

RETAIL NEWSAGENT



NEWS • CONVENIENCE • PROFIT

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'Don't risk sales with i price rise'



- Analysts and retailers warn new owner Johnston Press it must keep price and quality to maintain circulation.
- Independent's move to digital-only format fuels speculation others will change strategy. [Page 5 >>](#)

RETAIL CRIME

Multiples prioritised in first police test

Force admits grocer bias in response time probe. [Page 4 >>](#)

PROPERTY

Shop lease warning

Check what you sign up to, say retailers fighting landlord action. [Page 12 >>](#)

Vol 127 No 7
FOR TRADE USE ONLY



NEWSSTAND

Launches help kids' magazines grow 4%

RN's exclusive magazine ABC analysis inside. [Pages 7 & 28 >>](#)

CONVENIENCE

'Improve wholesaler efficiency or shops will close'

Distributors must find supply chain savings to fund Living Wage, says consultant.

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'More customers are experimenting with world foods thanks to my 15 metre range.'

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A cut above Baz Jethwa threw a celebratory party for shoppers attending the official opening of his new Plodder Lane Costcutter store in Farnworth last week, with Bolton mayor Carole Swarbrick given the honour of cutting the ceremonial ribbon. Mr Jethwa has invested £250,000 in a total refurbishment of the site, which now includes a Post Office and Costa Coffee. [Page 6 >>](#)

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**In this issue are
25 genius, and,
importantly, tried and
tested ideas that you
can use in your own
store this year**



CHRIS GAMM

Editor

@ChrisGammRN

Teenager Jordan Cox made headlines a few weeks ago after flying from Sheffield to Essex – via Berlin – to save £8 on the cost of a direct train and make a stand against ‘rip-off’ fares.

His friends already called him The Coupon Kid, after he once used supermarket vouchers to pick up £600 worth of groceries for 4p. He now shares his tips for cutting bills in a regular column for MoneySavingExpert.com.

While most wouldn’t go 10 hours out of their way to save £8, every business in the UK is currently looking at ways to make savings or increase sales to offset rising staff costs. And there are ideas, big and small, everywhere you look.

For the past five years, RN has run its ‘50 ideas to make or save money’ feature, part two of which you can find in this issue. This year’s, though, is the most timely and relevant yet, with the National Living Wage just six weeks away.

For the past few weeks, I’ve been putting retailers I’ve spoken to on the spot and asking them for their most successful money-making or cost-cutting initiative from the past year. Most hesitate, but I haven’t found anyone who hasn’t had one and inspiration can be found in unusual places. London retailer Atul Sodha told me, for example, how he stumbled upon an opportunity to add £40 a day in his first hour trading after dropping a friend off at the train station.

In this issue are 25 genius, and, importantly, tried and tested ideas that you can use in your own store this year. You only need to find one that works for you and it could make a big impact on your profitability.

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NEXT WEEK



DAIRY
Cream off the profits with our dairy feature



BRIGHT IDEAS
Suppliers give their best ideas for growing profits in 2016

“PUBLISHERS NEED THE BIG INDEPENDENTS, WHOLESALERS NEED THE SMALL ONES”

– NEVILLE RHODES SAYS IT’S TIME THE NEWSPAPER INDUSTRY WOKE UP TO THE FACT IT NO LONGER CALLS ALL THE SHOTS Page 23 >>

NEWS



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EUTPD II 'is a boost' for vaping

The revised European Union Tobacco Products Directive (EUTPD II) should be seen as an opportunity for retailers to grow sales from vaping products, according to e-cigarette brand Blu.

Upcoming regulations will affect the marketing and selling of e-cigarettes and e-liquids, but Blu believes the changes will lead to improved product quality and greater shopper trust.

Under EUTPD II, restrictions will be placed on vaping ads and promotions from 20 May, while suppliers must also cease production of non-compliant stock by November. Stores can no longer sell non-compliant stock by 20 May 2017.

Marc Michelsen, senior vice president of communications at Blu, said: "The legislation will improve the quality of products available, leading to increased consumer trust and confidence in buying e-cigs."

Cash in on world food

Retailers can grow world food sales by making the category less confusing, according to researchers IGD.

The firm found while 70% of consumers enjoyed shopping world food sections, almost a third found it difficult to find the products they were looking for. IGD also claimed 35% of world food shoppers would prefer smaller ranges.

However, Amardeep Singh of Today's Local in Reading said he increased world food sales after extending his selection of Oriental cooking ingredients.

He said: "We now have 15 metres of products such as sushi rice, instant noodles and tofu. It's so popular we're thinking of opening a separate shop."

● Retailer profile – p26 & 27



Retail fundraisers adopt pedal power

A group of convenience retailers, suppliers and wholesalers cycled 480km across Sri Lanka and raised £70,000 for landmine-clearing organisation Mines Advisory Group. The cyclists, including Nisa retailer Vim Oedra (pictured), Spar boss Debbie Robinson and staff from Booker, My Local and Molson Coors, pedalled from Colombo to Trincomalee this month. They are aiming to raise £100,000. Donations can be made to Vim at justgiving.com/Vimanji.

Freedom of Information requests sent to four forces 'We need to identify a pattern' says MP

Police 'prioritise' crime at supermarkets over indies

by Gurpreet Samrai

Concerns police prioritise crime reported by supermarkets over independents have been reinforced by the first police force to respond to a probe on the attitude of forces.

MP Guto Bebb, chair of the all-party parliamentary group on retail crime, told RN he is working with the NFRN to ensure police and crime commissioners make tackling retail crime a priority when they are elected in May.

Freedom of Information requests have been sent to

four police forces, and will be rolled out to all forces across the country, to build a picture of how police deal with retail offences.

"There is anecdotal evidence that priority is given to supermarkets and all larger businesses," said Mr Bebb. "But we need to identify if that is a pattern."

North Wales was the first force to respond to the request. "There seems to be disparity in the categorisation and response between larger stores and independent retailers," the NFRN's head of public affairs Adrian Roper told

RN. "The Welsh response showed that if a larger store calls, the police respond with lights flashing and sirens wailing, but with an independent retailer they toddle along later when they have got a moment, if they turn up."

Mr Bebb said evidence from the requests will be used as part of a lobbying paper for the police and crime commissioner elections in a bid to get police to "upgrade" their response to retail crime.

"There needs to be a uniform response," Mr Bebb said. "The response time

should reflect the crime, not the size or the status or the location of the victim.

"There's no doubt every politician is in listening mode before an election, so now is the time to get the message in front of PCCs to get them to prioritise retail crime."

Mr Roper added: "Many independent retailers are single-manned, whereas supermarkets are in a better position to protect themselves. We would like the police and PCCs to take retail crime and independent retailers seriously."

● Your Issue, page 21

'Wholesalers could absorb NLW rises'

Wholesalers can absorb National Living Wage rises by being more efficient and productive, according to a wholesale consultant who said they "must do their job and help retailers stay in business".

David Gilroy's comments come as the Federation of Wholesale Distributors

(FWD) said a new report produced by Capital Economics shows the sector will be among the worst hit by the wage increase.

Capital Economics said wholesalers surveyed are reluctant to pass on the increased cost to their retail customers, but also do not want to reduce their workforce.

Meanwhile, Martin Williams, chairman of the FWD and managing director of Landmark Wholesale, said the cost burden over four years would wipe out some wholesalers' current net profit, adding they "can't absorb bottom-line cost increases of the size and frequency" the government

is proposing.

However, Mr Gilroy said: "As far as wholesalers are concerned they are big enough to find those savings in their workforces through more intelligent scheduling, more productivity initiatives, some technology implementation, and natural wastage."

Analysts' advice after Johnston Press buys title More cut-price paper launches likely

Keep i price and quality trade warns new owner

by Nadia Alexandrou

Johnston Press must maintain the price and quality of the i to retain its position in the market, retailers and analysts have warned.

It follows confirmation last week ESI Media – the commercial arm of the Independent, i and the Evening Standard – is selling the i to Johnston Press for £24m and the last editions of the Independent and Independent on Sunday will be printed in late March.

One of Johnston Press' first moves, according to

analysts, will be to raise the i's cover price and cut retailers' 25% margin.

Alex De Groot, a media analyst at stockbroker Peel Hunt, said: "Publishers have two weapons in this market – one is to raise cover prices, and the other is to cut retailer margins. Johnston Press has a history of doing this, and this is one of the first things it'll do."

Mr De Groot cautioned this could weaken the paper's competitive edge. "It's up against national publishers with massive pockets," he added. "I think

there will be cut-price newspapers launched in the next two or three months."

Douglas McCabe, analyst at Enders Analysis, also predicts the price of the i will increase, but added "Johnston's ambition will be curtailed by the positioning of the i as the cheap quality newspaper".

Meanwhile, retailers have warned that a rise in cover price would see the i struggle against stronger daily nationals unless it grows its value and quality.

John Vine, of News World

in Shropshire, said: "I sell 50 copies of the i per week, but if the cover price rises, sales will suffer, particularly at weekends, unless it adds TV listings and extra value."

Graham Walker, of Walkers News in Norfolk, said: "Johnston produces a local publication here, and it has been pretty good at protecting retailer margins. I think the maximum price rise they could get away with is 45p. Any higher, I doubt it could compete with other daily titles."

Johnston Press declined to comment.

Independent's end 'a long time coming'

News that print editions of the Independent will cease next month as it moves to a digital-only format came as little surprise to retailers, who have reported a steady sales decline of the title.

Bill Harrison, of Harrisons Newsagents in Hyde, sells one copy of the Independent a day, and Mark Dudden, of Albany News in Cardiff – the only UK retailer with an Independent and i fascia – sells just 10 per day. Mr Dudden said: "It's been a long time coming. My concern now is for the future of the i."

This makes the Independent the first national newspaper to move to a digital-only model, which has fueled industry-wide debate

on whether more will follow. Alex De Groot, analyst at Peel Hunt, said: "You will see a lot of low-selling broadsheets, including the Guardian and the FT, going online-only within the next 18 months."

However, Douglas McCabe, head of publishing at Enders Analysis, said: "When other titles switch to digital it is likely to be partial, switching off daily editions, but continuing to publish weekend editions."

Others are not as convinced. Ralph Patel, retailer and NFRN national president, said: "Print continues to offer an incredible customer experience, and this will be the case for many years to come."



Albany News, Cardiff is the only UK store with an Independent fascia. Inset, owner Mark Dudden

Today's 'is Hancocks perfect partner'

Confectionery specialist wholesaler Hancocks said it will benefit from "substantial buying power" following its decision to join Today's Group.

Mark Watson, executive chairman of Hancocks, said the move would help strengthen trade at the group's 20 depots operating around the UK.

He added: "In Today's Group we feel we have found a perfect partner to work with in the future."

Sunday trading lobby call

Retailers are being invited to attend a 'Keep Sunday Special' mass lobby being held at Westminster on 29 February to oppose changes to Sunday trading legislation.

The event is being supported by retail groups including the Association of Convenience Stores and USDAW, with independents also being encouraged to invite their local MPs along to discuss their concerns on Sunday trading.

Sugar tax faces axe

The government is planning to scrap plans to introduce a sugar tax for the second time under a new strategy to curb obesity levels, according to reports.

David Cameron is understood to have rejected proposals for a sugar tax of 20% and will instead get food and drink manufacturers to commit to further reductions of sugar levels in their products.

C-stores likely to benefit from end of BOGOF

Supermarket plans to curb 'buy one get one free' deals could lead to more effective promotions and greater footfall in convenience stores, according to retailers.

Multiples including Sainsbury's, Tesco and Asda

are set to phase out multibuy offers following a Competition and Markets Authority (CMA) investigation.

The CMA claimed multibuy promotions were responsible for customers spending on average £1,274

more on their shopping than they intended to each year.

Luton retailer Peter Mann said: "This could encourage symbol groups to do more single-price promotions and lead more

people to top-up shop at convenience stores."

However, Wolverhampton retailer Serge Khunkhun said: "Supermarkets will just produce a similar offer and market it differently."

NEWS

BUSINESS

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Aldi plans 80 stores

Discount chain Aldi is aiming to open 80 new stores this year.

The group said it will create 5,000 jobs under its expansion plans, which will take its total number of shops to 700.

Aldi said it has set its sights on prosperous areas including Harrogate and Chipping Norton, plus eight more stores in Scotland including new sites in Edinburgh, Glasgow and Falkirk. The company had previously stated its intent to grow its retail estate to 1,000 supermarkets by 2022.

The news comes in the same week Aldi announced it would slash the price of 60 products sold through its stores.

Bespoke Nisa PoS

Nisa has teamed up with confectionery manufacturer Mondelez to create bespoke PoS materials for a number of its retailers for Easter.

A select group of Nisa stores, chosen by Mondelez, will receive custom-made merchandising materials including shelf strips, hanging signs and window vinyls featuring the manufacturer's purple Cadbury colour scheme. The stores will also be supported with sampling activity during Easter.

Indie wines

Independent supermarket Jempson's of Peasmarsh has expanded its wine selection this month with the launch of its own private label range.

The East Sussex-based business has unveiled its Jempson's Peasmarsh Cellar Selection, which consists of five wines – Shiraz, Zinfandel Rosé, Malbec, Pinot Grigio Garganega and Merlot – available through its flagship store and its convenience stores.



Asmat Saleem says customers will want to spend more time in his premium-branded Costcutter in Kelty, Fife

Massive investments in 'purpose-built' stores 'People want modern shops on their doorstep'

Quality comes first for premium Costcutters

by Steven Lambert

Costcutter retailers have stepped up investment in their businesses this month with the launch of new premium, 'purpose-built' convenience stores designed to attract more footfall and basket spend.

Baz Jethwa was celebrating last Thursday at the official opening of his second store, Plodder Lane Costcutter in Farnworth, Greater Manchester.

The 3,000sq ft business has adopted Costcutter's premium black fascia and has undergone a £250,000 refurbishment, which has

led to the addition of post office services, Costa Coffee and an extensive selection of food to go and fresh produce.

The store was officially opened by Bolton mayor Carole Swarbrick, with shoppers being treated to free samples from local suppliers and live music.

It follows Mr Jethwa spending £400,000 on his flagship Campbell Street Costcutter store in 2014, which led to sales growing to £1m a year after the refit.

Mr Jethwa said he is now looking to open a third store later this year. He added:

"People don't want to go to the high street to do their shopping anymore.

"They want to go to modern shops on their doorsteps, which is what we're looking to provide with our stores."

Meanwhile, Asmat and Usman Saleem have also completed work on their new premium-branded Costcutter site in Kelty, Fife.

The store is the third to be opened by the brothers and places a large emphasis on fresh fruit and vegetables, chilled goods and food to go.

Asmat Saleem said: "We have a lot of families in the

area so the store has been purpose-built around them.

"We decided to go for the premium store because it's a good standard to have, and means people will want to spend more time in the shop."

Jamie Davison, business development director at Costcutter, said: "Asmat and Baz are fantastic examples of retailers who are investing in the future of their businesses.

"They recognise that offering the very best convenience retail experience for their customers will help them drive their businesses forward."

Booker's social media guide for retailers

Booker is helping its members grow their stores' web presence with the launch of a social media guide for retailers.

The online guide provides store owners with tips and advice on establishing and developing their own Facebook and Twitter accounts for their businesses.

The site also offers in-depth detail on setting up online advertising and using analytics to track the performance of social media pages.

Dan Cock, owner of Premier Whitstone Village Stores in Holsworthy, was one of the retailers who provided feedback for the

guide through the Premier Development Group.

He said: "We're hoping it will prove to be an easy and useful guide for retailers to improve their presence on the internet.

"The industry is moving so fast and if you're not embracing new opportunities like this, you're going to get

left behind."

A spokesman for Booker said: "Having listened to our customers and taken their feedback, this site is aimed at helping them start and build a social media presence.

"It is in its early stage and we are hoping it will prove useful to our customers."

NEWSTRADE

Launches, big brands and compilations help Category bucks market decline of 12.5% year on year

Children's titles grow by 4% to total sales of £27m

by Nadia Alexandrou

Compilation titles, launches and big brands were behind the 4% sales growth of children's magazines in the independent channel, equating to a total sales value of £27m, according to publishers.

This growth bucks the trend of the total magazine market, which is declining 12.5% year on year in independents.

Pauline Cooke, publishing director of youth and children's at Immediate Media, attributes the strong performance of its children's

titles in the latest Audit Bureau of Circulation figures to big brands and compilation titles. She said: "We have the strength of some big BBC brands including Match of the Day and Top of the Pops, as well as some Lego titles.

"But it's our compilation magazines that are really driving growth, including Mega, Girl Talk and CBeebies Special. This is because we can mix brands together and refresh them to keep up with the latest TV series."

Almost a third of the children's market in independents is made up of Immediate's titles, and the publisher

attributes part of its success to tactical launch trials.

Ms Cooke said: "We use some of our titles as a platform for test launches, particularly CBeebies Special - which features a different theme every month - where brands can be safely tested before launching as standalone titles."

Big brands have also kept Egmont Publishing's star titles at the top of the children's sector. Disney Frozen magazine - which is based on Disney's top-grossing animated film - generated £6.3m in retail sales value, outperforming the sector's

second biggest title by £2.2m.

Siobhan Galvin, publishing director at Egmont, said: "It's about making sure our titles tie in closely with brand owners - our Frozen and Star Wars magazines are good examples."

Around 15% of all of Egmont's titles are distributed through independents, and Ms Galvin said this channel is crucial to its future. She said: "We're talking with our distributor about forming an independent sales club and running more PoS promotions to help support retailers."

Claiming your TPI payment?

Around 2,500 HND retailers are missing out on payments for third party inserts.

There are 6,300 HND retailers flagged on wholesale systems, only 3,800 of which have signed up to receive TPI payments.

Retailers told RN this was because of the general lack of awareness and support given by the industry.

Kate Clark, of Sean's News in Worcester, said: "Despite spending my first 18 months working with Smiths News and newspaper reps to build my newsstand range, it was through a trade magazine that I realised I was entitled to these payments - it's just no-one's priority to tell us."

Meanwhile, Matthew Clark, of Penylan News in Cardiff, said: "Anyone who's an NFRN member should be aware of this, because there are constant reminders being sent out to sign up through wholesalers. Even though I only receive around £20 a month quarterly, it's worth getting paid for everything you do."

