

# RETAIL NEWSAGENT

## SCOOP UP SALES

How to make ice cream a hot ticket

**BEST PRACTICE**

Page 32 >>



**Not just any new store**  
**'Our M&S-style queues**  
**boost impulse sales'**

Page 22 >>

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‘Our M&S-style queues boost impulse sales’

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# Back big brands to avoid e-cig disaster



- Retailers warned: ‘don’t get stuck with non-compliant stock’ as hundreds of products won’t meet TPD regulations.
- Manufacturers promise advice as store owners call for help on managing the category. [Page 5 >>](#)



### RETAIL CRIME

## Overhaul police to cut £122m crime bill

‘Major structural problem with force,’ says shadow police minister Jack Dromey.

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### BUDGET

## Sugar tax will hit retailer profits

Analyst warns levy will be passed down supply chain.

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### NEWSTRADE

## Give us refund for Smiths ‘incident’

Retailers call for compensation to cover lost sales.

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**Spring in his step** Derbyshire retailer Vip Measuria treated customers young and old to an ‘Easter chick’ hunt around his recently refitted convenience store in Draycott, which has moved from the Family Shopper fascia to One Stop. Money raised from the official re-opening last Saturday is being donated to local youngster David Brown, who suffers with autism.

### NATIONAL LIVING WAGE

## 1.7m can’t pay self new £7.20 hourly rate

Think tank finds half of employers already earning less than staff.

[Page 4 >>](#)

Scottish retailers offered chance to earn double margins with new promotion from Herald & Times.

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## LEADER



Almost as impressive as the store itself was Jerry's commitment to keep improving and he already has plans in place to add a pharmacy



CHRIS GAMM

Editor

@ChrisGammRN

If you want to get 25 top retailers to travel across the country to the middle of the Cotswolds on a Tuesday afternoon, you've got to give them a pretty good reason to do so. The store we visited for last week's Independent Achievers Academy launch event – Warner's Budgens in Moreton-in-Marsh – was well worth the effort.

Store manager Jerry Tweney gave us a tour of the amazing shop, showing us the wine cave, goods from 65 local suppliers as well as the 360 high-end Cook ready meals on offer.

Retailers swapped notes and probed Jerry and his team on their plans and processes. He told us how he visited other businesses in the area and pointed out the ideas they had copied, like the post office and carwash.

Almost as impressive as the store itself was Jerry's commitment to keep improving and he already has plans in place to add a pharmacy and to further extend the in-store Soho coffee shop.

Londis retailer and former IAA Overall Best Shop winner Roli Ranger tells RN this week that each year he enters, he sees stores getting better. This drives him to keep improving too and is why the IAA is such a success. It brings together retailers who invest in their businesses, constantly improve and go out of their way to swap ideas with other great retailers.

You'll find a free copy of the IAA Retail Profit Guide with this issue of RN. Walk around your store with it, check off the things you do well and see if there are any things you could do even better.

As this year's IAA ambassadors Julian and Jackie Taylor-Green told us, if you can pick up just one idea or new thing to try, you'll be better for it.

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WH Smith Local's Kevin Whitehouse, left

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## NEXT WEEK



**EMBRACING THE FUTURE**  
Ensuring your HND service survives the decline of news



**FRESH AND CHILLED**  
How wholesalers can help you grow your sales

**"THERE'S ALWAYS ANOTHER THING YOU CAN LEARN"**

– JULIAN TAYLOR-GREEN, AMBASSADOR OF THIS YEAR'S IAA, EXPLAINS WHY HE GETS INVOLVED EVERY YEAR Page 24 >>

# NEWS

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## No NLW for self-employed

More than 1.7 million self-employed workers will miss out on being paid the National Living Wage (NLW) when the measure comes into force next month, according to an independent think tank.

Research conducted by the Social Market Foundation claimed the NLW does not cover the self-employed, adding that around half of these workers in the UK (49%) are already receiving low pay compared to around a fifth of employees (22%).

The group counted the wholesale and retail trade as one of five sectors that account for 64% of the UK's self-employed and 73% of London's low paid self-employed.

It also said workers in London will be hit hardest by the NLW, estimating that 55% of the capital's self-employed were receiving low monthly pay.

## Franchise boss: don't sell news

WH Smith Local is recommending franchisees not to sell news and magazines if copy sales cannot offset carriage charges.

Head of WH Smith Local Kevin Whitehouse said the group had to help its retailers manage in-store space and recommend the removal of categories if they were financially unviable.

He said: "Retailers need 3-4m of space for a decent news and magazines range, but if a store is only making £60-£80 of sales a week and has to pay carriage charges, it doesn't stack up financially. In that instance, we wouldn't be doing our job properly if we didn't say it might be better not to have news and magazines."

● Industry profile - p35.

## Compensation claim after Smiths workers' action delays papers

The NFRN is calling for Smiths News to compensate retailers after "action from a small number of individuals" at one of its depots left stores with late or no papers.

Joe Williams, of The Village Shop in Hook Norton, Oxfordshire, said he received no delivery on Saturday and was "left in a complete state of limbo".

"We made numerous calls but no-one seemed to know what was happening," he told RN.

A Smiths News spokesman said an isolated incident at its Oxford depot on Saturday affected normal delivery, which "followed

action by a small number of individuals which we have taken positive steps to resolve". But he added that service was recovered by the following day and the situation will continue to be monitored.

Brian Murphy, head of news and magazines at NFRN, said: "The NFRN has insisted Smith News reviews its policy and procedures and expects affected retailers to be refunded their carriage charge cost, compensated for any loss of sale and refunded any extra costs incurred by having to honour home delivery agreements on this day."



### Lights out for Independent titles

The final issue of the Independent on Sunday has been published, with its sister weekday paper set to close at the end of this week. Nainesh Shah, of Mayhew News in London, said his Indy readers had yet to indicate what they would do after the paper folded.

**Forces 'struggling to do more with less' claims MP** 'Major structural problem'

# Policing needs overhaul to help fight retail crime

by Steven Lambert

An overhaul of the policing system is needed to help authorities tackle retail crime that cost convenience retailers £122m last year, a leading MP has warned.

Shadow police minister Jack Dromey said police forces are "struggling to do ever more with ever less" to tackle retail crime, as forces have lost 18,000 officers and 5,000 police community support officers over the past year.

"There's a major structural problem in how the police works. There's not been sufficient focus on retail crime," said Mr Dromey (pictured, left).

"We need to get the Home Office and police chief's council into a dialogue around taking the issue of retail crime more seriously."



Aberconwy MP Guto Bebb (pictured, right), chair of the All Party Parliamentary Group on retail crime, said it was "imperative" that retailers lobby police and crime commissioners (PCCs) and ministers on retail crime to push the issue up the political agenda.

"We have seen some police forces downgrade the priority given to retail crime, and some comments PCCs have made on this is-

sue in the past have simply not been acceptable," he said.

Mr Dromey added that after studying the manifestos of PCCs facing re-election from different political parties, he felt that "retail crime is not necessarily high on their agenda".

Karen Bradley MP, co-chair of the National Retail Crime Steering Group, said the government will work with retail trade bodies to

develop its modern crime prevention strategy being published in the spring, which will include measures to tackle "the growing threat of serious organised crime" to independent stores.

Their comments came during last week's ACS 2016 Crime Report, which revealed retail crime against convenience stores cost the sector £122m last year, or £2,730 per store.

Of this, £43m came from shop theft, while staff theft cost retailers £19m. Store owners surveyed also reported 1,836 shop incidents where a weapon was used, 55% of which involved a real or imitation firearm.

ACS chief executive James Lowman said: "These figures should end once and for all the notion that shop theft is a victimless crime."

Number of e-cig brands will 'reduce massively' 'Don't get stuck with non-compliant stock'

# Stock credible e-cigs or face potential disaster

by Lee Graham

Retailers must work with "credible brands" or face the disastrous consequences of getting stuck with non-compliant e-cigarettes when EUTPD II comes into force next year, manufacturers have warned.

Companies face costs of hundreds of thousands of pounds to ensure their products meet new government rules. However, Blu UK market manager Zoe Wragg said "minor and middling players will struggle to find the money".

Blu estimates there are

between 500 and 1,000 e-cigarette brands in the UK, but this number will "reduce massively".

"There are a lot of smaller manufacturers out there who have got their pension fund invested in a lot of stock in their garage. They're going to be keen to shift their stock, because they have no intention of making their ranges compliant," she told an RN roundtable this month.

"If you buy a product that's not compliant and not from a credible source, your margin is going to be eroded. Ask suppliers what their plans are for EUTPD II and when their

products are going to be compliant."

From 20 November, manufacturers must cease production of non-compliant stock, however sale of this stock will only be prohibited from 20 May 2017.

Richard Russell, brand manager at Diamond Mist, echoed Ms Wragg's warning. "A lot of smaller companies won't have the financial backing for compliance, particularly as each individual SKU needs to be tested," he said. "We have spent the past 12 months making sure our products are compliant, and will be sending

out a booklet for retailers to ensure they have the information they need."

Paul Lucas, of K&P News in Coventry, said: "I sell Vivid e-cigarettes and I've not heard anything about the changes in legislation. I'd welcome some literature from my rep. We retailers need to know what's going on."

David Charman, from Spar Parkfoot, said: "The best thing to do is confirm after every delivery from May this year, and make sure that if stock is not compliant it is taken on a sale-or-return basis."

● Full report from the Blu roundtable next week

## Budget's business rate boost

Trade bodies have praised chancellor George Osborne for more than doubling the threshold for small business rate relief from £6,000 to £15,000 in last week's Budget.

The move means 600,000 small businesses will pay no tax from next year, while 250,000 will have their rates cut, according to the NFRN.

Paul Baxter, NFRN chief executive, said: "We are delighted Mr Osborne has listened to the needs of small shopkeepers and taken action on what for many independents has been the most hated of taxes."

## Banknotes may need new ATMs

Retailers could be forced to replace their ATMs ahead of the introduction of new bank notes.

The Bank of England is introducing new polymer-based £5 notes in September, with new £10 and £20 notes to follow.

But many ATMs may not be able to cope with the new material, which will last longer and be harder to forge.

ATM manufacturers have suggested the upgrade could cost £45m.

## New Day raises price to 50p

Trinity Mirror said The New Day's price rise to 50p two weeks after launch will deliver more margin for retailers.

General manager Neil Jagger said: "We feel confident enough to move to 50p given feedback from readers and this will improve profits for retailers."

## Seventh heaven for Paul Stone's new store

Retailer Paul Stone has given a sneak peak of his seventh Spar store. The 1,000sq ft store will open in Marple, Greater Manchester, in the next couple of weeks. Mr Stone bought the former Premier store in January, and it has since had a complete re-fit. The store will include food to go and become the fourth of his outlets to incorporate his own Cheeky Coffee brand.



## Sugar levy 'wrong', say soft drink firms

The chancellor's "wrong-headed" sugar levy "flies in the face of evidence from around the world", soft drink firms and industry bodies have warned, as retailers face profits being hit by more legislation.

George Osborne announced in his Budget last week that soft drinks with more than 5g of sugar per

100ml will be hit with a new tax from 2018, with drinks containing more than 8g of sugar per 100ml subject to a higher rate. However, fruit juices and milk-based drinks will be exempt.

The move has attracted heavy criticism, with leading brands including Coca-Cola Enterprises failing to

rule out a legal challenge or the extra cost being passed down the supply chain.

Sophie McCarthy, analyst at Verdict Retail, said: "Osborne conceded this tax rise is likely to be passed on to consumers which will have a direct impact on retail.

"It is also expected to lead to a fall in sales on a

long-term basis."

The Food and Drink Federation (FDF) said food and drink companies should focus efforts where they can have the maximum impact instead of managing the impact of "wrong-headed legislation", which has not been shown by "robust evidence to be effective".

**Trend most evident with Sundays as all titles but one reduce decline** Cut price Daily Star closes in on the Mirror

# Year-on-year fall in sales slows as newspapers show resilience

by Chris Rolfe

The year-on-year fall in sales of national newspapers slowed in February, according to the latest figures from the Audit Bureau of Circulations.

Weekday titles fell by 5.9%, compared to 7.1% in January, Saturdays dropped by 6% compared to 6.7% and the 8.4% fall suffered by Sunday titles last month was reduced to 7.8%.

The trend was most evident among Sunday titles, where all papers except the Sunday Mail reduced the year-on-year declines last month.

The half-price Daily Star continued to grow sales in February. It was the only paper to achieve year-on-year copy sales increases – of 11.2% for its weekday edition, 13% for its Saturday issue and 13.6% on Sundays.

Consecutive copy sales gains over the past three months have helped the Daily Star close in on red-top competitor the Mirror, which continued to suffer double-digit falls last month. The Star's daily core sales

stood at 477,006 in February and the Mirror's at 682,759, compared to equivalent copy sales of 428,603 and 712,807 respectively in October when the Star cut its price.

The figures revealed mixed fortunes for the Express following its price slash on its Saturday edition from 85p to 45p. The 3% year-on-year sales decline for the title in January was reduced to a 1.8% fall in February. But the initial 7% month-on-month rise in circulation posted in January was short-lived, and sales fell by 0.2% last month.

The figures highlight the hit taken by retailers. In February 2015, news sellers earned £94,700 from the Saturday edition. This February, they earned £49,200.

Elsewhere on the newsstand, the People, Financial Times, i and the Observer achieved month-on-month sales increases.

