



20.05.2016

RETAIL NEWSAGENT

TOBACCO TOUR

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latest EUTPD II
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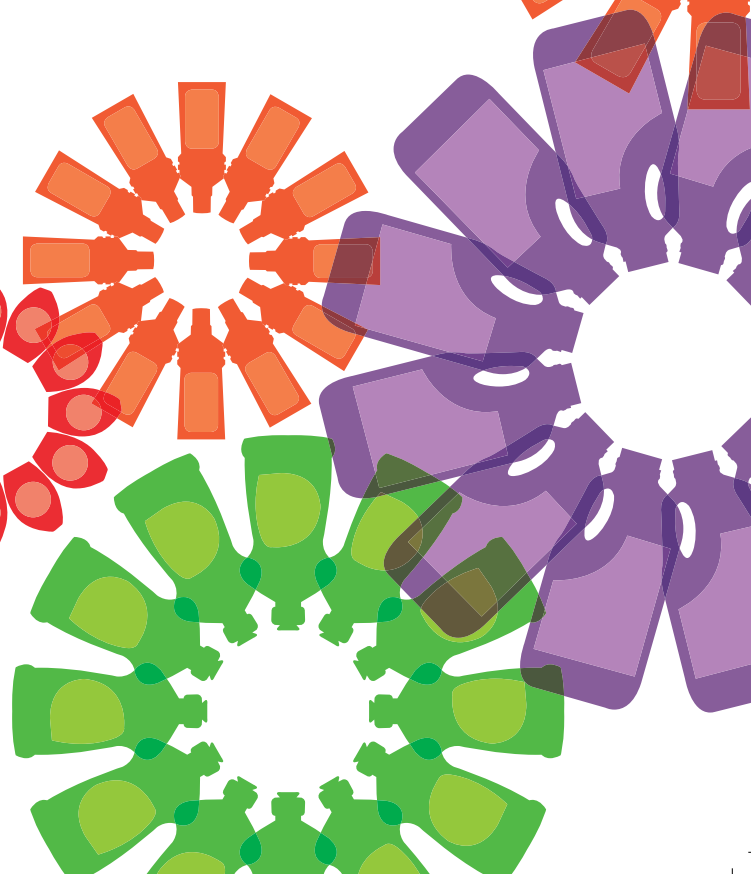
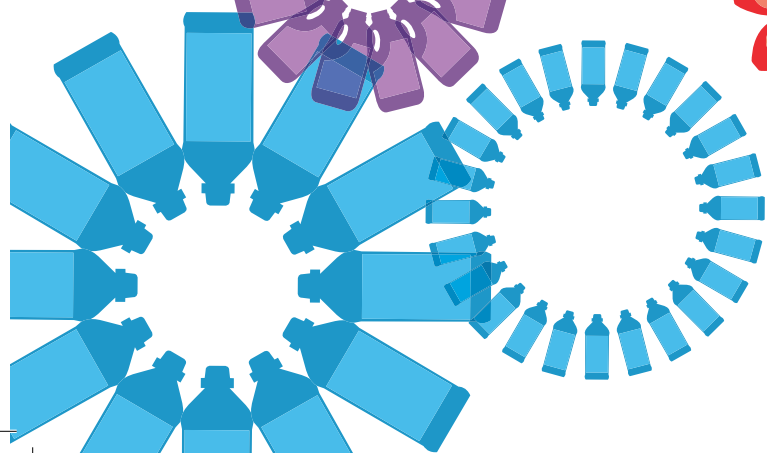
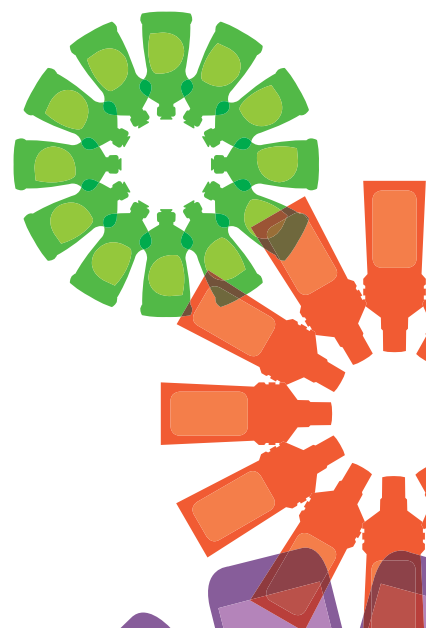
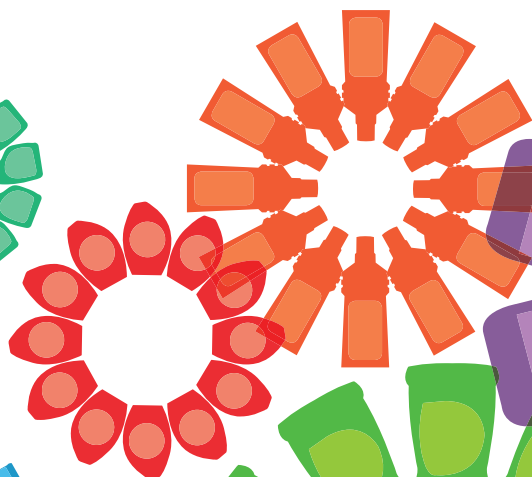
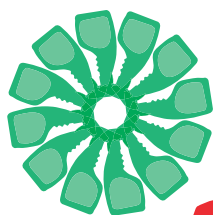
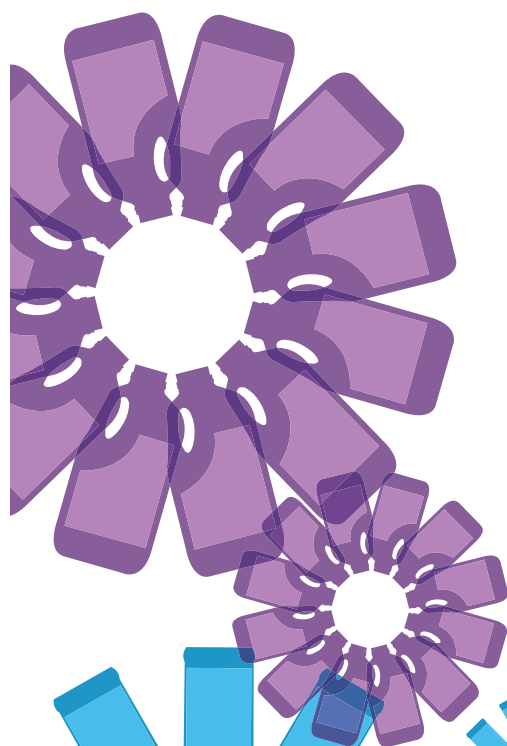


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Stay in EU or risk 2008-level slump



Chuka Umunna and Sir Vince Cable tell RN Brexit would lead to price increases on goods like wine and chocolate, years of economic instability and less money spent in shops. Page 5 >>



Anna Soubry: under fire

REGULATIONS

'Cig laws damning us to fate of steel industry'

Lobbyists hit out at minister for failing to address issues.

Page 4 >>

RETAIL CRIME

PCC: work with us, we want your trust

Indies urged to outline support they need and report all crime. Page 11 >>

CONVENIENCE

Support for new simpler Budgens

Higher margins and more flexibility reported by symbol members. Page 6 >>



On the ball News UK's sales team is targeting 1,000 independent retailers this week with stands to promote The Sun's coverage of the forthcoming Euro championships football finals. The campaign will run for eight weeks across Euro-qualified England, Wales, the Republic of Ireland and Northern Ireland, with the aim of stores selling an extra four or five copies per store each day.

MAGAZINES

Collaborate to protect future of mag trade

Work together on category offer or lose space to other products, publishers warned. Page 7 >>

Retailers donate hundreds of pounds to local charities after introducing voluntary plastic bag levy.

Page 12 >>

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LEADER



Having the right product mix can go a long way to helping a business adapt to even the most challenging legislative burden



CHRIS GAMM

Editor

@ChrisGammRN

“The thing about Greggs is everyone knows us and they come in at different times, but not very often.”

This is the challenge, familiar to many local shop owners, facing the high street baker's chief executive Roger Whiteside.

His solution is to give new reasons to visit Greggs, adding healthier salads, flat white coffees and other new products to the menu, while maintaining its traditional favourites such as sausage rolls and pasties.

It's working. Announcing another set of positive results last week, with like-for-like sales up 3.7% and total sales up 5.7% in the first quarter, he said: “People are now seeing that we do salads, fresh fruit, hot pots, hot wraps and saying ‘I can go back the next day’. We don't spend any money on marketing. Our marketing is in the shop.”

He is investing in the group's shop network, adding a gluten-free range, and is now selling 1.2million cups of coffee a week.

At the same time, the group announced that it has absorbed the cost of increasing staff salaries to an above-National Living Wage rate of £7.47 an hour without cutting benefits or raising prices.

While the 2020 rate of £9 an hour is still likely to have an impact on prices, Greggs' management team is “working very hard to try and avoid that”, according to finance director Richard Hutton.

This shows that having the right product mix can go a long way to helping a business adapt to even the most challenging legislative burden.

It also shows that food to go is a great place to be right now.

CONTENTS

NEWS

- 4 **INDUSTRY NEWS** Indies face meltdown from burdens of tobacco legislation
- 6 **BUSINESS NEWS** Streamlined Budgens wins approval
- 7 **NEWSTRADE** Publishers must work together to guard retail space
- 8 **PRODUCT NEWS** Mars backs England for Euros with £5m promotional spend
- 11 **REGIONAL NEWS** Newly-elected PCCs pledge action on retail crime
- 13 **NFRN DISTRICT COUNCILS** North West DC report

COMMENT & ANALYSIS

- 14 **YOUR STOCK, YOUR SAY** Would you consider swapping current

products for healthier ones? And what are the biggest trends you've seen in e-cigarettes?

- 15 **LETTERS** Retailer faces the music over in-store charge

- 16 **YOUR ISSUE** Failure to remove Cashzone ATM leads to loss of customers and sales for retailer in Wales

- 17 **COLUMNIST** Positive changes for the benefit of all in the industry take far too long, says Neville Rhodes – or not at all if they are particularly good ideas

20



18 PRICEWATCH

Cigar prices around the UK

19 THE

ENTREPRENEURS

What you can learn from the world's best business brains. This week, Subway founder Fred DeLuca

20 RETAILER PROFILE

Guy Warner has opened his latest store and it has rapidly become a one-stop shop for locals

31



FEATURES

- 22 **TOBACCO LEGISLATION** RN gets first-hand

32

advice from retailers who are learning to deal with new legislation

25 ON THE GO: LUNCH

How top businesses are capitalising on growing demand

- 28 **WATER** It's thirsty work for busy Brits. Make sure your range quenches their thirst

28



- 31 **INDUSTRY PROFILE** JTI emerging products manager Tom Slater, below left

32 PREVIEW

THIS WEEK IN MAGAZINES

- 35 **ROUND-UP** Don't be left in the dark
- 36 **FOR YOUR SHELVES** Tractor Mart launch

NEXT WEEK



EU REFERENDUM

Chuka Umana and Vince Cable on why Brexit is bad for business



FOOTBALL'S COMING HOME

Big night in ideas for fans and non fans

“WE ARE THE LOCAL SUPERMARKET, ELECTRICAL STORE, KITCHENWARE SHOP, STATIONER AND CHEMIST”

– GUY WARNER ON HOW HIS LATEST WARNER'S BUDGENS STORE AIMS TO MEET MANY LOCAL NEEDS Page 20>>

NEWS



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Consultation on kids' junk food adverts

Advertising watchdogs have launched a public consultation on the promotion of 'junk' food and drink to children.

The consultation, by the Committee of Advertising Practice (CAP), will take in all forms of marketing, including outdoor, press and online activity, and could lead to further restrictions being placed on sugary and fatty foods. TV advertising is already restricted.

CAP chairman James Best said: "In proposing new rules, our aim is to strike the right balance between protecting children and enabling businesses to continue advertising their products responsibly."

Retailers said the move would be a further burden, following the latest raft of tobacco regulation. Naresh Purohit, of Marseans, in Kent, said: "I would much rather the government spent money educating the public."

Lotto site's cautious welcome

Camelot's new website has been cautiously welcome by some users, but has failed to win over all disgruntled retailers.

The new site launched last month to give retailers insight into how the National Lottery is performing in their businesses.

Kay Patel, who owns four shops in Stratford, East London, said: "It's really useful. You can see your sales and compare them against other stores."

However, retailers who have experienced continuous problems with Camelot, including Pradip Amin of Birds Newsmarket in Portsmouth, are not convinced. He said: "The website is an excuse to make us work for free."



RN on the road to test TPD advice

Ramsgate retailer Graham Margum heard the latest advice on new tobacco legislation from BAT sales rep Darren Hill (left) during a visit with Retail Newsagent. The arrival of standardised packaging and EUTPD II restrictions means branded cigarettes, 10-packs and small-format rolling tobacco can no longer be produced for the UK market from today (20 May). Retailers now have a 12-month sell-through period before the restrictions apply to stores. RN spent the day with Mr Hill last month as he updated store owners on the upcoming changes.

● Full report – p22

Business minister fails to meet retailers Industry faces 'meltdown' from increasing burdens

Tobacco laws damning us to fate of steel industry

by Gurpreet Samrai

The government's small business minister has come under fire from a tobacco lobbyist who has warned independent retailers risk being doomed to the same fate as the UK steel industry.

The caution comes as fears the extra burdens the government is putting on shops selling tobacco, including plain packaging, EUTPD II and the proposed introduction of a retailer licence, could cause the industry to "melt down" were raised.

The warning comes from the Tobacco Retailers'

Alliance, which has hit out at small business minister Anna Soubry after she turned down an invitation to meet with independent tobacco retailers to see and hear first-hand some of the issues they face.

"If the department for small business won't speak to small business, we have to ask what's the point of the department?" TRA national spokesman Suleman Khonat said.

"It didn't worry about steel until it was too late. Has the government put too much pressure on small shops? Is it going to be like steel and in five years' time

the whole industry will melt down?"

It comes as a survey conducted by the TRA revealed 87% of retailers do not believe licensing would reduce the size of the black market, while 81% think minimum pack sizes will help the black market.