New look and more from Sunday Times Magazine

The Sunday Times magazine has been relaunched with a new design and five new sections. It is being backed by a national marketing campaign, including radio and outdoor digital advertising. Vouchers offering £1 off The Sunday Times were also distributed across London on Sunday 14 February and Monday 15 February (valid for Sunday 21 February). More vouchers will be offered for the third issue, and are valid at independents and other major retailers. Approximately 60% of The Sunday Times' sales are through independents and symbol groups, and during the past 12 months, it has generated more than £100m revenue through retailers' tills.

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TAYLOR SWIFT:
NIGHTMARE
DRESSED
LIKE A
DAYDREAM?

Cosmo price cut is 'helping' indies

Hearst Magazines says its decision to cut Cosmopolitan's price from £3.80 to £1 has helped independent retailers grow their share of sales of the title.

In an interview with RN, Reid Holland, marketing and circulation director at Hearst, said its data showed

that since September, the number of copies sold through unaffiliated independents increased from 10,000 to 23,000, growing retailers' share of Cosmopolitan sales from 7% to 10%.

However, Mr Holland admitted the price cut had an impact on independent

retailers' margins, but said this only represented a small percentage of any decline in retail sale value.

Mr Holland said: "The majority of Cosmopolitan's growth since September has been incremental to the category. At the £1 price point, people are buying

Cosmo as a secondary purchase.

"At a time where monthlies are trying to lock in readers through subscriptions, we have put retail at the heart of our growth strategy and will focus on driving sales through these outlets this year."

Panini set for Euros

Panini's UEFA Euro 2016 Adrenalyn XL trading card collection went on sale on Thursday 18 February. The collection will follow this year's Euros with cards that include footballers' action shots, data and stats across 459 trading cards with limited edition cards.

Starter packs include a collector's album, game board, rules sheet, 18 trading cards and a limited edition card. Panini said it is expecting a "huge demand" and is advising retailers to promote the collection over the next couple of weeks with in-store PoS, floor display units, outdoor signage and sampling.

NEWS

PRODUCTS



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Nestlé's new Aero Caramel

Nestlé is expanding its confectionery and cereal ranges with new lines being launched this month.

The manufacturer has unveiled its latest addition to its Aero chocolate range, Mousse Caramel. The countline is available to retailers now with an RRP of 62p, and will be supported as part of a £5m media spend on the Aero brand this year.

Nestlé said the launch has been influenced by growing sales for caramel-flavoured chocolate bars, which it claimed are up 13%.

Nestlé Cereal Partners has also released two Cheerios variants – Oat Crisp and Cinnamon Oat Crisp. Both products are available in 350g boxes with an RRP of £2.49 and will target shoppers aged 55 and over looking for healthier cereals.

Rockstar has punch

AG Barr is targeting sales growth for its low calorie energy drinks with the addition of Punched Guava flavour to its Rockstar Pure Zero range. The firm claimed Punched Guava is the best-selling flavour in its standard Rockstar range, adding that total sales of flavoured energy drinks are currently growing at 13%.

Adrian Troy, head of marketing at AG Barr, said: "Currently 49% of all carbonated soft drinks sold are low or no-calorie variants."

Rockstar Pure Zero Punched Guava will be available in 500ml cans in case outers of 12 from 16 March alongside 99p price-marked packs.



Nanas behind scenes at BGT

The Shreddies 'Knitting Nanas' are going behind the scenes of TV show Britain's Got Talent as part of a new £2m marketing campaign for the cereal brand. The plucky pensioners will inform shoppers about an on-pack promotion running on Shreddies between March and May, which will give away VIP tickets to see live recordings of Britain's Got Talent.

Manufacturers defy the cold with launches Teasers four-pack and Ambrosia Frozen Custard

Mars and Premier heating up the ice cream market

by Steven Lambert

Mars and Premier Foods are defying the cold weather by expanding their ice cream ranges to offer independent new sales opportunities.

Mars Ice Cream has this month unveiled a new four-pack for its Maltesers Teasers ice cream to complement its single-stick variant.

The company said the new pack, which will retail at £3.35, will encourage more families to pick up the brand and will look to build on a 13% increase in sales of Malteser Teasers singles



Malteser Teasers now come in a four-pack

last year. Phil Shaw, general manager for Mars Ice Cream, said: "It was clear we were missing a trick with not having Maltesers Teasers ice cream in this pack format."

Meanwhile, Premier Foods revealed it has entered the frozen market for the first time with the launch of Ambrosia Frozen

Custard ice cream.

The range consists of four flavours – Vanilla, Vanilla with Chocolate Swirl, Vanilla with Strawberry Marble and Vanilla with Chunky Fudge – which have been made using cream and West Country milk.

They are available in 850ml sharing tubs

with an RRP of £3.75, and were launched alongside Premier's new Ambrosia Deluxe premium custard range.

Grace Liljemark, brand director for Ambrosia, said: "Frozen custard has been popular in the US for almost a century but has only recently found its way onto our shores. We are very optimistic."

Both products add to the recent spate of ice cream launches from manufacturers over the past month, with Unilever and R&R Ice Cream also revealing revamped ranges for the summer.

Bulmers picks Wild Blueberry for cider line-up

Heineken has unveiled its latest Bulmers flavour in a bid to attract further sales from young adults in the cider sector.

Bulmers Wild Blueberry

& Lime is available to retailers now in 568ml bottles at 4% ABV, and replaces Bold Black Cherry in the Bulmers line-up. It marks the latest addition to the range

since the launch of Bulmers Zesty Blood Orange last March.

Emma Sherwood-Smith, cider director at Heineken, said Zesty Blood Orange

brought one million people into the Bulmers brand, with half of these new to the cider market.

The launch is backed by a £2m marketing campaign.

Hot products for your shopping list



Punched Guava is new from Rockstar Pure Zero



Ambrosia Frozen Custard ice cream comes in four flavours



Wild Blueberry & Lime joins Bulmers' flavoured cider range

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Kinder not afraid of the Dark

Ferrero is bringing Kinder Bueno Dark back to retailers' shelves following a limited launch of the product last year.

The dark chocolate and wafer bar was originally unveiled as an independent-exclusive product last January.

It will be relaunched this month and is being backed with social media marketing, prize giveaways and retailer PoS material available to order from the Ferrero trade website.

Levi Boorer, customer development director at Ferrero, said: "By listening to our consumers and offering something a little bit different, such as our on-pack offers and the launch of our Dark variant, we have seen sales of the Kinder Bueno range grow by 12% in the last year."

Boost for Exotic 1l pack size

Boost Drinks has extended its energy drinks range by launching its Exotic Fruits flavour in one litre bottles.

The new pack format is available this month in cases of 12 and comes with an introductory promotional price of £1, which will move to £1.29 from May.

Boost will back the launch with a social media marketing campaign.

Boost sales director Al Gunn said: "Exotic Fruits in a one litre bottle offers a great sales opportunity around summer BBQs and adds to the mixer portfolio too."



New season for Bud Dream Goals

Budweiser's Dream Goal competition is back for a new season to find the best goals from amateur football teams around the country. This year's winner will bag themselves a prize of a £50,000 grant for the non-league football team of their choice, as well as the chance to appear in a Budweiser ad. The promotion will be supported with TV spots running on Sky Sports starring former Liverpool players Jamie Carragher and Jamie Redknapp and broadcaster Ed Chamberlin.

New format will help stores to stock best-selling brands Pricemarking initiatives to launch

PepsiCo cuts case sizes to ease indies' cashflow

by Steven Lambert

PepsiCo has announced it will reduce wholesale case sizes across its core Walkers variants in a bid to improve cashflow and costs for independent retailers.

The manufacturer has unveiled a new 32-case format, which will replace its existing 48-case count running across its crisps portfolio. The changes will

apply to Walkers, Doritos, Quavers, Wotsits, Squares and French Fries, and will cover both standard and pricemarked packs.

Nick McGrath, senior sales director for impulse at PepsiCo, said: "Our customers have told us managing their cashflow is key."

"We are delighted to be able to offer a new 32-case format as it will improve accessibility and help

more retailers stock the best-selling brands. It's a significant investment, but we are proud to be able to respond to our customer requests."

In addition, PepsiCo said it is investing in further pricemarking initiatives across its snack products to benefit independent stores.

It follows a wealth of recent activity that has seen the company launch

50p pricemarked packs of Doritos under its Champions League football activity, as well as introduce 50p pricemarked bags of Squares to encourage impulse sales from its snacks range.

PepsiCo said it would also be extending the coverage of its field sales team, which it said would provide category advice to more than 30,000 stores every eight weeks.

Carling puts customers in the holiday mood

Molson Coors is giving shoppers the chance to win holiday getaways worth £5,000 in its latest on-pack offer on Carling.

The promotion will see 10 lucky winners scoop a £5,000 voucher, which can be used to book multiple holidays around the world.

More than three million promotional Carling packs, including Zest and Cider variants, will carry codes that shoppers can use to enter an online prize draw.

It follows Carling's 'Brighton or Barbados' campaign launched last year, which gave consum-

ers the chance to win either a trip to Brighton or Barbados during the May bank holiday.

Speaking about its latest campaign, Carling brand director Jim Shearer said: "The getaways promotion builds on the success of the bank holiday activity last

year. We anticipate strong uptake of this promotion, which researched well with our target consumers."

Molson Coors is investing £1.8m behind the campaign, with TV ads featuring a 'mischievous seagull' on air between March and April.

Hot products for your shopping list



Ten £5,000 holiday vouchers are on offer in Carling's latest on-pack promotion



PepsiCo is making its core Walkers range available in a 32-case format



A one litre bottle is to launch for Boost Exotic Fruits

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*Bases II Test, 07.07.2015 - Meeting the consumer needs or wants in a way that other products do not. Compared vs. a database of ~140 Chocolate initiatives tested in UK, Germany and Ireland in past 10 years.

NEWS

REGIONAL

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Smugglers' tunnel discovered

A New Quay store owner has discovered a tunnel believed to have been used for smuggling when illegal trading was rife in the area.

David Edwards, of Ocean Blue, stumbled across the tunnel when investigating the cause of flooding in his basement storeroom. "The water was coming from a doorway I'd never really gone into. It was always full of rubble and stuff," he told RN. "I had to clear it to find where the water was coming from and found this tunnel. Years ago there was lots of smuggling going on in the area and it points in that direction."

Mr Edwards, who has owned the seafront shop for eight years, said the tunnel now leads to a dead end. "We need to go down the bottom a little more," he said.

Robbery reward

A £10,000 reward is being offered to catch two men who robbed a Post Office in Shoreham.

The masked men armed with a crowbar broke into the shop on Friday 22 January at around 5.25pm and threatened a member of staff. They made off with "a substantial amount" of currency.

One suspect is described as white, 5ft 8in with a slim build and stubble. He was wearing a balaclava, blue padded jacket and black tracksuit bottoms with pink underwear. The other is described as also wearing a balaclava and a dark jacket with grey sleeves. He was carrying a hi-vis satchel.

The Post Office and Crimestoppers are offering the reward for information which leads to the arrest and conviction of the culprits.



Londis retailers Maggie and Peter Wilson celebrate the new addition to their store with outgoing postmaster Richard Horseman, centre

Richard's post office handover

Outgoing postmaster Richard Horseman, who served his village for 28 years, opened the new post office at Londis Strensall earlier this month. The store has been fitted with a special counter and till area, as well as a safer route for pedestrians and improved parking outside the store. Retailer Maggie Wilson said: "We're absolutely delighted to be taking on the running of the local post office from Richard and ensuring that the village keeps this essential service."

Store owners advised to seek professional advice Call for law to be changed

Check contract warning as retailers face lease battle

by Steven Lambert

Retailers are being warned to fully read and understand the terms of their business leases after two London retailers raised concerns about actions taken by their respective landlords this month.

Southfields store owner Sunny Patel said he is engaged in a battle to keep his Sunny News business, which his landlord wants to turn into a residential property.

Mr Patel has received more than 400 written objections to the plans from residents, which prompted Wandsworth council to

reject the planning application last July.

However, the retailer said he is now facing eviction after his landlord won an appeal against the decision in January.

Mr Patel said: "I have been advised to seek a judicial review on this, but I would struggle to fund it. It's crazy that the decision has been reversed after all the support we've had."

The son of Mr Patel's landlord, Billy Johal, had previously said he was looking to turn the business into a residence to look after his elderly parents (RN, 12 June 2015).

RN was still waiting for a response from the landlord's solicitors regarding Mr Patel's recent claims at the time of going to press.

Meanwhile, Forest Hill retailer Mukesh Patel said he is struggling to sell his newsagents following complications with his lease.

Mr Patel had negotiated a three-year extension to his shop lease, which expired in December 2014, to give him time to prepare for his son's university graduation before retirement.

However, he said his landlord is now insisting that a new lease be signed

in his name, which could see the retailer made liable for the business until 2024.

Mr Patel said: "I think there need to be changes in the law to prevent this from happening to other retailers."

Barry Frost, managing director of business property solutions firm Commercial Plus, said: "The landlord's actions will always be determined by what's in the lease."

"Retailers need to understand what they have signed up to and should take professional advice at every stage, whether that's before, during or after the lease agreement."

Simply Fresh store set to hit the airwaves

A Worcestershire retailer is aiming to win shoppers over to his new Simply Fresh store by launching his own bespoke radio ads to tie in with local events.

Chaz Chahal said he is due to open the new business in the village of

Inkberrow in April, which will sit alongside his existing Costcutter stores in Bromsgrove and Kidderminster. Mr Chahal said he is increasing floor space at his new site from 300sq ft to 1,000sq ft to include more fresh produce, food to go

and 'meals for tonight'. He is also in talks with advertising agencies to launch his own custom in-store ads.

"We're looking to do a few projects with a radio supplier and a media screen company," said Mr Chahal. "For example, if there's

a local fete going on in the village, we can potentially create our own radio ads featuring special offers, which we can also feature on screens by the till."

"For us, it's about trying to create a point of difference for the store."

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NEWS

REGIONAL



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A call for improved protection

The Scottish government has been called on to give shop workers the same legal protection as emergency workers.

The call was made by the Scottish Grocers Federation (SGF) at its inaugural Retail Crime Seminar on Tuesday.

It highlighted the case of Mohammed Jawed, who was subjected to a violent attack at his Glasgow store last month, and the shocking statistic that 92% of convenience store retailers experienced some form of shop theft in 2014 – almost a quarter on a daily basis.

The data comes from the SGF retail crime survey and forms part of its Retail Crime Report which was launched at the event.

The report was developed in partnership with the Scottish Business Resilience Centre and also contains a guide to increasing security and preventing crime in-store.



JW Filshill is top of the wholesale pile

Glasgow-based independent food and drink wholesaler JW Filshill was named the best wholesale business in the country at the 14th Scottish Wholesale Achievers awards, organised by the Scottish Wholesale Association. The family-owned business, which celebrated its 140th anniversary last year, also scooped Best Symbol Group for KeyStore, Best Delivered Operation (Retail) and Best Marketing Initiative for its Craft Beer Clan division, while Fiona Ritchie, the company's impulse buyer, won the Employee of the Year category.

MP says Nirupa Patel attack is a stark warning Assault came six years after husband's murder

Luton attack shows 'the severity' of retail crime

by Gurpreet Samrai

The horrific attack on a Luton shop owner and her husband's murder serve as a stark warning about the very real problem of crime against retail workers, the area's MP has said.

Nirupa Patel suffered horrific injuries during the assault in the early hours of Christmas Eve, including a gash to her head and cheek which required around 49 stitches.

The incident at Moon's Newsagent comes only six years after her husband was

murdered during a robbery at the shop.

MP for Luton South Gavin Shuker told RN: "All too often such crime is considered low priority and I think that the shocking nature of the attack on Mrs Patel shows the true severity of this act."

He says he works closely with Bedfordshire police and crime commissioner Olly Martins who has been prioritising the issue and the problem of hate crime.

Mr Shuker added: "I can only imagine what the Patel family must be going

through. I hope to be able to talk directly to Mrs Patel about her experience and how I can support her campaign in parliament."

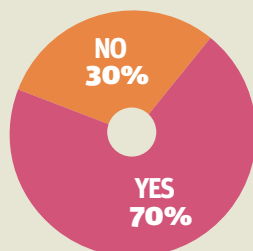
It comes after RN contacted the MP's office following Mrs Patel expressing her disappointment that he did not get in touch following contact from her daughter or attend the launch of the NFRN's 2016 agenda at a House of Commons reception last week where she spoke to MPs about her ordeal.

Mr Shuker's office told RN that due to him not

being able to contact a non-constituent he had to ask for Mrs Patel to contact him directly rather than going through her daughter. It added that the invite Mr Shuker received for the reception did not state she would be at the event.

Mr Shuker will now make contact with Mrs Patel. She said she is happy to speak to him, adding: "It should have been picked up before. Sometimes things get swept under the carpet and left, but if we react straight away some good can come out of it."

RN READER POLL



If pricemarking is removed with plain packaging legislation, will you increase your tobacco prices?

NEXT WEEK'S QUESTION
Which promotions are most effective in your store?

Have your vote now
Go to betterretailing.com/retail-newsagent

Camelot and Payzone in NFRN firing line

The NFRN has hit out at Camelot and Payzone for showing "little compassion" to retailers whose stores were devastated by the recent floods.

The NFRN says it contacted Camelot after Yorkshire and Northern members' stores flooded asking if it could help retailers, but was "disappointed" with

its response.

"They said they couldn't guarantee anything," said NFRN chief executive Paul Baxter. "Retailers are selling tickets every day of the week and a proportion of that money goes to good causes. We appreciate the money is for communities and not businesses, but taking on board the retailers

had fallen on hard times we would have thought they are a good cause."

A Camelot spokesman told RN although it generates money for good causes by selling National Lottery products it does not play a role in the allocation of funding, which is the responsibility of 12 lottery distribution bodies. Camelot

added the distributors have contributed "significant amounts of money to flood relief".

Meanwhile, the NFRN said it feels Payzone could have been "more proactive".

Lenny Davies, Payzone marketing and brand manager, said it helped flooded retailers by not charging for flood-damaged equipment.