But The Independent, which is set to close on 26 March, posted an 8.9% year-on-year fall for its daily edition, with a circulation of just 33,933 copies.

## February Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	682,759	-1.5%	-11.5%	£95.9	727,757
Daily Record	164,302	-1.0%	-16.2%	£21.7	169,271
Daily Star	477,006	0.8%	11.2%	£23.1	477,006
The Sun	1,596,759	-2.3%	-8.5%	£178.0	1,652,659
Daily Express	386,223	1.4%	-8.5%	£51.4	386,223
Daily Mail	1,298,499	-1.7%	-4.6%	£182.4	1,371,820
Daily Telegraph	427,937	-0.9%	-1.3%	£139.6	433,295
Financial Times	36,365	2.4%	-9.7%	£19.6	58,137
Guardian	133,834	-2.0%	-8.7%	£55.4	133,834
i	208,370	-1.0%	-5.7%	£20.8	274,736
Independent	33,933	-3.0%	-8.9%	£12.1	49,279
Times	324,329	-1.1%	-0.8%	£91.5	368,822
<b>TOTAL</b>	<b>5,770,316</b>	<b>-1.3%</b>	<b>-5.9%</b>	<b>£891</b>	<b>6,102,839</b>

## February Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	875,415	-3.2%	-12.2%	£183.8	920,413
Daily Record	195,794	-2.3%	-13.6%	£36.6	200,763
Daily Star	440,941	-0.6%	13.0%	£32.0	440,941
The Sun	2,050,534	-3.8%	-8.5%	£307.2	2,106,434
Daily Express	511,405	-0.2%	-1.8%	£49.2	511,405
Daily Mail	2,101,689	-1.2%	-4.3%	£404.8	2,175,010
Daily Telegraph	599,120	-1.5%	-7.5%	£287.6	604,478
Financial Times	73,425	0.2%	-8.5%	£58.1	95,197
Guardian	297,742	-1.6%	-8.1%	£184.9	297,742
i	177,727	0.6%	-5.5%	£22.2	244,093
Independent	61,813	-1.1%	-10.8%	£29.2	77,159
Times	474,550	-0.6%	-1.4%	£167.3	519,043
<b>TOTAL</b>	<b>7,860,155</b>	<b>-2.0%</b>	<b>-6.0%</b>	<b>£1,793</b>	<b>8,192,678</b>

## February Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	184,757	-3.4%	-14.3%	£62.1	188,567
Sunday Mirror	667,275	-2.4%	-15.2%	£182.2	712,275
People	266,407	0.4%	-17.5%	£72.7	273,407
Daily Star Sun.	296,756	-0.1%	13.6%	£32.8	296,756
The Sun	1,338,649	-5.4%	-9.1%	£281.1	1,397,538
Sunday Express	361,265	-0.7%	-5.5%	£107.2	361,265
Sunday Post	162,097	-0.5%	-12.2%	£53.5	162,097
Mail on Sunday	1,257,598	-0.8%	-4.9%	£422.6	1,324,194
Ind. on Sunday	41,501	-1.1%	-4.2%	£22.8	90,078
Observer	183,595	0.2%	-6.3%	£133.1	183,595
Sun. Telegraph	343,996	-0.9%	-5.7%	£156.5	348,928
Sunday Times	704,852	-1.3%	-5.3%	£370.0	742,347
<b>TOTAL</b>	<b>5,808,748</b>	<b>-2.1%</b>	<b>-7.8%</b>	<b>£1,896</b>	<b>6,081,047</b>

## Irish Daily Star shines

Sales of the Irish Daily Star grew by more than 23% during a price promotion on the paper.

The Independent Star Limited said the promotion, with the cover price of the paper reduced from 55p to 20p on 29 February until Monday this week, while retaining the cash margin based on its full cover price, was a huge success. Gavin O'Leary, circulation manager at The Star Newspapers, said: "The cut price has benefited everyone because of the maintained cash margin." Kora McIntosh, manager

of Sloans Newsagency in Dungannon said: "We used to sell just three or four papers a day, and it's gone up to eight or nine a day. This was a good promotion because it went against the trend and kept the margin despite the price cut."

John McBrien, of McBrien Newsagent in County Fermanagh, said he sold an extra six copies a day under the promotion, bringing daily copy sales to 36. "20p for a newspaper is cheap, and this is something my customers have noticed," he added.

<sup>1</sup> Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; <sup>2</sup> ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; <sup>3</sup> Total sales includes bulk sales; <sup>4</sup> Reflects inclusion of i compared to 2013 figure; Source: ABC



# NEWS

## PRODUCTS



### No slump as Mikado ads hit the air

A new TV ad for Mikado from Mondelez will appear in key afternoon and primetime slots until 19 May. The 20-second commercial shows workers at 2.16pm, peak 'slump' time, finding a new lease of life when they bite into their Mikado. The ad is the first TV campaign for the brand in four years.

**Sales reach £3.1bn in 2015 says report** Pricemarking to help independents

## Top-up shoppers put fizz into soft drinks

by Steven Lambert

Growth in the number of top-up shoppers helped the convenience sector grow soft drink sales by 2.2% to £3.1bn last year, according to Britvic's latest Soft Drinks Report.

The manufacturer said figures recorded for the total convenience sector, which included multiple convenience stores, showed it outperformed the total soft drinks market, which recorded a 0.6% drop in sales in 2015.

However, Britvic claimed soft drink sales in independent stores had declined as a result of growth in the number of multiple stores and more

shoppers seeking out value-for-money lines in larger stores.

Colin Falconer, commercial director – convenience at Britvic, said: "The grocers have laid down around 400 new stores, and independents have been losing out as a result.

"In addition, the gap between what shoppers are prepared to pay for in a grocer and what they're prepared to pay for in an independent store is also narrowing. We'll be doing a lot of work on pricemarking in the future to help independents offer greater value."

Britvic said convenience stores had benefited from a rise in the number of 'generation C' shoppers, who are working

longer hours and making more unplanned purchases. It added that 40% of shoppers visited convenience stores to buy drinks as part of a top-up shop, a rise of 8% from 2014.

In addition, the firm claimed sales of low-calorie soft drinks grew 4.1% in convenience, with water the fastest growing category, up 10%.

Meanwhile, Britvic revealed it will relaunch its Drench drinks range with a new recipe containing stevia, bringing sugar levels to under 5g per 100ml.

It is also relaunching its Purdey's range with new packaging and adding a new product, Purdey's Edge.

## Irn Bru raises the Barr with £6m push

AG Barr is pouring £6m into Irn-Bru to drive growth of the UK's £251m flavoured carbonate impulse category.

The nationwide investment will include support for Irn-Bru's partnership with the Football League and Scottish

Professional League. It will also be put towards the rollout next month of new pack designs, which retain the brand's distinctive orange and blue colours, but gives the famous Irn Bru girder a "modern twist". It also sees the return

of highland strongman Adam Brown, who first appeared on the label in 1901.

"It is our biggest-ever marketing spend, and the aim is to drive shopper awareness and demand," said Adrian Troy, head of marketing at AG Barr.

## HND HEROES

In association with

News UK

### Top Tips

Tony Parker

Field partner manager, News UK



#### ADVERTISE YOUR HND

1

TOP TIP

Advertise and promote your HND service wherever possible – in shop windows, in store and on your website, social media and delivery vehicles. Also, use your delivery staff to drop HND leaflets on rounds.

#### USE SUBSCRIPTIONS

2

TOP TIP

Encourage customers to take out subscriptions where they are available and accept vouchers as payment, as this helps drive loyalty and frequency of purchase. Publishers can provide tools to help promote subscriptions alongside HND.

#### DO REGULAR INVOICES

3

TOP TIP

Make sure customers receive regular invoices or statements. You can also advertise other services or in-store promotions on these communications with your customers.

#### MANAGE HND ONLINE

4

TOP TIP

Invest in a good HND computer system. This will make managing holiday stops, changes of orders and price changes much easier.

#### RUN A BONUS SCHEME

5

TOP TIP

Run a bonus scheme for delivery staff based on reliability, accuracy and customer service. This incentive for staff will help reduce staff churn and ensure you can rely on your delivery staff.



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# NEWS

## PRODUCTS

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## Burton's launches Maryland Creations

From next month, Burton's Biscuit Company is combining its Maryland treat brands into a single premium Maryland Creations range.

The move is intended to simplify the offering for shoppers and make the range "more distinctive, driving stand-out on shelf", according to David Costello, head of category and shopper management at Maryland. The company claimed it has a 56% share of the branded cookies sector.

The new-look range will include Maryland Creations Choc Dipped. Soft Baked, with a new Fudge Choc Brownie variant, will also join the line-up alongside Big & Chunky and new Soft Centres.

## Cuisine de France roll outs

Cuisine de France is tapping into the 20% year-on-year growth of speciality bread with the launch of Spelt, Mediterranean and Oregano rolls.

"Speciality breads are the star performers of the in-store bakery category, and bakery is the second most frequently bought category in convenience," said Shane Vaughan, head of retail marketing at Aryzta Food Solutions. "Our Spelt roll is made using flour with lower gluten and higher fibre, while our Mediterranean and Oregano rolls allow retailers to meet demand for new flavours."



## Valentine's frontman out in the cold for latest Jägermeister stunt

Jägermeister teamed up with Bullet For My Valentine frontman Matt Tuck for its latest Ice Cold Gig. The singer performed continuously while skydiving, on a speedboat and husky-sledding. The stunt can be viewed on Jägermeister's YouTube channel and is expected to reach 50 million of the drinks brand's core 18- to 35-year-old male consumers through PR, social media and digital activity. The Ice Cold Gig series is a prominent feature of the JägerMusic programme which supports emerging and established music acts.

**Mini Milkybar and Smarties bars aimed at mums and kids** £5m Milkybar investment this year

# Small is beautiful with Nestlé's new mini bars

by Lee Graham

Two of Nestlé's biggest confectionery brands are being launched in mini size bars targeted at both mums and kids.

Milkybar Milk & Crunchy (21g) is a white chocolate bar in the shape of a cow, with a creamy centre and crispy pieces. Smarties Little Bar (20g) is a

milk chocolate bar containing mini Smarties. Both products will be available as singles (RRP £35p) and multipacks of four bars (£1) from this month.

Nestlé said the products have been launched following research with parents, who claimed they were seeking out different portion sizes for their children.

Kate Clark of Sean's News

in Upton-upon-Severn, Worcestershire, said she will certainly be bringing the new products in store.

"Milkybar and Smarties appeal to all ages, and people love to try anything a bit out of the ordinary – so these launches are bound to appeal," she said.

"What's more, Nestlé are great at supporting independents, and this really

makes life easier for me. My rep is regular, reliable and always has the right products. I will support her because she supports me."

Nestlé added that Milk & Crunchy will benefit from a £5m marketing investment being used to promote Milkybar this year, which will see the brand advertised on TV for the first time since 2009.

## Tic Tac has a pop at a new flavour for its range

Tic Tac Popcorn has been launched following the success of Tic Tac Mixers, now worth £1.9m.

The product will be available for a limited time in

18g (RRP 58p) and 49g (£1.31) packs. Its launch is part of a wider flavour-innovation drive that will be implemented throughout the year for the Tic Tac brand,

which is growing by 7.5%.

Vip Measuria of One Stop in Borrowwash, Derby, said his Tic Tac range is displayed on the shop counter with other impulse lines.

"The range performs well for us so I will be stocking the new flavour," he said. "And people are always keen to try the unknown."

### Hot products for your shopping list



Tic Tac Popcorn is available for a limited time



Mini bars of Smarties and Milkybar have been launched



Burton's is simplifying its offering with Maryland Creations

# WIN BIG AT BESTWAY AND BATLEYS!

Here are just three of the customers who have won one of their shops free with the Rewards Card... **could you be next?**

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**BESTWAY BATLEYS** Minimum spend £300 per shop + include one of the following = 1 stamp (per visit)

<b>MILSON'S</b> Carling PM 4 For £5.00 6 x 4 x 568ml	<b>COORS</b> Coors Light PM 4 For £5.49 6 x 4 x 568ml	<b>DOOM BAR</b> Doom Bar Amber Ale 8 x 500ml
<b>DIAGEO</b> Bell's Whisky PM £8.89 6 x 35cl	<b>BELL'S</b> Bell's Whisky PM £5.29 6 x 20cl	<b>BELL'S</b> Bell's Whisky PM £14.99 6 x 70cl
<b>BOOST</b> Boost Original PM £1 12 x 1Ltr	<b>BOOST</b> Boost Original PM 79p 12 x 500ml	<b>BOOST</b> Boost Exotic Fruits PM £1 12 x 1Ltr
<b>KINDER</b> Kinder Bueno Classic 30 x STD	<b>KINDER</b> Kinder Bueno White 30 x STD	<b>FERRERO</b> Ferrero Rocher 16 x T3

\*Terms & conditions apply. £300 minimum spend per shop excluding tobacco and VAT. Available from 1st April - 30th April 2016. Please go to [www.bestway.co.uk/rewardscard](http://www.bestway.co.uk/rewardscard) for more details.

April 2016

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  - 2 Complete any row to get a free case or money off. It really is that simple!\*
- FREE** Complete the full Rewards Card and be in with a chance to win the value of one of those shops free.\*\*

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# NEWS

REGIONAL



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## Birmingham Smithfield expansion

Independent stores will be “key” in a £500m project to regenerate Birmingham city centre.

The development of the 14 hectare site will offer retail, business and leisure space, as well as creating 2,000 new homes.