It also found 95% of shop owners do not believe the government understands their problems, while 72% lack confidence in Trading Standards.

"Hitting small businesses' livelihood is not the answer to the question of illegal imports," a Basingstoke retailer said

in response to the survey.

"The government will be encouraging more smuggling and plain packaging will make it even more difficult to differentiate the good from the bad."

The TRA is calling for a halt on regulations until a review on the burdens on small shops is carried out. It held a parliamentary briefing with MPs Simon Danczuk and Nigel Evans as RN went to press.

The NFRN has said it is opposed to licensing, but would cautiously welcome a register, like in Scotland, as long as there is no fee attached.

Digital subs 'success' in Scotland

The Daily Mail digital subscriptions trial in Scotland has been a success despite several "technical teeth-ing problems", retailers have reported.

The feedback comes four months after the trial, which finished last week, first launched in February to test the digital process-

ing of customer payments.

Several retailers involved in the trial told RN they preferred processing subscriptions digitally compared to traditional paper vouchers, but had experienced a number of technical problems, including accessing payment terminals through

certain devices and setting up payment orders properly.

Des Barr, of Sinclair Barr Newsagents in Paisley, said: "I've had around a 25% increase in Mail copy sales through digital subscriptions."

"It's helped drive footfall into my store because

people pick up a copy every day. Although it wasn't perfect, the whole process was a lot simpler than the traditional route."

NFRN head of news Brian Murphy said confusion could have been avoided by working with the federation from the start.

'Stay' campaigners warn of massive rise in prices Leaving EU would 'shock' economy

Brexit 'slump' warning from Umunna and Cable

by Gurpreet Samrai

The economy could suffer a shock like the 2008 slump if Britain leaves the EU, with independent retailers forced to hike prices to cover increased costs while facing years of instability.

That was the key message from pro-EU campaigners former shadow business secretary Chuka Umunna and former business secretary Sir Vince Cable as they outlined the argument for small businesses to vote 'remain' in the 23 June referendum.

Both highlighted the cost of leaving the single market, the impact of uncertainty on consumer spending and the lack of EU influence on regulations impacting independent retailers.

"28% of produce on the shelves of high street stores comes from the EU. So you are looking at £2.2bn worth of wine imports, £1.4bn of cheese and £1.1bn of



Vince Cable and Chuka Umunna have serious worries over Brexit

chocolate," Streatham MP Mr Umunna said.

"If we weren't in the single market, all those goods would be subject to tariffs under World Trade Organisation rules. That means imported goods you sell in your shop will cost more and you will have to charge your customers

more, which is going to be bad for business."

He also highlighted the impact on consumer spending if the economy suffers the shock being forecast by experts and if the value of the pound falls as indicated by the Bank of England.

"If we have the economic shock that so many

independent experts are telling us will come, just think how bad it felt in 2008-09 and in 2011-12," Mr Umunna said. "Consumer confidence fell dramatically and people simply weren't coming through the door, or if they were they were not spending as much."

Meanwhile, both campaigners said the EU had become a "dumping ground for blame" for regulations impacting businesses, when "actually the blame lies closer to home".

"Plain packaging lobbying focused on the domestic government because it was done on its instigation," Mr Umunna said. "Auto-pension enrolment and the National Living Wage again were done by the domestic government."

Meanwhile, Boris Johnson reportedly compared fears over an economic shock on the event of a Brexit to the concerns people had over the "millennium bug".

Tobacco losses

The introduction of minimum tobacco pack sizes will cost retailers £1.5bn in lost revenue and the government £2.2bn in tax, an economic analysis has revealed.

The report from Oxford Economics also states there will be a potential 11,190 retail job losses. The change in pack sizes would not, the Tobacco Manufacturers' Association has said, stop people smoking, but drive them to the illicit trade.

TMA director general Giles Roca said: "The abolition of small packs of tobacco is a classic example of an ill-judged and ill-thought through European policy that will have significant negative implications on the UK."

E-cig fear warning

Health fears about e-cigarettes mean fewer smokers are trying vaping, according to anti-smoking pressure group ASH.

New research from the organisation claims one in four people think e-cigarettes are just as, if not more, harmful than normal cigarettes – a figure that has more than trebled in the last two years. However, Nainesh Shah of Mayhew News, said: "Most people buying them are smokers looking for a substitute."

First look at new PayPoint terminal

Retailers and trade body chiefs who have been given a sneak peek of PayPoint's new terminal have given it their seal of approval.

The new device, expected to be launched this summer, links EPOS, a card terminal and bill payments, RN understands. A PayPoint retailer, who did not want to be named, said: "It's good for an entry-level retailer, maybe someone who's just getting into convenience or hasn't got EPOS."

Meanwhile, NFRN chief executive Paul Baxter, tweeting after a demonstration, described the

terminal as "excellent for small business".

A PayPoint spokesman said: "The new PayPoint terminal is being trialled by retailers and the feedback we have received has been positive – 90% say that they prefer the new terminal to their current one. Our field testing has been successful and we are now moving to a commercial trial."

However, Jag Singh, of Key Store in Saltcoats, said: "All I've had from PayPoint is broken promises. It doesn't bother me if they bring in a new terminal or a new till."



Store reveals Euro 2016 line-up

Spar Holditch in Stoke on Trent got in the swing of things early with its eye-catching display of Euro 2016 and sporting fare, unveiling its PoS as England manager Roy Hodgson was announcing his provisional squad for the forthcoming tournament. Spar Holditch's manager Claire Caddie said: "Once everyone else starts getting their flags out, we'll be there and ready. We've had a great response to it."

Amazon own label

Amazon is said to be exploring own brand products with the launch of a raft of goods in the US. Its own label brands could boast titles such as Hay Belly for nuts, tea and oil, Wickedly Prime for treats and snacks and Mama Bear for baby care products. The launch, which could be as soon as June, will initially be in the US.

NEWS

BUSINESS



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Cheemas launch two store apps

A Coventry retailer has teamed up with an app developer to produce two apps which will help boost his business and make life easier for his customers, himself and his staff.

Paul Cheema, of Malcolm's, launched the first app, which is consumer-facing, this week as part of trials with Big DL.

Customers who have downloaded the app have started receiving deals and details of other events in the Coventry shop. Their mobile gets updates via the app, and a beacon outside the store means they can be notified of deals when they walk past. To take up the offer, a barcode on their phone is scanned.

Mr Cheema said: "We'll be able to monitor their basket spend, to see if it rises because of the offers."

Big DL app developer IAT is working with symbol groups and suppliers looking at how the app can be applied to them.

The second app being worked on by Mr Cheema helps with managing stock and staff.

Plan For Profit guide published

Wholesaler Today's has published its Plan For Profit category guide for 2016/17, which is available online, through its app and as a printed magazine through its depots.

The guide offers hints and tips and products for each category, and Today's said it will help act as a "checklist for [retailers'] essential product range".

The app also gives access to planograms. It is available on the Today's website as well as individual depots.



Pro-retail show's 13 tonnes food gift

Palmer & Harvey has donated more than 13 tonnes of food from its Pro-retail show to Telford food bank. The wholesaler, as well as suppliers and exhibitors, collected non-perishable goods after the event had finished, giving them to the food bank for the third year. Matt Ashton, from P&H, pictured with the food bank's Ollie Locker (right), said: "I would like to thank our suppliers who donated such a huge amount of product. The donations made will make a real difference to adults and children who are in most need."

New ranges introduced 'Booker improved cash margins and there are less admin charges too'

Retailers prefer Budgens' streamlined approach

by Tim Murray

Changes to Budgens following Booker's takeover of the group have been welcomed by retailers who say they are benefiting from improved cash margins and less restrictions.

New systems and ranges have been introduced to the symbol group, following Booker's acquisition of Musgrave last year, with it now claiming it is "simpler to do business with" as part of its recruitment drive.

Patrick Patel, of Jay's Budgens in Brockley, south-east London, said: "The initial changes have

been good, so it's a positive reaction from us. They've been streamlining a lot of prices, making things a lot simpler. The first thing Booker did was to simplify things, as well as improve the cash margin. There are less admin charges too.

"You can see the advantages of Booker as a buying group, as Budgens was quite expensive on the grocery side. There's a lot of positives, although there's still work to be done."

Meanwhile Guy Warner, who opened a new Budgens store in Winchcombe last month, told RN despite reservations

about Booker's Happy Shopper and Farm Fresh value ranges, he is a "big convert". His value ranges, which sit alongside premium products, big brands and local produce in his new store have proved to be a hit with his customers, he said.

He added he has seen his margin grow around 4% for fresh produce and he is more competitive on price in areas such as toiletries, homeware and pet food.

Chris Shelley, of Shelley's Budgens of Holbrook, in West Sussex, concurred. He said: "It's broadly positive and we're delighted with

how the store is trading. The changes implemented have been good, we've seen product ranges and margins improve. The reduction in restrictions is positive too. We want to use more local suppliers and it was quite restrictive before."

Budgens brand director Mike Baker said the new proposition, under the banner "Fresh thinking from Budgens" was a much simpler package, boosted profitability, improved the supply chain and extended own brand options. It had been welcomed by retailers, he added.

● *Retailer Profile* - p20

P&H urges councils to help retailers with NLW

Local councils need to do more to secure the 400,000 jobs in convenience retail, a wholesaler has warned as new research revealed retailers see the National Living Wage as the biggest challenge facing their businesses in the year ahead.

One in three of the 500 retailers questioned in the survey said they were looking to either reduce hours or raise prices to offset the increased costs from the living wage, with one in five planning to cut staff.

Other key issues highlighted in the research

commissioned by wholesaler Palmer & Harvey, included the sugar tax and business rates.

P&H said its research showed that councils and authorities should do more to help retailers.

P&H chairman Chris Etherington said: "Stores

are looking to local councils to help secure the 400,000 jobs in convenience retail and offer solutions to the issues facing the sector. While agreeing with the principle of a living wage, this research shows that implementation will be challenging."

NEWSTRADE

Publishers competing against other products 'I'd like to see more generic PoS materials'

Publishers must work together for retail space

by Nadia Alexandrou

Publishers need to work collectively to support magazines on the newsstand rather than compete against each other, industry experts have warned.

The advice comes as speakers at the PPA Festival last week said that publishers were increasingly having to compete against other products for space, rather than with magazines, and needed to communicate better to retailers the value of the newsstand in their store.

Collaborating to provide retailers with more

generic PoS material and promotions across their respective sub-segments rather than just for their own titles was one of the recommendations made to publishers.

Speaking to RN, Roger Williams, associate publisher at Hello! magazine, and member of the PPA Retail Marketing Group (RMG), said: "I'd like to see PoS material and promotions that are more generic and about promoting the whole sector, not just one title. That's where publishers are missing out. Particularly for seasonal and cultural events such as Easter or the Queen's

birthday – we need to get just as involved as other sectors do."

Mr Williams told RN that the RMG is in the process of trialling a generic PoS promotion for the children's category in Tesco with a group of distributors and publishers, but hopes to trial similar promotions across stores nationwide.

He added: "Retailers love good display materials, and there's no reason why a double facing unit can't be developed for a whole sector so that retailers can decide for themselves which magazines they want to promote at the

front – whether that's a high-revenue best-selling niche title for that store or a special covermounted issue."

Meanwhile, Nicola Rowe, director of Member Services at the PPA said that publishers were increasingly having to compete against other store products for space.

She said: "Retail is crucial to magazines as it can offer a theatrical and physical browsing element unique to that channel. To sustain and grow this market publishers need to take a more holistic approach within sub-segments and provide better support."

Adult colouring aids sales

Adult colouring has been credited as the driving force behind the first sales rise of printed book sales in four years.

Sales figures from the Publishers Association (PA) revealed printed book sales grew by 0.4% to £2.76bn in 2015, while eBook sales suffered their first decline, falling 1.6% to £544m.

Susie Winter, PA's director of policy said that while overall figures could not be broken down, this market change has been strongly linked to adult colouring's unique position as a sector that doesn't translate into a digital market.

News UK prints in Jersey

News UK started printing the Channel Islands supplies of its newspaper titles using a new digital newspaper print site in Jersey last week.

This replaces an expensive air freight operation that is regularly subject to weather delays, resulting in a reported 11 non-deliveries and 136 late delivery days in the past year.

Non-nude Playboy gets rise

The first non-nude issue of Playboy saw a sales uplift of nearly 13% compared to the previous three issues.

The sales figures were revealed just over a week after the edition came off sale on 4 May, and excludes the last-ever nude issue, which sold "extremely well."

Euro 16 stickers set to be biggest seller

Independents are in a strong position to profit from the Euro 16 sticker and trading card collectables, which are predicted to be the biggest-selling collectible this year.

The news comes as national sales figures of Panini's Euro 16 collection shows a 500% uplift compared to its Euro 2012 collection, setting it on course to be the biggest-selling collectable in 2016.

According to Marketforce, independent retailers are well-positioned to take advantage of this opportunity by continuing to stock Euro 16 cards and collectables into October, as most multiples delist them as soon as the event is over.

Joe Newell, circulation manager at Marketforce, said: "The collection is on sale until October so independents gain share

the longer they keep them in-store, while people finish their collection."

Retailers were also advised to drive impulse purchases by displaying



the stickers at the till, and stocking it alongside a collection that targets girls – such as Disney Frozen stickers – where there is a high tendency to cross-purchase.



Imagine Publishing launches history-travel hybrid

Imagine Publishing claims it is the first to market with a new history and travel hybrid, Explore History. Launching on 26 May, Explore History is dedicated to giving history travel guides to famous landmarks and locations. According to its distributor, the magazine is projected to make the same as its All About History title, which generates £700,000 retail sales value per annum.

NEWS

PRODUCTS



Football stars star in TV ad 'Singing selfies' competition

Mars' England £5m Euros spend

by Gurpreet Samrai

Mars is launching a new multi-channel campaign to support the England football team at Euro 2016.

The new campaign, which will run across TV, cinema, radio and digital in the build-up to and throughout the competition, coincides with the brand's on-pack support and is backed by a £5m media investment.