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NATIONAL COUNCIL

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LONDON

09-10.02.2016



Chris Gamm, Chris Rolfe and Gurpreet Samrai report from the NFRN National Council meeting

Retail crime – the big picture

The federation is working on data projects to build a better picture of the crimes suffered by members and how they are dealt with by police, according to head of public affairs Adrian Roper.

This includes submitting Freedom of Information requests to police

forces to gauge responses to crimes in independent stores.

“We’ve carried out requests with four police forces to test

questions and look for trends, before rolling it out to other forces,” said Mr Roper. “We’ve had one refusal, but heard back from three forces, including one in Wales. It revealed that it turns up with sirens blaring when a chain supermarket calls, but toddles along when it has a chance when an independent calls. “We’re looking for trends and will then take them to task.”

Meanwhile, the federation will survey members over the summer to find out about the extent of crime in their stores.

“We carried out a similar survey 18 months ago and received nearly 500 responses. The proposal this time is for a larger survey,” said Mr Roper.

“We will then engage MPs, police and crime commissioners up for re-election and local press armed with the facts. Our events at the party conferences are a great launchpad for research.”

Nirupa Patel, who was brutally attacked in her Luton store over Christmas, backed the call for greater engagement with retail crime.



Nirupa Patel was badly injured in a raid on her Luton store

Southern member Christine Southern told council MPs had no idea about the crimes faced by retailers.

“I spoke to North Thanet MP Roger Gale at the agenda launch and he thought retail crime was just about shoplifting,” said Mrs Southern.

“He was shocked when I showed him pictures of the attack on Nirupa Patel. He had no idea of what goes on in our stores.”

MPs attend NFRN agenda launch

Cleethorpes MP Martin Vickers, who is leading the Conservative group against relaxing Sunday trading laws, was one of 51 MPs attending the parliamentary reception launch of the NFRN’s 2016 agenda.

Public affairs chairman Mike Mitchelson told council Mr Vickers was



Mike Mitchelson

confident that 24 other MPs were against changing the laws, and is seeking support from other parties

to fight it.

“Mr Vickers said the chief whip isn’t confident he has the numbers to get it through, and SNP MPs vote against it, he doubts it will,” said Mr Mitchelson.

Hackney South MP Meg Hillier attended the



A lot of local businesses will suffer if big stores are open longer on Sundays. That is why I’m opposing it

Ranjan Patel

London district NFRN member

agenda launch and told constituent and London member Ranjan Patel: “A lot of local businesses in Hackney will suffer if big stores are open longer on Sundays. That’s why I’m opposing it. But the chancellor is on a mission.”

Pushed on communication

Members of PayPoint’s retailer forum are pushing the service provider for better commission, national executive committee member Linda Sood told council. Kent member Harry Goraya said he had been told by PayPoint marketing director Steve O’Neill at the NFRN’s agenda launch that commission hadn’t come up at the forum meetings.

But Mrs Sood said: “He has a short memory. Commission was bought up. We were told they would go back and look at how they could reward agents who offer the whole package, including credit card, debit card and ATM. We haven’t heard back yet, so will bring it up at the next meeting in April.”

Decision time for N3’s direction

Decisions on the direction, commitment and resources being put into

N3 will be made in the coming months.

News operations committee chairman Ray Monelle told council it is difficult for the network to source a range of promotions for only 10 members who have 14 stores between them.

“With 14 shops it’s difficult to get large promotions,” he said. “We need to grow so we can take it to the publishers and say we have 50 stores who can sell these promotions.”

He said there have been some “teething problems” getting supplies to some areas, however some promotions have worked well.

Credits crisis

The rejection of credits is something the news team needs to “focus on a lot more”, NFRN head of news Brian Murphy told council. He said this is a key issue members are facing, citing recent problems with News UK.

London member Ranjan Patel said News UK admitting there’s a problem was positive, however members are now reporting issues with getting through to someone on the phone to discuss credits.

“It’s just poor management on their end,” Mr Murphy said. “They’re not focusing on their customers. They have a field force just listening to complaints.”

Legal savings

The NFRN has signed a one-year deal with Abbey Legal with a reduced premium, improved support, increased cover and benefits for members. “I think we will save at least £50,000 this year through this deal,” said chief executive Paul Baxter.



Linda Sood

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Chris Gamm, Chris Rolfe and Gurpreet Samrai report from the NFRN National Council meeting

Fears on tobacco sell-through

The NFRN is to challenge tobacco manufacturers to clarify their positions on the sell-through of non-compliant stock and to adopt a common approach to planograms in advance of the introduction of the Tobacco Products Directive and plain packaging legislation.

Chief executive Paul Baxter pledged to take action as concerns were raised that independent retailers would fail to sell through non-compliant stock before the May 2017 deadline and that tobacco manufacturers would refuse to help store owners manage leftover stock.

"We have a duty to make members aware of the potential impact because we don't want a situation in May 2017 where everyone else has cleared their stock and our members are left with thousands of pounds worth of products they can't sell," he said.

South Wales member Peter Robinson said he had been warned by an independent wholesaler that retailers should not expect support from manufacturers on leftover stock.

He said: "They told me they will reduce their range of slow sellers sooner rather than later because they don't believe tobacco manufacturers will take stock back. I wouldn't base any purchasing

decisions on an understanding that manufacturers will look after you – it could be an expensive mistake."

Northern member Martin Ward added that the nine-month timeframe available to manufacturers to claim tax back on unsold



Retailers were unimpressed by Camelot and Payzone's response to recent floods

stock might also make them reluctant to accept non-compliant products back.

Mr Baxter said: "Our job is to make sure they understand us and that we are clear about what they will and won't do."

He also pledged to work with tobacco suppliers to encourage a common approach to plain packaging planograms. Evidence from Australia showed independent stores had lost 7-8% market share, he warned, but manufacturers were keen to work with the trade to avoid the same loss in the UK.

North West member Hanif Khonat called for retail development managers to be equipped with information on legislation deadlines and guidance on stock management, while Kent member Harry Goraya urged the federation to create a plan to help retailers educate customers ahead of the law changes.

The federation will launch a guide to the Tobacco Products Directive in the spring, said Mr Baxter.

I wouldn't base any purchasing decisions on an understanding manufacturers will look after you – it could be an expensive mistake

Peter Robinson

South Wales NFRN member

response during the recent major floods was very disappointing, council was told.

Benefits committee chairman Peter Wagg thanked Philip Morris and NewstrAid for their help and commended Northern and Yorkshire members as well as Margaret McCloskey, head of membership services Theresa Neale and retail development managers for the support they provided.

However, Paul Baxter said: "I'm very disappointed in Camelot's response. When the terminals went down it offered nothing. It has money put aside for these sorts of events, but offered no support at all. It was the same with the payment companies."

Yorkshire member Andrew Taylor added: "The treasurer from Yorkshire and I visited some of the victims and when you see what they've gone through it's absolutely incredible.

At the time Margaret was rallying support I did know about Payzone's reaction. To be honest it's unbelievable because it wasn't only that it wouldn't contribute anything to people in distress, it was also trying to get them back up and running with their own systems. It was unbelievable. These people just aren't there when we need them."

The stores of 21 members were devastated by the floods. Mr Wagg said the benefits committee offered affected retailers a grant, initially of £500, and loans as well as other assistance.

Wakefield improvements

The service out of Menzies' Wakefield super hub has improved, however Maidstone is a problem, head of news Brian Murphy said.

Yorkshire member Andrew Taylor added reports from districts and branches show "everything has improved massively" since the end of last year. Mr Murphy said the federation "will not be resting on its laurels" and will keep an eye on it.

He also reported issues with Menzies' Maidstone depot stating it is "poor" at getting back about the issues members have reported to the helpline. The issue was raised at a president's meeting, he said, after unsuccessful attempts to organise a meeting locally.

He told council two early wins with Menzies this year – a reduced call rate number and tote identification changes – show "if we keep banging the drum and persisting there is hopefully good news".

Personal and network changes at Smiths News were also outlined with Mr Murphy stating: "I wouldn't be surprised if it goes to one call centre by the end of the year as well." He added news operation managers are getting involved to ensure services do not dip in locations moved over to a new hub.



Andrew Taylor



Martin Ward



Harry Goraya

Disappointing flood response

Camelot and Payzone's

NATIONAL COUNCIL

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Indies' influence on publishers

Publishers need to be shown the influence independents have on the sale of newspapers, news operations committee chairman Ray Monelle told council.

He said he was disappointed a lot of members didn't follow the action taken by N3 and delist The Star when its cover price was slashed.

He said since the price cut of the Saturday edition of the Express he has halved his sales, partly by changing the way it is displayed and also by convincing customers to try another paper.

"One message we need to get across to the publishers is how much influence we have as independents on what papers we sell," he said. "The influence we have got is still tremendous."

Scottish member Abdul Qadar said he has taken both papers off display, resulting in most customers switching to other titles.

"There was lots of talk about the tobacco display ban, so how about The Star and Express display ban? We can do it and show these publishers they can't walk all over us whenever they feel like it," he said.

Southern member Pradip Amin added a member of his district had suggested increasing the number of copies and not selling them "to hit them where it hurts" after he kept receiving The Star despite delisting it.

Pension provider costs compared

A number of retailers are



incurring extra costs by going to their accountant for information on auto-pension enrolment, according to South Wales member Peter Robinson.

He said retailers need to be made aware they do not need to go through an accountant, which is "very expensive".

Head of operations Margaret McCloskey said the NFRN has produced a comparison of pension provider costs, which is available to retailers. The analysis looks at the four providers listed on The Pension Regulators website - NOW, Nest, People's Pension and Welplan.

She said the NFRN has also looked at apprenticeship opportunities and produced a document with information for retailers.

"With the auto-pension enrolment and National Living Wage imminent, the timing is fantastic to bring to your members the advantages of apprenticeships," she said.

Carriage charges 'top of the list'

The NFRN is stepping up its campaign on carriage charges.

Smiths and Menzies



Peter Robinson

One message we need to get across to the publishers is how much influence we have as independents on what papers we sell

Ray Monelle

NFRN news operations committee chairman



Brian Murphy

have been asked to provide a breakdown of what makes up the charge, council was told. If they fail to provide the information it will be sought by the federation through Freedom of Information requests.

"It's at the top of the list again," Ray Monelle told council as he spoke about launching a new campaign. "They have reduced the number of depots so put more costs on transport."

"My driver tells me he spends more time delivering parcels, Thomson holiday magazines and other things than he does delivering papers. We are going down every route we can. It's going to get harder and harder and we are going to challenge it more and more to try to find out because enough is enough."

Head of news Brian Murphy told council members they are seeing the name of costs changing from carriage charge, carriage service charges to customer service charge to "suit them".

Following last week's announcement that EM News is increasing its charge by 6%, chief executive Paul Baxter said a meeting is in the

pipeline. He said: "Carriage charges in the south have not risen as high as they have in the north in the same company so I think something has happened as the people there have changed."

Partworks improvements

Members should be seeing improvements with partworks following an industry meeting in December, Brian Murphy told council.

He said the issue of back numbers not being fulfilled and the problems that causes with customers being left waiting was discussed. He added there will be a second partworks meeting in March.

"Hopefully you've started seeing improvements," he said. "But I do expect to see a number of improvements this year coming through on partworks so keep an eye on that."

Mr Murphy also urged members to ensure they stock the Panini Euro Championships sticker album. He said the World Cup sticker album two years ago sold 20 million units and the Euro is expected to sell close to 12 million.

"If you're not stocking it, you need to," he said. "It's a key sales opportunity."

Web launch day

An awareness campaign for the new nfrnonline.com website will take place in the next few days in advance of its launch on 7 March.

Head of public affairs Adrian Roper warned council that members would need to login with an email address and update their passwords on the new site.

LETTERS

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Why has my partworks order been restricted?

My wife, Priti Patel, owns a shop in Northampton and we've had loads of issues with Smiths News regarding partworks.

I have four customers who have been waiting for Zippo, Marvel Fact File, Dinosaur Discovery and Build Your Own Solar System, plus How My Body Works and Build Your Own Mustang, both of which have recently come out.

I have logged the issues I've had since June last year and all I'm getting as a reply is "they're on order".

I can order these partworks on the internet tomorrow and have them by next week some time, which I may have to do just to keep my customers happy.

I asked the operators at Smiths to ask the manager and the marketing manager to give me a call last week and again on Thursday, but they still have not bothered to reply.

Every time I call and ask why I have only received one partwork, they say it's because its marketing department has cut me back. I reply that I have two customers who want the partwork, so why cut me back?

I have kept a log, but who can help me resolve this issue?

Vinesh Patel

Kishan General Store/
Happy Times, Northampton

A spokesman for Smiths News said: "We will contact Mr and Mrs Patel directly to resolve the issues they have raised."

We've missed out on three years' inserts payments

We run a busy newsagent and are not happy because we had regular payments from Smiths News for third party inserts paid up until the end of 2012. Unfortunately, we didn't realise until the end of January this year that mysteriously we've been taken off the scheme.

I feel strongly that although we overlooked this ourselves, the

arrears should be reimbursed by Smiths News in Southampton because they had taken over deliveries from the Salisbury depot, which closed, and I don't think they transferred our details.

Smiths has been very dismissive, saying it sent out circulars, which I can't recall. As we had already enrolled on the scheme, we wouldn't have realised we needed to sign up again, and as a result, we've lost payments for three years.

Peter and Helen Palmer

Palmer's Papers,
Durrington,
Wiltshire

A Smiths News spokesman said:

"We have looked into this matter and identified that Mr Palmer did not re-register for the TPI scheme when we carried out a full re-registration on behalf of the newspaper publishers in 2012. All customers received a letter to prompt them to re-register from their local supplying house but unfortunately, we did not receive a form from this store. We regularly send out notification about the TPI scheme via the weekly Your Round Up bulletin to confirm payments are taking place and these reminders are sent to all stores, not just TPI stores. There are also frequent reminders about the scheme in trade publications to remind stores they can register at any time. We have contacted Mr Palmer recently with a new registration form to re-join the scheme."



RN reader Priti Patel has had problems with the supply of partworks from Smiths News

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Weekly customer transactions: 1,300
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Post Office Ltd is looking for a successful Staffordshire retailer to run a Post Office Main from their existing retail business in this busy suburb of Stoke-on-Trent. Services would include an ATM and National Lottery.



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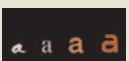
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YOUR SAY How would processing newspaper subscriptions digitally – through terminals or online – affect you as a business?

Vineet Patel

Wady & Brett,
Charing,
Kent

The main benefits for us would be faster reimbursement and less time spent on processing. It would, however, be more complicated because we'd have to process it twice – once through our Payzone system, and again through the Londis EPoS system. Only PayPoint terminals are integrated with Londis. I get around £600 a month from paper vouchers, mainly with the Daily Telegraph and the Times. I have one customer with a Financial Times digital subscription card.

Ketan Patel

Purley Bon Bon,
Surrey

It would be all for the better if my vouchers were processed digitally. It would build up business for me in the long-run, especially if it included HND. It would also probably work out cheaper for customers, too. I don't have a pay-



Could processing newspaper subscriptions digitally be of benefit to your business?

ment terminal so I would need to be given some sort of online management system. Customers who use traditional paper vouchers mostly read the Daily Telegraph and the Times.

Graham Walker

Walkers News,
Norfolk

I've got a basic Payzone terminal, which has no scanner, so I would

have to upgrade my system. Transaction time would be longer, and I'd also have to produce receipts of the scans for myself and my customers, which would be an additional cost. On the other hand, if it was through HND, my cash flow would be freed up by up to £175 a week. However, my customers are elderly, mostly living without computers, so I can't see them switching.

YOUR STOCK Would you raise your tobacco prices with the introduction of plain packaging?

Linda Sheppard

Rampton Service Station,
Rampton,
Nottinghamshire

I would ensure my tobacco products were priced competitively. Hiking up prices would mean losing customers to supermarkets – whose prices are higher anyway now. With everything that's coming up, including the National Living Wage and pensions auto-enrolment, I have not had any time to think about my pricing strategy. Most of our cigarettes are pricemarked, but when plain packaging arrives I'd imagine we'd look to set prices at the same level as the multiples.

Suresh Patel

Premier Upholland,
Skelmersdale,
Lancashire

It's hard to say. I think many retailers, including myself, will set

prices according to what local supermarkets are doing. If they raise their prices, I will definitely look at raising my own. I can imagine that with the National Living Wage and the auto-enrolment of pensions, however, that they will raise their prices. I've also had reps telling me this will happen, and suggest I do it as well.

Vipul Pabari

Best-one Connaught Road Post Office,
Market Harborough

I don't think I'd hike up prices massively, but I'd definitely consider putting on a few pence or so. I also believe that location and competition will be a big deciding factor for retailers' pricing strategies. I don't have any pricemarked cigarettes, and I charge slightly more than my nearest stores because there's not a lot of competition. This will probably work in my favour when plain packaging is implemented.



YOUR ISSUE

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WE WILL BEAT CRIME SAYS MP BEBB

Crime remains an issue at the top of retailers' agendas. RN spoke to Guto Bebb MP, chair of the retail crime all-party parliamentary group, about the issue and what the APPG is doing to highlight the blight faced by independent retailers.

How did you first get involved in the fight against retail crime?

One of my constituents, John Parkinson, who has been running a newsagent in Penrhyn Bay for 42 years, mentioned the possibility of heading up an APPG on retail crime. As somebody who used to run an economic development consultancy, I'm very aware there's a feeling that if somebody steals a packet of cigarettes it's a £10 loss, when actually you need to sell 25 packets to make up for that.

I have always been aware that shoplifting is seen as just one of those things, but from a business survival point of view shoplifting actually has much more of an impact on the bottom line.

When I met the NFRN some members brought CCTV images of attacks on staff and I was genuinely taken aback that people providing a service for the community were treated in such a manner. I was even more surprised all of them had stories about the incidents not being taken as seriously as they should be and also at the vast disparity between different parts of the country. So I was very keen to get this up and running.

Do you think MPs are generally aware of the extent of crime retailers face?

You pick up on the occasional news story of someone being badly assaulted and we all want to believe they are few and far between. So when the federation members and officers in particular were highlighting some



Guto Bebb: "There's a process of education required from the APPG"

of the issues they've had, I was shocked. I remember one mentioning an incident where the thief wearing a balaclava was calling the shopkeeper by his full name. In my part of the world the village shop is crucial. John's shop is essential to the life of that community so we find it very difficult that somebody would take advantage of their corner shop in such a manner. There's a process of education required from the APPG.