Birmingham Smithfield will be further boosted by the nearby HS2 rail link.

Birmingham city council leader John Clancy said: “Birmingham is experiencing an unprecedented period of change as billions of pounds of investment transform the city’s economy.

“And, with 3,000 new jobs and 2,000 new homes, Birmingham Smithfield puts people right at the heart of an exciting project that will in turn transform lives.”

The proposals will now be the subject of an eight-week public consultation.

## New look for MEN

The Manchester Evening News has redesigned to reflect what publisher Trinity Mirror said is the metropolis’ position as number one regional city in the UK.

Manchester Evening News editor in chief Rob Irvine said: “We know the way readers consume media has changed dramatically, so the MEN has to adapt to survive.

“That’s why we’ve created a great new look for our print edition, which reflects the success story that is Greater Manchester.”

Retailer Robert Madden, of Maddens, Manchester, said: “It’s got potential, but it needs tweaking. It’s a bit bland. My main complaint is I’m selling it for 70p and they’re telling readers they can get it for 52p with free delivery.”



## Alcohol advice bags triumph

Bay Bashir will continue an initiative to educate consumers about the dangers of alcohol after a successful pilot. Mr Bashir, of Belle Vue Convenience Store, joined forces with his local council in Middlesbrough to give out two plastic bag designs to customers. One warns of the dangers of buying drinks for underage customers, the other about the perils of drinking while pregnant. He said: “We’re making people aware. It’s working for the good of the community.”

**NewstrAid handed out £10,000 in hardship grants** ‘Nearly half the shops aren’t coming back’

# Flooding damage creates ghost towns for stores

by Tim Murray

Three months on from the severe flooding that devastated many parts of the country, retailers are still recovering from the huge problems they encountered.

And while many stores are trading again and other businesses are up and running, local communities are still suffering the after-shocks.

“We’re open again,” said Billy Bone, of Fourways in Carlisle, “but no-one is in their houses. It’ll be another

three or four months before people get back in their homes.

“It’s very quiet in the store. We’re selling newspapers and soft drinks to the builders working on people’s homes. It’s a ghost town.”

While several businesses have returned or reopened, retailers fear some neighbouring businesses may never come back.

Catherine Bell of the Papershop in Cockermonth said: “We were only out of business for a day. We’ve got units that need replacing,

which we’re getting made. They need metal bottoms and will hopefully be more resistant when it happens again – it’s not a case of if, it’s just when.

“But nearly half the shops that were flooded aren’t coming back at all. Things are pretty grim here. We’ve had a lot of workmen in as well, which doesn’t benefit the other businesses but has been good for us. I’m trying to be optimistic for the future.”

Both praised the NFRN and organisations such as

NewstrAid for helping them out in the aftermath of the floods. NewstrAid alone handed out £10,000 in the form of hardship grants to retailers.

Commenting on its efforts in the worst-hit areas, NFRN’s director of operations Margaret McCloskey said: “The NFRN understood the pain and anguish our members were suffering and our contribution and financial support was only a small input to what the retailers and their staff had to endure over many weeks.”

## Scottish retailers face onslaught of new laws

Scottish retailers facing a raft of new legislation could be hit with further restrictions ahead of elections in May, a licensing lawyer has warned.

Stores have been advised to keep abreast of the wealth of new regulations coming into force, starting with the new Air Weapons and Licensing (Scotland)

Act 2015.

This will see more discretion given to local authorities, including making it easier to refuse licences because of over-provision, and bringing a “fit and proper” test for licensees back.

Licensing lawyer Stephen McGowan said: “When specialist licensing lawyers like me are strugg-

ling to keep up with all the changes, think how local retailers can adapt.”

Health watchdogs and anti-alcohol campaigners publishing their own manifestos ahead of the elections could signal more legislation.

“There have been calls for separate checkouts for alcohol and the creation of

a national licensing body whose remit will look at reducing licences in certain areas,” said Mr McGowan.

Labour plans, which could come back on the table, include bans on caffeinated alcohol products such as Buckfast and bigger notice and consultation periods for licence applications.

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# NEWS REGIONAL



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## Wales' e-cig law postponed

A move to outlaw e-cigarettes in public places and elsewhere in Wales has fallen at the final hurdle and will now not return to the agenda until after Welsh Assembly elections.

The ruling Labour administration had initially looked to outlaw vaping indoors as well as in public places, before scaling back its plans to just take in areas outside where children might be present.

But a remark by public services minister Leighton Andrews caused a row with Plaid Cymru which, instead of offering its assembly members a free vote, opposed the plans.

It was the last piece of legislation due to pass through the Welsh Assembly before the 5 May elections.



### Pulling out all the Stops

One Stop has opened its first franchise operation in the world heritage site of Tavistock, with a fascia designed to be in keeping with the conservation area. The store contains the town's tourist information centre as well as its main post office. Owner Ravi Jhangiani (second from left) opened the new One Stop with councillor Jeff Moody (second from right).

**The Herald & Times help retailers grow profits** 'Retailers who are proactive can do well for themselves'

## Scottish retailers on board can 'double their margin'

by Chris Rolfe

Scottish news sellers are being offered the chance to grow profits from regional newspapers throughout April with the launch of a margin-based promotion from The Herald & Times.

The "Double Your Margin" offer will launch on 1 April and run across The Herald, the Sunday Herald, The National and The Evening Times, and all Scottish news sellers have been invited to sign up to take part.

Retailers will be set a sales target based on their store's average sales of the titles in November 2015 and will be paid double the

normal margin on any additional copies sold above that target.

Normal margins on the Herald, Saturday Herald, Sunday Herald, The National and the Evening Times are 29.9p, 39.1p, 35.7p, 13.2p and 13.2p respectively.

Gordon Santana, head of circulation at Herald & Times Ltd, said: "The principle behind this promotion is that retailers who are proactive and put effort into selling more papers can do well for themselves. I hope it will strike a chord with retailers who are margin-sensitive."

PoS to highlight the promotion was distributed to

retailers earlier this week, and Mr Santana advised retailers to make sure papers were highly visible and well-presented, with shelf-talkers in place.

Aleem Farooqi, of Gold-enacre Mini Market in Edinburgh, told RN he welcomed the activity. "I'm happy to take part in any promotion like this. With sales and margins so tight at the moment, every extra penny is welcome," he said. "It's great that they are focusing on extra margin because that will make a difference and allow us to see more money in our tills."

Mr Santana said he expected the build-up to the Scottish elections, which take place in May, to create further sales opportunities for retailers during the promotion.

### RN READER POLL



What will be the impact of the national minimum wage on your business?

### NEXT WEEK'S QUESTION

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

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## Edinburgh retailers' parking worry

Retailers in Edinburgh are bracing themselves for a fall in shopper numbers after council chiefs in the city announced plans to charge shoppers for parking on Sundays.

The restrictions and

charges will only come into force after 1pm on Sundays, allowing churchgoers to park without having to pay.

The council's transport convener Lesley Hinds said: "Sundays have changed quite dramatically over

the last 10 years or so. It's almost the same now on a Sunday as it is the other six days of the week. There is a real problem getting around the city centre because people park anywhere.

"We're saying we need to

accept the principle of having restricted parking and charges on Sundays, but we want to do it for the afternoon period only because we recognise there were significant concerns about Sunday mornings."

# YOUR REGION

## NFRN DISTRICT COUNCIL REPORT YORKSHIRE 14.03.2016



John Dean reports from the NFRN Yorkshire district council meeting

### Flood-hit store owners' thanks

District president Andrew Taylor said members who were hit hard by the winter flooding in Yorkshire were grateful for the assistance provided by the district to help them restore their shops and become operational again.



Andrew Taylor

A number of areas in Yorkshire were affected by the flooding, where heavy rain at the end of December flooded many parts in northern England, including Leeds and York.

Floods caused rivers to burst their banks in Yorkshire, and several shops were inundated by the rising waters.

The Yorkshire district reacted quickly, providing financial assistance and practical support to several members.

Mr Taylor said: "It's at times like that that you see what the federation can do for its members. The flood victims were really grateful."

### Carriage motion for conference

Members agreed to put a motion to annual conference calling for the NFRN to investigate wholesalers' carriage charges in cases when service levels were poor.

The motion was proposed by Rotherham member Geoff Canadine, who said that despite reported improvements in Menzies' service to retailers in Yorkshire recently, he still heard about issues regularly.

He said: "These are not



Store owners hit by floods at the end of last year have expressed their thanks for the help received

isolated problems."

Among delegates backing Mr Canadine was Barnsley member Ian Sanders, who said: "These problems keep re-



Stuart Reddish

occurring." Chesterfield member Stuart Reddish, however, was among those who said it was the wrong time to bring the motion to annual confer-



### Flood victims were really grateful

Andrew Taylor

District president

ence, because the local Menzies service was improving.

In his opening address, Andrew Taylor said Menzies continued to provide an improved service following its move to a super hub in Wakefield.

He said: "There are still problems - as there always are - but not on the scale there was before."

However, members

agreed the matter should be debated further at annual conference, with a particular focus on the continued high rate of carriage charges.

### New national councillors

Elections for national councillors were staged by the district for the first time in several years.

The elected members were Hull member Andrew Taylor, who received 25 votes, York member James Wilkinson (18), and Chesterfield member Stuart Reddish (16).

Andrew Taylor was re-elected as district president for another year, and Leeds member Jay Banning was elected to serve for another year as district vice president.



James Wilkinson

### Skype attendance move rejected

Members rejected a proposed motion from the Yorkshire district to annual conference to allow members to Skype into branch meetings.

Proposing the idea, Stuart Reddish said it might help address low meeting attendance. He said: "It is time we entered the 21st century. It might be a way of getting people to attend meetings."

York member Nick Lister, who was one of several delegates who spoke in support of the motion, said: "It could be worth trialling it."

Among those speaking against the motion was Leeds member Martyn Brown, who said it would not be practical.

### Your say

Would staying in the EU or leaving it be better for businesses? Why?



We would be better off if we left the EU because of what fishing quotas did to Grimsby's fishing industry. The EU has ruined this industry and I meet very few people in Grimsby who can give a good reason to stay in.

John Grice  
Quix News, Grimsby



I would vote to leave the EU. I believe we are big enough to go it alone. There is a lot of scare-mongering about big companies not working with us if we leave, but I can't see them pulling out.

Martyn Brown  
News2You, Leeds



I am against staying in - this is not the common market I agreed to. We have lost control of our laws, some of our culture and we are not as free to trade as we were. Population explosion is not good for a small island.

Geoff Canadine  
Rotherham



# OPINION

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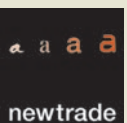
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## YOUR SAY Was this month's Budget good news for small businesses? Will it leave you better off?

### Naresh Purohit

Marseans  
Dartford, Kent

Things like personal allowances might help - the rates being reduced or scrapped might help a lot of retailers. It won't affect me that much. What little we gain from the Budget will be used to pay the minimum wage when it comes in. We'll be no better or worse off. The sugar tax seems a bit fudged. It's another way of making more money rather than saving the health of our children.

### John Parkinson

Broadway Premier News  
Penrhyn Bay, Llandudno

In Wales, the big thing for us in the past few years has been the business rates and rate relief, and that will continue for us, which is great news. Even the FT thinks the sugar tax is a red



herring. It's not a really a tax on sugar - you can still buy the real thing for 50p in my shop. A year ago it was £1. It's a nanny state thing you wouldn't associate with Conservatives.

### Hitesh Pandya

Toni's News  
Ramsgate, Kent

It depends where you are and what your value is, but the

business rates is good news for retailers, although - because of the reduced supplementary rates - we'll be paying a bit more this year. It should help next year. But then we've still got issues with the National Living Wage. It could have been worse though, I think people are okay with it. Retailers are living hand to mouth, so anything that helps is beneficial.

## YOUR STOCK Heineken claims sales of traditional beers and ciders are in long-term decline. What have you done in your store to offset this?

### David Hiscutt

Londis  
Weymouth, Dorset

They haven't completely disappeared, but the market is moving more towards flavoured drinks, bottled beers and craft ales. We recently started doing cans of craft beers, things such as Brewdog and Beavertown, and within a few weeks it was 39% of our craft beer sales. That was from a cold start too. Standard beers aren't dead in the water yet, but craft beers are becoming fashionable. It's brought a bit more life into the category.

### Bal Singh

Nisa Local  
Great Barr, Birmingham

Coors said the same thing to us recently. We're seeing a decline in traditional beers and ciders. Cans are struggling, as are bottled ciders, apart from Kopparberg; they're just filling space.



We've introduced craft beers recently and these are slowly moving. They aren't cheap, but they are selling. Alcohol as a whole is slow, and you've got to work harder.

### Ramesh Shingadia

Shingadia's Londis Southwater  
Horsham, West Sussex

Our beer sales are pretty static, they're nothing to write home

about, so there is some truth in this. People are becoming more health-conscious and they've moved on from traditional beers and ciders. Our biggest growth area is in wines and we're selling more craft beers too. We don't sell single beers any more, it's all four-packs and up, which shifts more volume. We have a lot more offers, pricemarked packs and more promotions.

# YOUR ISSUE

## Editorial

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## CAMELOT EXPANSION 'LOSES CUSTOMERS'

**M**any existing lottery retailers thought that Camelot's decision to expand the number of terminals in stores would be detrimental to their business – more stores offering the service would mean reduced footfall in their own shops.