It will kick off on 15 May, with a 60-second TV advert starring football stars Harry Kane, Jamie Vardy and Danny Welbeck. The ad, which will air for at least six weeks, sees hordes of British football fans – complete with John Motson lookalikes, a pack of corgis, and knights in shining armour – crossing the English Channel to get to France and cheer on the England team.

Bep Dhaliwal, trade communications manager, Mars Chocolate, said:

"Our latest #Believe campaign is the perfect opportunity for retailers to tap in to the excitement of the biggest football event of the year.

"Retailers will be able to capitalise on campaign awareness and increased footfall by bringing to life the spirit of the campaign in store. It is set to be the biggest snacking event of 2016 so in-store theatre will prove critical in driving additional sales."

Mars will also be calling on the public to submit 'singing selfies' – filming themselves as they sing the lyrics to an England song and share it online using the campaign hashtag – #Believe.

This will also be supported by digital football channel Ball Street and Talksport. It will culminate on 11 June – the day of England's first Euro match – with a film featuring all the selfies.

Something different for Kinder

Kinder is launching a new on-pack promotion on its Bueno range offering £100 Virgin Experience Day vouchers.

Consumers will be invited to "Win a Bit of Different", with spa days, hot air balloon rides and driving events available through the vouchers.

The promotion, available on its

Kinder Bueno Classic (both single and multipack) and Kinder Bueno White (single), requires consumers to register at kinderbueno.co.uk and enter the on-pack promotional code to see if they've won.

It will be supported in-store with PoS and digital and sampling marketing.

Limited edition Silk Cut packs

JTI is giving retailers an opportunity to boost their profits in the premium category with the launch of a new limited edition pack.

Silk Cut's Crystal Cut Glass packs will be available for around four weeks in May and June with an RRP

of £9.61.

JTI said the packs are designed to reflect the brand's premium quality using holographic print techniques to portray five crystal cut glass pattern designs.

NEWS

PRODUCTS

Football and royal specials 90th birthday packs

Walkers' double celebration time

by Tim Murray

Walkers has launched two limited edition flavours to mark the Queen's 90th birthday.

The new additions, inspired by traditional British dishes, are now available in six-pack formats with packs featuring a Beefeater and Queen's Guard.

The Beef & Horseradish variant has been dubbed the Beefeater Edition, featuring the iconic Tower of London guards' outfit, while the Queen's Guard Edition, which is Chicken & Stuffing flavour, features the red uniform. The launches will be supported by social media activity, including a film that features a royal parade with a difference.

PepsiCo marketing director Thomas Barkholt said: "The Queen's birthday is expected to be a huge event.

"We are confident that these limited editions, which encapsulate the celebratory spirit of this summer, will provide an incremental sales opportunity for retailers by capitalising on this celebration."

Meanwhile, Walkers is also celebrating local team Leicester City's Premier League win with a limited edition pack available to retailers in Leicestershire.

The crisp brand has a factory in the city, while its brand ambassador Gary Lineker is famously a supporter of the club.

The Salt & Victory flavour, in blue and gold celebratory packs, features the manager and some of the players from the winning squad, with the Walkers logo also replaced with the word 'Winners'.

Profits from the special edition will go to the LCFC Foxes Foundation.



More animal magic with Cadbury

Cadbury has unveiled its third ad under the ongoing Tastes Like This Feels banner. The latest 30-second ad sees a dog and a biker riding on the open road, with the hound wearing a 1970s-style ski mask. The previous ads featured a bear scratching its back on a tree and a dog getting a massage from a cat. It highlights the Cadbury Dairy Milk Big Taste range of tablets.

Limited editions from L&B

Imperial Tobacco is launching limited edition packaging for Lambert & Butler and L&B Blue, available from June.

The "Lambert & Butler says 'Hi'" campaign will continue with the limited editions for its Silver and L&B

Blue variants "while stocks last".

Imperial Tobacco brand manager Madeleine Pearce said: "Retailers looking to increase their sales should ensure they stock up on both these profit-driving tobacco brands while the offer lasts."



SET FOR SUMMER?

STOCK UP TODAY ON THE UK'S NO.1 SQUASH BRAND¹

- £5m multi-channel campaign in June & July
- Proud partners of Wimbledon, watched by 29 million Britons in 2015²
- Robinsons no added sugar is consumed in more households than any other low sugar soft drink³



1. Nielsen Scantrack, Total Coverage, Squash category value sales, 52 weeks to 09.04.16

2. AELTC 2015 3. Kantar Take Home Purchase Panel, Household Penetration %, 52 w/e 27.03.16. BRV331641_16

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NEWS

PRODUCTS

KP lower fat Hula Hoops

KP Snacks has launched a new baked version of its Hula Hoops brand.

Golden Hoops is available in a 50g Cheese grab bag with an RRP of 69p.

The pack states the baked version contains 30% less fat than standard crisps.

The launch is being supported by a multi-million pound marketing campaign spearheaded by TV advertising.

KP Snacks trading controller for convenience and wholesale Matt Collins said: "The concept has tested incredibly well with consumers, and our research has revealed that sales are expected to deliver over £10m RSV in the first year."

Biggest-ever campaign for brand 'Small victories' lead to big sales

Volvic splashes out £1.8m on Tropical

by Tim Murray

Volvic Juiced has launched an £1.8m marketing campaign to support the brand and its new tropical variant.

The campaign, which is the biggest ever for the brand, will run throughout the summer and is spearheaded by a major TV sponsorship. There will also be outdoor activity, in-store PoS, limited edition 50cl packs and a social media drive.

The campaign celebrates small victories in life, and the social media activity will carry the hashtag



#smallvictories.

The new Juiced Tropical 50cl variant combines mango and passion fruit juice and Volvic mineral water.

Consumers can get a

free sample through a digital voucher appearing on outdoor adverts. Brand ambassadors will also be travelling across the UK in July and August, handing out half a million samples and vouchers.

The sponsorship deal furthers Volvic's ongoing partnership with Channel 4 and will appear on E4, with a new strand under the banner of 'Unstoppable Moments On 4'. It will feature programmes such as The Inbetweeners and Two Broke Girls and ensure Volvic has year-round TV support.

McCoy's flat out for young crisp fans

McCoy's is targeting young males with the launch of its first flat crisp.

Its Thick Cut range is launching in two flavours – BBQ Chicken and Cheddar & Red Onion.

It is available in 50p priced packs and non-priced 35g handypacks.

KP Snacks trading controller Matt Collins said: "We know that the current flat crisp offering isn't meeting consumer demand."

The launch will be supported by McCoy's £4.5m marketing spend for the year.



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Follow RN
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REGIONAL

Retailers urged to 'help restore trust' 'I want to rebuild relationship'

New PCCs pledge action on crime

by Tim Murray

Retailers are being urged to work with their newly-elected police and crime commissioners (PCCs) to help restore trust and combat the threat of retail crime.

Alison Hernandez, the PCC for Devon and Cornwall, told RN she wants to rebuild relationships and trust with retailers who are no longer reporting crime due to a lack of faith in law enforcement.

"During the campaign I must have visited half a dozen business expos and met a range of different

businesses and heard about their problems. Retail crime was one of those and I'm really keen to produce a business crime action plan," she said.

"A lot of retailers have given up reporting and I want to rebuild a good relationship with them."

She added she will be consulting on the action plan with key bodies, but is also keen to visit any retailer or business in Devon and Cornwall if there's a crime-related issue they want to talk about.

NFRN head of public affairs Adrian Roper said the

federation will be looking to engage with PCCs through branches and districts, setting up channels of communications and organising meetings.

"We think retailers should be meeting with them as a way of building relationships," he said.

Another newly elected PCC, Kathryn Holloway, representing Bedfordshire, said: "I fully intend to work with larger retailers in particular, as PCC, to recruit staff as specials to keep the whole retail space safer for the public and smaller retailers as well."



Blooming marvellous

Flowers at Paul Stone's Spar Marple store are proving to be a hit during a trial, with around £800 worth of sales a week. "With Marple being a new store, we can establish a market for flowers," said Mr Stone, who is sourcing the flowers from local market stall and retailer Flourish. "It's very much a trial at the moment, we're doing it in our Marple store and in Princess Street, where we have the space. It does look like there's a halo effect, particularly when the flowers are outside and it does brighten the place up."

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REFRESHING
STUFF

NEWS

REGIONAL

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Local gov: illegal tobacco costs £2bn

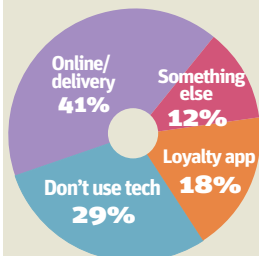
The Local Government Association (LGA) has sent out a stark warning about the effects of cheap illegal cigarettes.

Trading standards officers have taken "huge quantities" out of shops and off the streets with stashes hidden under floorboards, in toilet cisterns, behind extractor fans and ceiling lights, the association has said.

It added efforts to improve public health are being undermined by cheap illegal cigarettes posing a greater risk to smokers.

Councillor Simon Blackburn, chair of the LGA's Safer and Stronger Communities Board, said: "Illegal tobacco being sold cheaply through the black market by rogue traders is funding gangs, damaging legitimate traders and robbing the taxpayer of over £2bn."

RN READER POLL



Are you embracing technology, such as online ordering, loyalty apps and online delivery, in your store?

NEXT WEEK'S QUESTION

Would Tobacco Retailer Licensing help combat the black market

Have your vote now

Go to betterretailing.com/retail-newsagent



Maxxium speed for two van winners

Two retailers have scooped £12,000 Ford Transit Couriers after winning Maxxium UK's Win A Van competition. The pair were drawn during the promotion at 14 wholesale depots around London, organised to showcase Maxxium's new smaller cases of its The Famous Grouse and Courvoisier brands. Samir Patel, from Malcolm News in Catford, south London, and Mehmet Erdogan (centre), of Kenninghall Food & Wine in Clapton, east London, were presented with their prizes by Maxxium UK's Route to Market sales director, Andrew Morrison (left).

Indies hand over hundreds of pounds Charge helps environment and local community

Voluntary levy on carrier bag raises charity funds

by Tim Murray

Retailers have raised hundreds of pounds for several good causes in the first six months of voluntarily introducing the carrier bag levy.

The charge came into effect in October last year for businesses employing 250 or more staff, however many independents also decided to introduce a 5p charge in their stores to help the environment as well as benefit their local communities.

Sunder Sandher, of S&S Stores in Leamington Spa,

has raised £2,000 for his local primary school, while Amit Patel, of Belvedere News, has raised more than £100 for his chosen charity, the Greenwich & Bexley Community Hospice.

Harry Goraya said he has been charging 5p at his Nisa store in Northfleet, Kent, "since day one" and is set to hand over his first charity cheque.

"We're giving to the Make A Difference Locally fund through Nisa," he said. "We've raised about £500 so far. We have seen a change in habits, but

not enough, it's probably about 30% fewer plastic bags."

Meanwhile, Vip Panchmatia, of Hexagon Stores in Andover, Hampshire, told RN he is in the process of setting up a scheme for his store.

He said: "We're just finalising the detail. We'll probably start in August and will be giving to a local hospice here in Andover. We have seen a slight reduction in plastic bag usage since the charge came in, even if we haven't started charging yet,

people are still bringing bags back."

The NFRN and Association of Convenience Stores campaigned for all businesses to be included in the levy to prevent consumer and retailer confusion.

The Southern Co-operative last week revealed it has raised more than £170,000 in the first six months of the scheme for charities, including Scope.

The 195-strong chain estimated plastic bag usage has fallen 70% since the scheme was introduced.

Employment index three-year low

Sales are up, optimism is growing, but retailers are cutting back on staff hours, new research has revealed.

The Association of Convenience Stores (ACS) employment index has fallen to its lowest level for three years, as retailers try to offset increased wage

bills following the introduction of the National Living Wage. It shows one in four have cut back on staff hours in the past year.

Meanwhile, the ACS optimism index has risen for the third quarter running, with retailers feeling bullish about future prospects.

The research also shows 21% of convenience retailers said their sales had increased compared with the same period last year, an improvement on February, when 14% reported a sales rise.

ACS chief executive James Lowman said: "The

recovering sales performance and improving optimism of retailers are encouraging signs in a challenging environment. However, owners are still faced with the challenge of food price deflation, intense price competition and increased regulatory costs."

YOUR REGION

NFRN DISTRICT COUNCIL REPORT NORTH WEST 11.05.2016



Glyn Bellis reports from the NFRN North West district council meeting

£15 offer to switch consumers' energy supplier

NFRN members in the North West district are being offered the chance to profit from consumers switching gas and electricity suppliers.

In a presentation by Wayne Harrand, NFRN Shoplink sales director, retailers were told they could benefit by up to £15 per transaction when customers switch energy providers in-store to reduce their bills.

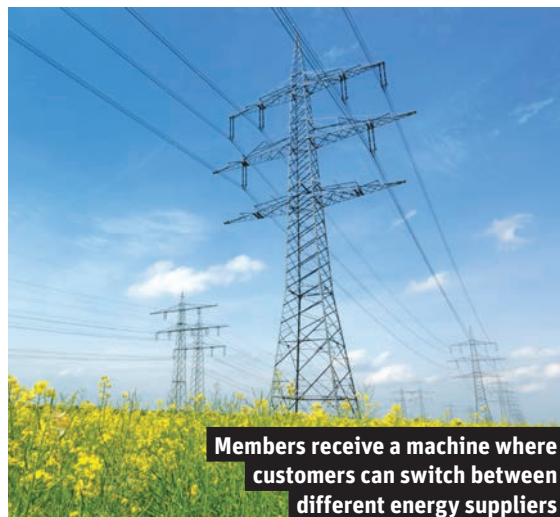
By signing up to the "click project" members receive a free-standing machine where customers can browse, receive advice about and switch between different energy suppliers – much like energy comparison websites.

Mr Harrand said the machine, which was provided by Norweb, was less biased than comparison websites as it had no sponsor, and was free for all members.

In April, energy regulator Ofgem said two-thirds of household customers could save up to £325 by moving from their supplier's expensive standard tariff to the cheapest fixed-term deal.

According to Ofgem, switching continued to increase, with 25% more customers switching energy suppliers in the first three months of this year compared to the same period last year.

