotional activity and tempt impulse purchases.

The hot chocolate market is also broad, with plenty of scope to tailor your offering to your customer base. Instant hot chocolate, single-serve portions, diet chocolate, and cocoaheavy premium lines

such as Green & Blacks are all available



fee, Bean Smitten, six months ago. Despite costing about £1 more than conventional alternatives, "it's been a raging success," he says.

۲

Propelling these changes has been the expansion of café culture, exposing customers to high-quality

coffee, and increased awareness of the purported health benefits of varieties such as green tea.



hot drinks provide a great opportunity for retailers to "trade consumers up into a higher price point." She suggests stocking premium teas or coffees together on a shelf, in a clearly distinguishable premium section, to inspire shoppers to "trade up and try new flavours.'

People come in looking for tea and coffee and then go for the impulse buys next to it



Trade consumers up into a higher price point

25 PEAR & CARAMEL **New flavours** have been launched to increase **PG** Tips PPLE & younger CINNAMON fanbase

Keep an eye on evolving tastes

While British shoppers remain attached to traditional black teas such as Earl Grey and English Breakfast - which account for 88% of sales - the sector has actually declined annually since 2011. But Unilever thinks habits are beginning to change.

"Younger consumers are looking for variety and choice in their beverage consumption," says Faye Newman, senior category manager for tea at the firm. "This has translated into value and volume growth across the fruit and herbal and green sectors."

In line with this shift, PG Tips - one of Unilever's flagship brands – has expanded its range, launching seven new flavours in March 2016. These include green tea strawberry cupcake, green tea lemon pie, cool citrus, and pear and caramel.

۲

Of course, it's worth considering who your customers are and tweaking your stock accordingly.

If it's kids from the school across the road, highlighting hot chocolate could drive sales. Alternatively, if you see a lot of trendy teens and twentysomethings using your store, it might make sense to stock up on herbal and green teas. Peter Lamb, for example, has increased stocks of flavoured teas and decaf ground coffee to cater for his increasingly healthconscious customers.

Merchandise with incremental sales in mind

Cross-merchandising is crucial in the context of hot drinks, says Ash Patel, from Gerhold Fine Food & News in London. "You really have to do it, which can be difficult as we don't have much space," he says. "We have promotions on combined purchases of biscuits and teas, but if we don't put them next to each other people go for it a lot less."

Some retailers have come up with inventive solutions to the problems posed by limited space. Retailer Amandeep Singh hangs baskets filled with small chocolate bars or mini packets of biscuits from shelves holding hot

drinks. "People come in looking for tea and coffee and then go for the impulse buys next to it," he says.

Susan Nash recommends a similar approach with hot chocolate. Placing treats such as whipped cream, marshmallows and Flake 99 within hands' reach of hot chocolate makes customers recall the sweet and sticky combinations they loved as children.

In this way, by framing hot drinks alongside related products, this slawart category can be harnessed to drive sales and revenue across your store.


۲

COFFEE CANGS SUPPORT THEIR JOURNEY WITH KENCO



7.3M CUPS OF KENCO ARE DRUNK EVERYDAY*

۲

*NIELSEN 52 W/E 05.12.2015

RN page ad.indd 1

 \bigcirc

29 April 2016 Retail Newsagent

38 PREVIEW



Because we're nappy: Ferrero is bringing back its Happy Rewards on-pack promotion next month.

RRP 58p

Outers 24

۲



۲

You've bean waiting for it Kraft Heinz is adding two flavours to its Heinz Beanz range – Peri Peri and Smokey Bacon. RRP 95p Outers 12 Contact 020 8573 7757



More meat, still Ginsters Ginsters has added more meat to its Chicken & Mushroom and Peppered Steak Slices. RRP £1.99 Outers not given

Contact 01579 386 200

Contact 01923 690 300



Unilever's royal treatment Unilever is celebrating the Queen's 90th birthday with limited edition packs for Stork and Persil.

RRP various	
Outers various	
Contact 01293 648 000	

Roll your trolley this way Country Choice has launched six premium sausage rolls under its new

premium sausage rolls under its new Sausage Roll Co. brand.

RRP 12.29	
Outers 24	
Contact 01689 301201	







۲

Not just tickling taste buds Heineken has launched a humorous TV ad for Foster's called 'Drycleaner'.