But for others – those waiting for a full terminal installation, in some case for years – it was a dream, and something that could boost their business.

Camelot promised footfall and other benefits from the introduction of new machines or the upgrading of terminals from scratchcard-only to full lottery.

Now, however, it seems the dream has turned into a nightmare for some of those retailers upgrading.

One retailer who has waited four years has been particularly disappointed. Kate Mills, from The Heath in Horsmonden in Kent, says she has suffered nothing but problems since she upgraded.

"We were so excited to get the terminal," she says. "The only lottery retailer in the village, a newsagent, had closed and Kate had waited patiently to upgrade and bring the lottery back to the village. People in the village were excited to have it back again too.

"It cost us an extra £25 a month, but we thought we'd at least break even, if not make a small profit, and get the footfall too."

When the terminal was first installed earlier this year, it all looked good. But then the problems began.

"Suddenly, it wouldn't scan when anyone asked if they had a winner. Four out of five times it wouldn't scan at all, the other time you'd have to try for a minute to read it. As you're doing this, you've got a queue building up, with people wanting to buy things," says Kate.

At first, she thought it was



**Retailer Kate Mills says she lost customers after recurrent problems with her Camelot lottery terminal**

teething problems, so persevered. Eventually, she called the Camelot helpline ("five minutes of recorded messages, at 16p a minute before I got to speak to anyone"), only to be told "that's a known software issue". When, Kate asked, would it be repaired? "We don't know," she was told.

Meanwhile, the queues were building up, and customers were becoming increasingly frustrated. "Customers were saying they were going to have to give up checking their numbers here, which means they'll be buying their tickets elsewhere.

"We're paying £25 a month to

get a machine that's not working. We're losing customers, this is not working the way it's meant to."

Other retailers who've upgraded say they have also experienced issues. Anil Tewari, from The Newsagents, Dundee, has faced problems too.

"I don't think these terminals are as user-friendly as the main lottery terminals," he says, describing a handful of problems with scanning to check winners. "My wife has had one that didn't scan and it does seem a bit temperamental."

But Mr Tewari's biggest problems have been more to do with delays in actually getting the system in. "It has brought extra customers in now we've got it," he notes, "but we were waiting for more than six months."

Firstly, the delay was in being told he could upgrade at all – he was eventually notified last summer. This wasn't the end of the waiting, however. "Our rep said we'll probably get it before Christmas. But we only got it installed at the start of March.

"It was frustrating having this lengthy wait. Customers were always asking when it was going to turn up, as we'd told them it was on the way. We'd be saying it would be there in a few weeks, but it just didn't come. It was like having a Christmas present that didn't arrive."

Camelot has pledged to look into the assorted problems.

In the case of Heath Stores in Kent, it says it will speak to Kate to discuss her issues. A spokesperson says: "As with any transition of this nature and scale, a small number of retailers who have recently had their standalone scratchcard terminal upgraded to offer the full National Lottery have reported various intermittent IT issues. We are dealing with each of these instances on a case-by-case basis, providing specific support depending on the particular circumstances."

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

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

## What is going on with my machine, Camelot?

At the end of last year, we discussed our concerns about our poor scratch-card sales with a Camelot rep, who emailed me our stats and agreed they were borderline.

He also included information regarding terminating our contract. After looking at the figures, we decided to continue selling them.

At about the same time, we received a phone call from Camelot regarding updating our terminal to include the Lottery for £50 per month. We declined, stating we were in early negotiations with a buyer for our business, and it would be better for all if we were to remain a scratchcard-only store.

A week later someone came to collect our machine, but we refused to let it go on the basis we believed there had been some kind of mix-up. The man kept coming back and eventually changed a circuit board. The machine worked for a few days, then stopped on 12 February.

We understand our machine had been disabled by Camelot, but have never been told this officially.

It took numerous premium rate phone calls and emails until, on 1 March, I spoke to Dominic Haines, who got us back online.

However, I received an invoice for £1,074, which Camelot is taking by direct debit as a fine for the alleged aborted pick-up of the terminal.

It is also saying we are in breach of contract because it failed to collect £25 by direct debit – again, Camelot's error, not ours.

We sent two emails this week, one regarding the insulting £25 letter, and another pleading with the company to get in touch with the new buyer of our



## I'M STILL WAITING FOR 'THE TERMINATOR'

Camelot has still not removed my terminal (RN, 12 February), which it was meant to do on 16 January.

I got a phone call on 26 January saying my terminal hadn't been logged on, to which I replied I was waiting for it to be removed.

I got another phone call on 18 February asking why I wasn't logged on, and again, I explained the situation.

On 23 February I got a call from a Harry King, who said he would be managing my termination and

would remove the terminal within 10 working days.

That time came and went and nothing happened. Meanwhile, I got a letter on 29 February saying I had cancelled my direct debit and needed to reinstate it, or Camelot would terminate my contract.

On 13 March I got an invoice for the £25 operating fee, then two days later an engineer came to upgrade my terminal.

I explained to him I had cancelled my contract. After checking with his

company, he said he had to upgrade it as he was only a third-party engineer and was obliged under contract.

I contacted Harry King, who told me he was having trouble sorting things out. I'm still waiting to hear back.

**Paul Bridgewater**  
The Cabin, Freshwater,  
Isle of Wight

**A spokesman for Camelot said:** "We will contact Mr Bridgewater directly to understand the outstanding issues and resolve his complaints."

property, who will be taking over the business.

**Kevin Jones**  
Address supplied

**A spokesman for Camelot said:** "We will contact Mr Jones directly to understand the outstanding issues and resolve his complaints."

## Bunching of deliveries is hitting cut-off times

When the Daily Mail arrives into wholesalers at 6am and newsagents get it at 9.30am, HND becomes impossible.

It has been on or just off cut-off time to York 21 times since Christmas, this week at 3.30am, 4am, 3.30am, 6am, 4.30am and 3.35am.

The Mail has brought

things to a head, but all publishers – cutting costs by sharing print and transport – are guilty of bunching their titles into wholesale.

They have created a system with no slack in it, with bunched arrival times and deliveries arriving on two or three lorries at 3am-3.30am, when cut-off times are 3.30am-4am.

We need papers on time because HND agents cover larger areas. People are walking away because they can't get deliveries out on time.

So I ask the publishers to get papers to us early, at the time we used to get them a year ago. Late deliveries have to stop or there will be no HND agents left.

**James Wilkinson**  
Pybus News  
Boroughbridge,  
Yorkshire

**A spokesman for the Mail said:** "We have discussed this matter directly with Mr Wilkinson when it was raised with us. We do plan to have good production and distribution each night, but we apologise for the inconvenience caused."

## Menzies fails to credit vouchers

Menzies uses the excuse that the latest rise in carriage charges is to pay for new wage increases, but once again my vouchers have failed to be credited on my weekly account.

So we are paying more for a weekly service but Menzies is not delivering that service.

That's not good enough, Menzies. Please credit me

so I can keep my accounts in order, weekly, like your 'charges'.

**Steve Barker**  
S & J News  
Rochester, Kent

**Menzies did not reply to RN's request for a response to this letter**



**Late deliveries have to stop or there will be no HND agents left**

**James Wilkinson**

Pybus News, Boroughbridge

# CATHRYN HAYES

GUEST COLUMNIST

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## Why franchising offers a formula for retail growth

**Franchised businesses in the UK turned over £15.1bn last year, with retail brands at the heart of this market. With franchising predicted to grow in the convenience sector, could this model be the right option for you, asks Cathryn Hayes**

**F**ranchising is big business in the UK. The 2015 British Franchise Association/NatWest survey showed that turnover stood at £15.1bn across 44,000 franchised units, 621,000 people were employed across the sector and 97% of franchisees were reporting profitability – a new record.

Some of the UK's biggest brands are increasingly using franchising as part of their growth strategy and although the franchise market is now highly diverse in the UK, catering and retail brands remain the biggest players within it.

While the convenience store sector is made up of a much larger proportion of symbol group outlets than franchised retailers, the market is changing with the success of brands such as One Stop and Bargain Booze in particular.

The strength of the franchise model as it relates to convenience retailing has been highlighted by the rapid growth of One Stop, which opened its 100th franchise store just 15 months after launching the concept. It achieved this growth in a controlled way, focusing on finding the right franchisees and supporting them, rather than simply looking to recruit the biggest numbers possible.

This controlled growth, twinned with a strong brand name, is the cornerstone of good franchising. And with the wealth of established brands in the convenience sector, it's one that other groups may well look to adopt.

If you are looking at the development of this market and wondering if becoming a franchise store is the right option for you, one key question to ask is what the difference is between a franchise and a symbol group.



**Cathryn Hayes explores the benefits of franchise models for convenience store owners**

Typically, symbol retailers agree to purchase a proportion of goods from their symbol group operator. There may also be other obligations and in return, members receive a range of benefits, including a branded shop fascia, advantageous buying terms and access to own brand ranges, together with logistical and promotional support.

A franchise offers more than a brand over the door and a wholesaling structure. One Stop, for example, provides an investment of £50,000 into a new franchise store. Franchisors have run their own stores, and can therefore offer knowhow, technology and processes. Brand standards and consistency are critical to any good franchise operation, so this benefits both parties.

Another key question is why you would choose this method. Surely you would prefer to retain your independence?

There are systems to follow as a franchisee, and realistically, retailers looking to retain complete control over every aspect of their

store will probably not be suited to franchising.

That said, every good franchisor welcomes and encourages ideas and initiatives from their franchisees. McDonald's, for example, has some of the most rigorous systems in place. Yet the Big Mac was invented by a franchisee. And more recently, Essex franchisee Cherry Lewis-Taylor pioneered a new drive-through model to speed up ordering, introducing five booths for the first time. Her initiative has been replicated globally across the brand.

Those franchisees have recognised that they can work within the guidelines of the franchise to build their own businesses.

A franchise model can also help drive profits. Some of the biggest names in retail with franchised operations have reported as much as a 30% uplift in turnover when a company-owned store is converted.

A business that is owned and run by someone with a vested interest in its success, as opposed to a company manager who takes

home the same salary regardless of revenue and profit, can improve its performance.

Growth in the convenience store sector has historically been based more around symbol groups, with some independent retailers switching brands depending on the packages on offer and how big a proportion of their stock needs to be purchased from that group. But I believe this could change if brands like One Stop have anything to do with it.

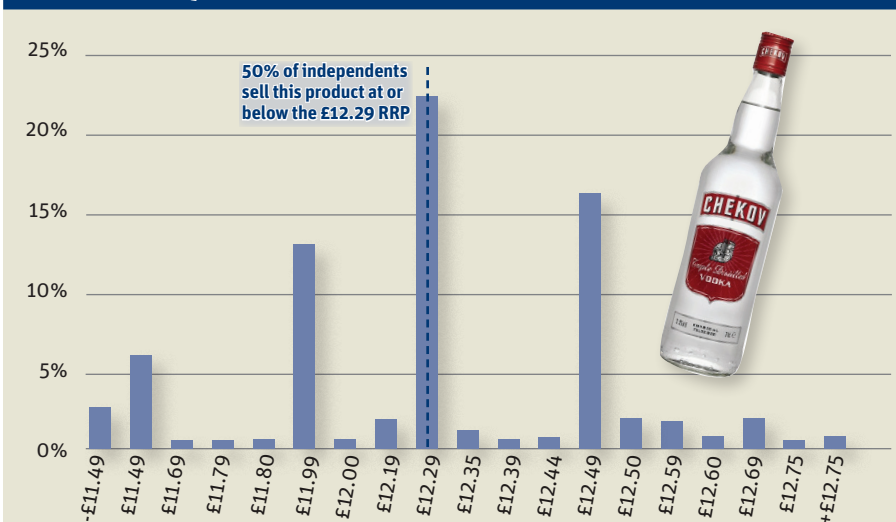
Moreover, with the success of the brands mentioned above, it's impossible to imagine that more established players in the convenience market won't be looking at their franchising options.

Standards remain the key to franchise success. Allied with a committed business owner who is focused on their local area, it's a model that could deliver further growth in 2016 and beyond for independents and franchisor brands alike.

*Cathryn Hayes is head of business support at the British Franchise Association*

# PRICEWATCH SPIRITS

## CHEKOV VODKA 70cl Price distribution %



## SPIRITS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Smirnoff Red</b> 70cl	£13.79	£13.79	£13.79 (PMP)	£13.79 (PMP)	£13.79 (PMP)	£13.79 (PMP)	£13.49 (PMP)
<b>Glen's Vodka</b> 70cl	£11.92	£13.29	£9.99	£12.99	£13.29	-	£10.99
<b>Russian Standard Vodka</b> 70cl	£14.05	£16.49	£11.99	£14.99	-	£13.99 (PMP)	£13.99 (PMP)
<b>Glen's Vodka</b> 1l	£16.55	£19.29	£16.99	-	£18.29	-	-
<b>Smirnoff Red</b> 35cl	£7.89	£7.89	£6.99	£7.89 (PMP)	£7.89 (PMP)	£8.99	£7.99
<b>Smirnoff Red Vodka</b> 20cl	£4.79	£4.79 (PMP)	£4.79 (PMP)	£4.79 (PMP)	£5.99	-	£4.99
<b>Glen's Vodka</b> 35cl	£7.27	£6.99	£6.99 (PMP)	£6.99 (PMP)	£6.89 (PMP)	-	£6.99 (PMP)
<b>Chekov Vodka</b> 35cl	£7.02	£6.59	£6.49	-	-	-	-
<b>Jamesons Irish Whisky</b> 70cl	£22.37	£23.99	£16.99	-	-	£21.59	£19.99
<b>Glen's Vodka</b> 20cl	£4.50	£4.39	£4.29	£4.29	£4.59	-	-
<b>Jack Daniels</b> 70cl	£20.01	£19.99	£19.99 (PMP)	£22.99	£19.99 (PMP)	£24.50	£19.99 (PMP)
<b>Gordon's Gin</b> 70cl	£14.39	£14.49 (PMP)	£13.99	£14.49 (PMP)	£14.49 (PMP)	£14.49 (PMP)	£16.99

## Pricing strategies

### RETAILER

1



**NAME** LINDA WILLIAMS  
**STORE** Premier Broadway  
**LOCATION** Broadway, Edinburgh  
**TYPE** community  
**SIZE** 1,700sq ft

We used to have spirits on the shop floor but we found that people were reluctant to pick them up and look at them, possibly because of the layout of the shop. They would ask us if they could look at them so we now keep them behind the counter and our customers seem more comfortable with that. We are happy with the range we currently stock and our prices are competitive. There's a wide demographic of customers for spirits. Sometimes they buy them as part of a grocery shop and sometimes they'll just come in specifically for spirits. Quite often they'll buy soft drinks like Coca-Cola at the same time.

