

# RETAIL NEWSAGENT

## NEW E-CIGS ERA

The trends driving sales in the post-EUTPD II market

**BEST PRACTICE**

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**Booze at a bargain**  
‘Premium Bong Vodka is £70 online, my shoppers pay half that amount’

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# We need to profit too, Camelot told



- Angry retailers tell Lottery boss James Pearson to ‘fix image problem and processes’ at NFRN annual conference.
- Firm admits it won’t cut £50 charge or increase commission despite retailers’ £1bn ticket sales. **Page 5 >>**



**ANNUAL CONFERENCE**

## NFRN president: lobbying paid off

Ralph Patel hails campaigning success as new president Ray Monelle takes the reins. **Page 11 & 24 >>**

**ILLICIT TRADE**

## 300% rise in illegal tobacco

Cig sales down 1.7bn as dark market booms, KPMG report reveals. **Page 12 >>**

**INDUSTRY ALLIANCE**

## Newstrade joins forces

NFRN and multiples launch supply chain lobby group.

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**Securing tobacco's future** The UK's four biggest tobacco manufacturers took centre stage at the NFRN's annual conference to answer retailers' questions on best practice and the future of the category. JTI's Jeremy Blackburn told retailers to “invest for success and be proactive”. **Page 4 >>**

**FRANCHISE**

## Bargain Booze eyes fresh sales growth

Shift to Select fascia predicted by director Paul Courtney. **Page 6 >>**

**Two polls show EU exit support as RBS economist warns Brexit could lead to higher costs for indies. **Page 4 >>****

New

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## LEADER



The theme of this year's conference was 'adapt, change, transform'



CHRIS GAMM

Editor

@ChrisGammRN

A brilliant way to find out about the issues most important to independent retailers is to ask them what's on their mind.

I spent Sunday evening doing this with 300 retailers at an RN reception before the NFRN annual conference. I asked them about the biggest challenges facing their businesses and the topics they wanted to tackle over the next two days.

Nisa retailers Parfull Kumar and Harry Goraya said it was Camelot chiselling away at retailers' lottery profits. Gwen Patterson told me it was understanding the future role of the tobacco category in her store and how to best prepare for it.

Kishore Chandarana's big issue was retail crime after recently being robbed by a customer. Graeme Pentland said it was competing parcel companies pulling vital services from his customers.

We've used this insight to shape our conference coverage - the stories filed live from Torquay in this issue and our full report next week.

This includes the four leading tobacco manufacturers telling retailers why they must be positive about the future of the tobacco category and how to ensure it has a long future in their stores.

The theme of this year's conference was 'adapt, change, transform'. In his opening address, national president Ralph Patel spoke of the importance of retailers evolving their offer and adapting to meet changing shopper needs.

I was very pleased to give a presentation on some practical ideas members can use to add exciting and profitable new additions to their business.

The theme ran through conference and was closely aligned to RN's strategy for helping readers prepare for the future. I hope you enjoy some of the best ideas from conference and beyond in this week's issue.

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Managing your range for plain packaging



## PUZZLE MAGAZINES

Get the lowdown on this newstrade top performer

**"THE NEWSTRADE NEEDS ATTENTION AT A HIGH LEVEL TO MAKE SURE IT'S TREATED WITH THE DEGREE OF URGENCY IT NEEDS"**

- INCOMING NFRN NATIONAL PRESIDENT RAY MONELLE IS COMMITTED TO PUTTING RETAILER ISSUES TO TOP POLITICAL FIGURES Page 26 >>

# NEWS



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## 'Stick to tobacco RRP's'

Retailers need to stick to manufacturer RRP's on tobacco or risk losing sales and footfall on the back of EUTPD II and plain pack legislation, Bestway Wholesale has warned.

Tony Holmes, sales director at the company, said research from Australia found retailers who stuck to recommended tobacco prices after plain pack legislation came into force saw 'no discernible impact' on their sales.

Bestway is encouraging its members to do the same in a new tobacco legislation guide it is issuing to stores.

Mr Holmes said: "If retailers choose to inflate prices to earn additional margin, they will see a decline not only in their tobacco business, but also across other grocery and impulse categories."

## Coffee boon for c-stores

Less than half of all coffee and hot beverage sales come from coffee shops with convenience stores now boasting 13% of sales, according to research from Kantar Worldpanel.

Experts at the company said with food to go becoming increasingly prominent at numerous outlets, customers are looking for a one-stop shop.

It states convenience stores now boast 13% of "out-of-home eating and drinking occasions", more than supermarkets and less than 1% away from sandwich shops or cafes and coffee shops.

Retailer Manny Patel, of Manny's in Long Ditton, Surrey, said his Tchibo machine has proved popular with customers.

Tchibo added its coffee to go sales revenue has more than doubled in the last two years, largely driven by convenience stores.



## Post Office marks 'local' milestone

The Post Office's community branch fund marked a new milestone as the ribbon was cut on the 500th store to benefit from the scheme. Binfield Heath Post Office in Henley was re-launched with a new layout and other improvements, with local dignitaries Lord Francis Phillimore and MP John Howell OBE on hand to mark the occasion. Postmistress Sharon Caple, said: "We're happy to be able to give our branch a new fresh look here at Binfield Heath."

**NFRN annual conference** Manufacturers urge retailers to work with reps and listen to their customers

# Invest in tobacco and reap the rewards, retailers told

by Nadia Alexandrou

Be positive about the future of tobacco, invest in the category and you will be rewarded, representatives from the UK's four biggest manufacturers told independent retailers this week.

Senior figures from JTI, Imperial Tobacco, Philip Morris and British American Tobacco (BAT) presented and answered retailers' questions on best practice and the future of the category at the NFRN's annual conference in Torquay.

Jeremy Blackburn, head of communications at JTI, said: "Retailers have

the dexterity to face this change, but you need to invest for success and be proactive." He encouraged retailers to collaborate with suppliers and keep a constant dialogue with customers and reps. "The best source of insight comes from your most unhappy customers," he said.

Jerry Margolis, UK sales director at Philip Morris, said retailers should embrace changes from plain packaging and EUTPD II legislation and "play to win".

Tobaccoists in Australia were the only retail segment to see growth in

tobacco sales following the introduction of plain packaging in 2012, he said, with sales up 5.6%. Sales were down in c-stores, supermarkets and hypermarkets, by 0.1%, 2.5% and 3% respectively, broadly in line with current global tobacco sales.

"You can be the UK's tobaccoists," he said. "Train your staff to talk to customers about the products you carry, pricing, and when 10s and pricemarks start disappearing. The service you offer gives you a big advantage over the multiples. Take advantage of it."

Peter Nelson, anti-illicit trade manager at Imperial

Tobacco, highlighted the benefit of retailers taking a proactive approach to fighting illicit trade, which has been forecast to grow with the arrival of plain packaging. "There have been cases where retailers' trade has been boosted by £1,000 a week post-raids," he said.

Rory Cotter, BAT head of trade, said retailers should focus on their customers.

"With the display ban, we just focused on doors and not what customers were seeing. Look at e-cigarettes through a customer lens," he said. "It's a dynamic category that's growing from consumer demand."

# On paper, EU exit could prove costly

A combination of increased publishing costs and higher food prices following a vote to leave the EU could create difficulties for independent retailers, according to RBS economist Neil Parker.

Brexit would increase costs for the publishing industry because paper is "predominantly a product

we import from Europe," Mr Parker told a briefing on the EU referendum for the Professional Publishers' Association (PPA) on Tuesday.

"A move in the value of sterling could increase the cost of paper by between 3% and 5% as a bare minimum, and as much as 10% maximum," he said.

He added a further concern is a possible increase in the price of food imported from the EU.

"It would be harder for a small business to absorb such cost increases than a larger retailer," he said. "This is especially true in the case of rising food prices, over which independent retailers

have much less bargaining power than someone who runs 150 or 200 stores."

The warning comes as an NFRN poll revealed 61% of its members will be voting to leave, while RN's poll also came out in favour of the move.

● More on the EU referendum, page 15

**NFRN annual conference** Lottery 'has image problem and system doesn't work'

# Fix issues and pay us what we deserve, Camelot told

by Nadia Alexandrou

Camelot has an image problem and its systems are not working, NFRN members who sold more than £1bn of lottery tickets last year told head of retail James Pearson.

At the NFRN's annual conference in Torquay on Monday, delegates queued to raise service issues such as the company's monthly charges, allocation of terminals, commission and helpline charges.

Graeme Pentland, of Ashburton News in Newcastle upon Tyne, called on Camelot to do more to restore its reputation with consumers to attract them back to stores.

"Customers aren't happy after winning £20 for matching five numbers," he said.

He explained how he struggled to pay the £50 monthly fee for his new unit because five other stores in a two-mile radius also had Lottery terminals.

Julia Bywater, of Bywater News in Dudley, told Mr Pearson retailers hadn't seen an increase in commission in 22 years. She asked if it was only retailers who lost commission on giving out free tickets, or whether the good causes

Camelot supports also miss out.

Mr Pearson said Camelot had no plans to cut the £50 charge or increase retailers' commission. "We need to be a profitable business to do what we do," he said. "So do we," delegates responded.

Retailers told RN they feared being transferred

onto a £50-a-month charge when their contracts came up for renewal. 40,000 retailers contributing £600 a year would generate £24m a year for Camelot, while damaging retailers' profitability, they said.

National vice president Linda Sood was recently charged £240 by Camelot to fix a faulty terminal.

She said she needs to sell 4,800 lottery tickets to earn enough commission to cover this cost.

Mr Pearson said: "We want to build better relationships with retailers. The way we work with the NFRN is changing and will continue to change."

● Full conference coverage in next week's RN



Ray Monelle gives his inaugural speech to the NFRN conference as new national president

## Ray's presidential agenda

NFRN national president Ray Monelle has pledged to raise the profile of retail crime, help members with new tobacco legislation and press for new trade service improvements during his year in office. He told RN his other aims included growing membership of the N3 news group and offering high-margin products through NFRN Commercial.

Linda Sood was elected as vice president and Mike Mitchelson as deputy vice president. Peter Wagg, John Parkinson, David Woodrow, Jason Birks, Martin Mulligan and Muntazir Dipoti were elected onto the national executive committee.

● The RN interview – Ray Monelle – p24

## Menzies' 'sorry'

Menzies has apologised to retailers after an "administrative error" resulted in its direct debit payments being taken a day early.

The distributor took payments from retailers on Tuesday rather than the allotted Wednesday date.

But, after spotting the mistake, it immediately transferred the monies taken back into retailers' accounts on Tuesday, before taking it again on Wednesday.

In a letter, Menzies apologised for the error, adding: "We hope that our rectifying actions result in minimal impact to you."

## 'Report all illicit acts'

Bargain Booze beer and cider buyer Russell Dymond has urged all retailers to report incidents of illicit alcohol trading to the authorities, stating "300 reports from 300 retailers will have more impact than 300 reports from head office".

He said Bargain Booze is providing its retailers with information on how they can report suspected illegal alcohol trading to the police and trading standards.

"The situation will not get better if individual retailers aren't reporting it," he said.

## Focus on crime

The Association of Convenience Stores has called for a focus on business crime, particularly violent offences and shop theft, in the Labour party's latest consultation on crime and policing policy.

The organisation submitted evidence stating business crime cost retailers £122m in 2015, with the cost of crime per convenience store at £3,750.

## New supply chain lobby group formed

Independent retailers will have a stronger voice in influencing the supply chain following the formation of a new lobby group set up by the NFRN and supermarkets.

The News Retailer Group (NRG), which includes the Co-op, Asda, the NFRN and other multiples, has been formed to engage

with newspaper publishers, magazine distributors and wholesalers in a bid to improve the news industry for consumers and its members.

The NRG intends to lobby key groups across the industry such as the Press Distribution Forum, newspaper and magazine

wholesalers, the Newspapers Publishers Association and the Professional Publishers Association for improvements to the operation and management of the UK supply chain.

John Barn, the group's first chairman, said: "We believe everyone has a vested interest in making the

supply chain as efficient as possible, which could ultimately help everyone."

Brian Murphy, NFRN head of news, said: "This group will help like-minded retailers who are frustrated with the supply chain put pressure on and influence change over inefficient processes."

# NEWS

## BUSINESS



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## Retailers ready for Amazon fightback

Amazon has officially announced the launch of its Fresh online delivery service in the UK this month.

The company will initially make the service available to Amazon Prime members located in 69 post-codes across central and east London. It promises to offer shoppers a choice of more than 130,000 items delivered directly to homes within an hour of ordering.

As well as branded goods, Amazon said it will also offer speciality lines from independent and local producers in London, including Pizza Pilgrims and Gail's bakery.

Anwar Haq, owner of Nisa Local in Crossharbour, London, said: "We do see Amazon Fresh as a threat but we are planning to work even harder and extend opening hours to keep up."

## Bestway surveys customers

Bestway Wholesale is investing £250,000 in a project to help improve customer satisfaction levels at its depots.

The firm has hired an independent research company to interview 60 customers from each Bestway depot every quarter, covering a range of subjects including product availability and car parks.

Retailers will also have the chance to assign a score based on whether they would recommend their local depot to a friend. Staff members at the depot showing the biggest improvement per quarter will win a £120 bonus.

The activity forms part of Bestway's ongoing 40th anniversary plans.



## Mandeep premieres his screen dream

Premier Singh's has moved onto the next stage of its ongoing store redevelopment plans with the installation of a refreshed fascia at its Herries Road store this month. The new display, pictured here with staff member Aiden England, includes updated graphics and the addition of six digital screens, which will be used to promote Premier deals as well as customer comments from the business' Twitter and Facebook account. Joint owner Mandeep Singh said: "We've invested around £6,000 in the screens and they really look the part. We have gotten rid of our posters and are able to show more promotions on rotation."

**Retailers combine alcohol and fresh food to become 'one-stop shops'** 'The mix will change'

# Bargain Booze sets sights on growth for Select fascia

by Steven Lambert

A Bargain Booze director has predicted a shift towards its Select Convenience fascia in the near future as more of its franchisees look to become a "one-stop shop" while also offering supermarket-beating deals on alcohol.

Paul Courtney, sales director at Bargain Booze, said multi-site franchise owners and new retailers joining the group are now looking to move into larger stores and develop their fresh and chilled food ranges.

He said: "Around 20% of our Bargain Booze stores are Select Convenience, and we expect 40% of our growth over the next year will come from new Bargain Booze sites and equally from Select Convenience.

"The mix will change as we look to develop and expand the sites and, over time, I think we will see a bit of a shift to Select Convenience regarding new retailers coming on board.

"We will continue to be led by beers, wines and spirits but shoppers increasingly want to do a one

stop shop, so we will also drive Select Convenience further and further."

Mr Courtney added the group will use its relationship with Nisa to further develop its fresh and chilled proposition for Select Convenience, with these stores now taking on Nisa's revamped Heritage own label range.

He added that recent acquisitions by Bargain Booze owner Conviviality of drinks suppliers Matthew Clark and Bibendum would help improve distribution and drive down cost prices for all of its franchisees.

"With the National Living Wage, it's imperative to drive out as much cost to our business so we can protect our franchisees' margins," he said.