How will you raise awareness?

Now the sentencing guidelines have changed it's going to be easier to go after the police and crime commissioners to highlight, if the guidelines are significantly enhanced, what could be done in the case of robbery with violence. We need the same commitment to taking crimes seriously when they are reported.

They can make a difference and, with the elections in May, we can get the PCCs listening to us. We are doing a survey of

the attitudes of all police forces and we want to compare and contrast to what extent they prioritise incidents of shoplifting, abuse, rowdy behaviour, threats of violence, and violence. We are asking what their response is, what priority they give it, how many incidents were there, etc.

We have done a pilot on four police forces with a Freedom of Information request and so far we have had a couple of responses. If their information is useful we will probably replicate it across the country. We are doing that because, hopefully, if we get all the information back in the next few weeks that will be the subject of a lobbying paper for cabinet for the PCC elections.

Have you seen evidence of the police responding quicker to supermarkets than independent stores?

There is anecdotal evidence that priority is given to supermarkets and all larger businesses, but that's why we want to do

this survey, to identify if there is a pattern. The response time should reflect the crime, not the size or the status or the location of the victim.

What is the end goal?

I would like to see a commitment by many more police forces to highlight what their response will be to various levels of retail crime and make sure that's uniform. This perception of a better response to some businesses than others needs to be addressed. Ann Widdecombe used to say if you deal with low-level crime, you are sending a message to high-level crime and it's the same with retail crime. If you deal with shoplifting, and you do not tolerate it, you're sending a message about robbery with violence.

What's your view on Sunday trading proposals?

I am for devolution. I sympathise with the argument the federation is making, but the Conservative party has invested a lot in this concept of localism.

Retailers are facing a number of other challenges this year, such as auto-pension enrolment and the National Living Wage? What additional support can the government provide?

I'd like to look at rates for small businesses. We should be looking at saying 'yes I understand your concerns about the National Living Wage, but we have to go down that route because we can't carry on paying people to work because employers are not paying and that's what we're doing with tax credits'. But we need a rateable system which is more equitable and takes into account the challenges small businesses face compared to a large supermarket, for example.

INDUSTRY PROFILE

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Unilever

As customers increasingly aim to live healthier lifestyles, brands long associated with health face a challenge to remain relevant. Flora marketing manager James Brennan outlines how the company is working to achieve this

RETAIL NEWSAGENT What developments are you seeing in the convenience sector at the moment?

JAMES BRENNAN There is a clear consumer trend towards plant-based diets and healthier food alternatives. The popularity of vegetarian, vegan and dairy-free diets has increased and consumers now expect to be able to find products that cater to their specific dietary needs in their local shop as much as in the larger supermarkets.

RN What's driving consumers towards healthier foods and lifestyles?

JB Consumers are becoming increasingly conscious of their wellbeing and how food can impact this. For certain consumers, dietary interest comes from personal health conditions or those of family and friends. Others are driven by a desire for longevity and illness prevention, while for many it's simply about improving wellbeing.

RN How are you ensuring the Flora brand remains relevant in light of this?

JB We're responding with a brand refresh as well as the launch of a new spread. The relaunch is supported by a "Powered by Plants" campaign that aims to emphasise Flora's health credentials. Flora contains Omega 3 and 6 which appear naturally in the sunflower seed, linseed and rapeseed which go into every pot.

RN Who are you aiming to attract with this new message?

JB Parents are one group. They are becoming increasingly

concerned about the importance of providing their children with a healthy diet and Flora is perfectly positioned to help. Omega 3 and 6 are essential for children's growth and development while we also enrich our spreads with Vitamins A and D to make it even easier to get those much needed nutrients into a child's diet.

RN Tell us more about the new spread you're launching.

JB We have launched a new dairy-free variant, Flora Freedom, which is available to retailers now. It is made from a vegetable fat spread containing rapeseed and sustainably-sourced palm oil. It only contains natural flavourings and colour and has no preservatives. A recent survey also found that 41% of consumers believe free-from products taste worse than regular products. Flora Freedom aims to address this.



Consumers expect to be able to find products that cater to their specific dietary needs in their local shop

RN How is Unilever going to support this extra activity in the coming months?

JB As well as a complete packaging overhaul across the entire Flora range, we're supporting the repositioning with a £12.5m marketing spend, which includes a new TV advert and large scale activity. The ad, which launched this month, showcases the benefits of including Flora in children's diets. Our aim is to show how the natural ingredients that go into powering Flora can help children grow and develop.

RN More generally, why is it so important that retailers offer a good chilled range in their stores?

JB As we've seen an increase in the number of consumers looking for healthier or dietary-specific and it's become more important that retailers stock a good choice of nutritional alternatives across their chilled ranges to cater to this demand. If you look at spreads shoppers, specifically these are customers on a 'need it now' mission as they have either run out or want to top-up ahead of their next big shop. It's therefore really important that the chilled fixture is easy to shop and retailers stock the right pack sizes and brands.

** Company CV **

Company Unilever

Flora marketing manager James Brennan

Profile Food, home and personal care giant Unilever is home to 40 UK brands operating in 14 categories. The Flora brand was established to offer a healthier alternative to other spreads and took its name from the wife of one of the company's marketing directors.

Latest news As part of a £12.5m 'brand repositioning' Unilever has launched a new dairy-free Flora variant, 'Flora Freedom'.

**

**

NEVILLE RHODES

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News sellers need a fairer deal NOW!

For the newstrade to protect newspaper sales, today's supply chain must work together and with retailers to ensure a sustainable future for the whole industry

I was intending to write about cuts to national newspaper cover prices, but during my research I unearthed a detail that I found absolutely staggering. It concerns the Daily Star, which for the past three and a half months has been priced in most parts of the UK at 20p.

A 20p cover price first appeared on the Daily Star back in February 1987 and it lasted for about two and a half years. The main difference between then and now, at least for retailers, is the cash discount per copy. In 1987 it was 5.6p; today it is 4.84p. If you think you need to read that again, the figures are correct.

Allowing for inflation, 5.6p in 1987 would be worth 14.5p today, so in real terms the retailer's profit per copy on the Daily Star today is only about one third of what it was 29 years ago.

How did this shocking situation come about? Because the news supply chain has been arranged in such a way that the newspaper publishers have been able to do whatever they like to the majority of their retailers. They may not be able to dictate to the likes of Tesco and WH Smith, but where independent retailers are concerned they don't even bother to consult them about terms. They have got away with it because, with the exception

of News UK in the London area, retailers are not their customers: they are the wholesalers' customers.

Publishers can and do recommend to wholesalers the discounts retailers should receive, but to instruct them how much to charge for their titles would be against the law. In the case of the 50% cuts to the cover prices of the Daily Star and the Daily Star Sunday, Smiths News and Menzies Distribution could, and in my view should, have told the publisher, Express Newspapers, that they were unwilling to implement an unprecedented 50% reduction to their customers' cash margins, and could not



afford to make good the shortfall themselves.

"Go away, think again, and don't come back without a fair and reasonable deal for our customers," should have been their message to the publisher.

The Daily Star has had moderate success with its price cut, increasing its UK sales by about 15% in the period from October to December,

but its terms cut – and another cut to terms for the Daily Mail – has also brought the issue of the news category's declining profitability or retailers out into the open.

When influential independents start speaking out about range consolidation, a process which could see at least five national dailies disappearing from displays and being handled for regular orders only, they are letting the publishers know that power within the news supply chain is shifting.

Publishers need the big independents, the wholesalers need the small ones, and both sectors will have to face up to the reality that the era when they called all the shots is coming to an end. Most retailers understand that all sections of the newstrade are going through difficult times, but they won't any longer put up with publishers and wholesalers seeking to improve their own profitability by making their retailers' position worse.

Neville Rhodes is a former retailer and freelance journalist

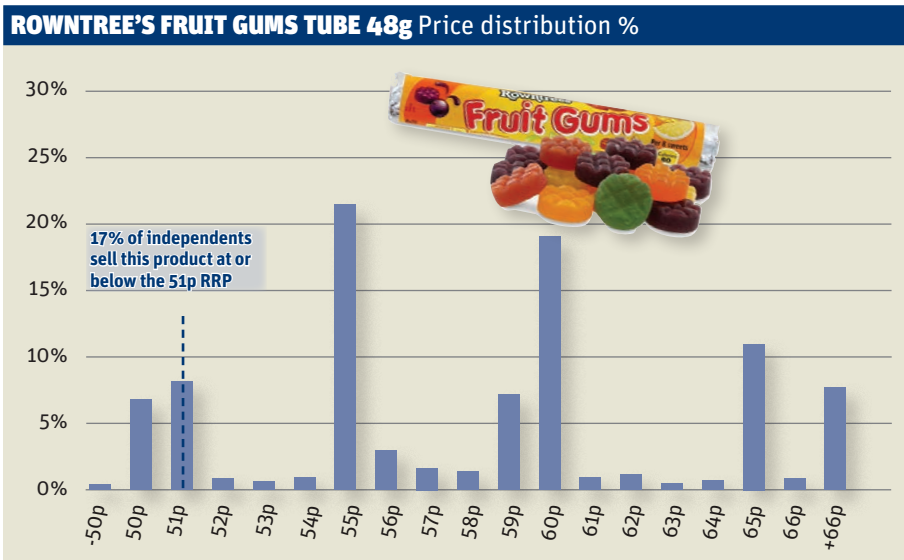
✦ 'Increase' insert payments

✦ News wholesalers should also be putting pressure on newspaper publishers to increase payments to retailers for inserting supplements and sections, which arguably isn't a retailer's job. In most cases these payments have remained unchanged at 2p for over 30 years. This was equivalent, for example, to 4% of the cover price of the Sunday Times in 1985: today the same payment is 0.9% of the paper's cover price. Meanwhile wages for shop staff who do the work have increased more than three-fold. Wholesalers may argue that insertion payment rates are matters for publishers, but they know the payments have become woefully inadequate, and it's their customers who are being exploited. Would they still be delivering to shops if there had been no carriage charge increases since the 1980s?

PRICEWATCH

SUGAR CONFECTIONERY

SUGAR CONFECTIONERY PRICES AROUND THE UK							
PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Rowntree's Fruit Pastilles 52g	58p	51p	55p	75p	59p	55p	55p
Skittles 55g	58p	49p	60p	69p	65p	65p	55p
Rowntree's Fruit Gums 48g	58p	51p	55p	75p	60p	65p	55p
Starburst Original 45g	57p	49p	50p	55p	–	65p	50p
Rowntree's Jellytots Bag 42g	57p	51p	–	75p	59p	60p	55p
Maynards Wine Gums 52g	59p	51p	60p	69p	–	65p	50p
Polo Fruits 37g	55p	50p	55p	–	65p	–	55p
Skittles Sours 55g	58p	49p	60p	–	65p	–	55p
Chewits Strawberry 30g	41p	35p	50p	–	–	37p	40p
Werther's Original 48g	60p	55p	65p	–	–	59p	55p
Fruittella Strawberry 41g	50p	45p	60p	49p	59p	–	50p
Chewits Blackcurrant 40g	40p	35p	50p	–	–	37p	40p



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

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

Pricing strategies

RETAILER

1



NAME EUGENE DIAMOND
STORE Diamonds Newsagents
LOCATION Ballymena, Northern Ireland
SIZE 600 sq ft
TYPE main road

I mainly stick within the RRP. You have to take as much profit as you can on sugar confectionery. The tubes of sweets go well with parents buying for kids and I try to make around a 30-35% margin, but I've found £1 bags of Cadbury's sweets and similar go really well. Sweets make up around 10% of my trade, and these days I'm competing with an M&S and a Co-Operative nearby. I bank on having built a reputation over many years and parents bringing their children in because they used to come here as kids too.

RETAILER

2



NAME CHRIS ENGLEFIELD
STORE BW News
LOCATION Bridgwater, Somerset
SIZE 700 sq ft
TYPE shopping centre

We're situated in a shopping centre near a busy main road and compete with a Wilko nearby. They're a big store who can offer more discounts, however we work on the added value that we are convenient. For example, Wilko closes at 6pm, whereas we are open till 8pm on weekdays and 10pm at weekends. So, we can charge above the RRP and we still sell. But we've been thinking recently about offering more chocolate bars pricemarked to compete with their trade, and we may do that with some sugar confectionery.

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RETAILER

3

NAME CARL PICKERING**STORE** Top Shop News**LOCATION** Preston**SIZE** 750 sq ft**TYPE** main road

I roughly stay within the RRP, but it fluctuates. Wherever possible I want to make at least a 20% margin on sweets. I try to bring in as much pricemarked stock as possible as they sell really well. For example, in the sweets' range, pricemarked Polos or Fruit Pastilles are popular, especially two for £1 deals or 50p deals. Most of my sweet sales are secondary sales as most people will come in for a newspaper or cigarettes or to do the lottery. I get all ages buying sugar confectionery.



RETAILER

4

NAME DEE GOBERDHAN**STORE** Albany Road Post Office**LOCATION** Albany Road, Cardiff**SIZE** 2,000 sq ft**TYPE** main street

We do really well on price-marked packs when it comes to sugar confectionery so I'll try and promote two for £1 or 50p deals. I recently put the price up on many of my sweets as I noticed some were running out of date and I wanted to make a good return on them. Customers love pricemarking but they are also brand loyal so I can go above the RRP and they will still buy them. Mints probably do the best in sweets for me - whether it's Polo or Trebor, customers consistently buy them.



RETAILER

5

NAME NAINESH SHAH**STORE** Mayhew Newsagents**LOCATION** Mayfair, London**SIZE** 600 sq ft**TYPE** secondary main street

I operate on a street with specialist confectionery shops so customers like builders and workers want to pay a reasonable price. As sweet confectionery makes up around 5% of my business I try to keep my prices as low as possible. Often sweets will make up a secondary sale with a newspaper or cigarettes, and my customers know they won't pay over the odds. At first they always wanted me to check the price because they assumed being in Mayfair I was going to rip them off. Now, I'm a trusted retailer and they are more relaxed.



THE ENTREPRENEURS

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



RUSSELL SIMMONS

Route to the top

In hip hop hierarchy, it doesn't get much bigger than Russell Simmons. The co-founder of the Def Jam record label, he's also a fashion entrepreneur creating Argyleculture, Phat Farm, and American Classics. He also owns Tantris, a yoga business. Raised in Queens, New York, he left school to become one of the forces behind the emerging hip hop culture, promoting stars like The Beastie Boys, Public Enemy and LL Cool J. He founded Def Jam with business partner Rick Rubin after working with local musicians. He later sold Def Jam to Universal Music Group for \$100m. Added to that, he has a movie production house and has produced films such as Krush Groove

and The Nutty Professor. He also owns television shows, a management company and a magazine and advertising company. Finally, he helped found the Hip Hop Summit Action Network, The Rush Philanthropic organisation and the Foundation for Ethnic Understanding.

Key achievements

- He's the name behind some of the biggest hip hop stars of the last few decades, nurturing them from the grassroots to huge success.
- A committed philanthropist, Simmons has sought to promote diversity, tolerance and understanding through his charitable organisations.
- Transferring his success in the music industry to other highly successful businesses.



Lessons for your store

- 1 Be a local champion – start small and work with your community and build a reputation. Once you're successful never forget where you came from and always give back.
- 2 Don't be afraid to try – Simmons has been able to transfer his music business skills.
- 3 Keep ahead of the curve. While hip hop was dismissed as a fad by many, Simmons foresaw the trend differently as an enduring movement.

RETAILER PROFILE



It pays to be friendly

By focusing on great customer service and providing top-quality fresh produce, Amardeep Singh has secured a large and loyal customer base. Add to this an extensive world foods range, and it is little wonder he is doing so well. **Steven Lambert** reports

Taking his expertise of managing a café to running a convenience store, Amardeep Singh has spent the past eight years turning Today's Local in Reading into an "open and friendly" business where residents can pick up all their daily essentials.

Since taking over in 2008, Amardeep has managed to grow turnover by 45% thanks to a combination of wise investment and giving his customers the best possible shopping experience he and his eight members of staff can offer at their 3,000sq ft store.

He says: "We utilise the space as best we can. We have wide aisles that we keep clear of clutter so we can have four or five shoppers passing through at any one time."

"It means the shop feels more open and we get more people coming in to do a big shop."

Amardeep says trade has also been boosted since the store was extended into an empty unit next door, allowing him to have a double-fronted window display to attract shoppers.

"Since we got the bigger display a few years ago, we've been able to put up more Today's promotions in the front window while also keeping it clear for passing trade to look inside."

Other big changes inside the shop have also helped Amardeep to attract a wealth of

new shoppers to his store. This includes the introduction of a separate chilled section for cooked Polish meats and dairy products and a huge 15 metres of shelf space dedicated to Oriental foods and cooking ingredients.

He says: "We have a large Polish population nearby but we have also had other shoppers buying from our Polish section as well."

"We also have a lot of east Asian customers, so we have increased our section to include more products such as instant noodles, sushi rice, tofu and cooking sauces."

Students also make up a large part of Amardeep's customer base, a group he caters for with a number of eye-catching lunchtime and evening meal deals. These include an offer consisting of a pizza, garlic bread and soft drink for £4.99, as well as a meal bag for two containing a bottle of house wine for £9.99.

In addition, Amardeep says extending his chilled range to 15 metres and a switch to picking up fresh fruit and veg from a local market has helped him attract more trade from families and elderly shoppers.

"We go down to the market on average two times a week to pick up fruit and veg, and this can even be three times if we're busy or during the summer when produce goes out of date quicker."

"It means our fruit and veg is fresher and when you see more elderly shoppers



We got the idea of getting in a Tchibo coffee machine after reading an article in RN. We're now looking to tie this in with a new in-store bakery to help us grow sales"

AMARDEEP SINGH



By providing great stock, promotions and a friendly service, Amardeep Singh has grown his turnover by 45% since 2008

"We go down to the market on average two times a week to pick up fruit and veg, and this can even be three times if we're busy or during the summer when produce goes out of date quicker"

coming here to pick it up, you know you've made the right choice.