### RETAILER

2



**NAME** PETER MANN  
**STORE** Nisa Local  
**LOCATION** Luton  
**TYPE** neighbourhood  
**SIZE** 2,500sq ft

We've always stocked our spirits behind the counter and customers seem fine with that and are happy to come up and ask for what they want. I'd say sales of spirits are most popular among people in their thirties at my store. They will often buy it at the weekends as part of a multiple purchase, along with fizzy drinks and ice for parties. Spirits sell best around Christmas and I'd say they're slowest in the summer. In the warmer months people tend to go for cider, beer and alcopops over spirits. We base our prices on the Nisa retail price guide.



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.

➔ Tom Gockelen-Kozlowski  
 ✉ tom.gk@newtrade.co.uk  
 ☎ 020 7689 3361

## RETAILER

3



NAME JOHN MCGOWAN

STORE Icon Stores  
 LOCATION Aberdeen  
 TYPE city centre  
 SIZE 500sq ft

We have a range of customers who buy spirits but we probably get the most custom in this area from students, between the ages of 18 and 25. We keep our spirits displayed behind the counter for security reasons, we've never had them on the shop floor. When customers buy spirits it's usually not a sole purchase; they often buy various mixers at the same time and maybe some other groceries. We offer a wide range and are happy with what we stock at the moment for the demand and size of our shop.

## RETAILER

4



NAME ROCKY LEACH

STORE Chellow Heights Service Station and Spar  
 LOCATION Queensbury, Bradford  
 TYPE commuter road  
 SIZE 3,000sq ft

We are reasonably happy with the range of spirits we stock at the moment and they sell pretty well. People generally buy them at the same time as tobacco and sometimes customers who buy vodka will also purchase mixers like Red Bull or another energy drink. We have a mixed demographic of customers who buy spirits. We base our prices for our spirits on Spar's recommended price settings and when the bottles are pricemarked, we obviously use this as a guide.

## RETAILER

5



NAME BIMAL PATEL

STORE Londis Ferme Park Road,  
 LOCATION Harringey, London  
 TYPE high street  
 SIZE 2,800sq ft

We stock our spirits behind the counter and don't have any on the shop floor. Smirnoff is our bestseller at the moment – one of the reasons could be that it's in pricemarked bottles but it does generally do well anyway. Summer is our best time for sales of spirits, and all alcohol, and the age group that buys the most is young adults between the ages of 25 and 35. They usually buy spirits along with other basic groceries and they'll often buy mixers such as Coca-Cola and lemonade and also ice cubes at the same time.

# THE ENTREPRENEURS

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



## MICHAEL O'LEARY

### Route to the top

Outspoken Michael O'Leary is best known as chief executive at low-cost airline Ryanair, but his first step into the business world was in retail. Born and raised in Cork, Ireland, upon completing his degree in economic and social studies at Trinity College, O'Leary set up two newsagents in Dublin suburbs. He was hired as a financial advisor by Tony Ryan, head of leasing company Guinness Peat Aviation, in the 1980s, around the time Ryan co-founded Ryanair. As the new airline was losing money, O'Leary was sent to the USA to study the Southwest Airlines business model.

He was subsequently made deputy chief executive of Ryanair in 1991 and in 1994 was promoted to chief executive of Ryanair in January 1994. Under

O'Leary's management, Ryanair further developed the low-cost model originated by Southwest Airlines. Along with cheap flights, O'Leary built the business with accommodation, car rental and scratchcard add-ons.

Ryanair shares have risen in value five-fold since 2012 and O'Leary was this year named in Ireland's rich list as one of the country's top 300 wealthiest individuals.

### Key achievements

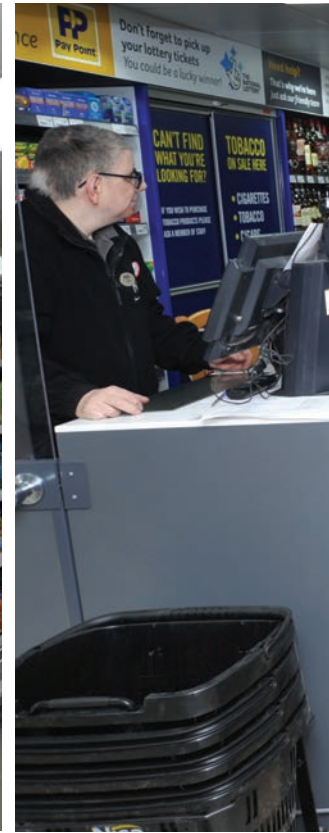
- O'Leary was reportedly offered the central role on BBC TV show, *The Apprentice*, ahead of Alan Sugar.
- He breeds horses, several of which compete in national racing competitions. His horse, War of Attrition, won the Cheltenham Gold Cup in 2006.
- In 2001, O'Leary was named *Fortune Magazine's* businessman of the year.

### Lessons for your store

- 1 If a strategy isn't working, don't be afraid to admit it and take a new approach. In 2014, O'Leary recognised the lack of customer service offered by Ryanair and introduced measures to improve it.
- 2 Think outside the box by offering additional services. O'Leary offers ancillaries like accommodation and car rental.
- 3 Research models that are proven to work and take them to the next level.



# RETAILER PROFILE



## Time for a change

With a successful refit in one store under his belt, Vim Odedra undertook another in his West Chiltington shop. After a £140,000 investment, Vim now has a store he and his customers can be proud of. **Steven Lambert** reports

**F**ollowing a successful refit at his Nisa Local Canvey Island store, Vim Odedra decided to go one step further and undertake a complete overhaul of his Nisa Local store in the village of West Chiltington in West Sussex.

After a £140,000 investment into the store, which involved a complete floor-to-ceiling refit, and the extension of popular product categories such as alcohol, Vim says the business is now one he and his customers can be proud of.

"We have been running the West Chiltington store since 2011, but it hadn't been updated for around 10 years," says Vim. "We had it in the pipeline to refit the business for the past two to three years, so when we finally found the time to do it, we went straight to work."

This work saw Vim and his team make big changes to the layout of the store, removing supporting pillars from the middle and extending floor space from 1,100sq ft to 1,800sq ft.

"We did a complete refurbishment and added a new floor, tiling and ceiling, along with LED lighting and a completely new serving area," he says.

"As with our Canvey Island store, we've also updated to Nisa's premium fascia, so we now have new graphics and a better design both inside and outside the store."

With little passing trade and the majority of his business coming from more affluent and elderly customers, Vim says the refurbishment has allowed him to update his product ranges to better meet the needs of local shoppers.

"The demographic in West Chiltington is completely different to that in Canvey Island. Tobacco makes up 10% here, for example, while in Canvey Island it's nearer 30%.

"Another example is alcohol. The majority of locals in West Chiltington are wine drinkers, so that's why we've decided to extend our wine range by 20%.

"We're also looking at including more locally-sourced wine. We already stock one wine that's produced about half a mile away that retails at £45, and we now have a regular buyer for it."

Vim has used the investment to introduce open chillers and upright freezers, adding that he has allocated 15% more space for frozen food and 20% more space for chilled goods.

He says: "We're also making local products a priority in these areas. We've already been approached by a local company which makes frozen meals such as roast dinners for elderly people, and that's something I'm considering stocking."

Meanwhile, Vim has added another



**Our queuing system has been very popular. It has reduced waiting times and more customers are picking up products on impulse”**

**VIM OEDRA**



**Vim is developing a reputation for his range of local and international wines**



**“We did a complete refurbishment and added a new floor, tiling and ceiling, along with LED lighting and a completely new serving area”**

#### **VISIT MY SHOP**

**Nisa Local  
West  
Chilton,**

Haglands Lane,  
West  
Chilton,  
Pulborough  
RH20 2QR



feature that has proven popular at his Canvey Island store – an M&S-style queuing system where customers pass by promotional bays filled with impulse items such as chocolate and £1 lines.

He says: “It’s been really popular in Canvey Island and we have had a lot of people picking up items while they queue.”

Alongside the changes, Vim says he and his staff will continue to deliver vital services such as the Post Office and home delivery for older shoppers.

He adds that future plans include a similar refit to his third store in Uxbridge, which he is planning to start work on in the next three to six months.

He says: “We’ll be looking to do something similar with the Uxbridge shop by adding new chillers and fridges and making it brighter and neater.

“We want to support local communities as much as we can, and the feedback we’ve been getting from customers about the new West Chilton store has been very positive.

“We wanted to bring the ‘wow’ factor to the store and I think we’ve achieved that.” ●

**Want to see more of Vim’s store? Go to [betterretailing.com/vim-odedra](http://betterretailing.com/vim-odedra)**





# IAA LAUNCH

Last week the IAA returned for 2016. Top retailers and suppliers met at Moreton-in-Marsh to share their enthusiasm for this business development programme, **Tom Gockelen-Kozlowski** reports

## Time to be even better



**S**pring brings with it the return of the Independent Achievers Academy, the business programme that allows retailers to judge their own stores, get feedback from mystery shoppers while competing for a place in the IAA top 100 stores and, eventually, the prestigious IAA awards in November.

Julian and Jackie Taylor-Green have been involved with the IAA for seven years, having previously won the shop layout award and consistently appeared in the top 100 list of stores. For 2016, however, they're taking on the roles of ambassadors for the programme.

So why have they kept coming back? "You get to develop yourself and your store at the same time," says Julian. Pointing to other IAA veterans he adds: "We're all here because there's always another thing you can learn."

The 12 categories that the IAA focuses on are designed to form the

basis of any good store management: marketing to customers, customer service, shop layout, merchandising, in-store display, effective ranging, responsible retailing, availability, staff development, service to the community, digital engagement and retail innovation.

"The process gives you a bigger perspective on where you are at," says Julian.

There was widespread agreement among retailers at the launch that this kind of framework from which to judge your store is even more important in an era of high regulation, auto-enrolment of pensions and – of course – the National Living Wage.

"We can't stand still in this business and if we want to thrive – not just survive – we're going to have to keep innovating. The IAA brings together a lot of retailers and a lot of great ideas," says Avtar Sidhu, owner of Sukhi's Simply Fresh in Kenilworth.



### How the IAA helps me



**Jack Patel**

Westholme Stores



I've got a Tesco Express moving nearby to my store so I need to make sure that my business offers something different. The IAA Profit Guide will give me a lot to learn and if I can pick something up from that I will be in a good position.

**Vip Panchmatia**

Wharf Convenience Store (Mace)



Going through the exercises of the IAA helps you to get a new perspective on your business because if you're in your shop every day you don't see the differences between what you're doing and what you should be doing.

**Mark Coldbeck**

Premier Wharfedale



We've brought in more local products to our store and also installed an ice cream freezer after seeing them at other stores through the IAA. We never stocked small pots of ice cream before and we now sell a lot.

**Sunita Kanji**

Family Shopper



We've started looking at our aisles, whether we've got the right products and whether they've sold. We can't afford to have dead stock when we're paying the National Living Wage and the IAA will help make us think more about this.



IAA ambassadors Julian and Jackie Taylor Green with 2015 IAA overall store award winners Sam and Mark Coldbeck



**The IAA brings together a lot of retailers and a lot of great ideas**

**Avtar Sidhu**

Sukhi's Simply Fresh



I'm fairly new to retailing and we're always looking to improve our offering – keeping it fresh. The IAA brings together a lot of retailers with a lot of great ideas and you can find something that could help improve your store.

**Roli Ranger**

Londis Sunningdale



What I've noticed about being in the IAA for a number of years is the standards are really improving. Every year you see people have upped their game and I then feel like I must find the next thing that I can do to improve my store.

**FOUR THINGS RN LOVES ABOUT WARNER'S BUDGENS**

Set in the heart of the Cotswolds, Warner's Budgens has been operating under its current ownership since 2007. For the launch of the 2016 IAA programme, this was the venue. Store manager Jerry Tweney gave guests a guided tour around the business. Here's five great things we saw



Premium frozen meals on display

**Cook frozen meals**

Offering this extensive range of the premium frozen ready meals has brought 450 to 500 customers to the business.

**Cotswold Farmer produce**

The store stocks a massive range of locally-sourced produce. A full range of Cotswold Farmer sausage rolls and pies are delivered to the store from just five miles away.