Mr Courtney was speaking at Conviviality's first retail trade show, Drinks at Home, held at Event City in Manchester last week.

The event, attended by more than 600 retailers, included a Bargain Booze pop-up shop showcasing new developments in world beers and premium spirits and support from more than 90 alcohol, soft drink and snack suppliers.

## Blakemore to slash price of 180 key products

The wholesale prices of more than 180 goods are being slashed by Blakemore Trade Partners under a £1.3m investment in its Retail Partners Scheme.

The group, which supports the Spar retail estate, said the money will also be used to provide further benefits to members, including the opportunity to earn overrides of up to

2% of their wholesale spend and improved category and ranging advice.

Neil Mercer, sales director at Blakemore Trade Partners, said the changes will help retailers benefit from recent growth in the number of top-up shoppers.

"We looked at the key categories purchased by top-up shoppers and aligned our programme, investing in

the wholesale price on a key range of known-value top-up essentials," he said.

Meanwhile, Spar wholesaler James Hall & Co. has reported positive early results from retailers using its new Centralised Store Replenishment (CSR) tool.

The technology, which is in use in 166 Spar stores, offers users a tailored ordering system allowing retail-

ers to closely monitor sales and stock levels, according to the company.

John Walmsley, retail systems advisor at James Hall, claimed stores with CSR were outperforming non-CSR stores, adding the tool "increases availability, improves security and makes sure retailers have the right products in store".

## NEWSTRADE

Frontline predicts seasonal surge for indies and symbol stores 'Retailer support is key'

# Puzzle mags bring £2.6m summer sales bonanza

by Nadia Alexandrou

Independent and symbol group retailers are being encouraged to take advantage of a £2.6m puzzle magazine sales opportunity this summer.

The drive comes from Frontline, whose recent data analysis showed the total puzzle market was worth £44.5m in retail sales from April 2015 to March 2016.

During that period, the summer seasonal peak, from June to August, contributed around a third of total revenue.

Melanie Hyde, news-

trade marketing manager for Bauer at Frontline, said: "Last summer alone puzzle magazines generated £8.7m retail sales value, which is 28% of the total annual revenue, and was up 1% versus the same period in 2014.

"With around 30% of sales going through independents and symbol groups, we can expect a similar performance this summer, and retailer support with this key seasonal period is vital to the overall success of the sector."

Both Puzzler Media and Bauer Media, which

together own about 85% of puzzle magazines in the UK, have confirmed they will be launching promotional drives throughout the summer to take advantage of the peak, including covermounts and competitions.

This summer also marks Bauer's 25th year in puzzle publishing, and to celebrate it has additional retail activity planned.

Spike Figgett, publishing director at Bauer, said: "Puzzle magazines are often covermounted through the summer, which increases sales by up to 15%. In addition to

this puzzlers love competitions and these are a proven incentive for customers to buy puzzle magazines, so retailers should make sure promoted titles are clearly visible."

Puzzler Media is also offering National Trust passes and picnic hampers in 18 of its titles in July, with more activity planned for late July and August.

Puzzle titles continue to outperform the magazine market average, declining just 2% year on year, compared to the total magazine market which is down 3.6% year on year, according to Frontline data.

## Creative moves for Beano

DC Thomson has launched a new creative company called Beano Studios.

It will be the driving force behind a new multi-platform entertainment offer, including film and TV programmes, digital content, live theatrical experiences, consumer products, the comic and annual.

DC Thomson said the Beano Comic will "stay true" to its comic-strip roots, but include a design refresh with more wide-ranging characters and will be more 'synergised' with the other channels.

## NFL title launched

Newsquest is launching a 100-page American National Football League (NFL) guide.

One shot Touchdown will have a print run of 7,000 and is to deliver £30,000 in retail sales value.

According to Seymour, American Football is the fastest-growing sport in the UK.

If the launch is successful, Newsquest will make it an annual product which would go on sale just before the American football season.

## Topps into Top Gear

Topps is launching Top Gear-themed trading cards, Turbo Attax, on 23 June. They will feature both modern and classic cars as well as "shinies". The set includes packets of eight cards with an RRP of £1, and starter packs with an RRP of £4.99 containing a binder, guide and game mat as well as a pack of cards with a gold limited edition card.



## HND move brings 30% turnover rise

A retailer has seen his turnover soar 30% month on month since expanding into home news delivery last year.

Les Gilbert, of Chard News in Somerset, who started offering newspaper deliveries in a bid to revive declining print sales, says HND has become a core

part of his business and is boosting the retail side of the shop.

"I never thought I would get into news delivery, but it's now fast become a core part of my business and I'm still growing," he said. "It was a nice and unexpected surprise that it is now also driving my retail business,

as customers who would never normally shop here come in to pay their news bill."

Mr Gilbert has 125 customers and has just employed two adult delivers. Over the next 12 months, he plans to add another 200 customers, which he says he will achieve by advertis-

ing through direct mail.

He said: "Leaflet dropping gives me only a 2% return and I'm not keen on canvassing.

"But if I include professionally printed brochures and a letter and send it to addresses I get from the local council, it gives me around a 10% return."

## Dundee Euro 2016 wallchart

The Dundee Evening Telegraph has produced a unique Euro 2016 wall chart to help football fans keep up with all the action in France.

The wall chart, created by DC Thomson, feature codes for readers to register online to enter a competition to win a HD TV.

# NEWS

## PRODUCTS

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## Maxxium sets up London division

Maxxium UK is launching a dedicated London division as part of a restructure focused on growing sales of its premium spirits.

It comes as the company unveiled its new 'Simpler, Faster, Better' strategy designed to grow awareness of its cognac and whiskey ranges in major cities.

The new London division will be headed up by Maxxium marketing director Peter Sandström, who will assume the role of general manager for the new team.

Maxxium managing director Mark Riley said: "We are investing to develop identified opportunities to secure growth in premium spirits."

## Cider for Smirnoff

Diageo is expanding its reach in the cider market with the launch of Smirnoff Cider this month.

The new range comes nearly a year after the manufacturer unveiled Pimm's Cider Cup in a bid to grow its presence in the cider sector, which it claims is now worth £2.7bn.

Smirnoff Cider will be available in two flavours – Raspberry & Pomegranate and Passionfruit & Lime – both of which will contain Smirnoff vodka (RRP £1.99).

Claire O'Neill, innovation commercialisation manager at Diageo, said: "Under the strength of the Smirnoff brand name, we're confident we will take cider to the next level."



## Heineken adds some va-va-voom with Formula 1 deal

Heineken is adding to its list of global partners after signing a new deal with Formula 1, which will see the beer brand heavily promoted at venues throughout the 2016 and 2017 motor racing seasons. The partnership will also see this year's Monza leg of the Formula 1 calendar renamed as the Formula 1 Gran Premio Heineken D'Italia.

**Max range gets Jerk Chicken flavour variant** New three and four case stackers for c-stores

# Walkers and Monster Munch indie exclusives

by Steven Lambert

PepsiCo is showing its support for the independent retail trade with two exclusive launches under its Walkers crisps and Monster Munch snacks.

The manufacturer is adding a new flavour to its Walkers Max range, Jerk Chicken, which will only be available for purchase through independent and convenience stores.

The flavour will launch in 50g bags with an RRP of 75p and will replace existing Walkers Max flavour Cheeseburger, which was launched in January alongside Flame Grilled Steak.

PepsiCo claimed Walkers Max is now the third largest singles crisp brand in the independent sector. It added it will grow awareness and impulse sales of Walkers Max Jerk Chicken by offering retailers a four

case stacker, which will include space for Walkers Max Flame Grilled Steak, Flamin' Hot and Paprika flavours.

In addition, PepsiCo is targeting further sales for its Monster Munch range with the launch of a new three case stacker. The PoS material will enable retailers to stock the core range of Monster Munch grab bags – Flamin' Hot, Pickled Onion and Roast Beef – on a

single unit.

Nick McGrath, senior sales director at PepsiCo, claimed retailers stocking crisp and snack grab bags can increase their sales by 7%. He added: "We're delighted to be offering new Monster Munch stackers and the Max flavour to help drive sales of grab bags."

"We continue to be committed to supporting retailers and driving growth for savoury snacks."

## Anniversary additions for Ritz Crisp & Thin

Mondelez is celebrating a year since the launch of its Ritz Crisp & Thin snacks by adding two new flavours to the range this month.

The firm has added Oven Roasted Chicken and Lightly Sea Salted flavours to the range, which will sit alongside the four existing

Crisp & Thin flavours.

Both lines will be available in 100g sharing bags with an RRP of £1.99, with 12 bags to an outer sold through wholesalers and cash and carries.

The move comes just over 12 months since the launch of Crisp & Thin, which

Mondelez claims is now worth more than £12m in its first year.

It also follows on from the manufacturer extending the range with the launch of impulse 30g bags and pricemarked packs in February.

Sandra Ferreira, senior

brand manager at Mondelez, said: "Since the launch we have seen show-stopping results with one of the highest repeat rates of all launches in the last five years. We believe this will be further strengthened with the launch of two new flavours."

### Hot products for your shopping list



Ritz Crisp & Thin has added two new flavours this month



Diageo is launching Smirnoff Cider to grow its presence in the sector



PepsiCo has unveiled new shelf stackers for Monster Munch and Walkers Max



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# NEWS

## PRODUCTS



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## Molson to bring Bavaria to the UK

Molson Coors has gained exclusive rights to distribute Dutch brewer Bavaria N.V.'s beer brands in the UK.

A long-term partnership deal signed between the two groups this month will see Molson Coors take over on- and off-trade responsibilities of products such as Bavaria Premium, Bavaria 0.0% and Hollandia.

Fred Landtmeters, managing director of Molson Coors, said: "The no and low alcohol segment is a growth area of the category and by working together with Bavaria along with the strength of our overall brand portfolio we are in a great position to maximise this opportunity."

## Kerry's Bitesize cheese

Kerry Foods has updated its Cheestrings range with a new Minis variant targeted at kids snacking on the move.

The bitesize cheese comes in Original and Emental flavours (RRP £1.35) and is aimed at three- to five-year-olds looking for smaller portions, according to the firm.

Tom Willcock, kids' dairy marketing manager at Kerry Foods, said: "The current range of cheese snacks can sometimes be too big for smaller mouths and appetites. Cheestrings Minis will offer retailers an opportunity to fill a gap in the market."

## Premium popcorn brands up their game

Premium popcorn brands are expanding their ranges with new pack formats and flavours this month in a bid to grow sales in the convenience sector.

Propercorn has added a sharing pack to its range targeted at home movie-watchers, which features a 'pinch and tear' panel that turns the bag into a serving

bowl when ripped.

The packs launch this month in two variants – Sweet & Salty and Lightly Sea Salted – which will come with an RRP of £1.69.

Ryan Kohn, co-founder of Propercorn, said: "We have worked closely with our retailers and shoppers to identify new sharing

occasions for popcorn and the most suitable formats to fit these."

Meanwhile, Unilever has teamed up with popcorn brand Joe & Seph's to launch an official Marmite flavoured popcorn.

The product features a Marmite and sweet caramel coating and will be available in a transpar-

ent 75g pack (£2.99) and 21g impulse foil pack (99p).

Chloe Irwin, senior licensing manager at Unilever, said the popcorn market doubled in size between 2010 and 2015, with sales up 30% last year.

She added the launch of Marmite popcorn had been driven by requests from shoppers.

**Cadbury Amaze Bites promotional tie-in with film release** Text-to-win on-pack competition

## Absolutely Fabulous line-up of top shopping prizes

by Steven Lambert

Premier Foods has teamed up with Fox Searchlight Pictures for the launch of *Absolutely Fabulous: The Movie* to give shoppers the chance to win luxury shopping sprees when they buy Cadbury Amaze Bites.

The cake brand has been relaunched this month with special edition *Absolutely Fabulous* packs, which will feature images of the TV show's lead stars Jennifer Saunders and Joanna Lumley in advance of their debut on the big screen on 1 July.

The packs will also encourage shoppers to participate in a new text-to-win competition, which



will offer a top prize of a five star all expenses paid shopping weekend in London. An additional 20 runner-up prizes of two cinema tickets

will also be up for grabs under the scheme, which runs from this month until 19 September.

In addition, Premier

Foods is extending the Cadbury Amaze Bites range with the launch of a limited edition Chocolate Raspberry flavour, which will sit alongside existing variants Double Chocolate and Chocolate Orange until August.

Karmel Maletta, innovation controller at Premier, said the Cadbury Amaze Bites range is now worth £4m following its launch last October and has helped contribute to an 11% rise in overall Cadbury cake sales, which are up £7.8m year-on-year.

Premier Foods will promote the Amaze Bites competition and new flavour with a radio and outdoor marketing campaign.

## Stella Cidre offering once-in-a-lifetime trips

Stella Artois Cidre is offering once-in-a-lifetime trips to shoppers in a competition promoting a packaging overhaul for the brand.

The Extraordinaire Adventures promotion

will give Cidre buyers the opportunity to win experiences such as a night at the bottom of the Indian Ocean and a barbecue inside an Icelandic volcano, or one of 10,000 Cidre chalice

glasses. Consumers who find a star design under Cidre bottle caps will be entered into the competition, which will run until 28 August.

The activity will be

used to grow awareness of updated pack designs introduced to Cidre bottles and cans this month. It will be backed further with TV and outdoor marketing launching on 11 July.

### Hot products for your shopping list



Kerry Foods has added a new Minis line to its Cheestrings range



Cadbury Amaze Bites is offering luxury shopping trips as prizes



Unilever is launching a Marmite-flavoured popcorn

## REGIONAL

Conference hears of federation's major achievements 'Lobbying brought fantastic results'

# NFRN president reflects on a year in the hot seat

by Nadia Alexandrou

Defeating longer Sunday trading hours, reducing the number of stores paying business rates and raising awareness of retail crime were three of the proudest moments from outgoing national president Ralph Patel's year in office.

In his opening speech at the NFRN's annual conference in Torquay earlier this week, Mr Patel highlighted several achievements by the federation during the past year, and the key issues it would have to address in the coming year.

Mr Patel credited the



Ralph Patel

NFRN's lobbying efforts in particular for playing an influential role in the decision making process for Sunday trading and rates for small businesses.

He said: "Within the short space of just one week

in March our lobbying efforts brought about two fantastic results.

"Firstly, the plans to extend Sunday trading hours were defeated in the House of Commons. And just a matter of days later, chancellor George Osborne revealed that from April next year a further 600,000 small businesses will be paying no business rates. He actually name checked newsagents and corner shops when announcing that decision."

The NFRN's significant progress with parliamentary networking was also acknowledged, where delegates held parliamentary

receptions in the National Assembly of Wales, the Northern Ireland Assembly, the Scottish Parliament, and the Irish Dail, as well as two receptions in Westminster.

"At every one of these events we have focussed on three key agendas - levelling the playing field, highlighting the cost of doing business, and raising awareness of retail crime," Mr Patel added.

Retail crime, however, was emphasised as a key area where "there is still much to do", but Mr Patel congratulated the NFRN for helping to get it higher up government agendas.