"But many customers are yet to reap the rewards from switching away from standard tariffs, which are usually the most expensive on the market," Mr Harrand said, referring to an Ofgem report.



Meanwhile, in the same presentation Mr Harrand said the federation's Model Shop store development service – established in 2009 – was working in the best interest of retailers.

The development team, he said, sought out the best deals for retailers and trusted suppliers to provide the right promotional package for customers.

He said: "The challenge is different and the competition is harder, but the development team has a lot of experi-



Staff may need training to recognise new polymer notes

Chris Appleton

Membership services manager

ence. We will tell you if we think you are making a mistake."

Menzies and Smiths meeting

District representatives have held discussions with managers at both Menzies and Smiths News, following members' complaints, particularly about the service provided by Menzies's new central hub at Wakefield.

But at the meeting with Menzies, NFRN national councillor Muntazir Dipoti reported that accuracy was "much better" although deliveries were still not as good as when they arrived from Preston.

Members also highlighted problems with newspaper re-runs causing late deliveries, and extra magazine supplies taking too long to arrive.

One newsagent in Blackpool reported the loss of a big order after 30 years due to late supplies.



Muntazir Dipoti

At the Smiths News depot at Stockport, Mirror newspapers were reported to be late inbound 14.5% of the time.

North West retailers called for Smiths News to attend a district council meeting to discuss problems with its app, SNapp. Problems with partworks supplies were also raised with Smiths News.

Be prepared for new bank notes

Members have been warned to prepare for new bank notes.

Membership services manager Chris Appleton said customers would be paying at tills with new £5 notes from September. He warned retailers that machines which handle cash may need updating and staff would need training to recognise new notes made of polymer, a thin and flexible plastic.

The £10 note will be issued next year.



Chris Appleton

Stop compulsory tobacco licensing

Blackburn member Suleman Khonat urged members to join the campaign against a compulsory licensing scheme for all tobacco retailers.

Licensing supporters claim it would help reduce the black market and mean tougher penalties could be imposed on those who flouted the law on cigarette sales.

However, Mr Khonat said this would just add another financial burden to law-abiding retailers.



Suleman Khonat

Your say

Do you see Amazon Fresh as a threat?



Yes, and retailers must adapt to these new threats. But the government should make sure Amazon also pays a proper amount of tax in the UK so that there is more of a level playing field between it and small retailers.

Suleman Khonat
Khonat News,
Blackburn



I don't think it will affect smaller independent retailers like us because we're competing in different markets. But the major stores such as Tesco and Aldi should worry because Amazon is one of their main competitors.

Shumaila Malik
Union News,
Accrington



It's tough out there, and competition is becoming more intense. But I think independents have a unique advantage as we are able to provide a more personal service. Supermarkets are more under threat.

Kantu Patel
Hurst Cross Newsagents,
Ashton-under-Lyne

OPINION

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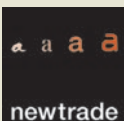
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For trade use only

YOUR SAY After Amit Patel grew turnover with a sugar tax-friendly range, would you consider swapping current products for healthier ones?

Ravi Raveendran

Columbo Food & Wine,
Hounslow

I'm thinking along the same lines. Price and margin are higher on premium healthy lines compared to core grocery, snacks and confectionery, so I would get a better return for those products. I'm surrounded by single men and women, rather than families. Healthier goods would really appeal to these people, who buy big sharing bags of crisps and sweets. They would be interested in healthier alternatives.

Chirag Patel

Best-one Eversleigh Road
London

It's not something I had thought about, but I'm definitely interested. The area I'm in, between Clapham and Wandsworth, has a demand for healthier foods. The thing is until it's in your face, you don't re-



ally think about it. I would love to know more about how Amit went about choosing his range and suppliers. Any information we could get from suppliers or wholesalers would be helpful.

Ravi Kaushal

Nisa,
Chiswick

I haven't thought about changing my range because I believe

consumers don't care. That said, I do sell a lot of popcorn, especially the more upmarket brands. It works for the area we're in. I was at Nisa's Stoneleigh exhibition and spoke to suppliers who are reducing the amount of sugar in their products over the next few years. Adapting products is the right way to go, but on a gradual basis.

YOUR STOCK Following JTI's addition of tank e-cigarettes to its range, what are the biggest trends you've seen in e-cigarettes in the last few months?

Matt Waddingham

Singh's Premier,
Sheffield

More customers are moving away from disposables and towards vaporisers. What I've noticed is that the bigger the clouds the e-cigarette produces, the more popular it is. Our biggest sellers are liquid bottles, which people buy to top up their re-fillables, but our most high-value purchases come from starter packs bought by first-timers. The customers are mainly existing smokers who are either trying to quit or cut down.

Neil Bench

Market Square Food & Wine,
Sussex

We've grown our e-cigarette range in the past few years and stock about four different brands in several different formats. This is because I've noticed that people who want to buy them like to have a

decent selection to browse. We stock Kik and Blu, but six months ago we added E-Lites to our range because I was told it was one of the most popular brands in the market and known for its quality.

Sandy Sarwar

Premier Pricecracker,
Dundee

E-cigarettes are really beginning to take off – soon they're going to need a shelf of their own. E-liquids are our best-sellers, although tanks and cartridges are still popular, but quite new. Another reason why liquids are selling so fast now is because their price has dropped dramatically, sometimes selling three for £1. But this will probably change when the stricter e-cigarette regulation comes in. People have also moved away from traditional smoke flavours to fruit flavours.



LETTERS

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

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



FIGHTING FOR ATTENTION FOR MY STORE

Thank you so much for publishing my email last week. To my surprise I saw it this morning.

Smiths News is now helping me to sort out a compensation package, although I'm still thoroughly checking invoices and deliveries as it is forever making mistakes.

Starting a newsagents has been hard for us as a family. Particularly as an unaffiliated

newsagent, you have to really fight for attention from companies to come out and get your business.

Cadbury is one that I am trying to get on board with, but it is constantly telling me the rep is on maternity leave and there's no one else available, which I find hard to believe. We need advertising materials, PoS and to join Cadbury's reward scheme,

but I'm being told that I have to wait until summer for that rep to return from maternity leave.

Michelle Hardiman
Hardimans Newsagent,
Llandrindod Wells, Wales

A Mondelez International spokesman said: "As a company, we recognise how tough it can be for independent stores and we are always keen to support proactive retailers. Mondelez International

has one of the largest sales forces in the country, but we know that occasionally there are times when a sales representative is unable to call on the retailer. In these situations we will try our utmost to ensure that they are visited as swiftly as possible. We have contacted Ms Hardiman, and are currently in the process of resolving this issue. We very much look forward to working alongside her in the future."

Daily Mail twice misses cut-off time

I've had two re-runs of the Daily Mail this week, which missed its cut-off time of 4.30am into Menzies on Tuesday and Friday. On-time deliveries are particularly important for my HND rounds, and with the Daily Mail being my biggest title this has been bad for business. I had to meet my driver halfway to rush and get the paper – I have a fantastic driver but this cannot keep happening.

Carl Pickering
Top Shop News, Hesketh Bank

A Mail Newspapers spokesman said: "We have been in communication with Mr Pickering and explained the issues to him directly. Unfortunately we had production issues on the days in question and this resulted in the copy arriving late to wholesale."

£2 Lottery price puts off syndicates

What has happened to the lottery, Camelot? I have lost countless customers to other forms of gaming services since these large rollovers. Before people could count on at least winning some of

their money back in small sums, and if you were in a syndicate you could win £300–£400 a year. However, now that the price has gone up to £2 and you only get a few people winning really large sums, a lot of my customers don't see it as worth the money. The number of syndicates I have now – of which I used to have quite a few – has dwindled to two.

John Grice
JN & JA Grice Quix Limited,
North East Lincolnshire

A Camelot spokesman said: "We'll get in touch with Mr Grice directly to better understand his individual concerns, as well as follow up with him on the letters he will have received to sign up to our new retailer website."

Pay to listen to my music

I received an invoice from the PPL for £156 last Thursday payable for a licence to authorise the public performance of sound recordings. For 54 years I've been playing my own discs and tapes in my store, occasionally listening to Radio 4 at lunchtime and I've never been charged. I heard something similar happening to a hairdresser. Speaking to a PPL spokesman over the phone, they wouldn't explain whether this is because of a new law or they've just decided to randomly target shops on an old law. Is this a rip off, or sharp practice?

James Mitchell
Carlton Colville News,
Lowestoft, Suffolk

PPL did not respond to RW's request for comment



For 54 years I've been playing my own discs and tapes

James Mitchell
Carlton Colville News,
Lowestoft, Suffolk

YOUR ISSUE

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FAILURE TO REMOVE CASHZONE TERMINAL LEADS TO LOSS OF CUSTOMERS AND SALES

Retail Newsagent has heard from many retailers who have had issues with their cash machine providers, whether it be contract wrangles or being caught out by strict terms and conditions. However, this week a retailer has got in touch about the trouble she has faced trying to get rid of the Cashzone ATM at her shop in Cwmbran, Wales, after her contract ran out.

Rozena Bashir, of Offway Stores, says she followed the contract and cancellation procedure to the letter, however, the machine has sat collecting dust in her shop, switched off since the beginning of April.

But what started out as a minor irritation has become worse and worse, to the level where she now believes she is almost being victimised.

"We had a five-year contract and we followed it all properly. Six months before it was up, we sent a notice, everything was done at the right time," says Mrs Bashir.

"But since the beginning of April, we've been waiting for them to take the machine.

"We've been ringing and ringing and they keep saying they're trying to sort it and are waiting for a date. But they haven't come back to us to arrange the collection."

“

We're waiting to put a new machine in, but we need Cashzone to take the old one out

ROZENA BASHIR

When RN contacted Cashzone, however, a spokesman for the company said collection was due at the end of April, rather than 1 April, which is when Mrs Bashir believed it would be collected.

"We've got a new machine with better commission," says Mrs Bashir. "We're waiting to put it in, but we need Cashzone to take the old machine out."

Mrs Bashir says the ongoing wrangle is affecting her footfall and sales.

"We're losing customers now," she says. "We had one customer who used the cash machine on his way to work. He asked what was going on and said he relied on it. He'd buy something else as well. He hasn't been in and some of these customers won't come back.

"I definitely think we're losing money now."

Mrs Bashir has spoken to her local trading standards team, who have advised her to set out her problems in writing, and she says they believe she may have a case for breach of contract and possible loss of earnings.

Cashzone insists the contract expired towards the end of April. A spokesman says: "Our contract with this customer came to an end in the last week of April and the Cashzone team have spoken to the store owner to coordinate removal of the ATM. We're sorry for any inconvenience to the retailer of having the cash machine on site in the interim, but can confirm that Cashzone will be attending the store to remove the ATM within the next two weeks."

Mrs Bashir says Cashzone had given her the impression it would be removing the machine at any time in April, having spoken to them at the start of the month.

"It's just really annoying," she says. "We can't afford to lose money, especially the way business is at the minute."

Good news came as RN went to press, however. The ATM was finally removed on 17 May.



In-store ATMs can increase footfall

NFRN ADVICE ON CONTRACTS

The NFRN offers a fact sheet on contracts, warning of some of the dangers and issues to avoid

Here are five things to look out for:

Duration: How long is the contract to last for? Be very careful to check whether the contract has clauses that mean that it renews itself, for example if you do not terminate it, in writing, before a certain deadline. These are often called auto-renewing contracts (ARCs), and are very common. If you haven't spotted these, or forget them, then you can find yourself stuck in a much longer contract than you wanted.

Obligations: Is the other party obliged to do all of the things you want them to do? If they have said something

verbally that is not in the contract, it needs to be added. Do this immediately before the contract is signed.

Termination: In what circumstances can either party terminate the arrangement, if at all, and what charges, if any, are there for termination?

Variations: Look out for clauses that may allow the other party to vary the contract so that they can do something slightly different instead, for example price and product types.

Timing: Does the contract oblige the other party to do certain things within a certain period of time? If you want certain deadlines to be fixed, then you need to get this set out clearly in the contract, before signing it.

NEVILLE RHODES

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Progress? Don't hold your breath

Making positive changes to the industry for the benefit of all takes far too long and – if it's a particularly good idea – it tends not to happen at all

RN's report of the NFRN's news-trade summit (6 May) showed how complacent and out-of-touch the newspaper publishers and wholesalers have become.

It's bad enough the wholesalers can't be bothered to record re-run delivery times, and it's even worse that some of the publishers were apparently unaware their re-run copies are not always delivered to all outlets.

Re-runs have been increasing in recent months and late deliveries are a perennial problem, yet the number of formal complaints by retailers to the Press Distribution Review Panel about delivery timings averaged only one a week last year, suggesting either that most retailers don't know about the complaints procedure – it's set out in the Press Distribution Charter – or they think it's not worth the trouble.

This plays into the hands of the publishers' and wholesalers' apathetic approach to the NFRN's concerns about delivery timeliness. If very few retailers are complaining about lateness, why bother to make retailers' required delivery times (RDTs) more accessible, let alone go to the trouble of updating them?

The publishers and wholesalers have shown a similar lack of

urgency over the National Distribution Monitor, the reporting system set up 15 years ago for measuring the industry's distribution efficiency. It is out of date and, as publishers have argued, it does not provide a full picture of their deliveries to wholesalers' depots, but the wholesalers, whose trade association is responsible for it, have failed to make the necessary changes. Now a working group is being set up to decide what to do about it, but I'm not holding my breath.

The lack of progress on so many newstrade issues is notorious. Take vouchers, for example. It must be about 10 years since I first

★ Viable alternative needed

+ Carriage charges were also on the agenda at the NFRN's newstrade summit, and with so much money involved – I estimate around £120m a year – this was inevitably a topic for the long grass. I don't believe publishers should meet all the costs of delivery to retailers, so I'm against 'carriage' being included in cover prices – even if such a system was workable. Equally, I think carriage charges are far too high, probably unjustifiably so. That is particularly true for small retailers and the main reason for this is not delivery costs, but the wholesalers' reduced margins from the publishers. It's not a good time to ask publishers to put more money into wholesale, but I hope they will soon start talking seriously to retailers about alternative systems for distributing their copies to shops.



wrote about the exciting prospect of electronic vouchers, cutting out the need to handle bits of paper and benefiting retailers' cash-flows, and since then most of the national newspapers have trialled them successfully. Yet paper vouchers are still around, still getting lost, mislaid, miscounted and still causing delays to credits. Why? Whose interests are served by retaining a system that's well past its use-by date?