RRP various **Outers** various Contact 0845 301 0330

۲

Leibniz dip into TV
Bahlsen is backing its Choco Leibniz
biscuits with a TV and social media campaign.
RRP £1.29
Outers 12
Contact 01923 728500



Give 'em a break PepsiCo is giving away 20,000 holidays

to 26 world destinations in its latest Walkers on-pack promotion.

RRP various Outers various Contact 0118 930 6666





Turn them into winners
Nurishment is giving away prizes
including smartphones and games
consoles in its 35th anniversary
campaign.
RRP £1.35
Outers 12
Contact 01707 326 222



Ho	p over, 13 is here
Dia	geo has launched a TV campaign moting its Guinness Hop House 13
RRP	£1.75 - £5
Oute	rs various
Cont	act 0845 7515 101



Go on, go nuts KP Snacks is updating its KP Nuts

range with new packaging and pack formats, including 50g packs for its Chilli variant. **RRP** various Outers various Contact (0)1207 291910

39



۲

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

THIS WEEK IN MAGAZINES

۲



Panini push

۲

FILM TIE-IN WILL HAVE MARVEL FANS HOOKED

Collectables giant Panini is giving this launch a massive push, linked to Captain America: Civil War, the latest movie blockbuster

THIS STICKER COLLECTION is based on the new Captain America: Civil War film, which opens on 6 May. There are 204 stickers to collect, as well as 60 'special' stickers. Customers can begin their collection with the starter pack, which includes a sticker album and 31 stickers. Panini has cover-mounted the album and sticker packet across three of its magazine titles; Ultimate Spider-man issue 306, Avengers Assemble issue 99 and a Civil War one shot magazine, which are all on sale now. The launch is also being advertised across several Panini titles, and promotional sampling will take place at Odeon cinemas across the country.



CAPTAIN AMERICA CIVIL WAR STICKER COLLECTION On sale 21 April Price starter pack £2.99, sticker pack 50p Distributor Marketforce Display with other collectables Round up



NADIA ALEXANDROU Magazines reporter

HOW TO INSPIRE SHOPPER LOYALTY

41

"Two loyalty stamps if you buy the Sunday Times with your coffee". That arty, chalkedup message on Café Nero's counter was all I needed to grab the paper from the nearby display stand. It was the perfect incentive for me: convenient, eye-catching and a means of getting one step closer to free coffee.

Talking to Greg Deacon, independents sales manager at News UK earlier in the week, it's clear that for publishers, these types of incentives play a big part in overcoming the challenges they are facing at the moment. One big issue is competing ever more fiercely with other FMCG categories for space on retailers' shelves. News UK's solution? Creating crosscategory stands that put papers hand-in-hand with impulse goodies like crisps and chocolate.

Similarly, ideas are being formed to further incentivise the multiples – such as linking papers to loyalty card schemes.

Independent retailers can adopt ideas like these themselves to encourage their own customers to buy newspapers and magazines. But after speaking to some store owners this week, very few seem to think about including papers in their incentive schemes. In this week's retailer profile, for example, Sandip Kotecha talks about his loyalty app – created with the help of his son – which is already making around £2,000 a month. While initially developed to promote his food to go, the app has the ability to integrate any type of product.

As a means of encouraging customers to not only remain loyal to print, but to your store, this is definitely something worth considering.





REF GIN

PECIA

On sale 5 May

Price £3.99

Frequency monthly

Distributor Frontline

Display with MMM

Magazine, Caravan Magazine, Park Home &

Caravan Magazine

On sale 4 Mav

Price £4.99

Frequency monthly

Distributor Frontline

otorhome

FOUR FOUR TWO

۲

This issue will be a Euro 16 special, available with four different covers featuring the Wales, England, Republic of Ireland and Northern Ireland football teams. A 68-page supplement containing details of the tournament will also be included, as well as a preview of every team playing in France this summer. Frontline expects a 95% boost in retail sales value and volume for this issue, worth an extra £19,000 for independent retailers.





PRACTICAL MOTORHOME

This issue of Practical Motorhome is a budget special, featuring reviews of affordable motorhomes for value-conscious buyers and how to save money on tours. Frontline expects a 30% increase in retail sales value compared to its previous issue. Practical Motorhome is the third highest-selling title in the caravanning segment. From February to March 2016, this title delivered £326,500 in retail sales value.