## Scotland's papers are worth £1bn

Newspapers in Scotland are worth around £1bn a year to the economy, according to a new study.

The research, commissioned by the Scottish Newspaper Society (SNS), found the publishing sector is the second largest part of Scotland's creative economy, with the newspaper industry supporting 4,300 jobs and creating £214m in income.

"This report demonstrates how vital Scottish news brands are to the economic well-being of the nation," said SNS director John McLellan, adding retailers play a vital role.

## Cash only a real risk

Independent retailers are putting their businesses at risk by not accepting card payments, new research has found.

A quarter of UK consumers have started to avoid shops that don't take card payments, while six in 10 24- to 34-year-olds say they prefer to not carry cash, according to Worldpay.

The payments company found 10% of retailers don't accept card payments, while a further 10% impose lower limits on non-cash transactions.

## Codebusters

A retailer is boosting his Facebook page by handing out QR codes in-store which sign customers up for updates and enter them into a prize draw.

Dan Cock, of Premier Whitstone Village Stores in Devon, has increased his followers by more than 100 in a week using the barcode-style images. Customers scan them on their smartphones, automatically "liking" the store's page. They are then also entered into a draw for tickets to the Royal Cornwall Show.

## Retailers join in with Euro 2016 footy fun

Euro fever swept across stores as retailers got into the swing of the 2016 football tournament, with PoS displays, in-store activity and giveaways helping drive footfall as the event kicked off. Jacksons Newsagent in Stockport, wooed customers with a lively window display, while Paul Cheema, of Malcolm's Nisa, organised competitions with Mars and Carlsberg to help with upselling. Premier Singh's in Sheffield, used social media to drive awareness of its in-store activity and saw sales rise by almost a third over the weekend.



## Roadworks cost retailer £10k a week

A Liverpool retailer says his sales are down up to £10k a week since the council closed off his road for repair works.

Tajinder Verma, of Express Home Saver, told RN that Liverpool Council failed to warn businesses in the area about the road

closure, which is having a detrimental impact on his trade. "Business is less than half what it was," he said. "If it goes on much longer we will have to close the shop because we can't afford the overheads, especially after our business rates went from £7k to

£11k this year."

Since the repair works to Futurist Cinema started three weeks ago, Mr Verma says the council has given various dates for when the road will reopen, but none have materialised.

A spokesman for Liverpool Council said the works,

which form part of £35m generation plans, have been delayed by legal action by SAVE Britain's Heritage to preserve the cinema.

The council apologised for the inconvenience being caused to businesses and added the road should reopen shortly.

# NEWS

## REGIONAL



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to have your say on the latest news

## Revamp boosts wine 15%

A convenience retailer in Essex has seen his wine sales increase by 15% over the past six months after reorganising his fixture to reflect changes in his shoppers' buying habits.

Mital Patel said he has been working with Conviviality to generate new planograms for the wine range at his Bargain Booze Select Convenience store in Brentwood. He said he had previously placed wines together based on their country of origin, but has since changed this to bring together wines based on particular grape variety.

"Shoppers are getting savvy," he said. "We changed the fixture in December and our wine sales have gone up by 15%."

Mr Patel said he is now working with Conviviality's "master of wine" expert to suggest food pairings to go with wine purchases.

● *Retailer profile, p20-21*



## Right royal fun for loyal retailers

Retailer Trudy Davies showed her support for Her Majesty's 90th birthday with a host of royal-themed activities at her Woosnam & Davies store in Llanidloes, including a quiz, lucky dip, colouring competition for children and free cakes and refreshments for shoppers. Meanwhile, more than 1,000 villagers turned up to help the Queen's official celebrations go off with a bang at a party which retailer Harj Dhasee was at the heart of. His Village Store in Mickleton, Gloucestershire, had been the driving force behind the event, which included inflatables, a barbecue and a bar.

**Contraband tobacco shows second largest increase in EU** Plain packs 'will add to problem'

# Cig sales down 1.7bn as illicit trade rises 300%

by Joseph Lee

Tobacco sales fell by 1.7bn cigarettes in the UK last year, as an almost 300% rise in counterfeiting fuelled the illicit trade.

The UK saw the volume of illegal cigarettes consumed rise by more than 6% to 6.7bn cigarettes last year, the second highest increase in the EU, according to Project Sun, an annual study of Europe's tobacco trade by KPMG.

Domestic tobacco sales fell by 1.7bn cigarettes for retailers in 2015, while nearly

one in six cigarettes sold was on the black market.

Suleman Khonat, spokesman for the Tobacco Retailers' Alliance, said: "It proves beyond doubt what small shopkeepers have been seeing for years, the steady growth of the black market in tobacco. Local shops are under great pressure because the black market is eating into our livelihoods."

Mr Khonat blamed Britain's high taxes and high prices for the rise.

Meanwhile, the study states at an average of 10.10 euros for 20 cigarettes, UK

prices remain among the highest in the EU.

The report comes just days after the implementation of EUTPD II and plain packaging legislation, which it is feared will boost demand for cheaper illegal tobacco.

Will O'Reilly, a former Metropolitan Police detective who investigates the illegal trade for Philip Morris International, said counterfeiting offered criminals the greatest profits, with manufacturing costs as low as 25p per pack.

"In a survey of police

officers, 80% said that plain packaging plays into the hands of organised criminal gangs," he said.

Paul Adeleke, corporate affairs director at Philip Morris International, which helped fund the research with other tobacco manufacturers, added: "This illegal activity not only comes with a financial cost, but it fosters criminality in local communities. Effective solutions require solid co-operation between governments, law enforcement agencies, manufacturers and retailers."

## RN READER POLL



How will you be voting in the EU referendum on 23 June?

## NEXT WEEK'S QUESTION

Will the launch of Amazon Fresh impact your business?

**Have your vote now**  
Go to [betterretailing.com](http://betterretailing.com)

## Name and shame bogus tobacco campaign

A retailer is highlighting the scale of illicit and counterfeit tobacco in his area, ahead of the introduction of Northern Ireland's tobacco register.

Eugene Diamond, of Diamond Newsagents in Ballymena, has been snapping pictures of illicit and counterfeit packs his customers have purchased

and posting them to his Twitter account.

Mr Diamond estimates that 40% of tobacco sold in the local area is illicit.

"I have a good idea who's selling them all," he said. "The guys selling these aren't licensed."

From July, all tobacco retailers will have to register in Northern Ireland or face

fining of £500. Mr Diamond has called on enforcement authorities to target sellers of illicit tobacco.

"I hope they won't just make a show of chasing up people who slip up and sell cigarettes to under-18s.

"But there doesn't seem to be the will to tackle this," he said.

A spokesman for East

and Mid-Antrim Borough Council said councils across Northern Ireland will work closely with HMRC and Trading Standards "to receive intelligence in respect of illicit tobacco offences that can now be used in connection with new powers to deal with persistent commission of tobacco offences".

# LETTERS

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

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

## Smiths News in the firing line over so many issues

I have never dealt with a company as incompetent as Smiths News. Problems range from it losing a vouchers envelope which took months of emailing to get paid out for, drivers not collecting, late deliveries, wet or damaged papers, incorrect quantities, overcharges, and none-credits.

Most recently, I have asked for my papers to be put on a "check" as the driver kept driving off with bundles of papers or supplements after only leaving part of our order. But the latest saga really takes the biscuit. We have a customer collecting the Real Life Bugs series, two of which were in the due book and turned up weeks after their due date, by which time the customer had purchased it elsewhere.

I then requested the partworks return envelope. Nothing arrived, and four calls later I have now been told because a month has passed since the magazines were sent out, it is now probably too late.

**Caroline Belsham**  
Maxwells Newsagents,  
Denton,  
Manchester

**A Smiths News spokesman said:** "We will contact Ms Belsham directly to discuss and resolve the issues that have been raised."

## Thanks Smiths, a customer of 11 years is now lost

First of all I would like to congratulate you for the amazing magazine you publish every week, it's definitely the go-to trade magazine.

I would also like to thank you for publishing my story a couple of weeks ago in regards to Smiths News not promptly delivering my Sunday saves newspapers on Monday. After the story was published we had a few



**Well done Camelot – now let's get back on track working together**

## REMEMBER US? WE'RE YOUR SALES FORCE

Congratulations to Camelot for achieving such a fantastic year. It's good to know that someone is doing well. The picture is not as rosy for small retailers, especially with the advent of the changes forced upon us over the last few years.

Here are several problems we have with Camelot:

1. The estate has been expanded from about 25,000 to 47,000 terminals. While Camelot sales have grown by a small percentage in comparison to the almost 50% increase in terminals – the market is now saturated and retailers' income has been diluted.

2. Camelot's decision to replace the free help number with one that costs smacks of profiteering. It

takes nearly two minutes to listen to the pre-recorded messages before you get connected to a human.

3. The free lucky dip on Lotto if you get two numbers. It is costing retailers tens of thousands of pounds each week, which Camelot pockets. How is it right that retailers work for free?

4. Camelot's relentless pursuit of players to go online. It accounts for about 20% of sales. Some players will want to play online and that is fine. But to ask retailers to actually encourage players to go online is below the belt.

Please listen to us: we are the businesses that see "our" customers face-to-face daily.

Let's get the National Lottery brand back where it belongs and

sell more "together".

**The Retailers Avengers**

### A Camelot spokesman said:

"Many of these points are based on misconceptions and are therefore completely wide of the mark. Our overarching objective is to maximise returns to good causes – not protect the sales of individual retailers.

"We are committed to supporting retailers and growing retail sales – in-store sales made up a record £6bn of the £7.5bn total sales. In addition, retailer commission in the six months following the changes to Lotto increased by over £8m compared to the preceding six months. Unfortunately, as we have no visibility of who these retailers are, we are unable to get in touch to discuss how we can better support them."

weeks without problems, but a few errors did start creeping in with missing supplements etc., which I'm willing to understand.

However, we arrived on bank holiday Monday to find we never received any copies of the Sunday Mirror and People. After calling Smiths, I was told the newspapers would be delivered on Tuesday, which they were not. Because of this, I have lost a customer of 11 years. The company stayed loyal to me despite a decade of late arrivals of their Sunday deliveries, but they understood that this was Smiths' error. Sadly, today was the final straw for them.

Please would you pass this onto someone at



**I have never dealt with a company as incompetent as Smiths News**

**Caroline Belsham**

Maxwells Newsagents,  
Denton, Manchester

Smiths who understands the urgency of my deliveries.

**Jiten Patel**  
Regent News,  
London

## Mondelez, if you are in the area, please do drop in

I was amazed to see the claim that Mondelez has 'one of the largest sales forces in the country'. In the two and a half years we've owned our shop a Mondelez rep has been once. They did also once try to visit on a Sunday, but I refused to see them.

Mars, Nestlé, Coca-Cola, Lucozade, all come regularly and often bring good offers and helpful advice on

merchandising. Given the small size of our shop I am pleasantly surprised they come so often.

**David Hart**  
Uphill Village Shop  
Uphill, Weston-Super-Mare

### A Mondelez spokesman said:

"We maintain that we have one of the largest and finest sales forces in the country. After checking our records, we can confirm that Mr Hart's store has in fact been visited five times by a Mondelez International sales representative in 2016 alone, but during times when he was either absent or unavailable to meet us.

"We have contacted Mr Hart and arranged a meeting, and we look forward to working with him in future."

# OPINION

Do you want to see your views in RN?

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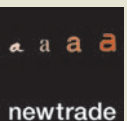


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## YOUR SAY Are low margin pricemarked packs having an impact on your business?

### Myjinder Braich

Fairfield General Stores,  
Bromsgrove

I think pricemarking has gone overboard. Having such a large proportion of products price-marked – it's 35% in our store now – undoubtedly erodes your margins. It also dilutes the effect on customers – if everything is on offer then nothing stands out and it makes little difference. We need to get away from seducing customers through price and add value through other channels, to make sure the business is sustainable and we can attract the best people.

### Adeil Hussain

Family Shopper,  
Motherwell

Pricemarked packs have affected our margins, particularly in certain categories. In tobacco you make basically nothing now, it's down to 2% or 3%. With groceries it's better. You can get decent deals on soft drinks and alcohol too. If you're part of a bigger wholesaler, as we are with



Booker, it's easier as you'll always get deals. But if you compare it to before, those days were better for retailers, especially for a community store such as ours.

### Raj Singh

Londis,  
Banbury

We have pricemarking on a lot of our products and I'm very happy

with it. It does often mean we make a lower margin, but if we sell double the amount then that can more than compensate for it. It's made a huge difference in sales of sugar confectionery and snacking products, for example. I'd avoid it on certain lines, though, such as wine and spirits, where it can take away from a sense of sophistication.

## YOUR STOCK Are you planning any activity, promotions or displays to tie-in with the Euro kick-offs in two days?

### Dave Hiscutt

Londis Westham Road,  
Weymouth

We've got beer displays out, slabs of Foster's, smaller packs of Budweiser and so on. We'll also hang some England flags up. Generally, though, I already have the shop well laid out. We have a dump bin of local pork scratchings in the alcohol aisle and we can sell 100 of them a week. We've got an ice freezer in there too with pretzels and peanuts above it and that all flies out the door with the alcohol.

### Conrad Davies

Eurospar,  
Pwllheli

We're doing some beer displays and promotions on alcohol, snacks and meal deals. And we've got



Craig Crossey-Truesdale, right, created a Carlsberg goalposts display at his County Armagh store

Welsh flags up around the shop. We see the football as part of the whole summer period, when we see a big increase in turnover. I find that if you focus too much on one event you end up being slaughtered by the multiples, who are doing the same offers at the same time. You can end up giving your margins away entirely.

### Vic Grewal

Simply Fresh,  
Thames Ditton

It really depends on the area. In my old Budgens store in Chorleywood we'd put up flags and posters and have offers related to the football and it would draw people in. But my Simply Fresh store in Thames Ditton is smaller so space is at a premium. And it's a matter of taste – it's an affluent area and people aren't that interested. So I'll put up an England flag and make some stacks of beer, but that will do.

# YOUR ISSUE

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## SHOULD WE STAY OR SHOULD WE GO?

**O**ver the past few weeks RN has presented the arguments of politicians aligned to both the Britain Stronger In Europe and Vote Leave campaigns.

Pro-EU campaigners former shadow business secretary Chuka Umunna MP and former business secretary Sir Vince Cable stated 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 uncertainty.

Meanwhile, Pro-Brexit campaigner Priti Patel MP says small businesses would benefit from less red tape and have more lobbying powers if Britain left the EU.

This week, the NFRN revealed 61% of its members will be voting to leave the EU, while RN's poll also came out in favour of Vote Leave. With just days to go until the country takes to the polls on Thursday 23 June, RN has spoken to non-partisan and independent policy think tank Open Europe on the arguments presented by both camps as well as retailers and symbol and convenience group bosses to find out how they will be voting.



policies adopted both in terms of what relationship the UK has with the EU and domestic policy. So taking food as an example, we will try to negotiate an agreement with the EU and it's possible we may be able to keep tariffs off goods and agricultural goods. The evidence suggests the EU has 30 plus trade agreements with 60 plus countries, which generally do pretty good on reducing tariffs on goods and agriculture so there is evidence to suggest the UK would be able to come to an agreement on tariffs at some point. So it's quite unlikely you would see much higher costs.