"We also now have a total of 20 metres of chiller space to include more products such as ready meals, cooked meats and fresh pasta, so people don't have to shop elsewhere to find these."

Amardeep says future plans include the possible opening of a standalone business nearby for his Oriental food range, which he says would give him more space to grow other profitable product categories in the main store.

"There's an empty unit nearby that we're thinking about moving the Oriental products to, and we'd use the space to open our own in-store bakery.

"We already do things like croissants and such, but we want to extend this into hot pies and snacks, which I think would complement the Tchibo coffee machine we installed in November.

"We'd also increase our frozen range. We currently have four two metre fridges but I think we would be able to add an extra 10 metres and introduce more upright fridges."

"Whatever happens, we'll continue doing our best to offer the best customer service we can to our customers." ●

VISIT MY SHOP

Today's Local

127 Christchurch Road,
Reading
RG2 7AZ



Want to see more of Amardeep's store? Go to betterretailing.com/amardeep-singh

MAGAZINES

New children's magazines, national events and relaunches of stalwart titles provided sales opportunities for retailers on the newsstand despite overall market decline. **Chris Rolfe** reports on the latest figures from the Audit Bureau of Circulations

Give them the titles they want

The latest magazine sales figures from the Audit Bureau of Circulations were never going to reveal a sector in growth, but they do highlight how, if retailers are prepared to take advantage of them, launches, national events and strong brand names offer new profit opportunities from an age-old category.

The children's sector, for example, was home to eight successful launches in 2015, with Immediate Media's Lego Ninjago and Swash-buckle and Egmont's Star Wars Lego and Star Wars Adventures leaping straight into the top 100 bestsellers. Combined, these eight new titles generated £9.8m in revenue for magazine sellers.

One-year-old Disney Frozen, meanwhile, netted the top spot in the sector and earned £6.3m in sales, selling nearly 20,000 copies more than its nearest stablemate. Overall, 18 out of the 47 children's magazines to post results increased or maintained their circulation compared to the year before, while 21 grew or equalled their retail sales value (RSV).

The fortunes of many children's magazines, as ever, depend on what's popular in the playground or on TV, but the performance of category stalwart Top of the Pops – which relaunched with a new design and reversed a 2014 fall of 27.4% to grow sales by 7.5% – is just one example of how the oldest brands continue to offer new value.

In other sectors, national events played their part in boosting the

fortunes of some magazines.

In an election year, Private Eye's sales grew by 3.6% – reversing the 6.6% fall it suffered in 2014 – while The Spectator held steady (selling two more copies than the year before, to be precise). The same could not quite be said for The Economist, although it recovered from a 5% fall the previous year to post a smaller 1.6% decline.

Meanwhile, the much-anticipated release of a new Star Wars film doubtless helped Bauer Media's Empire to achieve its 6.5% growth and add £0.6m in RSV for retailers.

Other newsstand stalwarts also grew their RSV last year. In a category beset by free competitors, TV Choice added £0.1m and grew copy sales by 0.2%, while Radio Times added £4.5m, albeit while losing 11.4% circulation.

Psychologies, Harper's Bazaar, Angler's Mail, Autocar, Computeractive and Playstation Official are just a handful of titles that achieved the same result.

Regional titles also fared well, with several magazines posting circulation rises. Cheshire Life tops this list, up 2.6%, while Scottish Field grew sales by 2.1% and Yorkshire Life by 0.3%.

Hearst's decision to cut Cosmopolitan's price to £1 from £3.80 and invest in a significant marketing campaign and distribution drive in September had a noteworthy effect on sales, with newsstand circulation up 59.4% year on year.

The publisher says independent



The oldest brands offer new value

retailers have enjoyed an increased share of sales as a result of this activity, and that any resulting loss in margin from the cut has been offset by the vast increase in volumes sold.

Whether it is sharp falls in RSV or sales figures, there is no getting away from the fact that the overall magazine market is in serious decline.

Former bestsellers FHM and Zoo closed last year while nearly 600,000 fewer women's weekly copies were



sold in 2015 compared to 2014 and titles in nearly every sector suffered double-digit falls.

But the magazines that posted ABC figures this month – and that's a fraction of the total magazine market – together generated more than £660m in annual RSV for sellers.

The challenge for retailers, however large or small the range of titles they choose to stock, is to use display space and marketing material to take best advantage of this profit potential that the market continues to offer. ●

“

National events boosted sales

NEWSSTAND TOP PERFORMERS

BEST PERFORMANCE BY A CHILDREN'S MAGAZINE

Disney Frozen
For generating by far the highest RSV and copy sales in this sector for retailers in 2015. Launched in December 2014, this Egmont title dominated the children's market last year.



LAUNCH OF THE YEAR Star Wars Lego

In just six months on the newsstand, this primary boys' title – another from Egmont – earned retailers £2.8m in RSV and leapt into the top 100 bestsellers, along with stablemate Star Wars Adventure, which also launched in July.



SPECIALIST CATEGORY OF THE YEAR

Computing

This category bucked the general downward sales trend, with four out of five ABCing titles growing newsstand sales and three titles growing or maintaining RSV.



BEST CIRCULATION GROWTH (ADULTS)

Forever Sports

This two-



year-old magazine sold nearly 9,800 more copies per issue in 2015 than 2014. It retains the top spot in its sector and achieved a noteworthy 12.2% sales increase, as well as earning retailers an extra £0.3m in RSV.

**BEST
CIRCULATION
GROWTH
(CHILDREN'S)
CBeebies Art**

Retailers sold 8,092 – or 15% – more copies of Cbeebies Art per issue in 2015 than in 2014, putting this newsstand favourite second only to Forever Sports in terms of such growth.



CURRENT AFFAIRS MAGAZINE OF THE YEAR

Private Eye

On the back of a general election, newsstand stalwart Private Eye increased its copy sales by 3.6% last year, and its RSV by £0.1m.



TURNAROUND TITLE OF THE YEAR

Top of the Pops



This time last year, Top of the Pops was licking its wounds, having suffered a 27.4% drop in sales. Fresh from a redesign, this



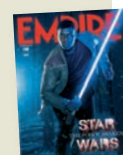
Immediate Media title has reversed its fortunes, increasing RSV by £0.2m and posting sales growth of 7.5%.

FILM MAGAZINE OF THE YEAR

Empire



Doubtless assisted the release of a new Star Wars film, this Bauer Media title held firm at the top of the film charts, selling more than double the copies of its nearest competitor, growing sales by 6.5% and earning retailers £0.6m more than the year before.



BEST RSV RISE

Despite an 11.4% fall in sales, newsstand veteran Radio Times earned readers £4.5m more in 2015 than in 2014 – the highest year-on-year RSV increase from any magazine on this month's table.



**BEST
PERFORMANCE
BY A WOMEN'S
MONTHLY
Psychologies**

For achieving what other women's monthly could not and growing both sales and RSV in 2015. Retailers sold 9.9% more copies of this Kelsey Media title and earned £0.2m more from it too.



MAGAZINES

Have you got the UK's most popular new magazines in prime position? Are you up-to-date with the growth titles and strongest sellers? Use these new sales figures to take a fresh look at your range

The newsstand heroes

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
CHILDREN & TEEN				
Disney Frozen	99,005	-	£6.3	■
Fun to Learn - Peppa Pig	80,177	-6.0%	£4.1	■
Peppa Pig Bag-o-Fun	66,051	13.1%	£4.0	■
CBeebies Magazine	64,513	-	£3.8	■
Lego Ninjago	64,178	-	£1.7	■
CBeebies Art	62,210	15.0%	£2.2	■
Star Wars Lego	58,078	-	£2.8	■
Toxic	53,077	3.1%	£2.9	■
CBeebies Special	49,997	-4.9%	£2.2	■
Lego Legends of Chima	49,640	-7.7%	£1.3	■
Disney's Princess	43,986	-21.6%	£3.7	■
Top of the Pops	43,194	7.5%	£2.4	■
Thomas & Friends	41,798	0.1%	£2.2	■
Lego Friends	41,528	3.9%	£1.6	■
Disney Stars	40,031	-11.0%	£1.9	■
Octonauts	39,411	0.2%	£1.3	■
Fun to Learn - Friends	38,977	-16.9%	£3.0	■
Sparkle World	38,260	4.3%	£2.1	■
Star Wars Adventures	38,008	-	£1.8	■
Go Girl	37,654	-1.5%	£1.8	■
Swashbuckle	36,530	-	£1.0	■
Girl Talk	34,984	1.3%	£2.7	■
Shout	34,510	9.1%	£1.8	■
Mega	33,677	7.3%	£1.2	■
In The Night Garden	33,579	-24.3%	£1.1	■
We Love Pop Magazine	33,537	-16.2%	£1.9	■
Something Special	33,343	-17.3%	£1.4	■
Jacqueline Wilson	32,907	-10.4%	£2.2	■
Barbie	31,354	-25.5%	£2.5	■
Doc McStuffins	31,153	-10.6%	£1.1	■
Ultimate Spider-man	30,704	0.0%	£1.7	■
Toybox	29,709	19.3%	£1.4	■
Sofia The First	29,674	-26.0%	£1.4	■
Animals and You	28,915	0.0%	£1.7	■
Fireman Sam	28,037	-7.3%	£1.6	■
Fun to Learn - Favourites	27,474	-18.1%	£1.3	■
Girl Talk Art	26,706	-19.3%	£1.0	■
Disney and Me	26,142	9.7%	£1.3	■
Hey Duggee	25,657	-	£0.4	■
WWE Kids	25,504	11.7%	£1.8	■
Teenage Mutant Ninja Turtles	25,310	-15.1%	£0.9	■
Thomas Express	25,246	-14.6%	£1.4	■
Mister Maker	24,570	-3.0%	£1.1	■
World of Cars	24,528	-10.1%	£0.9	■
Horrible Histories	22,455	-31.0%	£0.9	■
Peter Rabbit	22,212	-24.2%	£0.9	■
110% Gaming	21,947	-	£1.1	■

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Skylanders Universe	20,724	-30.4%	£0.7	■
Disney Fairies Tinkerbell	19,550	-21.8%	£0.6	■
The Beano	18,583	0.9%	£2.0	■
Dreamworks Magazine	18,296	-	£0.7	■
Star Wars Rebels	18,003	-	£0.8	■
The Furchester Hotel	17,556	-	£0.6	■
Doctor Who Adventures Magazine	17,003	-19.1%	£0.8	■
Mike The Knight	16,824	-36.2%	£0.4	■
Dennis & Gnasher's Epic Magazine	15,627	-1.2%	£0.8	■
Doctor Who Magazine	13,954	-22.0%	£0.8	■
First News	6,582	7.7%	£0.5	■

COMPUTING				
Computeractive	35,926	4.3%	£1.9	■
Web User	20,553	2.2%	£1.1	■
Playstation Official	20,425	14.1%	£1.6	■
Official Xbox 360 Magazine	19,000	-5.8%	£1.5	■
PC Gamer	7,966	0.1%	£0.6	■

HEALTH, FITNESS & PARENTING				
Slimming World Magazine	556,321	23.9%	£9.2 *	■
WeightWatchers Magazine	111,584	-11.9%	£2.3 *	■
Women's Health	82,832	5.1%	£3.3	■
Top Santé Health & Beauty	24,239	-2.3%	£1.3	■
Mother & Baby	9,966	-25.9%	£0.5	■
Health & Fitness	8,887	-27.5%	£0.5	■
Gurgle	8,688	-8.9%	£0.4	■
Women's Running	7,837	-10.0%	£0.4	■
Women's Fitness	7,825	-20.6%	£0.4	■

HOME INTEREST				
Ideal Home	112,930	-13.0%	£4.4 *	■
The Christmas Magazine	110,907	1.7%	£0.6	■
Your Home	98,485	-5.6%	£2.4	■
BBC Good Food	88,544	-7.3%	£3.8	■
Style at Home	75,322	-12.3%	£1.8	■
Country Living	72,768	-10.4%	£3.6	■
Ideal Homes Complete Guide to Xmas	65,256	-21.9%	£0.3	■
House Beautiful	62,788	-15.8%	£2.3	■
25 Beautiful Homes	51,185	-18.3%	£2.5	■
Homes & Gardens	49,174	-5.8%	£2.1 *	■
Country Homes & Interiors	43,582	-13.8%	£2.1	■
Living etc	41,853	-13.7%	£1.8 *	■
BBC Gardeners' World	41,090	-3.1%	£2.1	■
Good Homes Ultimate Christmas	40,637	-	£0.6	■
Woman & Home Feel Good Food	40,399	4.7%	£0.6	■
Delicious	29,267	-8.2%	£1.4	■

If you have...



...a core range
of bestsellers

Benchmark your range
against the titles in purple.
These are the top 100
sellers on the newsstand.

...a more
extensive range























Check you have the titles
in khaki in addition to the
top 100.

KEY

























 Top 100 titles
 Newsstand circulations of 6,000
copies or over








* adjusted to reflect significant use of
multipacking/price promotions

Source ABC July 2015-December 2015 circulation
figures.











	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
House & Garden	29,088	-14.2%	£1.5	
Healthy Food Guide	24,953	5.6%	£1.0	
Elle Decoration	24,313	-3.4%	£1.3	
Landscape	23,617	-15.8%	£0.8	
BBC Easy Cook	23,028	-16.6%	£0.5	
Real Homes	22,575	-5.1%	£1.0	
Good Homes	22,514	-	£1.0	
Garden News	21,362	3.8%	£2.2	
BBC Home Cooking Series	21,291	-13.9%	£0.7	
Amateur Gardening	20,351	-2.0%	£2.1	
Period Living	18,676	-10.9%	£0.9	
Homes & Antiques	16,479	-16.0%	£0.9	
Eat In	16,406	5.3%	£0.5	
Jamie Magazine	15,197	-6.2%	£0.6	
Olive	13,863	-12.4%	£0.7	
The English Home	12,675	-11.5%	£0.6	
Homebuilding & Renovating	11,707	-9.2%	£0.6	
The English Garden	10,257	7.8%	£0.6	
Garden Answers	10,085	-2.3%	£0.5	
World Of Interiors	8,311	-15.3%	£0.5	
Grand Designs	7,933	-32.3%	£0.4	
Gardens Illustrated	6,464	-5.6%	£0.3	

LEISURE




















Hornby Magazine	21,430	-13.1%	£1.1	
Flypast	20,935	-6.3%	£1.1	
The Sunday Times Travel Magazine	17,874	0.6%	£0.8	
Railway Magazine	17,494	-0.7%	£0.9	
Horse & Hound	15,022	-17.5%	£2.1	
Country Life	14,832	0.9%	£2.4	
Digital Camera Magazine	14,161	-2.8%	£0.9	
Steam Railway	13,937	-7.2%	£0.7	
Model Rail	12,649	-7.5%	£0.6	
Rail	12,248	-1.2%	£1.2	
Airliner World	12,086	-2.7%	£0.7	
Condé Nast Traveller	11,111	0.7%	£0.5	
Trail	10,459	-11.4%	£0.6	
Aeroplane Monthly	9,752	-	£0.5	
Lonely Planet Traveller	9,613	-5.1%	£0.4	
Practical Caravan	9,387	-0.9%	£0.5	
Digital Photo	8,943	-15.5%	£0.6	
Country Walking	8,433	-17.5%	£0.5	
Amateur Photographer	8,270	-14.0%	£1.3	
Buses Magazine	7,622	-4.9%	£0.4	
N Photo	7,604	-13.5%	£0.5	
Cross Stitcher	7,596	-12.8%	£0.5	
Practical Photography	7,575	-12.3%	£0.5	
BBC Wildlife	7,284	-13.8%	£0.4	

Practical Boat Owner	7,113	-18.5%	£0.4	
Your Horse	7,077	-13.2%	£0.4	
Photo Plus	6,591	-10.0%	£0.5	
Airfix Model World	6,500	-12.4%	£0.3	
BBC Countryfile Magazine	6,149	-13.1%	£0.3	
Practical Motorhome	6,114	-4.5%	£0.3	
Yachting Monthly	6,061	-15.8%	£0.4	






MEN'S LIFESTYLE

Forever Sports	89,950	12.2%	£2.2	
Men's Health	85,025	-11.5%	£4.1	
GQ	46,177	-13.6%	£2.2	
Viz Comic	32,690	-3.9%	£1.0	
Stuff	20,860	-20.9%	£1.2	
Men's Fitness	17,481	-34.3%	£1.0	
BBC Focus	17,358	-11.3%	£1.0	
Esquire	14,368	-0.1%	£0.8	
Wired	9,948	-5.5%	£0.5	
T3	8,032	10.0%	£0.5	

MISCELLANEOUS

Puzzler Collection	99,946	-5.7%	£4.1	
Private Eye	90,121	3.6%	£4.2	
National Geographic Magazine	20,171	1.2%	£1.3	
Weekly News	19,392	-19.4%	£1.2	
BBC History Magazine	18,268	-1.1%	£1.1	
The Economist	16,202	-1.6%	£4.1	
Jewish Chronicle	11,376	-10.2%	£1.2	
Monocle	10,429	-5.7%	£0.5	
Lancashire Life	9,800	-6.2%	£0.4	
The Spectator	8,691	0.0%	£1.7	
Yorkshire Life	8,087	0.3%	£0.3	
Scots Magazine	7,999	-14.2%	£0.3	
The Week	7,791	-6.7%	£1.3	
Scottish Field	7,055	2.1%	£0.3	
The Oldie	6,698	-0.7%	£0.3	
Cheshire Life	6,538	2.6%	£0.3	
BBC Sky at Night	6,422	1.7%	£0.4	
Let's Talk	6,253	-16.7%	£0.2	
Britain at War	6,006	-	£0.3	

MOTORING

Motor Cycle News	57,519	-8.4%	£6.5	
BBC Top Gear Magazine	49,361	-9.1%	£2.6	
What Car?	44,153	4.5%	£2.9	
Classic & Sports Car	26,854	-0.3%	£1.5	
Practical Classics & Car Restorer	26,556	-6.7%	£1.5	