PERIOD LIVING PERIOD LIVING



On sale

date

20 0/

29.04

28.04

15.04

14.04

21.04

26.04

13.05

26.04

29.04

21.04

01.04

05.04

29.04

07.04

27.05

13.05

13.05

05.04

29.04

SmithsNews

In

 \square

 \square

 \square

 \square

stock

The June issue of Period Living comes with a 68-page period homes handbook. This issue also gives readers the chance to enter the Readers' Home Awards, which judge readers on their home improvements. The last winner, announced in the January 2016 issue, was awarded £1,250 worth of vouchers to spend at Kingdom Interiors, which offers one of the widest online ranges of wallpapers and fabrics in the UK.

BBC GOOD FOOD



The May issue of BBC Good Food sees the title undergo its biggest relaunch in 25 years. The relaunch includes new content reflecting Britain's current food scene, new columnists and a new design with more pages and sharp photography. According to BBC Good Food's distributor Frontline, the issue is expected to deliver a retail sales value of £298,000. BBC Good Food is the UK's bestseller in the cookery magazine market - a market which is worth almost £13m annually.

TAB ARROWWORDS



REE GIN On sale 28 April **Frequency** monthly Price £4.20 **Distributor** Marketforce **Display with** Country Living, Ideal Home, Your Home

11



On sale 28 April **Frequency** monthly Price £4.25 **Distributor** Frontline **Display with** Olive, Feel Good Food, Healthy Cooking

۲



On sale 28 April **Frequency** monthly Price £1.95 **Distributor** Frontline **Display with TaB Take** a Crossword, TaB Take a Puzzle and Puzzler Collection



The UK's bestselling crossword magazine since 1993! **ISSUE 5 ON SALE 5 MAY**



۲

Bestsellers

Adult

Title

2

3

4

5

6

7

8

9

11

12

13

14

15

16

17

18

19 Score

Escort 1

Mayfair

Fiesta

Escort DVD

Viz Comic

Fiesta Readers Letters

XXX Triple Mag Pack

Club International DVD

Paul Ray XXX Amateur

Fiesta Readers Wives

Best of Club International

10 Escort Readers Wives

Best of Mayfair

Celebrity Sport

Mayfair Lingerie

Club International

Data from independent stores supplied by

Eighteen

Razzle

20 Razzle Extreme





INSTYLE

The June issue of InStyle is covermounted with a free Nails Inc polish in a choice of four shades. The limited edition polishes have a RRP of £11 each and readers can collect all four, worth a total of £44. The issue covers what to wear this season to weddings, festivals and rooftop parties. There's also an interview with American actress and model Chloë Moretz, who discusses becoming a feminist fashionista.



CIVIL WAR

The second issue of Civil War is a 100-page special on the saga that inspired the new Captain America Civil War film, which is out today. This magazine series is a Marvel's collector's edition that follows the same story as the film, which is predicted to be another box office hit with mass appeal. Pre-release tracking suggests its opening will bring in between \$175m and \$180m, which is not far behind what the first Avengers film made.



۲

COMPLETE CAR KIT

The May issue of Complete Kit Car comes with an exclusive report on a conversion to a Porsche 911 GT3, as well as the chance to win Piloti driving shoes worth £300. Complete Kit Car is also a sponsor of the Stoneleigh Kit Car Show, which takes place on 1 and 2 May. According to Complete Kit Car, it's the world's biggest event of its kind, with more than 30,000 people attending during the two days.



WONDERPEDIA

This issue is a history special and investigates some of the most famous mysteries in history. According to its distributor Frontline, Wonderpedia history issues can drive sales uplifts of as much 35%, and are a particularly strong proposition with the recent surge in the popularity of history. For this reason Frontline recommends retailers display it at the front of the fixture. Wonderpedia issues also cover science, nature, mind and body, and world events.



BELLA

This issue of Bella gives readers free membership to weight loss club Slimming World. The Slimming World club was created in 1969 by Margaret Miles-Bramwell and has an estimated 300,000 people attending every week. According to Frontline, this offer is expected to drive a 35% uplift in sales. Bella covers a mixture of real life stories as well as articles covering fashion, beauty, health, food and travel.

On sale 28 April **Frequency** monthly Price £3.99 **Distributor** Marketforce **Display with Marie Claire**, Glamour, Red



۲

On sale 5 May Frequency four-weekly Price £3.50 **Distributor** Marketforce **Display with** Avengers Universe, Astonishing Spiderman and Wolverine and Deadpool



Frequency four-weekly Price £4.75 **Distributor** Marketforce **Display with** Kit Car, Practical Performance Car, Autocar Exclusive Conversion to Porsche 911 GT3



On sale 28 April **Frequency** monthly Price £3.95 **Distributor** Frontline Display with BBC History, **BBC** Focus, All About History



On sale 3 May **Frequency** weekly Price 97p **Distributor** Frontline Display with Best, Woman, Woman's Own

Retailer viewpoint **Gerald Thomas** Arcade News, Ammanford, South Wales



ith more than 500 titles and a loval customer base, magazines are very much at the heart of my business.