Local produce is vital to the business



The store's wine display

**Wine display**

The store works with Vinology – a wine supplier which brings a range of small producers' products to the store.

**Huge deli range**

Jerry says this is a "traditional area" and the deli counter is full of favourites from English cheese to premium pies and hams. The average age of a customer in the store is 57. ●



Retailers on a tour round the store

# SOFT DRINKS



Even water does more than just quench your thirst these days

From natural sweeteners to enriched nutrients, soft drinks offer consumers far more than they once did. How much do you know about this dynamic market?

Rebekah Commene has set a quiz to help you find out

## Are you soft drink savvy?

# 1

Boost Drinks recently launched a 1l bottle version of one its most popular flavours. Was this flavour:

- a) Pineapple
- b) Exotic Fruits
- c) Tomato

**ANSWER (b)** The Exotic Fruits flavoured drink is available in cases of 12 and is on promotion at £1 until May, when it will cost £1.29. Boost is supporting the launch with a social media campaign and customer-specific support. Boost sales director Al Gun said flavours make up 13% of the functional energy sector and are growing. "Exotic Fruits, which is now established as our most popular variation, in a 1l bottle offers a great sales opportunity around BBQs and adds to the mixer portfolio too," he says.



# 2

Soft drinks offer consumers far more than they once did

Can you guess the new Boost flavour?

# 2

What is added to Coca-Cola's Glaceau Smartwater to make it different to regular spring water?

- a) Electrolytes
- b) Charcoal
- c) Mint

**ANSWER (a)** Glaceau Smartwater was launched last year and has already grown to a value of £18.4m, establishing itself as a top water brand. British spring water is vapour distilled before electrolytes are added to make the water 'smart'. It's currently available in 600ml, 12 x 600ml and 850ml pack sizes. A six-bottle multipack was added to the product range earlier this year. >>



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\*Based on a suggested WSP of £5.40

**3** Red Bull has extended its Editions range with a new flavour. Can you identify the addition?

- a) Lemon
- b) Lime
- c) Orange

**ANSWER (c)** This month Red Bull Editions introduced an orange flavour to the range, following the successful launch of the tropical flavour last year. Available in both 250ml plain and £1.19 pricemarked cans, Red Bull Orange Edition should sit alongside the existing Editions in the chiller.



The new Red Bull Edition

**4**

Shoppers would be more likely to try a new line if it was sold with a pricemark

How many calories are in a 330ml can of Coca-Cola Life?



**4**

How much does a pricemarked pack of Monster Energy's new Ultra White product cost customers?

- a) £1.19
- b) £1.09
- c) 99p

**ANSWER (a)** Earlier this year, Coca-Cola Enterprises (CCE) unveiled a new low-calorie Monster Energy variant, Monster Energy Ultra White. The new citrus flavour followed the launch of Absolutely Zero, a no-calorie option, introduced in the UK last year. Monster Energy Ultra White is available in a £1.19 pricemarked pack, following research that claims almost half (43%) of shoppers would be more likely to try a new line if it was sold with a pricemark.



**5**

CCE has reduced the amount of sugar in the new recipe for its Life soft drink. How much less sugar is there in the new version of Coca-Cola Life, compared to original Coca-Cola?

- a) 40%
- b) 45%
- c) 50%

**ANSWER (b)** In January of this year, Coca-Cola Enterprises reduced the sugar content in Coca-Cola Life by over 10% meaning it now contains 45% less sugar than original Coca-Cola. The new recipe follows the first version of the drink, launched in Britain in September 2014. Coca-Cola Life will continue to be sweetened with a blend of sugar and stevia plant extract but the recipe has been changed to include a greater level of stevia plant extract. A 330ml can of Coca-Cola Life will now contain 76 calories and 19 grams of sugar. >>

# NEW. RED BULL WITH THE TASTE OF ORANGE.



VITALIZES BODY AND MIND.

# SOFT DRINKS

**6** Boost Drinks is targeting students with a new digital ad campaign featuring the slogan 'Bad Things Happen When You're \_\_\_\_\_. Can you fill in the blank?'  
**a)** Awake  
**b)** Sleeping  
**c)** Tired



**ANSWER (c)** Boost Drinks' new campaign is comprised of digital ads placed near Student Union shops featuring a series of awkward scenarios that could result from being tired. The short-film clips will be shown on 24 university campuses around the country, in line with the drinks company's 'Champion of the Independents' commitment to not sell through multiples.

**7** Levi Roots is replacing his existing Tropical Punch soft drink with a new variety. What will this be called?  
**a)** Carnival Flava  
**b)** Flava Flav  
**c)** Fruity Flava

**ANSWER (a)** Available exclusively to the independent convenience sector, Carnival Flava comes in 500ml bottles in £1 pricemarked packs. The launch will be supported by sampling activity in depots, trade promotions and PoS for retailers. The brand will also launch a consumer campaign this summer.

**8** Red Bull has reduced the price of its 355ml can. What is the RRP following the reduction?  
**a)** £1.59  
**b)** £1.49  
**c)** £1.39

**ANSWER (b)** Red Bull has introduced a new £1.49 pricemarked 355ml can to mark the price reduction from £1.59. Gavin Lissimore, head of category marketing at Red Bull, says pricemarked packs continue to be a must-stock for convenience retailers, especially in soft drinks.



Who will bring Purdey's new campaign to 22m people?



**Booker's Euro Shopper range is one of the big own brand success stories**

**9** What new flavour has Rockstar soft drinks added to its Pure Zero range this month?  
**a)** Smashed Guava  
**b)** Crushed Guava  
**c)** Punched Guava

**ANSWER (c)** Rockstar added Pure Zero Punched Guava to its calorie-free range from March, available in 500ml 99p pricemarked and non-pricemarked cans. Head of marketing for AG Barr, Adrian Troy, says: "By introducing Punched Guava - the best-selling flavour in the Rockstar line-up - to the Pure Zero range, we are giving retailers an added opportunity to profit from this fast-growing sector."

**10** Which TV star is collaborating with multivitamin drink Purdey's on its new 'Thrive on' campaign?  
**a)** Idris Elba  
**b)** Tom Hardy  
**c)** Daniel Craig

**ANSWER (a)** The Wire star Idris Elba has teamed up with Purdey's to launch a campaign in April that will include a series of short films, outdoor advertising and digital activity. The brand expects the digital campaign to reach almost 22 million consumers.

**11** What is the name of the new kale-based smoothie from Naked?  
**a)** Kale Jacket  
**b)** Kale Blazer  
**c)** Kale Anorak

**ANSWER (b)** Naked, owned by PepsiCo, has launched Kale Blazer, containing 30% vegetables, two-thirds of which is kale. The 450ml bottle counts towards two of the recommended 'five-a-day' of fruit and vegetables. It also comes in a 750ml version and is a source of potassium, fibre and vitamin K.

**12** Vita Coco has launched a national marketing campaign and competition offering what main prize?

**a)** A trip to a private tropical island  
**b)** A lifetime supply of Vita Coco drinks  
**c)** A gym membership

**ANSWER (a)** The 'Take a sip, win a trip', campaign and on-pack promotion is offering customers the chance to win a tropical island retreat and a range of smaller prizes. Through an entry code, consumers gain access to a Vita Coco micro-site where they can enter the competition. The promotion will be marketed on-pack across over two million Vita Coco coconut waters.



**13** This picture shows a display of one of the most successful energy drinks brands in the UK. Which wholesaler produces it?  
**a)** Nisa  
**b)** Booker  
**c)** Bidvest

**ANSWER (b)** Booker's Euro Shopper range is one of the big own brand success stories of the independent sector, responsible for pushing the own brand energy drink high up RN's What to Stock table for the category year after year. This display is from Mandeep Singh's Premier store in Sheffield and was revealed as part of a store tour at the beginning of 2016. ●

# HOLD ON TO INDEPENDENT THINKING.

Don't lose a sale. Offer a credible alternative to your Independent newspaper customers with The Times and The Sunday Times.





# ICE CREAM

**DARE  
TO GO  
DOUBLE**



We've already enjoyed some beautiful sunshine-filled days in 2016 and with summer on the way retailers have a huge opportunity to boost their ice cream sales. **Helena Drakakis** speaks with suppliers and retailers to get some advice

## Stay cool and stand out

- FROM THE UK'S NO.1 ICE CREAM BRAND<sup>1</sup>
- AVAILABLE IN THREE INDULGENT FLAVOURS: **DOUBLE CHOCOLATE, DOUBLE CARAMEL & NEW DOUBLE PEANUT BUTTER**

1. Volume sales 52WE 02.01.16 Nielsen, Total Coverage, Volume sales

**S**ummer can only mean one thing - ice cream. And last year, ice cream sales whipped up a storm. According to the Office of National Statistics - sales, which included frozen lollies - had increased £88.6m since 2013. Of course, a heatwave helps, but the category is increasingly being marketed all year round with hand-held products more likely to sell in summer and tubs providing valuable sales during the winter. RN asked two retailers about how they make the most of their ice cream selection, while Unilever and R&R offer their advice on making the best of sales in winter and summer.

**Vip Panchmatia** has invested £10,000 in a specialist ice cream parlour to capitalise on passing trade along the

path outside his Mace store in Stroud



**I installed** an ice cream parlour last year and I've kept it going all year round. I invested heavily and independently

because I didn't want to be tied to one ice cream company, which is another option. However, I have been working with Kelly's of Cornwall which supply me with 18 flavours, cones and scoops and ongoing support.

The parlour is on the right as soon as you enter the store, so it's highly visible. In the summer, I also place a large sign outside so people know I'm the go-to shop. We're situated on a square, so this year I'll think about putting out some chairs and tables out too.

I debated whether to keep the parlour running in the winter,



**There's always new and limited edition flavours coming out, so I try them and if they sell, I keep them**



Retailers are standing out by offering specialist ice cream ranges

but I gave it a go because I didn't want that part of the shop to look empty. I sold a reduced range and more tubs. My sales have been steady and I've run half-price offers on Ben & Jerry's and Häagen Dazs throughout. However, I don't put a full-time member of staff there, like I would in the summer.

This summer my mission is to build my ice cream sales. I'll be advertising on Facebook and running offers in the local newspaper. I'm looking for a 40% increase on last year's sales.

As well as my scoop ice creams, I keep a full freezer of bestsellers like Magnums, Cornettos and children's lollies like Calypsos. There's always new and limited edition flavours coming out, so I try them and if they sell, I keep them. It's about finding a balance between the old favourites and the new. And, we're praying for a hot summer to boost sales too.

**Andrew Howell is the owner of Loch Lomond News on the banks of Loch Lomond. He sells ice cream sourced locally as well as a core range of bestsellers**



**I started** with a cabinet of seven flavours and I've expanded that to 25. I source my scoop ice cream from

a local company called Porrellis which is around 15 miles away. I stock a good range of Wall's, too,

but my Italian gelato is my point of difference.

The trend in flavours has changed over the years - customers have the choice of things like a chocolate fudge brownie, Turkish delight, and we're trying a new flavour at the moment called 'cookie monster'. We do bigger tubs and multiple-scoop cones because we've found customers wanted more than one flavour.

I also have a range of sorbets for people who are lactose intolerant. Customers have been asking for that for years, but we could only offer it once we increased our cabinet size. It's not a niche market anymore - it's almost mainstream.

We used to close the counter over the winter, but this year we kept it open and offered lids on our ice cream tubs in case people wanted to take it home. We've had a remarkable winter. We've had some really busy weekends where the weather has been good and visitors have come to the Loch.

In the winter, I position all my mainstream ice creams and scooped products in the same cabinet, but I'll soon move them out to a new one. I keep a good basic range in Magnums and Calypsos and Cornettos but, because my speciality is my locally-sourced ice cream, I don't go overboard.

I used to have a large cone that I placed outside the shop, but my row has been redeveloped and there's a restriction on that kind of PoS. It's essential if you sell ice cream to tell people, so I'm going to have to rethink my windows and, if possible, attach ice cream flags to the wall. >>



**We've had some really busy weekends where the weather has been good**

**Daim is one of many confectionary brands to make a successful transition into the ice cream market**



**STOCK UP NOW**

**INTRODUCING  
MAGNUM  
DOUBLE**



- **SUPPORTED BY A £13M MEDIA VALUE MARKETING CAMPAIGN<sup>2</sup>**
- **ON TV IN APRIL**

**MAGNUM**  
for pleasure seekers

**#ReleaseTheBeast**

# ICE CREAM

Clear signage can do more to boost sales than TV advertising



## TOP TIPS FOR GROWING SUMMER SALES

Noel Clarke

Unilever executive director for ice cream



**1 Get your range right** The right products, with the right in store PoS, translate to sales. Ice cream is impulsive so you have to balance novelty and excitement by stocking new products with a core range that you know customers will come back for.

**2 Advertise outside your store** It sounds simple but many retailers don't do this, and a sign, a sticker or an A-board telling passing trade you stock ice cream can result in as much as a 15% uplift in sales. That's more than most TV advertising does.

**3 Don't hide ice cream away** Up to 85% of people don't walk around your whole store, so position ice cream next to your till. Around 37% of all ice cream sales are incremental, so put them in a place where it's easy for someone to make an impulse purchase.



**Our research tells us retailers aren't fully recognising opportunities**

## TOP TIPS FOR GROWING WINTER SALES

Charlotte Hambling

R&R UK head of marketing



**1 A key winter shopper mission is the big night in** The return of the big television events of the year to our screens drives ice cream sales, but our research tells us that retailers aren't fully recognising the opportunities. Capitalise and increase sales by stocking super premium tubs as they're perfect to share with friends and family.