It's not only retailers who stand to benefit from electronic vouchers: they can provide significant

advantages for publishers, too. As well as being less susceptible to fraud than paper vouchers, they are infinitely more flexible, opening up more marketing and promotional opportunities for publishers.

So I was surprised to see News UK's chief customer officer Chris Duncan's comment, in his defence in RN of the recent terms cut on The Times (15 April), that charging one (retail) margin for a subscriber and another for a casual purchaser is "an impossible task". If it's that form of differential terms that he really wants, I'm sure somebody could make it work for him using electronic vouchers.

It would be much easier, of course, if the wholesalers finally moved to net sales invoicing for daily papers, a switch that should have been made in the 1980s after all the national dailies had adopted full SoR.

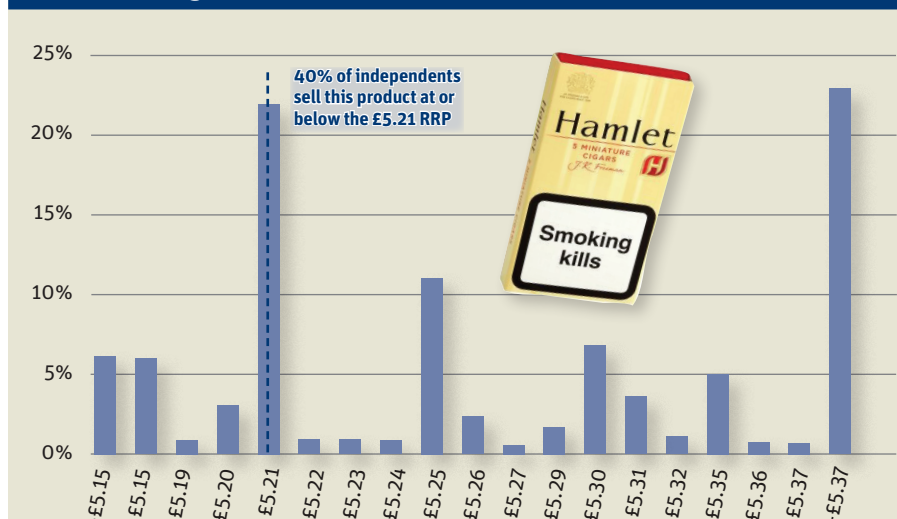
But as we have seen, progressive changes are a long time coming in the newstrade, and some, like re-run copies, never arrive at all.

Neville Rhodes is a freelance journalist and former retailer

PRICEWATCH

CIGARS

HAMLET SMALL 5s Price distribution %



CIGAR PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Café Crème Blue 10s	£5.21	£5.19	£5.15	£5.18	£5.30	£5.19	-
Hamlet Small 5s	£5.28	£5.21	£5.00	£5.35	£5.30	£5.21	£5.30
Castella Classic Cigars 5s	£5.67	£5.65	-	£5.72	-	£5.69	£5.75
Hamlet Miniatures 10s	£5.01	£4.93	£4.89	£4.83	£5.15	-	£5.10
Café Crème 10s	£5.23	£5.19	£5.15	-	£5.30	£5.19	£5.30
Hamlet Small 10s	£10.35	£10.36	-	£10.45	£10.50	£10.36	-
Hamlet Small Single	£1.12	£1.08	£1.00	£1.20	£1.00	-	£1.09
Henri Wintermans Half Coronas 5s	£9.67	£9.63	£8.36	-	£9.85	£9.69	-
Panama Slim Panatellas 6s	£5.60	£5.52	-	£5.55	-	£5.59	£5.55
Hamlet Miniatures 5s	£2.63	£2.53	£2.55	£2.65	-	-	£2.65
Royal Dutch Miniature Blue 10s	£3.76	£3.95	-	-	-	£3.95 (PM)	£3.95 (PM)
Royal Dutch Miniatures 10s	£3.93	£3.95	-	-	-	£3.95 (PM)	£3.95 (PM)

Pricing strategies

RETAILER

1



NAME SEAMUS MCFADDEN

STORE McFaddens Newsagent

LOCATION Strabane, Northern Ireland

SIZE 1,600sq ft

TYPE arterial road

Cigars are in decline, as everyone knows. With Café Crème Blue I'll have a customer come in and ask for them, and they're surprised they've found a shop that stocks them and pick up five tins. It shows they're not regularly available. Most shops now won't stock both five and 10-packs of whichever brand, just one or the other. People will pick up a single Hamlet to smoke outside the pub with a beer – of course the smoking ban is one of the many regulations that have affected sales.

RETAILER

2



NAME IAN LEWIS

STORE Spar Crescent Stores

LOCATION Witney, Oxfordshire

SIZE 1,800sq ft

LOCATION village

We don't sell a huge amount of cigars. In a typical week we'll sell one pack of Hamlet 5s, two packs of Hamlet 10s, and three or four Hamlet singles. They're not among our top sellers and we definitely sell less than we used to. In the past, people would give up smoking but have a cigar from time to time as a little treat to themselves, to get their fix. But they're not going down that route as much anymore. A lot are moving on to e-cigarettes instead. Others are just giving up altogether.

Toby Hill

editorial@newtrade.co.uk

020 7689 0600

RETAILER

3

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

We used to sell a huge quantity of cigars. We've seen something of a decline in cigar sales over a large number of years, but they're generally holding their own these days. We also sell Cuban cigars at about £20 each and they do well for us. Our sales are quite seasonal – many of our customers travel a lot and when there's less movement our cigar sales will go down. So between Christmas and now has been quiet, but it should increase again soon.



RETAILER

4

NAME HITESH PANDYA**STORE** Toni's News**LOCATION** Ramsgate, Kent**SIZE** 1,000sq ft**TYPE** high street

Regular cigar smokers buy smaller packs of Hamlets or Coronets or Classics. But we've also found there's a trend for better cigars, and we stock specialist cigars between now and Christmas. They're expensive and we find in winter they're mainly just bought for gifts so we stop for a few months after Christmas. We buy them from independent wholesalers. Royal Dutch products are also popular because of their low prices, and the margins are pretty good, even when pricemarked.

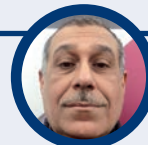


RETAILER

5

NAME JOHN HANNA**STORE** Smokemart**LOCATION** Brighton**SIZE** 550sq ft**TYPE** high street

The cigar market is still going strong here – some people think it's fading away but that's not my experience. It hasn't even changed that much. With cigarettes people now go for the cheapest brand, but not with cigars. Prices and pricemarked packs don't make much of a difference, it's the taste and the brand people are interested in. Cigar smokers smoke a certain brand and they stick with it. E-cigarettes, which have affected cigarettes, don't have any impact on cigar sales for me.



THE ENTREPRENEURS

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



FRED DeLUCA

Route to the top

Fred DeLuca was 18 when he approached a family friend, nuclear engineer Peter Buck, for a loan. Buck lent him \$1,000 which DeLuca used to start a sandwich shop in 1965. The store nosedived, so he opened another, which struggled too. But these experiences laid the groundwork for a business empire that made both DeLuca and Buck multi-billionaires. DeLuca was the chief executive of Subway, who was born in the Bronx to Italian-American parents and who died of leukaemia last year. He hit upon the key to success in 1974, when he adopted a franchise model to drive growth. In the next

four years Subway opened more than 80 stores, reaching 100 in 1978. In 1987 it opened its 1,000th. Subway now has more than 44,000 franchises in 110 countries, surpassing KFC (18,000) and even McDonald's (36,000).

Key achievements

- From modest beginnings – his father was a factory worker and he grew up in the Bronx – DeLuca built a business empire with a revenue of \$18bn.
- Carved a niche in the fast-food market by offering a healthier alternative to McDonald's and KFC.
- By the year of his death, new stores were opening at a rate of 1,500 a year.



Lessons for your store

- 1 Don't give up – DeLuca's first sandwich store flopped but he had sufficient faith in his vision to try again.
- 2 Get a little help from your friends – as well as an initial \$1,000 loaned by a family friend, DeLuca's mother became a company director and his sister vice president of research and development.
- 3 Get hands on – DeLuca travelled incognito into stores to sample the food and chat with staff and customers.

RETAILER PROFILE

»
THIS WEEK IN
MAGAZINES
Pages
35-39

20 May 2016 Retail Newsagent



Guy has got it all going on

Guy Warner's latest store – set in the heart of the Cotswolds – blends together his usual mix of premium, local and specialist foods with value products, pharmacy goods and even kitchen appliances. As he tells **Gurpreet Samrai**, he's learning lots of lessons for the rest of his estate

Situated in the Cotswolds town of Winchcombe, Guy Warner's new Budgens store has become a one-stop shop for local residents and nearby workers, offering customers everything they would expect to find in a traditional CTN and convenience store – plus a little bit extra.

With close to 10,500 products – offering everything from fresh produce, ready meals and pet food to freshly-ground coffee, medicine and even slow cookers – it caters for both shoppers popping in to grab a newspaper or cigarettes to those looking to do a larger shop.

"In this area there isn't a credible food store, so we are trying to do the job of a bigger shop, which is why we have put the range we have in," says Guy. "Here we are the local supermarket, the local electrical store, the stationers, the kitchenware shop, and the chemist."

"We have crammed the range in here, but we are getting sales across the board. We sold a slow cooker in the first week and that's not something you necessarily stick in a standard local food store. Shoppers now want a mix of what's on offer at Waitrose and Lidl and we're giving them that choice."

What also sets the Winchcombe store apart from Guy's other five stores, however, is its extensive value range which

sits alongside its premium products, big brands and local produce. It's set something of a precedent and will revolutionise the Warner estate.

Despite reservations about Booker's Happy Shopper and Farm Fresh value ranges when the wholesaler first took over Musgrave, Guy says he is a "big convert".

He has seen his margin grow around 4% for fresh produce, which makes up almost 50% of the store's sales mix, and he is now more competitive on price in areas such as toiletries, homeware and pet food.

"I used to be embarrassed about the household and toiletries aisle in our shop because we were expensive," he says. "It's the first time in our retail journey we've never had any negative comments about our prices."

"It just shows no matter how affluent an area is or isn't, demand for value is very much there, and that has really underpinned the perception of the store. It's not going to be for everyone, but without a proper value credential these days you are at a huge disadvantage. For us, being able to blend it into what we do and come out with something stronger for customers has been really positive."

Another area of change for Guy has been the investment in an electronic tobacco



“Retail Newsagent is a great way of keeping up-to-date with what’s new in the world of independent retail – whether it be a new product to market, a new idea for increasing profits, or simply to see what other retailers are doing.”

GUY WARNER



“We sold a slow cooker in the first week and that’s not something you necessarily stick in a standard local food store”

VISIT MY SHOP

Warner's Budgens

Greet Road,
Winchcombe,
Glos,
GL54 5PU



gantry in preparation of EUTPD II and plain packaging regulations due to come into force.

“It ticks all the boxes of control, limits mistakes and frees up key sales space,” Guy says. “I think there’s real complications for staff coming down the line. It’s hard enough now to pick packs, let alone when they all look the same.”

“It’s too easy for retailers to take tobacco gantries without realising they are giving away the prime retail space in the store for five years. We have premium and local spirits behind the counter and vaping products, which have a big margin and are in a growing market.”

Other key in-store features include a display of local artisan breads at the front of the store, freshly ground coffee and beans to go, an extensive off-licence with local ale, fine wine and premium spirits, and a range of premium Cook frozen ready meals.

Guy says: “We are now looking at revolutionising the Warner brand across our estate based on what we have done here because the customers have loved it.”

“We have given up none of our DNA, we are just appealing to a broader church.” ●



Want to see more of Guy's store?
Go to betterretailing.com/guy-warner

TOBACCO REGULATION

Last month RN went on the road with BAT sales rep Darren Hill. With new tobacco regulation now in place **Tom Gockelen-Kozlowski** heard the latest advice for retailers first hand

Getting the message across

With both EUTPD II and plain packaging coming into force today – but the final details only just confirmed – it's vitally important that retailers know what is happening, when it is going to happen and what to do about it. Here's the message British American Tobacco's Darren Hill is communicating.

Test your knowledge

To understand how up to date a retailer's understanding of the new tobacco regulation was, Darren first asked a few general questions

- By what date do retailers need to be compliant with the EUTPD II regulations? (Answer: 20 May 2017)
- Are pricemarked products going as part of the new regulations? (Answer: Yes)
- Do you know how e-cigarettes are affected by the new regulations? (Answer: e-cigarettes not containing more than 20mg of nicotine will come with health warnings and must have childproof packaging – check Betterretailing.com for the full details)

International insight

Darren begins early discussions about the



It took them two and a half minutes to find a particular product



changing category management advice for the sector, based on what has worked for BAT in markets with plain packaging

"We took some supermarket buyers to Australia to see how things operate in a plain packaging market. We put them behind a till and asked them to

find a particular cigarette in a non-alphabetised gantry and it took them two and a half minutes to find a particular product. When the retailer had organised them in alphabetical order it took them just seven seconds to find the right product."

The importance of branding

Darren says understanding the products you stock and their place in the market is about to get a lot more important.

"On-pack branding disappears with plain packaging but the product inside will be the same. It's therefore going to be really important that you to know the message behind the brands."

- So, Rothmans is a premium taste for a value-seeking consumer
- Pall Mall is the only brand to have a capsule in every cigarette in the range.

Darren Hill talks Londis owner JD Patel through the legislation





Darren Hill talks through the latest advice from BAT

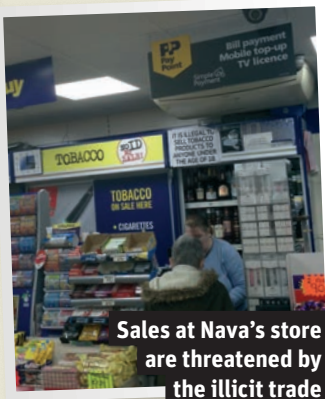
■ Cutters Choice is currently the only brand available in a EUTPD II-friendly 30g format.