This means every part of my operation - from daily chores to my stock orders and display tactics - is shaped largely by my drive to profit from magazines.

The most important aspect in this sense is display. The whole of my shop window is covered in the latest partworks and topical magazines.

Right now, for example, anything to do with the Royal family I make sure is displayed in the window

Top

tip

New partworks are always

as soon as you see something

on the telly order it in to

profit from the initial

spike in demand.

۲

Similarly, inside my store I have posters of whatever promotion a magazine or newspaper is heavily advertised on TV, so running.

At the moment it's an eight-week subscription for the Telegraph for £44

My staff are also crucial to the smooth

running of my store. It's important to properly train your staff up to a level where you don't have to tell them what to do.

To get to this point I've spent a lot of time just explaining things to them and passing on my category knowledge - particularly when it comes to doing returns and sorting out the news bill.

Lastly, partworks are a key focus and my store's point of difference. One way I grow my sales here is by simply having a lot more partworks than the Co-op opposite me - I have 50 where as they have five.

I've gained lots of customers who've spotted, and come into, my magazine-covered store after they couldn't find their partwork at the Co-op.



COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

NICHOLSON BOYD ON CREATING A PREMIUM C-STORE FOR LONDON'S TRENDY DALSTON

Plus, what you can learn from Hong Kong's top convenience retailers, and RN provides you with an easy to understand wine sales guide for you and your staff



THIS WEEK MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	16	100	8.99
Build the Millennium Falcon 69 100 8.99		8.99	
Cake Decorating Relaunch 164 165		2.99	

Cake Decorating Relaunch	164	165	2.99
Dinosaurs & Friends	62	80	5.99
Jazz at 33 and third RPM	8	70	9.99
Official Star Wars Factfile	118	120	2.99
Simply Stylish Knitting	17	90	3.99
Star Wars Helmets Coll'n	9	60	9.99
Zippo Collection	17	60	19.99

Eaglemoss

3D Create & Print	66	90	6.99
Build A Solar System	36	104	6.99
DC Comics Graphic Novel	19	60	9.99
Disney Cakes & Sweets	138	160	4.50
Doctor Who Figurines	70	70	7.99
Marvel Chess Collection	68	96	8.99
Marvel Fact Files	163	200	3.50
Military Watches	57	80	9.99
Star Trek Ships	70	70	10.99

Hachette

Art of Crochet	35	120	2.99
Art of Knitting	66	90	2.99
Art Therapy	58	100	2.99
Black Pearl 1	120	120	5.99
Build the Mallard	87	130	7.99
Build the U96	87	150	5.99
Classic Pocketwatches	97	100	8.99
Dr Who Complete History	18	80	9.99
Judge Dredd Mega Collection	34	80	9.99
Marvel's Mightiest Heroes	62	60	9.99
My 3D Globe	69	100	5.99

RBA Collectables

61	80	5.99
33	60	5.99
66	100	5.99
84	85	5.99
	33 66	 61 80 33 60 66 100 84 85

Collectables DoAgostini

DEAGOSTIII	
Magiki Bunnies	2.50
Frogs & Co	1.99
Magic Box	
Zomlings Series 4	0.50
	Frogs & Co Magic Box