MAGAZINES

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
Classic Car Weekly	20,210	-0.2%	£2.6	■
Auto Express	19,718	-0.1%	£3.0	■
Classic Bike	19,009	-3.9%	£0.9	■
Ride	18,799	-0.4%	£0.9	■
Land Rover Owner International	17,608	-1.1%	£1.0	■
Bike	17,180	-9.7%	£0.9	■
Classic Cars	17,104	-5.8%	£0.9	■
Autocar	16,627	-11.7%	£3.2	■
Car	16,580	-6.9%	£0.9	■
Practical Sportsbikes	12,496	-2.1%	£0.6	■
Evo	12,347	-18.2%	£0.8	■
Land Rover Monthly	12,212	4.5%	£0.8	■
Octane	10,646	-1.1%	£0.6	■
F1 Racing	9,248	-16.8%	£0.6	■
Performance Bikes	8,689	1.8%	£0.4	■
Motor Sport	7,489	-2.1%	£0.4	■
Autosport	7,480	-16.4%	£1.4	■

MUSIC & FILM

Empire	71,125	6.5%	£3.8	■
Total Film	28,697	-2.0%	£1.5	■
Mojo	25,798	-5.8%	£1.5	■
Classic Rock	20,403	-2.9%	£1.3	■
Q	19,523	-18.4%	£1.0	■
Uncut	18,790	-11.3%	£1.1	■
Kerrang!	17,423	-21.5%	£2.1	■
What Hi-Fi Sound & Vision	13,370	-14.9%	£0.9	■
Metal Hammer	10,138	-9.5%	£0.6	■
SFX	9,650	-6.6%	£0.6	■
Rock Sound	8,127	1.8%	£0.4	■

SPORT

Four Four Two	31,209	-24.5%	£1.8	■
Match of the Day	28,886	-4.2%	£2.8	■
Runner's World	24,628	3.2%	£1.3	■
Angling Times	21,114	-12.5%	£2.1	■
Cycling Plus	20,098	-10.8%	£1.3	■
Today's Golfer	19,363	-2.1%	£1.1	■
Angler's Mail	17,039	-15.9%	£2.6	■
Match	15,668	-18.4%	£1.6	■
Mountain Biking UK	15,527	-11.1%	£1.0	■
Improve Your Coarse Fishing	15,452	-5.4%	£0.7	■
Sea Angler	14,737	-3.8%	£0.7	■
Golf Monthly	14,732	-11.4%	£0.9	■
Rugby World	14,409	23.6%	£0.8	■
Cycling Weekly	14,208	-9.6%	£2.2	■
Sporting Gun	11,804	-4.3%	£0.5	■
Cyclist	11,181	-4.6%	£0.8	■
Trout & Salmon	10,457	-5.7%	£0.5	■
Cycling Active	10,388	-25.8%	£0.6	■
Golf World	10,033	-7.4%	£0.6	■
World Soccer	9,869	-21.1%	£0.6	■
Shooting Times & Country Magazine	9,105	-14.4%	£1.1	■
Mountain Bike Rider	8,284	-8.2%	£0.5	■
Trout Fisherman	7,680	-6.2%	£0.3	■
The Field	7,308	-0.9%	£0.4	■

TV LISTINGS

TV Choice	1,268,265	0.2%	£33.0	■
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What's on TV	993,210	-5.8%	£28.8	■
Radio Times	472,626	-11.4%	£54.4	■
TV Times	203,640	-7.8%	£15.3	■
Inside Soap	112,876	-11.9%	£9.5	■
TV & Satellite Week	103,698	-8.3%	£8.8	■
Total TV Guide	100,435	-5.9%	£5.8	■
Soaplife	47,519	-10.1%	£2.3	■
All About Soap	34,053	-33.4%	£1.6	■

WOMEN'S MONTHLIES

Glamour	268,899	-14.1%	£5.7 *	■
Cosmopolitan	246,240	59.4%	£5.0	■
Woman & Home	192,291	-3.9%	£9.5	■
Good Housekeeping	186,932	-6.3%	£9.2	■
Yours	185,696	-4.4%	£7.2	■
Prima	130,083	-7.8%	£4.8	■
Marie Claire	102,490	-14.6%	£3.9 *	■
Red	96,141	-15.3%	£4.7	■
Hello! Fashion Monthly	89,849	-	£1.1	■
Elle	89,442	-7.2%	£4.4	■
Vogue	86,000	-9.0%	£3.5 *	■
InStyle	76,566	-1.2%	£2.9 *	■
Essentials	58,741	-21.8%	£2.1	■
Psychologies Magazine	41,411	9.9%	£2.0	■
Spirit & Destiny	31,958	-9.1%	£1.3	■
Condé Nast Brides	30,868	-5.7%	£0.9	■
Harper's Bazaar	29,626	-4.0%	£1.6	■
Tatler	23,959	-5.5%	£1.3	■
Vanity Fair	18,833	-15.7%	£1.1	■
You & Your Wedding	17,415	-16.4%	£0.6	■
Perfect Wedding	15,928	-10.3%	£0.6	■
No1 Magazine	13,041	-	£0.2	■
Wedding	8,503	-26.9%	£0.1	■

WOMEN'S WEEKLIES

Take a Break	581,850	-8.8%	£27.8	■
Chat	260,441	-10.3%	£12.0	■
Closer	254,668	-11.6%	£20.4	■
Woman's Weekly	253,989	-5.3%	£11.9	■
OK! Magazine	245,994	-6.1%	£16.9 *	■
New!	238,910	-18.2%	£11.9 *	■
That's Life	228,668	-11.6%	£8.8	■
Woman	225,329	-8.5%	£9.7 *	■
Woman's Own	193,589	-9.0%	£9.2	■
Bella	182,044	-7.7%	£8.5	■
Hello!	178,731	-11.0%	£17.9	■
The People's Friend	161,667	-8.7%	£9.2	■
Real People	151,990	-10.6%	£5.1	■
Best	150,087	-20.3%	£6.9	■
Star	145,032	-22.3%	£6.1 *	■
Pick Me Up	140,502	-8.2%	£4.8	■
Heat	137,683	-22.9%	£8.7 *	■
Now	120,803	-21.2%	£7.8 *	■
Reveal	120,402	-23.5%	£6.0	■
Grazia	101,000	-10.7%	£8.8 *	■
Look	97,925	-27.4%	£7.2 *	■
My Weekly	93,610	-3.2%	£4.4	■
The Lady	11,307	-10.6%	£1.4	■



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JTi



TOBACCO BRANDS

Is your knowledge of the key tobacco brands on your gantry up to date? As part of RN's comprehensive category coverage over the coming weeks and months, **Tom Gockelen-Kozlowski** presents an ultimate brand guide

Profit from knowledge

They say "JTI has continually invested in Benson & Hedges, developing innovative products with both premium and value price points that are in line with market trends. We recently launched B&H Blue, joining B&H Gold, B&H Silver and B&H Dual, to offer existing smokers Benson & Hedges quality at an affordable price point. Benson & Hedges is a vital part of any retailers' tobacco range and availability should be maintained at all times for those stores looking to capitalise fully on the profit opportunity it represents."

Jeremy Blackburn

Head of communications
JTI

Benson & Hedges



Master Brand



Key variants Benson & Hedges Gold (10s, 14s and 20s), Benson & Hedges Blue (10s & 17s), Benson & Hedges Dual (10s, 20s) and Benson & Hedges Silver (10s, 14s, 20s). Benson & Hedges Silver Rolling (12.5g, 25g, 50g)

In brief JTI says that Benson & Hedges is the most recognisable tobacco brand in the UK and in recent years the arrival of an RYO product, the sub-premium Benson & Hedges Dual and JTI's cheapest cigarettes Benson & Hedges Blue and Sky Blue mean the brand stretches well beyond its premium origins.



OTHER BRANDS TO KNOW

Lucky Strike

Key variants Lucky Strike (20s), Lucky Strike Click & Roll (20s)

Dunhill

Key variants Dunhill Red (20s), Dunhill International (20s)

Moments

Key variants Moments Original (10s), Moments Blue (10s)

Vogue

Key variants Vogue Perle (20s), Vogue Bleue (20s), Vogue Menthe (20s)

Embassy

Key variants Embassy Kingsize (20s, 10s)

They say "Benson & Hedges Blue is JTI's lowest priced cigarette brand and is made from a quality blend of Virginia tobacco. The brand offers existing smokers affordable quality from a respected brand with a premium heritage and has the fastest growing share of the ultra-value segment."

Jeremy Blackburn

Head of communications
JTI

Benson & Hedges Blue and Sky Blue



In brief With its 17-stick pack size these variants are aimed at the "super value" cigarette sector according to JTI. With the heritage of the Benson & Hedges name and the fact that the products are made from a Virginia tobacco blend means there is still an emphasis on quality with the product despite its low price. Both Blue and Sky Blue are available in kingsize and superking variants.



Player's



Master Brand



Key variants Player's (18s, 10s), Player's Superkings Menthol (18s), Player's Crushball (18s, 10s), Player's Volume Red (8g to 50g), Player's Gold Leaf (9g to 50g)

In brief The launch of Player's Crushball last year was described by Imperial Tobacco as the "best value capsule offering on the market". It joins a portfolio that includes Player's and Player's Menthol. Added to this in November was Player's Volume Red, a rolling tobacco that promises to provide more cigarettes per pack than its peers.

Pall Mall



Master Brand



Key variants Pall Mall Red Click On, Pall Mall Blue Click On, Pall Mall Click On Menthol, Pall Mall Click On Silver (all available kingsize 18s, 10s superkings 18s, 10s), Pall Mall Double Capsule (10s, 18s), Pall Mall RYO (8g to 20g)

In brief Pall Mall was the first brand to make all its cigarette variants with capsules, including its menthol offering, and its manufacturer, British American Tobacco, has now launched a double capsule stick too.

Carlton



Key variants Carlton (kingsize, superkings – both 10s, 19s) Carlton Menthols Superkings (10s, 19s) Carlton RYO (12.5g, 25g)

In brief Last year Imperial Tobacco reduced the RRP's on its Carlton range and launched a new Menthol variant. Together with Player's it means the company's sub-economy range now accounts for a sector share of 40%, it says.

Rothmans



Key variants Rothmans Original (10s, 18s), Rothmans Rich Taste (10s, 18s), Rothmans Menthol (10s, 18s)

In brief Rothmans underwent a complete brand repositioning to make it more relevant to value-seeking customers making it one of the most long-established brands in the sector.



CHOOSE VALUE

TOBACCO BRANDS

Mayfair



Key variants Mayfair (10s, 14s, 19s), Mayfair Superkings (10s, 19s), Mayfair Sky Blue (10s, 14s 19s), Mayfair Superkings Sky Blue (19s), Mayfair Green (19s), Mayfair Superkings Green (19s)

In brief Dominates the mid-priced cigarette market and was the eighth best-selling cigarette in independents according to last year's What to Stock guide.

Lambert & Butler



Master Brand



Key variants Lambert & Butler Silver (20s, 10s), Lambert & Butler Fresh Burst (20s), Lambert & Butler Gold (20s, 10s), Lambert & Butler Blue (19s, 10s), Lambert & Butler Blue Ice Capsule (19s, 10s)

In brief Last summer Lambert & Butler underwent a portfolio-wide branding and packaging refresh, with Lambert & Butler Blue cementing the brand's position in the value sector.

Windsor Blue



Key variants Windsor Blue (kingsize and superkings both 10s, 18s), Windsor Blue Superkings Menthol (10s, 18s)

In brief In order to maintain its competitive price, Imperial Tobacco recently reduced the larger pack size to 18 sticks per pack.

Sovereign



Key variants Sovereign Blue (10s, 17s), Sovereign Green (17s), Sovereign Sky Blue (10s, 17s) and Sovereign Dual (10s, 17s)

In brief Sovereign is designed to offer "a balance of value, quality and profit" and with pack sizes no larger than 17s, Sovereign products are able to hit a competitive price.

Natural American Spirit



Key variants Natural American Spirit Blue (20s), Natural American Spirit Yellow (20s), Natural American Spirit Blue RYO (12.5g to 35g), Natural American Spirit Yellow RYO (12.5g to 35g)

They say "Since the display ban we've seen that there are three key areas that continue to sell well for retailers: big brands – such as Amber Leaf and Sterling – the cheapest value brands and then truly niche products. This is why Natural American Spirit is a must-stock for independent retailers as it is the number one additive free RYO brand in the UK, and growing at 28% in a static market."

Alan Graham

General manager, Santa Fe Natural Tobacco



Marlboro



Master Brand



Key variants Marlboro Red (20s, 10s), Marlboro Gold (20s, 10s), Marlboro Touch (20s), Marlboro Menthol (20s, 10s), Marlboro Ice Blast (20s), Marlboro Bright Leaf (20s), Marlboro Gold RYO (12.5g to 20g)

In brief Marlboro manufacturer Philip Morris likes to call its flagship brand the "world's number one cigarette brand" and it's iconic packaging and long history of advertising certainly continues to make it one of the most recognisable on retailers' gantries. Its most recent innovation, Marlboro Touch, is the brand's first attempt to meet the needs of value-seeking consumers, using a smaller diameter for each stick which allows it to meet a more competitive pricepoint.

Chesterfield



Key variants Chesterfield Red (kingsize 19s, 10s superkings 19s, 10s), Chesterfield Blue (19s, 10s), Chesterfield Menthol (19s, 10s)

Key variants A low RRP, 8% margin and 19-stick pack combines to make Chesterfield "the best value brand in the UK" according to its maker Philip Morris.

Camel



In brief Celebrating its 100th anniversary in 2013, Camel cigarettes (10s, 20s) have been the subject of seemingly more limited edition pack designs than any other brand as its brand owner JTI looks to help the iconic brand stand out on retailers' gantries.

Silk Cut



Key variants Silk Cut Purple (10s, 20s), Silk Cut Blue (20s), Silk Cut Silver (10s, 20s) and Silk Cut Superslims Choice (20s)

In brief According to its manufacturer, JTI, sales of Silk Cut represent a whopping one in five premium cigarettes sold in the UK. It's a market share that's grown annually for the past decade.

Sterling



Master Brand



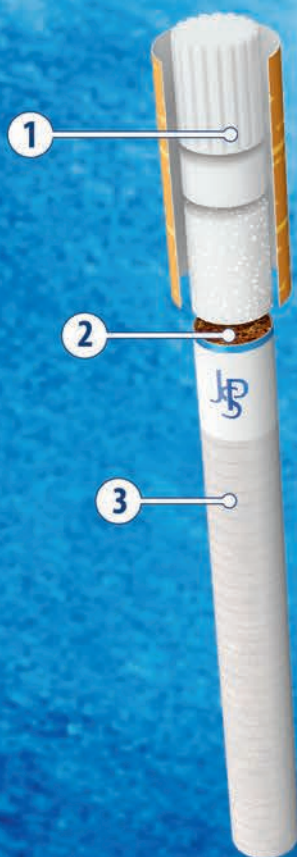
Key variants Sterling (10s, 17s), Sterling Blue (17s), Sterling Green (10s, 17s), Sterling Dual (10s, 17s) and Sterling Rolling (9g, 20g, 50g)

In brief One of the biggest value tobacco brands in the UK, Sterling has expanded its portfolio to include capsule and RYO products. One in every eight cigarettes sold in the UK is a Sterling product according to JTI.

EXPERIENCE OUR
ULTIMATE SMOOTH.



NEW
TRIPLE
FLOW



1 EASY DRAW
CHANNELS

2 SMOOTH
TOBACCO BLEND

3 LESS SMOKE
SMELL PAPER

BORN THAT WAY.
JOHN PLAYER
SPECIAL
SINCE 1970.

RRP/PMP: For the avoidance of doubt, retailers are free at all times to determine the selling price of their products. Standard stock also available.



www.imperial-trade.co.uk

For Tobacco Traders Only

TOBACCO BRANDS

JPS

Master Brand



Key variants JPS (kingsize 19s, 10s superkings 19s, 10s), JPS Blue (kingsize 19s, 10s superkings 19s, 10s), JPS Mentol (kingsize 19s, 10s superkings 19s, 10s) JPS Duo (19s), JPS Black 20s, JPS RYO (9g to 50g)

In brief Dating back to 1820s Nottingham, the JPS brand is home to one of the most diverse portfolios of tobacco products on the market. As well as roll your own and cigarettes, since 2011 the brand's name has been used for Imperial Tobacco's make your own cigarette range.

JPS Triple Flow



In brief Imperial Tobacco brought Triple Flow to the market at the end of last year and believes there's nothing else like it on the market. It's the latest innovation from a brand that dates back over 40 years

They say "Last December, the latest edition to the JPS family was released. JPS Triple Flow possesses unique 'easy draw' channels, with the new, high-quality smooth blend enhanced by an innovative filter. Each cigarette is also wrapped in a special paper, designed to actively reduce the amount of smoke emitted – which may result in less smell."

Andrew Miller
Head of field sales at Imperial Tobacco

Royal Dutch



Key variants Royal Dutch Miniatures (10s), Royal Dutch Miniatures Blue (10s), Royal Dutch Miniatures Panatellas (20s)

In brief Ritmeester has quickly established itself as a top cigar brand, appearing as a new entry in RN's top 25 cigar products as part of our What to Stock guide last year.

Hamlet



Key variants Hamlet Fine (5s, 10s, 50s), Hamlet Miniature (5s, 10s) and Hamlet Miniature Blue (10s)

In brief Representing more than a third of cigars sold in independent retailers, Hamlet is an iconic cigar brand with a long history. Last year its manufacturer JTI introduced new pack designs and formats to update the brand.

Holborn



In brief The 200-year-old Old Holborn brand has recently been joined by Holborn Yellow, respectively available in formats ranging from 12.5g to 50g and 9g to 40g.

Café Crème



Key variants Café Crème Blue (5s, 10s), Café Crème Original (10s, 20s), Café Crème Filter Arôme (10s), Café Crème Finos Blues (10s)

In brief Consistently the best-selling cigar brand in UK convenience sector according to RN's What to Stock guide.

Bentley



In brief Ritmeester's RYO brand (12.5g and 25g packs) is part of the company's commitment to offer "quality products at value pricepoints".

Golden Virginia



In brief One of the most recognisable tobacco brands, Golden Virginia (available in packs from 12.5g to 50g) is one of the best-selling too.

Cutters Choice



Key variants Cutters Choice Smooth Blend (10g to 40g), Cutters Choice Extra Smooth (12.5g to 30g), Cutters Choice True Blend (12.5g), Cutters Choice Exquisite Blend

In brief With the launch of Cutters Choice Extra Smooth in 30g pack sizes British American Tobacco is making its flagship RYO brand TPD-ready.