Reassurance

Whatever the challenges the arrival of EUTPD II and plain packaging brings, Darren makes it clear that these will not be insurmountable. Reasons to be cheerful include:

- There is sufficient volume available to mean that you won't see changes for some time.
- You will continue to get visits from reps to keep you up to date with the changes.
- There is an opportunity for retailers who maintain a full range and have good availability to gain customers from those who don't.
- Demand for tobacco will not disappear.

THE STORES WE VISITED



Store 1

Nava Vanithoran

Key Stores,
Ramsgate, Kent



In the centre of Ramsgate this store is a traditional CTN surrounded by a host of other businesses.

Tobacco is a really important part of our business, with sales of £9,000 per week, and I work with the team to make sure that everyone is up to date with the changes in the law and that they can tell customers about the products we stock. That's really important.

I'm worried about the legislation and the effects it will have on sales, but I think we're prepared for it. We also have three brands of e-cigarettes which are providing extra sales.

The black market is rising in this area. Customers don't know that things like pricemarking will be disappearing and I worry that for those with only £5 to spend, the illicit trade will be the only option.

Store 2

JD Patel

Londis,
Broadstairs, Kent

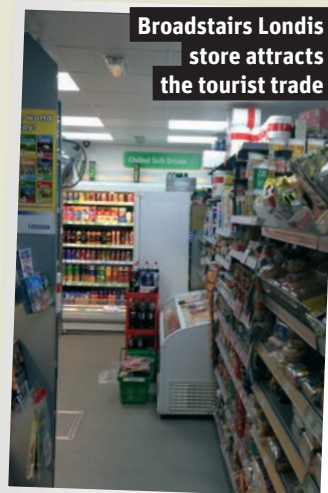


Right on the edge of Broadstairs Bay, the store benefits from brisk tourist trade,

particularly in August when Broadstairs Folk Week arrives.

"The summer trade is really important. The whole month is busy but we can see 60,000 to 70,000 people per day during Folk Week. Although we're only about 1,000sq ft, we have seven members of staff and two security guards as well for the whole week. Tobacco is really important and during that time sales are about £18,000.

"I'm not really nervous about the new regulation, but the people who come in for the cheapest cigarettes will be a little upset. About half my customers buy 10-packs of cigarettes, and would never buy 20-packs. My cigarette prices have always been a bit higher. I never sell pricemarked cigarettes except for occasionally on a brand like Carlton, so the fact that pricemarking is disappearing isn't a major problem for me."



Broadstairs Londis store attracts the tourist trade

Store 3

Graham Margerum

Margerums
of Canterbury



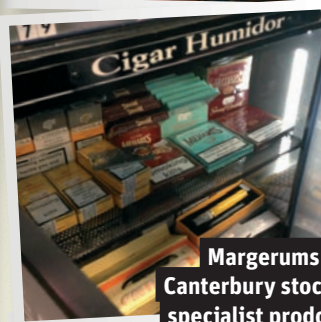
Positioned in the middle of Canterbury's busy central shopping area, this store doubles as a

specialist tobacconist and sweet shop.

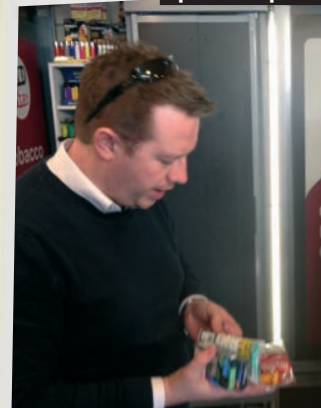
"There's about four other stores nearby which sell tobacco but I've got a big range of specialist tobacco which brings customers from all over to pick up their favourite products. Funnily enough, though, some people won't buy a nice Peterson pipe tobacco from me, for example, because they won't want to get into something that they can only get many miles away.

"I do worry that I'm going to have some of the specialist cigarettes I stock left after May next year because I'll typically only have one customer and, if they stop buying it, it won't sell.

"Whichever brand is last on the gantry is going to have a big advantage because a lot of my customers do want the cheapest product. People think Canterbury is an affluent place, but the amount of cards payments that get declined under £5 is unbelievable." ●



Margerums of Canterbury stocks specialist products





Plain Packaging and the Tobacco Products Directive



The EU's revised Tobacco Products Directive (TPD) is the legislation that regulates the manufacture, presentation and sale of tobacco within all of its member states. The UK's Standardised Packaging of Tobacco Products Regulations 2015 also comes in to place at the same time as TPD.



The key changes to tobacco products are as follows;

- Minimum pack sizes of 20 cigarettes and 30 grams rolling tobacco
- Standardised pack design
- 65% combined health warning
- Price Marked Packs can no longer be produced from 20th May 2016 but existing Price Marked Packs can be sold until 19th May 2017



The key changes to e-cigarettes are as follows;

- E-cigarette packaging must have a 30% health warning
- E-liquids must be sold in containers no bigger than 10ml
- Maximum nicotine level of 20mg/ml.



Availability has long been crucial to the tobacco category, with 40%¹ of adult consumers stating they would go elsewhere if their regular brand was not available. Continuing to stock a wide range of tobacco products to meet your adult consumer's needs will help you continue to grow during these changes in the market.

BAT's research in Australia shows that without alphabetical planograms the speed of service declined by 20%². Therefore, BAT UK strongly recommends retailers adopt alphabetical planograms to ensure the transition to plain packaging goes with ease for you and your staff members.

BAT has experienced plain packaging in Australia and has successfully relaunched Rothmans there in Plain Packaging. In 4 months Rothmans grew to 7% share of the market, therefore we believe that in the UK we have the correct range of products to help retailers continue to make strong tobacco sales throughout TPD and Plain Packaging.

If you require any further advice please contact your BAT Representative.



BAT offers a great value products and a low out of pocket price with Rothmans, currently available at £5.99 RRP.



Pall Mall offers the adult consumer even more choice with the first ever UK Double Capsule cigarette, £6.99 RRP.



Cutters Choice Extra Smooth is the UK's first TPD ready 30g RYO tobacco.

¹ Kantar Track 2015. ² BAT Australia Internal Research 2013. For tobacco trade use only - Not to be left within sight of consumers.

Smoking kills



ON THE GO: LUNCH

While every store in the UK is different, the demand for on-the-go lunch options is increasingly widespread. **Toby Hill** takes a look how top businesses are capitalising

Let sales take a extra big bite



The modern consumer expects a local shop to cater to their lunchtime needs

Anish Parekh

Londis Broadoak & Post Office, Ashton-Under-Lyne



Lunch is an important part of the day for us. We have stiff competition but it provides something a little different and gives people a reason to come into our store. We run promotions on yogurt pots, snack cheeses, breadsticks and chocolate mousses and they're all very popular. Recently we introduced Asian-style wraps from a local supplier, which use genuine spices and have an authentic taste, and they're doing surprisingly well. We're quite a traditional area but people's tastes are becoming more adventurous. We started off selling four or five a week and are now doing about 20.

Debbie Dyer

Debben's News, Waterlooville



We used to only sell cheap sandwiches, for as little as £1.29, but we found they weren't an impulse buy. Now we have nicer, more expensive, sandwiches, and people will have a look in the chiller and see a BLT and grab it. We do a lot of other food to go, including burgers and hot pies from our kitchen. It changes with the weather, so in the winter we might do curry or a soup with a bread roll and it'll sell really well. People can call ahead too - we have some builders working nearby and they'll ring up in the morning so we can have their bacon sandwiches ready for when they go on their break.



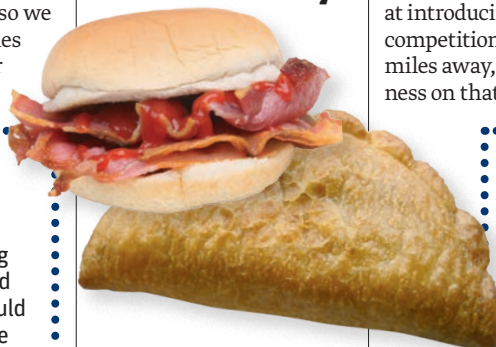
They'll ring up in the morning so we can have their bacon sandwiches ready

Amardeep 'Rocky' Singh

Go Local Extra, Chesterfield



We have a kitchen in our store so people can see us preparing the food, which helps build good customer rapport. We do cold sandwiches - BLTs, cheese, peppered ham, crab and prawn - and chicken wraps too, which we present as healthy options. We also sell lots of pasties and hot burgers. The margins are phenomenal, we double our money. We've got eight metres of groceries and we can make more from the kitchen in two hours of lunch trade than from a week on groceries. Next we're looking at introducing a café as the closest competition is a greasy spoon three miles away, so we could do great business on that.



Bacon sandwiches and pasties remain popular options

LESSON FOR YOUR STORE

Try something new

Anish wasn't sure his customers would take to his new Asian-style wraps, but they've proven very popular.

Once-exotic flavours now have widespread appeal



LESSON FOR YOUR STORE

Take customers' orders

Encouraging people to call ahead and order lunch could drive sales and give you a better sense of what people want.

LESSON FOR YOUR STORE

Focus on the high margins

A range of fresh lunch food could help balance your store and make up for sectors where margins are tight.



ON THE GO: LUNCH

ON-THE-GO LUNCH PRODUCTS

It's not difficult to create an on-the-go lunch range – in fact, it's likely that most retailers already stock some good options. Here we take a look around a typical store for examples of products, both new and established, that fit the bill.

In the chiller

Rustlers burgers and more

Kepak's Rustlers range is a convenience store staple, with 34 packs sold every minute in the sector. The range is led by six products priced at £1.99: the Flame Grilled Quarter Pounder; Rib BBQ; Grilled Chicken Sandwich; Deluxe Bacon Cheeseburger; Southern Fried Chicken Hot Sub, and Pepperoni Panini. The company also has a Rustlers-branded microwave unit solution for retailers wanting to introduce hot food.



on-the-go snacking. Its sister brand the Laughing Cow offers three Dip-and-Crunch flavours – Original, Light, and Tomato & Oregano – which each come with mini breadsticks. And there's a new addition to the brand too – 'Laughing Cow Mini Cravings': 125g boxes of flavoured cheese cubes, each cube containing just 14 calories. Flavours include a herb, cheese and mixed pack.

From the deli counter

Pierre's hot options The Pierre's range of hot lunchtime snacks and meals, produced by Cuisine de France owner Aryzta Food Solutions, offers food-to-go options including a chicken and chorizo lattice, sweet potato fries, and a pulled pork brioche bap.



Ginsters' pasties and sandwiches

Alongside its established range of savoury pasties, Ginsters has partnered with military charity Help for Heroes to launch a limited edition Beef & Horseradish Pasty, available to order for six weeks from 4 May. It has also launched a range of limited edition sandwiches, including Smokey BBQ Ham Hock with Cheddar & Slaw and Chicken & Pesto.



Daily Deli offers Spar retailers an easy way to food to go

Daily Deli For the past 12 months Spar has been offering its stores the option of a Daily Deli counter, a flexible concept stretching from self-service sandwiches and snacks to a serving counter with hot meals. The symbol group even makes space for other services – such as a local butchery – which can sit alongside the range of sandwiches, wraps and coffee.

Babybel and Laughing Cow

Babybel is now available in bags of three mini cheese wheels, ideal for



On the snack aisle

Burton's fish and chips Burton's has extended its range of Fish 'n' Chips snacks with two new flavours, Red Sauce and Brown Sauce. Both are available in 40g grab bag (RRP 59p) and a 5 x 25g multi-bag (RRP £1.39).



Bite-size biscuits Kellogg's has launched two healthier snack bars – the Nutty Chew Bar and 5 Grain Muesli Bar. The launch is being supported by a £3m campaign.



Yushoi Snappea rice sticks

A healthier crisp-style option, Yushoi Snappea rice sticks are less than 96 calories per 21g serving and come in four flavours: Lightly Salted, Smoked Salt & Szechuan Pepper, Soy & Balsamic Vinegar and Sweet Chilli & Lemon.

Mr Kipling twin packs Premier Foods is aiming to conquer the on-the-go cake sector with a range of new snack-size formats. Three Mr Kipling cake slice variants are now available as twin-pack slices – Angel, Chocolate and Lemon Layered – while Cadbury Mini Rolls are also available in twin packs, all with an RRP of 89p.

Jon Powell

The Newsagent,
Newport



Our shop is at the front of a market with loads of cafés, cake shops and butchers where people normally go for lunch, so it wouldn't make sense for us to compete with that. But we've built links with those other places to take advantage of all that lunchtime trade. We have lots of varieties of ice creams and slushies which we do deals on throughout the summer. So we give the other businesses ice cream vouchers for our store to hand out with their food. People come in to buy a dessert from us and will often pick up other things too.



How can you work with other local businesses?

LESSON FOR YOUR STORE

Cooperate with our businesses If you face tough competition, find innovative ways to work with other lunch providers instead of trying to fight them head on. ●

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*Source: Bases testing December 2014 conducted with 720 Cereal Bar buyers. **Also available as non price marked pack

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WATER

When the sun comes out it's a British tradition to race outside to catch some rays. This is thirsty work and, as **Toby Hill** discovers, getting your water range right puts you in a perfect position to profit

6 things you need to do to swell summer water sales

Summer is a massive opportunity to boost water sales," says Bay Bashir owner of Belle Vue Convenience Store in Middlesbrough.

Hot weather propels people into local stores, seeking hydration and refreshment. And, as customers become increasingly health-conscious, water is well-placed to attract those looking for alternatives to sugary soft drinks. Indeed, the bottled water category is already growing by 11.9%, according to Coca-Cola Enterprise's trade communications manager Donna Pisani.

This growth is great news for retailers. As Bay notes, "there's a huge profit margin in water. People are so price-conscious, but when they're thirsty they're willing to pay a bit more for an impulse buy."

Down on the opposite side of England, in the Cornish village of Liskeard, retailer Mark Ansell agrees:

"People are more health-conscious and water is a popular alternative to carbonated drinks," he says. "And they are used to paying higher prices for carbonated drinks, so are happy to pay similar for water, which is a bit overpriced as a result," he says.