"In terms of red tape, retail is one of the least integrated areas of the EU. It has put down some regulations on it, but generally it is pretty much left to domestic law. For retail, it is more the knock on effects on the economy which would be a concern."



**Raoul Ruparel,**  
co-director of  
**Open Europe**

"There is the short-term and long-term impact to consider. The short-term impact will be categorised by uncertainty and there will be a period of transition when people will be unsure what's going to happen. It's likely we could see the pound weaken slightly and you might see an economic shock. Therefore, consumers feel less confident and a bit poorer so they might spend a bit less during that uncertain period. But that would be transitory and just a short-term uncertainty effect.

"The bigger questions are over the longer-term and it's hard to be conclusive. It depends on the



**Kash Khara,**  
managing  
director of  
**Simply Fresh**

"For me it's got to be stay for many reasons. There's a lot of discussion around 'we're going to be this much better off or that much better off', but there could be many knock on effects com-

mercially if we leave the EU. We have been in Europe for many, many years now and it's working so why would you change it? With leaving there are too many unknowns."



**Mike Green,**  
chief  
executive of  
**My Local**

"I have never seen the European Union work in our favour to any great extent. It seems to add legislation, complexity and deliver very little benefit in my opinion.

"If you're in a partnership that's failing and you've given it four decades to work and it's still failing, it's time to look at an alternative. That alternative is independence, where we can still trade effectively. I don't believe that trade opportunities in Europe will disappear if we are outside the EU.

"Both sides have done some of the scare stuff and it's sad because it's creating noise that is distracting from the facts. The reality is that most the people who are saying there will be an economic shock are economists. Economists got it wrong with the recession. I hold more stead to the opinions of businesses that grew through the recession, learned from it and

have evolved, so people like JCB and James Dyson."



**David Charman,**  
of Spar Parkfoot  
in West Malling

"I was very much a remain supporter, but over the past few months I have drifted towards leave. But I am still going to be voting remain. I think it's good for business, good for the future, and for the bigger picture it's the right thing to do. I'm not looking at it for my business, I'm looking at what will benefit the country and overall for the country, it's the right thing to do."



**Arjan Mehr, Londis,**  
Great Holland,  
Bracknell

"I will be voting to stay in. It's not a black and white situation, but if we were to leave it would impact the service industry, plus agriculture. Costs and prices will undoubtedly go up. The service industry, including retail, will definitely struggle. I've always been pro-EU. There's nothing that people on the Leave side have said to convince me otherwise so I will continue to support it and vote to stay in."

# INDUSTRY PROFILE

Interview by **Toby Hill**  
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## Mondelez

Over recent years Mondelez has developed insight and advice for independent retailers who want to better meet their shoppers needs. As category development controller Jo Dell explains, the next step is making this knowledge easily accessible to all



**RETAIL NEWSAGENT** When you look at the opportunity for convenience, what are the big barriers to growth?

**JO DELL** There are great opportunities right now with more people buying in smaller stores. But there are challenges too: smaller stores don't have elastic shelves and getting the right range, which includes bestsellers and also fulfils diverse shopper missions, can be tricky. A lot of this has to do with getting the basics right: keeping up to date with what customers want, reviewing your range, focusing on the local offer and maximising the effectiveness of displays.

**RN** How is Mondelez helping retailers improve in these areas?

**JD** Most recently we've been designing a new online platform providing advice and guidance for retailers. It covers three key areas which we identified in our research. The first is 'shopping made easy' - understanding that shoppers go into convenience stores on a mission and making it as easy as possible for them to find what they want. The second is 'inspired by', which is about unlocking events and occasions, which could be traditional times of year, bespoke events, or simply weekends. The third is 'better choices' - helping shoppers make more informed choices by offering a broad and balanced range. Alongside this, there's also advice on our website, [delicious-display.co.uk](http://delicious-display.co.uk).

**RN** What is the ideal shopping experience retailers should be aiming to offer?

**JD** Shoppers have diverse needs and retailers need to be prepared for that.

Friendly and helpful staff who are clued up on everything in the store are hugely important. Ultimately, it's about creating a local connection with shoppers when they walk in - an experience they can't get anywhere else.

**RN** How important is ranging and merchandising in achieving this?

**JD** It's very important. It's critical to have the right products - we know in some cases 80% of sales can come from 20% of a range - but also to achieve a balance. You need to have the bestsellers, but thoughtfully edited, so you have a range of options to meet all shopper missions. It's hard to do, and manufacturers need to provide category advice.

**RN** How can retailers ensure the best practice advice you provide is shared?

**JD** Much of this responsibility is down to retailers in terms of the



**Shoppers have diverse needs and retailers need to be prepared**

training they provide, so our role is really to ensure we are giving the correct advice. You need to take your staff on a journey with you, get them involved with and invested in the store, so when shoppers come in they feel they are talking to someone who is passionate and knowledgeable.

**RN** What benefits have retailers you've helped recently seen from working with you?

**JD** We work closely with retailers, focusing less on individual categories and more on snacks at a broader level. We've had great successes. For example, we worked with Simply Fresh Kenilworth recently on merchandising and PoS and achieved a 21% increase in sales.

**RN** The soft drinks sugar tax has dominated the news recently. What's your response to the health debate?

**JD** We're proud of the products we make, which are loved by consumers and can be enjoyed as part of a healthy, balanced diet. At the same time, we have a responsibility to address these concerns. We support the UK government's public health responsibility deal, and our packs provide clear nutritional information. Essentially it's about helping consumers make informed decisions about what they're consuming.

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

**Company** Mondelez  
**Category development controller for snacking in the convenience sector**  
 Jo Dell



**Profile** Mondelez owns some of the UK's most famous brands, including Cadbury, Kenco, Bassetts, Oreo and Philadelphia, and is one of its leading food and drinks suppliers

**Latest news** The company has been designing a new online platform providing advice and guidance for retailers covering three main retailing areas.

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# JOHN EASTWOOD

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How much does the weather affect sales of your best-selling ice cream, and do your sales fluctuate by day of the week, not just by the temperature outside? John Eastwood investigates

## Ice cream Sundays

**A**t the time of writing, the sun is shining and the weather forecasters have promised us the warmest day of the year so far (23°C in central London).

This is welcome news for the ice cream industry since the first 22 weeks of the year were much cooler than normal and sales therefore got off to a slow start.

In April, when the ice cream season should have been taking off, average UK temperatures were dramatically below average. This dampened sales in independent stores, especially in the last week of April which was worst affected. The average temperature was just 10°C against an expected average of 15°C, and the value of ice cream sales was therefore down by 7% against the same period in 2015.

The good news for retailers, however, is that, unsurprisingly, this trend is reversed in higher temperatures, and a prolonged period of fine weather would easily turn this shortfall into growth. This can be seen through the performance of individual best-selling brands.

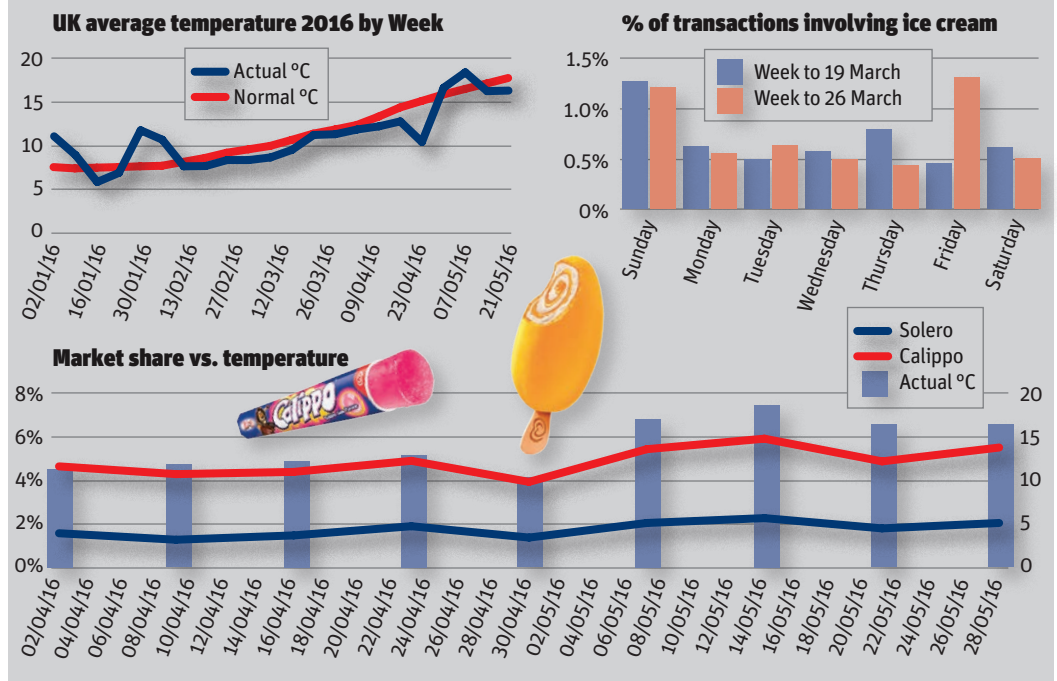
Refreshment brands such as Solero and Calippo are an essential presence in the freezer during a heatwave. In April and May, Calippo's share of sales stood at 4% in the week ending 30 April, when the average temperature was only just over 10°C. Three weeks later, however, this had improved to over 6% when temperatures had risen to above 19°C. Solero performed very similarly, albeit with a lower market share.

The most dominant brand in the sector, Magnum, is the exception to this rule. It bucks the temperature-to-sales trend and has year-round appeal whatever the weather.

A study of transaction data reveals interesting daily buying patterns for ice cream in independent stores too.

I recently analysed data from a sample of more than 200 shops over a four-week period, which involved

### Ice cream sales patterns in independent stores



**Sundays are overwhelmingly the most important day for ice cream**

more than 2.1 million transactions. Of these, almost 15,000 included an ice cream purchase, representing 0.7% of all people going into these shops.

But this level varies considerably by the day of week, with Sundays being overwhelmingly the most important day for ice cream. In the shops studied, the four Sundays accounted for just over 11% of total spend during the four weeks, but almost 18% of all ice cream purchases.

Weather remains the main determinant of sales levels though. Friday 25 March was the warmest day in the period studied, for example, and as a result the number of transactions involving ice cream jumped to the level normally seen on a Sunday.

The study also showed that in most cases, ice cream buyers buy more than just one ice cream, and

are far more likely to have six or more items in their basket.

I have studied ice cream sales in independent stores for many years, and because of what 2013's data showed, I will finish with a word of warning.

If we are fortunate enough to experience a period of prolonged hot weather as the summer progresses, remember that in July 2013 we had four weeks of temperatures well above the seasonal average and sales of ice cream soared.

By the third week of the heatwave, however, distribution and sales figures suggest that demand was exceeding supply and freezers began to empty. So keep an eye on the weather forecast, keep stocked up and enjoy the summer. ●

John Eastwood is a data analyst for EDFM

# PRICEWATCH SPIRITS

## THE FAMOUS GROUSE WHISKY 70cl Price distribution %



## SPIRITS PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
<b>Smirnoff Red Label Vodka</b> 70cl	£13.79	£13.79	£13.79	£13.50	£13.79	£11.99	£13.79
<b>Glen's Vodka</b> 70cl	£11.86	£13.99	-	-	£11.79	£13.49	-
<b>Russian Standard Vodka</b> 70cl	£13.99	£13.99	£12.99	£13.50	£13.99	£16.00	-
<b>Smirnoff Red Label Vodka</b> 35cl	£7.89	£9.99	£7.89	£10.09	£7.89	£10.25	£10.12
<b>Smirnoff Red Label Vodka</b> 20cl	£4.79	£6.19	£4.79	-	£4.79	£4.79	£7.21
<b>Jack Daniel's Tennessee Whisky</b> 70cl	£19.99	£19.99	£19.99	£19.99	£19.99	£17.50	£29.99
<b>The Famous Grouse Whisky</b> 70cl	£16.30	£15.99	£13.99	£13.50	£15.99	£12.99	£18.75
<b>Gordon's Gin</b> 70cl	£14.41	£18.29	£14.49	£14.50	£14.49	£17.99	£18.54
<b>Captain Morgan Spiced</b> 70cl	£14.19	£14.19	£14.19	£14.50	£14.49	£14.19	£20.82
<b>Bacardi Carta Blanca</b> 70cl	£14.99	£14.99	£14.99	£14.50	£14.39	£14.99	£14.99
<b>High Commissioner Scotch Whisky</b> 70cl	£13.77	£15.79	-	-	£10.99	£14.49	-
<b>Bell's Whisky</b> 35cl	£8.89	£8.89	£8.89	£8.89	£5.29	£10.19	£10.75

## Pricing strategies

### RETAILER

1



**NAME BOB SYKES**

**STORE** Premier Denmore Food Store

**LOCATION** Rhyl, Denbighshire

**SIZE** 1,000sq ft

**TYPE** town centre

Vodka is definitely our main line, and it sells in all sizes. There are two types of vodka drinkers really - those that go for Smirnoff and those that will move over to something cheaper when it's available, like Russian Standard. Our most popular whisky is Famous Grouse which always takes precedence over Bell's. We opted for pricemarked stock recently - it cuts into your margins, but accelerates your sales. Overall I'd say it's better, especially when you factor in that it drives footfall into the store.

### RETAILER

2



**NAME RAJ AGGARWAL**

**STORE** Spar

**LOCATION** Wigston, Leicestershire

**SIZE** 1,600sq ft

**TYPE** housing estate

Our most popular products are Jack Daniel's, Smirnoff and Famous Grouse. Generally people are quite flexible with brands - there doesn't seem to be much brand loyalty. These days we pretty much only sell things when they are on promotion, we won't sell much that isn't pricemarked or reduced in some way. This can make margins tight - they can be 30% or above when pricing normally, but can be squeezed to less than 20% on promotion.

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

## RETAILER

3

NAME PARESH VYAS

STORE Premier Vyas Food Store

LOCATION Manchester

SIZE 1,000sq ft

TYPE neighbourhood



We offer a free 2l bottle of drink with the 70cl spirits, anything up to the value of £2. I find that Tesco and the big boys are all fighting over the 1l spirits at £15.99, so I generally don't stock 1l bottles. I find this is an effective way to take them on – it definitely makes a big difference to sales. Customers always go for the promotions on spirits, although they won't go for the really cheap stuff. We had to delist Chekov Vodka, for example, because nobody had heard of it.

## RETAILER

4

NAME ANISH KESHWARA

STORE Nisa Local

LOCATION Whittlesey, Peterborough

SIZE 2,700sq ft

TYPE neighbourhood store



We've seen a 25% uplift in spirit sales over the last few weeks since we tidied up our display. It's not as big a category as it was – departments like chilled and fresh have become more so – but it's still a key driver of footfall. For example, Jack Daniel's 70cl is priced at £19.99, but we can still make some money if we lower the price to £17.50. We've had that offer on for three months and it's become a known deal, bringing people back to the store.