**2 Offer meal deals for frozen** Retailers should consider introducing meal deals for frozen product with ice cream being the perfect choice to make up the dessert option. Meal deals are a real trend in frozen and driving significant incremental growth. Meal deals also drive footfall.

**3 Use your impulse freezers** There is an opportunity to re-deploy the impulse freezers which are often situated in high footfall areas at the front of stores to help drive sales of take-home ice cream over the winter months. This could also be used for meal deals or promotions.

## PRODUCT NEWS



### Dairy Milk Marvellous Ice Cream Jelly Popping Candy

The popular chocolate bar brand get its first appearance in retailers' impulse freezers



### Ben & Jerry's The 'Wich

Unilever clearly thinks Ben & Jerry's needs to have a clearer impulse offer for customers and the 'Wich is it.

### Magnum Double Peanut Butter

Peanut flavours have been building in popularity across many characters and this is the latest new product to cater to this trend.

### Cadbury Flake 99

The 99 is part of millions of Britons' childhood memories. Consumers can take themselves back with this new cone.

### Malteser Teaser 4-pack

Last year saw the arrival of this product and such was its success that it's being given its own take-home multipack format.



### Oreo Ice Cream Stick

One of the biggest biscuits names has been appearing in a range of ice cream formats in recent years. This is the latest.



So-called event TV can drive sales



# INDUSTRY PROFILE

## WH Smith Local

While other franchise and symbol groups have been hogging the headlines, WH Smith Local has quietly and efficiently been building its estate to more than 50 stores. Its head, Kevin Whitehouse, outlines how the company got it so right, and where the franchise goes next

**RETAIL NEWSAGENT** You now have more than 50 stores. How have you been working to support them?

**KEVIN WHITEHOUSE** We've grown our team so we're able to give retailers more support. We've got a second business development manager and, as we take on more stores, we'll add to that so our retailers always have access to dedicated support.

**RN** How do you ensure high standards in your stores?

**KW** Symbol groups sometimes suffer from one store in an area being good and another down the road being poor. So we've got a structure in place to make sure retailers maintain consistent standards.

We get feedback that our Local stores are as good, if not better, than some of our high street stores. That's because the franchisees own their businesses and they're passionate about them.

**RN** How have you changed your offer recently?

**KW** We've done a lot of work to assess what is the best allocation of space and have learned that impulse categories such as soft drinks, crisps and snacks are not as big a part of the offer as we expected. We've reduced our space allocation on these categories to allow us more space for stationery.

We've added office equipment, such as laminating machines, and social stationery such as address books and cards. With cards, our partner UKG now works to agree a range at a local level. The feedback

is positive because the stores get the right range for their location and demographic.

**RN** Do WH Smith Local franchisees benefit from the wider WH Smith network?

**KW** We look at what's working within our corporate estate and translate that to make it available to our franchisees.

An example is adult colouring books. We saw that explode on the high street and wanted to replicate that in our Locals. One of the first promotions we set up was a multibuy with an adult colouring book and coloured pencils. That's gone down well.

**RN** Are any other high street categories working well in Locals?

**KW** We get behind big book launches and are starting to see good sales. Hardbacks work really well for



**Chris Rolfe**  
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 @ChrisRolfe@RN

“

We get feedback that our Local stores are as good, if not better, than some of our high street stores

special occasions.

For Mother's Day, for example, we had Mary Berry's latest book. It's gone down very well because customers say "you're WH Smith and I want to buy a book". We've also introduced revision books for stores near schools and in those locations it's worked really well.

**RN** Newspapers and magazines is a traditionally strong category for WH Smith. How are you helping Local owners with that?

**KW** Our starting point is that "it's WH Smith, it should have news and magazines". We work closely with the NFRN to get them right, but if a retailer has never done them before it's a hard category.

If they only then make £60-£80 of sales a week and have to pay carriage charges, financially it doesn't stack up, so in that particular instance it might be better not to stock them.

**RN** What's next for WH Smith Local?

**KW** We want to focus on promotions to attract customers and are collecting data on things like three for twos and money-off promotions to see how they work.

We're also rolling out a new "cards and stationery" franchise called Stationery by WH Smith.

It's a full-shop offer with a small footprint for post offices that we trialled in August. It costs significantly less than moving to WH Smith Local.

We also expect to open more WH Smith Local stores in Scotland.

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

**Company** WH Smith Local  
**Head of WH Smith Local**  
 Kevin Whitehouse  
**Profile** Franchise group, currently with more than 50 members, aimed primarily at CTN and post office business owners.  
**Latest news** The group is rolling out a new Stationery by WH Smith franchise aimed at post offices.

WHSmith LOCAL

\*\* \*\*

# PREVIEW



### Teaming up

Haribo is calling on Starmix fans to pick their favourite sweet as part of a major promotion. The Join Your Team campaign is giving away 4,000 prizes.

**RRP** various

**Outers** various

**Contact** 01977 600266



### Cornering the market

Müller is refreshing its Fruit Corner and Crunch Corner ranges with a new look and taste, and a new TV ad campaign featuring Nicole Scherzinger.

**RRP** various

**Outers** various

**Contact** 01355 244261



### Pencil it in

Hancocks has launched a new sweets range under its Crazy Candy Factory banner XXL. Pencils are available in watermelon, blue raspberry and strawberry flavours.

**RRP** 25p

**Outers** 50

**Contact** 01509 216644



### Blu is the colour

Blu is launching a packaging and product upgrade for its closed system brands Blu Go and Blu Plus+. It takes in kits, cartridge refills and disposables.

**RRP** various

**Outers** various

**Contact** 01179 636636



### Remix culture

Vimto is remixing its recipe by adding mango, strawberry and pineapple flavours for Vimto Remix.

**RRP** various

**Outers** various

**Contact** 01925 220122



### Shop with Smirnoff

Smirnoff has unveiled the next part of its ongoing 'We're Open' marketing campaign as part of a £4m investment.

**RRP** various

**Outers** various

**Contact** 0845 7515101



Little Glass has a lot of what you need.

**Top of the glass**

Tropicana is encouraging people to enjoy a "little glass" of its products. The six-month campaign is headed up by TV personality David Mitchell.

**RRP** various

**Outers** various

**Contact** 01189 306666



**Earning its stripes**

Maoam is bringing its fans' favourite cola flavour back into its Stripes range, joining existing flavours strawberry, apple, raspberry orange and cherry.

**RRP** various

**Outers** various

**Contact** 01977 600266



**Over the rainbow**

Swizzels has unveiled a new colourful look for its Rainbow Drops brand in as-sorted sizes and variants.

**RRP** various

**Outers** various

**Contact** 01633 744144



**Amstel standing**

Heineken's Amstel brand is launching a major drive in the off-trade, with a new look and new pack formats.

**RRP** various

**Outers** various

**Contact** 08453 010330



**Yes we can**

Desperados is moving to a smaller size and price point, launching 25cl individual cans as well as a 6 x 33cl pack.

**RRP** various

**Outers** various

**Contact** 08453 010330



**Mout to mouth**

Heineken is introducing smaller can packs for its Old Mout Kiwi & Lime and Passionfruit & Apple variants. Both now come in 10 x 33cl and 4 x 33cl offerings.

**RRP** various

**Outers** various

**Contact** 08453 010330

# THIS WEEK IN MAGAZINES

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## Round up



**NADIA ALEXANDROU**  
 Magazines  
 reporter

## TRENDING TO VENDING

“Kids know what they want. You need to keep speaking to them and keep your eyes constantly peeled for the right collectables.” That’s what retailer Rushik Parmar of Kenwins Newsagents in Herne Bay told me when I asked him how he managed to make collectables one of the most lucrative parts of his business.

During the summer, this category can make up to 20% of his revenue, and Rushik said a big part of driving these sales was simply because he kept on top of the latest trends – in both the wider market and among his younger customers.

Rushik wasted no time in reeling off the latest launches by Panini, including Zootropolis, World of Batman and the Official UEFA Euro 2016 sticker album. “Any film tie-ins are bound to be very popular. I know that a lot of my customers will watch Batman v Superman, and will want the sticker collection,” he said.

Panini is also, unsurprisingly, expecting its launches to be widely popular, and predicted that this year would be a “bumper” year in terms of sales. One tactic to achieve this is its plan to covermount several of its magazines with these stickers. Panini says cover-mounting collectables on magazines with the same theme drives sales, which is exactly what has happened with issues 60, 61 and 62 of Strike-it magazine, and issues 96 and 97 of Disney Presents Magazine.

So to echo Rushik’s advice – keep talking to your younger customers. This will not only keep you in touch with their latest obsessions, but also give you a chance to suggest to them particular magazines that tie in with their favourite collectable.

## TV tie-in

# NO PAWS FOR THOUGHT – THIS ONE WILL BE BIG

**With equal appeal to boys and girls, this new magazine is set for huge success, with an initial print run of 100,000 copies**

**THIS NEW MAGAZINE** will be based on the popular TV children’s show Paw Patrol. The launch issue contains a dress-up kit for Chase – one of the main characters on the show – and includes a badge, torch and hat. This issue also comes with a giant alphabet and colour wheel pullout, more than 20 stickers, competitions and reading and colouring puzzles. The print run is 100,000 and publisher Egmont expects strong sales on what it describes as the “hottest pre-school brand in the market”, with equal appeal to both boys and girls. Paw Patrol is already available as a collectable from Panini, which was launched at the end of January.



**PAW PATROL**  
**On sale 30 March**  
**Frequency 4 weekly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Toxic, Angry Birds, Monster High**

## PERFECT FOR THE EASTER HOLIDAYS



## FIRST FRIENDS

Redan Publishing's First Friends comes with a recorder and holographic stickers this month. This April issue also includes a Very Hungry Caterpillar pull-out poster, the chance to win Bing Bunny toys and instructions on how to make musical shakers. First Friends is aimed at mothers and children aged from two to four, and contains activities based around popular children's books and TV characters like The Very Hungry Caterpillar and In the Night Garden.



**On sale 24 March**  
**Frequency every six weeks**  
**Price £3.99**  
**Distributor Comag**  
**Display with Fun to Learn Friends, Peppa Pig, In the Night Garden**



## BBC HISTORY

The April issue of BBC History magazine comes with a free Women of the Throne collector's edition, worth £9.99. Women of the Throne is an illustrated bookazine that looks at the history of women of royalty. According to BBC History's distributor Frontline, this issue is expected to drive retail sales value by 30%, delivering an additional £26,000 nationally. Including the bookazine, this issue of BBC History is worth £14.79, giving customers increased value for money.



**On sale 24 March**  
**Frequency monthly**  
**Price £4.80**  
**Distributor Frontline**  
**Display with History Today, History Revealed, History of War**



## PROCYCLING

ProCycling has been redesigned to look cleaner, simpler and more accessible. It will also include more product photography alongside existing race photography, which is aimed at educating readers about the sport. ProCycling contains exclusive interviews with the biggest stars of cycling and the latest tech and cycling lifestyle products. The magazine also includes features and coverage of women's cycling.



**On sale 25 March**  
**Frequency monthly**  
**Price £5.25**  
**Distributor Frontline**  
**Display with Cycling, Cycling Plus, Cycling Active**



## DISNEY PRINCESS

This special issue of Disney Princess come with a handbag set, which includes 10 gifts such as a plastic credit card, lipstick, plastic money, a key and a pencil. The issue also contains a handbag activity project, which can be cut out and made into a handbag, as well as colouring activities and princess stories. Readers will also have the chance to win two princess dolls with this issue.



**On sale 23 March**  
**Frequency fortnightly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with My Magical World, Frozen, Pink**



## TOXIC

This issue includes several free gifts including a bow and arrow set, a Minions toy, Tango sherbet and a Lego sticker sheet. It includes content around the Batman v Superman film, as well as a Lego pull-out poster. Toxic is a British comics magazine aimed at pre-teen boys and was initially launched as a monthly title before increasing its frequency to every three weeks, then to fortnightly.



**On sale 23 March**  
**Frequency fortnightly**  
**Price £3.99**  
**Distributor Seymour**  
**Display with Monster High, Top of the Pops, Angry Birds**



## Bestsellers Countryside & county

Title	On sale date	In stock
1 Country Life	23.03	<input type="checkbox"/>
2 Ireland's Own	26.03	<input type="checkbox"/>
3 Country Homes	31.03	<input type="checkbox"/>
4 The Field	17.03	<input type="checkbox"/>
5 Best of British	31.03	<input type="checkbox"/>
6 Devon Life	10.03	<input type="checkbox"/>
7 Coast	24.03	<input type="checkbox"/>
8 Cotswold Life	17.03	<input type="checkbox"/>
9 This England	23.03	<input type="checkbox"/>
10 Derbyshire Life	17.03	<input type="checkbox"/>
11 Country Smallholding	10.03	<input type="checkbox"/>
12 Cornwall Today	20.03	<input type="checkbox"/>
13 BBC Countryfile	11.03	<input type="checkbox"/>
14 Country Man	23.03	<input type="checkbox"/>
15 Cheshire Life	18.03	<input type="checkbox"/>
16 Dorset Life	17.03	<input type="checkbox"/>
17 Cornwall Life	18.03	<input type="checkbox"/>
18 Somerset Life	16.03	<input type="checkbox"/>
19 Evergreen	02.03	<input type="checkbox"/>
20 Lincolnshire Life	23.03	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

**EURO2016 FRANCE**

**OFFICIAL LICENSED STICKER COLLECTION**

**Includes: ALBUM +31 stickers!**

**STARTER PACK: £2.99** RRP

**PACKETS: 50p** RRP

**ON SALE NOW**

@OfficialPanini

**#GotGotNeed**

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# THIS WEEK IN MAGAZINES



## STUFF

The May issue of Stuff is expected to deliver an extra 10% of sales compared to its last issue. This edition includes reviews of all the biggest tech releases of the month including Sky Q, the Samsung Galaxy S7 and video game The Division. It also includes a special focus on the LG G5 mobile phone, as well as a list of the top 25 streaming shows. Stuff is a men's magazine with a focus on consumer goods and electronics.