Clearly, this sunny combination of price elasticity, high margins and volume sales presents a golden opportunity to retailers all across the UK. So, to make sure you don't miss out here is our run-down of six things you need to do to ensure maximum water sales when hot days arrive.

People are price-conscious, but when they're thirsty they are willing to pay a bit more



Do you stock larger format bottles?

1 Understand different customers' needs

Peter Mann, from Nisa Local in Luton, divides water buyers into two broad categories.

"Some people are looking for take-home bottles and they want the most water for their money," he says. "Then there are impulse buyers who care about convenience. They will look and see what appeals to them in the moment."

While it might be expected that most convenience store customers are in the second,

impulse, category – especially in the summer, when it's difficult to keep water chilled – this isn't necessarily always true. Statistics provided by Bestway show that, in the water market as a whole, 58% of purchases are of take-home formats (1l-plus).

Consequently, with limited space in the chiller, Peter suggests making sure the needs of both types of customer are covered is more important than "overloading with 10 different brands." ➤➤





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*Survey conducted
by CBL Drinks Ltd



WATER

2 Stock a range of sizes and formats

To meet the needs of a diverse array of customers, it's vital to keep a range of bottle sizes and formats.

"You've got to have the range," says Bay. "It's no good just having 500ml bottles. We stock 1.5l both flavoured and plain, and 750ml sports caps. There are people wanting to take a bottle home, or to the office, or the gym, and you've got to cater to everyone."

Darren Craig, owner of Today's Extra in Londonderry, Northern Ireland, has come to similar conclusions.

"We recently brought in a 1l size and it's selling very well. I thought it would be too big for people to just pick up and drink on the go, but people are very health-conscious now and the more water they can drink the better."



Sales can increase fivefold in summer

Different formats cater to different needs



Too many brands can look cluttered

4 Keep displays clean and clear

Alternatively, while the retailers we spoke to tend to be keen on expanding stock to meet summer demand, each emphasised that this didn't necessarily mean trying to squeeze in as broad a range of brands and products as possible.

"Don't overcomplicate it with different brands, which can look like an untidy mish-mash," says Bay. "Keep it clean and plain. We stick to a lot of Evian, of different sizes, which looks good in the fridge."

5 Promote, promote, promote – or don't

Some retailers find promotions vital for propelling summer sales. Marco Sinforiani, owner of Sinforiani Bros in Kilmarnock, charges 90p a bottle with an offer of two for £1.60. He allows customers to choose a combination of water and other more traditional soft drinks.

"People seem to like it," he says. "They can get something healthy and treat themselves at the same time."

When summer arrives,

Marco adds Highland Spring 750ml to the £1.60 deal, catering for customers' extra thirst.

Whether margin-depressing promotions are necessary or not depends on your location, however. While Marco finds they boost sales, John Hanna, in the heart of tourist-friendly Brighton, doesn't bother with any at all.

"We don't run promotions on water, we don't need to – it sells anyway," he says.

3 Introduce extra products and facings

As summer approaches, Kamal Sisodia, owner of Nisa Loco in Coalville, Leicestershire, gives his most popular water brands an extra facing and some additional PoS.

"Sales can increase fivefold in summer," he says. "I'll add extra facings and a couple of new lines, often flavoured stuff."

Of course, adding lines and facings can be a challenge when chiller space is limited. Peter Mann in Luton plans to make space by selecting other products to cut down on.

"We have a lot of 500ml flavoured energy drinks, so I might narrow them down," he says.



Summer can be the right time to introduce new products

As well as extra facings up front, it's also important to have sufficient back-up stock in reserve. As Carl Pickering of Top Shop News in Preston notes, a sudden change in the weather can have an explosive impact on demand for water.

"It can suddenly take off if there's a heatwave or hot weekend, so you want to make sure you have the stock to meet that demand," he says.

6 Keep an eye out for new products including flavoured waters

The growing popularity of bottled water has brought with it a whole new range of products. Retailers have noticed some of them proving popular with their customers.

"Flavoured waters is what I'm looking at selling lots of this summer," says Peter Mann. "I'll bring in Perfectly Clear again around this time of year, taking it off when winter comes. And I've noticed some new brands beginning to turn heads, like Drench, which I introduced a few weeks ago."

Up in Middlesbrough, Bay has noticed a similar trend.

"At the minute I'm trying to stock some flavoured waters as people are going towards that – they like water but also want a bit of flavour," he says. "We stock Perfectly Clear, which is selling really well."

Bay's customers enjoy water "with a bit of flavour"



What's new on the market?

Nestlé Pure Life Nestlé Waters is launching a single 1.5l bottle format for the wholesale and convenience channel. The company says Nestlé Pure Life is now the fastest growing plain water brand by volume.

Perfectly Clear CBL Drinks has extended its sugar-free flavoured water Perfectly Clear range by introducing a coconut flavour. It joins Summer Fruits, Strawberry, Red Apple, Orange, Cherry, Blackcurrant and Lemon & Lime – all available in 500ml bottles.

Drench Britvic has relaunched its Drench juice brand. The repackaged range includes Peach & Mango, Strawberry & Lime, and Pear & Blueberry, all available in 500ml bottles priced at 99p.

Rubicon Barr has launched a new coconut water under its popular Rubicon brand. It is available in 1l take-home packs and resealable 330ml 'drink now' packs. ●

INDUSTRY PROFILE

JTI

Interview by **Tom Gockelen-Kozlowski**
 email tom.gk@newtrade.co.uk
 tel 020 7689 3361
 @TomGK_RN

The tobacco manufacturer's investment in the e-cigarette and vaping category has just taken a major step forward with the arrival of US brand Logic Pro on the market. JTI's emerging products manager Tom Slater explains the move



RETAIL NEWSAGENT E-cigarettes have now been available in convenience stores for nearly five years. How important has this category become for retailers?

TOM SLATER The category represents an important and growing opportunity for retailers to boost their profits – the numbers speak for themselves. In the past two years, the e-cigarette market has increased by 22%, with two million existing adult smokers and vapers now using them. Last year sales of e-cigarettes hit almost £158m, demonstrating great sales potential for retailers.

RN How has the market developed during this time? How does the development of the E-Lites and Logic Pro portfolio reflect this?

TS The e-cigarette market has evolved to reflect consumer demand, expanding from disposable and rechargeable devices such as our own E-Lites Curv to include tank products, such as Logic Pro. With 85% of vapers now using tanks, Logic Pro is a real opportunity for retailers to tap into this growing category.

RN What does the arrival of Logic Pro say about where you think the market will be going?

TS Logic Pro delivers a smart 'no spill, no fuss' experience, that's backed by the full support of a trusted manufacturer like JTI. While there are currently lots of brands available, as the market matures, vapers will look for brands that offer a premium, high-quality experience, while retailers will look for products they know will be compliant with ongoing changes in legislation.

RN How should retailers present the product to customers and who is its target market?

TS Retailers should talk smokers and vapers through what makes Logic Pro different, being sure to highlight the ease of use and smart spill-proof design. It is also important to maintain a clear and tidy counter-top display to increase visibility, and stockists of Logic Pro should take advantage of the Logic Pro point of sale display unit which has been designed to sit on top of the counter and showcase the products available.

RN The EUTPD II rules on e-cigarettes have attracted praise and criticism – where do you stand and why?

TS We support reasonable regulation, but we wouldn't want to see e-cigarettes over-regulated. Too much legislation could potentially reduce

“

Retailers should maintain e-cigarettes and tobacco

the availability and awareness of the product while damaging an emerging category, which could also limit consumer choice.

RN How important is it for the growth of this market that medical professionals and research is so regularly coming out in favour of e-cigarettes?

TS As the category is developing more information is becoming available. Confidence is growing and we think this will result in more sales for retailers who stock high-quality, trusted products such as Logic Pro.

RN Can the e-cigarette market ever grow to eclipse traditional tobacco sales? Would this be good for independent retailers?

TS All emerging products that meet genuine demand, when properly supported by trusted manufacturers, are good news for retailers. E-cigarettes, worth £158m, have a long way to go before they are as significant a contributor to store turnover as tobacco – worth £15bn – but they are a very exciting growth opportunity. The categories co-exist and retailers should continue to maintain range and availability of both e-cigarettes and tobacco, to remain a destination of choice for existing adult smokers and vapers.

** Company CV **

Company JTI

Emerging products manager Tom Slater

Profile The major tobacco manufacturer has been investing in the emerging e-cigarettes market in recent years. Up to now this has focused solely on the E-Lites brand.

Latest news The company's recent launch of popular US e-cigarette brand Logic Pro brings another major player into the market – a market it says is worth £158m in sales

**

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PREVIEW



Get your Life back

Nestlé is making further inroads into the bottled water category with the launch of a 1.5l bottle of Pure Life.

RRP 60p

Outers 6/12

Contact 01904 604 604



Monkeying around

PG Tips is getting behind its expanded Green Tea range with a £3m marketing push, its biggest ever for the brand, including TV, out of home, PR and social.

RRP £1.39

Outers 4

Contact 01293 648 000



Open invitation

Jacob's Creek is launching a competition across its Classic range with top prize of a trip to the Australian Open.

RRP £8.15

Outers 12

Contact 0208 538 4484



Get your buff stuff

Mars Chocolate Drinks and Treats is launching two protein bars, one Mars-branded, the other Snickers, with 19g and 18g of protein in each respectively.

RRP £2.19

Outers 18

Contact 01452 378 500



A Laughing matter

The Laughing Cow has added a new mixed flavour pack, containing onion, goat's cheese and salmon and dill, to its Mini Cravings Range.

RRP £2

Outers 10

Contact 01622 774844



Ice, ice, cakey

Dr Oetker is making cake icing easier with two launches, Easy Choc Milk Chocolate and Easy Ice.

RRP various

Outers various

Contact 0113 823 1400



Woah, we're going to...

Sports nutrition brand MaxiNutrition is launching a major competition offering the top prize of a trip to Ibiza for three people.

RRP various

Outers various

Contact 0800 171700



Mud and guts

Fruit Shoot is partnering with Tough Mudder to create a kids' adventure course, Fruit Shoot Mini Mudder at events this year.

RRP various

Outers various

Contact 0845 7550345



Diageo mix it up

Diageo has launched a new variant for its luxury vodka brand Ciroc. Pink Grapefruit is the seventh flavour in the range.

RRP £39

Outers 6

Contact 0845 7515 101



Don't pud up without it

Ambrosia is launching a marketing campaign, A Taste of Happy, to support its recent Ambrosia Deluxe range.

RRP various

Outers various

Contact 01727 815850



Refresher your juice range

Princes has replaced its juice drinks with a new range of six different Fruit Refreshers, all with no added sugar.

RRP not given

Outers £1.35

Contact 0151 966 7000



Brighten up your booze

Absolut's latest limited edition bottle celebrates creativity and the LGBT community with a special rainbow design.

RRP not given

Outers n/a

Contact 0208 538 4484

COMING UP IN

RETAIL
NEWSAGENT

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



27 MAY: FOOTBALL'S COMING HOME?

Catering for fans
and non-fans'
nights in



Make more this summer

EVERY WEEK:

Great ideas to boost
your profits



3 JUNE: BBQ & PICNICS

Inspire your customers'
summer celebrations



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

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THIS WEEK IN MAGAZINES



Comprehensive coverage

LET CLASSIC JAGS PUT SALES INTO TOP GEAR

The launch of Classic Jaguar to complement the successful Jaguar World magazine should help push incremental sales

KELSEY MEDIA is bringing out a new magazine which focuses on the traditional, classic Jaguar models of the past. The title was launched off the back of the success of its Jaguar World magazine, and is designed to complement the magazine and provide comprehensive coverage for Jaguar enthusiasts. The first issue will have a print run of 10,100, with 3,000 copies going through symbol groups and independents. According to Kelsey Media, there is demand for this style of magazine, and with its expertise in the classics publishing market, should drive incremental sales for retailers.



CLASSIC JAGUAR
On sale 20 May
Frequency quarterly
Price £4.95
Distributor Seymour
Display with Jaguar
World, Autocar, Classic
Car Weekly

Round up



NADIA ALEXANDROU
Magazines
reporter

DON'T BE LEFT IN THE DARK

"These days, retail is just one of many touch-points we have with the consumer, but for all kinds of reasons, we just have to be on the newsstand. Without it we're dead."

That was the leading quote shared at the PPA Festival about the role of the newsstand for magazines – which at that moment made me think of print as a fossil fuel. That it's a valuable resource everyone predicted would be extinct in the near future. But as it turns out, it's lasting a lot longer than everyone thought with no signs of ending any time soon.

During the presentation, publishers were urged to engage better with what was referred to as 'the dark channel' – the newsstand. This is mainly because publishers lose sight of what happens to their product as soon as it goes onto the shelf.

Publishers were reminded of the important role they play in providing support to smaller independent retailers, who lack the centralised marketing and merchandising resource, and to not just depend on distributors to get it all done. They were also reminded of the unique advantage retail had over any other channel – that is the power of theatre and browsing. Get the display right, they said, and you can secure a customer for life.

So make sure your store is on the radar of publishers who heed this advice. Contact your distributor and show you're eager to engage and grow sales, have a shop with an attractive layout and are catering for key shopper missions. Prove you have the mentality necessary for newsstand growth.



ENGLAND

PANINI

www.paninigroup.com

ADRENALYN

OFFICIAL TRADING CARDS

BRAND NEW!



ON SALE NOW!