## RETAILER

5

NAME VINEET PATEL

STORE Wady &amp; Bret Londis

LOCATION Charing, Kent

SIZE 1,000sq ft

TYPE village store



Vodka and whisky are our two steadiest sellers, and after that it's probably brandy. We have regulars who buy Smirnoff, and they're going for the brand and have some attachment to it as a good quality vodka. Then there are other regulars who are more price conscious and will go for our own label vodka. Other products like gin, Malibu, Pimm's and Captain Morgan's are all more hit and miss and weather dependent – when the sun is shining we see an uplift in sales of all those products.

# THE ENTREPRENEURS

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



## DAVID ROSS

### Route to the top

David Ross discovered his drive to succeed in business while working on a building site in Algeria. He'd been sent there by his father, son of a legendary figure in the Grimsby fishing industry, on a trip intended to teach the young, privileged Ross to work for himself. It worked: a few years later, he co-founded Carphone Warehouse with his school friend Charles Dunstone, using an initial investment of just £6,000. Ross took on the role of finance director and focused on the development of the firm's high street retail footprint. Four years later, the business had 20 stores, and it expanded rapidly from there. Though he left in 2008, Ross remained a major shareholder and in 2014 was one of the leading investors in the

merger between Carphone Warehouse and Dixons, which produced Dixons Carphone, listed on the FTSE100 Index.

### Key achievements

- Carphone Warehouse was so self-sufficient that by the point it was floated on the stock exchange for the first time, it had never borrowed any money – Dunstone and Ross, along with a third party still held 100% ownership of the retailer.
- Ross's success with Carphone Warehouse led other companies to call on his expertise, and he spent time advising National Express, Trinity Mirror, Big Yellow Storage and Frontiers Capital.
- In the 2015 Sunday Times Rich List David Ross was declared Grimsby's first billionaire.



### Lessons for your store

- 1 Look for products with future potential – Ross and Dunstone entered the mobile phone market when they were still bulky.
- 2 Find the best staff to work with – the two men were old school friends whose success was due to their combined business acumen.
- 3 Continue to pursue your personal interests – Ross has been on the board of Wembley Stadium and the Commonwealth Games, and the consortium that saved Leicester City from receivership.

# RETAILER PROFILE



## It's a right corker

Surrounded by larger retailers, Essex retailer Mital Patel decided to focus his store on value alcohol at prices big chains couldn't compete with. With Bargain Booze's support, Mital is now turning over an impressive £17,000 a week. **Steven Lambert** reports

**H**ow do you get your convenience store to stand out in a crowded local market full of competition from large supermarkets and discounters? Become a destination for shoppers and do whatever you can to be different is the advice from retailer Mital Patel.

Having consistently grown sales year on year at his Bargain Booze Select Convenience Store in Brentwood, Essex - despite his 700sq ft business being surrounded by larger retailers such as Sainsbury's and the Co-op - Mital knows a thing or two about making the most of every opportunity presented to him.

He says: "Before we started here five years ago, the unit used to be an old Threshers. I thought the only thing that would work here would be an off-licence franchise. So we joined Bargain Booze. They invested a lot of money into the business initially and have supported us ever since. We're now turning over £17,000 a week, which is really good for a small store."

Mital says his close relationship with Bargain Booze has been invaluable in helping his business to prosper, particularly when it comes to sourcing highly sought-after alcohol products which shoppers can't find in the multiples.

"With the company buying the Matthew Clark business, we're getting a lot more exclusive products," says Mital. "For example, Bong Vodka is popular here,

which can retail for around £70 for a one litre bottle online, but we sell for £24.99 in a 70cl bottle.

"There are certain other alcohol products that Matthew Clark sells at £9, but we get these discounted and are able to sell them on at lower prices with good margins. Our prices on average are around 10% cheaper than the supermarkets."

Mital says he makes an average margin of between 10% and 15% on his alcohol range, adding this can go up to around 20% on growing categories such as ales.

The store stocks an impressive range of more than 80 ales, from big name brands to craft and locally-produced tipples.

"Some of our bestsellers are Sierra Nevada and Doom Bar, but we also work with local suppliers including the Brentwood Brewery, which have a number of award-winning ales.

"It is an emerging market - more people are moving away from lagers and are looking to try new things.

"It's helped us to become a destination for shoppers. We have customers who will call us after seeing what we stock on the Bargain Booze website, and we now have people travelling here from around 20 miles away."

Mital says he also learned a lot through Bargain Booze franchise meetings, which take place every six weeks. He says: "We can meet other franchisees and see what they're doing well and share good



**We monitor the supermarkets to see where we can do things differently. We never used to do gift-wrapping but, after getting advice from Bargain Booze, we now do this and get more shoppers buying champagne and wine for special occasions”**

**MITAL PATEL**



**“The market is constantly evolving and we need to evolve with it”**

**VISIT MY SHOP**

**Bargain Booze Select Convenience**

497 Ongar Road,  
Brentwood,  
Essex CM15 9JP



practice. Head office also invites suppliers down to show what's new and where the market is going.

“We've introduced changes to our store as a result. For instance, we've been using new wine planograms since December, and we've gone from grouping wine by country of origin to grouping it by grape variety, such as putting all the chardonnays together. Our wine sales have gone up by around 15% as a result.”

Mital adds that Bargain Booze's retail portal, Fuse, has also helped him to attract more shoppers to his store.

“They have all sorts of advice on there – for instance, Bargain Booze has a master of wines who offers tips on which wine to pair with which food, and we're passing on this knowledge to customers. We're also doing gift wrapping for special occasions.”

Mital says he is now looking to expand and is already on the lookout for new sites. He says: “We're a family-run business but my mum and dad are looking to retire and the plan is to open a bigger store with me managing staff.

“With the extra room, we'll look to focus more on convenience and introduce services like food to go.

“The market is constantly evolving and we need to evolve with it.” ●



**Want to see more of Mital's store?**  
Go to [betterretailing.com/Mital-Patel](http://betterretailing.com/Mital-Patel)

# ACADEMY IN ACTION



PayPoint's Joe Pniok talks to Ickleford retailer Jingsh Patel about improving his marketing

Search #IAA16 for ideas and inspiration



## Marketing to Customers

Understanding shoppers and telling potential customers what's on offer in your store to win their business is vital. The IAA's Nadia Alexandrou joined PayPoint's regional development manager Joe Pniok and Ickleford retailer Jingsh Patel to help him attract more customers to his store



**Name** Jingsh Patel

**Store** Ickleford Stores

**Location** Ickleford, Hitchin

**Size** 900sq ft

The Independent Achievers Academy is a business development programme to help retailers like you improve your profits. This is the 3rd in a series of 12 features to show you how retailers are working with our partners to follow the Academy's advice and grow their sales.



Located on a main road that leads from Letchworth to Hitchin town centre, Jingsh's small c-store enjoys a constant stream of passing trade, most of who are commuters and builders.

This location also helps expose his most lucrative point of difference to passers-by: flowers and plants.

"It's been six years since we purchased the shop and at the same time, we took on the flower business from the previous owner, which has always provided the biggest share of my profits, along with my homemade sandwiches."

As well as these two strengths, Jingsh has made a point of striving to cater for all his customers' needs, and always responds to their requests if there's something missing.

### My challenge

Trying to be a one-stop shop with very limited space, Jingsh has found it difficult to merchandise and display his store in a way that sends the right message to customers.



# IAA ADVICE

1

## Use your shop front to tell people what your product offer is

Along with the huge array of flowers and plants outside his shop which will attract passers-by, Jingsh has a fruit and vegetable stand in front of his window, which is mostly covered in signage and community notices and could look untidy.

Joe says this busy frontage could be off-putting and confusing to customers, and by decluttering the windows and completely removing the slow-selling fruit stand, Jingsh could better communicate his offer.

Joe praises Jingsh for having an outdoor sign advertising his free cash machine, which draws in a lot of customers. But he suggests he could attract even more business with a chalkboard sign that advertises his fresh homemade sandwiches and coffee, particularly during peak commuting hours.



2

## Partner with major supplier on promotions

Jingsh's desire to meet all of his customers' needs means all wall space and some floor space holds a variety of stock – a lot of which is not moving. With the store's space limitations Joe suggests Jingsh give more room to his fastest-selling products including flowers, cards, confectionery and sandwiches and work with his suppliers to promote them.

"You need to decide what you want to communicate to your customers. Having too many slow-selling products crowding your displays can be very damaging for sales."

As well as a standalone display of seeds, children's toys and women's hosiery, Jingsh has five different types of mayonnaise, Joe suggests removing entire categories and reducing the range of some standard lines. He also thinks Jingsh could benefit from partnering with suppliers to promote his wine range.



3

## Keep an up to date written marketing budget and plan

Jingsh advertises in the church community leaflet a few times a year and uses Facebook to advertise his promotions, particularly last December when he posted pictures of his discounted Christmas trees. Joe praises Jingsh's marketing but believes he could engage customers better by planning his marketing and being more consistent.

"It's important to show customers you're embedded within the community; this could secure local residents as well as passing trade." He also suggests creating a Twitter account for the store. "Twitter is good for connecting businesses and suppliers. You can draw on their support to help you market your store." Joe also advises Jingsh to create a marketing plan. "By creating a budget and plan you can easily track what you're doing and the results, so you know where to invest in future."

## WHAT WE LEARNED



Joe says

"It's been great seeing the enthusiasm Jingsh has for his store and customers. He's done a good job of creating a point of difference that people will stop for, but he could drive sales even more by communicating more effectively to customers. It's really important that he uses his shop layout and frontage to do this, and makes the shop as clear, simple and easy to navigate as possible."

### Joe Pniok

Regional development manager, PayPoint



Jingsh says

"The visit has been really productive. Joe has been helpful and given good feedback, and I have a better idea of what I need to do to grow sales. I realise that merchandising has been one of my biggest problems and this is getting in the way of marketing to my customers. I want to work with suppliers more and hope what I've learned today will help me achieve that."

### Jingsh Patel

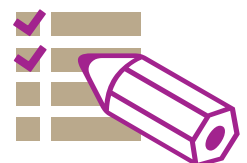
Ickleford Stores, Hitchin

## Jingsh's action plan



- Create a chalkboard sign to communicate fresh sandwich deals outside the store
- Remove and reduce slow-selling lines, and partner with a wine supplier to better sales
- Create a marketing plan to ensure Facebook is updated regularly and track reports

## Your action plan



- Check how your store's marketing compares on [betterretailing.com/marketing-customers](http://betterretailing.com/marketing-customers)
- Email [iaa@newtrade.co.uk](mailto:iaa@newtrade.co.uk) to find out how you can take part in a future visit from one of our partners
- Use the free tools on [betterretailing.com/IAA](http://betterretailing.com/IAA) to increase your sales

# THE RN INTERVIEW



## Ray Monelle

**With retail crime, tobacco legislation, ongoing news supply issues and a host of other regulatory changes, independent retailers need all the support trade organisations can offer. Chris Rolfe met one of the men tasked with providing it over the next year – the NFRN’s new national president**

**I**’ve had four armed robberies, shoplifting, staff thefts and even a person die in my shop. I’ve owned my business for 34 years, so I totally understand the life of an independent retailer,” says the NFRN’s new national president Ray Monelle, as he shares his plans for his year at the federation’s helm.

This experience of being a store owner, plus his year as vice president, he says, have been vital preparation that will allow him to help NFRN members through one of the most difficult periods they have ever experienced.

“The trade has almost never gone through the amount of changes and challenges that are happening now, with retail crime, EUTPD II, the National Living Wage, auto-enrolment and difficulties with the newstrade,” he says. “Members will go through some difficult times in the next year and we need to help them keep up to speed.”

Retail crime is a particular focus for the federation, and Mr Monelle praises his predecessor Ralph Patel and the NFRN for building parliamentary links to raise awareness of the issue and the federation’s work to combat it.

“We’ve met with all the party leaders and had a lot of parliamentary receptions. We also helped set up the retail crime All-Party Parliamentary Group,” he says, explaining that he too will prioritise the issue throughout his presidency.

“I believe a lot of MPs want our involvement. They appreciate hearing the story from the shop floor and we’ve seen the information we’ve supplied being quoted in parliament.

“With the APPG on crime with former chair Guto Bebb, there’s no doubt the issue is being taken more seriously and it will go up another level the more we get involved. I would like to encourage more of our members to talk with MPs and police commissioners.”

Mr Monelle says his own experience of retail crime in his store – traditional CTN Orchard News in Western-super-Mare – is proof that more needs to be done to help independent retailers. The police responded quickly to the armed robberies in his store, he explains, but their reaction to shoplifting was disappointing.

“They class smaller theft as a very minor problem but a lot of indepen-



Interview by **Chris Rolfe**  
 email [chris.rolfe@newtrade.co.uk](mailto:chris.rolfe@newtrade.co.uk)  
 tel 020 7689 3362



**Ray says his experience of crime, legislation and newtrade issues in his store will help during his presidency**

dents work on tiny margins and don't even earn the living wage, so every stolen chocolate bar is money out of their pockets. And a lot of us, including myself, live above the shop so robberies and break-ins aren't just business theft - they are very personal. We need to address attitudes to this."

Another priority for Mr Monelle's presidency is solving service problems within the newtrade.

Mr Monelle has two large newsrounds and sub-retails to outlets including a hospital, where he has personally sold newspapers on wards for 33 years. His reliance on newspapers and magazines and belief in the value of these categories, he says, will help him campaign on members' behalf.

"My news bill is more than 40% of my turnover so it's a big part of the success of my business. But I've experienced most of the issues retailers throughout the country have - late deliveries, lack of supply and missing partworks."

Mr Monelle chairs the NFRN's news operations committee, and as such was involved with the launch of N3 - the federation's news group - and its recent newtrade summit with wholesalers and publishers, where retailers' service issues topped the agenda.

"I intend to remain as chairman while I'm national president," he says. "The newtrade needs attention at a high level to make sure it is treated with the degree of urgency it needs."

He is confident that improvements can be made regarding service



**The news-trade needs attention at a high level to make sure it is treated with the degree of urgency it needs**

issues - even those that have dogged the industry for decades.

"Publishers, wholesalers and retailers all aim to earn a living from news print and there is a desire to address problems and make it run as smoothly as is economically possible," he says.

Building membership of N3 and securing more promotions and supply control through it for retailers will improve independents' ability to compete with the multiples, he believes.

To this end, Mr Monelle wants to grow N3 membership from 15 to more than 50 retailers over the next year. He also wants all members to operate on a common EPOS system so the NFRN can source data to use in negotiations with publishers.

Another issue that will dominate the NFRN's agenda in the coming year is tobacco, as EUTPD II rules outlawing smaller cigarette and tobacco packs start to take effect.

"This, to me, is a bigger issue than plain packaging or any other law changes we've had," says Mr Monelle. "In my shop, more than 60% of tobacco sales are from smaller packs. And you've got to remember that people who buy 10-packs come in a few times a week. Their visits could halve when they're buying 20s instead. Retailers' footfall could drop dramatically."

Mr Monelle is also concerned that smaller retailers struggle to keep up to date with or understand law changes and therefore risk being uncompliant, so the NFRN's role over the next year is to "explain what is happening in layman's terms", he adds.