Collectables

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

















Stickers £0.50



WWE Stickers £2.99 Cards **£0.50**



Panini





Paw Patrol Stickers Starter £2.99 Stickers £0.50





IRELAND 18

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



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

Euro 2016 Sticker Collection Starter £2.99 Stickers £0.50

Fifa 365

Starter £2.99

Stickers £0.50

Official UEFA

The Good Dinosaur Starter £2.99 Stickers £0.50

VALES

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

World of

Batman

Starter £2.99

Cards **£0.50**

Zootropolis





a I **Ireland Sticker**

STICKER AS Starter £2.99 20 1711171 P+31





betterRetailing.com FOCUSED ON INDEPENDENT RETAILING



Cards **£0.50**



STAR

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

۲



29 April 2016 Retail Newsagent

۲

Shopkins

Starter £2.99

Shopkins

Cards **£4.99**

Stickers £1.00

Star Wars Force Attax Starter £4.99

Cards £1.00

Star Wars

Starter £2.99

Star Wars

Starter £2.99

Stickers £0.50

Champions

Collection

Starter £2.00

Stickers £0.50

WWE Slam

Official Sticker

League

UEFA

Stickers Part 2

Stickers £0.50

Stickers

R

Stickers £0.50

ിന്ത

•

Newspaper terms

Daily newspapers Margins/pence				
Sun	50p	11.15p		
Mirror	65p	14.5p		
Mirror (Scotland)	70p	15.61p		
Daily Record	65p	14.30p		
Daily Star	20p	4.84p		
Daily Mail	65p	14.50p		
Express	55p	13.31p		
Express (Scotland)	30p	7.26p		
The New Day	50p	11.60p		
Telegraph	£1.40	32.62p		
Times	£1.40	30.10p		
FT	£2.70	54p		
Guardian	£2.00	44.00p		
i	40p	10p		
Racing Post	£2.30	54.Op		
Herald (Scotland)	£1.30	29.90p		
Scotsman	£1.50	33.75p		

Daily newspapers Margins/percentage

Sun	50p	22	.30%
Mirror	65p	22	.30%
Mirror (Scotland)	70p	22	2.30%
Daily Record	65p	22.0	00%
Daily Star	40p		24.20%
Daily Mail	65p	22	.40%
Express	55p		24.20%
Express (Scotland)	30p		24.20%
The New Day	50p	23	3.2%
Telegraph	£1.40	2	3.30%
Times	£1.40	2	1.50%
FT	£2.70	20.00	%
Guardian	£2.00	2	2.00%
i	40p		25.00%
Racing Post	£2.30		23.48%
Herald (Scotland)	£1.30	2	3.00%
Scotsman	£1.50	22	.50%



Saturday newspapers Margins/pence

۲

Saturday newspapers Margins/percentage

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

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

Sunday newspapers Margins/percentage

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

Newspapers

۲

Scale of third-party advertising insert payments								
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph	Independent
Cumulative	e? 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	2р	Зр	3.36p	3.3p	2.75p	3.35p	3.30p	2.77p
201-300g	4р	5p	6.09p	5.5p	5p	5.75p	5.66p	5.32p
301-400g	5p	7p	7.43p	6.7p	6р	7р	6.38p	6.65p
401-500g	*	7.5p	*	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*	*
								* By negotiation

Weight Watchers 23-24 April

		•			
	Total S weight	upplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,235g	840g	105g	5	60g
Telegraph	1,110g	820g	50g	5	20g
Guardian	935g	275g	25g	1	25g
mail on Sunday	875g	390g	105g	7	30g
Times	850g	455g	140g	6	55g
Sunday Telegraph	725g	445g	Og	0	Og
Mail	670g	235g	115g	4	50g
Observer	600g	110g	15g	2	10g

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

CLASSIFIED

To advertise in the Retail Newsagent classified section call **020 7689 3366** or email **classified@newtrade.co.uk** (Please mention Retail Newsagent when replying to the advertisements)

۲



Worried about the future?

Are you worried about life after retail? Are you leaving the business for emotional or financial reasons?

We are the news trade's own charity and may be able to help.

- Financial Support
- ✓ State Benefit Advice
- Debt Advice Counselling
- ✓ Family Welfare Issues
- ✓ Almoner Home Visits
- Support for the Disabled and their Carers



If you work or have worked in the sales or distribution of newspapers or magazines in the UK, NewstrAid may be able to help you.

Call the NewstrAid Benevolent Fund now on O1279 879569 or visit www.newstraid.org.uk

We are the helping hand of the News Trade

RN April 29.indd 39

۲

CLASSIFIED

got

capita

Earn up to

on <u>mobile</u>

top-up*

Per debit card

transaction³

From 1.85%

From £1.25

*T&Cs App

Per credit card

transaction*

Commercial Card*:

Weekly Fee:

%

FINANCE Get £1,000-£50,000 in 2-3 days!

۲

Looking to grow your business?

Need immediate access to working capital?

Minimal paperwork required

- No asset based collateral
- No personal guarantee
- No brokers, no fine print

Apply for free and get a quote in just a few hours!