GV Smooth



Key variants GV Smooth (8g to 50g), GV Midnight (10g), GV Sunrise (10g)

In brief Starting life as a variant of Imperial Tobacco's biggest-selling RYO brand, Golden Virginia Smooth, GV Smooth gained two new variants last year. A new 25g "Pocket Plus" format holds space for papers, filters and even a lighter in one place.

Amber Leaf



Key variants Amber Leaf Original, Amber Leaf Blonde, Amber Leaf Signature Blend and Amber Leaf 3 in 1 (from 10g to 50g)

In brief The UK's best-selling RYO brand, Amber Leaf sold the equivalent of 5.7 billion cigarette sticks last year. The JTI brand led the trend for adding papers and filters into its formats allowing smokers to get everything they need in one purchase.

Want to know more?

18 March Drive up your tobacco sales and stand out from the crowd with our guide to **specialist tobacco and accessories**

22 April We talk to suppliers, wholesalers and retailers to give you everything you know to manage your tobacco category within the upcoming regulations

Plus As the industry fights to keep plain packaging legislation at bay, **read RN every week** for the latest updates ●

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AVAILABLE IN KING SIZE 17s
AND SUPERKINGS 17s

SIMPLY LOG ON
TO JTI ADVANCE TO
TAKE PART! NOT REGISTERED?
VISIT WWW.JTIADVANCE.CO.UK
TO CREATE YOUR ACCOUNT

INNOVATION

PART 2

MORE exclusive BUSINESS IDEAS to MAKE & SAVE money



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today

Another 25 fabulous money-making ideas from some of the UK's best independent retailers

MARKETING YOUR STORE

Debbie Davies

Pughs@Londis, Hay-on-Wye

We wanted to encourage more people to shop locally so I came up with an idea for a voucher scheme that could only be used at local shops in Hay. We have been able to create £5 and £10 vouchers with investment from the local chamber of commerce, and we sold £4,500 worth of them in five weeks.



FREE IDEA!
I SPENT £0
(£15,000 investment from the local chamber of commerce)
I INCREASED repeat visits to my business and other local stores

Trudy Davies

Woosnam & Davies News, Llandidloes

For the last two years I've taken part in Small Business Saturday. It's been great and the feel-good factor in the community is brilliant. It is hard work, but last year I gave out free newspapers, ran a lucky dip for children and a raffle draw. I also gave out 500 goodie bags with discount flyers gathered from other local businesses. I used Facebook to publicise the offers I had in store too. I've satisfied loyal customers and brought in new ones too.



I SPENT £100
I MADE 10% sales uplift on the day and steadily increasing business



WE SPENT Around £1,700
WE GAINED £2,000 per week

Peter Lamb

Lambs Larder, Bells Yew Green, East Sussex

We spent £1,700 on a year's worth of radio advertising on Kent radio station KMFM. Soon after the ads aired, our weekly take up went up £2,000 although it's levelled out a bit now. Radio advertising is perceived to be expensive, but it's cheaper than people think and it reinforces your place in the market.



David Worsfold

Farrants Newsagents, Cobham, Surrey

We paid for Google Street View to bring their camera into the shop and take pictures. It means that shoppers can get a detailed view of the business from the comfort of their own home. Now that we've just had a refit, we'll be inviting them back in to take new pictures of the shop.



I SPENT about £300
I INCREASED footfall and exposure for my shop

Julian Taylor-Green

Spar Lindford, Hampshire

We've been charging our customers for plastic bags for a while and using the money to help our community. We recently gave over £200 from the 5p charge to a local school and boosted the post about it on Facebook. It lets more of our customers know about all the extra work we do in the area.



WE SPENT a few pounds on a Facebook ad
WE MAKE Our customers aware of our charity work

BEING DIFFERENT

Rocky Leach

Chellow Heights Service Station, Bradford

I underwent a major refurbishment in 2013 which cost £750,000 so on the back of that we looked at how we could create a point of difference in store. We have a large Asian population in the area and so I created a world food section to appeal to local tastes that included spices, pulses, flours and rice.

WE SPENT
Time and money building the right range
WE GAINED
£200
a week

Hemalata Patel

K&L Newsagents, Winsford, Cheshire

I sell produce from four local farms. Everything from eggs and vegetables to bread and potatoes. My customers only want these products from the farmer now, and they're so fresh that the potatoes even still have mud on them. It has probably increased my turnover by £2,000 to £3,000.



I SPEND
money on stock and time building relationships
I MAKE
an extra £2,000 to
£3,000
turnover from customers who don't want to get their products from anywhere else

Margaret Ingham

Spar Leamington, Leamington Spa

Products by the till always sell and for Valentine's Day last week I was able to source strawberries from our wholesaler at £1 per punnet. Added to the champagne, cards and chocolates we stock, it's an extra sale and offers a really good margin.



WE SPEND
60p
per punnet
WE MAKE
40p
profit on an extra impulse sale

Rajwinder Kaur

Newhouse Mini Market, Kilbirnie

We do our own homemade soups, which are really popular because we have a lot of factory workers in the area. We charge £1.40 for soup and a roll and we sell around 30 a day. We also stock homemade curries which are popular with people picking something up for dinner.



WE SPEND
£7.50
on each item
WE MAKE
£2.50
profit on every sale and have brought new business customers to the store

Mandeep Singh

Singh's Premier, Sheffield

There's a big student population in Sheffield and so we started stocking non-food products such as irons, kettles and electric heaters. At £10 they're very competitively priced and our location means it's more convenient than buying them from a discounter elsewhere. We've even had a landlord bulk buy them for their properties.



Liz Entwistle

St Michael's Post Office & Stores, Tenderden, Kent

We've been expanding our range of locally-produced products and introduced a range of Kent-themed crisps from Kent Crisps. We've got flavours like Roast Beef & Spitfire Ale and Oyster & Vinegar, as well as local rapeseed oils. Customers are happy to pay more for premium products.



I SPEND
£9
on a 20-pack case
I MAKE
£7
profit per case



INNOVATION

USING TECHNOLOGY

**I SPEND
£99
+VAT per year
I SAVE
as much as
£1,000
and hours of my
time**



Scott Preston

Tagon Stores,
Shetland

I've started to use Brightpay software which, once you understand it and how to use it, you can run a payroll in around 20 to 30 minutes or even less if your staff are on a fixed salary rather than an hourly wage. I know retailers with five members of staff who pay up to £1,000 to an accountant per year – this way I save that money and give myself more time too.

Jacqui Bailey

Spar, London Road Bakery,
Lincolnshire

I've found that Facebook is a really good way of recruiting new workers. We've had a few people join us after I advertised on my business page. It costs £3 to promote as an advert, whereas you can often spend far more on recruiting. It's really saved me money.

**WE SPENT
£3
WE GAINED
a member
of staff**



**FREE
IDEA!**

**WE SPENT
£0
WE GAINED
£50
a week extra
spend**

Peter Lamb

Lamb's Larder,
Bells Yew Green,
East Sussex

We offered our wifi free to all our customers and we have a seated area with hot food, coffees, cakes and flapjacks. Offering free wifi not only brings people in but they stay between 30 minutes to an hour, and buy in store. My shop looks busier too and I'm sure that also helps footfall as customers are sitting in the window.



THE WAY WE WORK

Narinder Randhawa

Randhawa News,
Birmingham

I have started selling mobile phone accessories and I display them with a range of reading glasses and alcohol miniatures in the space where my gantry used to be. I only invested around £100 in this, but the sales have been great. There's been around a 20% increase in the sale of those items.

**I SPENT
£100
I MADE
an increase
in sales of
20%**



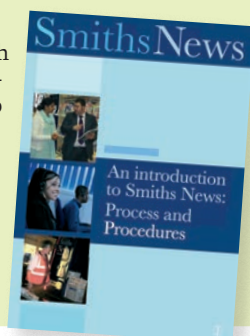
**FREE
IDEA!**

**I SPENT
£0
I SAVE
Hundreds of pounds
from being tied up
in magazines
every week**

Kate Clark

Sean's News,
Upton upon Severn

Using the Smith's app Connect2U has given me back control of my magazines order, allowing me to stop deliveries of magazines which don't sell and freeing up my cash flow. With all the difficulties coming up with regulations of different kinds, this control is going to be essential.



Mandeep Singh

Singh's Premier,
Sheffield

We've taken our slush machine from behind the counter where staff would serve drinks to school kids who come in for them and moved it to the shop floor. We have to make sure that it's kept clean and tidy but now kids can serve it just as they want it and we've seen a big uplift in sales.

**WE SPEND
a few minutes
through the day
keeping the unit clean
WE MAKE
60p
profit from every
cup sold**



Mark Dudden

Albany Road
Newsagent, Cardiff

We've installed a balloon stuffer in store and we've been advertising it through a Facebook page. We stuff balloons with all sorts: teddies, flowers, your name it we can put it in. And we can personalise them. We've been running since December so it's too early to say in terms of uplift, but we're getting new orders in every day.

WE SPENT
£500
WE GAINED
new orders daily

Paul Sohal

Nisa Local,
Market Place, Crich

We've worked with our Nisa regional manager and we've moved popular products to high footfall areas. He also encouraged us to display fruit and vegetables in wicker baskets and wooden crates. It's improved the look of the shop and given it a fresher, more organic feel. Moving largely over to Nisa's Heritage brand has also improved sales.

WE SPEND approx
£400
WE GAINED
5-10% uplift in fruit and vegetable sales

FINDING NEW CUSTOMERS

FREE IDEA!
WE SPENT
£0
WE GAINED
£40-50
a week extra spend and loyal customers

David Ramsey

Best-one,
Byram Park Stores,
Knottingley

We run a 'Children's Bank' which allows youngsters to save up spare pennies in the store and use them when they want. At the moment we've got 67 children signed up to the scheme and we've got cups on the counter for each child to spend in store. Often parents pop £1 in there for their children as well.



Vimesh Patel

Simply Fresh
St James's Park,
London

We're working with a new local sandwich supplier, Soho Sandwiches, to offer two meal deals to shoppers, one at £3.50 and a more premium offer at £4.50. As a result, we've been able to encourage more commuters and workers to visit our store instead of Pret a Manger at lunch.

I SPENT
£0 extra
FREE IDEA!
I GREW
repeat visits from local workers and commuters

Atul Sodha

Londis,
Harefield

A few weeks ago, I dropped a friend off at Kings Cross at 4.30am, so opened the shop at 5.30 - 30 minutes earlier than normal. This meant I could switch my ovens on early and there was the lovely smell of fresh bread and croissants greeting customers when they arrived at six. I didn't serve any extra customers, but they bought a lot more from me.



Pete Hart

Chapmans of
Southwold, Suffolk

We run a Costa coffee-style loyalty scheme for our gift cards. Shoppers can pick up a loyalty card and get it stamped every time they pick up a gift card over £1.49. When they get 10 stamps, they get a free card. It's been particularly popular around Christmas time.

WE SPENT
£10,000
WE CREATED
a new reason to shop here

I SPENT
a small amount on printing loyalty cards
I SAW
consistent repeat sales of high margin gift cards

I SPEND
£90 per order
I MAKE
£36 profit on each order

Avtar Sidhu

Sukhi's Simply Fresh,
Kenilworth

Last November, I read in the Financial Times that the Graze snacks range was Boots' third best-selling range, so I decided to try all 14 products myself. It fits in with my aim of offering more healthy food, creating a point of difference and giving shoppers a reason to come here. ●



COLLECTABLES

The collectables market, in particular sticker collections and trading cards, has proved a thriving arena for newsagents. **Helena Drakakis** speaks to retailers who are capitalising on the trend and finds out how you can boost sales in 2016

Repeat business

The qualification of Wales' and Northern Ireland's football teams for this year's European Championships was big news for fans, but it was bigger news for retailers following the release of several big-selling football collectables.

Recent years have seen increasing numbers of adults recapture their youths by collecting stickers and, tied with the great performance of the home nations, this has led to what Panini circulation manager

Rebecca Smith calls "unprecedented success" in the category.

But it's not only football that sets tills ringing – film tie-ins like Frozen and Star Wars also offer opportunities for retailers with collectables. With up to 30% margin to be had, these compact items can be worth far more than the space they take up. Kent retailer Rushik Parmar, Welsh newsagent Jon Powell and Northern Ireland stalwart Eugene Diamond give RN their top tips and recommendations for the collectables market.

Rushik Parmar

Kenwins
Herne Bay

I realised four years ago that collectables, like trading cards and sticker albums, were a little goldmine. I brought in a range of football cards, which did well, and I expanded. For me, if I was going to stock collectables I had to do it properly and I've now become a go-to store for them in my area. I even had a five-year-old in the other day who had directed her mother to my shop.

I now have four 1m shelves and two stands dedicated to stickers and albums. I also have a supporting website, but I'd say the majority of sales are made in store. In the summer, collectables make up 20% of my revenue so it's not to be sniffed at.

If I order through Menzies on a sale or return basis I get a 25% margin. I can get a 30% margin direct but that's not sale or return, so you need to know your customers and know those sales are secured. My clientele is varied. I've got fathers and

sons who buy and girls who love the film tie-ins like Frozen. I'm sure new kids favourite Paw Patrol (Panini, starter £2.99; stickers £50p) will also be a big draw.



The success of the home nations' football teams have given manufacturers and retailers an opportunity



Rushik's recommendations
Star Wars was the runaway success for me last year. **Topps' Star Wars Force Attax** (starter £4.99, cards £1) and **Star Wars stickers** (starter £2.99, cards £1) did well alongside **Panini's Star Wars Abatons** (starter £7.99, cards £1). **Topps' Match Attax** range does consistently well for me too.

The return of Star Wars and kids' shows like Paw Patrol drive sales

Rushik's top tips

Go all out If you know that there is a market make your store the go-to destination for collectables. Keep fully stocked. If you're missing cards, you're missing sales.

I have a supporting website which takes time and effort

Collectors go online to see what's new and you must be prepared to update constantly.

Don't hide your collectables away behind magazines or the counter Display them prominently and talk to your customers about what's coming up.



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**PACKETS:
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BUILD!

Stack and mix your Abatons to build amazing constructions like the Rocket or Sacred Tower! Compete in exciting Abatons challenges!

PLAY!

There are loads of fun games to play with the all-new Abatons!

COLLECT!

There are 80 different Abatons to collect, so don't miss out! Which tribe is your favourite?



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COLLECTABLES

Jon Powell

The Kiosk,
Newport



I have steady sales of collectables and last year I did brilliantly with Panini's Welsh football sticker collection following the team's qualification for the Euros. The main market was with sentimental, middle-aged men who are either proud they are collecting stickers or embarrassed – I've even got one who sends his wife in!

My trade is otherwise steady and for that reason I like the safety of sale or return. I order through Smiths and I'm making around 18% margin, which is less than I would expect. Having said that, it's all extra sales.

I'm ruthless in my category management. If something's not shifting I return it within the window. For example, the first two Frozen albums sold well but, by the third, trade had



slowed down. I think there was an oversaturation of the market.

I built my own bookshelf for collectables, next to my kid's magazines and sugar confectionery displays and within sight of the till. I also display them on the counter. If ever a parent is buying at the till with a child, I subtly place my hand over the collectables. You'd be amazed at the extra sales it attracts.

Jon's recommendations

Panini's Welsh sticker collection (album £2.99, 50p) sold really well and continues to. All the **Match Attax** are popular, and in the pre-school and children's range **Frozen sticker collections** did well as did **Panini's Peppa Pig** (starter £2.99, stickers £1) sticker book.

Peppa Pig continues to attract younger collectors



Jon's top tips

Keep an eye on product trends. Weed out slow lines and return within the time window.

Use all the PoS that companies like Topps and Panini send. I have my Welsh Euros poster visible from the door of my shop.

Position your range within eyeline of the till. Collectables are small and easily stolen. I learned the hard way when I had Pokemon cards stolen off a counter years ago.



Eugene Diamond

Diamonds Newsagents,
Ballymena



I've been at the collectables game for so long I don't remember when I started. Trading cards and sticker albums continue to be a vibrant market.

The secret of my success is knowing what to stock, what to send back and always having stock available of bestsellers. There's been times when WH Smiths has run out and customers always come to me.

Companies always send out initial stock. I always give it a go, but if it bombs, like recent Match Attax Top Gear trading cards did in my store, then I don't leave them out for long.

The Euro Northern Ireland sticker



What do your customers want to collect?

Eugene's recommendations

Anything to do with **Frozen** went very well for me for a while, but **Match Attax 2015/16** (starter £3.99, cards £1) are consistent sellers. **Lego** (starter £2.99, stickers 50p), also sell as do **WWE Slam Attax Then, Now, Forever** (starter £4.99, cards £1).

Eugene's top tips

Advertise. If you have new and popular stock put it on your website or Twitter.

Judge your selling window. Term time is often your optimum selling time because of peer influence. In the holidays, you might struggle to shift kids' stock.

Parents buy trading cards and stickers as rewards and treats for their kids. They're small and affordable so make sure stock is visible.



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PREVIEW



Mix it up with milkshake

Nestlé is launching Milkybar Milkshake Mix Up sharing bags containing milkshake-flavoured giant chocolate buttons.

RRP £1.59

Outers not given

Contact 01904 604 604



Oh Halo new recipe...

Halo Foods has relaunched its Fruitus bars with updated pack designs and a new recipe containing 20% oats and fruit.

RRP 79p - £1.99

Outers not given

Contact 0208 574 2388



'Meat your new snack'

Meat snack brand Mattessons is being backed with a new multimedia marketing campaign called 'The Snackarchist' from this month.

RRP various

Outers various

Contact 01784 430 777



Caledonian gets crafty

Caledonian Brewery is expanding its range with two craft beers this month – Coast to Coast pale ale and Three Hop lager.

RRP not given

Outers not given

Contact 0845 301 0330



Fresh £3m campaign

Dr Oetker is investing £3m in a digital and sampling campaign promoting the freshness of its frozen pizzas.

RRP not given

Outers not given

Contact 0113 823 1400



Take some Time Out

Mondelez has launched Cadbury Time Out Wafer, a bar featuring three layers of chocolate sandwiched between sheets of wafer.