But while the tobacco market is one of the most challenging areas, it has also provided an opportunity for Mr Monelle to specialise successfully in his own store. He is keen for the federation to help other stores create their own points of difference too.

"I'm vocal about the need for independents to be more specialised and offer products that aren't available in the big stores. We keep an extended range of cigarettes and I do a lot of pipe tobacco, cigars and loose tobacco. I also stock Cuban cigars and customers know we're the only place in town that does them. If you get customers in looking for specialist brands you build a reputation."

He believes the federation's commercial arm, NFRN Commercial, has an opportunity to help here. As the company's chairman, Mr Monelle wants members to be offered more high-margin products and services they would otherwise struggle to access, to help them compete in the increasingly competitive convenience market.

Asked for an example of how Commercial has done this already, he points to e-cigarettes.

"This is the big area where Commercial has shown capabilities and rewards, especially through our relationship with Vivid. E-cigarettes is a growing market and retailers can earn higher margins from Commercial than elsewhere - 40% or more. But it's an area a lot of members haven't fully grasped yet, so I'd like to see more taking this opportunity."

The federation has plenty of business advice, opportunities and tools to offer its members, says Mr Monelle. But helping them understand the NFRN's offer and engage with it will require better communication and a continued drive to re-structure the organisation's branches and districts.

This, plus the challenges of retail crime, news supply and tobacco legislation and many other issues mean Mr Monelle faces a busy year. But he says he's up for the task.

"I'm looking forward to being president, even though I know, with my shop to run too, there'll be times when I'll be burning the candle at both ends. But I've been affected by all the things we've talked about and it is getting harder to be an independent retailer. That's why I'm up for the challenge." ●

**Ray runs his traditional newsagent with his wife Andrea**



# SALES SUPPORT

Visits from supplier reps can be frustratingly rare, but what support and advice is available when companies do invest in field sales teams? **Chris Rolfe** joined PepsiCo on the road in Slough to visit four stores and find out

## Welcome higher sales to your store



**W**hile many suppliers have disbanded their field teams, others remain convinced of the value of supporting independent retailers with face-to-face advice.

PepsiCo is one firm which believes updates on launches and campaigns and advice on ranging, location and display provided by reps will pay dividends.

At present, its reps are armed with a new guide to the savoury snacks category, designed to help retailers

understand trends, perfect ranges and improve the layout and position of displays. They also highlight and provide PoS for current campaigns, such as Walkers' Holidays promotion on its core single and multipacks.

PepsiCo's head of field sales Matt Goddard invited RN to join him and rep Victoria Richmond-Bowell, who visits 168 stores around High Wycombe, Slough, Maidenhead and north Reading, on four store visits in Slough to see this support in action.

### Farnham Road Post Office

Victoria visits our second store - on a main road connecting to the M4 and Heathrow Airport - every fortnight. Crisps are displayed by the till and she has worked with owner Hardeep Singh to create a tight range of bestsellers, highlighted by clear pricing.

"Crisps are good sellers here, but there were so many lines on the fixture before," she says. "We phased out some slow-sellers. Now we have two or three facings of the bestsellers. Hardeep says our advice made sense and his sales have increased."

Hardeep serves a mixture of adults and children, meaning £1 bags, 50p bags and a three for £1 deal on Snaps, Frazzles and Cheetos are popular.

With some of these lines sold out, Victoria refills the unit with stock from her car, then runs Hardeep through the category guide.

"In future, I'd like to add a secondary display to spread £1 products out and make them more prominent," she adds.



Victoria adds PoS to highlight Hardeep's best-selling crisps

### Five ways to work with reps

**Matt Goddard**

Field sales director, PepsiCo



**1** Use your reps to help identify the right range for your store.

**2** Right display - utilise the experience of your reps to clearly lay out your fixtures.

**3** Right location - work with your reps on secondary displays to help maximise sales opportunities.

**4** Keep a regular and open dialogue with your rep and share information with each other.

**5** Utilise supplier online rewards and category management websites such as Walkers Counts for More.

### Central stores

When Victoria first started working with Vikash Patel a year ago, his crisps range had no or old price labels, so improving his display and pricing has been her priority.

New price strips are in place, as is a range of £1 pricemarked packs, and on her fortnightly visits she has given bestsellers up to four facings to improve rate of sale.

It would be easy to have hundreds of lines with just one facing in a store this size, Victoria says, but multi-facing cuts time spent on replenishment.

"Pricemarked packs are easier to see on the new display and we've had steady sales. They are good for summer barbecues and with soft drinks," says Vikash.

Matt adds the store has benefited from Walkers' new smaller 32-outers, with stock-holding reduced.



Victoria uses PoS to attract customers to Raj Rajasani's juices and smoothies



Walkers rep Victoria uses a new category guide to help Express News with its ranging, location and displays

## Express News

"We've spent the past few months developing this shop's crisps range," says Victoria as we arrive at our first store – a traditional CTN by Slough station. "The store has been extended and they've added a coffee machine. Crisps are now opposite the till, and we've segmented them with dividers. Their bestsellers – 50p pricemarked bags on the main display and £1 bags on a secondary site – are now doubled-faced."

On previous visits, Victoria has stripped out slow sellers to build a stronger core range.

"We tell retailers the top 50 products make 87% of sales so it's better to stock products that sell faster," she says.

She checks sales data and stock against records from the previous two visits, adds PoS to promote Walkers' Holidays promotion, then talks sales assistant Taz through advice in the new category guide.

"Crisps have sold better from the new display because people can see them more easily. They sell well from the unit in the chiller too, where people buy them with a sandwich," says Taz.



Clear price labelling and multi-facing has made Vikash Patel's snacks display easier to shop and manage

## S D Wines

Raj Rajasansi's crisps range was "erratic" when he and Victoria began working together in his busy newsagents.

"There were £1 bags and stock everywhere but we've redone the display," says Victoria, pointing to 50p Walkers bags set out by flavour under the large counter.

"It's about having a conversation and asking if a product is selling well. If it has dust on it, it isn't."

Victoria also advise retailers on soft drinks. In this store, she spots an opportunity to introduce PepsiCo's Naked smoothies brand and provide PoS for this and two Tropicana bottles to highlight both brands. ●



## It's better to stock products that sell faster



Victoria uses sales data to check Express News has the best range for its customers



## How will reps support you this summer?

RN asked 5 other suppliers what their reps will focus on over the next few months to help grow retailer sales and improve stores' category management

### News UK

The publisher has 40 reps visiting up to 400 stores around the UK every day and will spend the coming months providing display solutions for its My Perfect Store initiative, as well as finding the next 7,000 stores to work with. Reps also look at whole stores to help retailers increase total-store profits. News UK will shortly launch a new trade website to offer online support alongside assistance from reps.

### Imperial Tobacco

With the recent introduction of EUTPD II, Imperial reps are helping independent stores understand the importance of competitive tobacco pricing as pricemarked packs begin to disappear. They

will communicate the company's "sell at RRP or below" advice with the aim that shoppers will be assured they will continue to get value for money from tobacco products.

### JTI

With time to prepare for EUTPD II, our sales force will be ensuring retailers maintain good availability and range for as long as possible, helping them with best-practice management of a £15bn category and key footfall driver. They will also continue to communicate clear advice through our Your Guide Through Change initiative.

### Mars

Mars reps will be helping retailers take advantage of summer sporting events such as Euro 2016 by

updating them on the latest new products, promotions and merchandising tips. With the popularity of sharing occasions rising, they will also focus on distribution of block chocolate and treat bags.

### Mondelez

Mondelez reps base their advice on four principles – category management, merchandising fixtures, signposting and making the most of shopper missions. This summer, they will update retailers on current marketing activity such as the Cadbury chocolate bags offer with Merlin Entertainment and Cadbury 'Wini Eggs' with Paralympics GB, as well as introducing new Belvita Soft Bakes Chocolate Chip.

# E-CIGARETTES



Although e-cigarettes are affected by new EUTPD II regulations, independent stores still have a 50% share of this blossoming market.

**Toby Hill** provides a guide to the category to help you take full advantage of the sales opportunity it offers

## Don't let EUTPD II damage your sales

**W**ith the market growing 50% over the last two years – and a substantial proportion of this trade occurring in the convenience sector – e-cigarettes are increasingly indispensable for many independent retailers. But with the EUTPD II about to impose a raft of regulations on a sector with a chaotic range of manufacturers and products, the next year is shaping up to be a confusing period. Here, we embark on a guided tour through the category, considering how it will be affected by the new legislation and charting a course through the stormy months that lie ahead.

### Legislative changes

The EUTPD II regulations are being implemented in three phases

#### Phase 1 20 May

**2016** Advertising and promotion restrictions implemented.

#### Phase 2 20 November

**2016** Production of non-compliant stock must cease.

#### Phase 3 20 May 2017

Sale of non-compliant stock must cease.

#### Advertising and promotion restrictions

- E-cigarettes cannot be marketed in newspapers, magazines, on the radio, TV or internet.
- Retailers can still promote in-store, including window posters and display units.

#### Product restrictions

- Liquid refill bottles

limited to 10ml

- Cartridge & Clearomiser and disposable content limited to 2ml
- Nicotine levels restricted to 20mg/ml
- All new products require pre-notification to be submitted to the Medicines and Healthcare products Regulatory Authority.

#### Packaging restrictions

- Nicotine health warning must be included on two largest surfaces, covering at least 30% of each
- Batch number, nicotine and dose and ingredients list must be clearly displayed
- Packaging can't claim any health benefits or show any healthy images such as fruit.



#### Key stats in a changing market

## £164m

The e-cig market is now worth £164m a year

## 50%

The market has grown by 50% over the past two years

## 62%

The top four brands account for 62% of retail sales

## 15.5%

The number of people who had tried an e-cigarette almost doubled in two years, rising from 8.9% of the population in 2012 to 15.5% of the population by 2014

## 50%

Independent, symbol, and convenience stores are key channels for e-cigarettes, holding almost a 50% share of overall sales



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# E-CIGARETTES

## Market trends



Smokers are keen to test new flavours

### Cleaner, capsule-based tank systems

Tanks – an integral part of any vapouriser, which stores the e-liquid alongside the mechanism that turns it into vapour – are becoming increasingly popular across all types of e-cigarette: the tank market has grown by 161% over the last year.



#### John Hanna

Smokemart, Brighton



The JTI Logic has capsules so you don't have to add or mix flavours yourself, which makes it much less messy. It's starting to sell really well. People appreciate the simplicity.

### More regulated products

EUTPD II will bring in tighter regulations controlling e-cigarette products. While this may seem like unnecessary red tape, leading e-cigarette manufacturers see it as an opportunity. "We believe that the EUTPD legislation presents one of the biggest opportunities for convenience retailers we've seen in a long time," says Jenni Roberts, vice president customer marketing at blu. "Tighter regulation will lead to higher quality products, increasing consumer confidence." She also predicts a "likely shift in sales from specialist vape shops and online into convenience shops."

### Health benefits of switching to e-cigarettes

While uncertainty remains, a couple of recent studies have affirmed the huge public health benefits of switching from smoking tobacco to e-cigarettes. Indeed, in April, a Royal College of Physicians study concluded that e-cigarettes should be widely promoted as a substitute for smoking.

#### Duncan McCutcheon

McCutcheon Newsagents, Newcastle-Upon-Tyne



The health benefits of e-cigarettes seem to be in our favour and the head of the health authorities recently said they are far better than smoking. And the new regulations are going to reduce maximum nicotine levels. Looking at my customers' buying habits and how they are changing, I've even seen people buying Oml or 6ml strengths, which I never used to, so there are some people using them to give up altogether.



**We believe that the EUTPD legislation presents one of the biggest opportunities for convenience retailers we've seen in a long time**

#### Kate Clark

Sean's News, Worcester



I'm hesitant about what types of products to sell. We have other shops in town which sell all types and I have customers who've gone up there and got them cheaper, then come back to me because they don't work. Tighter regulation definitely seems a good idea.

### Experimental younger vapers

Retailers have noted that the younger generation are the most likely to switch from smoking tobacco to e-cigarettes. These customers have distinctive tastes and desires, which it's worth catering for. This is also why brands are investing in the so-called "third generation of e-cigarettes" with Nicocigs brand Vivid also investing



#### Nainesh Shah

Mayhew Newsagents, London



It's fairly easy to persuade smokers from the younger generation to try e-cigs while older smokers stick with cigarettes. It's an experimental category. They want to try things out and won't just stick to a brand. I hear people in the shop discussing which flavours they've tried and recommending others. So I try to keep a good range to meet that demand.

## RETAILERS

### How I keep up to date with this fast-changing category

#### Nainesh Shah

Mayhew Newsagents, London



We have a lot of younger customers who seem very knowledgeable and clued up about the market. I'll listen to them, and talk to them about trends and new products.

#### Carl Pickering

Top Shop News, Lancashire



I buy the Vivid range and the reps are really good at keeping us up to date with new developments. I'll also have a look at the internet and keep myself informed through the trade press.

#### John Hanna

Smokemart, Brighton



We can't stock everything, but we have to give new things a go, especially here in Brighton where e-cigarettes have really taken off and people want to try the latest varieties. I talk to customers and read about new products, but in the end there's always some trial and error to see what will sell.

#### Kate Clark

Sean's News, Worcester



I read the trade press, including Retail Newsagent. I also talk to whoever I can to learn about it – to reps, other retailers at the cash and carry, customers. It's about generally keeping your eyes open and being interested in what affects your business.



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[blu.com](http://blu.com)

\*UK retail data with Source: Nielsen Scantrack - Total Coverage - Value Sales 4 wks ending 27.02.2016.

# E-CIGARETTES

## Merchandising tips from two top suppliers

**How can you ensure the best profits from your e-cigarettes range? JTI and Blu UK provide some display advice**

### Blu UK

**1** Stock two or three brands from the trusted market leaders

**2** Make products visible in store and use PoS to highlight them

**3** Stock a range of vaping products – both liquid and rechargeable

**4** Upsell to consumers with accessories

**5** Understand the products and become an advisor to your customers.



### JTI

**1** Visibility is key – consider locating e-cigarettes on the counter-top in a bespoke unit

**2** Keep a well-stocked merchandising unit to encourage repeat visits from local customers

**3** Maintain a clear and tidy e-cigarette display

**4** Take time to understand what's happening in the e-cigarette category

**5** Ensure staff are able to educate customers about the e-cigarette category and range stocked in store.



**Why not organise a tasting session to help customers get to know your range**

## Retailers' action plans

**Stay up to date with the latest developments**

**Jeremy Blackburn**

Head of communications, JTI



The technology of e-cigarettes is constantly evolving so retailers can expect to see new product development in line with upcoming legislative changes. Retailers should try to support product launches, as they have been developed in line with market trends to help maximise profit opportunities.

**Choose a good supplier**

**Karl Pickering**

Top Shop News, Lancashire



We had a problem with our previous supplier, Totally Wicked, who insisted we sell at least £2,000 of products a month. We're a small rural shop, it was never going to happen, so they refused to supply us. But now we're working with Vivid which is great. The reps are good and keep us up to date, which is important when products are changing fast and customers often have questions.