STARTER PACKS
£4.99

TRADING CARD PACKET
£1

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THIS WEEK IN MAGAZINES



Bestsellers Craft

Title	On sale date	In stock
1 Relax with Art	26.05	<input type="checkbox"/>
2 Relax with Art Holiday Special	06.07	<input type="checkbox"/>
3 Woman's Weekly Home Series	02.06	<input type="checkbox"/>
4 Simply Knitting	20.05	<input type="checkbox"/>
5 Card Making & Papercraft	12.05	<input type="checkbox"/>
6 Colouring Heaven	08.06	<input type="checkbox"/>
7 Let's Knit	13.05	<input type="checkbox"/>
8 Knit Today	26.04	<input type="checkbox"/>
9 World of Cross Stitch	24.05	<input type="checkbox"/>
10 Zen Colouring	31.05	<input type="checkbox"/>
11 Love to Make Woman's Weekly	02.06	<input type="checkbox"/>
12 Sew	03.06	<input type="checkbox"/>
13 Creative Colouring	01.06	<input type="checkbox"/>
14 Simply Crochet	26.05	<input type="checkbox"/>
15 Crafts Beautiful	27.05	<input type="checkbox"/>
16 Patchwork & Quilting	20.05	<input type="checkbox"/>
17 Cross Stitch Crazy	12.05	<input type="checkbox"/>
18 Quick Cards Made Easy	24.05	<input type="checkbox"/>
19 Knitting	02.06	<input type="checkbox"/>
20 Papercraft Inspirations	19.05	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



DOCTOR WHO MAGAZINE

Panini is celebrating the 500th issue of Doctor Who Magazine with a historical special. The edition comes covermounted with several gifts at a higher price of £9.99, up from £4.99. The magazine launched in 1979 and is now recognised by the Guinness Book of Records as the longest-running TV tie-in magazine in the world. The gifts include a sticker sheet, a double-sided A1 poster and the first in a series of collectable art cards.



On sale 26 May
Frequency monthly
Price £9.99
Distributor Marketforce
Display with 2000 AD, We Love Pop, Shout



On sale 25 May
Frequency fortnightly
Price £2
Distributor Seymour
Display with Tractor & Machinery, Tractor, Tractor & Farm Heritage



TRACTOR MART

Kelsey Media's new magazine is aimed at tractor owners, operators and enthusiasts. Tractor Mart has been designed as a magazine-newspaper hybrid that can fit on both the news plinth and magazine bay. There will be a print run of 8,200, and sample copies of the launch issue will be bagged with Kelsey's two tractor monthlies; Tractor & Machinery and Tractor.



On sale 27 May
Frequency once a year
Price £9.99
Distributor Frontline
Display with Cycling, Mountain Biking, Cycling Plus



TOUR DE FRANCE

The annual guide to Tour de France returns ahead of the summer's multiple stage bicycle race on 1 July. According to its distributor Frontline, the guide generated more than £23,000 in retail sales value in independents last year, and is targeting £25,000 this year. The gifts include three limited edition A4 art prints, an official route map, a giant wall chart, and a cycling anthology book.



On sale 26 May
Frequency monthly
Price £5.50
Distributor Seymour
Display with Crafts Beautiful, Bead & Jewellery, Cardmaking & Papercraft



MAKING JEWELLERY

The July edition of Making Jewellery will be the first issue published under the title's redesign. The new look aims to complement its editorial changes, including more in-depth techniques, more step-by-step instructions and more designs from professional artists. According to its publisher GMC Publications, Making Jewellery is the UK's first and best-selling jewellery magazine. The issue offers 80 projects and ideas, and will retail at a higher price of £5.50.



On sale 25 May
Frequency bimonthly (6 issues per year)
Price £4.00
Distributor Marketforce
Display with The Phoenix Comic, Nat Geo Kids and Eco Kids



OKIDO

Ahead of the summer season publisher Thames & Hudson has given issue 41 of Okido a garden theme. The title is aimed at children aged three to eight, and is designed to engage and educate them in the arts and science through stories, activities, games, recipes and poems. The print run for this issue will be 9,000 and the expected retail sales value is £36,000.

CELEBRATING AN UNBROKEN 25 YEARS AS THE UK'S No 1 PRIZE PUZZLE MAGAZINE



ENGLAND TRADING CARDS

Panini's latest addition is England Adrenalyn XL Official Trading Card Collection. This includes imagery of the country's elite who have been called up to play for their national side. Starter packs contain 18 trading cards, a collector's album, a fold-out game board, and an extra-special limited edition card. There are 126 cards to collect, 61 of which have been printed on special-effect materials.



On sale 19 May
Frequency collection
Price starter pack £4.99, trading card packet £1
Distributor Marketforce
Display with other collectables



EXPLORE HISTORY

Imagine Publishing's new magazine looks at history's most well-known stories through the world-famous landmarks associated with them. According to its publisher, the magazine is the first history-travel hybrid, targeting history enthusiasts and cultural holidaymakers. The magazine is aimed at readers aged 30 to 65 with a high disposable income.



On sale 26 May
Frequency 13 per year
Price £4.99
Distributor Marketforce
Display with All About History, BBC History



BBC HISTORY

BBC History is celebrating its 200th issue with a bumper special. The June issue includes a review of the best history books of the 21st century and popular misconceptions about the Tudor monarchs. BBC History is the best-selling history title in independents, according to Smiths' rankings in 2016, and Frontline recommends retailers give this special prominence to drive copy sales.



On sale 20 May
Frequency monthly
Price £4.80
Distributor Frontline
Display with History Today, History Revealed



PERFORMANCE FORD MAGAZINE

The June issue celebrates 30 years since the 4-cylinder YB engine was introduced in the Sierra Ford. This issue also includes a feature on the world's oldest active sports car race in endurance racing, Le Mans, which is being held in France next month. Performance Ford is for all owners and enthusiasts of the Blue Oval.



On sale 26 May
Frequency monthly
Price £4.20
Distributor Marketforce
Display with Auto Car, Classic Car Weekly, Auto Express



FAST BIKES

With the world-famous Isle of Man TT road races beginning at the end of May, the latest issue of Fast Bikes has a free sticker sheet with designs inspired by the top stars. The stickers include special-effect graphics for racers such as James Hillier, Michael Dunlop and Gary Johnson. July's issue also includes the annual Sportsbike of the Year feature.



On sale 24 May
Frequency monthly
Price £4.35
Distributor Seymour
Display with Practical Sports Bikes, Bikes ETC

Industry viewpoint

Frank Straetmans

Managing director, Frontline



Speaking at the PPA Festival last week, Frank Straetmans told publishers how they can help independents grow sales:

This year 580 million magazines will be sold through the newsstand, generating £1,100,000,000 in sales. But at Frontline, we believe you can do better than that.

"On average one in every three people buys a magazine in the UK, but if we can convince every customer to buy just one more magazine per year, we can grow the total market by 10%.

"The most critical yet briefest of moments to secure this extra sale is at the point of purchase – the newsstand – where you have just five seconds to capture buyers' attention. But all too often I see messy layouts which are crammed with too many promotions and irrelevant titles.

"This doesn't mean you have to spend lots on a fully-merchandised solution – all you need is a neat, fully-faced display that's easy to shop with a few powerful promotions. You want a balanced range which has something for everyone.

"You want them displayed in such a way that youngsters would want to spend their pocket money on it, and keep coming back at every stage of their life.

"But I close with a warning. Publishers need to consider their retail partners and make sure they love the category as much as you.

"Remember retailers will always put their customers first, so those which are disenchanted are less likely to promote or even display your titles."

Top tip

If we can convince every customer to buy just one more magazine per year, we can grow the total market by 10%.

COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



RETAILER KATE MILLS ON HER TEAM-BY-TEAM EUROPEAN FOOD RANGE FOR EURO 2016

Plus, suppliers and retailers provide advice on catering for the needs of fans and non-fans during the forthcoming football extravaganza, and Bintesh Amin on summer sales



Partworks

Title	No	Pts	£
DeAgostini			
Build the Ford Mustang	19	100	8.99
Build the Millennium Falcon	72	100	8.99
Cake Decorating Relaunch	167	169	2.99
Dinosaurs & Friends	65	80	5.99
Jazz at 33 and third RPM	9	70	14.99
Official Star Wars Factfile	121	121	2.99
Simply Stylish Knitting	20	90	3.99
Star Wars Helmets Coll'n	10	60	9.99
Zippo Collection	18	60	19.99

Eagle Moss

3D Create & Print	70	90	6.99
Build A Solar System	39	104	6.99
DC Comics Graphic Novel	20	60	9.99
Disney Cakes & Sweets	141	160	4.50
Doctor Who Figurines	72	73	7.99
Marvel Chess Collection	71	96	8.99
Marvel Fact Files	166	200	3.50
Military Watches	59	80	9.99
Star Trek Ships	72	77	10.99

Hachette

Art of Crochet	38	120	2.99
Art of Knitting	69	90	2.99
Art Therapy	61	100	2.99
Build the Mallard	90	130	7.99
Build the U96	90	150	5.99
Classic Pocketwatches	98	100	8.99
Dr Who Complete History	19	80	9.99
Judge Dredd Mega Collection	35	80	9.99
Marvel's Mightiest Heroes	63	60	9.99
My 3D Globe	71	100	5.99

RBA Collectables

Amazing Dinosaur Discovery	64	80	5.99
My Zoo Animals	37	60	5.99
Precious Rocks, Gems & Minerals	69	100	5.99
Real Life Bugs & Insects	87	97	5.99

Collectables

DeAgostini

Magiki Mermaids	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**



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



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



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



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



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



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



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



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



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



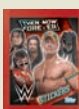
Merlin Official Premier League Sticker Collection
Starter **£2.50**
Cards **£0.50**



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



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

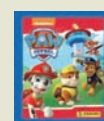


WWE
Stickers **£2.99**
Cards **£0.50**

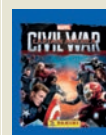
Panini



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



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



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



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



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



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



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



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



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



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



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



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



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



betterRetailing.com

FOCUSED ON INDEPENDENT RETAILING

Newspaper terms

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

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

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

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

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

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

Newspapers

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

Insertion payment guide

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

Weight Watchers 7-8 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,240g	925g	75g	3	40g
Sunday Times	1,145g	630g	210g	4	160g
Mail on Sunday	870g	460g	75g	3	65g
Guardian	825g	295g	105g	1	105g
FT	780g	450g	0g	0	0g
Sunday Telegraph	775g	455g	60g	4	40g
Times	760g	435g	55g	4	30g
Mail	600g	565g	25g	2	20g

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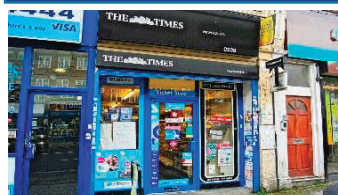
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Ref: T32462T

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Same owners for 25 years, retirement sale
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Annual sales £285,580, Net profit £53,797

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Ref: T32255NW

Attractive well established news
Prime high street location, affluent area
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Ref: T32217G

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Back in the day

100

YEARS AGO

20 May 1916

Retailers in and around Manchester had reluctantly agreed to accept increased carriage charges from wholesalers in the north west, on the understanding that it was a "war bonus" and would return to normal levels when the conflict was over.



50

YEARS AGO

21 May 1966

Newsagents' fears over the planned Payroll Tax were alleviated somewhat after the government confirmed that newspaper boys and girls would be exempt from the 12 shilling-a-week tax. But chancellor Jim Callaghan's plans to introduce the levy to other full and part-time workers were still facing objections.

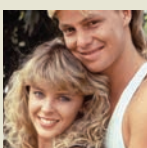


25

YEARS AGO

18 May 1991

Spar signed an exclusive deal with Aussie TV soap Neighbours which gave it sole rights for the symbol group's stores to sell six-pack bags of snacks. Flavours included Harold Bishop's Spicy Spuds, Madge Bishop's Burger Bits and Todd Lander's BBQ Ribs.



The pumpkins are coming – but don't be frightened

Get ready for the pumpkin invasion. For it seems that contrary to popular opinion (or, at least, the views of anyone who's made anything pumpkin-related post-Halloween jack o'lantern activity), pumpkin is the next big thing.

It's all the rage in the US, where pumpkin variants are being dreamed up for any product you care to name.

Latest to get the pumpkin treatment is Cheerios, on the back of reports that millennials in the US are eschewing breakfast cereals because

they're not convenient enough (the sheer entitlement of the youth today, for whom pouring something from a box into a bowl and then add-



ing milk is not easy enough for them).

It joins Oreos, Starbucks, vodka and even Budweiser in getting the pumpkin treatment... Experts are, however, divided as to how much

pumpkin these pumpkin products actually contain.

Word is, it's a lot more cinnamon and nutmeg than actual pumpkin.

US winning lottery drive

At a time when lotteries on this side of the Atlantic are facing a backlash over changes which mean customers feel they're losing

out, lotteries in the US continue to grow and grow.

Another has just joined the top 10 biggest payouts ever, after the Powerball jackpot hit a total just under the \$430m mark.

The final payout depends on whether or not the winner decides on annual

payments or a lump cash sum – the latter will see them \$100m worse off and also facing federal and state taxes of \$80m.



The win is still dwarfed by the record payout of \$1.58b in January. And one of the three winners of that total, in laid-back California, hasn't

even claimed their prize yet. Either they're already fabulously wealthy, or they're still frantically searching for the misplaced ticket.

AROUND WITH THE ROUNDSDMAN with Blanche Fairbrother



I had a lovely trip to Firs Farm on Sunday morning. I was taking them their usual copies of the Sun, Staffordshire Newsletter and Farmers Weekly but they needed help feeding three lambs who'd lost their mother, so I offered to lend a hand. You get to do lots of nice things like that in my job if you take the time to help people.

But I got totally soaked yesterday. It was beautiful on Sunday and Monday and for those of you who remember the Dukes of Hazzard, I felt like Daisy Duke with clouds of dust around me in the heat. But yesterday the heavens opened and I had to tuck the papers under my coat to keep them dry – one spot of rain on them and they look like they've been soaked in a bucket.

I haven't missed out on many sales since the Independent and The New Day closed. I had three customers who bought the Independent and they're all taking the i instead. It's cheaper, so they're happy. And in nine weeks I only sold 12 copies of The New Day, so that's no great loss. I decided after two weeks it wouldn't last.

But I've lost quite a few orders of the Staffordshire Newsletter since it went up to 90p. Customers think it's too expensive – the publishers are pricing themselves out of the market. Some pensioners are buying one between two of them now. It's the same with the Radio Times. Now it's £2.30 I've lost seven orders at the Post Office because it's too expensive. People won't pay that when they can get a great magazine covering all the TV programmes free with the Mail on Saturday.

I've just had my 23rd anniversary in this job. I say, I started out with nothing and I've still got a lot of it left!



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