**On sale 31 March**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Frontline**  
**Display with FHM, T3, GQ**



## PUZZLER COLLECTION

Puzzler Media has redesigned four of its titles, Puzzler Collection, Puzzler, Q Puzzler Compendium and Puzzler Wordsearch. As the best-selling puzzle magazine in the country, Puzzler Collection benefited from an entire cover redesign, while the other three titles received logo upgrades. Readers will have a chance to win a Mini car across all four titles, and get a free pen.



**On sale 30 March**  
**Frequency monthly**  
**Price £2.99**  
**Distributor Marketforce**  
**Display with Puzzler, Q**  
**Puzzle Compendium, Take a Break's Take a Puzzle**



## UEFA EURO STICKER CLLN

The UEFA Euro 2016 sticker album will be a guide for collectors and fans. The collection consists of a 96-page album with 680 stickers. There are a total of 50 'special' stickers to collect and customers can start their collection with a starter pack, which includes an album and 31 stickers. The launch will be supported by a marketing campaign including TV, a national newspaper campaign, nationwide sampling and social media.



**On sale 24 March**  
**Frequency collection**  
**Price £2.99 (starter pack)**  
**Distributor Panini**  
**Display with other collectables**



## COMPLETE KIT CAR

This issue of Complete Kit Car comes with the free 32-page Stoneleigh Show Guide and includes a wide range of reviews, features and reports. Complete Kit Car is the sponsor of the Stoneleigh Kit Car Show, which brings together over 3,000 kit cars from every major manufacturer and over 30,000 attendees. Kit cars are a set of parts that a manufacturer sells and buyers assemble into a functioning car.



**On sale 1 April**  
**Frequency 4 weekly**  
**Price £4.75**  
**Distributor Marketforce**  
**Display with Kit Car, Practical Performance Car**



## INSTYLE

The May issue of InStyle comes with the annual Best Beauty Buys supplement, revealing 110 'must-have' products as voted by 100 industry experts. The 44-page supplement covers make-up, skin care, body care and hair. InStyle's Best Beauty Buys is one of the biggest beauty awards, according to its publisher Time Inc. There is also a competition to win more than £3,000 worth of Best Beauty Buys 2016 products.



**On sale 31 March**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Marketforce**  
**Display with Marie Claire, Hello!, Glamour**

## Industry viewpoint

### Dave Musgrove

Group publisher, History portfolio, Immediate Media



## LEARNING LESSONS FROM HISTORY

**H**istory is one of the few magazine markets that's in growth, with retail sales value up by more than 100% in the past five years (£1.7m in 2011, £3.5m in 2015). The main player, BBC

History Magazine, has continued to serve its audience of historical

enthusiasts very well, while new titles, such as History Revealed, have launched to bring fresh readers to the newsstand. Bookazines and other new launches have also contributed.

Immediate Media, which publishes BBC History Magazine, History Revealed and BBC History Magazine Collector's Editions is the sector leader.

Why the enthusiasm for the past? It's two-fold. One is because we live in troubled times and history offers an escape if you want to burrow back to when life was different to now – that's why the Tudors and the Middle Ages are so popular.

Secondly, there are those who don't want to escape from today's problems, but rather to understand them. Studying the past can illuminate the present.

Finally, 2016 sees a glut of milestones that will keep history in the public eye – the 400th anniversary of Shakespeare's death, ongoing World War One commemorations, and the 950th of the Battle of Hastings. With all that, the interest in history isn't going to abate any time soon.

### Top tip

*As the best-selling magazine in the category, capitalise on the success of the market by ensuring BBC History Magazine is front of fixture and, where possible, is double-faced.*

## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



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Cake Decorating Relaunch	159	165	2.99
Dinosaurs & Friends	79	80	5.99
Jazz at 33 and third RPM	5	70	9.99
Official Star Wars Factfile	113	120	2.99
Simply Stylish Knitting	12	90	3.99
Star Wars Helmets Coll'n	6	60	9.99
Zippo Collection	14	60	19.99

### EagleMoss

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Build A Solar System	31	104	6.99
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Real Life Bugs & Insects	79	85	5.99

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Magiki Bunnies	2.50
Frogs & Co	1.99

### Magic Box

Zomlings Series 4	0.50
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## Collectables

### Topps



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



**Minions**  
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Cards £1.00



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



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



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



**Minions**  
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### Panini



**Abatons Humans**  
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Cards £0.70



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Cards £1.00



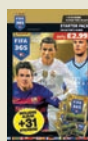
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Cards £1.00



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Stickers £0.50



**The Good Dinosaur**  
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# THIS WEEK IN MAGAZINES

## Newspaper terms

### Daily newspapers Margins/pence

Sun	50p	11.15p
Mirror	65p	14.5p
Mirror (Scotland)	65p	15.08p
Daily Record	65p	14.30p
Daily Star	20p	4.84p
Daily Mail	65p	14.50p
Express	55p	13.31p
Express (Scotland)	30p	7.26p
The New Day	50p	11.60p
Telegraph	£1.40	32.62p
Times	£1.20	28.20p
FT	£2.70	54p
Guardian	£1.80	41.40p
i	40p	10p
Independent	£1.60	35.52p
Racing Post	£2.20	53.35p
Herald (Scotland)	£1.30	29.90p
Scotsman	£1.40	31.50p

### Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	65p	23.20%
Daily Record	65p	22.00%
Daily Star	40p	24.20%
Daily Mail	60p	22.40%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
The New Day	50p	23.2%
Telegraph	£1.40	23.30%
Times	£1.20	23.50%
FT	£2.70	20.00%
Guardian	£1.80	23.00%
i	40p	25.00%
Independent	£1.60	22.20%
Racing Post	£2.20	24.25%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.40	22.50%

### Saturday newspapers Margins/pence

Sun	70p	14.98p
Mirror	£1.00	21.00p
Mirror (Scotland)	£1.00	21.00p
Daily Record	90p	19.80p
Daily Star	30p	7.26p
Daily Mail	90p	19.30p
Express	45p	9.63p
Express (Scotland)	45p	10.13p
Telegraph	£2.00	48.00p
Times	£1.50	35.25p
FT	£3.50	79.10p
Guardian	£2.70	62.10p
i Saturday	50p	12.5p
Independent	£2.00	47.20p
Racing Post	£2.50	58.125p
Herald (Scotland)	£1.70	39.10p
Scotsman	£1.80	40.50p

### Saturday newspapers Margins/percentage

Sun	70p	21.40%
Mirror	£1.00	21.00%
Mirror (Scotland)	£1.00	21.00%
Daily Record	85p	22.00%
Daily Star	60p	24.20%
Daily Mail	90p	21.40%
Express	45p	21.40%
Express (Scotland)	45p	22.50%
Telegraph	£2.00	24.00%
Times	£1.50	23.50%
FT	£3.50	22.60%
Guardian	£2.70	23.00%
i Saturday	50p	25.00%
Independent	£2.00	23.60%
Racing Post	£2.50	23.25%
Herald (Scotland)	£1.70	23.00%
Scotsman	£1.80	22.50%

### Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.30	27.30p
People	£1.30	27.30p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.60	33.60p
Sunday Mail (Scotland)	£1.60	33.60p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£2.90	72.50p
Scotland on Sunday	£1.70	39.95p
Racing Post	£2.50	60.625p
Sunday Herald (Scotland)	£1.70	35.70p
Sunday Express	£1.40	29.68p
Sunday Post	£1.60	33.60p

### Sunday newspapers Margins/percentage

Sun	£1.00	21.00%
Sunday Mirror	£1.30	21.00%
People	£1.30	21.00%
Star Sunday	£1.00	22.10%
Sunday Sport	£1.00	24.30%
Mail On Sunday	£1.60	21.00%
Sunday Mail	£1.60	21.00%
Sunday Mail (Scotland)	£1.60	21.00%
Sunday Telegraph	£2.00	22.75%
Sunday Times	£2.50	21.00%
Observer	£2.90	25.00%
Scotland on Sunday	£2.15	23.00%
Racing Post	£2.50	24.25%
Sunday Herald (Scotland)	£1.70	21.00%
Sunday Express	£1.40	21.20%
Sunday Post	£1.60	21.00%

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 19-20 March

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,780g	1,355g	155g	10	50g
Sunday Times	1,285g	735g	215g	6	100g
FT	960g	585g	0g	0	0g
Guardian	835g	330g	60g	2	55g
Mail on Sunday	810g	330g	150g	4	100g
Sunday Telegraph	785g	405g	35g	2	30g
Times	765g	440g	55g	5	15g
Observer	700g	275g	10g	1	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

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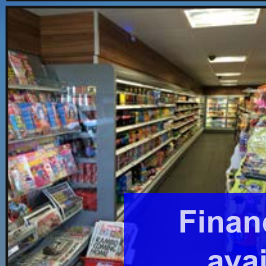
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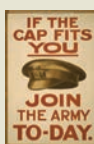
## Back in the day

# 100

YEARS AGO

25 March 1916

With conscription now a daily fact of life, one of the best-selling magazines in the market is *When I Join The Ranks*. The publication is, it was noted "selling as rapidly as it is being printed". It added: "This is only to be expected, for hundreds of thousands of men will be needing it."



# 50

YEARS AGO

26 March 1966

The launch of a new religious-themed monthly, confusingly entitled *Sunday*, was given short shrift by the NFRN, which said it would not be offering an "active support" to the new magazine.



# 25

YEARS AGO

30 March 1991

The relaunch of the next generation daily newspaper *Today* was billed by its own circulation director as the publication's "last big chance". But things didn't go according to plan for News International, as it achieved only half of its print run. Copies of the "more stylish, more colourful and more fun" paper didn't reach Scotland, Wales or the West Country.



## Online shopper goes in-store to restore order

Anyone who's sat in waiting for a grocery delivery can maybe sympathise with the plight of Danni

Leadbetter, a Manchester woman who was let down by Asda's delivery service - whose slogan is 'Short of time, shop online.'

Ahem. She'd waited for two days after ordering and paying £50 for the service, with the supermarket giant first postponing and then forcing her to rebook and re-order her entire delivery. But after the 48-hour wait, her patience finally snapped.

Ms Leadbetter marched to her local Asda - its Eastlands superstore opposite Manchester City's Etihad Stadium, no less - and helped herself to the same shopping she had initially ordered,



putting it into a trolley and then attempting to walk out without paying.

Staff and security initially prevented her from leaving, but eventually, after a stand-off and tense negotiations (she was initially offered some vouchers, which she refused), Asda let her out with the goods, with the grocer adding it was a one-off case.

Ms Leadbetter said: "After about an hour of arguing, and speaking to someone on the online team, they authorised it. Even in store not one member of staff apologised to me. It's disgraceful. I know not all people would have been as bold as me and would have just taken it and it's wrong."

Asda has since apologised to the disgruntled shopper.

## For cheese a jolly bad fellow

Shoplifters are, most retailers will tell you, becoming bolder and more aggressive.

Perhaps none more so than French ex-pat Bernard Gonche. The angry Gaul got into a row with staff at Waitrose on the King's Road, Chelsea, west London, about (of all things) cheese.

After being accused of stealing some of his beloved Camembert, the furious Frenchman set about throwing cheese at staff as well as

using his trolley as a battering man against them.

Conche had already been banned from the store, when he was spotted loading up with the fromage.

According to our favourite website and Twitter account, Court News UK, when he was approached by duty manager Kimberley Taynor and asked to leave, Gonche "began mumbling incoherently and reached for the cheese in his trolley".

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



I knew it. As soon as the *Daily Mail* went up to 65p I said it would start a steady trickle with all the other newspapers doing the same thing.

If they must put the prices up, why on earth can't they do it on the same day? That way we would know where we are with them. I know

I keep saying it but they aren't doing themselves any favours with the price increases.

These days the younger generation aren't interested in newspapers - they can get all the information they need on the internet. Only this morning one of my customers came and told me he was no longer having the *Daily Mail* as he can read it on his computer.

I don't know if you recall that a couple of weeks ago we had problems with *Smiths News* at *Wednesbury*? Matters did get resolved and I did eventually get a call from Stan the distribution manager, who said he had identified the problem with the new packing system. They found that it didn't work so they were going back to the old one. If it ain't broke, don't fix it, that's what I say.

My little car had to spend Monday in the day ward at the 'car hospital' for an operation.

On Sunday it suddenly became incontinent - water was dribbling out if it and I had to keep stopping to fill it up so that I was able to finish the round.

I borrowed the van from the garage on Monday and, with it being coloured red, customers thought at first glance it was the post arriving unusually early because their delivery times have all been changed as well.

The postman doesn't get to some of them until lunchtime - it's called progress.



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