**Partner with sales reps to run in-store tasting sessions**

**John Hanna**

Smokemart, Brighton



We've had a few tasting sessions here, for example reps for the new E-lite Curv came for a week and that made a hell of a difference. When you introduce a customer to something new it can take a while to explain why they should change from whatever they're used to. Having tasting sessions with sales reps draws attention to new products and takes the pressure off me to explain it all myself.

**Display e-cig products prominently**

**Duncan McCutcheon**

McCutcheon Newsagent, Newcastle-Upon-Tyne



The margin is great, there's little else as good for retailers like me, so we'll give it a very prominent place on our countertop. We use a Perspex display which holds 12 different flavours, and another for all the

**Suppliers' advice will keep you up to date on EUTPD II**

different pens. I even know some retailers who are planning to get rid of the cigarette gantry when the new rules kick in and put e-cigarettes up there instead – they've got a much better margin than conventional cigarettes.

**Prepare for legislative changes**

**Jenni Roberts**

Blu UK



Retailers will need to counter restrictions on advertising and promotional activity with their own in-store display – increase visibility and PoS – which will remain legal. They will also need to make sure they understand what compliant products look like and heavily promote existing stock to sell-through. ●





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# PRE-MIX DRINKS

The summer opens up a raft of sales opportunities for your drinks range. Here, **Toby Hill** finds out how you can appeal to five types of pre-mix and cocktail fans



## Summer sales all ready to go

Occupying their own nook in the alcohol market, pre-mixed drinks have had mixed success since their first appearance in convenience stores. Retailers in some areas report that they are a vital part of their alcohol selection, and keenly seek out new varieties. Others have stripped back their range to the basics. Here we examine the key customers for sales of pre-mixed drinks, outlining where retailers can look to boost sales in the category, and what new or innovative products they could bring in to help them do so.



**Pre-mixes are great for picnics**

### Groups of female friends

“Our pre-mix cans sell well, especially when they are on offer,” says Nandendra Singh Jadeja, owner of Waltham Forest Londis. “Many of the customers who buy them are ladies. They don’t buy a lot at a time – they buy a few, when they have friends coming round.” He points to Gordon’s Gin & Tonic with Cucumber as a popular product among these customers.

Khuram Pervez, owner of Nisa Loco in Newcastle upon Tyne, has noted a similar trend – albeit in a way slightly at odds with the age range the industry expects. “I find it’s the older generation, mainly female customers, who go for them,” he says. “They’ll often buy them, on a Friday or Saturday, with a small bottle of wine to drink before going out for a meal.”

As a result, and unlike in the case of lager, customers tend to just pick up a couple of cans at a time. Both Khuram and Narendra aim to capitalise on these buying habits with small promotions, such as two cans for £3. >>>

#### KEY PRODUCT

##### Raspberry Mojito Caribbean Twist

Halewood has launched a new raspberry mojito flavour in its summery Caribbean Twist range. Along with existing Caribbean Twist flavours, it will be available in 70cl bottles, price-marked at £2.79. “Pre-mix drinks appeal to a younger, and predominantly female audience who are seeking a genuine cocktail experience at home,” says Michelle Chadwick, brand manager at Halewood Spirits.



Summer launches include this raspberry mojito drink

### Summer BBQ and picnic shoppers

Bimal Patel, owner of Londis Ferme Park Road in north London, observes that pre-mix drinks sales increase “when the weather is warm and the barbecues come out”.

It’s an observation shared by other retailers: “If people are drinking at home they’d rather buy their own bottle and mixer,” says Faisal Naseem, owner of Party Time off-licence in Arbroath. “But if they’re heading out they’ll grab pre-mix cans on the way – they’re more of an on-the-go item.” As a result, retailers could consider displaying pre-mix products prominently on warm, sunny days, highlighting them as an alternative to fruit ciders and flavoured wines that have also become popular picnic drinks.



#### KEY PRODUCT

##### Malibu Pineapple

Pernod Ricard is getting ready for the summer season with a #becausesummer marketing campaign. As part of this, it is launching limited edition bottles of Malibu Original and Malibu Pineapple, which come with a Malibu-branded coconut or pineapple cup.



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# PRE-MIX DRINKS

## Cautious drinkers – or the opposite

Retailer Faisal Naseem notes that pre-mix cans are often popular with customers who have reasons to moderate their alcohol intake. “You never quite know what you’re getting when you pour yourself a drink straight from a spirit bottle,” he says. “But with pre-mix cans it clearly says the units and strength on the can, so you know exactly what you’re drinking if you have to drive home.”

On the other hand, Natalie Lightfoot, of Londis Solo Convenience in Baillieston, Glasgow, has noticed people grabbing the cans as part of a heavier drinking session. “They go for them as chasers with beer,” she says, adding that she stocks just Smirnoff & Cola and Jack Daniel’s & Cola, finding them sufficient to cover her customers’ needs.



Keep cans chilled for summer impulse purchasing

### KEY PRODUCT

**Red Square Toffee & Apple Vodka** Halewood has launched two new flavours in its range of pre-mix Red Square vodka range. Sloe & Lemonade and Toffee & Apple are both available in 250ml cans.



The make-your-own cocktail market has really diversified



## Make-at-home cocktails

For some retailers, pre-mixed cans have never managed to get a foothold in their stores. “We’re in a rural village and our clientele here aren’t interested,” says Ben Patel, from Ramsgate Londis in Kent. “People think of a cocktail like they think of a cup of tea – they want it fresh, they don’t want someone else to make it for them.”

Instead, he focuses on people buying mixtures of products to make cocktails with at home. “We sell a good amount of spirits, and then lemons and limes and fresh mint, as well as energy and soft drinks. People will pick them up together, mainly on weekends.”

Still, despite such clear cross-promotional opportunities, Ben prefers to leave the different products in their own categories on his shelves.

“You want to keep the spirits in their own category, you can’t put one next to the other or they don’t sell so well,” he says. “These things aren’t an impulse buy, people come in prepared with an idea of what they want. So you need to highlight them clearly where they are so people go to the sections to get what they want – then, once you’ve got them moving from one bay to another, you’ve got them exploring the shop, picking up more products on their way round.”

Up in Arbroath, while pre-mixed sales remain strong, Faisal has also noted a growth in home-made cocktails. “The make-your-own cocktail



Customers use spirits they buy from you to make their own cocktails at home

market has really diversified,” he says. “You have things like cheese-cake shots now, which you don’t get in a pre-mix can. It’s always good to have a bit of knowledge so you can make suggestions to customers.”

### KEY PRODUCT

**Absolut Vodka** Diageo is launching a new bottle design as the summer comes in and Brighton Pride approaches, which “takes the rainbow flag – an icon of diversity – and mixes it up.” The design will be supported with a huge marketing campaign.



## Students

As retailer Khuram Pervez, whose store stands between Northumbria and Newcastle universities, knows well, students are always an important market for alcohol. “Often students will put money together to buy bottles of spirits or big boxes of lager, so the pre-mix cans aren’t the biggest alcohol seller with them,” he explains. “But they do go for some products – Dragon Soop cans have taken off and we have a full range of them in now to meet student demand.”

### KEY PRODUCT

**Dragon Soop Blue Raspberry** This cocktail-in-a-can which blends vodka with a caffeineated energy drink builds on the popularity of mixtures such as vodka and Red Bull. At 8% ABV it’s strong, and with an RRP of £2.99 it’s relatively pricey for a 500ml can – but this hasn’t put off Newcastle and Northumbria university students.

Dragon Soop is a hit with students





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New packaging  
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\*Millward Brown Equity to Dec 2015.  
\*\*Nielsen Scantrack Total Coverage MAT Volume to 26/03/2016.  
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for the facts  
[drinkaware.co.uk](http://drinkaware.co.uk)

## - LET IT - BLOSSOM

# PREVIEW



### Google tastes the rainbow

Wrigley is giving shoppers the chance to win £5 Google Play credit in a competition running on Skittles.

**RRP** various  
**Outers** various  
**Contact** 01752 752094



### The US send us nuts

Kraft Heinz is bringing US nut brand Planters to the UK next month, including flavours such as Salted Cashews.

**RRP** 99p - £2.79  
**Outers** 5 - 40  
**Contact** 020 8573 7757



### A cat's Dreamies come true

Mars Petcare has launched a limited edition Snacky Mouse toy for cats which comes with a 60g pack of Dreamies treats.

**RRP** £3  
**Outers** not given  
**Contact** 01664 411111



### Hobnob heaven for all

United Biscuits has entered the free-from biscuit sector this month with the launch of McVitie's Gluten Free Original and Milk Chocolate Hobnobs.

**RRP** £1.69 - £2.19  
**Outers** not given  
**Contact** 0800 138 0813



### Don't be an Airhead

Perfetti Van Melle has added Airheads Sour sweets to its Chupa Chups range this month, available in 50g bags.

**RRP** 60p  
**Outers** not given  
**Contact** 01753 442100



### It's a Vimto R-remix, ribbit

Vimto is launching a multimedia marketing campaign to grow awareness of its Vimto Original and Vimto Remix drinks.

**RRP** various  
**Outers** various  
**Contact** 01925 220 122



**Juice for a-Stute retailers**

Stute Foods has unveiled a range of pre-marketed packs for its 1.5l juice cartons.

**RRP** £1.29 - £1.79

**Outers** not given

**Contact** 0117 923 8823



**Chick-en this out!**

Spar is adding two ready-to-cook lines to its own label range this month – Roast in the Bag Whole British Chicken and British Chicken Boneless Thigh Fillets.

**RRP** £3 - £5

**Outers** 8 - 12

**Contact** 0208 426 3690



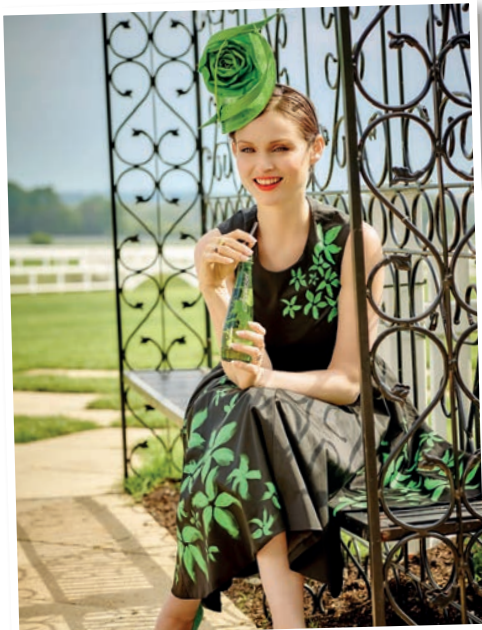
**One approves**

Dairy Crest is celebrating the Queen's 90th birthday with a new Best of British pack design running on Country Life butter.

**RRP** various

**Outers** various

**Contact** 08457 811 118



**Apple of my eye at 50**

Coca-Cola European Partners has teamed up with singer Sophie Ellis-Bextor for a promotional campaign celebrating Appletiser's 50th anniversary.

**RRP** various

**Outers** various

**Contact** 08457 227222



**Mmmm... melty...**

Cathedral City cheese is being promoted with a new marketing campaign featuring the tagline 'Love Cheese, Welcome to the Club'.

**RRP** various

**Outers** various

**Contact** 08457 811 118



**Seeing double?**

Nestlé has launched a two for £1 offer on its core chocolate and sugar confectionery products, including KitKat 4 Finger.

**RRP** various

**Outers** various

**Contact** 01904 604 604

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# THIS WEEK IN MAGAZINES

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



## Sport special

# TOUCHDOWN TIME FOR UK-BASED NFL FANS

**American football is the fastest-growing sport in the UK and this 100-page guide gives facts, figures and analysis of all 32 NFL teams**

**NEWSQUES** – owner of Boxing News – is producing Touchdown, a 100-page American National Football League (NFL) guide, which analyses all 32 NFL teams specifically for the UK fan base. The target market is sports fans of all ages. The title will feature a 2016 season preview, star player interviews, a breakdown of the game's history and UK expansion, the rules, and the different positions. The print run is 7,000 and it is estimated to deliver £30,000 in retail sales value. American football is the fastest-growing sport in the UK, according to Seymour.



**TOUCHDOWN**  
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**Price £6.99**  
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## Round up



**NADIA ALEXANDROU**  
Magazines  
reporter

## SERVE UP TOP SUMMER SALES

With £2.6m in sales revenue expected in the puzzle category this summer through the independent and symbol group channel, are you paying attention to your customers' summer habits?

When I go on holiday, for example. I always stock up on magazines and snacks before I go to the airport to avoid paying for alarmingly-over-priced products. I buy three types of magazines – firstly, the stimulating and engaging sort – like the Economist or Private Eye, then some creative titles – colouring in and codebreaker magazines are my favourites. And finally, the not-so stimulating, most likely one with a really fat celebrity on the front.

I normally get them at my nearest c-store, which I choose because it also has amazing cappuccinos. And that's where there's an opportunity for retailers.

Puzzle magazines in particular always soar in the summer, largely thanks to the UK's love of travel and holidays. Puzzle titles generated £8,743,702 worth of retail sales value last summer. And with 30% of sales going through independents and symbol groups that means there's a £2.6m opportunity through this channel for June, July and August.

Puzzle publishers also go all out for summer with covermounts and promotions that span the whole period to attract as many customers as possible. Puzzler Media, for example, is offering National Trust passes and picnic hampers in 18 of its titles in July. Having a clear and attractive display, with these promoted titles in plain view will help you get a bigger share of that £2.6m. Serving really good coffee and tasty snacks is also a plus.



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# THIS WEEK IN MAGAZINES



## Bestsellers Women's weeklies

Title	On sale date	In stock
1 Take a Break	23.06	<input type="checkbox"/>
2 Woman's Weekly	22.06	<input type="checkbox"/>
3 People's Friend	22.06	<input type="checkbox"/>
4 Chat	23.06	<input type="checkbox"/>
5 Closer	21.06	<input type="checkbox"/>
6 That's Life	23.06	<input type="checkbox"/>
7 Heat	21.06	<input type="checkbox"/>
8 Bella	21.06	<input type="checkbox"/>
9 My Weekly	21.06	<input type="checkbox"/>
10 Woman	21.06	<input type="checkbox"/>
11 New	21.06	<input type="checkbox"/>
12 Woman's Own	21.06	<input type="checkbox"/>
13 Real People	16.06	<input type="checkbox"/>
14 Grazia	21.06	<input type="checkbox"/>
15 Best	21.06	<input type="checkbox"/>
16 Pick Me Up	23.06	<input type="checkbox"/>
17 Reveal	23.06	<input type="checkbox"/>
18 National Enquirer	14.06	<input type="checkbox"/>
19 OK!	21.06	<input type="checkbox"/>
20 Love It	23.06	<input type="checkbox"/>

Data from independent stores supplied by



### WOMAN'S WEEKLY LIVING SERIES

This issue from Woman's Weekly Living Series is dedicated to the summer and contains features and activities on how readers can enjoy the season. These include nine fiction stories, 15 pages of family activity ideas to keep children entertained, four pages of puzzles and six strawberry-based recipes. There is also a guide to flattering swimsuit options.