RRP 35p

Outers not given

Contact 0870 191 7343



Four times the flavour

CBL Drinks has launched four-bottle multipacks for three of its Perfectly Clear flavoured waters – Strawberry, Lemon & Lime and Summer Fruits.

RRP £1.99 - £2.49

Outers not given

Contact 0191 516 3300



'Win a Taste of Luxury'

Kettle Chips is giving away prizes including a private yacht trip to Monaco in its 'Win a Taste of Luxury' competition running on 40g bags.

RRP 79p

Outers 18

Contact 0800 616 996



Mac & Cheese in the Pot

Unilever is adding a Mac & Cheese flavour to its 90g Pot Noodle range this month.

RRP £1.09

Outers 12

Contact 01293 648 000

Nadia Alexandrou
 nadia.alexandrou@newtrade.co.uk
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THIS WEEK IN MAGAZINES

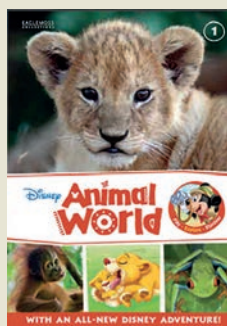


Disney delight

SAFARI SO GOOD FOR ANIMAL WORLD LAUNCH

It's being heralded as the biggest partwork launch of the year so far, and with animal stories and facts it's bound to be a roaring success

EAGLEMOSS LIMITED has partnered with Disney to develop what Eaglemoss says is the biggest partwork launch of the year – Disney Animal World. Targeted at pre-schoolers aged three and over, every issue contains activities, stories and facts about animals. Each partwork comes with safari animals and Disney character figurines, which build up to a complete safari playset and Disney Animal World Library. The launch will be supported by a national media campaign, and the first issue will sell at the discounted price of £1.99 to drive sales. The partwork will be available through sale or return throughout the collection.



**DISNEY ANIMAL
WORLD**
On sale 17 February
Frequency weekly
Price issue 1 £1.99,
issue 2+ £5.99
Distributor Comag
Display with Disney
Junior, Toybox, Frozen

Round up



NADIA ALEXANDROU
Magazines
reporter

MAG LAUNCHES INCREASE 31%

The number of traditional magazine launches in the UK last year leapt by 31% to 321 titles, compared to the US's very modest 2% increase to 236, according to data from distributor Seymour. So how much value is this bringing to retailers, and is this actually a good sign?

According to a Wessenden briefing analysis, the total value of new products coming into the market on launch issues is up by a massive 51% year on year. The average price of the 321 launches is £4.15 – up 3% year on year – compared to the industry average of £1.79 (up 4% year on year). Launch issue sell-throughs have also gone up, from the 31% in 2010 to the current 39%, indicating smarter newstrade targeting.

While this certainly shows publishers' investment and confidence in the market, the nature of these launches is changing in a way that diminishes their overall impact.

This is because although the average price of a launch has gone up, the average circulation and frequency has declined – the biggest recent weekly launch was The Week Junior, for example, which had a retail distribution of only 12,000.

Instead, publishers largely focused their launch efforts on irregular titles – either not committing to a set frequency or having an erratic publishing schedule.

According to the Wessenden briefing, this characterises a more cautious “launch as test” approach, with tighter targeting and more niche products – all of which are reshaping magazine launch activity in the industry.



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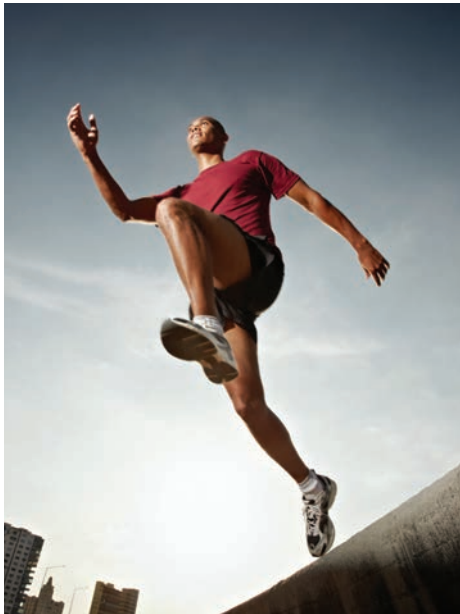
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€0.70^{REP} (ROI 6 cards)

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THIS WEEK IN MAGAZINES



Bestsellers Men's Lifestyle

Title	On sale date	In stock
1 Zoo Weekly (Best of)	17.03	<input type="checkbox"/>
2 FHM	25.02	<input type="checkbox"/>
3 Men's Health	26.01	<input type="checkbox"/>
4 GQ	03.03	<input type="checkbox"/>
5 Stuff	03.03	<input type="checkbox"/>
6 T3	16.02	<input type="checkbox"/>
7 Men's Fitness	17.02	<input type="checkbox"/>
8 Esquire	05.02	<input type="checkbox"/>
9 Wallpaper	10.03	<input type="checkbox"/>
10 Wired	03.03	<input type="checkbox"/>
11 Forever Sports	16.02	<input type="checkbox"/>
12 Outdoor Fitness	12.02	<input type="checkbox"/>
13 Mens Health Trav	26.01	<input type="checkbox"/>
14 Wonderland	07.04	<input type="checkbox"/>
15 Rake (the)	11.02	<input type="checkbox"/>
16 Men's Running	25.02	<input type="checkbox"/>
17 Black Men	23.02	<input type="checkbox"/>
18 Gentleman's Journal	03.03	<input type="checkbox"/>
19 Rollacoaster	19.02	<input type="checkbox"/>
20 Robb Report	19.02	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



FHM

This special collector's edition reviews the highlights of the last 30 years of FHM, featuring photo shoots of the best cover stars including Britney Spears, Halle Berry and Jennifer Lopez. The edition is expected to happen to a wider audience and is designed to appeal to anyone who ever bought FHM. Bound with a glossy cover and priced £5.99, the publisher says it will drive significant impulse sales for retailers.



On sale 25 February
Price £5.99
Frequency monthly
Distributor Frontline
Display with GQ, Fantastic Man, Gentleman's Journal



SPARKLE WORLD

This issue comes with a My Little Pony Workbook, Dora sticker story, a Shopkins cut out card activity and a Bake with Barbie challenge. It also offers a Frozen bedroom set giveaway and a Rainbow Magic Vet Set as well as stories and activities featuring popular female characters including Goblin Princess, Colour Girl and Barbie. Sparkle World was last year's best-selling girls' multi-character magazine.



On sale 17 February
Price £2.99
Frequency monthly
Distributor Comag
Display with Pink, Frozen, Fairies



WONDERPEDIA

This special issue of Wonderpedia is forecast to generate more than £27,000 – a 12% uplift – in retail sales value. It conducts a counterfactual re-examination of Hitler's time in power, as well as a profile on the drug said to be fuelling IS fighters in Syria and Iraq. To drive sales, retailers should display the magazine at the front of the fixture with other news and current affairs titles.



On sale 25 February
Price £3.95
Frequency monthly
Distributor Frontline
Display with BBC Focus, Current Archaeology, Popular Science



HOMEBUILDING & RENOVATING

According to its distributor, the March special of Homebuilding & Renovating is always one of the top selling issues of the year. This issue features guides for both beginners and experienced renovators to target a wider audience. The issue also provides expert advice on cost surveys and electrics.



On sale 25 February
Frequency monthly
Price £4.50
Distributor Marketforce
Display with The Plan, Build It, Build Your Own Home



KENT HOMES & INTERIORS

This regional launch is aimed at supporting local economies and shops with editorial and advertising relevant to Kent. The launch will be supported with adverts and editorial on the local radio and press. Developed over two years, the magazine is made up of 120 pages and has a print target of 2,500. It looks at Kent's best homes and its products, services and interior design.



On Sale 25 February
Price £2.95
Frequency quarterly
Distributor Smiths/Menzies
Display with Beautiful Homes, Country Living, Home Style

ALL THREE
COLLECTIONS
TITLES ARE TOP
20 SELLERS



PLEASE STOCK
AND DISPLAY

ON SALE
25 FEBRUARY



GARDENERS' WORLD

The March issue of Gardeners' World celebrates the magazine's 25th anniversary with a 196-page bumper issue. Feature highlights include pruning, mowers, growing in small places and planting designs for tricky spaces. It also includes contributions from Monty Don, Alan Titchmarsh and Carol Klein, and has content that ties in with spring, showing readers how to prepare and nurture their gardens.



On sale 24 February
Frequency monthly
Price £4.50
Distributor Frontline
Display with Grow Your Own, Landlust, Garden News



DISNEY PRESENTS

Disney Presents has dedicated this issue to the Disney kids TV series Miles From Tomorrow. The edition comes with a free space cadet set, which includes a headset and cuff. The series first aired last February, with strong ratings that led to its renewal, with the second series first airing in April 2015. Miles from Tomorrow is an animated space adventure series. It centres on the Callisto family who live on a spaceship.



On sale 25 February
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Futura Specials, Toxic, Amazing



TAB SEASONAL PUZZLE COLLECTION

The Easter issue of Seasonal Puzzle Collection is forecast to achieve sales of more than 30,000 copies, and over £100,000 in retail sales value, which is an uplift of 11%. This edition comes cover-mounted with a pen, and includes a variety of puzzles including crosswords, arrow words, sudokus, codebreakers, word searches, criss crosses and skeletons.



On sale 26 February
Frequency Irregular
Price £3.29
Distributor Frontline
Display with TAB Codebreakers, Eclipse Best Value Wordsearch, Eclipse 2-in-1 Wordsearch



THE WONDERS OF SPACE

The Wonders of Space is the first of five issues of the New Scientist series this year. The series explores the latest discoveries of science and technology. Its publisher, Reed Business Information, said its retail distribution is around 24,000, and in 2015 average sale distribution for five issues was 11,800. The following four titles to be released this year are Life on Earth: Origins, Evolution, Extinction; Quantum/Relativity (Summer Holiday issue); History of Space Travel; and Natural History/Animals.



On sale 27 February
Frequency Irregular
Price £9.99
Distributor Marketforce
Display with Wonderpedia, Popular Science, All About Space



SUPERFOOD MAGAZINE

The latest issue is themed around spring, which includes 101 recipes for salads, one-pot meals and sweet treats. Superfood offers everything people need to know to have a balanced diet, from nutritional information to the myths about food. It also features tips from healthy lifestyle experts, including dietician Nichola Whitehead and food writer Nicky Corbishley.



On sale 24 February
Frequency bi-monthly
Price £5.99
Distributor Seymour
Display with BBC Good Food, Easy Cook, Olive, Delicious

Industry viewpoint

Dominic Murray

Publishing director,
 Immediate Media,
 BBC Gardeners' World Magazine



With the majority of UK adults enjoying spending time in the garden, there is strong consumer need for advice, inspiration and expertise – a key reason why retail sales of gardening magazines are performing so well.

Early spring is the start of the peak gardening season, and gardening magazine sales will increase threefold compared to winter months.

BBC Gardeners' World Magazine has been the category market leader since launching 25 years ago. It is the destination of choice for most gardeners, and with 27% share of retail sales volume and a new cover price of £4.50, it presents a high-value opportunity.

This year we're launching a campaign to get the nation growing, and we'll be heavily investing to maximise appeal for existing and new readers. The March issue, on sale from 24 February, is our 25th anniversary edition. As part of this we are also adding a three-part collectable pull-out-and-keep 'Back to Basics' series to our April, May and June issues – featuring 25 techniques every gardener should know. The May issue, on sale from 26 April, features a free '2-for-1' Gardens to Visit Guide and is our best-selling issue of the year, and this year's is the biggest yet – with 400 gardens taking part.

Independent newsagents are vital to the success of UK gardening magazines, and should benefit from the nation's passion for gardening.

We're expecting heavy publicity and high demand across the whole spring-summer season, and retailers who want to make the most of this opportunity should make sure they have stock from their wholesaler, and also use any additional or promotional space to support copy sales.

Top tip

Display prominent full-facings at the front of the fixture – use Gardeners' World as a signpost for the category.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



ASMAT SALEEM ON CREATING HIS PURPOSE-BUILT PREMIUM COSTCUTTER C-STORE

Plus, build the perfect range of dairy products to suit your location and customer base, and leading suppliers reveal their best ideas to help you profit in 2016



THIS WEEK IN MAGAZINES

Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	6	100	8.99
Build the Millennium Falcon	59	100	8.99
Cake Decorating	205	210	2.99
Cake Decorating Relaunch	154	165	2.99
Dinosaurs & Friends	52	60	5.99
Jazz at 33 and third RPM	3	70	9.99
Official Star Wars Factfile	108	120	2.99
Simply Stylish Knitting	7	90	3.99
Star Wars Helmets Coll'n	4	60	9.99
Zippo Collection	12	60	19.99

Eaglemoss

3D Create & Print	57	90	6.99
Build A Solar System	26	104	6.99
DC Comics Graphic Novel	14	60	9.99
Disney Cakes & Sweets	128	120	4.50
Doctor Who Figurines	65	70	7.99
Marvel Chess Collection	58	64	8.99
Marvel Fact Files	153	150	3.50
Military Watches	53	80	9.99
Star Trek Ships	66	70	10.99

Hachette

Art of Crochet	25	120	2.99
Art of Knitting	56	90	2.99
Art Therapy	48	100	2.99
Black Pearl	110	120	5.99
Build the Mallard	77	130	7.99
Build the U96	77	150	5.99
Classic Pocketwatches	92	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	29	80	9.99
Marvel's Mightiest Heroes	57	60	9.99
My 3D Globe	59	100	5.99
Your Model Railway Village	117	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	51	80	5.99
My Zoo Animals	24	60	5.99
Precious Rocks, Gems & Minerals	56	100	5.99
Real Life Bugs & Insects	74	85	5.99

Collectables

DeAgostini

Magiki Bunnies	2.50
Frogs & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

Topps



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



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



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



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



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



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



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



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



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



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



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



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



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



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

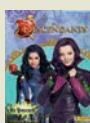
Panini



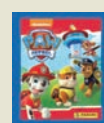
Abatons Humans
Starter **£5.99**
Stickers **£1.25**



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



Descendants
Starter **£2.99**
Stickers **£0.50**



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



Disney Princess Fabulous Talents
Starter **£2.99**
Stickers **£0.50**



Peppa Pig
Starter **£2.99**
Stickers **£0.50**



Dragons
Starter **£2.99**
Cards **£0.50**



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



England Official Sticker Collection
Starter **£2.99**
Stickers **£0.50**



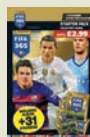
Star Wars Abatons
Starter **£7.99**
Cards **£1.00**



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



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



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



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



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



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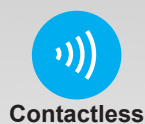
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Back in the day

100

YEARS AGO

19 February 1916

Easy shillings are falling into the tills of those newsagents who are showing the Bystander's wonderful and amusing book of trench pictures. 'Fragments from France' by Captain Bairnsfather. So rapidly has this book sold that a fourth edition is in course of preparation.



50

YEARS AGO

19 February 1966

The government is reviewing all forms of advertising media for cigarettes, Mr Kenneth Robinson, minister of health, told the House of Commons. Answering Mr Francis Noel-Baker, who asked for a ban on advertising of cigarettes, Mr Robinson replied the government had under review several matters connected with smoking.



25

YEARS AGO

23 February 1991

Health secretary William Waldegrave is understood to be pressing for a large increase in tobacco tax in the Budget on 19 March, according to reports. An increase in tobacco tax would fit in with the government's forthcoming green paper, due to be published two weeks after the Budget.



Camelot plays cupid to unite ticket with winner

They say money can't buy you love but that hasn't stopped Camelot from trying in its latest attempt to track down a £130,000 lottery winner.

The organisation has become so desperate to find the unidentified ticket holder - who matched five numbers in a Lotto HotPicks 'Pick 5' game last September - that it has even taken out a lonely hearts ad in a London paper to find them.

The ad appeared in the Hounslow Chronicle on Friday - two days before Valentine's Day - and is written from the perspective

of the lonely winning ticket searching for its owner.

The tongue-in-cheek message promised to give its partner a "life-changing experience" and said the relationship would be a "match made in heaven".

Even the National Lottery spokeswoman was getting in on the act, telling the Hounslow Chronicle: "We don't usually play cupid but if there's a possibility we can unite someone with their £130,000 win in this way we'll definitely give it a try."

Let's hope it's love at first sight for the genuine winner.



Internet meltdown after cheddar crash. How mature

In news from Australia, a truck carrying 26 tonnes of cheese crashed and spilt its entire contents all over the highway last week - sending the internet into a frenzy of fromage-based puns.

The vehicle in question was making a delivery from Bega to Sydney when it flipped over, sending masses of dairy products sprawling across the road and bringing traffic to a rinding halt in the process.

News of the brie-saster soon

went viral, with comedians online going out of their whey to put their own spin on the accident.

Local journalist Ainslie Drewitt Smith tweeted "De'brie everywhere following a crash at Jer-

rawangala...the truck was carrying 20 tonnes of cheese!"

The gouda news is that the driver of the truck managed to escape with minor Edam-ages. We're sorry, we couldn't help ourselves...



VIEW FROM THE COUNTER with Mike Brown



Since plans were withdrawn in 2014 to build an out-of-town supermarket, the protest group 'Save Our Stokesley' and the parish council promised to find ways of rewarding the community for uniting against the proposal.

Before Christmas, a food week was organised and now a film showcasing the town's many independent businesses has been produced.

Yours truly makes a brief cameo appearance, which has been great for trade as so many customers have watched it and it is the talk of the town.

'Welcome to Yorkshire', the organisation behind the Tour de Yorkshire, came to Stokesley to suggest how we could make the high profile cycle race a memorable event.

One idea is to have a huge TV screen in the market square to watch the whole race from. I certainly plan to open all day and make the most of hopefully huge crowds.

Forecasters of future marketing trends predict people are moving away from material possessions for satisfaction to experiences. My latest experience is to join a men's singing group.

We practice on a Monday evening between 7pm and 8pm in the hub, a community centre in Hutton Rudby, the next village along from me. Singing is thirsty work. Luckily the Kings Head pub is next door which serves a great pint of Jennings.

We are in concert on 15 July so anyone who would like a ticket please let me know.

Only kidding - even the wife and kids won't go!



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