Call 0800 368 9696

www.gotcapital.co.uk

EPOS YOUR EDGE IN PAYMENT MANAGEMENT

As a 3R Telecom customer you can:

- Take advantage of competitive rates
- Make use of integrated mobile top up and international calling cards
- Secure payments giving you peace of • mind
- Utilise round-the-clock UK based support
- Have quick access to payment terminals and online payment services
- · Benefit from colour screens and seamless contactless payments for even quicker transaction times
- Appreciate the lightweight, heavy-duty, versatile de

For more information speak to our dedicated team on: 01992 574 650

Contactless

1

Chip & Pin

Robust

Swipe Card Colour Screen

 (\mathbf{i})



Back in the day



29 April 1916

Blighty is the title of a new weekly to be produced exclusively for our fighting forces. It will be sent free to the fleet and army abroad. The proprietors of the leading papers are lending their pictures and stories for reprinting.



Response to the first issues of the Morning Star - the old Daily Worker in a new guise which appeared on Monday was excellent reports Mr William Brooks, circulation manager. In some places all copies were sold out.



۲

4 May 1991 Popular crisp flavours such as

Prawn Cocktail and Tomato Sauce could be outlawed by 1993 if a European Community draft directive on the use of artificial sweeteners becomes law. Food minister David Maclean described the exclusion of certain snack foods from a directive concerning sweeteners as "illogical discrimination".

Steven Lambert

steven.lambert@newtrade.co.uk O20 7689 3357
 O20 7689
 O20
 O20

۲

@StevenLambertRN

Pushing the envelope has angry Tesco drivers licked

Customers at a new Tesco in Surrey were seeing red after finding one of the potential parking spaces outside the store had a post box slap bang in the middle of it. The problematic

pillar box blocks an entire bay outside the Tesco Express store in Chobham, after builders seemingly decided to tarmac around it. Now the supermarket and

Royal Mail are embroiled in a row as to who was to blame for the blunder, according to the Daily Mirror.

Tesco claims the post box was already there before it built the store, but Royal Mail contests it was moved to its current location by Tesco's builders.

Local resident and former postman David Pearce

Meanwhile, in the West Midlands, residents of Learnington Spa held a street vigil in honour of a pack of broken biscuits - yes, you read that right.

The discarded digestives were found by Warwick university students Hugh Osborn and James Taylor, who posted pictures of the

harrowing scene on Twitter. The images show the biscuits laying alongside a solitary daffodil and a note saying "Sorry for your loss".

described the situation as "ludicrous", adding: "As far as I'm aware, the post box has always been there, and Tesco moved in around it."

A Tesco spokesperson responded: The post box was in place before the store

opened but we're very grateful to the customer for raising it with us."

However, Royal Mail was not prepared to let Tesco get away with things so easily. with its spokesperson saying: "The post box was moved to its current location, as agreed by both parties, when the shop became a Tesco Express."

If anyone has any ideas on how to clear this mess up, send your answers on a postcard to Tesco.

Digestive death – Rest In Pieces

News of the tragedy quickly spread around the internet, with other sympathisers paying tribute to the fallen snack with heartfelt messages.

Sara Tasker said on Twitter: "Pay our respects. I never met a chocolate digestive I didn't like", while Alistair Coleman went further by posting a picture of two biscuits with the message 'RIP' on them - presumably to mean 'rest in pieces'.

IN ASSOCIATION WITH

betterRetailing.com



With three days to go until the Tour de Yorkshire on Sunday 1 May, the anticipation and excitement are almost palpable.

The legacy of a successful campaign to prevent an out-of-town supermarket being built

galvanised our parish council into being more proactive in supporting independent businesses like mine Called Stokesley Tourfest, the council has planned a whole



۲

day of events with family activities, a big screen, live music, food and drink stalls and competitions.

Shops, businesses and homes are decorated along the route and there has been intense rivalry between towns and villages to put on the best display. Everywhere looks fantastic, so fingers crossed for a great day.

A software upgrade from Camelot resulted in my printer blowing out. Apparently quite a few terminals lost either their printer, touchscreen or both. With such a high volume of repairs Camelot did not get round to me for five days despite repeated calls. Just as when the papers are late customers can go elsewhere.

Whether they come back to me having missed two draws is debatable. If this major problem had been communicated to us immediately we could have pacified our regular customers with an explanation and saved ourselves endless expensive calls to try and resolve the situation.

The first weekend of the cricket season was a washout so my daughter Emma had to leave her new Yorkshire U15 kit in the drawer.

Like Leeds Rhinos, the girls are defending the championship. Leeds have got off to a terrible start so I hope that is not a bad omen.



Got something to say? Want to gain business insight? Join our online community today