**On sale** 16 June  
**Frequency** monthly  
**Price** £1.99  
**Distributor** Marketforce  
**Display with** Woman's Weekly, Woman's Own, Woman



### LOVE TO KNIT & CROCHET

A recently-launched title from Time Inc. UK's The Craft Network, this issue comes with a knot necklace and charm kit containing two colours of yarn, a key charm and a pair of double-ended needles. Love to Knit & Crochet is filled with projects for knitting and crocheting enthusiasts of all levels. There are also features on summery tie tops, bag patterns suited to the summer festival season, and how readers can decorate their homes with their own needlework.



**On sale** 24 June  
**Frequency** Monthly  
**Price** £5.99  
**Distributor** Marketforce  
**Display with** Love to Make, Knitting & Crochet, Simply Knitting



### FORD SUMMER FESTIVAL

Ford Summer Festival is the souvenir guide to a new event of the same name, which is taking place at Brighton Racecourse on 16 and 17 July. The festival is a celebration of Ford cars and will include an indoor bar, competitions, car displays, family camping, an entertainment stage and a Ford Run race. No multiple has been offered this magazine, which will be on sale solely in independents.



**On sale** 17 June  
**Frequency** one shot  
**Price** £5.00  
**Distributor** Seymour  
**Display with** Classic Ford, Fast Ford, Retro Ford



### OLIVE MAGAZINE

The July issue of Olive magazine includes a guide to the best places to eat in Europe, as well as recipes for a vegetarian barbecue, and where to buy the best meat. This issue of Olive is expected to generate £40,200 in retail sales value. According to Immediate, the cookery and kitchen sub-category is thriving so retailers should position Olive at the front of the fixture to maximise visibility.



**On sale** 17 June  
**Frequency** monthly  
**Price** £4.25  
**Distributor** Frontline  
**Display with** BBC Good Food, Jamie, Delicious Magazine



### MAKING JEWELLERY

The summer issue includes beads which readers can use to make the projects inside the magazine. This issue is the second to feature the title's redesign, which includes a bold front cover designed to make it stand out even more. It now also includes 85 projects and ideas following its redesign. Making Jewellery is the UK's best-selling jewellery magazine according to publisher The GMC Group.



**On sale** 23 June  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Seymour  
**Display with** Crafts Beautiful, Bead & Jewellery, Papercraft Inspirations



**TAKE A PUZZLE CELEBRATES 25 YEARS AS THE UK'S BEST-SELLING PRIZE PUZZLE MAGAZINE**





## RAF SALUTE: A CENTURY OF WARFARE

Officially endorsed by the Royal Air Force, this 100-page souvenir publication marks the 80th anniversary of the formation of RAF Fighter Command and the RAF's commitment to the defence of Great Britain. RAF Salute will have a print run of 23,000, and will target 25- to 60-year-olds.



**On sale** 16 June  
**Frequency** one shot  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Flypast, Aeroplane Monthly, Aviation News



## GRAZIA

For this issue, Grazia has teamed up with Facebook to produce a real-time interactive issue. The editorial team has been based at Facebook UK's head office producing the issue, which readers can help shape as well as edit through Facebook interaction. They also had the opportunity to attend and watch exclusive events throughout the week. In anticipation of a significant sales increase, Frontline is printing 40% more copies.



**On sale** 21 June  
**Frequency** weekly  
**Price** £2  
**Distributor** Frontline  
**Display with** Closer, Heat, New



## PEPPA PIG

Issue 213 of Peppa Pig magazine comes with a ladybird magnifying glass and creepy-crawly stickers. This issue has a boating theme, which features Peppa Pig character Captain Daddy Dog. Readers can hold a paper boat race by following cut-out card activities inside the issue and also have the chance to win a family break to Peppa Pig World in Paulton's Park. There's also a template to make a Peppa Pig sailor's hat.



**On sale** 16 June  
**Frequency** Fortnightly  
**Price** £2.25  
**Distributor** Comag  
**Display with** Fun to Learn Peppa Pig, Thomas and Friends, BBC Showcase



## SFX

SFX will be a premium priced issue at £5.99 - usually £4.90 - which will come polybagged with a free quiz book. Features also include a celebration of Sir Terry Pratchett's life, Star Trek news and a review of Ghostbusters 3, which will be released on 11 July. There's also a review of Independence Day: Resurgence, which is out on 23 June. Seymour expects a strong uplift in sales for this issue.



**On sale** 22 June  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Doctor Who, Fortean Times, Sci-Fi Now



## TAKE A PUZZLE

The Take a Break offshoot is marking its 25th anniversary on the shelves with its next issue. It is celebrating the milestone with a host of silver-themed prizes and offers. In total, there's £25,000 worth of goodies up for grabs for its readers, who it says have kept the magazine at the top of the prize puzzle-themed market since its launch in 1991.



**On sale** 23 June  
**Frequency** monthly  
**Price** £2.20  
**Distributor** Frontline  
**Display with** Crossword Collect, Puzzler Collection, Take A Break Take a Crossword

## Industry viewpoint

**Elisa Mendez**

UK circulation & trade marketing manager, Puzzler Media



**S**o what are the biggest trends in the puzzle magazines market? Mixed format titles are big sellers at the moment due to their variety, which is now the biggest puzzle genre with a 29% share of the puzzle market.

There's also a significant trend for puzzles that remind us of our old childhood activities, meaning dot-to-dots and spot the differences are back in fashion.

With the long school holidays coming up retailers should be doing what they can to take advantage of the puzzle magazine sales peak for this season.

It's therefore essential to stock puzzle magazines to amuse the kids, because these will be popular purchases for parents during the holidays. Display is also key for encouraging sales and achieving the best possible return.

The ideal position for puzzle titles is near women's weeklies and TV guides as there is a strong cross-over purchase.

Consumers will buy more than one magazine during the summer months so it's vital to appeal to a wide audience.

They will be looking for value for money, so those carrying big competitions and free pens or pencils should be given prominence.

The puzzle sector is a complex category so it's essential for retailers to establish which puzzle magazines sell well and respond by offering a wide breadth of products. Ensure all genres are represented - puzzle fans know what they want.

**Top tip**  
 Ensure the market-leading title in each genre is well stocked and also the number two, three and four sellers.

## COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT



## WANDA WINCHESTER SHOWS RN AROUND BLAKEMORE'S NEW BMORELOCAL FASCIA

Plus, how to maintain the right tobacco range while the industry prepares for plain packaging, and stock the puzzle magazines your customers want this summer



# THIS WEEK IN MAGAZINES

## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Build the Ford Mustang	23	100	8.99
Build the Millennium Falcon	77	100	8.99
Cake Decorating Relaunch	72	169	2.99
Dinosaurs & Friends	69	80	5.99
Jazz at 33 and third RPM	12	70	14.99
Simply Stylish Knitting	25	90	3.99
Star Wars Helmets Coll'n	13	60	9.99
Zippo Collection	23	60	19.99

## Eagle Moss

3D Create & Print	74	90	6.99
Build A Solar System	43	104	6.99
DC Comics Graphic Novel	22	60	9.99
Disney Cakes & Sweets	145	160	4.50
Doctor Who Figurines	74	74	7.99
Marvel Chess Collection	75	96	8.99
Marvel Fact Files	170	200	3.50
Military Watches	62	80	9.99
Star Trek Ships	75	78	10.99

## Hachette

Art of Crochet	42	120	2.99
Art of Knitting	73	90	2.99
Art Therapy	65	100	2.99
Build the Mallard	94	130	7.99
Build the U96	94	150	5.99
Classic Pocketwatches	100	100	8.99
Dr Who Complete History	21	80	9.99
Judge Dredd Mega Collection	73	80	9.99
Marvel's Mightiest Heroes	65	60	9.99
My 3D Globe	75	100	5.99

## RBA Collectables

Amazing Dinosaur Discovery	68	80	5.99
My Zoo Animals	41	60	5.99
Precious Rocks, Gems & Minerals	73	100	5.99
Real Life Bugs & Insects	91	97	5.99

## Collectables

### DeAgostini

Magiki Mermaids	2.50
Frogs & Co	1.99

### Magic Box

Zomlings Series 4	0.50
Star Monsters	1.00

## Collectables

### Topps



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



**Shopkins**  
Cards £4.99  
Stickers £1.00



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



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



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



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



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



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



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



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



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



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



**WWE**  
Stickers £2.99  
Cards £0.50



**Shopkins**  
Starter £2.99  
Stickers £0.50

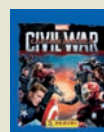
### Panini



**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



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



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



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



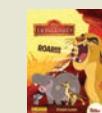
**Official UEFA Euro 2016 Sticker Collection**  
Starter £2.99  
Stickers £0.50



**Zootropolis**  
Starter £2.99  
Cards £0.50



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



**Lion Guard Sticker Collection**  
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Stickers £0.50



**Frozen Sticker Collection**  
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Stickers £0.50



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## Newspaper terms

### Daily newspapers Margins/pence

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

### Daily newspapers Margins/percentage

Sun	50p	22.30%
Mirror	65p	22.30%
Mirror (Scotland)	70p	22.30%
Daily Record	65p	22.00%
Daily Star	40p	24.20%
Daily Mail	65p	22.308%
Express	55p	24.20%
Express (Scotland)	30p	24.20%
Telegraph	£1.40	23.30%
Times	£1.40	21.50%
FT	£2.70	20.00%
Guardian	£2.00	22.00%
i	40p	25.00%
i (N. Ireland)	50p	25.00%
Racing Post	£2.30	23.48%
Herald (Scotland)	£1.30	23.00%
Scotsman	£1.50	22.50%

### Saturday newspapers Margins/pence

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

### Saturday newspapers Margins/percentage

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

### Sunday newspapers Margins/pence

Sun	£1.00	21p
Sunday Mirror	£1.40	29.40p
People	£1.40	29.40p
Star Sunday	50p	11.05p
Sunday Sport	£1.00	24.3p
Mail On Sunday	£1.60	33.60p
Sunday Mail	£1.70	35.70p
Sunday Telegraph	£2.00	45.50p
Sunday Times	£2.50	52.50p
Observer	£3.00	73.50p
Scotland on Sunday	£1.70	39.95p
Racing Post	£2.60	61.00p
Sunday Herald (Scotland)	£1.70	35.70p
Sunday Express	£1.40	29.65p
Sunday Post	£1.60	33.60p

### Sunday newspapers Margins/percentage

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

## Newspapers

### Scale of third-party advertising insert payments

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

\* By negotiation

### Weight Watchers 11-12 June

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,295g	945g	65g	2	55g
Sunday Times	975g	640g	20g	3	10g
Mail on Sunday	855g	485g	40g	2	35g
Guardian	760g	260g	20g	2	15g
Sunday Telegraph	745g	410g	65g	3	45g
Times	710g	405g	10g	1	10g
Mail	635g	225g	95g	4	45g
FT	585g	225g	0g	0	0g

### Insertion payment guide

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

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**Bristol** 0117 9606563



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Leasehold £89,000

**Newcastle under Lyme**  
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Leasehold £87,995

**Cardiff**  
Ref: G32386J

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Sales £10,000 + pw, lucrative business

**Staffs/Derbys** 01782 711022

**S & W Wales** 01633 868609

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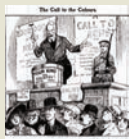
## Back in the day

# 100

YEARS AGO

17 June 1916

Thousands of married men throughout the length and breadth of the land are awaiting their call to the colours, every one of which will be interested in the new book which Messrs. Gale and Polden have just issued, "The Soldier's Guide to Obtaining State Assistance".



# 50

YEARS AGO

18 June 1966

Small shopkeepers are advised to join together to survive competition from large groups in the "Joint Action in Retailing" report. The British Productivity Council has been investigating methods taken by small grocers to keep their customers against increasing competition from supermarkets.



# 25

YEARS AGO

22 June 1991

It now seems unlikely that top-selling crisp flavours like Prawn Cocktail and Tomato Sauce will be banned from British and Irish retailers' shelves in a new European Community draft directive. The European Commission accepted that these crisp flavours pose no health risk.



## Sponsor attack puts cricket coach on a sticky wicket

Yorkshire cricket club may soon become a meat and dairy-free zone if coach Jason Gillespie has anything to do with it.

The former Australian fast bowler, a devout vegan, is causing a headache for the team's board members with recent comments about one of its main sponsors, Wensleydale Creamery.

The outspoken Gillespie told the Yorkshire Post he hopes that "one day the dairy industry can be shut down" – just months after Wensleydale Creamery signed a new two-year sponsorship deal with the Headingley side.



In the interview, Gillespie also said of the dairy market: "I think it's disgusting and wrong on so many levels."

"I'll have it out with people, I don't care. There's nothing wrong with standing up for what you believe in."

The comments may have left Wensleydale Creamery a bit cheesed off, with a spokesman for the sponsor saying: "That's a very bold statement and I need to understand a bit more about what he's actually trying to say here."

Let's hope they can sort out their differences before the deal goes sour.

## Pilfering pensioners' spree

A WH Smith store in Scotland claims it has lost £6,000 worth of magazines in a year due to a sharp rise in shoplifting – from pilfering pensioners.

Gary Torrance, manager of the store in the Thistles Shopping Centre in Stirling, said light-fingered OAPs are stealing more than £100 worth of magazines from the business every week.

Mr Torrance said he has banned a number of the silver-haired perpetrators over the past six months, but many are returning to the store to nick titles such as Take a Break and Chat.

"Ninety per cent of shop-

lifters who have been apprehended and end up sitting in front of me are in their 60s and 70s," he said.

"The biggest problem is that we can't always catch them in the act. But we've got a lot of regulars on our CCTV system and I'm compiling a folder of some of these shoplifters who have been doing it for more than two years."

Stirling inspector Donna Bryans said they were due to charge an elderly woman accused of carrying out eight shoplifting incidents at the store.

Any newsagents operating in the Stirling area, you have been warned.

## AROUND WITH THE ROUNDSMAN with Blanche Fairbrother



Some of my customers are absolute stars when it comes to an appropriate comment about something.

Take Peter Wright – I arrived at his farm just as he was going to breakfast and he thought my timing was good.

He has The Sun every day and this particular morning, Tuesday 7 June, was the day the photo of the England football team on the aircraft steps was printed.

He took one look at them in their posh suits and came out with the words "Just look at them, what use are they? They might as well be wearing boiler suits." You just know that we will be the ones to suffer with late deliveries because of it.

I arrived at Mr & Mrs Greenhowe's house at High Offley on Thursday 9 June to find a police forensics van there.

It was a case of burglary as the big shed at the bottom of the garden had been broken into and a number of expensive tools had been stolen, including a practically new lawn mower.

This is the third time in a few months that this has happened to them, but what these people, whoever they are, failed to notice in the dark was that CCTV had been installed and has captured the whole thing on film. So the police have now got first class images of three burglars and their car and they know exactly what time it all took place.

I have since found out that three other properties in the same area have also been targeted.

There was a bit of excitement at Norbury Wharf last weekend. Some people who had hired a narrowboat for a holiday brought it back OK, but on the last day they forgot to switch the shower off.

It overheated and set the boat on fire. Enter the fire brigade with lights flashing and sirens going – that certainly woke Norbury up.

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